Mr. Soble Builds a Dream House

Toronto, Ontario

July 12th, 1950

Mr. Soble builds a dream house.

CBC Must Have Funds It Needs

Committee Leaves Source To Royal Commission

By Tom Briggs

Ottawa. — The special parliamentary committee on radio broadcasting has recommended that the CBC receive additional funds which to carry on and expand, but the committee did not suggest any way to obtain the necessary funds. In the committee's report, tabled in the House of Commons June 26 over the signature of chairman Ralph Payden, Liberal M.P. for Winpeg South Centre, it was pointed out that increasing CBC revenue is of principle on which the Royal Commission will undoubtedly make a recommendation in its report expected sometime this fall.

The report further said, however: "Your committee believes that whatever method may be used to put sufficient funds into the hands of the Corporation, it should be one under which the independence of the Corporation is assured.

In supplementary estimates tabled in the Commons by Finance Minister Abbott three days earlier there was an amount of $650,000 for the CBC to provide working capital and to finance partially the CBC's deficits, pending a decision on the national system's future requirements.

The committee's report went on to say that, in its opinion, the CBC should provide network services for various areas not receiving adequate coverage. In British Columbia the Prince George-Prince Rupert areas and theootenay and Arrow Lakes districts were cited. There is also lack of service in: Rainy River, Thunder Bay and Algoma districts in Ontario; Temiscamingue, Gaspe and Eastern Saguenay in Quebec; parts of Restigouche and Northumberland in New Brunswick; and areas in Nova Scotia, including Cape Breton, and Newfoundland. Reception in these areas can be improved by supplying network service to existing private stations there, as in the case of Port Frances and district served by CKFT, or by setting up repeater stations, it was said.

The committee also feels that steps should be taken to keep the Canadian people better informed about the activities of the national broadcasting service. "Your committee states that in its opinion the Corporation might well do more to publicize its operations and the programs which it makes available in most parts of Canada," the report said. "It should aim to develop a better understanding of its problems and of the services which it gives.

While the committee believes that "a substantial measure of balance is being attained" in having different main political and economic viewpoints expressed on the air, the report said, it urged "that constant effort should be exerted to further improve the service in this respect." On the CBC's activities in Newfoundland, the committee had praise for the role that radio has played since the day of union last year, especially "in helping to develop an understanding between the new province and the other provinces," the report said. Further development of the service in Newfoundland was recommended.

The committee also suggested that the Transport Department consider ways of reducing the cost of collecting license fees. The present cost runs between 22 and 15% and this, the committee considers, is too high.

Referring to the CBC's financial plight, the committee said it had no fault to find with the Corporation's expenditures to date, or with those estimated for the future. There could only be one of two solutions of this financial problem, the report said. Services rendered must be cut to reduce costs, or some way found of increasing revenues.

The Corporation is within its means, but the consequences of this would be disastrous. "Your committee believes that reduction of service is not in the public interest," it said.

"It would so heavily reduce the value of the system that it would be against the national interest."

Net work service to some parts of the country would have to be dropped and the quality to others lowered; some CBC departments would have to be abolished and the staff reduced, it was pointed out.

As far as television concerned, the committee, it was felt that "a good beginning for a Canadian national television system" had been made by establishing CBC TV production centres in Montreal and Toronto. "Your committee is not making recommendations regarding the principles under which television should be extended and developed in general, in other parts of the country, including the extent to which facilities might be operated by public enterprise since the Royal Commission has such principles under consideration," the report said. "It does see the need for the establishment of some proper and adequate system of financing Canadian television development in the general national interest."
When The Big Ones Break—

ABROAD:
B.U.P. Radio Stations
Flashed Outbreak
of the Korean War
Two Hours and 14 Minutes Ahead!

AT HOME:
When Fire Ravaged
Rimouski B.U.P.'s
Graphic and Accurate
Stories Were Six
Hours Ahead!

Today's NEWS in news is B.U.P!
Seven Radio Plusses
from an address to the Toilet Goods Manufacturers' Association by Pat Freeman.

When a radio advertising man handed a subject such as "How radio Stations can help the Toilet Goods Advertiser to get a greater spurt from his advertising" then can truthfully say - Mr. Chairman, ladies and gentlemen, it is pleasure to be with you.

What we are to discuss, then, is a matter of plusses. And there are seven basic plusses thatadio has to offer each of your companies. It so happens that the word "plusses" has several letters and therefore we can take advantage of this fact and list these plusses in the following manner:

**P** for the pre-announcing of your company's name, the name of its program and the time at which it can be heard.

**L** for the listing of your program in other advertising media.

**U** for unlimited radio as well as urban coverage.

**S** for that exclusive feature of radio - spoken salesmanship.

**E** for store contacts and store displays.

**R** for the enterprise.

**S** for your special sales representatives and how they can be promoted by radio.

Now let's briefly examine each of these seven plusses.

First of all, radio is the only medium that, without charge - and hence as a plus - gives build-up announcements for your advertising program, particularly when a new show is about to hit the air for the first time. This process of securing additional attention for your commercial may be by making announcements at times of the day or night away from your actual program time is continued, to a lesser degree, throughout the life of your program. This plus is exclusive to radio advertising.

Radio's second plus is the advertising of your program in other advertising media. We in radio believe in the co-ordination of advertising in all media. It's a pity other media lack this broad outlook - because we believe that well-executed advertising in any media is a good way to call attention to goods and services. Therefore it is a common sight to see radio shows advertised on outside street car cards or billboards or in the daily and weekly newspapers.

Plus number 3 is most important. Remember we called it "U" for unlimited coverage. This plus is applicable to many of the other free services or plusses, as well as to your actual program. It is virtually unlimited coverage because 94% of all Canadian homes have at least one radio. Canadians have spent over half a billion dollars on radio receivers. Last year alone they spent sixty million dollars on radio sets. It is easy to see how radio can claim a degree of coverage unattainable and unapproachable by any other single advertising medium.

Next comes the first of our three "S's". This "S" stood for radio's very exclusive feature of "spoken salesmanship." In radio we sell by talking to people. Better still, we talk to them at their invitation and in their own homes. For example, in the privacy of her home, the housewife hears an announcer (who has become like an old friend) tell her about your program - its highlights and when it will be broadcast. Thus our first or pre-announcement plus receives the additional plus of spoken salesmanship.

