

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 8, No. 7

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April 13th, 1949

### DEFER ALL TV APPS

Ottawa. — Referring to the government statement on television policy, March 28, 1949, that "individuals or groups interested in establishing a private station in any city may wish to form an association for the purpose of applying for a (TV) license," the CBC board deferred all Toronto and Montreal applications for TV licenses to enable applicants to discuss the formation of such associations.

In its statement the governors drew attention to practical difficulties and inadequate revenues, with only a limited number of receivers available, and felt they should abide by the government's statement of policy.

The board, which met here the latter half of last week, heard applications for TV licenses from CKEY, CFRB, and Famous Players Canadian Corporation, and from CKAC and CFCF, Montreal. Al Leary, formerly of CHUM, Toronto, wrote that he would be unable to attend.

Jack Cooke asked the board to grant two of the three TV channels in Toronto to existing radio stations immediately, and guaranteed to put CKEY-TV on the air six months from the date permission was granted.

Cooke urged the board to advise the government to reconsider its announced policy of allocating only one of the three TV channels available in Toronto to private stations, by assigning two frequencies. Refusal of a license to CKEY would spell "the death sentence of the station."

Harry Sedgwick, who addressed the board on behalf of CFRB, supported Cooke's request for the immediate allocation of all available channels and expressed the belief that the board would advise the government to change its plans to give only one TV channel in any city to a private firm.

J. J. Fitzgibbons, president of Famous Players Canadian Corporation, said his company was ready to go ahead with a television station in Toronto. He said they had already bought a transmitter site and that equipment was being installed in one of the company's theatres to transcribe television shows to movie audiences. He said his company is prepared to co-operate with others except direct competitors. He believed that both radio and motion pictures would survive.

Speaking in support of the application of CFCF, Montreal, S. M. Finlayson, president of the

### PYJAMAED OFFICIALS NET ARENA FUND 5G'S



Clad in night attire, Mayor V. L. Saunders of Bridgewater, N.S., appeared in a Burlesque Parade and enriched CKBW's Kinsmen's Club Radio Auction by five hundred dollars. The Kinsmen grossed over \$5,000 in response to appeals aired over CKBW. Each fireman who paraded in night shirt or pyjamas brought in \$10.00, and 52 of them went along with the gag. Ex-mayors and councillors brought \$50.00 and \$25.00 respectively. Seen with the mayor are Fred Arenberg and Syd Davison, of CKBW's special events department. The \$5,000 went to the Kinsmen's fund for the erection of a Memorial Artificial Ice Arena.

Canadian Marconi Company, which operates the station, said that his company would tackle television on a co-operative basis, not only to save money but to see that the facilities were used to the greatest advantage. It was interested, he said, in creating a market for its receiving sets, as well as all types of radio equipment. However, in agreeing to a co-operative undertaking, he said the company would want assurances that, in the long run, it would be given a license of its own. If only one license was granted in Montreal it should have two outlets to serve both French and English speaking viewers.

Speaking for CKAC, Phil Lalonde said he felt that the establishment of two private stations in Montreal would increase the sale of television receiving sets, because a greater variety of programs would be offered. He said that CKAC was prepared to co-operate with the CBC and others,

but believed that licenses for two private stations in Montreal should be granted immediately, because of the two languages.

### Approve New AM's

Ottawa.—The CBC board, at their meeting here last week, recommended that licenses be issued for three new AM stations. Applicants were Bergman-Moffat Broadcasting Co. Ltd., Winnipeg—1000 watts on 1080 kc.; Radio Temiscamingue Inc., Ville-Marie, Que.—1000 watts on 710 kc.; Ralph Snelgrove, Barrie, Ont.—250 watts on 1230 kc.

Applications from H. A. Corning, St. Stephen, N.B., and La Societe St. Jean Baptiste de Montreal, were deferred.

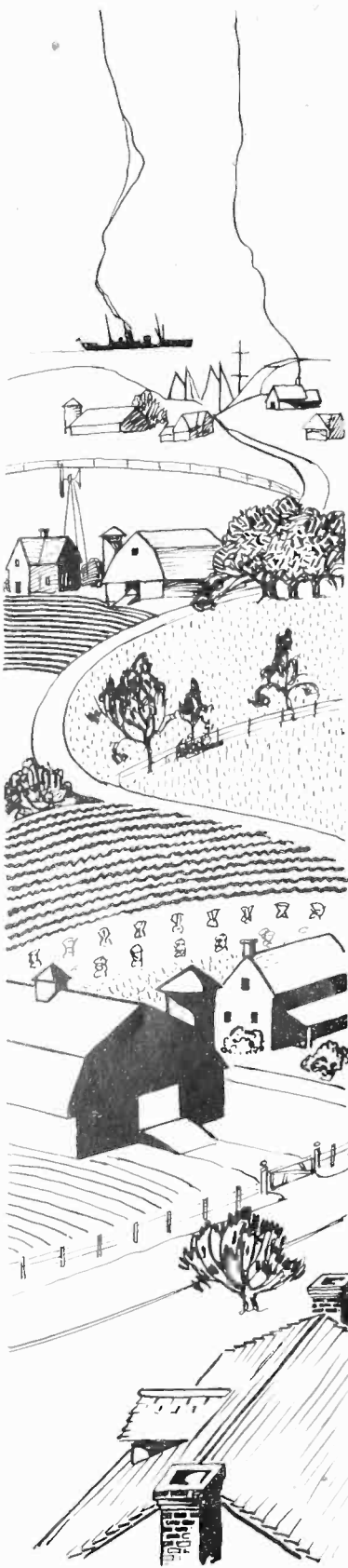
The following applications for power increases were recommended for approval: CJSO, Sorel, Quebec, from 250 watts on 1400 kc. to 1 kw. on 1320 kc.; CFOR, Orillia, Ontario, from 250 watts on 1450 kc. to 1 kw. on 1570 kc.

A license to establish a new FM educational station at Toronto, was recommended for the Ryerson Institute of Technology (Ontario Dept. of Education).

### U.S. AGENCY OPENS CANADIAN BRANCH

Toronto.—Day, Duke & Tarleton Inc., New York advertising agency, has opened a Toronto office at 100 Adelaide St. West with Peregrine Acland as manager. This office is handling the new washing product, Surf, for Lever Brothers Ltd. which is currently sponsoring the piped-in "Bob Hope Show" (from NBC)

over the Trans-Canada network. Acland was formerly a senior member of the secretariat in the Prime Minister's office in Ottawa where he handled press relations, during the past war. His previous experience includes twenty years in the advertising business in New York and Toronto.



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**ALL-CANADA IN TORONTO OR MONTREAL  
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# NEW YORK'S RADIO ROW

by  
Richard Young

New York, N.Y.—The annual convention of the National Assn. of Broadcasters got under way in Chicago last week end for a seven-day stay at the Stevens Hotel from April 6 to 13. And once again fireworks are expected to be on the agenda—the unofficial agenda, that is. The convention ends as this issue goes in the mail, so you will be able to weigh our prophecies as you read this column, written before the big show began.

And, as we told Dick Lewis, a recent visitor to the biggest little city in the world, the industry's hitherto-famous standards of practice code is expected to spark its share of controversy. However, there are some in the industry who feel that this may be the last time we hear of the code.

This particular belief was prompted by the fact that the NAB has launched a referendum of its membership on whether the association's board of directors has the authority to set up and approve such a code. To date the major opposition to the code has come from the independent operators although some of the big boys have never expressed complete happiness with its provisions. It's the belief of many top sources that these boys, plus the cold, hard facts of general business conditions, will team up and emerge victorious.

Another topic that may possibly lead to fireworks is the elaborate promotion of television being carried on in the top markets such as New York, Chicago and Los Angeles. There are a lot of guys still operating AM stations who have as yet to be informed on how, when or where they will be able to raise the moolah (spelled m-o-n-e-y) to make their grand entry into video. Their latest advices still point out that it takes plenty of \$\$\$\$\$\$ to launch the smallest type of television operation. So, naturally enough, when they read and hear about the many wonderful new programs being offered and the number of national advertisers fairly leaping at the chance to open their pocketbooks for the telecasters, they feel they still have some right to a little consideration—especially from the advertisers.

But the NAB isn't expected to let them down. As a matter of fact, we hear that the association has extensive promotion plans for radio scheduled to be unveiled at the convention. We know that no group is more aware of the seriousness of increasing media competition than the NAB. No group is more aware of the fact that to stay in business these days you've got to get out and sell, sell, sell.

Well, it now begins to look as though Ed Kobak will attend his last NAB convention as president of the Mutual Broadcasting System. Although he couldn't be

reached for comment at press-time, the wise boys are spreading the word that Mr. Kobak will exit his headman's duties before the sun sets May 1. The reports also say that a successor has already been selected and will have been reported to the MBS board in Chicago on April 8.

Mr. Kobak will resign in the interest of harmony in the board of directors—according to our source. Only recently the board met in Chicago and from behind the closed door session there was more than one hint of disunity in the ranks. However, since that time there has been no official word on the situation.

A few weeks ago columnist Walter Winchell said that three of the four network presidents will be out by next June. When Mr. Kobak was asked to comment on the Winchell prediction, he said he didn't think he was included in the three but he said it with a who-can-tell shrug of the shoulders.

And while we're on the subject of Mutual, we might as well pass along the hottest rumor of the week. We hear that a group of leading business men are preparing to organize a "fifth network" and as a starter they hope to annex a number of MBS outlets. We hope to have more on this in an early issue.

Throughout the 40th spring meeting of the Assn. of National Advertisers at Hot Springs last week, the nation's leading advertising executives placed much emphasis on the need for more and better radio and television research.

A highlight of the meet was the disclosure of the specific jobs to be formed during 1949 by the newly formed Radio and Television Steering Committee under the direction and subject to the approval of the association's Radio and Television Group. The committee is expected to: (1) discuss the matter of rates with broadcasters to see if they are in line with the advertising values offered by radio, now and in the future; (2) recommend to the Broadcast Measurement Bureau (or to any organization set up to handle the advertisers' needs) which measurements of radio and television are needed.

Under this second classification the committee will seek the answers to the following questions: Should we continue the present BMR area studies following the conclusion of Study No. 2? Should we explore the possibility of developing the streamlined audience study for AM radio? Should we develop an audience measure for television? What other measurements of radio coverage and audiences are needed by advertisers?

In addition, the committee has been directed to produce rate and audience studies on radio and video and to provide the means of proper representation at industry meetings on labor matters affecting the radio and television industry as a whole.

Incidentally, in pointing up the complexity of radio research today, L. O. Brown, vice-president in charge of media and re-

search, Dancer-Fitzgerald-Sample ad agency, showed a chart that listed 24 types of service available from the A. C. Nielsen Co. "This shows how we can wade and wade through the brush and get lost in a maze of data," he stated. Mr. Brown wants the creation of a basic radio measurement yardstick.

