ALL RADIO PITCHES IN TO "FLOOD THE FUND"

By Richard G. Lewis

North America—Friday, May 26, an estimated 2,989,725 Canadians heard a formidable galaxy of radio talent air, from Toronto's Maple Leaf Gardens, its mammoth "Red River Relief Rally" for flood-stricken Manitoba. The program was heard on 120 Canadian stations and 500 ABC and Mutual outlets in the United States.

Canadian listenership was determined by Elliott-Haynes Ltd., whose special cross-Canadian survey disclosed that an average of 45.8% of sets were in use, with 91.9% of them giving the programs a 42.1 national rating. In Winnipeg, Edmonton, Regina and Ottawa, the percentage of listeners' score was 100. Other cities, showing over 90%, were Moncton, Toronto, Calgary, Halifax and Hamilton. But this is not a story of statistics.

More than 17,000 people jammed the huge arena to listen, with sympathy and sincerity, to eloquent appeals spoken on behalf of their beleaguered fellow-Canadians: to drink in the music played for them on the program: to blend their laughter with the gags and quips of the lighter part of the show.

The program's Canadian entertainers-CBC, private radio and free-lances—were bolstered, generously, by artists from the United States who volunteered their services, and one who flew over especially from England.

The audience in the Gardens contributed a "gate" of over $26,000.00 which went to the Flood Relief Fund in toto. Winnipeg Fund authorities reported that contributions started flowing in with greatly added momentum as soon as the program was over. Words written by a Winnipeg Free Press writer, Frank Walker, some time previously, took on a new significance: "In its path of damage and destruction, the Red River is leaving a monument to the decency of human beings."

You couldn’t single out of such a program the stars who stole the show.

CBC producer Esse Ljungh, who, assisted by Jackie Rae, performed the stupendous task of putting the piece together, it was 90 minutes long, in eight short days, commented on the enormous number of artists who offered their services, many of whom it was impossible to use. He spoke also of the co-operation backstage during that frantic week. "For once in my life I was able to make my own decisions," he said. "There was no time for experimenting."

Hollywood comedian Jack Carson, a native Manitoban, flew up to emcee the show. Fred Waring and his 68 Pennsylvanians came especially from New York. Lancashire comedian George Formby hopped a plane from England to contribute his songs. The Leslie Bell Singers sang as they have never sung before. Gisele and George Murray "gave" for their respective St. Boniface and Winnipeg, Sir Ernest MacMillan, Paul Scherman and Geoffrey Waddington took the podium. Three Johns—Fisher, Drainie and Scott—read the appeals. A mother and son combination were responsible for most of the writing—Laura Goodman Salverson and George. And the Toronto audience enthusiastically clapped and tapped its feet as from Winnipeg the Prairie Schooner ensemble rendered its cheerful theme.

Just as important, Don Roberts and Archie McDonald and their corps of operators and technicians sent the show out on its tour of the hemisphere for more than 700 stations to pick up and relay to their listeners. Unions co-operated by permitting their members to perform free. And everyone with anything to do with radio had a share in tickets, publicity and the myriad Joe jobs behind the scenes. In virtually every town where the program was broadcast radio had a co-sponsor—the local newspaper.

No, there were no stars vying for top honors in the "Red River Radio Relief Rally" for flood-bound Manitoba. It was just a continent's radio industry sending out a plea for help to the great heart of Canada. The people of Canada stole the show.

PICTURED FROM THE TOP, Leslie Bell Singers; inset (right), emcee Jack Carson and maestro Sir Ernest MacMillan; inset (left), four members of Fred Waring's Glee Club; producer Esse W. Ljungh, Jack Bennett (with script), Foster Hewitt in background, last Foster Jackie Rae, unidentified artist; CBC librarian Erland Misener, chanteuse Gisele, conductor Geoffrey Waddington; insets (left) George Murray (right), George Formby. Photo of George Formby by Bob MacPherson, others by Gilbert Milne.
Edmonton... OIL CAPITAL of Canada!

MORE THAN 700 WELLS
IN LEDUC-WOODBEND AND REDWATER AREAS (LEADING EDMONTON FIELDS)

PRODUCTION: $162,500.00 DAILY!

MORE THAN 50,000 BARRELS
DAILY AVERAGE, MARCH AND APRIL, 19XX

A rapid-growth Market for your sales...
REACH IT VIA ALBERTA'S MOST EFFECTIVE MEDIUM
OVER EDMONTON'S MOST POPULAR STATION...

CJCA
AN ALL-CANADA BROADCASTING STATION
At CKMO
We Don’t BRIBE Listeners —
We WIN Friends!
GOOD Music Makes GOOD Listening
At 1410
“PIONEER VOICE OF BRITISH COLUMBIA”

CFCO leads all Western Ontario Stations
for audience increase, according to
B.B.M. Study No. 3.
An Average Day & Night Increase
of 92% over Study No. 2.
“Ask anyone in Western Ontario”
CFCO - 630 Kcs - Chatham

WINNIPEG
is Still
CANADA’S FOURTH
LARGEST CITY!

Be Sure

WINNIPEG
CKRC MANITOBA
Is Included in your Budget.