Next, for our second "S", we listed the plus of store contact and store displays. The tie-ins between the station and the local store - the store that handles your products - the storekeeper who must be made aware of the advertising that you, the toilet goods manufacturer, are placing to help him.

Radio's sixth plus was the "E" of the word "plusses". The "E" for enterprise. If 1, as a radio man, were to say, "Yes, radio will secure greater sales impact for your advertising because radio men and women are more alert and more enterprising than those you will meet in older media" - well, you might rightfully consider me a trifle biased. And so, with (Next page, please)

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Sell the entire Niagara Peninsula
And away beyond since change to 620 kcs.

at one low cost
with

Our Sincere Thanks...

We'd like to say a personal "thank you" to each one of you, to all the people in the advertising and broadcasting industries in Canada and the United States for your splendid help to Winnipeg and Manitoba. To our advertisers, the advertising agencies, our representatives, the broadcasting stations, the C.A.B., the C.B.C., and the artists and performers. Because of what you have done, we are sure that the broadcasting industry as a whole, has gained considerable stature in this part of the country.

Winnipeg\n
CKRC\n
Manitoba

630 KCS.\n
5000 WATTS

Representatives: All-Canada Radio Facilities • In U.S.A. - Weed & Co.

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www.americanradiohistory.com
VERBATIM (Cont'd)

your permission, I will cover this essential plus of "enterprise" by quoting briefly another man's words.

A radio man? Deviously not! Instead, a man from a rival camp — a Professor of Journalism. A Professor of Journalism who was not addressing radio people and trying to make them "feel good." Instead, he was addressing Newspaper Advertising Executives' Club in Chicago. Professor Burton said: "The people who gave me material for this talk were retailers of all sizes and shapes ... furniture stores, drug stores, department stores ... jewelry shops and so on.

"The territory included in (my) study ranged from the mid-west to the east coast. In nearly every case the retailer was not just another advertiser. He was an aggressive advertiser — the kind that believes in advertising and has built his business with advertising."

The Professor continued: "Just to add to the specific note to this talk, here are some verbatim comments: 'Radio people are much more aggressive and full of ideas. They show more imagination. Radio men are working with the account all the time. They really handle the account. Comparing newspapers with radio is like comparing railways with airlines.' Radio people are much more co-operative.' This statement I heard over and over again in those exact words. When asked what he meant by 'co-operative' the retailer pointed to such things as the willingness of radio stations to make last-minute changes, to handle the creative work, and to submit merchandising ideas."

Those were remarks made by a Professor of Journalism as told of an extensive personal survey made during the latter part of last year. That should be the radio's plus No. 6 — "E" for Enterprise.

Radio's seventh plus was its most unusual feature for special sales representation and the intimate and prompt build-up that radio can give the goodly and convincing or impelling audience. Frequently, round-trip advertising, and who send the expert sales women into the field have arranged for them to appear on well-established local women's radio programs, to be featured by well-known local radio women. In this way they talk to and personally invite the housewife to come to a certain store and give them "on the house" samples. Radio's seventh plus was its most unusual feature for special sales representation and the intimate and prompt build-up that radio can give the goodly and convincing or impelling audience.

For many years the more and more merchants, who invest in radio advertising and who send the expert sales women into the field have arranged for them to appear on well-established local women's radio programs, to be featured by well-known local radio women. In this way they talk to and personally invite the housewife to come to a certain store and give them "on the house" samples. Radio's seventh plus was its most unusual feature for special sales representation and the intimate and prompt build-up that radio can give the goodly and convincing or impelling audience.

CFCO raises the bar in public relations with the addition of an extensive new program of promotions and sales promotion.

CFCO, 630 Kcs - Chatham

Again ELLIOTT - HAYNES tells the story ... Again CFCB has SEVEN of the TOP TEN!!

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"

Again ELLIOTT - HAYNES tells the story ... Again CFCB has SEVEN of the TOP TEN!!
The weapon of the bull can go on seven British Columbian private stations and a sponsor for devising and presenting a series of dramatic programs designed to familiarize the people of the Pacific Province with that province's history.

"Builders of B.C.," written and narrated by CJOR's former program director Dick Diespecker, who just can't keep his considerable talents out of the business, is sponsored by the British Columbia Federation of Travel & Industry, broadcast weekly over CJOR, and then rebroadcast from discs over stations CHWK, Chilliwack; CJAV, Port Alberni; CJAT, Trail; CKOV, Kelowna; CKDA, Victoria, and CKPG, Prince George.

Particulars of the program, supplied by our Vancouver correspondent, appear elsewhere in this issue. But there is a reason other than craftsmanship for this note of praise. And that is the fact that those responsible for this valuable contribution to citizenship have been successful in having their efforts heard through the greater part of the province notwithstanding the fact that the CBC network regulations do everything possible to preclude such undertakings.

As long as this paper has been published, it has been our contention that such major projects as "Builders of B.C." could be regularly produced for presentation on private stations at times when the most people will be likely to hear them. Transcriptions enable sponsors to have their messages delivered along with their programs at the same local time right across the country or whatever area is to be covered. They are flexible to the point even where the commercial messages can be written for each station over which they are to be heard. Furthermore, they are both manufactured and broadcast by people who derive their livings from private enterprise, which gives them a community of interest with the sponsor who is footing the bills.

Recently the stations of the Canadian Association of Broadcasters were honored for their public service endeavors "Report from Parliament Hill," with one of the Canadian Radio Awards. It is now our privilege to draw attention to another public service being rendered to the people of British Columbia through private radio by the British Columbia Federation of Travel & Industry. It is to be hoped that this is a new trend which will develop still further.

Their Idea Of Humor

We regret that so few people listen to the CBC. We wish more people knew the kind of drive this self-styled cultural agency buys with the millions it collects at the radio set. Consider this excerpt from a recent Trans-Canada network program originating in Vancouver:

"Being a paper boy is supposed to improve a kid's character. Well, I don't know what paper boys are like the world over but I know some mighty bad ones in the last 10 years. One broke my dog's teeth, one tried to borrow my car, and one tried to sharpen his wits by teasing me about my appearance. A fourth got into trouble with the police later on a little wounding affair. These were not my paper boys, of course, but they were paper boys. My own boys didn't have bad characters; quite a lot of them didn't have ANY character... probably from reading the papers or something..."