On the cuff notes . . . A Mr. and Mrs. show starring Mr. and Mrs. Ronald Colman may be the summer replacement for the Jack Benny show on CBS . . . MBS network hopes to come up with Philip Morris cigarettes as bankroller of a new across-the-board daytime strip (dramatic) in the near future . . . The new talent clinic program starring Clifton Fadiman as emcee is scheduled to bow over CBS on April 13. It's a one-hour show . . . NBC network is reportedly considering a new husband-wife series featuring Andy and Della Russell. (He's the crooner and she's his missus) . . . Recently resigned as prexy of the Broadcast Measurement Bureau, Hugh Feltis has taken his leave of Manhattan and moved on to take up the reins as general manager of station KING, Seattle. The NAB's research director, Ken Baker, is now acting head of the Bureau . . . Our favorite comic, Abe Burrows, was signed to a seven-year CBS contract for his services as a performer, writer, producer and director. (On the eighth day of the week he sweeps out studio A) . . . and that's the news till next issue.



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Hold it!

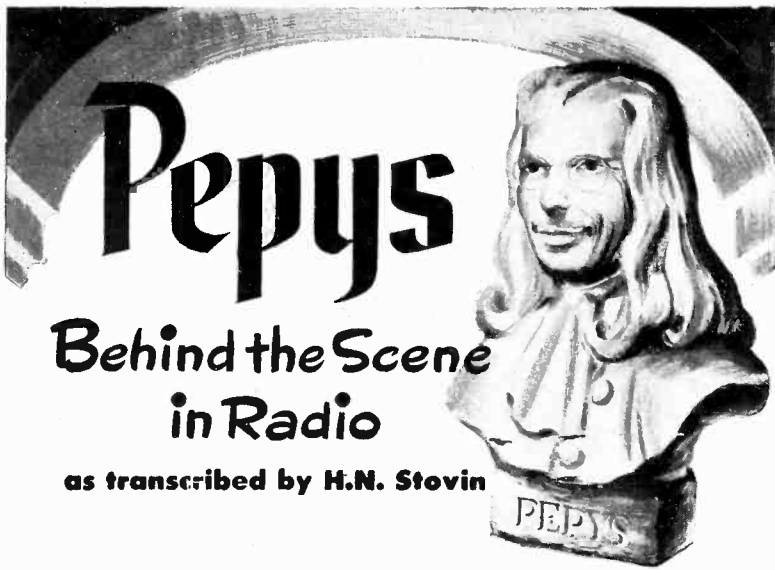
There's an easier way to drive home a sale in the booming ALBERTA market.

CFCN is more persuasive with more people

**CFCN**

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

ASK RADIO REPRESENTATIVES—TORONTO, MONTREAL



Though traditionally a grave man, and one not given to immoderate laughter, the which I deem to be unseemly, have enjoyed several pleasant chuckles of late over a recent visit to Moose Jaw. Did learn on arrival that by leaving Toronto I had missed an avalanche of no less than 23,000 letters which had been shipped down by Sid. Boyling as proof that CHAB truly could pull in mail, which I never did doubt, anyway; but did merrily picture my puzzled and trusty staff being snowed under in my absence . . . These letters were all in response to a one-month series of 5-minute programs for Steen and Wright, furriers, wherein ladies did vote for their favorite fur coat. Women, it would seem, will exercise their franchise if they do like the candidate . . . On my return, did mightily cheer up my aforementioned staff by promising them we would have a goodly number represent us at the opening of the new and fine studios of CFOS on April 20th in Owen Sound, and do myself wish trout season were open at that time, which it is not . . . A welcome to Gerry Quinney of CFAR Flin Flon, who comes East for the first time in five years, equipped with new sales stories of this market and with movies and samples of their Radio News Reel . . . CJBQ Belleville offer yet another sales success story, this time of a shoe store who reports a sales increase of 70% in one year, due undoubtedly to radio, since this was the only new medium added to their usual advertising . . . So find myself much impressed with the good work of Art. Laing with his teen-age show on CKLW Windsor, which hath attracted a thriving club with 3500 members, the same having promoted many good friendships on both sides of the border . . . Which is a good thing, and so to bed.

**HORACE N. STOVIN**  
& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

*Representative for  
these live Radio Stations*

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

## Over The Desk

There's a rather more familiar air to "The Desk" today. We've been in the new office well over a month, so some of the debris is gathering, and it all begins to look like home.

On the top of the heap is a letter from Murray Brown of CFPL, London. Murray writes of an incident that made both a gruesome story and a news beat.

The CFPL Special Events crew was out at the London airport where the boys were to be picked up by an RCAF plane to do a broadcast from the plane in connection with the Air Force's 25th anniversary. As the station crew were waiting for their plane to land, they observed another plane circling the field, and then stood dead in their tracks as it crashed to the ground about two miles from the airport. At first they were advised by the tower that it was their plane that had crashed. But when they arrived at the scene, they found it was the plane owned by the Dow Chemical Company. Instinct told them to smother their horror, and make use of the tape recorder they had brought out to record the anniversary flight. Within the half hour following the tragic crash, they interviewed people who had actually seen the accident, and those who had tried to help get out the victims, five of whom perished, while one escaped and was taken to the hospital by a farmer. The tape was played twice on regularly scheduled newscasts.

A review of the history of Canada's youngest province was aired on CJFX, Antigonish, N.S., in a documentary written by Will Thompson and produced by Berk Brean. The show featured a number of Newfoundland melodies and the historical review.

Reports of a \$5 contest which drew 1,783 pieces of mail come from CKNX, Wingham, who state that that number of letters were sent in to their "Hayloft Hoedown" during the week of March 23 to March 30. Letters came from 109 communities in ten counties.

"Windsor is our Hometown" is the title of a series of broadcasts to start shortly on CKLW, Windsor. Sponsored by the Ford

Motor Company, and written by Doug Mackey of the Ford Community Service Division, programs will highlight community life in the border city and point out the many advantages of living there.

Just as the proceedings reached a fever pitch of excitement while everyone sitting there gripped the arms of their chairs, were jolted back into the sordid realities of life from the most fantastic fiction ever conceived by a raucous voice which implored us to put our hands in our pockets and spend. It wasn't a rude awakening from a gripping radio drama. We were watching the "rasslin'" at the Garden here the other evening. And the commercials — "Peanuts! Pop corn . . ." Maybe this thing is contagious.

Jack Slatter, of Radio Representatives Ltd., is on the mend following a critical illness, namely double pneumonia, following the removal of his appendix. Jack who is in the Wellesley Hospital, is now receiving visitors, and will probably be home within a few days.

Les Garside of Winnipeg, reports that his wife, Hazel, who has been ill for several weeks is showing some signs of improvement.

In a nutshell . . . Cam Ritchie program director of CKLW Windsor, has become a poppa again . . . Val Clare, news editor of the same station, bids fair to earning the title of speech maker extraordinary. Val's speaking schedule for April includes talks to be delivered April 14, 19, 20, 21, 22 and 23 . . . Tom Briggs has joined the Broadcaster as editorial assistant . . . Otawa born Ted Root, whose sportscasting has carried him to various parts of Canada and the U.S., is the new commentator on CHUM's "Spotlight Sports Parade." Mike Hopkins, also of the Toronto dawn-till-dusker, reports on Toronto municipal affairs in the daily "City Hall News" . . . A new book on broadcasting "Modern Radio Advertising," covering every phase of radio advertising, contains the thoughts of over fifty experts, and might be described as a one-volume library of radio . . . Next issue is our Community Radio Week Special, and will embody stories demonstrating the power of the medium in the home town . . . And that cleans us down to the oak top for now.

## CFCO — Chatham

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

JOHN BEARDALL,  
Manager-Owner.

# CANADIAN BROADCASTER AND TELESCREEN

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



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April 13th, 1949

## The Long Road To Nowhere

If ever the competitive system received an "unsolicited testimonial," it is getting it now, by the simple comparison of U.S. and Canadian radio and TV.

In the field of AM, the Battle of the U.S. Networks may have revolved around capital gains for Messrs. Benny and others, but the fact remains that radio listeners have received the benefit of having each of the networks trying to wean their ears away from the others by putting on better and better programs. Perhaps, for the benefit of the long-hairs responsible for Canadian programming, we should say that the word "better" is herein (mis)interpreted to mean programs the people want to hear.

In Canada, because of the CBC's network monopoly and transcription regulations, competition on the network level is conspicuous by its absence, with results that should be evident to all.

In the field of television, while Canada has been sitting back on her haunches, U.S. stations, set manufacturers and advertisers have combined forces to make the new medium an accomplished fact before it has even begun in this country.

On a recent visit to New York, we found television everywhere. Not just the major cocktail bars, but the smallest dealers are displaying sets of all shapes and sizes, from mammoth affairs with AM, FM and TV combined, to small table models selling around the \$150 mark.

In Canada, the past week-end saw the first tangible move towards establishing TV in Canada. But there is still a long way to go and a legion of mishaps and peradventures to overcome.

It may be said that our wait-and-see policy in respect to TV is going to give us a more perfect medium when it does finally arrive, because we shall be able to take advantage of some of the mistakes made by the United States and Great Britain in their own development of the medium. But how about the alleged policy of our government broadcasting system which righteously avers that its main raison d'être is to encourage the development of a Cana-

dian culture by its programs. How do our Commissars of Blubs and Chuckles reconcile their great aims with the fact that literally hundreds of Canadians, living close to the border, have tired of waiting for Canadian TV? How can they justify their acts, or rather the lack of them, that have caused these people to buy TV sets to enable them to look in on TV programs from Buffalo, Detroit and Seattle?

Will those who are, or should be, exercised in the principles of competitive industry, never realize that they are accessories after the fact of governmental procrastination by the simple process of sitting by and doing nothing?

## Invitation To Buy

There is a crying need for national advertisers, who rely on retail merchants as outlets for their goods, to undertake to train retail sales people in some of the old-fashioned principles, such as the one that says that the customer is always right. It is in this way that the buying public can be sold on the same system of competitive enterprise. Unless somebody does it, the system is a gone goose.

The advantage of the competitive system over the other way is that competing merchants and manufacturers vie with one another to earn custom by quality, economy or service. Stripped of this competitive quality, the private ownership system has no advantage over the socialists' government monopoly plan.

Human memory is frail and fickle. Even now, nearly four years after the war, the take-it-or-leave-it attitude which was created by the shortages, still exists.

Most of them are silly little things. One bug-bear of ours is the restaurant which persists in having its waiters ask you how many lumps of sugar you take in your coffee rather than trusting you with the sugar bowl. (We don't take sugar ourselves, so the beef is unprejudiced.)

This is a specific thing, but what we are thinking of is the general lack of civility among store clerks, which

results in shopping becoming a chore instead of the pleasure it once was.

