O'Neill of CJAV, Port Alberni, handles an "interview" with Jumbo, who is giving his views on the way it appears in the pages of the Twin Cities Times, local weekly newspaper, demonstrating the friendly relations that local press and radio enjoy.

RAVES GUNFIRE TO TAPE KILLING

Toronto.—Alan Savage, veteran producer of such major shows as "L. for Lanky," "Canadian Theatre of the Air" and "Jolly Miller Time" and "Ontario Panorama," has been handed the production job by his firm, Cockfield Brown & Co. Ltd. of the new all-Canadian "Ford Theatre" which opens on the Dominion network October 7.

Snafued in the U.S. in favor of TV, this program emerges as an hour-long weekly production with all-Canadian talent.

Scripts, besides the U.S. program's perennial, will consist of Canadian originals and adaptations of various Rank movies. Adaptations will be made by Canadian writers.

"Le Theatre Ford," the same sponsor's one-hour French drama, will also return to the air in the fall starting October 6. This program was awarded the LaFleche Trophy for 1948-9 in the "best commercial" category.

Vote Prod Aired
By B.C. Stations

Vancouver.—The British Columbia Association of Broadcasters, in conjunction with the Junior Chamber of Commerce, went to work on "Get Out and Vote" campaigns, designed to attract more franchise holders to the polls in both the Provincial and Federal Elections.

After campaigning by the various candidates ceased 48 hours before each election, the 16 private radio stations of the BCAB started their drives to bring out voters with a 15-minute transcription from the "Canadian Heritage" series, produced by the Canadian Chamber of Commerce, designed to emphasize the value of the right to vote. Other programs and special announcements were also aired.

Two days before each election, spots and flashes were carried every two hours by stations in all parts of the province. As the opening of the polls drew nearer, more special announcements were aired every hour, and the frequency was increased to every half hour on election day, until the last announcement advised listeners that only 30 minutes remained in which to cast ballots.

After both campaigns, stations in British Columbia followed up with the most intensive election result coverage the province has seen.
THE BUY OF THE YEAR
FOR LOCAL SPONSORSHIP!

THE MARGI MASS APPEAL OF
THE DAMON RUNYON THEATRE

COMEDY—pathos—excitement—romance... everything you need to reach a big audience with selling impact!
The DAMON RUNYON THEATRE presents fifty-two of the immortal Runyon's greatest short stories, adapted for radio in superb half-hour productions.

Here's a refreshingly DIFFERENT kind of sales vehicle... built for the advertiser who wants to match distinctive product appeal with a distinctive approach to the consumer market.

The DAMON RUNYON THEATRE—top-bracket enter-
tainment all the way—is offered by All-Canada at a low, syndicated price to spearhead the advertising of one of your best local sponsor prospects exclusively in your own area!

The name Runyon guarantees a huge, ready-made audience... the program itself has proven its ability to attract more and more listeners with every broadcast.

Be sure to investigate! Ask All-Canada for the full, factual story and an audition at your convenience—without obligation!

ALL-CANADA PROGRAM DIVISION

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
Another FIRST FOR CFRA!

Electiion Coverage Voted TOPS

Phone Calls . . . Letters . . . Cards . . . Kind words from all over the Ottawa Valley told the story. They all said the same things . . . “Your Election Broadcast was great” . . . “Easy to follow” . . . IT was complete.” Local opinion rated CFRA’s job “TOPS” and it was . . .

AND HERE’S WHY . . .

BECAUSE . . . CFRA knows its audience. It considered the fact that OTTAWA is the Capital City. Election coverage was tailored to listeners in the area.

BECAUSE . . . Knowing the mentality of its people CFRA presented A STRAIGHT SEVEN AND ONE HALF HOUR PUBLIC SERVICE BROADCAST . . . no interruptions . . . no commercials.

BECAUSE . . . Sponsor relations are so good sponsors willingly stepped down for the night . . . they preferred to share in the story of the day . . . they saw it the CFRA WAY!

BECAUSE . . . It was professional and complete. CFRA’s trained news staff organized it. Twenty-nine members of the station staff shared in it. There was a BUP press wire for Canada . . . another for Ontario. CFRA had reporters in every riding. Reports were edited, classified, summarized.

BECAUSE . . . It got the CFRA “big story” treatment . . . IT WAS FOLLOWED UP. When Prime Minister Louis St. Laurent returned to the Capital, CFRA’s news staff GOT THE FIRST AND ONLY INTERVIEW . . . they met him on the platform of his private car!

Ottawa’s Own Station — Maintaining Its Top Spot

By Discrimination, Unfailing Good Taste and Service

By Actual Survey The Ottawa Valley’s “Most Listened To” Station

CFRA
STATIONS

CURB FREE-TIME SHORTS

New York.—In reply to hundreds of unwarranted requests for plugs which sends usually classify as “public service” WTOR, Torrington, Conn., uses the following form letter to explain the station’s position to the “free-time sharks”:

“It costs money to operate a radio station! Brochures recently received from your concern are interesting, but we at WTOR, and others in the radio industry, derive no income, actual or potential, from information contained therein.

“Radio is an advertising medium. If you believe in radio advertising then it is worth expending money on it. If you do not believe in this method of advertising, radio stations should be deleted from your mailing list.”

WTOR officials point out that requests for public service announcements from reputable groups are always honored by the station but the letter applies to all “concerns which deluge the poor radio stations with all types of commercial copy hidden under the guise of public service, news releases and other weapons peculiar to the character we class as the free time chiseler.”

CKTB APPOINTMENT

St. Catharines. — Norm Marshall, CKTB newsreader, has been named news editor of that station succeeding Charles Compton, who has been appointed secretary-manager of the Canadian Broadcasting League here. Marshall’s post on the news staff will be filled by John Morrison, CKTB announcer.