This stuff is piped across the continent at great expense by the government agency in charge of setting the standards of good taste for the whole radio community, to give the air to make sure its competitors conform.

We understand that the passage about paper boys represents the CBC's idea of humor. Maybe we're prejudiced, but in our opinion it's merely pathetic. Thousands of the finest boys in British Columbia deliver newspapers. It takes lots of character to do the job in every kind of weather and they do it exceptionally well. We're sorry that some of the limp-wristed characters on CBC didn't spend an apprenticeship in the same occupation.

Vancouver Sun.
that when he started he was even young and small enough to try being a jockey.

He took a bad toss about the first time out, and went into radio, via vaudeville.

Besides calling them at the track daily over CJOR, Jack does three rebroadcasts and commentaries during the evening. Last year he even kept the hot stove league going in the off-season with a contest program involving

replaying discs of some of his broadcasts of previous years. Contestants were given the lineup first and asked to pick which they thought had been the winner. Then Short replayed the record of the race.

Simultaneously with his broadcasts, he's official caller for the tracks in the province, which gives him a fairly clear-cut monopoly on that end of the racing business.

It isn't just a way to buy started careers, with Short. He's reeled in the nuts about horses. (He would have to, to stand a fighting chance of some of those coyotes run.)

The CKWX news bureau, which assures listeners it is always with the news, has taken further steps to assure its position in the news field.

Bert Cannings, chief of the news department, has lined up a string of correspondents to do special coverage in Mission, Nana, Victoria, Chilliwack and Port Westminister.

"These centres, plus Vancouver account for 80 per cent of B.C. population," Cannings said. "The station already has a staff of five, devoting all their time to news, covering city hall, provincial and other city affairs with five men.

Cannings himself has a seat in the press gallery at Victoria, only radio man so accredited, and stays with it right through every session.

Three Vancouver disc jockeys will appear in a Hollywood documentary film being made by Ralph Staub on the jockeys of the West Coast. The trio are Jack Cullen of CKNW, and Vic Wa and Monty McFarlane of CJOR.

The Columbia Pictures production shot some yardage on the boys at Stanley Park, which is noted for one thing as the location of totem poles.

Just what totem poles have to do with disc jockeys, Mr. Staub did not explain. Nor would he which of his three local clowns was going to be low man.

The film is slated to appear next winter, which shouldn't make too much difference to an
Gimmick For Flood Relief

By Dave Adams

Winnipeg.—Chuck Cook, the guy who used to wrinkle Jack Warner's shoes with his early morning antics, isn't letting any grass grow under his feet now that he is switched over to CKY—via S. and Toronto stations.

Chuck just got his release papers from the window of a downtown store where he spent a week more broadcasting, eating and sleeping—all in aid of the Manitoba Flood Relief Fund.

Dr. C. A. Smith is giving away daily a clock radio with the imprints of the Hudson's Bay company to any housewife with good musical memory. Chuck is given the old dodge a new visit.

There may be four or more times over his city-morning show six days a week Chuck plays "your song of a day." He plays a different selection until six numbers have even played for the week. Then a Saturday forenoon he drives it into one of the city's residential districts and begins hailing doors.

The最先 person to name three lines correctly gets the radio cock. The idea raised a whirl of interest, and after the third morning listeners were phoning CKY to find out which district luck intended to visit.

On one occasion a watchful housewife caught Chuck in the act. She was leaning over her mint gate and recognized Chuck's voice as he set foot on her street. Calling him over she dis-played a slip of paper with all six lines correctly named on it.

Enthusied with the door-banging routine, Chuck insisted she go inside until he had a chance to discuss the rest of the sheet. Then he awarded her top honors.

CJBB was a very big gun during the latter half of a devastating flood crisis which menaced this city of 300,000 souls.

The same enthusiasm and organization is now being directed towards any medium that will help the fortunes of the Manitoba Flood Relief Fund.

First the station auctioned off a dog for a couple of hundred smashers and turned the proceeds over to the fund. Then it helped in the staging of a gigant Y.M.C.A auction that netted more than $400.

Latest project is the giving away of a 1951 model de luxe Kaiser automobile which was donated to the Flood Relief Fund by Henry J. Kaiser himself.

Listeners, to get a crack at winning the car, merely have to give the name of the new 1951 low-priced Kaiser model which will soon be hitting the market and which has been widely publicized. Along with their answer they are asked to enclose $1 for the fund. Winner will be named July 22.

Thousands of entries are pouring into the station.

The man with the "I dare you to pronounce it" name has had a rather messy food concoction named after him.

The guy in question is Vaughn Bjerre, emcee on CKY's Night Watchman show—a late musical effort that has gained a goodly number of listeners. A local restaurant is now advertising the "Bjerre-burger," and it's claimed to be a new taste sensation.

In case you are curious as to how to pronounce Vaughn's surname here goes: It is pronounced "bare" with a Y after the B. Catch?

Builders of B.C.

Vancouver.—The men and women who built British Columbia are commemorated in a series on seven stations sponsored by the B.C. Federation of Trade and Industry—Builders of B.C.

This is an effective and dramatic series about a group of enterprising, colorful, individualistic believers in Canada's western frontier. Written and narrated by Dick Diespecker, the pieces go over CJOR and discs go to CHWK Chilliwack; CJAY Port Alberni; C.J.A.T. Prince Rupert; CKLO Kelowna; CKDA Victoria, and CKPG Prince George.

Latest in the series was on Joe Fortes, the West Indian who came round the Horn in a sailing ship to Vancouver and became a lifeguard and swimming instructor at English Bay, the big Vancouver beach.

His feats of life-saving, his patience as a teacher and his tremendous influence over children made Fortes one of the best-loved characters in the city. After his death in 1922, a bronze bust with the words, "Little children loved him," was put up by the city. He has become a part of the story and legend of B.C.

First story in the Builders series was that of Rev. E. D. "Ed" Braden, father of actor Bernie Braden, a widely-known minister who died only recently. There was Helen Gregory MacGill, a juvenile court judge; colorful old John Houston, the first mayor of Nelson when the town was a rough mining centre; Father Pendozzi, one of the first men to open the Okanagan Valley to settlers.