The advertising fraternity is always talking about "national" advertising and "local" advertising. This is a non-existent differentiation as far as the consumer is concerned. Whether a radio program or a newspaper display is paid for by the man who makes the goods or the place where they are obtainable, it is simply an invitation to the public to buy.

All the manufacturing skill in the world that sees to it that the product nears perfection, all the craftsmanship and artistry that go into the "national" advertising, are wasted unless the actual process of buying is made a pleasant one. And this is too often a side of merchandising which is neglected by the far-off manufacturer, who loads a merchant's or dealer's shelves with his wares, and then retires to his Ivory Tower.

## CBC Is Hard Up

(From The Printed Word)

In spite of the indirect subsidy of nearly half a million dollars annually which accrued to CBC when the Government agreed to pay the cost of collecting the license fees, the national radio system is short of money. Even by entering the commercial field to an extent never intended by those who planned the government system, it has not the money to do the type of programming the public has a right to expect.

Perhaps the CBC should have had a more watchful eye on its purse when it started its vast expansion policy a couple of years ago. Its recent purchase of the old Ford Hotel at a cost of millions of dollars might have been avoided for the time being, had a parliamentary committee had an opportunity to pass judgment on the purchase.

It seems apparent that CBC officials have forgotten the first maxim of show business—"the play's the thing!" There has been altogether too profligate spending for fancy equipment and studios. Such moneys might well have been devoted to the development of better programs. Few people visit the studios anyhow, and most of them are less impressed by fancy fixings than they would be by high class talent in a business-like atmosphere.

Before CBC spends itself into a position where it must come crying to the taxpayer for more money, a Royal Commission should be appointed to examine its past activities and future plans. Such a Commission might well save money.



HERE'S WHAT THEY SAY ABOUT CHUM

Jack Karr Says: "Stephen Trent has landed a cosy spot in Canadian radio. On Saturday, he launches 'Blighty Calling,' on CHUM, directed mainly at new and old Canadians from the old land . . . Trent's new show . . . slanted along Music Hall lines . . . Sir Harry Lauder, Stanley Holloway . . . Jack Hylton's Band . . . ("BLIGHTY CALLING" - 4.35 TO 5 P.M. SATURDAYS)

Bob Kesten Says: "Did you know that all those extra voices on the late unfortunate Mildred Morey show belonged to CHUM's Larry Mann? . . . The Boy's Good." ("LARRY'S COFFEE SHOP" starring LARRY MANN, 6.45 TO 9 A.M. EVERY MORNING.)

Weston Times and Guide Says: "The Mayor thanked station CHUM for its public-spiritedness in presenting such a program . . ."

Uxbridge Times Journal Says: "While we have always appreciated the benefits our town derives from the activities of the Kinsmen's Clubs, we are doubly aware of their value following these interviews (over CHUM) . . . ("OUR TOWN" - 2.30 TO 3 P.M. DAILY).

Bob Kesten Says: "CHUM's manager, Rolly Ford, gets credit for the neat stunt connected with the station's "HOLIDAY NEWS-REEL". As well as the time on the air, resorts participating are included in the film version of the show which will be offered to clubs and organizations next winter. Same film will be shown on WBEN-TV."

Hon. Louis P. Cecile (Ontario Minister of Travel and Publicity) Says: "In introducing this program "HOLIDAY NEWSREEL" to the people of Ontario, my first word must be of commendation to radio station CHUM for the public service which they are performing . . . ("HOLIDAY NEWSREEL" - 6 TO 7 P.M. DAILY)

Bob Kesten Says: "On its "FOR MEN ONLY" program at 5 p.m. each Saturday afternoon, CHUM includes a segment of the "I Can Hear It Now" album . . . this should spark the show no end." ("FOR MEN ONLY" - 5 TO 5.30 P.M. SATURDAYS.)

CHUM SAYS: "More local retail merchants advertise over CHUM than any other Toronto Station. CHUM reaches the local market . . . sells the local audience!"

Sincerely,  
CHUM—"The Friendly Station,"

ROLLY FORD, MANAGER.

AGENCIES

J. WALTER THOMPSON CO. LTD.

Toronto.—The William Wrigley Jr. Co. of Canada Ltd. has replaced the "Mildred Morey Show" with the "Wrigley Show" which started over 10 stations of the mid-eastern region of the Dominion network March 28. The new show, heard Mondays at 8.30 p.m. (E), features Ellis McLintock's orchestra, singers Judy Richards and Wally Koster, and is produced by Barry Wood. Bruce Smith handles the commercials on Juicy Fruit Gum.

Barrett Bob Pin Co. Ltd. has started a 13-week test campaign of spot announcements over CKWS, Kingston, advertising Babs Rubber Tipped Bob Pins.

The Shell Oil Company of Canada Ltd. has a spot announcement series going to 11 Ontario and Quebec stations.

Carter Products Inc. of New York has scheduled a series of spot announcements for one year over 47 stations (French and English) advertising Carter's Little Liver Pills.

F. H. HAYHURST CO. LTD.

Toronto. — Lakeside Milling Co. Ltd. has scheduled a 26-week test campaign of participating spots on women's feature programs over six stations including CJCB, Sydney; CFRA, Ottawa; CJBQ, Belleville; CKTB, St. Catharines; CFPL, London, and CFOS, Owen Sound, advertising Campbell's Cake Mix, Campbell's Ginger Bread Mix and Campbell's Tea Biscuit Mix.

Best Foods (Canada) Ltd. has started a daily spot campaign for Nucoa Margarine until July over 12 stations in major Ontario markets depending on the distribution of the product.

WHITEHALL BROADCASTING LTD.

Montreal. — Imperial Tobacco (Players Cigarettes) has renewed the 15-minute 5-a-week "Songs Of Our Time" with Jaff Ford over CFRB, Toronto, for 13 weeks. Same sponsor also has a spot series for State Express cigarettes going to CFRB until July.

RUTHRAUFF & RYAN INC.

Toronto.—Lever Bros. is starting the 15-minute 5-a-week "Brave Voyage" for Rinso over the Trans-Canada network on April 18. The daytime serial is produced by Esse Ljungh and features Diane Foster and Dick Nelson. It will be heard daily at 4.45 p.m. (E) with a delay from Winnipeg to the Prairie and Pacific regions at 6.00 p.m. (E)

BENTON & BOWLES INC.

New York.—Procter & Gamble has started an extensive spot campaign over a large list of coast to coast stations advertising Prel Shampoo and Fluff Shortening.

MacLAREN ADVERTISING CO. LTD.

Toronto. — Standard Chemical Ltd. has scheduled a 15-minute segment of "Breakfast in Hollywood" heard five mornings week over CJBC, Toronto (from ABC) advertising Javex.

J. J. GIBBONS LTD.

Toronto.—The Goodyear Tire & Rubber Co. of Canada Ltd. has started the 15-minute 5-a-week "Farm Broadcast" featuring Re Frost over CFRB, Toronto.

COCKFIELD BROWN & CO. LTD.

Toronto. — MacLean - Hunter Publishing Co. Ltd. has started a daily spot campaign over CFRB, Toronto, until July 15 advertising MacLean and Chate laine magazines.

DOMINION BROADCASTING COMPANY

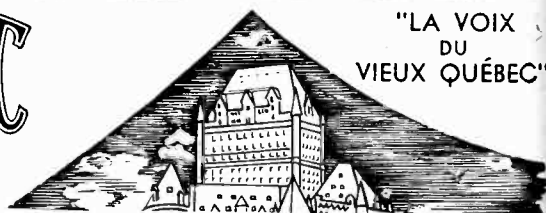
Toronto. — The British Israel World Federation has renewed for one year the 15-minute weekly transcribed "Reverend Springett Talks" series over six Canadian stations and WCAX, Burlington Va.

DANCER FITZGERALD SAMPLE INC.

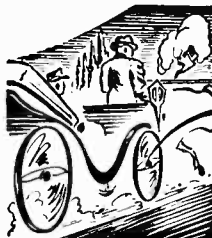
New York.—Procter & Gamble has taken a 15-minute segment of Bill Rea's "Roundup" over CKNW, New Westminster, for one year, advertising Oxydol.

CHRC

800 Kil. 5000 Watts



PICTURESQUENESS AND INDUSTRY



go hand in hand throughout the rich territory East of Montreal. Reach this area through the voice of old Quebec.



Representatives

CANADA JOS A. HARDY & CO. LTD.

U.S.A. ADAM J. YOUNG JR. INC.

# TEAM PROMOTION



Toronto.—The radio and motion picture industries went to work as a team last month when Buckingham "Curtain Time" did adaptations of two Associated British-Pathe Pictures, "Brighton Rock" and "Ghosts of Berkeley Square," on their Wednesday night Dominion network program. Radio adaptations were written by Monty Hall.

Stations carrying the shows plugged the picture, and on the broadcasts themselves complete credits were given for both the films and their stars. In return exhibitors used lobby displays and other promotion stunts drawing attention to both local showings and the broadcasts.

Pictured above in the control booth during the radio production of "Brighton Rock" are, left to right: Hugh Horler, radio production supervisor for MacLaren Advertising Co. Ltd.; Gail Ferris, agency radio publicity manager; Andrew Allen, director of the program; Fay Crampton, MacLaren's assistant radio production supervisor; Maurice Rosenfeld, MacLaren's radio director, and Irving Herman, director of advertising and publicity for International Film Distributors, who release the ABP film in Canada. At the controls in the rear is Tom Kilgour of the CBC.

### TO MANAGE CFBC

Saint John, N.B.—Bob Bowman, former manager of CKMO Vancouver, will take over as manager of CFBC shortly. He resigned some time ago from his position with CKMO and has since been doing a nightly news commentary there for Chevron Gas.



### APPOINT REP

Sherbrooke, P.Q.—Radio Station CKTS, Sherbrooke, has announced the appointment of Jos. A. Hardy & Co. Limited of Montreal and Toronto as its Canadian sales representatives. The appointment becomes effective as of April 1, 1949.

### AVAILABLE

Single girl, copywriter, wishes secretarial position in radio station. Excellent secretarial training, and three years in radio as continuity editor.

Box A-12  
Canadian Broadcaster

## DID YOU KNOW?

That CKCL's rural coverage comprises the richest dairy section in Nova Scotia? Colchester County leads the Province in cattle and dairy products. That spells PROSPERITY. Over 150 local advertisers have found CKCL the logical means of tapping this important market.