SEVEN RYERSON GRADUATES PLACED

Toronto.—Seven of the eleven students of the Broadcasting School of the Ryerson Institute who have just graduated have secured jobs with stations across the country. These are: Michael Alford, CKSF, Cornwall; Douglas Loney, CJRL, Hamilton; John Milligan, CJOY, Guelph; Lorne Peebles, CFPL, London; Peter Pratt, CKCL, Truro; Bob Redmond, CKGB, Timmins; Ken Wares, CKOX, Woodstock.

Ottawa.—Heading the CKFA news department is Brian O’Connell, former city editor of the Halifax Chronicle, who scored a general beat when he taped an interview with the Prime Minister as his private car pulled into the Ottawa station the day after the elections. O’Connell, now assisted by Barbara Abbott, former newspaper girl, who spends most of her time pounding the beat, is responsible for around fifteen newscasts a day with special accent on local news.

PERSONALITIES

Winnipeg.—CKRC Jottings—John Edwards has been signed by the Moffatt-Bergman-owned CKTG as chief engineer—Terry Goz, a local lad, is now operating a control panel at CKRC—Rolly Hand, continuity writer, commentator and actress, is heading the U.S., where she hopes to continue in radio—Jean Bingwa is leaving the traffic department for a job in a local clinic—Mary Medway, formerly of the promotion department, will be in charge of traffic.
Socialism Dies Hard

The triumphant victory of the Liberal party in last month's general election would bode better for the cause of business if there were not such a close affinity between Britain's current Socialist government and Canada's own.

This may sound like a rash statement, but the facts do bear examining. Since "business" stands to lose most, the discussion has a very definite place in these columns.

The over-worked alibi that is being used, that at least the CCF has "wiped out, definitely does not apply.

In the first place, while CCF repre¬

sentation in the House has been cut from 32 to 12, the number of CCF columns recorded in this year's election— the figure is still incomplete—is 467. The total of votes cast for the CCF in the 1945 Federal election was 259. It is therefore simply dodging the fact to say that the Socialists have been eradicated. It also has to be admitted that the government is not unhealthy strong, but its structure is bolstered with timber taken in the Socialist platform, and it is unlikely that these "Liberal-hurry," as the Prime Minister and the Socialists, will have no lasting influence on the Liberal government, whose policies so closely parallel their own.

For the time being at any rate, the government's tremendous power in the Senate pushes the cause of "business," which has always been closely tied up in the Conservatives, out of the political arena. We have five years of amelioration ahead of us in legislating for the unfortunate out of the assets of normally healthy and prosperous people. And the cost of this social welfare will come out of one purse, and that is the cash register of business. And "business," relating to the background, is going to itself faced with a Hobson's choice— pay up and like it, or to pay up and dislike it.

Here is one saving grace. Overvindings of the reforming type peculiarly sensitive to the loud denunciation of minorities, and that is the way in which "business" was cast. After it admits it or not, on Monday, 27.

If "business" will face this fact, organize itself into one collective group—not just the Chambers of Commerce, the Service Clubs, the Trade Associations or other groups, but into one conglomerate mass of them all—then it will stand a chance of getting itself noticed and heard in Ottawa besides being disgracefully permitted to foot the bills.

Obviously this is exactly what the Progressive Conservatives attempted to do in their recent disastrous election campaign. They failed to accomplish their purpose, because those who led them and those who advised the leaders on how to reach the people, proved themselves incapable of speaking to the mind and the heart in their own language. And "business," which owes its existence to its keen ability to judge what the people want and then give it to them, did not take a lead in steering the party to victory, but stood on the sidelines, confident that this time everything was going to be all right.

From this time forth, surely the course must be clear. Irrespective of political party, "business" must not only sell its system to the public, it must also enlist the public's active and continuing support of the economic scheme of living, which makes it possible for it to earn everything it owns.

This shouldn't be difficult. And once achieved there will be a new force, just as strong as labor, which now dictates platforms and high-pressure legislation. With a strongly organized "business," government will no longer be able to bow to those who shout the loudest, because we shall have not one but two "pressure groups" descending on Ottawa, each possessed of an equally healthy pair of lungs.

Now It's The Royal Commission

Private radio's success in its presentation to the Royal Commission on Arts largely on the co-operation given to the CAB management by the stations. The establishment of an independent regulatory body to legis¬late over the CBC and the private stations on an even basis might well be the recommendation of the Commission. It is also sure to consider the resolution passed by the CAB at their convention last month, urging that the CBC be relieved of the responsibility in the commercial field.

What the Commission cannot fail to consider is whether the private stations have shown themselves willing and able to program for the good of the listener, and would be prepared to sacrifice a certain amount of commercial revenue to this end, if they were operating their own network.

Without question, in spite of the handicaps imposed by the present CBC monopoly in the national network field, the stations do, all of them, enter into the lives of their communities, and perform every useful function they can. The most recent example of this would be the election returns, which, in many instances, entailed the voluntary cancellation or postponement of profitable commercials, to enable them to broadcast the returns. The Ontario stations' second annual effort on behalf of the Ontario Society for Crippled Children, in which they received generous assistance from the artists, is another fine example. But back at home, there is never a day that the public does not receive the benefits of time and talent generously devoted to projects of local interest and charitable causes. And it is these undertakings that are too little spoken of, and can only get the airing they deserve if stations will appoint men experienced in the handling of news to get them out where they will do the most good.

Generally speaking, it is the station that does an intelligent job of press relations which earns itself valuable publicity. Now there is an added in¬

centive in the forthcoming meetings of the Royal Commission. So it now becomes increasingly important for everyone engaged in the business of broadcasting, on whichever side of the managerial desk they sit, to get busy.