Representatives: All-Canada Radio Facilities • In U.S.A. - Weed & Co.
"Though it be well past, do still find myself 'in fair round belly with good lobster lined,' to borrow a phrase from Master Will of Stratford, and also to acknowledge Fred Lynds' and CKCW's famous 'Lionel' party, at which I did myself exceeding well. Was also impressed by their brochure headed 'There's no hiatus in buying,' and do reflect that local radio advertisers realize this long since, and are to be heard on the air accordingly, plugging for business just as hard in summer as at any other time. In view of the upsurge in away-from-home listening reported from all sections of Canada, surely it is time that National Advertisers did also see the light. What astute time-buyer will first grab the values offered by those radio stations that gain thousands of summer tourists each year, with no increase in rates even though the audience has—as in the case of one Stovin station—practically tripled for summer.

Do feel truly happy at the success of radio's great broadcast, carried by more than 700 North American stations, on behalf of the Manitoba Relief Fund. Am equally happy to record a fact nobody else seems to have noted, namely, that the slogan 'Flood the Fund,' was coined by C.A.B.'s Director of Sales, Pat Freeman—to whom, cheers! Am now off on more station visits both east and west, and do feel that my long-established preference for air travel is now better known than I had realized—for a letter received this day from a Chicago firm opens. The attached catalogue pages will be of especial interest to you, as they represent the last word in Airport Code Beacons and Obstruction Lights! Ho hum, so this is fame!"

**NEW YORK'S RADIO ROW**

by Richard Young

New York, N.Y.—The big battle is on again.

And of course the two contenders are once again those broadcasting giants, NBC and CBS. The talent tussle died down a bit several months ago after CBS had latched on to a number of NBC's top stars. No one expected NBC to take it without a battle—and right now the fight is being renewed hotter than ever.

First to draw blood was NBC which won the race to gain the services of comic Groucho Marx, currently a CBS property. He'll move over to NBC in the fall. There's nothing official on the loot offered Groucho but it is known that the decision was made with sealed bids by the two rival networks. Needless to say, NBC made the top bid—a bid so high that CBS offered little resistance. From all appearances, NBC won't spare the purses strings to move back on top as the star-talent network.

During recent weeks both networks have been working overtime trying to sign up comic Bob Hope (now on NBC) to exclusive radio - television contracts. Mr. Hope, meanwhile, has been trying to get out of his four-year contract with Lever Brothers—mainly because he is anxious to tape-record his radio show but the advertiser prefers live programs.

Now the brothers Lever have decided to give Mr. Hope his freedom—and now both chains are beating the path to Mr. H.'s doorstep. Incidentally, the soap company also announced that it will sponsor a 15-minute segment of Arthur Godfrey's morning show on CBS—across-the-board. In addition, the company picked up two half-hour time periods on CBS-TV. The decision was announced about programs. There will be no other changes in the company's own radio and video properties—not for the moment at least.

And so it goes—blow-by-blow, round by round. Since NBC is also working hard on Jack Benny, Bergen and McCarthy and others—there will probably be more switches in the near future.

Speaking about Godfrey, this is growing resentment at the fact he is being spread all over CBS radio and teevee airwaves.

There are several hours in a week when you can't tune in to Mr. Godfrey, but it was amusing at first and subject of many TV jokes. However, the situation now gotten out of hand and presents a real threat to CBS Mr. G.

Broadcasting executives are able to understand the thinking (?) going on these days at CBS headquarters. In the past CBS has not been known for lazy gramming. It has sparked creation of new packages. Now they've found an easier way to spread Arthur Godfrey. As Arthur himself, there's only one explanation: He is now burned money in his fireplace.

C'mon, Arthur—give some talent a chance to make a buck.

Who should do the merchandising in the medium, the advertisers have been a controversial question for many moons. It's far from solved at the present moment.

Stations throughout the country are now offering advertisers more merchandising devices than ever before. And so far there have been few complaints in advertised products.

The usual gimmicks are being used—counter displays, window displays, as well as displays in local radio stations. All tied in with the sponsors' program or programs, of course. But down in Philadelphia, station WIP has expanded on the merchandising technique.

Station WIP has appointed a staff member whose sole job is to merchandise the food advertisers on its Kitchen Kapers shows. This staffer also visits stores, within a particular advertising product is not sold and tries to convince the retailer that he should carry the item. And last report the staffer has been most successful in lining up outlets for station advertisers.

The idea is expected to spread all over the country.

On the Cart Notes... As reported here recently, the AB network has followed CBS's lead and dropped out of the National Association of Broadcasters... and that's the news till next issue.
Winnipeg Is Still In Business

The Manitoba Flood Relief Fund, to which Canadian radio gave such a terrific boost with its "Red River Relief Rally," seems to have disappeared from the headlines since the waters started to abate. Yet the need—and it is a very kind of need now—continues. So too and its sponsors are in a position to continue the fine job that was done during the big program.

There were some radio people in Toronto who, having heard of the plight of a large number of radio people in Winnipeg, planned to raise a fund to help their radio friends in the flood-stricken city. It has since been decided by advice from several quarters including Winnipeg, that, for the time being at any rate, this would be an unwise thing to take, at least until it is determined what assistance will be forthcoming from the main fund and also from the government. The plan has therefore been abandoned, though it will be revived if the need seems to persist.

To those who have been postponing their donations to the national fund and further particulars of the radio project were available, we would suggest that they send their cheques to their own banks as soon as possible, so that their radio friends may be taken care of according to their needs along with their fellow-citizens. To everyone who is in a position to give this cause publicity, we would say, keep up the good work.

One other way to help this city which is now steadily emerging from its plight is to kill rumors and idle statements that Winnipeg has had it. Winnipeg is still in business, and will continue to be. Through the crisis, radio has been more important to them than anything in their lives, so now, more than ever before, they are great radio listeners.