David Oppenheimer, second mayor of Vancouver in the days of reconstruction after the fire, was another "Builder," along with Emily Carr, the painter, whose recognition has come only after her death, Dr. C. W. Sproat, the cancer fighter, who spent 39 years at St. Paul's Hospital here, and Percy Bengough, president of the T.C.

These people did not build B.C. single-handed, but without them and their breed the province would have been less than the place it is. Diespecker's series says in effect.

Getting your share of Barrie's Big Tourist Business?

Over 250,000 tourists visit Barrie each summer. CKBB influences their free-spending choice by making them listeners; with friendly, holiday-mood programming, and special features (such as tourist tape interviews throughout the resort area).

This is in addition to CKBB's usual community service — for example, centennial celebrations in Essa and Melonte Townships this month were fully covered.

CKBB serves the community . . . and its visitors . . . and they respond to delightful advertisers. It's not too late to get your share of Barrie Business — use

CKBB – BARRIE 250 Watts 1230 Kcs.

Get the facts from NATIONAL BROADCAST SALES TORONTO: 2320 Bank of Commerce Bldg. AD 8615 MONTREAL: 106 Medical Arts Building FL 2439

MEANS:

Southern Alberta

an increasingly important Western Canadian Market. If "S.A." is on your map, CKFCN can serve you better. Don't overlook the fact that CKFCN has plus coverage in Northern Press as well. CKFCN HAS SOLD "S.A." SINCE 1922

CFCN Can Sell Southern Alberta For You

ASK:

Radio Reps: Toronto
Montreal
Vancouver
Broadcast Reps:
Chicago
San Francisco
Horlan Oakes
Los Angeles

The Voice of the Prairies Ltd.'
People in the radio broadcasting business claim that the secret of successful broadcasting is to talk to people in their own language, but I believe that it is much more than that.

"Today I am writing to you from Matane, the home of Station CKBL. Already I have met some of my good friends here on their vacations, and Gaspe North, Saguenay, and Matane-Matape-Quebec are wonderful holiday spots. But I do not want you to think of them only as this, for here is an important industrial area too. There are 249 Manufacturing establishments here, producing more than 17 million dollars worth of goods annually. Salaries and wages total more than $3 millions. There, then, is an all-year-round market, to whom you can tell your sales story profitably through CKBL Matane with 25,290 radio homes in its primary area. For full details — Ask Jos. Hardy!"

For any information on QUEBEC MARKET No. 2 and "TRANS-QUEBEC" Radio Group Telephone; Wire or Write to JOS. A. HARDY & CO. LTD. MONTREAL QUEBEC TORONTO REPRESENTING

CHRC QUEBEC 5000 WATTS
CHNC NEW CARLISLE 5000 WATTS
CHLN TROS RIVIERS 1000 WATTS
CHLT SHERBROOKE (French) 1000 WATTS
CKTS SHERBROOKE (English) 250 WATTS
CKVM VILLE-MARIE 1000 WATTS
CKRS JENGANER-KENOGAM 250 WATTS
CKBL MATANE 1000 WATTS
CKLD TETFORD MINES 250 WATTS

World conditions change fast these days. This commentary, scheduled as Number 12 in the "No Holds Barred" series, may or may not hold true when broadcast time comes. Be that as it may, the principles will still obtain.

By RICHARD G. LEWIS

Yet all over the world we see nothing but disunity, discord, disaster.

One of the greatest tragedies in the world history which is being written today is the failure of the English-speaking people. Great Britain and the United States, Canada, Australia, Africa and all the rest—understand and accept each others' points of view, and so to make of themselves shining examples of what real peace might mean to the rest of the world.

If we could only look at one another and see our similarities instead of our differences! If we could only realize that understanding does not mean the destruction of our individual national characteristics! If we could only understand that to get along with our neighbors, it is not necessary to forsake them—and it is an expression I intensely dislike—"our way of life"! If we could soothe our egotism and admit that it is NOT a fact that there are two ways of doing a thing, our way and the wrong way!

Our inability to achieve this understanding is the reason why there are those who feel that history is their curse to utilize their hatred and represent "isms" to gain domination of the world by coordinating it, by force of hydrogen and atomic bombs, to their will.

If the idea of seeing eye to eye with them is absurd, then a true united concourse of the remaining nations born outside the Iron Curtain, who show them that the world wants peace, but if they want to make trouble, it is there, ready and waiting for them.

But when they peer out into the outside world, they see very little that could be described as united. What they do see is a determined family or group split up in the divorce courts of nothing but lack of understanding. They see the children of the divorce court cast out into the world alone, ready to lend an ear to any crackpot agitator who may come along and make them feel their loneliness makes them susceptible to anything.

They see churches, preaching the gospel of unity and love, and divided, by trivial matters, into so many factions and denominations that they destroy their whole purpose.

They see labor doing battle with management for more and better pay and privileges, while its vision, keep an ever-unending procession of one right after another trying to control the world? What is the most natural thing in the world for people to do when they have been forced up and up by their hands' demands.

They see management fighting back, determined not to go down an inch as a matter of principle.

They see almost every country in the world avidly eyeing its neighbors' borders and possessions.

So what do they do? What is the most natural thing in the world for people to do to control the world?

In 1914, the German Kaiser played his number one enemy, Great Britain, torn by internal discord by the reason of lack of understanding over the Irish question. So the Kaiser struck his blow.

In 1939, Adolph Hitler saw Britain and the United States at variance over just how far he should be allowed to run his Nazi steamroller over Europe, and we should be called upon to stop him. We should be called upon to stop him, and with what. So Hitler invades his pet adage, "Divide and Conquer," and tried his luck.

The war is over now, the sporting part of it, anyhow. So...
the Iron Curtain seems to be shutting out any kind of overtures towards understanding. What will be the result? Or can it be talked through? That is the number one question of the day. If it can be done by talking, and done to stay, it is understanding that will accomplish it. If, as so many people believe and fear, there has to be a World War III, then the need for this understanding between those of us who survive, is only postponed until that holocaust is over, unless, of course, we are all preparing for World Wars IV, V and VI.