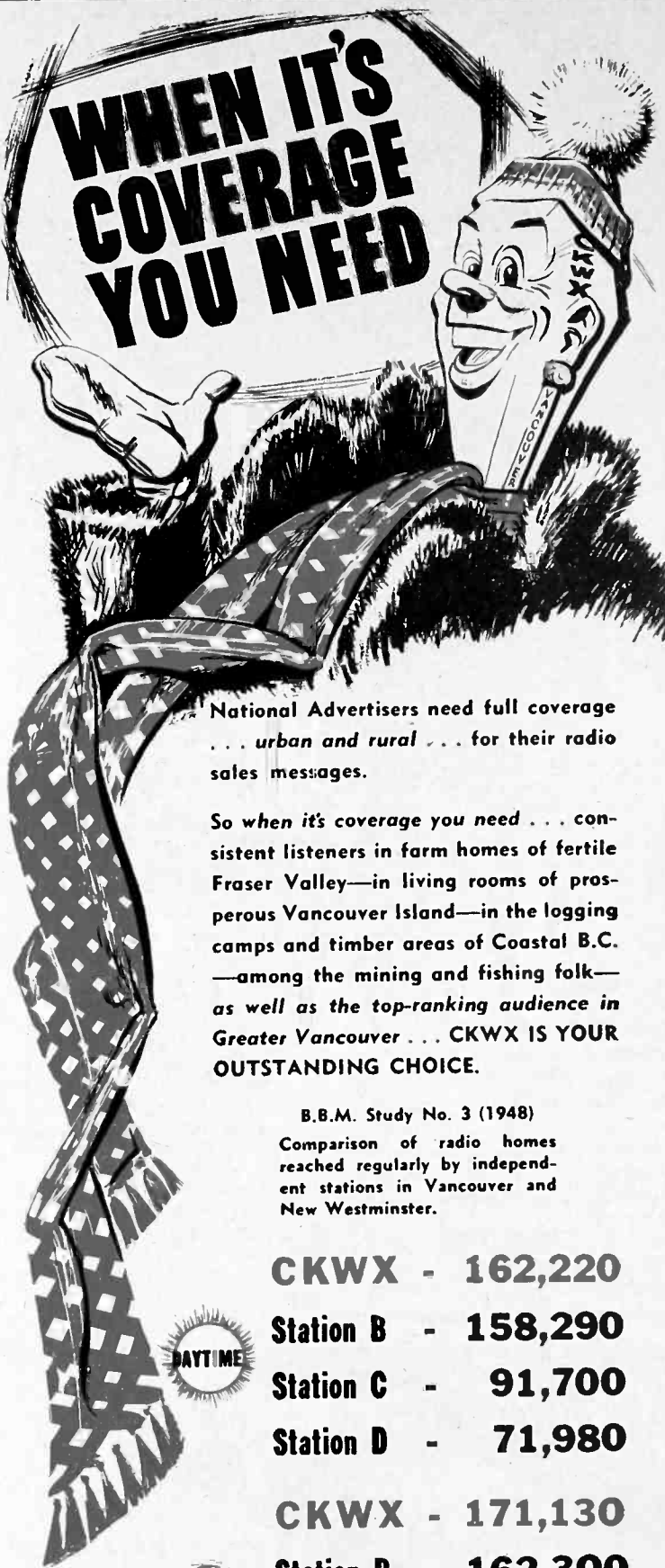
# CKCL

TRURO BROADCASTING COMPANY  
LIMITED

J. A. MANNING  
Manager

WM. WRIGHT, Representative  
Toronto and Montreal

# WHEN IT'S COVERAGE YOU NEED



National Advertisers need full coverage . . . urban and rural . . . for their radio sales messages.

So when it's coverage you need . . . consistent listeners in farm homes of fertile Fraser Valley—in living rooms of prosperous Vancouver Island—in the logging camps and timber areas of Coastal B.C.—among the mining and fishing folk—as well as the top-ranking audience in Greater Vancouver . . . CKWX IS YOUR OUTSTANDING CHOICE.

B.B.M. Study No. 3 (1948)

Comparison of radio homes reached regularly by independent stations in Vancouver and New Westminster.

**CKWX - 162,220**

**Station B - 158,290**

**Station C - 91,700**

**Station D - 71,980**

**CKWX - 171,130**

**Station B - 162,300**

**Station C - 90,220**

**Station D - 73,710**



GET FULL COVERAGE  
WITH

*Vancouver's*

**CKWX**  
MUTUAL

The Station with the  
**PROMOTION  
YARDSTICK**

CONSULT ALL-CANADA OR WEED & COMPANY



Jos. Hardy Talks ON

QUEBEC MARKET NO. 2

Good morning to you again— Jos. Hardy is knocking on your office door with a new story of Quebec City and Station CHRC.

Here we have a big, prosperous area and a busy 5000-watt French-speaking station. (Sure, we can put your message out in English, too, if you wish.) In our primary and secondary areas together we have 219,780 households, of whom 84.5% have radios. In our primary area only we reach 85%—or 133,030 of all French-speaking households—an audience of 731,665 people. Of these, tests tell us that we have a 75% audience in day hours, and 68% at night.

Mr. Time Buyer—these are facts that will, I hope, guide you towards the fuller use of CHRC Quebec City, on your schedules. The whole of Quebec Market No. 2 forms a prosperous, radio-minded market which can be reached effectively and economically through the use of these radio stations.

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

<b>Jos. A. HARDY &amp; CO. LTD.</b>		
MONTREAL	QUEBEC	TORONTO
CHRC	REPRESENTING	5000 WATTS
CHNC	QUEBEC	5000 WATTS
CHLN	NEW CARLISLE	1000 WATTS
CHLT	TROIS RIVIÈRES	1000 WATTS
CKRS	SHERBROOKE	250 WATTS
	JONQUIÈRE-KENOGAMI	250 WATTS

REVIEWS

Sunday Is A Busy Day

Sunday is a busy day for Canadian radio talent.

This is not unnatural in view of the fact that radio listening is almost the only form of entertainment available to most Canadians on their "day of rest."

At present there are five half hour commercial shows and one 60-minute sustainer heard Sundays over CBC's coast-to-coast networks, all of which are Canadian originations with Canadian scripts featuring Canadian artists.

At the head of this all-Canadian line-up is York Knitting Mills' "Singing Stars of Tomorrow," which for years auditioned promising young singers from all over the Dominion before a nation-wide listening audience. There follow four shows, all of which made their debuts this season: "Your Host — Canadian General Electric"; Sweet Caporals' "Talking to the Stars"; "Comrades in Arms," sponsored by the Department of National Defence, and "CIL Serenade." And to conclude the evening's Canadian capers, there's Andrew Allan's ambitious hour-long drama series, "Stage 49."

First of the four newcomers is the CGE program, which seems to be known more familiarly now as simply "Leslie Bell Singers." Here is, by all standards, one of the finest Canadian shows to take to the air in recent years—one which stands out the more by contrast with the rash of mediocre quiz and audience participation shows which have threatened to engulf us. In quality of performance, the Leslie Bell Singers and Howard Cable's orchestra excel, and the solo work of baritone Charles Jordan is highly pleasing. Dr. Bell's choral arrangements skilfully display the range and versatility of his Singers. His characteristic

variations of the tempo sometimes make a familiar Gilbert & Sullivan air sound quite different. And occasionally a modern hit tune tackled by the Singers sounds as incongruous as might Toscanini in conducting the NBC Symphony through "Frankie and Johnnie." Regardless of such unfortunate concessions to public taste, it is easy to understand from their performances on this show why the Leslie Bell Singers are rated as certainly one of the finest choral groups on this continent. Howard Cable's arrangements for the orchestra, too, make effective use of its full, rich tones, and its smooth, strong string section. The commercials are of the solid, institutional type, not too ponderous but in keeping with the cultural level of the program.

The second of this season's newcomers, which made its bow in January, is Sweet Caps' "Talking to the Stars." The advantage of a choice time niche—7 p.m. on Dominion net—is somewhat offset in border cities where Jack Benny provides powerful opposition. The "high-spot" of this show is a recorded phone conversation between some Canadian listener and a Broadway or Hollywood star. Judging from the first few broadcasts, this feature is likely to vary widely in its interest and appeal. The initial interview with Joe E. Brown was not at all clear, due either to a poor connection or to inferior recording. Another time the star was Rex Harrison, and despite the announced fact that the interview was recorded previously, a degree of spontaneity was achieved, and the star provided some interesting sidelights on his career. Irene Rich fairly bubbled with enthusiasm and conversation on another week's broadcast; but her interviewer, an English immigrant from Fort Frances, Ontario, was so obviously reading his lines that the whole exchange sounded forced and quite corny. Another feature

of "Talking to the Stars" is a selection of tunes from some new movie or stage musical. The half hour is filled out by two or three current pop tunes played by a competent orchestra and sung by Charles Baldour and the "Day Dreamers"—a vocal group reminiscent of Fred Allen's harsh and noisy DeMarco Sisters. The Sweet Cap commercials, also handled in part by the "Day Dreamers," are thoroughly irritating, culminating in the undistinguished slogan "Factory Fresh," intoned into an echo chamber and repeated ad nauseum. (Perhaps this is the biased comment of a non-smoker.)

Third in the line-up of new all-Canadian shows is "Comrades in Arms," bankrolled by the Department of National Defence on behalf of the Armed Services of Canada. Thanks to Fred Allen's move forward to 8 p.m., "Comrades" was able to snag what is probably the best time period in the whole week, following Allen on Trans-Canada at 8.30. Each week's show is given over to one of Canada's three armed services. Music on the program is furnished by an orchestra and male chorus, with songstress Terry Dale of Toni's "Wayne & Shuster" show to handle the romantic numbers. The musical selections are vigorous, youthful treatments of popular favorites, old and new, with the chorus tossing off in fine style a group of marching songs, sea chanteys or other suitably masculine tunes. Were the half hour confined to music, "Comrades" would make pleasant, easy listening—due not a little to the fact, announced at the close of the program, that music is arranged and directed by Howard Cable and Dr. Leslie Bell—the guiding forces behind the excellent CGE show 2½ hours earlier. But somewhere in the middle of the show comes a dramatic narration which aspires to perform the worth-while task of glamorizing the life of the men in uniform, and which sometimes amounts to little more than an unrealistic 5-minute commercial. Maybe I'm off the beam here, because on February 20 there was a speech by Defence Minister Brooke Claxton, who credited "Comrades in Arms" for the fact that in January a larger number of volunteers had enlisted in the three regular services than in any other month since the end of the war in 1945.

"CIL Serenade" (Sunday, 9 p.m., Dominion net) is a high-quality product cast in a familiar mold—a format bearing a strong resemblance to that of the Northern Electric Hour, featuring the graceful, polished stylings of Conductor Jean Deslauriers, and Maritime soprano Mary Henderson. Here's the kind of a program that harmonizes perfectly with a quiet Sunday evening spent at home with the family; light and semi-classical pieces beautifully gift-wrapped in sparkling, colored packages all done up with ribbons and frills. There's a capsule word-picture of some modern-day marvel such as Radar, neatly tied in half way through the show with the CIL slogan "Serving Canadians through Chemistry." —Carp.