Longhairs Lack Listeners

Canadian Radio Awards, whose winners were listed in our last issue, were presented over the air Friday, June 2, week later than had been intended as to the Red River Relief Rally, with much of a fanfare. With a few notable exceptions, most of the awards went to programs and their perpetrators of the "better" type, while they may excel in terms of artistry and scholarship, lack one thing which we see as a basic and essential to the success of a radio program, and that is listenable.

It has always been our contention that the only yardstick with which to measure the success of any enterprise of an expressive nature, and radio surely falls in this category, is the box-office. This should not be interpreted as a mercenary attitude, but rather a plain statement of the obvious fact that no cultural contribution is being made by painters whose works gather dust in obscure attics; by writers whose manuscripts are forgotten in hidden trunks; by playwrights whose dramas are played to empty theatres; by radio artists whose voices go straight from the microphone into a vacuum.

This is not saying that many—most even—if the programs singled out for distinction by the Canadian Radio Awards were not worthy of the honors bestowed upon them. It is rather pointing out—to the judges especially—that only if the listening factor is given a great deal of consideration in the selection of the awards, can they be deemed to be indicative of real contributions to Canadian culture.

TV Is A Horseless Carriage

Years ago, people stopped to gaze in astonishment as new-fangled inventions of the devil called "horseless carriages" chugged by dangerously, and then went home shaking their heads, sagely observing that they were just a passing fancy.

Such writers as Jules Verne and H. G. Wells wrote fantastically about all manner of things, especially speedy travel, and their works were regarded as flights of fancy.

Buck Rogers' flying rockets were once regarded as pure unadulterated fiction, but that was before the V-bombs started flying across the English Channel.

Not many years ago, the first crystal radio sets came as "father's new fad" and their main importance was that they kept the old man home at nights.

Speaking in Ottawa this month, before the Parliamentary Committee on Radio Broadcasting, CBC Chairman A. Davidson Dunton stated that in his opinion there is no hope of a television network operating in Canada on a commercial basis, that is to say without government financial assistance.

While we are quite prepared to agree with Mr. Dunton that neither he nor his associates on the CBC Board of Governors could perform this feat, we are not overly convinced that it would not be feasible under the guidance of the men and their sons who have been achieving the impossible this past 25 years by developing "father's new fad" into the most potent medium of mass communication man has ever known.

The able brains of CBC staffers notwithstanding, there is nothing that the CBC has done for Canadian radio beyond permitting what the private-enterprise pioneers of the teens and the twenties began to develop. And this development is a natural one, which would have taken place without forming a monopolistic body, such as the CBC. Electric lights and telephones have developed from the pioneering of Edison and Bell. Broadcasting would have fared just as well. So can TV, if they will only let it.
PROMOTION

More Than A Lobster

More than a lobster! One man we know ate eight, no less, and then went home without submitting to a search! Lionel the Lobster, ambassador extraordinary for Fred Lynds’ CKCW, Moncton, has become a tradition since 1940.

May 30 and June 2, Fred Lynds descended on Radio and Advertising Row, Toronto and Montreal, to set up his stand in the Royal York and Mount Royal and regale radio men, their clients and their agencies with tempting morsels of lobster flown in by TCA from the fishing fields of New Brunswick, for which the province is so famous.

Always an ambassador for the CKCW market, Lionel is embarking this year on a new campaign — to bring home to advertisers that people go on living in the summer, and that living means buying goods they have so much more time to hear about when they are on vacation.

Familiar to readers of this paper for his utterances in the advertising columns, Lionel the Lobster is the hub of all CKCW activities.

Agencies and their clients foregather at these annual parties to eat lobster and say hello, but it goes deeper than this.

Lynds uses his parties — and this year he broke down and ate some lobster himself for the first time — to transport to Toronto and Montreal the spirit of the Maritimes, and more especially to show how CKCW, through Lionel, is the way to sell the Maritime market.

Lionel gives CKCW a personality, CKCW, noted for community service for which it won a Beaver Award, hangs this service on Lionel to the point where he was recently made a life member of the Moncton Kiwanis Club. He appears in person at the Annual Shediac Lobster Festival; he is the motivating force behind CKCW’s Moncton Music Festival; now in its fourth year, with Hubert Button, full-time secretary, he is considering going to life on the air in a proposed children’s program ‘Uncle Lionel the Lobster’; he is featured in travel press advertising; and now he has gone off on his campaign to sell advertisers the idea that people do listen to the radio in the summer.

1500th PERFORMANCE

New Westminster, B.C. — “Bill Rea and his Roving Mike,” heard over CKNW every morning of the week except Sundays, is the 1500th program last Saturday.

CFCN’s KNOWLEDGE OF THIS MARKET CAN PUT IT IN THE PALM OF YOUR HAND

Ask Radio Reps. — Toronto — Montreal

THE VOICE OF THE PRAIRIES

Calgary

INDUSTRY EXPANDS

New Investments
New Developments
Precede New
Growing Markets.

OIL companies plan to spend $150,000,000 in Alberta in 1950. Calgary Power Co. is currently engaged in a $30,000,000 hydro facilities and services expansion. These firms have faith in the continual growth of the Southern Alberta market.

CFCN 10,000 WATTS

Wise time-buyers have used CFCN to sell the Southern Alberta Market for over 28 years.