Only lack of understanding with one another in the home, in the factory, or in God's great universe, can precipitate the kind of disaster that has been going on so long that the children of many of you, employed in our last 15 years, by it to be an ordinary part and parcel of this unhappy world, where plans must be qualified with some such phrase as "Unless we have another war."

Now, then, what are you going to do about it? I don't need to amplify what I said about understanding in our home life, your church life, our club life. I am perhaps running a little when I even suggest it. But what about your life at work? Is it as productive, as fruitful, as happy as you can make it?

Understanding across the employment counter—that's the prime need for today. That, beyond all else, would have the last lasting peace, if we could only find a basis for it. And I think that basis is right here, staring us in the face.

Whether you employ or are employed, you want everyone to give security for old age, and welfare in days of stress. This is a question of common human understanding. Everyone, with perhaps a few exceptions, who seem to overlook is that whether money comes out of our individual purses or the coffers of the country, these things have to be paid for. Hospitalization, medical and dental services and the other welfare measures we have or would like to have, need to be paid for. Unless we pay both ourselves, which many of us are unable to do, they finally get added on to the cost of goods, whether those goods are made by the enterprise or by government crown corporations, which show an inclination these days to get into the field of business. It is no use demanding that landlords instal radiant heat, fun furnaces, air conditioning and other facilities in our homes, unless we are prepared to pay more for it. By the same token, we can't expect our hospital, doctor and other bills to be borne for us, unless we are prepared to face the taxes and higher retail prices. In the final analysis, we can only assure ourselves and our families the benefits of such security and welfare, by truly earning the wherewithal to pay for them.

BOOKS
Radio & Television
Writing

(Obtainable from CB&T
Book Dept.—$7.75)

Max Wylie, no slouch with the typewriter himself, got about 25 people to write half of this book. He has reprinted 42 carefully- chosen and successful radio scripts in whole or in part, and the other 25% of the volume he did himself.

At Wylie's invitation, the top men and women in 23 fields of radio scripting have done a good job in putting forth the demands that the medium makes on both novice and veteran writers. They have been equally successful in explaining how they can be met, in everything from "Commercial Copy for the Ear," a chapter written by John Swazy of Young & Rubicam in New York, to "Radio News Writing," by Paul White, the man who "made CBS Radio News Service the most dependable, most colorful and most far-flung in broadcasting history."

It is, logically, a textbook that deals largely with what established writers have produced for radio, how and why they were able to sell it, and what there was about it that has kept millions at radios listening to it.

On television, as Wylie admits, a comprehensive textbook is four or five years away, but what has been done, the errors and successes, in writing for sight-and-sound have been adequately handled here, especially in the news and drama departments. A writer must know the problems that beset TV and the book provides a good grounding.

For the experienced, Wylie offers here compact and valuable material on the writing of mysteries, serials, comedies, documentaries, commercials and others.

The beginner, who thinks he wants to write for radio and yet can get nothing from this book, certainly is looking at the wrong horizon if he's shooting for the sun.

Briggs.

SHERBROOKE, QUE.

Sherbrooke is the principal distributing and marketing centre of Quebec's Eastern Township. It is also one of the most important manufacturing centers, particularly of textiles and machinery. Average annual income is higher than average — $4,531 (before taxes). Tell your sales story in this important market—Von CB&T.

Representatives
JOS. A. HARDY & CO. LTD. - CANADA
ADAM J. YOUNG, JR. INC. - U.S.A.
OKAY, SO I'M BLUSHING. AND IT'S ALL ON ACCOUNT OF STOR (THE NEWS- PAPER, THAT IS) COLUMNIST GORDON SINCLAIR WHO RECENTLY WROTE:

"DON RICARDO LEWIS (THAT'S ME), PUBLISHER OF THE CANADIAN BROADCASTER, FALLS FOR A PUBLICITY HAND-OUT FROM THE BOTTOM OF THE DRAWER IN HIS CURRENT EDITION. DON RICARDO SHOWS A TELEVISION CAMERA IN OPERATION IN MONTREAL AND LISTS ITS USE AS HISTORY BEING MADE. JESSICA DRAGONETTE, JACK DEMPSEY AND FILI THE CLOWN WILL BE QUITE SURPRISED BECAUSE THEY, AMONG OTHERS, APPEARED IN TELEVISION AT THE C.N.E. IN 1939. EVERY YEAR SINCE THE POST-WAR REOPENING SAW OTHER TELECASTS FROM ONE PART OF THE E.X. TO ANOTHER."

WHAT HERR VON STINKER FAILED TO SAY WAS THAT OUR BLOOMER WAS POINTED OUT TO HIM—WITHOUT A WORD OF CREDIT—BY CFRB STUDIO ENGINEER BILL "CURLY" BAKER. AND ALL THESE YEARS I'VE LET BILL BEAT ME AT RUMMY. OKAY, BILL, FROM NOW ON IT'S CRIB. YOU'LL BE SORRY!

GET QUITE A KICK OUT OF LOOKING AT KEN CHISHOLM'S TELEVISION LAST WEDNESDAY (IT'S AN RCA SET, BY STRANGE COINCIDENCE) AND SEEING MERCER McLEOD, ONE OF OUR EASY BROADCAST WINNERS, DOING A SWELL JOB OF ACTING ON A KRAFT THEATRE DRAMA WHICH HAD EVERYTHING BUT A SCRIPT. MERCER, IT SEEMS, IS A REGULAR ACTOR ON THESE AND OTHER TV DRAMAS. I'VE BEEN WONDERING WHAT HAD HAPPENED TO HIM AND THOUGHT YOU MIGHT HAVE TOO.

IF THE WHOLE OF CANADA HAS ONE INTEREST IN COMMON, IT'S "HOCKEY NIGHT IN CANADA" THROUGH THE LUNGS OF A LITTLE MAN WE ALL FEEL WE KNOW. HOCKEY'S MR. BIG, FOSTER HEWITT. THAT'S WHY I'M GETTING A HANGOUT OF BEING ABLE TO TELL YOU THAT, AFTER A GOOD DEAL OF RUNNING AROUND, COUPLED WITH NOT A LITTLE MENTAL ANGUISH, FOSTER HAS GOTTEN THE GREEN LIGHT FOR THE ERECTION OF HIS TRANSMITTER ON TORONTO ISLAND FROM THE CITY FATHERS, AND, SINCE THE DEPARTMENT OF TRANSPORT HAS ALREADY SIGNIFIED THAT THE SITE IS ACCEPTABLE (THIS FOLLOWING THE RECOMMENDATION OF THE CBC BOARD), IT SEEMS SAFE TO ASSUME THAT TORONTO'S NUMBER 6 STATION IS ABOUT TO BE.