The Hazards Of Free Speech

Free speech carries with it hazards and responsibilities. The hazards are something we have to accept as the lesser evil; it is better that a few men should be allowed to spread their lies than that all men should have their speech controlled. The responsibilities of free speech are something which mankind has to learn the hard way; no law can impose them from the outside.

—Calgary Herald.
EST

DIGEST

Roles Of FM, TV & FX

Condensed from an Address to the Canadian Association of Broadcasters by S. M. Finlayson, General Manager, Canadian Marconi Company.

FREQUENCY MODULATION

Frequency Modulation broadcasting has much to offer the broadcasting industry and the general public along the following lines:

1. The transmission of all programs free from man-made or natural-made noise, and with complete fidelity.
2. The inherent characteristics of FM make it ideal for intense regional coverage where generally the greatest markets, actual and potential, exist.
3. FM lends itself admirably to transcasting, that is, to say, the transmission of musical programs to passengers in buses and streetcars in urban and suburban areas. Experience in the United States has shown almost 100% acceptance of this service by the travelling public and a substantial economic future for those participating in the business.
4. Store-casting is the transmission of specially prepared programs not only to stores but to all places of public resort where a basically musical program, with or without very short commercial announcements, has been found useful and practical.

For a variety of reasons none of the above fields can properly be covered by AM broadcasting.

The full development of Frequency Modulation broadcasting in Canada has been held back by the Canadian Broadcasting Corporation ruling which requires that a broadcaster transmit over his FM outlet exactly the same program as fed through his AM outlet. This regulation should be dropped and licenses should be freely issued for FM operation, subject only to the same general technical and economic rules that are applied to AM operation. Otherwise the full development of FM is impossible. In the U.S. something like one thousand FM stations are in operation, which aptly illustrates the progress that can be made where only technical and economic limitations are allowed to govern the development.

TELEVISION

Television is not just an alternative form of radio broadcasting or just another medium of entertainment. Television is a medium of mass communication of tremendous importance to us all, and nothing must be allowed to interfere unnecessarily with its development along proper economic and technical lines.

Canada needs television; it will stimulate its economy and enable us to maintain and expand present levels of employment, to assist us to retain in Canada, artists, technicians and others who may be attracted away because of higher pay and a better working environment.

The technical and, above all, the financing problems in building up television program service in Canada are tremendous. We should not let these stop us from making a start. It is not a new thing for Canadians to be faced with problems of this kind, particularly as the U.S. is a nation of fifty states. All the prophets of doom to prevent new things from being undertaken simply because they are new and because they may go out of fashion. This kind of thinking must not be allowed to interfere with Canadian television.

To bring television to the maximum number of Canadians in the earliest possible date, it is essential that the resources of Canadian Broadcasting Corporation and private broadcasters, otherwise who are willing to set up television stations should be given the full development of FM is impossible. In the U.S. something like one thousand FM stations are in operation, which aptly illustrates the progress that can be made where only technical and economic limitations are allowed to govern the development.

But television is not just an alternative form of radio broadcasting or just another medium of entertainment. Television is a medium of mass communication of tremendous importance to us all, and nothing must be allowed to interfere unnecessarily with its development along proper economic and technical lines.

Quebec Market No. 2

"Good Morning to you from Jos. Hardy. If I asked you what your potential sales were in 'Les Bois Francs,' maybe you would think I was touched by the heat! But that French phrase, meaning 'The Hardwoods,' is the very old name of Quebec's Eastern Townships—nearly 9,000 square miles of territory containing 413,600 people. It is a prosperous, highly industrialized area, producing everything from furniture to chewing gum. In the centre of these twelve wealthy counties is Sherbrooke, where Stations CHLN (English) and CKTS (French) are 'The Voice of the Eastern Townships.' 85.3% of all homes here have radios.

"Here is a big, prosperous area you can reach, resultfully, by radio. Cash in, too, on the sumntime interest among American tourists in our picturesque beauty of Quebec. Radio can help you—Ask Jos. Hardy."

For any information on Quebec Market No. 2, telephone, wire or write to: Jos. A. Hardy & Co., 442 Montreal, Quebec, Canada.

CHRC - QUEBEC - TORONTO
REPRESENTING: 5000 WATTS

CHNC - NEW CARLISLE
WATTAGE: 5000

CHLN - TROIS RIVIÈRÈS
WATTAGE: 1000

CHLT - SHERBROOKE
WATTAGE: 250

CKRS - JONQUIÈRE-KENOGAMI
WATTAGE: 250

751 YEAR AS CANADA'S R. WATT PICKERING R. WATTS

The Wright Stations
Local Advertisers Prefer CHNO
LARGEST AUDIENCE AT LOWER COST
Sudbury's Bilingual Station

William Wright

NOW 1000 WATTS

ETERAL BLDG.

EY MONTREAL

VICTORY BLDG.
EMPIRE LIFE BLDG.

FOR SALE

Two sets of portable stages, approximately 38" wide x 12" deep. With two (2) sets of full size curtains (sq. yards), track operated and side and back drop drapes. Ideal for dealer meetings, product presentations, theatrical productions, etc. Any reasonable offer accepted.

Write Box No. A-23 to: Canadian Broadcaster & Telescreen
1631 Church St., Toronto

www.americanradiohistory.com
ideal and probably not in the public interest for the following reasons:

First, each of the participants must enter into the venture in the first place, and indeed the certainty, after the initial period, of being granted a channel in his right only thus have any chance of business and the continuity which would enable him to justify his original investment and operating expenses in the initial period.

Secondly, no plan has been put together to disengage their financial personnel commitments on a scale that might be even reasonable.

Thirdly, some of the partners in each region would have to duplicate when using on their own much of their thought and effort was put into the original fiction. As a very minimum, individuals could only expect very far over from the joint op-a skeleton staff, while the thought that they would have to largely from scratch, new, and further, the department at a stage which might be critical.