"MACOVee" Says:

AGENCIES:
Be sure to read CKOV’s OKANAGAN VALLEY STUDY which is now in your hands.

ADVERTISERS:
To SELL the wealthy OKANAGAN you NEED me!
The apple crop this year will be BIG.

“The Voice of the Okanagan” is CKOV - KELOWNA

June 14th, 1950
NEW DEAL IN PROMOTION

CJDC
DAWSON CREEK, B. C.

JUNE 14, 1950.

Mr. B. G. Lewis,
Canadian Broadcaster & Telescreen,
Toronto, Ontario.

Dear Dick:

Can you help me compose my ad for the next issue? Super-
latives may be supine but comparisons are said to be odious.
How can I let the Time Buyers know that CJDC covers the
entire Peace River Country; that Dawson Creek is the largest
town in the P.R. Country; that Dawson Creek's retail business
is the highest in volume; that Dawson Creek is the largest
shipper of grain in the Commonwealth; that we have a tremen-
dous trucking industry with over 900 trucks registered here;
that natural gas is being piped into the town; that over six
million acres of land in the B.C. Black alone have been leased
by oil companies; that we have one of the world's largest and
best coal fields in our area; that thousands of acres of land
are being sold weekly? Frankly, Dick, our coverage area bids
fair to be one of the greatest empires in the world. The Peace
River Country is one of the wealthiest in the globe.

We might suggest that Time Buyers consult their clients in
order to confirm the fact that Dawson Creek sells more of its
products than any place in this vast territory. If these clients
ask their sales representatives, who travel in this area, they'll
discover why CJDC is the number one station in popularity.
And say — watch for our EM! —

Kind regards to yourself and the Broadcasters.

Sincerely yours,

Low Roskin
Manager.

Get Your Sales Message to
The Fastest-Growing Industrial City
In Eastern Canada - - -

CORNWALL, ONTARIO
POPULATION NOW 32,000

Cornwall and the prosperous United Counties of
Stormont, Dundas and Glengarry are served by

CKSF and CKSF - FM

A Progressive Station in a Progressive Community

According to Elliott-Haynes Ltd. Surveys, from
9.00 a.m. to 10 p.m. at least 76.6 per cent of the
Cornwall listening audience is tuned to CKSF
CKSF-FM.

Make Cornwall a "Must" Market - - -
and Reach It Through

CKSF and CKSF - FM

Write Us Direct, or Through
HORACE N. STOVIN CO. (Canada) or
JOSEPH HERSHEY McGLYRA, INC. (U.S.A.)

Sell the entire
Niagara Peninsula
And away beyond since change to 620 ke.
at one low cost with

Your Niagara District Station

CATHARINE

Now 620

www.americanradiohistory.com
STRATFORD IS ALWAYS TOPS IN STRATFORD!

We never had any doubts about this, but we had a "Missouri Sponsor," so we showed him.

Here's what happened when Elliott-Haynes went to work calculating our share of audience in three time slots.

<table>
<thead>
<tr>
<th>Time</th>
<th>Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-9:30 A.M.</td>
<td>78.2%</td>
</tr>
<tr>
<td>12-12:30 P.M.</td>
<td>88.3%</td>
</tr>
<tr>
<td>5-5:30 P.M.</td>
<td>78.3%</td>
</tr>
</tbody>
</table>

These were all programs of recordings—not features or library service—no give-aways or gimmicks—just good old 78's.

We'll give any other periods the same treatment if you say the word.

We like saying "we told you so."

CJCS STRATFORD
All-Canada in Canada
Weed & Co. in U.S.A.

6,000 LOCAL ARTISTS RAISE $51,000.00

Third annual CFRN-A.C.T. "Search for Talent" show, in aid of Northern Alberta Crippled Children's Fund, plays to full house as contestants are brought to Edmonton for finals.

Edmonton. — The three-year-old "Search for Talent Showboat" program, a non-profit project sponsored jointly by station CFRN and the local branch of the Associated Canadian Travellers, has so far done double duty by raising over $51,000 for the Crippled Children's Fund of Northern Alberta and giving a boost to some 6,000 promising home-grown artists who have been aired during 78 three-hour shows.

Under CFRN's chief announcer and program emcee Claude Blackwood, the station's staffers pack themselves and remote broadcast equipment into vehicles for a trip to a different Northern Alberta town each Saturday night. 26 times a year. The first hour of the show consists of local amateurs doing their stuff, most of them for the first time, before capacity audiences in local auditoriums and over the air. Following this, two hours of variety entertainment is staged and produced by CFRN personnel.

Near the end of each season, what is considered to be the top act from each town is brought to Edmonton for the semi-final and final shows.

Are YOU Selling ALL of the Ottawa-Hull Market?

CKCH IS USED BY 76 NATIONAL AND 83 LOCAL ADVERTISERS TO SELL THE 385,167 FRENCH-SPEAKING CANADIANS IN OTTAWA, HULL AND SURROUNDING COUNTIES.

CKCH

Studies—121 Notre Dame St., Hull, Que.
Canadian Representative: Omer Renaud & Cie.
Montreal—1611 Stanley St.
Toronto—63 Yonge St.
U.S. Representative: Joseph Hershoy McGillivray, Inc.
364 Madison Ave., New York 17, Phone Murray-Hill 2-0765

www.americanradiohistory.com
AWARDS

Outstanding News Coverage

New York, N.J.—Ten radio and television stations and two individuals were named winners of the 17th annual Variety Plaque Awards...and at the top of the list for outstanding news coverage is radio station CHUM, Toronto...the way it handled the Noronic disaster.