DID YOU KNOW?

THAT RECENTLY ON A SINGLE 3/4-HOUR BROADCAST, CKCL RAISED CLOSE TO $4,000.00 FOR THE MANITOBA FLOOD RELIEF FUND. IT WAS JUST 3 MONTHS AGO THAT OUR "MARCH OF DILES" EFFORT TOTALLED OVER $5,000.00. THE RESULTS POINT TO THE CONTINUED LOYAL, LISTENING AUDIENCE. CKCL'S "PERSONALIZED" APPROACH CAN BE JUST AS EFFECTIVE FOR YOUR SALES MESSAGE.

TRURO BROADCASTING CO. LTD.
J. A. MANNING, Manager
WM. WRIGHT, Representative
Toronto and Montreal
Back in Canada, Larry will do a similar tour of Ontario and Quebec.

.Low Hill, latest addition to the Walter Dalos stable in Montreal, contributes the following "poem," which was apparently not considered up to standard for 'Station Break.

SPOT BUSINESS
Oh, Barry and Rochester as well as Andy and Amos, and radio stars who have long been favored, McCarthy and Bergen and Roy Rogers too, are off for the summer. Their programs are through.

But here is my beef. It's a helluva thought, we'll never get rid of that one-minute spot.

The "Album of Music" with which you're familiar, and various programs whose formats are similar, will lose their contracts on notes that are sweet, and run from the city, away from the heat.

But this you can bet: It's a ten-to-one shot.

Twitl always be with us—the one-minute spot.

Some day when I'm gone to the back-writer's heaven, I'll tune in the newscast each night at eleven. I'll listen to mystery, music and dramas. As I lie on my back in my nylon pajamas and laugh to myself, for I know very well, all the one-minute spots I shall pipe straight to hell.

To this might I add:

Oh, you traitorius writer of sour-rising rhythms! If those spots go to hell, you should go right there with 'em.

They sell food to be eaten and soap to keep clean, and they pay for the programs that go in between. So deeply in shame go and bury your face.

We'd have ducked your damn verse, but it helped fill this space.

NAMED SALES MANAGER

Winnipeg—J. M. (Marsh) Ellis was recently appointed sales manager of station CKY here. Ellis started in radio sales at CJAT, Trail, later went to CKCK, Regina and CHAT, Medicine Hat.

ANNOUNCERS WANTED BY CALGARY RADIO STATION—radio men, sportscasters, newsmen, disc jockeys. Excellent earnings for top flight experienced personnel. Salary commensurate with ability.

P.O. Box 777
Calgary, Alberta

BOOKS

RADIO & TELEVISION WRIT-ING, a basic text and excellent guide for both media, with the Radio and TV Newsmakers Series in its vast array of over 600 pages of authoritative, informative material on parts in various fields. $7.50, post paid if cheque enclosed with order. Book Dept., Canadian Broadcater & Telec, 1435 Church St., Toronto 2, Ont.

PRESS CLIPPING

ADVERTISING RESEARCH BUREAU—Press Clipping, Lineage Research, Checking Service, 310 Spadina, Toronto 1, Ont. (912-4850)

WRITING

ROXANA BOND—Sparkling original scripts that please sponsors, of radio, television. Children's show a specialty. Phone Zone 8966 Willowdale.
**Northern Ontario’s Greatest Advertising Medium**

**CKSO**

Northern Ontario’s High-Powered Station

Ask All-Canada in Canada Weed & Co. in U.S.A.

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**NEW YORK’S RADIO ROW**

by Richard Young

New York, N.Y.—A new round of ad rates increases may be the fashion for nearly all media next fall.

It’s too early to be definite about it but right now all indications point to increases with national magazines, business publications, and newspapers leading the way.

Why? Despite forecasts earlier this year that the trend in production costs is downward—such has not been the case. On the contrary, expenses for all media have been rising and from all appearances, the sky’s the limit.

Many top-ranking newspapers, including The New York Times, have announced rate hikes for the fall. A host of magazines have announced new increases. However, in most cases, these increases have been accompanied by decreases in circulation.

Not so with Life Magazine. A year ago Life reduced its rates by 3%. Next April Life will increase its rates by 4%—with no increase in circulation guaranteed. Life flatly blames the inflationary cost trend.

Because of this, we’re told that the nation’s broadcasting execs are watching closely the reaction of the advertising fraternity. The broadcasters certainly won’t want to be left out in the cold if advertisers decide that rate increases are “just one of those things.” (And we’re sure they will.)

Incidentally, in regards to the possibility of rate increases, radio folk have another problem.

About six months ago, the experts (?) predicted that radio would really begin to feel television’s impact next fall. As things stand now, those guys apparently knew what they were talking about.

This thinking is based on the tentative schedules released by the major networks for the fall-winter season. The television schedules at the two veteran networks, NBC and CBS, are about complete. The radio schedules at all four networks are still full of holes.

According to usually reliable sources, the situation is only temporary. They feel that most of these holes (in the choice evening time periods) will be filled by September. In years past, however, the schedules were nearly complete by the end of June.

This year many top-ranking ad agencies are apparently taking their time about deciding whether to make the television plunge next season. Many are—but are undecided about whether their radio appropriation should be the source for their video funds.

Because of its extensive coast-to-coast coverage, it’s logical to assume that the wise advertisers will fall into effect a policy of hands-off the radio budget.

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The Broadcast Advertising Bureau, which is being separated by the National Association of Broadcasters by next April 1, has some of the newspaper boys and men worried about the job it has been doing for radio on the local level.

During the recent meeting of the Newspaper Advertising Executives’ Association in New York, the execs were told that other media (including radio) are doing a much better job than newspaper in promoting the values of native advertising at the local distribution and dealer level. It was pointed out that many local advertisers are more and more seeking local dealer judgment in selection of media and types of campaign to be run.

(Proof of the job radio is doing in this respect may be the mendous increases being raised up by national spots.)