Fourthly, although two private pians in a given area can very well collaborate, if each has its own channel, transmitter and the like, it would be very difficult to two or more owners to be in a complete agreement as to particularly on the pro-side, that the operation proceed with the same zest effectiveness as would apply to more stations competing for the public interest but by recognizing the necessity of cooperation. All here present I am sure, recognize that constitutes the best pro- or program service, is a serer on which no two people possibly think alike, at any in detail, and with a highly live, fast-moving and rapidly growing medium such as television. The complexities of joint operation make joint ownership possible. However, there is reason to commend close cooperation between a group of stations bound together in much the same way as any trade or group association.

Television is a new medium and must be allowed to grow unrestricted and this means all private or public agency.

The function of facsimile would appear to be naturally destined for, is the disestablishment of printed news material, including, of course, all forms of pictures, sketches and the like, which go to illustrate an article. In no sense do I suggest that facsimile can replace a well-run local newspaper, but it may well be that in some of the territories served by members of the Canadian Association of Broadcasters, there is a need for facsimile service which could be integrated with their other broadcasting activities.

The fact that facsimile is technically practical, and that it has languished commercially, shows that we have not yet, except in a very small way, found the contribution that it can make to the community as a whole. Even in those cases where facsimile is used commercially, such as the transmission of pictures internationally, its clientele has so far been limited to a few select groups or trades. What we need is a means of making facsimile useful and attractive not to a few dozen or a few hundred people but, rather, to many thousands.

Eight, all of the facts found to date show that the public interest would be served, and only thus will television play its proper part in the future development of the community.

FACSIMILE

Facsimile has been with us technically for many years and indeed has changed little in the recent past but, curiously enough, its commercial application has so far been very limited.

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UP! UP! UP! UP!

Saskatchewan Farmers Cash Receipts
$335,070,000.

Aug. '47-3Month, cash receipts for Saskatchewan Farmers from grain, livestock and butterfat alone are estimated to total $335,070,000 as compared with $287,580,000 for the corresponding eight months of the previous year, an increase of $47,490,000.

COVER THIS RICH MARKET WITH

CKRM

REGINA DIAL 980

SASK.

5000 x Summer = 2½ million

Is any of it yours?

On May 24th the tourists started their annual summer invasion of North Bay. 5,000 of them daily until September. Last season they spent $2½ billion dollars. Plan now to earmark some of this year's dollars for your product.

CFCH provides their exclusive choice of radio entertainment. Schedule your advertising on CFCH to reach this enormous extra market during the tourist boom days from May to September. It's a CFCH bonus!

CFCH - North Bay

600 KCS

CFCH-FM 1000 WATTS

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2330 Bank of Commerce Bldg - AD. 8895
MONTREAL: 106 Medical Arts Building - FT. 2439
**Over The Desk**

It happened last March, so it's old stuff now, but a rather interesting document has passed over "The Desk," in the form of a list of sub-contracts issued in connection with the Montreal Ford Hotel (Radio-Canada Building) project. These total nearly half a million dollars, and we thought we would list (without comment) the top ten items: Power and Domestic Wiring—$65,000; Sound Isolation—$63,446; Ventilation—$54,950; Lath and Plaster—$50,000; Studio Wiring—$24,850; Wall Finishes—$24,337; Power and Domestic Wiring—$14,408.14; Plumbing, Sewage and Drainage—$12,549.84; Carpets—$12,000; Toilet Tile Floors—$10,627. These were tabulated in the House March 30.

Jim Allard has issued a bulletin, listing a number of books which he recommends for "information, research and training." These are: "Handbook of Radio Writing" by Eric Barnouw; "Handbook of Radio Production" by Eric Barnouw; "Television Simplified" by Milton S. Kiver; "Radio Listening in America," University of Chicago, National Opinion Research Centre. If we may be permitted to introduce a note of grass commercialism here, this hitherto undetected column we should like to mention that these and all other books are obtainable, post free, from this journal's Book Department." End of commercial.

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**WAB president Bill Gu writes:** "Plans are under way for an outstanding annual convention of the Western Association of Broadcasters at the Canadian Hotel on September 8 - 10 . . . you have not already made your reservations . . . we urge you to do so as soon as possible. . . write directly to the Bay Hotels, Banff, Alberta, to the WAB, Lethbridge Alta."

There's a top voice in the radio business which never delivers in a microphone. It is the voice of Arleigh Stanfield who makes you glad you did it twice when you call the Toronto office of National Broadcast Investigation brings a further fill to light, and that is that Arlie is as facile whether the person as she is with her vocal chords and proves it by turning out "Northern" house organ "Stat," with a light chat that makes for easy reading.

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Gerry Quinney has left CKFX Flin Flon, to join CJSH-F Hamilton, as assistant manager. He is succeeded by C. H. Witte formerly promotion manager of CHAB, Moose Jaw. Will Collins, recently appointed manager of CJINB, North Battleford, Sask has gone to Winnipeg and will program director for Lloyd M. Gatliff's CKY, Winnipeg, when it goes on the air. New CJB in Hume Lethbridge, will be out of radio for some time, but was formerly at CKO Kelowna and CKRN Nelson.

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**CFKI, Fort Frances' transmu ter operator, Syd Wall, tackled three thugs together with a fl ing plunge when they tried to break his transmitter house and wou up under his own bed. It was night-mare.

First news release to reach "The Desk" since Confederation from Newfoundland's only privately-owned station, disclosed that the program, "The Old Man," was moved from static VONP (now CBN) to VOC. June 24. The program has been initiated, writes manager J. B. Siler, by the Honorable J. R. Sma wood, Premier of Newfoundland twelve years ago. Mr. Sillington is now featured in place. Newfoundland baseball is an airing again, this year through VOCM, with Newfoundland Brew ery sponsoring, under a five-year contract. Mr. Butler also says and you you pardon us typo's — "Congratulations on your Birthday" now running through VOCM 7 p.m. Wednesday." To which we reply " thanks, Mr. B."