CHUM is hailed editorially by a newspaper's radio editor, George Rosen, as "a symbol for radio." Rosen said: "...an enterprising post-war 1000-watt (CHUM) accolades for its outstanding local news coverage." CHUM, said, demonstrates the value of a radio station to community and its people. The fitness, vigor and showmanship CHUM's management illustrate anew the youth of radio, importance in the scheme of things today and mainly the new zones open to it.

The citation itself read: if ever a small station rated an old Army citation 'for services rendered beyond the call of duty' its this young 1000-watt one across the border. The fact it was the first radio station on the scene of the tragic Noronic fire was not just...the big beat was the pay-off for CHUM's enterprising "flash News Bureau" idea, set up several years ago when the station first started operations." The newspaper said that for two days the CHUM staff worked day and night in reporting the disaster. All commercials were dropped, CHUM's facilities as well as did nothing else but disaster service. The station became practically a voice for police, fire and disaster aid organizations."

JOHNNY GILLIN CITED

Nampa, Neb.—Johnny Gillin, president and general manager of station WOW here, received a Showman Award in the Showmanagement Awards presented by Variety Magazine, it was announced in the May 24 issue of that magazine.

Consistently does MORE
LISTENERS than all other
Canadian Stations combined in
The Greater Oshawa Area

FOR EXAMPLE

JUDGE HARDY'S FAMILY - FRI. 8 - 8:30 ...... 48.2
MICHAEL SHAYNE - FRI. 9 - 9:30 ....... 47.3
THE OLD RANCH HOUSE - SAT. 9 - 9:30 ....... 50.6

THESE ARE ONLY A FEW OF
THE GOOD BUYS MADE BY
179 LOCAL SPONSORS ON CKLB

YOU TOO CAN WIN IN CENTRAL ONTARIO'S
RICHEST MARKET IF YOU BUY LISTENERS
ON

ASK JIM ALEXANDER

www.americanradiohistory.com
Look Canada, We Won! 'Peg Stations Go All-Out In Clean-up Period

By Dave Adams

Winnipeg—Thousands of words were filed and broadcast out of this Western Canadian city during the height of the flood crisis. Unfortunately many of them were of the wild variety—painting a picture of a dying city, doomed by the ever-advancing waters of the rampaging Red River.

People in all parts of the continent picked up their papers and read that Winnipeg was a virtual ghost town, and the same held true throughout the rest of the Red River Valley. The stories all but said that Winnipeg and southern Manitoba—in a business sense—would take years to recover from the blow.

Now that the waters are receding rapidly it’s time to take an objective view of the 1950 flood. The subject is summed up admirably in an editorial in the Winnipeg Tribune for May 30, titled: "Look, Canada, We Won."

It says, in part: "A miss is as good as a mile. "It is about time that the Winnipeg City Council and other responsible bodies in the city reminded the rest of Canada of this truism. It is about time that the rest of Canada was made clearly aware of what was spared in this area as well as what was lost in the flood."

On balance Winnipeg has come off extremely well from its brush with disaster. It is true that a considerable number of buildings in residential areas were invaded by the flood and many families put to the heavy trials and expense of moving away from their homes. For these families there is and should be great sympathy. They are going to need the funds collected by the Manitoba Flood Relief Fund to get re-established. But it is equally true that thousands upon thousands of Winnipeg homes went through the flood without even the inconvenience of water in the basement. "The industrial plant of the city was barely touched by the flood—certainly few factories and plots were temporarily closed."

The editorial goes on to point out that the transportation system remained in operation at the height of the flood, essential utilities are probably in better shape than they were before the water came—so many safeguards have been installed; light, power and telephones continued in operation; Winnipeg’s stores, theatres and garages are doing business as usual. There is not the slightest shortage of supplies of any kind. Health conditions are good.

It is admitted in the editorial that there will be a great deal of repairing and cleaning up going on in the Red River Valley during the next weeks and months. "Hundreds of thousands of dollars' worth of furniture are going to be brought in, but it should be settled in mind that the Dominion and Provincial Governments are going to pay the shot for a lot of the repairs, and the Manitoba Flood Relief Fund for the furniture and home furnishings."

"That means that literally millions of dollars in new money will be circulated in this community. There has never been a case where hard times were caused by money flowing into a community. But there is some danger the gloomy talk will persuade the people of the Red River Valley and the rest of Canada that the flood has dealt a blow to Winnipeg and other centres in the Valley."

The editorial lauds the CJOB Station at Winnipeg for going a good example by carrying on with its normal program of public works. "The engineering department is ready to operate the three-shift basis. Financial institutions are showing their confidence in the city by proceeding with major building operations.

"Winnipeg has won the fight against the 1950 flood. For a few days it was a near thing, but people of Winnipeg are already hard at work removing the scars of the battle."

"That is the message Winnipeg should send into the rest of Canada—Winnipeg is carrying on business as usual at the old stand."

Stations Stress Fund

Local radio stations, with flood water now disappearing, turned the spotlight on the fortunes of the Manitoba Flood Relief Fund campaign. Personnel of stations are deeply interested in fund gains announced each day. Many of them who have their own homes and can sympathize with thousands of citizens who found themselves in the same boat.

At the moment it is impossible to list those in the radio industry in the Winnipeg area who made a gloopy boast. Meanwhile, the industry in Winnipeg and Canada as a whole is pitching in to swell the fund over the $10,000,000 objective.