The Wright STATIONS

**CKAC**

FEB. - 1948 - MAIL PULL - 64,905

FEB. - 1949 - MAIL PULL - 224,431\*

\*This does not include the mail received from "La Mine d'Or" or "Tentez votre chance."

SEE **William Wright** TORONTO

VICTORY BUILDING





**MARCONI** SUPPLIES  
**ALL EQUIPMENT FOR MODERN**  
**FM BROADCASTING**

Modern business demands MODERN methods . . .  
 and Marconi equipment is as modern as tomorrow.

Research and painstaking experimentation have placed  
 Marconi in the top position to supply, and talk with the  
 utmost authority on, FM equipment and installation.

When you think FM always think First Marconi . . .  
 and your station will be first in performance . . . first to have  
 the latest equipment . . . first to receive the latest  
 FM information. A letter to us will put you on the track  
 of FM at its greatest—supplied by the greatest name in radio.

**MARCONI**

**THE GREATEST NAME IN RADIO**



Featuring  
 the  
**"EXCLUSIVE"**  
 ARMSTRONG  
 DUAL CHANNEL  
 FM  
 MODULATOR

**CANADIAN MARCONI COMPANY**

*Established 1903*

MARCONI BUILDING • MONTREAL

VANCOUVER • WINNIPEG • TORONTO • HALIFAX • ST. JOHN'S, NFLD.

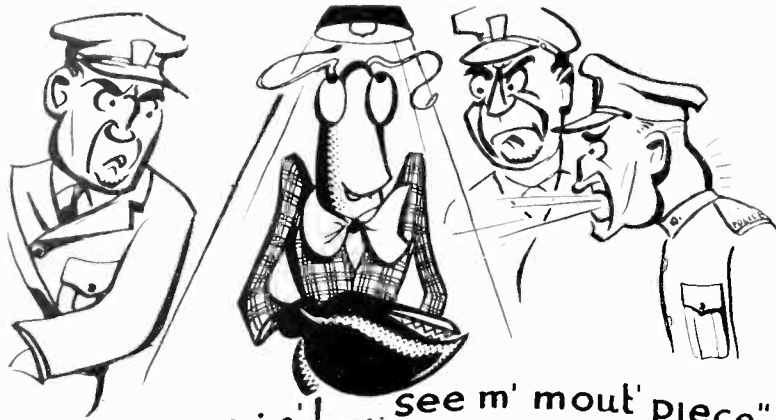
# OXFORD

is still the banner dairy county of Canada. Oxford dairy farmers aren't singing the margarine blues, because they're still selling their butter — all they can churn — profitably.

People who earn their bread and butter in Oxford County listen to

# CKOX

WOODSTOCK & INGERSOLL



"I ain't talkin'! ... see m' mout' piece"

**BUT THEN,** why should "Lionel" talk when he has so many fine "mouth pieces" to do his talking for him? Take Bill Parry of Zeller's, for instance. Bill says:

"We started using radio advertising early in 1948, and it was one of our best years to date. To me, this proves very conclusively that CKCW does produce results. Lionel, you've got yourself another customer."

Join the happy throng of CKCW "mouth pieces." For complete information, see "Big Mouth" Stovin.

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

## RADIO RIBS . . . . . by Tard-1047



"When he asks us what we do for a living tell him we're working on television for the CBC."

## EDUCATION

WINS ADVERTISING AWARD



Toronto. — Highlight of the wind-up of this year's advertising course of the Toronto Ad & Sales Club and the University of Toronto, was the presentation of a cheque, for her study of the French Canadian market, to Pauline Bartlett, of RCA Victor Co. Ltd.

Miss Bartlett is seen receiving the cheque from Ralph David-

son, general chairman of the Educational Committee of the Ad & Sales Club, who made the presentation on behalf of the four French language papers sponsoring the contest, Le Soleil, L'Evenement, Le Nouvelliste and La Tribune.

The 23 weeks' course, directed by Alec Phare, R. C. Smith & Son Ltd., assisted by Art Benson, Canadian Broadcaster & Telescreen, has just concluded its fourth year and attracted some three hundred students.

### AIR U.B.C. PROFS

Vancouver. — Subjects ranging from self-education to forestry conservation will be discussed by University of B.C. professors in talks to be recorded and distributed to radio stations in the province.

The lecture topics, usually heard only on the campus, will be available to listeners in many parts of the hinterland, as 10 professors put on discs their talks on matters of general interest.

The university will provide the transcriptions, and so far eight stations, Vernon, Trail, Port Alberni, Kamloops, Prince George, New Westminster, Victoria and Kelowna have said they will take the records.

## DEMAND Complete Coverage



Easter is a short season of colored bunny eggs — a profitable season for CFNB advertisers. And the hatching eggs in hundreds of incubators are golden eggs for the poultry farmer. Prosperity is contagious and you can establish a contact through CFNB's complete coverage of the New Brunswick poultry industry.

**CFNB**  
FREDERICTON, N.B.



THE DOORWAY TO NEW BRUNSWICK

# RESEARCH

## Heads Sales Research



Toronto.—Gordon C. Davidson, manager, Merchandising Department, MacLaren Advertising Company Limited, is the new president of the Sales Research Club of Toronto.

The executive includes immediate past president C. P. Monro, Aluminum Goods Limited; vice-president, F. G. Brander, Maclean-Hunter Publishing Co. Ltd.; Leonard G. Irvine, Swift Canadian Co. Ltd.; Robert J. McMullen, W. E. Booth Co. Ltd.; secretary, Roderick Jackson, Lundy Fence Co. Ltd.; treasurer, Clifford W. Hale, Canadian Breweries Ltd.; attendance, Clayton A. Solt, Rexall Drug Co. Ltd.; educational, Edward Earl, Marketing; entertainment, Albert F. Knowles, Julius Schmid (Can.) Ltd.; membership, John F. Graydon, Canadian Acts Ltd.; publicity, Ralph Frank, Thos. A. Edison of Canada Ltd.; fellowship, H. V. Cummings, Graham Nail and Wire Products Ltd.; interclub relations, K. E. Hopkins, Rapid Grip and Batten Ltd.; research, D. H. Rogers, Canadian Rogers Eastern Ltd.

# STATIONS

## Radio Basketball Team



Sudbury.—Radio Station CHNO's basketball team, the CHNO Airwaves, have been doing a bit of alright in and around Ontario's northern outpost, Sudbury. The team, managed and coached by CHNO's sportcaster, Don Goodwin (left), have yet to be defeated by a team of its own class and went pretty well in a game with Northern Ontario Senior High School Champs, losing 42-38. They are currently playing exhibition games around Sudbury and North Bay, getting practice for the Ontario Championship Tournament which starts soon. The "little boys" on the team must have been weaned on northern pine sap—Don Goodwin carries his hair 6 feet and one inch from the ground, which makes the pee-wee of the team about 5 ft. 10.

## Launch FM Station

Kitchener.—A newcomer to the broadcasting field, Station CFCA-FM, Kitchener, will make its air debut April 26 at 106.1 mcs. with an output of 10 kw. Pollock Enterprises Limited, who own and operate the new station, are setting a precedent in Canadian broadcasting, since CFCA-FM will be the first Canadian station to use frequency modulation exclusively.

The transmitter, a Canadian General Electric BT-3-B, is located on the Baden hills, about 8 miles from Kitchener, which provides a height of over 1,600 ft. above average terrain and is considered an ideal location for both FM and TV transmitting. The actual radiator height is increased

by the use of a 190 ft. Ajax tower and a 50 ft. mast. The equipment is of the latest design and features a circular 4-bay antenna, a 3 kw. GE transmitter with 4 gains in the antenna, providing a radiation power of 10 kw.

Carl Pollock, vice-president and general manager of Dominion Electrohome Co. Ltd. in Kitchener, is the station owner and manager and others on the staff are: E. Chris Fairley, commercial relations manager, formerly with Dominion Electrohome; Fred Russell, program manager, who comes from CKNX, Wingham; Len Starmer, who left Rai Purdy Productions to become production manager; John Becker, engineer, and Harold Wordell, senior announcer, from CJCS, Stratford.

The Voice of the Eastern Townships

**CHLT**  
(FRENCH) 900 Kc. 1000 Watts

**CKTS**  
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

Representatives  
JOS. A. HARDY & CO. LTD.—CANADA  
ADAM J. YOUNG, JR. INC.—U.S.A.



## Continuous Radio Audience Measurements Since 1940 . . . . .



# Elliott-Haynes Limited

Sun Life Building  
MONTREAL  
PLateau 6494

515 Broadview Ave.  
TORONTO  
GErnard 1144

# WOLVES! BEAR! MOOSE! and WHISKERY PROSPECTORS!



*Did You Know:*

- (a) That British Columbia is twice the size of France?
- (b) That the northern half abounds in the fauna mentioned above?

## B - U - T

- (c) THE SOUTHERN INTERIOR IS A PROSPEROUS FARMING, ORCHARD, CATTLE AND LUMBER COUNTRY GROWING FASTER THAN ANY PART OF CANADA

## A - N - D

for the first time

### THE DOMINION NETWORK

is available to this rich country through

# CJIB Vernon, B.C.

★ 5TH YEAR AS CANADA'S TOP 250 WATTER ★

Now 1000 WATTS

**CKNW**

COVERS ONE OF THE RICHEST FARMING AREAS IN WESTERN CANADA

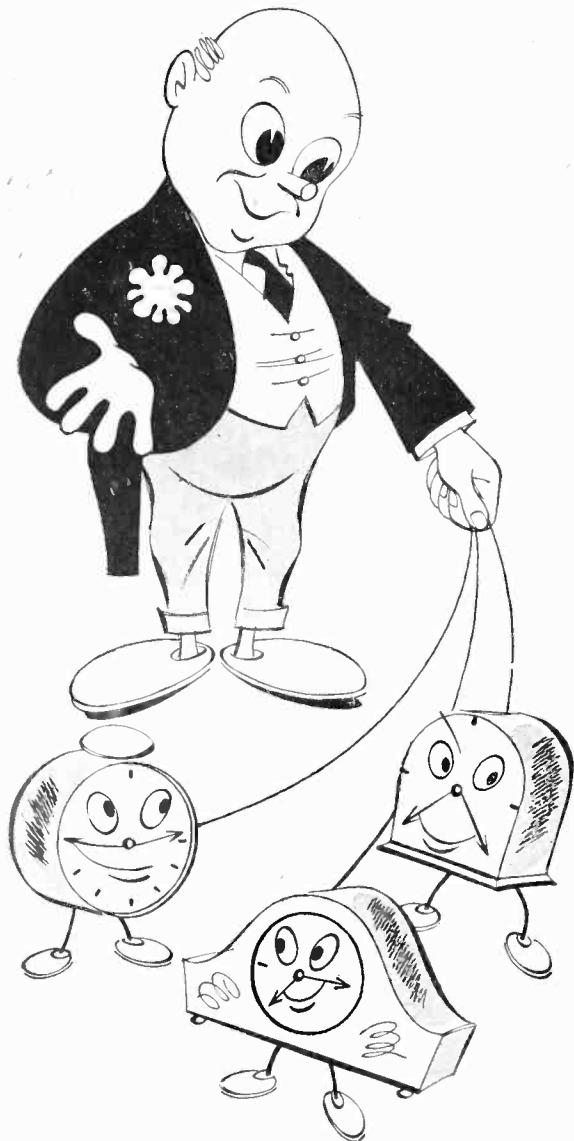
# CJGX YORKTON

## WANTED

Radio announcer, junior, required at Station CFCO, Chatham. Must have announcing experience or radio course. Write for application blank.