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**Walter A. Dales Radioscripts**

319 EMPIRE LIFE BUILDING — MONTREAL, P.Q.

W. A. Dales S. Macdiarmid H. G. Bowley
WHITEHALL BROADCASTING LTD.
Montreal. — Imperial Tobacco, for Players cigarettes, has renewed "Songs of Our Time" over CFRB, Toronto, for one year. The show features Jaff Ford and is heard at a new time of 6:30 p.m. (EDT) Monday through Friday. Same sponsor has also renewed a flash announcement campaign for State Express cigarettes over CFRB, Toronto.

COCKFIELD BROWN & CO. LTD.
Toronto. — Sparkle Dentifrices Ltd. has picked up the sponsorship of "Did I Say That?" beginning July 25. The ten-minute recorded show will be heard over CHML, Hamilton and CKKEY, Toronto, at 7:25 p.m. (EDT) Monday through Friday, and will retain the same format with Harvey Dobbs and Don Wright handling the commercials and participants. The product advertised will be Sparkle-O-Dent Ammoniated Tooth Powder.

MASON'S UNITED ADVERTISERS AGENCY LTD.
Toronto.—J. C. Eno (Canada) Ltd. has scheduled a combination spot and flash campaign through August over 20 Ontario and Quebec stations advertising Eno's Fruit Salt.

F. H. HAYFNER CO. LTD.
Toronto.—Best Foods (Canada) Ltd. has taken over sponsorship of "Pick The Hits" on CKKEY, Toronto, for Nuco Margarine. The 15-minute five-a-week recorded show runs until September 2.

DANCER FITZGERALD SAMPLE INC.
Chicago. — Procter & Gamble, for Oxydol, has switched the "Ma Perkins" show from NBC to Columbia, commencing July 11. The 15-minute five-a-weeker is heard as a delay over CFRB, Toronto, at 2:15 p.m. (EDT) and the Trans-Canada network at 3:15 p.m. (EDT).

MUTER & CULINER LTD.
Toronto. — The Savarin Restaurant has started a 10-minute five-a-week sportscast over CFRB, Toronto (1050 p.m. EDT) featuring Wally Crouter.

Toronto. — The importance of radio, as a live and profitable agency department, was pointed out by a Radio Clinic, conducted here last month by radio executives from Cockfield Brown's Toronto, Montreal and Winnipeg offices, under the aegis of Wis McQuillin, who heads up the agency's radio operations ever since the department came into being.

The clinic, which was strictly an internal one, took three full days, during which radio men from the three offices got together—in McQuillin's words—to do a little collective thinking on the medium, with each contributing a paper on a relevant problem.

Subjects discussed ran the gamut from station and program selection, station relations and audience promotion, to private problems of the firm.

The agency seemed encouraged by the strides BBM has taken over the past few years, and is definitely hopeful of future developments. Station selection is aided by BBM and Elliott-Haynes surveys, but the past experience of time buyers remains an important factor.

CBC chairman Davidson Dunlop, who appeared on the last day as an invited guest, said that if the government grants the CBC the $4,000,000 it is looking for, when Parliament convenes in September of this year, the CBC will aim to start operating TV production centres in Toronto and Montreal by September, 1950. He expressed interest in a suggestion that the agencies work with the CBC in the early stages of training and production of TV shows.

Attending the clinic were: John Burke-Gaffney, Wm. Ope, Bill Harwood, Bill Hanna, Christopher Ellis, Earl Box, Gilles Duhame, Montreal, Wis McQuillin chairman, Alan Savage, King Whyte, Ccm Logan, Ross MacRae, Rex Weyman and Jim Atkin, Toronto.

AGENCIES

Agency Holds Radio Clinic

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Say, "Everybody in Niagara District listens to CKTB St. Catharines, so we fold up."
Our New

PACKAGE
PRODUCTION
House

with a full-time staff of four experienced radio people will:

BUILD AND SERVICE SHOWS TO YOUR SPECIFICATIONS.

• NO RETAINING FEE
• NO AUDITION CHARGE
• NEW IDEAS
• FRESH APPROACH SERVICE TILL IT HURTS

Monty Hall

PRODUCTIONS
308 Avenue Rd., Toronto.
MI 6018

Our New

PACKAGE
PRODUCTION
House

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MI 6018

Our New

PACKAGE
PRODUCTION
House

with a full-time staff of four experienced radio people will:

BUILD AND SERVICE SHOWS TO YOUR SPECIFICATIONS.

• NO RETAINING FEE
• NO AUDITION CHARGE
• NEW IDEAS
• FRESH APPROACH SERVICE TILL IT HURTS

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St. Andrews, N.B. — The first thing to do to make the public want a private network is to "make the family conscious of the good citizenship of the private station to which it listens—good citizenship in terms of wanted benefits that station makes available to the listeners it serves—and second, to see that such benefits are realized and appreciated in such a way that the community is sympathetic to the desires of that particular station to expand its ability to serve." This was the tenor of a talk by Robert M. Campbell in an address to the Canada Association of Broadcasters in convention here last month.

In the address, titled "Achievement Through Contribution," Campbell, who is a vice-president of the J. Walter Thompson Co. Limited, cited many examples of how stations could and did promote community efforts and pointed out that "the more custom-built that service is, the more effective it is." By effective, he said he meant "making that community love that station" and "doing good and getting credit for it.

"To me as an advertising agent," Campbell said, "such activity (community service) is a measurement of the hold that the individual station has on its individual community. I know that such an intangible cannot be measured with precision. I also know it cannot be ignored."