Anyway, the newspaper boys are being urged to launch a point program designed to get the story of national advertising on newspapers over to the guy on the local scene, the story being plotted by the media and the energetic Bureau of Advertising.

Observers are giving the LB biggest credit for telling radio’s story. There are some pols who feel that if the P. S. may get a budget of $200,000, its current budget is close to $20,000. Others predict that the Bureau may one day break a completely from the NAB.

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NBC and CBS are continuing their campaign to boost program costs—through the turning over to exclusive radio-vidio contracts at fabulous prices.

As you’ve probably heard, CBS is after crooner Frank Sinatra who is expected to receive about $250,000 a year—which probably the under-estimate of the year. The deal was ponned last week but is expected to be initialed before the end of this. P.S. has been on NBC.

CBS also signed Hal Peck, known as the Great Gildersleeve, on NBC this year, who will be a new package. It seems the Kraft Foods Co. owns the Great Gildersleeve program and it is expected to continue on NBC next fall.

And on the subject of high costs, the program cost of the NBC-TV series starring Allen and Eddie Cantor (for gate-Talmolone-Pee) is said to be $500,000 a week. That’s a pretty neighborhood.

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On the Cut Notes... trend toward daytime radio emphasized by the Block Drug Co., which dropped its Burns Allen stanza on CBS, and pie, however, the schedules were nearly complete by the end of June.

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AGENCIES

By Art Reunion

F. H. HAYHURST
Toronto.—Bromo-Seltzer Ltd. is extending its Hollywood Star Playhouse for 52 weeks as of July 24 over CFRB, Toronto and CJAD, Montreal (from CBS). Mike Fitzgerald will be taking care of the cut-ins.

Best Foods (Canadian) Ltd. has renewed the 15-minute five-a-week Pick the Hits over CKEY, Toronto, through August, advertising Nucoa Margarine.

McFeeters Creamery Ltd. has extended its participating spot announcement series through the summer on the Jane Grey Show over CHML, Hamilton, and the Jay and Ginger Show over CKEY, Toronto, advertising Golden Bar Honey Butter.

RUTHRAUFF & RYAN
Toronto.—Lever Brothers Ltd. has extended the once-a-week half-hour live talent program, Stump Jimmy Morris, over CKNW, New Westminster, until September 26, advertising Pepsi- dent Tooth Paste. Listeners send in selections hoping to trip the “man with 5,000 songs” and win a prize.

STEVENSON & SCOTT
Toronto.—McLaren's Limited (Hamilton) has scheduled a series of transcribed jingles over 20 Ontario stations advertising its various food products.

Dr. Ballard's Animal Foods Ltd. has scheduled the once-a-week transcribed half-hour Hopalong Cassidy over CFRB, Toronto; CJAD, Montreal and CKNW, New Westminster.

AL PAUL LEFTON
Philadelphia.—American Tile & Rubber Company is starting the half-hour once-a-week transcribed My Favorite Story (All-Canada) August 6; over CFRB, Toronto, advertising Panther Rubber Soles.

YOUNG & RUBICAM
Toronto.—Birds Eye Foods (Canada) Ltd. has a month's spot announcement series going to 10 Ontario stations commencing July 19 advertising Birds Eye Orange Juice.

E L L I S A D V E R T I S I N G
Vancouver.—Fletcher's Limited has a short spot announcement series going to CKNW, New Westminster, advertising its bacon.

VICKERS & BENSON
Toronto.—Seven-Up (Ontario) Ltd. is sponsoring the broadcast of the Miller Golf Tournament from Islington golf course July 15 over CFRB, Toronto. A 15-minute show has also been scheduled for the previous night when players will be interviewed over the same station. Wes McKnight, Bud Donavan and Jack Dennett will look after the play-by-plays.

LOOKING FOR ACTORS?
See Page 11

Selling Southern Saskatchewan

CKRM REGINA

WE PULLED TWO OF 'EM OUT OF PRINT GOT 'EM ON THE AIR.

Mr. Flour Salesman's product, not too well known, is to-day giving healthy, fighting competition. His budget gets a substantial increase.

Mr. Tea Saleman revived a familiar name. Right to-day his brand is number 2 in many outlets.

THAT'S SOME OF THE WHY OF CJCH

HALIFAX

Local Acceptance. And Local Acceptance for that reason means CJCH is your Best Buy.
U.S. TV FREEZE WILL END IN '51

While a great many people in television circles have been predicting in successive years, and quite plausibly too, that the growth of sight-and-sound would know no bounds, industry heads, especially the technicians, and the Federal Communications Commission, have spent almost the last two years mulling the old problem of where in the spectrum TV should go. As yet a solution hasn’t been announced, nor is it likely for some months to come, and the FCC’s two-year-old freeze on allocations stays.

Chairman of the FCC, Wayne Coy, in speeches he delivered in Portland and Denver some weeks ago, tried his best to explain to his TV-starved audiences the why’s and wherefore’s of the industry dilemma.

Coy went back to 1945 when the first TV allocation plan was put into effect. At the time there were six stations on the air, and the plan provided for 13 channels (later reduced to 12) in the Very High Frequency band, co-channel stations were set 200 miles apart, and adjacent channel stations were 100 miles apart. A very short time later, the FCC, on the basis of industry advice, decided to reduce station separation requirements and thereby increase the number of channels available across the country.

At this point, Coy said, stations already on the air began running into interference problems, caused by TV signals bouncing back from atmospheric layers in the troposphere, which extends from 300 feet to six miles above the earth. Queer things happened as a result of these troublesome layers and engineers discovered that the radius of a station’s area often went far beyond the horizon. So the FCC clamped on its freezing order in September, 1948, and the U.S. was left with 104 stations on the air and five more being completed.

The FCC went into a long session with hearings of all members of the industry in an attempt to sort out the problems arising, not only from interference and allocations in the VHF, but from possible use of a comparatively new part of the spectrum, the Ultra High Frequency band, and also from color television, which, as RCA and CBS contended, was ready for commercial use since scientists had been able to squeeze color transmissions into a 6-mc. bandwidth.

But 10,000 pages of testimony and 250 exhibits later, the best Chairman Coy could offer was that “my best judgment today is that all this cannot be completed and the freeze ended much before the end of this year.