Over at fund headquarters, L. Garside, of Inland Broadcast Co.,controller and programmer, radio station in Canada, and cuts discs for them. These pilots give an idea of what the moneys will be used for, and feature interviews and discussion with people who will receive the benefits locally, fund results and features are given choice spots in broadcasting schedules, and stations are pitching in to raise the sorely-needed cash.

CJOB has auctioned off a pool for $200—proceeds going to

Edmonton Centre

Of

750 Oil Wells
Another auction, sponsored by Y.M.C.A. organization, will be held for two hours soon for 30 dollars. The funds get raised as fund publicity venture. Chuck Cook of CKY is giving call, including all his publicity, for the benefit. At the moment Chuck is looking all his time in the show of a Portage Ave. store publicited by Jino McCullough. The mike was not in CKSB Collars.

Chuck nips at the door every in the morning. Chuck has been known to be known to be seen near the store. An auction, sponsored by the store, is to be held shortly for two hours.

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"Centennial means Thousands?"

"Now, Marge, maybe you'd better take the after..."

"Oh, you mean Peterborough's Centennial Year will bring thousands of extra people into the Peterborough market! Yes, and those special events every week, all year, will keep them interested, too. What?"

"Sure, we get lots of tourists here. All kinds of them visit the Kawartha Lakes for their holidays. They listen to CHEX — and buy their supplies in the Peterborough area, too."

"That's what we mean — CHEX is an extra big buy in the summer. Ask the boys at N. B. S."

CHEX - Peterborough
1000 WATTS
1430 KCS.

CHEX - FM
Get the facts from
NATIONAL BROADCAST SALES
TORONTO: 2220 Bank of Commerce Bldg. — AD 8895
MONTREAL: 106 Medical Arts Building — FI 2529

Oxydol’s Ma Perkins pulled an E-H rating of 35.5 in September over CJOH. And that’s just a sample! Get all the facts on CJOH’s amazing success in Southern Alberta’s richest market.

PANORAMA
Foster Hewitt Gets 6th Toronto Station

Ottawa. — The application of sportscaster Foster Hewitt for a license to operate a new station in Toronto was the only one of four recommended for approval by the CBC board of governors at a meeting held here late last month. The application covered a 250 watt station on 1400 kc. to serve West Toronto.

The Dauphin Broadcasting Co. Ltd., represented by Ken Parton, former CJGX manager, was hand-ed a letter by the board on its application for a 250 watt station at Dauphin, Man.

The applications of John N. Hunt, for a 250 watt station at Langley Prairie, B.C., and of Harold A. Corning, for a 250 watt at St. Stephen, N.B., were both denied.

Increases in power were recommended by the CBC board for the following stations: CHVC, Niagara Falls, for an increase in daytime power from 1 kw. to 5 kw. on 1600 kc., with night-time power of 1 kw. unchanged; CHUB, Nanaimo, for a boost from 250 watts to 1570 kc. to 1 kw. on 1480 kc. An increase was denied station CHRC, Quebec, seeking to up its power from 5 kw. to 10 kw. on 800 kc.

Station CKY, Winnipeg, applying for a change in frequency from 1040 kc. to 580 kc., with no change in its 5 kw. power, received the board’s approval.

A transfer of the license for station CJLS, Yarmouth, N.S., from the estate of Laurie Short to Gateway Broadcasting Co. Ltd. was approved.

** JOCKEYS COMBINE TO BOOST YW FUND

Vancouver. — For the first time in a coon’s age, rival stations buried the hatchet elsewhere than in the rival’s skull and got together in a disc jockey jamboree to raise $2,000 for the fund to put up a new YWCA.

It went from 730 to midday from the Vancouver studios of CKNW, and every jockey with a day’s march was on hand. Roughly, they took 20-minute stretches in turn, playing numbers for which listeners called in a battery of stenographers, who also recorded their pledges of contributions. These were picked up later by canvassers.

Each caller also got a chance at prizes for every dollar pledged.

Colin Fitzgerald and Ross Mo-timer of CJOR were on hand, as Bob Matthews, Will Ward as Jackie Kyle of CKWX, Wilf Boyd of CKMO and Bill Rea, Jack Cullen and Hal Veyo of CJLS.

Armed with some 12,000 pledges, the station had received a total of over $2,000, a sum which should mean an increase of 13,282 in the number units sold during the first 3 months this year, when the total was 199,944, over the same period in 1949.

** RADIO SALES ON UP

Toronto. — Radio set sales in April in Canada, totalling 57,224 units, showed a marked increase over the same month last year, when 47,884 units were sold. Of the set sales figures, released by the Radio Manufacturers’ Association of Canada, also revealed an increase of 13,282 in the number units sold during the first 3 months this year, when the total was 199,944, over the same period in 1949.

** FOR SALE

One RCA 44BX Senior Velocity Microphone, used approximately 30 times, for June 14th, 1949.

C. J. Miller, CJOH-FM Chief Engineer Hamilton

CFBC — Saint John, N.B.

"With top coverage in Western Nova Scotia"

NOW BROADCASTING TWICE DAILY

In the

MARITIMES’ $50,000,000 TOURIST TRADE

* CFBC’S INFORMATION BOOTH is located at the WORLD FAMOUS REVERSING FALLS!