To ensure that the station's services do the most to endear it to its particular community, Campbell said it is necessary to find out what is closest to the heart of each community through research, analysis, planning and production.

"If we can look forward to the day when every private station in Canada is regarded by its community as a champion of that community, what impendiment is there then to the establishment of a private network? What government then can resist it?" he asked.

"Power in government," Campbell continued, "comes from the people. I suggest that, holding in your hands one of the most powerful means of communication the world has ever known, you have in your hands, in this way, the opportunity to go to your people and bring your people to you."

"I know that the way I have suggested is the long, hard, slow way. And I do not suggest for one minute that you should slacken your efforts along other lines for a single moment. Indeed, to do so would be to break faith with the splendid contributions so many of you have already made and are continuing to make.

"But I do suggest that a head can make surer and faster progress if its body is striving in the same direction. And I am convinced that this job must spring from the grass roots before it is effective on the platform national public consciousness."

In conclusion Campbell said: "The whole struggle for individuality in a sick world—the struggle back from the swamp of socialism and autocracy that is the concern of every responsible person today—that whole struggle is epitomized by your stations. That major battle is far from won. If we are to have liberty and progress it must be won through contribution by us in all things. All other paths—all other conceptions—lead to dictatorship . . ."

Raps CBC Dramas

Winnipeg.—The Winnipeg Tribune, in an editorial, has taken exception to the type of productions being featured on the Wednesday night broadcasts of CBC Toronto drama group.

The paper states that many listeners have suggested that tone and character of "these dramatic experiments" are hardly suitable for the living room of an average home, particularly children.

Continues the editorial: "To judge by its presentation on the CBC, Knut Hamsun's novel (Growth of the Soil) was primarily concerned with the struggle of a pioneer to establish homesteads, but with the problem of infanticide. The climactic room speech went far beyond plea for mercy for the unborn mother, and became virtually a defence of infanticide in principle."

"This has struck many listeners as a studied effort to outrage familiar standards of good taste and common sense."

"If a group of amateur talent wished to toy with the dramatic possibilities of hideous ideas at their own expense in some private barn, they might be said to be entitled to that degree of freedom. But to maintain such group at the public expense is to introduce it into the private homes under the national aegis, is another matter.

"Despite the almost matronly solicitude shown by the governors of the CBC for the 'freedom' enjoyed by this drama group, seems undeniable that from the standpoint of public morals its abuse of the pool of privilege was created for in the hope that it would contribute to the development of drama in that manner."
NEW YORK'S
RADIO ROW
by
Richard Young

New York, N.Y.—The annual summer doldrums have set in along Radio Row.

As proof of this simple but factual statement we offer as evidence the following scene which we ran across in a local radio-television bistro: two top executives of one of the major network-playing cards in the back room of the restaurant at 2:35 in the afternoon. (They didn't see your correspondent!)

And so, with the temperature hovering in the 90s, we'd like to offer you a few short takes:

Outlook for radio in the fall continues to look unexpectedly bright, despite a number of program shuffles. Latest estimates are that the two leading networks, NBC and CBS, probably have at this writing less than three hours of evening time available for the fall.

NBC network has reportedly asked outside survey outfit to the task of studying possible reorganization of its entire operations. Insiders say there is an obvious possibility of NBC being split into a separate units each of the National Broadcasting Co. and the National Television Co.

No new resignations from the National Association of Broadcasters to report this issue but we've been told by officials that there may be more if nothing is done about reorganization of the association at the board of directors meeting July 11-12.

A great many of NAB members are in favor of breaking the group up into various and separate segments such as AM, FM and TV. However, association officials—at least two—seem to feel that the few resignations that have come to date have been mainly prompted by money matters. According to these officials, when times get tough, it is only natural for station operators to look for all ways and means of cutting expenses. Dropping out of the association is always one of the first solutions tried.

NAB executives seem to be optimistic about these stations reporting to the association at an early date. Some station operators don't share this optimism.

The above paragraph is hardly "short take." We'll make up for it in the next paragraph.

Good news indeed to hear that Ken R. Dyke, who exited NBC as its administrative vice-president on June 1, has made a new connection as vice-president in charge of public relations at the Young & Rubicam ad agency.

Mr. Dyke did much good in trying to get the broadcast industry on the right track, being a major force in formulating a new standard of practice for NBC as well as for the industry as a whole. However, when NBC, getting in a stew over the arrival of the buyer's market, relaxed its standards, Mr. Dyke relaxed by resigning.

A good try, General.

Another major executive job switch saw William H. Fine, former director of operations, CBS, quit his post to move over to MBS as vice-president in charge of programs. He is succeeded by Gilson Gray, formerly director, editing department at Columbia.

In an attempt to garner a bigger chunk of the national advertising dollar, the national foreign language stations have formed a new selling and program network, the Foreign Language Group.

Sparkplug behind the move is genial Ralph Weil, general manager, station WOV, New York. Stations in all major markets are expected to join the new network which is scheduled to begin operations earnest within the next four to six weeks.

On the cuff... CBS network boasting that all its house-manufactured programs have been renewed for the fall season. Latest to sign was General Foods for its "My Favorite Husband" show.

There's talk that the Milton Berle show may move from ABC to NBC next season... Personnel cuts have been made at NBC, CBS and ABC—costs of television being a major cause... U.S. Tobacco Co. planning to launch a new mystery show starring screen actor Bill Gargan over MBS starting in August... It's reported that Lee Halls will drop sponsorship of commentator Drew Pearson over ABC. There are those who tell us that Mr. Pearson may be without a program by next December... Kraft Foods cancelling its "Music Hall" show over NBC on September 29 and moving into daytime radio with a new soap opera across-the-board over the same network... And now it's back under the shower for us till next issue.