P.O. Box 277  
Chatham, Ontario

# SELECTIVE RADIO lets you choose the local times you want



**. . . and you select only the stations that pinpoint your most profitable markets!**

IT'S harder nowadays for the advertiser to stretch his dollar—harder to show *profitable* sales results on a limited advertising budget. That's why so many radio advertisers are turning to SELECTIVE RADIO for economical selling!

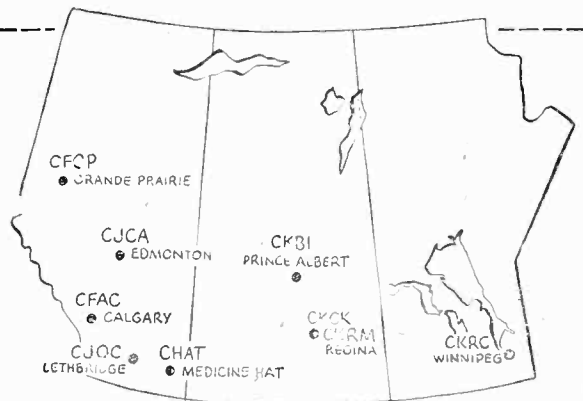
SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With SELECTIVE RADIO, you treat each station *individually*—you select an effective *local* time on that station's program schedule—unhampered by time-zone difficulties.

With SELECTIVE RADIO, you cut waste also by selecting *only those stations that cover your profitable markets*—choosing from thirty ALL-CANADA stations across the country.

Let SELECTIVE RADIO help you *pinpoint* your audience—*when they're listening!* Call the ALL-CANADA man for full information.

## All-Canada in the Prairies

PERHAPS you should tell it twice in the Prairies! There are two time zones here—you can reach both at *peak listening-time* the All-Canada way! . . . The three prairie provinces account for *half* Canada's agricultural production. Population, over two million. Reach this spread-out audience via their nine ALL-CANADA STATIONS! Ask the All-Canada man for SELECTIVE RADIO details.



# ALL-CANADA RADIO FACILITIES Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

# PROGRAMS

## Town Meeting Heard Coast To Coast

Vancouver.—"Town Meeting in Canada," the hour-long forum program on CJOR, has achieved distinction of being the only one of its type used on stations far apart as Newfoundland and Vancouver Island, and of being the only program of that length to be regularly repeated full by one of its outlets. Latest to join the group using "Town Meeting" discs, according to moderator Arthur Helps, are CM St. Johns, Newfoundland and CJAV Port Alberni.

In this development, Helps said, the program wider geographical coverage than any comparable one in the world.

The repeat performance is being carried by CKFI Fort Frances, which has been using the program for two years. The station gets the program about ten days after it originates in Vancouver, and uses it at 10.15 Tuesday and 8 o'clock Sunday nights. A group there took a public opinion poll on the program, and demand resulted in the repeat program," Helps said. "This is very unusual for a piece of this length."

Helps also said he had received word that B.C. members of Parliament at Ottawa had been listening regularly to this home program, catching it over from CKSF Cornwall.

The program has been going since it originated over CJOR in 1943, and Helps, a former civil servant, has been giving it his time since last October.

### "CALL ME UNCLE"

Montreal.—A Saturday morning show titled "Call Me Uncle" is currently proving popular over station CKVL. Featuring Hal Robbins, formerly of CJAD, CKEY and CHML, the program gathers a bunch of kids into the studio and picks 10 or 15 of them to do their stuff.

The hilarity that ensues would fill three laugh meters to register. Nevertheless, one youngster, 11-year-old Robert McLachlan, has already clicked on this program, and the station has handed him a 15-minute vocal spot every Friday evening.

A new contract for a 15-minute Friday night show titled "Spotlight on Song," was recently sold to CKVL to the H. Thibert Furniture Store.

### AMATEUR FINALS

Winnipeg. — Final concert of CJOB-ACT Amateur Hour will be staged in the Winnipeg Auditorium on the evening of March 19. Twelve finalists, chosen from concerts in various parts of the province, will trot their wares.

Two sets of prizes will be awarded. One will go to the contestant judged the most popular, while the Winnipeg Electric Company will award cash prizes to the top three in the talent class.

# HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous month.

### DAYTIME

English		
Mr. Perkins	18.1	same
Happy Gang	17.7	+1.3
Pepper Young	17.7	+ .4
Big Sister	16.5	+ .1
Right to Happiness	16.5	+ .2
Life Can Be Beautiful	16.2	same
Road of Life	16.1	+1.6
Singalong	15.7	+1.0
Aunt Lucy	15.2	+ .8
Laura Limited	15.1	+ .8

French		
Jouissance Doree	30.4	-1.1
Rue Principale	28.6	-1.5
Grande Soeur	23.7	+ .8
Joyeux Troubadours	23.6	+ .7
A l'Enseigne	22.6	+ .6
Quelles Nouvelles	21.8	-1.2
Maman Jeanne	21.1	+2.7
Metairie Rancourt	21.0	+1.1
Quart d'Heure	20.9	+1.8
Tante Lucie	20.7	- .7

### EVENING

English		
Lux Radio Theatre	35.5	+ .1
Fibber McGee & Molly	33.4	-1.1
Anos 'n' Andy	28.6	+ .1
Fred Allen	25.8	-3.4
Bob Hope	24.4	- .2
Twenty Questions	23.8	+1.9
Ozzie & Harriet	23.7	-1.0
Wayne & Shuster	23.1	+ .7
Ford Theatre	21.3	+ .7
Treasure Trail	21.2	+3.6
My Friend Irma	20.8	- .7
N.H.L. Hockey	20.8	- .7
Aib. of Familiar Music	20.6	-1.4
Kraft Music Hall	20.1	-1.8
Shirriff's Fun Parade	19.7	+ .6

French		
Un Homme et Son Peche	39.0	- .2
Radio Carabins	34.9	-2.5
Metropole	34.4	+1.8
Raillement du Rire	33.4	+2.4
Enchantant de la Vivoir	32.6	-1.9
Qui suis-je?	30.5	+1.3
Ceux qu'on aime	21.9	+1.8
Rollande et Robert	28.3	- .7
Fabourga m'usse	27.0	+1.7
N.H.L. Hockey	25.7	+6.5
La Mine d'Or	24.8	- .6
Talents de Chez Nous	24.7	-2.1
Theatre Ford	24.3	-2.4
Juliette Beliveau	24.1	+4.0
Tentez Votre Chance	23.8	- .6

### Cast To Type

Vancouver.—Dorwin Baird, the man in "There's a Man in the House," every morning over CJOR, has a brand-new house to broadcast from three times weekly.

Hudson's Bay Company and Capilano Highlands built a model home, which can be moved to the plot of land which the purchaser decides to "build" on. At the moment the house is on display on Georgia Street, a main thoroughfare.

Until it's sold, Baird makes it his stamping ground three mornings a week. When he's through there he goes back to the station, and when he's through there he goes back to the house where he's really the man.

Incidentally, and it may have some bearing on his morning broadcasts, he's busier than a one-armed paperhanger after he does get home, doing a plumbing, carpentering, floor-laying, re-designing job on his own new home.

### SKETCHES ON MUSIC

Toronto. — A new program titled "Sketches On Music," sponsored by the Promenade Music Centre and featuring Jaff Ford, recently took the air over station CFRB, Toronto, 5.30 to 6.00, Sunday nights.

The program, on a 52 weeks basis, features classical and semi-classical recordings chosen by Dr. Leslie Bell.

# PETERBOROUGH - the market

## Industry —

reports average wage earnings in 1948 better than any city of comparable population in Canada.

## Agriculture —

farmer's income in 1948 reported the highest in history.

## Bank Clearances —

up \$7,000,000 1948 over 1947.

You can get results in the powerful market of Peterborough with

# CHEX - the station

Playing an important part in community life in the Peterborough district, CHEX has been dominating the surveys and getting results for advertisers for 7 years. Use

# CHEX Peterborough

1000 WATTS

1430 KCS.

CHEX - FM

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895

MONTREAL: 106 Medical Arts Building - FI. 2439

# LOCAL SHOW

*Beats*

# National Network

with

# "What Do You Know?"

You can buy a piece of "What Do You Know" for your spot campaign . . . \*percentage of audience 49.8.

\*Elliott Haynes, Feb. '49.

For complete details, call your All-Canada man.

*Sell Southern Saskatchewan With*

# CKRM REGINA, SASK.

DIAL 980

5000 WATTS



# The Birth of A STATION

CFCA-FM, Canada's first exclusively FM station, has a ready-made audience of 3,500 brand new FM receivers in the prosperous fifty-mile area around Kitchener and Waterloo. More sets are being installed daily. All of them await the arrival of radio's newest baby April 26.

These set-owners have proved themselves willing and able to spend the money for the better listening afforded by FM and offer sponsors a select but "fancy" market of people who like better living and will pay for it.

CFCA-FM aims to give FM listeners the finest in music, drama and news — entertainment and culture — network calibre programming, made perfect by the magic of FM.



Studios and Offices in the Medical Arts Building

## PEOPLE

### TRIPLE THREAT

**Winnipeg.** — This man Jack Wells can be heard pretty well on any Winnipeg station at any time of the day. He is turning into a triple threat.

Every night he does a sport show for J. Norris & Son, tailors, over CKRC. Each morning around 8.08 a.m. on CBW he catches early morning listeners up on overnight happenings in the world of sport. Sponsor is the Dominion Motors.

Then each Sunday afternoon at 12.45 p.m. on CKRC he does another sponsored 10-minute sport stint. In his spare time, he manages to do a sponsored play-by-play commentary on CJOB of local junior hockey which is now in the final round.

### REPEAT PERFORMANCE

**Vancouver.** — F. H. "Tiny" Elphicke, manager of CKWX, has been appointed campaign manager for the Community Chest's drive this fall. He was vice-chairman during last year's drive which raised \$775,000.

### JOINS CKOK

**Penticton, B.C.** — Jim English, manager of TCA radio range station here until it closed recently, has gone to CKOK as chief engineer. The TCA setup has been eliminated by improved communications between the big new transports and main airports.