However, the FCC has come to some general conclusions, which make the ultimate solution seem less far off. Coy reported that, as far as the VHF was concerned, the Commission has proposed to place co-channel stations about 220 miles apart and adjacent channel stations 110 miles apart. While this will substantially reduce the interference encountered before, it necessarily limits the number of stations engineeredly possible in the country to 645, which will hardly satisfy those counting on 1,500 stations by 1955.

The FCC then examined the possibilities of the newer UHF band, and came up with a proposal to add 42 6-mc. channels in this band to the 12 available for commercial TV lower down. From a purely engineering standpoint, Coy said, these 42 UHF channels would make possible another 1,600 metropolitan stations, or a total of 2,245 metropolitan stations in 1,400 communities, with a maximum power of 100 kw. for VHF stations and 200 kw. for those in the UHF.

In addition, about 2,000 low-power community type stations will be available in the UHF.

While 2,245 metropolitan stations and 1,000 low-power community stations provided for in our table, and even taking into account the channels which may fall in areas where they cannot be utilized because of economic reasons, you can see that America is assured of an abundance of TV; Television Digest reported Coy as saying. “We are confident,” he continued, “that this proposed table is adopted we will have the truly competitive service which will assure diversity of TV programming to the American people.”

Coy, in a non-committal way, outlined what the Commission was up against in dealing with the establishment of standards for color television. He verbally underlined the salient point that the three systems, RCA, CBS and Color Television Inc., are different, and that the differences can vitally affect the buying public.

The CBS system involves a change of transmission standards, in that the new resolution may range from 525 to 405 and increasing the number of fields scanned per second from 60 to 144. Present black-and-white receivers will not receive CBS color transmissions without an adapter, but the system may be altered after the freeze is lifted.

Another difference is the use of a mechanical scanning disc in the Color Television Inc. system, which, for practical purposes, limits the size of the direct view tube to 10 or 12 inches. The rotating filter may be done away with, Coy pointed out, if RCA can produce at low cost a tri-color tube they have been working on. The tube was designed for use with the RCA all-electronic color system, but can be employed by CBS as well.

As for Color Television Inc., Coy said that the RCA direct view tri-color tube, or others being developed in the country’s laboratories, might be used by CTI to better advantage than the projection method they now use.

After he had finished, those in the audience like Coy could see an end of the freeze and television in their cities sometime in 1951. Color, however, would come later, maybe much later, although they were promising color of high definition, they didn’t know what it would cost.

Continuous Radio
Audience Measurements
Since 1940

Elliot Hayes Limited

515 Broadway Ave.
TORONTO
G errard 144

TVEE VEE ACTION

New York. N.Y.—The facility for color-television transmission will be available by January 1, 1952.

This announcement, that AT&T’s microwave system between Ogdensburg and San Francisco will be completed by January 1, doesn’t mean that we will definitely have color television. There is still some debate over whether the color system will work.

Industry officials say the cost of the radio relay is about the same as the cost of using the microwave radio, and cable. They describe color costs as prohibitively expensive.

Meanwhile, most networks are continuing their extensive research on improved quality in kinescope recording. This, according to official spokesmen, is the answer to all problems as well as the problem of repeat telecasts because of difference in time between East and West Coast.

Third annual Videotown survey of television viewing (this one by the American Radio History, a government agency), shows that the average user is four hours each night, and that most avid viewers are between the ages of 30 and 45. The parents do not look at TV on average nights. Movie attendance in TV households is about the same as that of non-TV families; attendance is about the same in both.

There are now 156 television stations operating in the U.S. and 41 in Canada, only one more preparing to do business this year. There are 349 applications for construction being held by the FCC freeze.

TV FOR TOURISTS

Toronto.—British American Co., in an effort to cash in on the tourist trade, is offering TV screens between Boston and Detroit with a series of 20-second, animated chain breaks. The series is being shown over eight TV stations and is part of the current campaign booted B-A’s new 88 and 98 gasoline.

The spots were produced by Audio-Visual Films, Ltd., and placed by the Toronto office of James Lovick & Co. Ltd.

$3.00 a Year
($5.00 for 2 Years)
Insures Regular Delivery of the
Canadian Broadcaster
& TeleScreen

LOOKING FOR SINGERS?
See Page 11

The Canadian Telefunken

Vol. 3, No. 13
July 12th, 1950
YEAR AFTER YEAR, power tubes developed by RCA set the pace in value and performance for broadcasting service. No tubes offer a better example of engineering excellence coupled with true operating economy.

The ever-increasing demand for these RCA tubes in broadcasting and industrial electronic equipment has made possible improved manufacturing and quality-control techniques—resulting in greater performance, longer life and dependability—all for the same dollar.

Comparison will convince you when renewal tubes are required, you'll gain by specifying RCA.

For technical data on any RCA tube type, write: Engineering Products Sales Dep't., 1001 Lenoir St., RCA Victor Company Limited, Montreal, P.Q.
3,218,000 people is broad coverage
CFRB gives Deep coverage, too!

TAKE LINDSAY
FOR INSTANCE!

IN LINDSAY, 88.5% LISTEN
REGULARLY TO CFRB

BROAD coverage in the Number One market is yours on CFRB. But breadth is not enough. You want depth, too; and here’s proof of just how deep CFRB penetrates.

Lindsay—70 miles northeast of Toronto—is a typical example.

In this Victoria County centre, a recent independent survey showed that 88.5 per cent of radios are tuned regularly to CFRB. This survey showed further that intermittent listenership was as high as 97.3 per cent in Lindsay.

Lindsay, with an annual retail trade of over $10,000,000, and a population approaching 10,000, is just one example of the enterprising centres in the 3 billion dollar market deeply penetrated by CFRB.

THE LINDSAY MARKET

More than 2,800 householders in 1949.
Sales Management Report 1949 shows an effective buying income of $3,594 per family.
Retail sales 1949: $10,169,000, including food sales of $2,569,000, general merchandise of $1,019,000.
Manufacturing output of over 35 plants, in excess of $5,000,000.

The Number One Buy
In The
Number One Market!

CFRB 50,000 watts —
1010 kc.

Representatives:
United States: Adam J. Young Jr., Inc.
Canada: All Canada Radio Facilities Limited