We predict radio is here to stay.

GET THIS

In May Our Elliott-Haynes All-Day Average Rating Was -

TWELVE POINT EIGHT

12.8 THAT IS -

COACT GUELPH

DEMAND Complete Coverage

Let CFNB carry it high overhead where the thousands of visitors and vacationers of the rich central New Brunswick market.

CFNB
FREDERICTON N.B.
THE DOORWAY TO NEW BRUNSWICK

1000 WATTS - 970 KC.
RATINGS FROM
20.9 to 42.8

Representing between 80% to a high of 90% of all sets turned on during daytime hours.

385,167 French people in CKCH's coverage area - Ottawa, Hull and all or part of 19 surrounding counties.

CKCH French programs outdraw nationally known programs.

Strengthen Your Publicity Budget Where A Dollar Reaches More People

Stretch

CKCH

YOU MAKE FRIENDS
In Vancouver when you
Buy neighborly CKMO

CKMO

YOU MAKE FRIENDS
In Vancouver when you
Buy neighborly CKMO

1000 WATTS
1410 on your DIAL

CKMO

1010 on your DIAL
A Reference Library
In One Volume
738 Pages :: 43 Departments :: 44 Experts

"MODERN RADIO Advertising"

with an Analysis of Television Advertising
by CHARLES HULL WOLFE
Radio Dept.
Batten, Barton, Dustine Osborn
— Copyright 1949 —

How To
PLAN IT — BUY IT — WRITE IT — TEST IT

In Seven Parts
5. Commercial Announcements.
7. Opportunities in Radio.

$9.00
Post Free if cheque enclosed with order.

USE THE HANDY COUPON NOW!

Book Dept.,
Canadian Broadcaster & Telescreen,
163½ Church St.,
Toronto 2, Ont.

Send me my copy of "Modern Radio Advertising."
Cheque for $9.00 enclosed.
Bill me, plus postage.
Signed
Address

*Delete whichever does not apply.

PEOPLE

CBC PRESS REP. RESIGNS

Toronto. — Harriett M. Ball, who began her association with the Canadian Radio Broadcasting Commission, has resigned her post as press representative in Toronto for the Canadian Broadcasting Corporation.

"Henri Ball began her career as a newspaperwoman in Toronto, and later became well known as a motion picture and theatre publicist both in Canada and the United States before turning to radio.

Future plans, she says, call for travelling, the study of television. Later she will resume her writing career.

Canucks Hit White Way

Toronto.—Jack Arthur veteran of radio, showman, is to stage the big Canada Night show which will take place in Madison Square Garden, New York, July 18, during the four-day International Lions Convention. Top Canadian radio talent will headline the show with which has been arranged in honor of the incoming International Lions Club president, Walter C. Fisher of Queenston, Ont.

Canadian talent will include the Leslie Bell Singers; Wayne and Shuster; radio comedians; Gisele, French-born singer; Lorne Greene, announcer-narrator; and Howard Cable, arranger-conductor, who will direct orchestral arrangements for the ensemble.

Assisting Jack Arthur will be Leon Leonidoff, Torontonian now in charge of the Radio City Music Hall shows.

Joins Bryant Press

Toronto.—After twelve years in the broadcasting industry, G. Norris Mackenzie will shift to another field of advertising on August 1, when he becomes sales manager of Bryant Press with headquarters in Toronto.

Mackenzie, who has been associated with All-Canada Radio Facilities Ltd., throughout his broadcasting career, has resigned from the position of regional sales manager of All-Canada's Program Division.

Previous to his transfer to Toronto he worked at CJCA, Edmonton; CKWX, Vancouver; and CKOC, Hamilton.

True Story

An announcer came into the office to ask us for our advice.

He told us what a swell announcer he was.

He told us how lousy all the other announcers are.

He told us how he would take a radio station if he had the chance.

He told us how he would be the Canadian Broadcasting & Telescreen—if he had the chance.

He told us how he would be the CBC—if he had the chance.

He told us what was the matter with the CAB.

He told us what was the matter with us.

He told us what ought to be done about the ratings.

He told us how wonderful everything was in American radio.

He told us how wonderful everything was in British radio.

He told us how wonderful everything was in Australian radio.

He told us what a wonderful announcer he was.

He thanked us for our advice and left.

The Voice of the Eastern Townships

CHLT CKTS

FRENCH 1240 AM 1520 AM

ENG. 500 AM 1000 AM

SHERBROOKE, QUE

Representatives:
JOE A. HARDY & CO. LTD.; CANADA ADAM J. YOUNG, JR. INC.; U.
CBC TO SET UP TV IN TORONTO AND MONTREAL

Toronto—Since there is only one television station running on a regular schedule anywhere in the world, outside of the United States, and that is in London, we may consider ourselves pioneers in television, with a great task confronting us, and with nothing like the money available in the wealthy U.S.A. and the rich and experienced country that is Great Britain," states Dr. A. Frigon, general manager of the CBC, in writing in "Radio," CBC staff magazine.

In revealing what the CBC intends to do with television now that the government has announced its plan, Dr. Frigon said that production centres for television would be established in Montreal and Toronto, and, if possible, would be designed for progressive expansion if and when required. Each of the stations are to be equipped with 3 k.w. transmitters with provision for a second one in Mont-

FOR THESE ARTISTS

- BROWN, Sydney
- COWAN, Bernard
- DAVIES, Joyce
- DENNIS, Laddie
- DIAMOND, Marela
- FITZGERALD, Michael
- HABRON, Donald
- LAFLEUR, Joy
- LOCKERIE, Beth
- MILSON, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPIN, Margaret
- ROUSE, Ruby Rantsay
- SCOTT, Sandra
- WILLIS, Austin
- WALK, Elizabeth
- WOOD, Barry

Day and Night Service at Radio Artists Telephone Exchange

TV RESEARCH IS HODGE - PODGE

New York—Lack of an audience measurement service "whose methods, coverage, accuracy and integrity are beyond reproach" is creating problems for agency and network research executives in the TV field, it is reported here. At present, each of the three firms making television audience surveys has certain advantages, either in service or points of information which it alone makes available. But each also has many disadvantages. To get all the advantages it is necessary to buy three or more services, but program ratings, the one item offered in common by all services, are likely to differ widely and confuse subscribers, as they have many times in the past.