* Tourists get attractive WINDSHIELD STICKERS telling them about SPECIAL BROADCASTS

"WELCOME NEIGHBOUR" (a copyright feature)

"The BEST TOURIST OPERATION OF ITS KIND"

... says Leo Dolan

* Another example of "CFBC’s" ENTERPRISE for its SPONSORS!

* A participating plan: see—

J. L. Alexander, Toronto & Montreal WEED AND COMPANY, U.S.A.
Again!

CROP PROSPECTS GOOD...

"In contrast with most regions in Alta. and Sask., moisture conditions in the Prince Albert district are considered very favorable, according to CN and CP weekly crop reports issued May 26. Heavy showers and good rains have been reported in all 20 subdivisions of the Prince Albert district during the past week. Generally, in Saskatchewan, however, and in Alberta high winds during the past week have depleted surface moisture and all districts are reported needing rain."

—Prince Albert Daily Herald.

No crop failures here yet and prospects are good again this year. BEAM YOUR CAMPAIGN MESSAGES TO SASKATCHEWAN'S CHOICE FARMING AREAS THROUGH:

**CKBI**

PRINCE ALBERT, SASKATCHEWAN

5000 WATTS

**NO HIATUS!**

LIVING IS A YEAR ROUND BUSINESS

SELL THEM
12 MONTHS OF THE YEAR

Only 1.7% of Lionel's listeners spend their holidays away from CKW's influence.

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**AGENCIES**

BAKER ADVERTISING

Toronto.—Canada Packers Ltd. renewed the three-week 10:30 a.m. newspaper advertising campaign for the products of the Prince Albert district over CFRB, Toronto, and advertised Bye Soap Flakes until May 17. Same sponsor has also renewed a series of five-minute newscasts advertising Bye Soap Flakes over CFRB, Toronto, and broadcast over the following stations: CHOV, Pembroke; COWS, Kingston; CHZC, Hamilton; CFOS, Owen Sound; CHOK, Sarnia; CHEX, Peterborough; CFPL, London, and CFDO, Chatham.

The three-week 10:30 minute newscast over CFRB, Toronto, featuring Fred Cripps, has also been renewed until September 2. The three-week 15-minute Margene needle news cast over CFRB, Toronto, featuring Fred Cripps, has also been renewed until September 2. The three-week 15-minute Margene news casts have also been extended on CKCWM, Moncton, and CILS, Yarmouth, until fall. A spot announcement series over 26 Ontario, New Brunswick and Nova Scotia stations has also been extended for the same period.

Colgate-Palmolive-Peet Ltd. is taking a three-week five-minute segment of Club 580 over CKW, Toronto, until the end of the year, directing its Cashmere Bouquet products at the teen-agers.

**MacLAREN ADVERTISING**

Toronto.—Peoples Credit Jewelers returned for the sixth season with Bayshore Community Sing-Along June 11, to a network of Ontario stations including CFRB, Toronto; CFPL, London; CHML, Hamilton, and CFRA, Ottawa. The Sunday night show, broadcast from the bandshell of Toronto's Sunnyside Beach, again features Art Hallam and orchestra with Marilyn Kent looking after the vocals. Joe Murphy is the new emcee, while Mike Fitz Gerald again handles the commercials and Maurice Rapkin produces.

**D'ARCY ADVERTISING**

Toronto. — Coca-Cola Ltd. has replaced the Edgar Bergen-Charlie McCarthy Show with Percy Faith and his 43-piece orchestra for the summer months. The Pause That Refreshes On The Air is piped in from CBS to CFRB, Toronto; CFSCF, Montreal, and the Dominion net. It also features guest singers.

**VICKERS & BENSON**

Toronto. — Seven-Up (Ontario) Ltd. has scheduled the transcribed half-hour once a week Hopalong Cassidy over CKLB, Oshawa, for a run of 32 weeks. (Continued on next page)
**NORTHERN ONTARIO’S**

**Greatest ADVERTISING MEDIUM**

**CKSO**

NORTHERN ONTARIO’S HIGH-POWERED STATION

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

**FIVE OUT OF SIX MARGARINE ACCOUNTS ARE USING CJCH Halifax**

(Non-conflicting times, of course.)

*Number 2 in a series of CJCH acceptance stories. One account accepted a LOWER RATED time because they knew of CJCH merchandising services.

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**AGENCIES (Continued)**

**COCKFIELD BROWN**

Toronto.—Canadian Industries Ltd. has taken over sponsorship of Singing Stars of Tomorrow, recently dropped by York Knitting Mills, commencing October 22 over 30 odd stations of the Dominion network. The show retains much the same format and will continue from Toronto but will be heard at the new time of 9:00 p.m. (EST). Rex Battle will again direct the music with John Adaskin back as producer. Scholarships amounting to $3,250 will be awarded successful vocalists from contestants chosen by auditioning panels during sessions held across the country.

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**J. WALTER THOMPSON**

Toronto.—Lever Brothers Ltd. has scheduled a series of transcribed spot announcements over 34 English and 4 French stations advertising Surf along with another series going to nine stations for Lux Flakes.

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**WALSH ADVERTISING**

Toronto.—B. F. Goodrich signed for a transcribed test spot run over eight Ontario stations for 104 spots each, which started last month. The dramatized spots, featuring Wally Armour as organist-arranger, Russ Titus on the vocals, and announcing by Fred Cripps, will be offered for local sponsorship on a dealer co-operative basis in both English and French markets.