### VAGABOND PLAYERS

**New Westminster.** — Three members of CKNW's staff took time from their radio duties to help a local dramatic group win first place in the B.C. Regional Drama Festival. The Vagabond Players will represent the province in the Dominion finals.

The three were Ferdy Baglo and Hal Davis, who acted in the winning production, and John Jackson, who designed the lighting effects.

### WANTED

Experienced announcers who can handle news and commercials, wanted for metropolitan station, not Toronto. Apply by letter or disc.

Box A-14  
Canadian Broadcaster  
163 1/2 Church St., Toronto

INTERESTED IN WESTERN  
CANADA'S RICHEST FARM  
MARKET? CHECK WITH -

CVGX  
YORKTON



### UPSIDE DOWN CAKE

Gerry Lewis (NBC) tells of the special events in who went down a manhole to do a street-on-the-air broadcast.

### PAN MAIL

Sir: Your immodest self-publicization of your forthcoming broadcasts, "Holds Barred," leads me to think that freedom of speech on the air can't be tottering as precipitously as you would have us believe.

### HEADS I WIN

No matter how much you score, you can't win. A piece of sapiency might be equally well applied to a tilted pin-ball machine or the government's treatment of private radio.

### AUDIENCE PROMOTION

A novel prescription to cure an inferiority complex might be to swap from "The Quiz Kids" "Treasure Trail."

### UNWANTED CUSTOMERS

The problem of discouraging those who turn up to see quiz shows week after week might be to change the questions once in a while.

### OUCH!

We've been wondering they'll ever drop the page of Toronto Telegram columnist Bob Kesten's "ner."

### ANCIENT TV

Caesar may have had television in mind when he uttered his famous remark two thirds of which has thus far materialized in the Video field: "I came, I saw; I conquered."

### ELDORADO

A much-quoted speaker's statement that TV is destroying the American way of life does not go on to say whether this is an evil or a blessing.

### POET'S CORNER

While men have striven to bring about perfection of TV, So you and I and all the world might hear and also see, Another group has quietly worked, and gained success as well, By airing AM programs we can hear and smell.

# CANADIAN TELESCREEN

Vol. 2, No. 7

TV and Screen Supplement

April 13th, 1949

## TV SCARES UK MOVIES

London, Eng.—Due to recent statements of drops in American motion picture audiences of as high as 30 percent, thought possibly to be the result of the advent of television, there are signs here of grave concern among the cinema magnates.

Dennis Walls, president of the Cinema Exhibitors' Association is quoted in the British publication, "Television Weekly" as saying: "If we had a drop of only 10 percent here it would be a very serious thing for the industry. In a few years we shall get three parts of the country covered by television, so we must be watchful of it."

Cinema exhibitors in South and East Lancashire went on record with the statement that they are: "Viewing with grave concern the televising of films of any age by the BBC." In addition, pressure has recently been applied to Ealing Studios in an effort to get them to exercise the clause in their contract which enables them to withdraw the dozen or more films they recently sold to Alexandra Palace, but the

first film, George Formby's "No Limit," has already been televised.

In this connection Walls was quoted as saying that "if the price of co-operation is to let television have the films we have built up over so many years, then I say that price is too high.

"Personally I would like to advise Mr. Rank in a constructive spirit—for I admire the job he has done—to look into the structure of film television and to ask himself if it isn't a Frankenstein monster which will eventually destroy the whole of the cinema industry," Walls said.

### Publishers Head TV List

Washington. — Thirty-one per cent out of a total of 435 TV licensees, construction permit holders and applicants in the U.S. are in the newspaper publishing field, according to a recent release of TV facts by the U.S. Federal Communications Commission. Broadcasters are next on the list with a total of sixteen per cent, and motion picture and theatre concerns line up with radio manufacturers with six per cent each. The business interests of the remainder range from merchants and dealers to educational institutions.

The report pointed out that seventy-six per cent, or 333 of the licensees, permittees and applicants were affiliated with AM or FM stations, while the remainder were comparative newcomers to the field. It also shows that fifty TV stations were on the air in thirty cities at the beginning of 1949, and, when all stations authorized at that time take the air, a total of seventy-one cities will be serviced by one or more TV stations.

### LOW PRICE RECEIVER

Toronto. — Canadian Admiral Corporation, Ltd., have announced that production is now under way on the first Admiral TV receivers to be made in Canada, and are to sell for \$299.95 (Vancouver price is \$319.95). Installation charges range from \$79.95 to \$99.95, depending upon distance from TV stations, and include a one-year service warranty.

The new set, the Admiral 19A11, is a table model and features a seven-inch direct view picture tube, 12 channel pre-tuned selector, FM sound reception, and is available in either mahogany-grained plastic or walnut cabinets.

## TEE VEE ACTION

New York, N.Y.—By the time 1954 rolls around, there will be 1,000 television stations in 140 cities covering 85% of the U.S. population, Dr. Allen B. Du Mont, president of the Allen B. Du Mont Laboratories, Inc., told a luncheon meeting of the American Marketing Assn.'s Radio-Television Group here last week.

In addition, Dr. Du Mont predicted that within five years the coaxial cable will provide for coast-to-coast and border-to-border television programming. The video leader also forecast that U.S. telecasters will be supplying recorded shows to Mexico, Cuba and Canada.

Dr. Du Mont startled the AMA members somewhat by predicting that by 1952, the advertising rate—the cost per thousand—for television will be the same as that for radio.

In commenting on recent price reductions of television receivers, Dr. Du Mont said that some prices have come down "but you're still getting just what you pay for." He said that the number of tubes can be cut, some circuits eliminated but the quality of service won't be the same.

Dr. Du Mont said it will be from 10 to 20 years before color receivers are made. The cost of producing a color receiver is two or three times higher than the cost of producing a black-and-white set. He also said he is not in favor of the circular screen sets which he claims "distort the picture." A rectangular picture is transmitted by all video outlets in the U.S. and if a round picture is desired, then the transmission picture should be changed, Dr. Du Mont continued. The round pictures now being produced make everyone on the screen look taller and thinner, he added.

First five programs in the newest TV Hooperatings are: "Texaco Star Theatre" with Milton Berle (79.7), Arthur Godfrey's "Talent Scouts" (61.3), "Toast of the Town" with Ed Sullivan (56.4), "Broadway Revue" (51.7) and "Arthur Godfrey and His Friends" (44.1).

ABC-TV has leased 10,000 square feet of space in its Television Centre plant on 66th Street to WOR-TV.

Film highlights of outstanding ring battles was launched on NBC-TV April 1 under the sponsorship of the Cheseborough Manufacturing Co. The five-minute show, which immediately follows the Friday night fights from Madison Square Garden, bears the title, "The Greatest Fights of the Century." Agency is Cayton, Inc.

A new film travel series, "The World Is Yours," made its debut April 4 over station WGN-TV, Chicago. Program will be sponsored by the Chicago Motor Club.



### FOR THESE ARTISTS

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

Day and Night Service  
at  
Radio Artists Telephone  
Exchange



## JACK FOWLER AND ORCHESTRA

ARE MORE THAN  
KEEPING UP THEIR  
WELL-DESERVED SLOGAN:

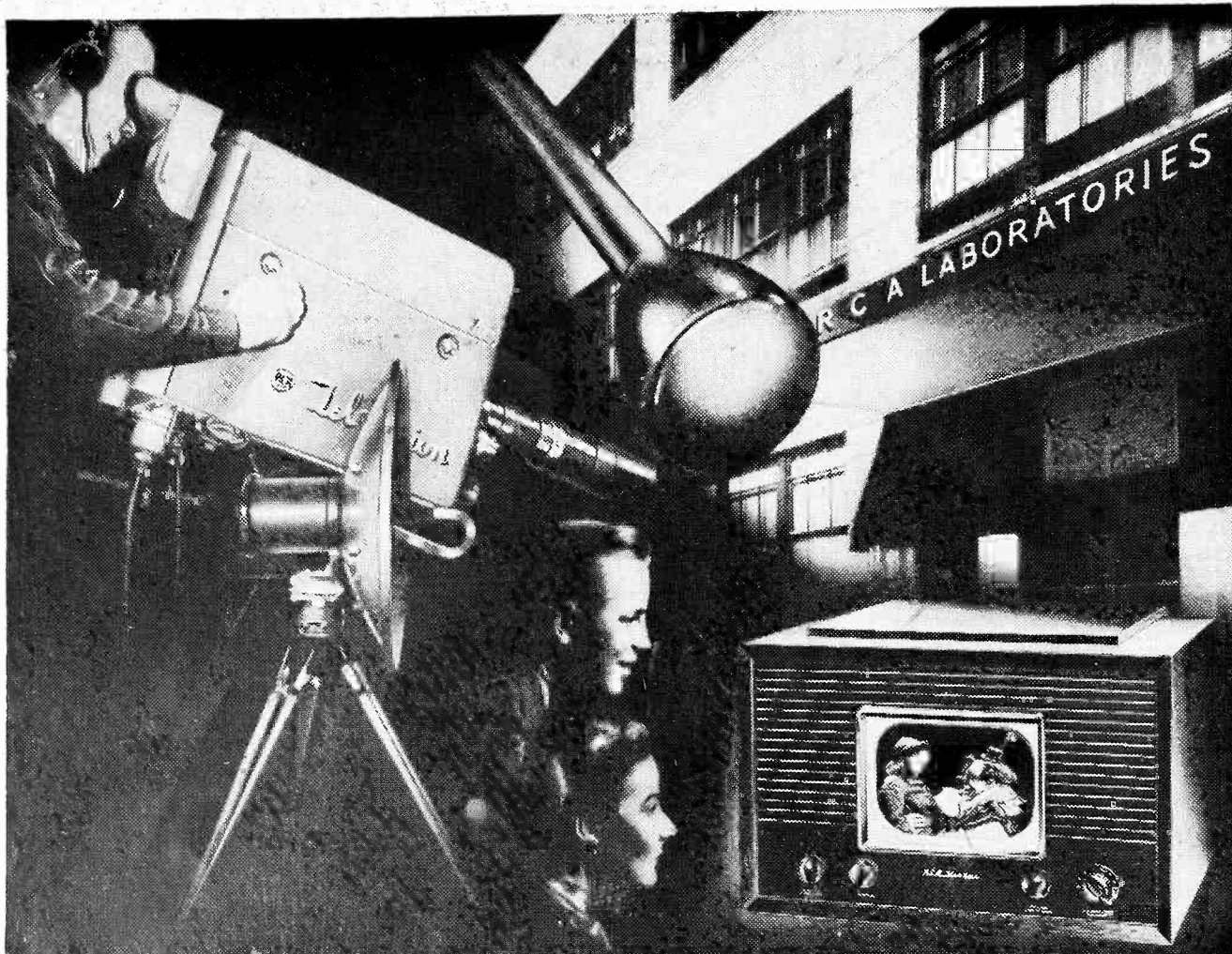
"ONCE HEARD - - -  
ALWAYS ASKED TO  
RETURN."