There are three methods of collecting data presently being used. Hooper uses the telephone coincidental method, and Pulse, covering New York, Chicago, Philadelphia and Cincinnati, relies on aided recall in personal interviews. Jay and Graham surveys employ a third method, through diary study, and this company has recently completed a New York survey after operating in Chicago for some time.

In the near future two more methods are expected to enter the TV survey field. In August, A. C. Nielsen, who has been experimenting with his Audimeter in New York television homes, plans to make a first study with results available in September. Another company preparing to enter the field on a large scale is Sidlinger, whose "radox" has been in experimental use in Philadelphia for almost a year.

All the methods used by organizations now in the survey field are said to be statistically correct by the research experts concerned, but as yet no sound solution for the conflict in ratings has been advanced that satisfies the buyers and sellers of television time.

To further complicate the matter, there have been reports that various other business research organizations, not now in radio or television, plan to enter the visual field. In addition, several organizations have appeared during the past two years of intensive activity in television that supposedly show tele's effects on other media and living habits, but researchers are reportedly frowning on these methods and regard such analyses as "nothing more than crystal gazing."
COLOR TV STILL DISTANT

St. Andrews-by-the-Sea, N.B.—In a speech to the Canadian Manufacturers’ Association in convention here, Federal Communications Commissioner (U.S.) George Sterling said that he does not have “the least idea” when color TV will be made available to the general public. Sterling, who is former chief engineer of FCC, pointed out that the testing, hearing, experimenting and planning necessary for color TV has not yet reached the point where he would hesitate to buy one of the black and white receivers now on the market.

Color receivers “are bound to cost considerably more than a monochrome receiver,” Sterling said in his address, devoted entirely to the discussion of television.

Sterling also questioned the speed with which the manufacturers of TV receivers can prepare to market sets for reception in black and white on the UHF bands which have not as yet been allocated in the U.S. and he mentioned disagreement among engineers regarding tubes and other equipment.

CBC BOARD MEETS JULY 28

Ottawa.—The next meeting of the Board of Governors of the CBC has been scheduled for July 28-30 in Montreal, it was announced by A. D. Dunton, chairman of the board.

CHIEF ENGINEER WANTED

One of Canada’s most progressive radio stations in a metropolitan area has opening for chief engineer. To qualify you need experience, good technical training, and the ability to get along with and handle men. The equipment is new, the staff is tops. The job pays well—including your moving expenses. All correspondence held in strictest confidence.

Box A-22
Canadian Broadcasting & Telescreen

FROM CAMERA TO RECEIVER

G-E Television goes even further than “Everything from Camera to Receiver!” It means a complete coast-to-coast network of offices, warehouses, and technicians to give your television problem prompt and competent attention.

And G-E Television means a capable group of specialists to assist you in the preparation of technical briefs, and to provide assistance in planning and engineering problems. Many Canadian applications for television station licenses are using this service—a majority vote of confidence in the “plus service” of G-E Television. Contact your nearest G-E office for further information.

LEADER IN RADIO, TELEVISION, AND ELECTRONICS

G-E TELEVISION SERVICE

CANADIAN GENERAL ELECTRIC COMPANY
LIMITED
HEAD OFFICE: TORONTO — Sales offices from Coast to Coast
In The Maritimes
It's
CFCY
for TOWN and COUNTRY
Serving . . .
the equivalent in urban listeners of a city of 102,215 *

Or . . .
If you want to reach both town and country population is over HALF A MILLION PEOPLE*

*Check our BBM figures of cities and towns with 50% and over circulation.

**Check our BBM figures for counties with 50% and over circulation.

CFCY offers GREATER CIRCULATION THAN ANY PRIVATE STATION EAST OF MONTREAL

"Offering An Established Audience By Serving The Maritimes For 25 Years"

If you are on a limited budget, this year, use CFCY to reach more people for less Available Advertising Dollars.

5000 WATTS "The Friendly Voice of the Maritimes" 630 Kilocycles

See
ALL-CANADA IN TORONTO OR MONTREAL
or
WEED & CO. IN U.S.A.
A survey by an independent research organization showed that the median average REGULAR listenership to CFRB in the area where these people live is 61 per cent.

This is not surprising, when you consider that CFRB's average signal strength—within the corresponding half-millivolt radius is 2½ times greater than those of the next independent Toronto station. Daytime patterns of both stations, measured in the same areas show that CFRB's signal strength is at least 50 per cent greater in many localities to 17 times as strong in others.

2,714,300 People...
$3 Billion Buying Power!

Help yourself to a lion’s share of Canada’s richest market! More than 21 per cent of Canada’s population lives in that 27 thousand square mile area shown above. That represents better than 26 per cent of the Dominion’s buying power!

Between 20 to 93 per cent of these people listen to CFRB regularly... and they listen carefully! A study of a recent Elliott-Haynes survey shows that average Sponsor Identification is 17.76 points higher on CFRB than on the next independent Toronto Station.

Full particulars available at our office or from our representatives:

Put your dollars where dollars ARE!

CFRB
50,000 Watts
1010 KC

REPRESENTATIVES: United States — Adam J. Young, Jr., Inc.
Canada — All-Canada Radio Facilities, Ltd.