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**JAMES LOVICK**

Vancouver.—Canada Nut Company has a 280 flash announcement campaign under way over CKNW, New Westminster, advertising Squirrel Brand Peanut Butter.

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**McKIN ADVERTISING**

Toronto.—The Ontario Fruit & Vegetable Growers’ Association has started the five-a-week 10-minute Mary Garden’s Market Basket featuring Margaret McDermott over CFRB, Toronto, until December 1.

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**AGENCY BRANCH MOVES**

Winnipeg.—The local office of McConnell, Eastman & Co. Ltd. has moved from the Confederation Life Building to larger quarters in the Trust & Loan Building with the new telephone number of 935541.

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**STEVENSON & SCOTT**

Toronto.—Dr. Ballard’s Animal Foods Ltd. has started the transcribed once a week half hour Hopalong Cassidy over CFRB. Toronto, advertising its Dog & Cat Foods.

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**VAMPLEW ADVERTISING**

Toronto.—Presswood Brothers (Meat Packers) has started a 15-minute Sunday newscast (5:00 p.m.) over CFRB, Toronto, featuring Gordon Cook.

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**AWARDING AWARDERS**

Will somebody start a radio awards project which will shower honor upon the best donors of radio awards?

***

**CORROBORATION**

We always said George Murray could sing. Now, after hearing him on the “Flood the Fund” show, we believe it.

***

**UNBIASED COMMENTS**

Then there’s the columnist who became so prejudiced against the announcer he kept panning, that he never did get around to listening to him on the air.

***

**TAINT WEDNESDAY NIGHT**

My Aunt gave me a dollar. To buy a collar, but I bought choo’nm gum.

My father gave me a quarter. To buy soda water, but I bought a screw drive and took the radio apart to see what was wrong with it.

***

**MESSAGE FROM MOON**

“Not a BMI tune. We don’t publish all the stinker (Wouldn’t mind havin’ it, ‘Choo’n Gum though).”

***

**PAN MAIL**

Sir: Would you please send my Broadcaster by airmail in future. By the time it arrives your jokes’ whiskers are sprouting whiskers.

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**STORK MARKET**

A package which came in the mail last week from Monty Hall was labelled—“It’s a girl.” And we always thought they were calling cigars.

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**COALS OF FIRE**

We’re mildly amused, but the client who phoned an agency man on vacation in Bantiff, and hailed him over the coals for thirty-five minutes before telling him he was speaking from the adman’s office.

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**NO NEWS**

Alec Phare’s back in town again, but damn it, we can think of a thug to say about him.

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www.americanradiohistory.com
"COMMERCIAL TV NET WON'T WORK" - DUNTON

Ottawa—"I do not think there is any hope of a television network in Canada operating on a commercial basis," was the way A. D. Dunton, CBC board chairman, forecast the future of this country's TV during hearings of the special Parliamentary Committee on Radio Broadcasting here last month. Dunton claimed that the cost of programming is so great. Even if permission were granted for a private commercial network in Canada, he said, it would not be possible for it to finance the cost of a large measure of original programs.

Replying to questions by Radio Committee member Donald Flemming on applications for TV stations, which were deferred by the CBC board more than a year ago, Dunton said that the service which the applicants proposed to give did not impress the board, and "in several cases the financial background was decidedly vague."

However, the CBC chief did not rule out the possibility of announcing getting licenses at some future date. "We would like, and we would think that it would be advisable to proceed further with the developments of a nation-wide system," he said.

CBC has based its estimates, the corporation will begin to meet expenses with income from licenses in about five years, Dunton claimed. Revenue from commercial activity is expected to amount to a third of the total revenue, he said.

As far as regulations for private TV stations are concerned, the CBC has not gone into the matter in detail. Dunton said, but pointed out that "the first and essential thing is that we would be expected to supply stations with certain network program services, and stations in turn would be expected to take a certain amount of them."

Costs for the CBC's television services as planned, will likely total, for the next four years, about $16,000,000.00, it was estimated, with another government loan of $5,000,000.00, in addition to the present loan of $4,500,000.00, required during that time. With a $10 license fee for TV sets, which is the figure on which the
THE PARRY SOUND MARKET
Population 1950: approx. 7,000.
Annual retail sales: $9,138,000 including food sales of $2,500,000.
Effective buying income: $4,678 per family.
Parry Sound, with .05% of Canada's population enjoys more than .1% of Canada's retail trade.

THE ONTARIO MARKET
CFRB effectively covers a 64,550 square mile area—36 Ontario counties which hold 24.5% of Canada's buying power.
Elliott-Haynes surveys of 38 centres in this Ontario market showed that CFRB is listened to regularly (several times a week) by a median average 60% of people in these centres; the next independent Toronto station was heard regularly by 24.0%.

3,218,000 people
is BROAD Coverage and
CFRB Penetrates it DEEPLY

BROAD coverage in the Number One market—more than 3 million people with over $3 billion buying power—it's yours on CFRB! But more than that, look at the depth or quality of this coverage. For proof of CFRB's penetration take Parry Sound, for example.
A Great Lakes port and Georgian Bay tourist centre, Parry Sound has close to 2,000 families, each with an average annual buying power of $4,678.

In this $9,000,000 retail market, Elliott-Haynes report that 86.2 per cent of listeners hear CFRB regularly (several times a week); 34.8 per cent listen regularly to the next independent Toronto station.
And remember, Parry Sound is just one of the many important centres in this rich Ontario market. For complete data on CFRB's market write our office, or 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