CONSULT:

THE OFFICE OF  
**MART KENNEY**  
125 DUPONT STREET  
TORONTO, ONTARIO

## Available

Announcer, aged 24, single, with university education. Graduate of Columbia School of Announcing in Chicago. Can speak French, Italian and Spanish. Knowledge of classical music. Experience with Detroit station. Can supply disc.  
Box A-13  
Canadian Broadcaster  
163 1/2 Church St.,  
Toronto



# *All-Electronic* **TELEVISION...** *is an RCA VICTOR Development!*

RCA engineers developed and first constructed nearly all of the major equipment units used in the present method of television broadcasting.

RCA engineers produced the first all-electronic synchronizing generator, the iconoscope which was the first successful studio pickup tube, the orthicon which, with its higher sensitivity, made outside pickups practical and the film projector which makes possible the use of standard movie film.

RCA engineers designed the first "broadcast type" television field pickup equipment. They established the video equipment system which is used today in a number of stations. They set up and placed in operation the first successful combination of all of these units. In short, they produced the electronic system of television as we know it today.

The experience in television broadcasting which these achievements represent goes back over twenty-seven years, when in 1921 a definite program of television research was set in motion in the RCA research laboratories.

Today the unequalled research, field and factory experience which enable RCA Victor, through its close association with RCA at Camden and Princeton, to assume full responsibility for the *overall* performance of the TV equipment it supplies, also enable RCA Victor to provide comprehensive, practical assistance in the preliminary planning of Canadian TV stations. Call in your RCA Victor TV Engineer. Or write to Engineering Products Division, RCA Victor Company Limited, Montreal.

*Pictured above is the home of the great RCA Research Laboratories at Princeton with which RCA Victor in Canada is affiliated. Here is the cradle of the major radio, phonograph and television advances of the past 27 years. Small wonder that today's electronic television system is largely the result of RCA's development work entailing an expenditure of millions of dollars.*



# RCA VICTOR

RCA VICTOR COMPANY LIMITED

*World Leader in Radio...  
First in Television*

HALIFAX • MONTREAL • OTTAWA • TORONTO • WINNIPEG • CALGARY • VANCOUVER



# SPEECH DIGEST

## Television Is Costly

Television has suddenly struck this continent in a way that persuades every one of us who is connected with advertising that we must study it and determine whether or not it can properly fill a place in his advertising picture.

Over in Buffalo, one of the banks put on a short motion picture which showed how easy it is for someone to break into a home and steal the savings. It only took a few minutes on the air. That bank, the next day, according to their own testimony, received deposits amounting to over \$10,000 from people who stated that they had seen that television broadcast and had brought their money in because they now realized how easy it was for someone to steal it out of their sugar bowl. That was one motion picture spot announcement on television.

General Electric, in the U.S., had a television spot announcement on WBEN-TV to tell about those amazing clocks which will turn on the radio to waken you in the morning. That one spot announcement resulted, in the next 24 hours, in selling out the stock of those clocks in every store in Greater Buffalo, and a mad cry to the factory to supply them with more.

But television, even though it may demonstrate the power of commercial appeal, with combined sight and sound, is an expensive thing. It is reputed that one station in New York City is approximately breaking even. Of the other 54 stations operating in the U.S. today, every one is in the red, and few of them see an immediate opportunity of getting out.

It is costly to erect and maintain a television station. WBEN-TV pays \$7,000 a month to the network for the use of the coaxial cable from Syracuse to Buffalo, the total cost being \$14,000. In addition to that, for its network facilities, it gives to the network the first 30 hours of commercials on the network during the month, receiving no compensation whatsoever. That gives you some idea of how costly television is.

Now turn to the programming side. There are few, if any, commercial sponsors who can justify TV on the basis of per person cost, as we attempt to justify most of our advertising costs. Those who are sponsoring television today are paying heavily to make television possible.

It takes longer to rehearse a television broadcast than a radio broadcast. A friend of mine, for many years a top-notch radio performer, told me that he had to begin all over again, once he went on television. It became necessary for him to memorize lines. It takes him from three to five times as long to prepare for a television broadcast. He's finding it hard work, but being a



Don Henshaw, whose address to the Toronto Advertising and Sales Club last month on television is printed, in condensed form, was introduced by President Ev Hayter, speaking by television from Buffalo. Introductions of the speaker and the head table were seen and heard by the members over General Electric television receivers placed around the Royal York dining room where the meeting was held. The speaker, an account executive with MacLaren Advertising Company Ltd., delivered his address from the Royal York.

top-notch performer, he charges for it. Add to that settings. If you're going to use, let us say, "Lux Radio Theatre" on the air, you would have to have at least a half dozen sets. That means you have to have a large studio and multiple equipment. It means you have to go to a lot of work putting up those sets, making them, and it means you have to do a lot of rehearsing as well. So, from the standpoint of programming, television is costly.

Many people have said that television is going to find its answer by the use of motion picture films. But, outside of specialized films being made for television, the only great epics that have gotten onto the air are those that are pretty much out of circulation insofar as theatres are concerned.

Probably the most fascinating thing that is coming to you over your television is those actuality broadcasts: prize fights, world series, basketball games. Hockey hasn't done so well yet.

Yesterday noon WBEN-TV was on for two hours, depicting, in actuality, the consecration of two Roman Catholic bishops in Chicago. The interior of the great cathedral, a vast choir, this rich and wonderful religious music. I stopped in at half a dozen places in Buffalo yesterday while that two-hour broadcast was on. I saw, in a hardware store, a group of at least 50 people, who, they told me, had been there since the beginning of the broadcast and who hadn't bought anything yet. They were doing a little better in a bar. They were making an occasional sale, and there was one Orangeman who lifted his glass in good wishes to the Catholic bishops who were being consecrated there.

It is all somewhat of a nov-

elty. People are stopping and watching it. But the novelty is going to wear off and television will have to stand on its own feet. Unless it's good, you and I are going to turn it off. Where a great many of us play bridge, read the paper or correct the children's homework with the radio going, it's going to be a little more difficult with television, because you'll have to see as well as hear. Television is an expensive thing, because if you're going to use it as an advertising medium, you'll want to be sure that they'll stay there and look at it.

In the Buffalo area there are approximately 14,000 television sets at the present time, with literally hundreds of new ones being installed every week. They have found that there is an average of five viewers per set, which is a rather high number. This would give an audience at the present time, in the Greater Buffalo area, of about 70,000 people. Those who are most optimistic

claim that within the next couple of years there would be between 40 and 60 millions of people in the U.S. looking at television.

Just what the situation will be in Canada we do not know until we hear the proper pronouncement from Ottawa. But this we do know. Television is coming to Canada. It is inevitable. And when it does, we suspect that it is going to be so costly that they're going to need commercial sponsorship for some of it. And if they do, you and I who are in the advertising business in Canada are going to have an opportunity to make use of it. And if we make use of it, may this be our ambition: that as we pride ourselves on doing things well in Canada, let us do television well. And in spite of all those who may carp and criticize that it's been so long delayed in this country, I'm satisfied with that delay if, as a product of that delay, there is a more careful attention to programming, a more earnest endeavor to give top-notch performance.

**CKMO** YOU MAKE FRIENDS  
in Vancouver when you  
Buy neighborly CKMO

**CKMO** 1000 WATTS  
1410 on your DIAL

**IN EDMONTON**  
Select **CJCA**  
because  
our night-time **AVERAGE**  
**PROGRAM**  
**RATING**  
is... **21.9**

Elliott-Haynes - Feb. 1949

Station #2... 12.3

**CJCA** AN ALL CANADA  
STATION

# COME HELL OR HIGH WATTER CKCK Is Still The Top Listened To Station In Saskatchewan

By Actual Recognized Survey

+More To Come



Probably it can't be traced to my definite preference that twilight is my favorite time of day. In any case when I noticed the listing of "When Shadows Fall" in the CJBC schedule, I didn't waste any time tuning it in. As when I heard the show I was quite completely sold. Sponsored by Howard Furnaces, it is a quarter-hour recorded program where voices and violins blend to bring listeners music quite tastefully. Announcer Joel Aldred does a very timely introduction to the numbers on the basis of the ending of the day.

It seems very early in the year to be looking for summer placements but already some of the better shows have begun leaving the air. I was truly sorry to hear the Canadian General Electric show terminate even though it was in a blaze of glory. Director-arranger Howard Cab made "Fascinatin' Rhythm" sound bright and colorful. The Leslie Bell Singers never fail to sound "classy." Soloist Charles Jordan seemed to put everything into "Thine Alone." Narrator John Scott always does an excellent job. And producer Es Ljungh neatly parcelled the show at its conclusion with the entertainment taking part in "Ave Maria." This is one show I'll certainly anticipate in the fall.

It's a pretty safe bet (with generous odds) that the name Mart Kenney will be high on the list of musical entertainers when such a list comes to light. Celebrating the band's fifteen year on the networks last month Borden's "Canadian Cavalcade" featured past and present artists. Not the least noticeable of these was trumpeter Bob Gimby who, in my opinion, does an outstanding job daily on C-6's "Happy Gang." When he gives out with "When Boy Meets Horn" it is something to write home about. Present day vocalist, Norma Locke, and vocalist of the old days, Art Hallman, are both outstanding artists. From the very first time I heard Mart Kenney and his Western Gentlemen, they were solid in my mind. And for my money they still are.

I'm disappointed in the stereotyped recorded interview between a listener and a Hollywood star which is the dark spot on Swags' otherwise pleasant program—"Talking to the Stars." It features Buddy Clarke's orchestra which is okay for my listening and the "Day Dreamers," a terrific vocal ensemble, as well as Charles Baldour, soloist, who sounds like a very competent singer. I always thought cigarette girls were cute little tricks but the one on this show sounds far removed from that. Ernie Don Cameron seems as if he may be stooping below his ability

## Honour Your Partners.. Circle Away They Dance & They Listen To CFRA!

Perhaps nowhere in the world are there better or more enthusiastic dancers than in the rich rural Ottawa Valley. So for nearly a year we rehearsed an old-time band. We launched it last Fall at Kemptville. Once or twice a week since, CFRA's Fiddlers Fling turns crowds away from halls all over the Valley . . . Richmond . . . Kemptville . . . Stittsville . . . Williamsburg . . . Name almost any place, and we've been there or are booked. Our greatest success so far was 4,300 in the Ottawa Coliseum—the largest crowd in its history.

From each hoedown a specially prepared program is broadcast. You can't beat it for building audience and goodwill. You can't beat CFRA either when it comes to moving merchandise in this market. If you haven't already done so, why not try CFRA, the station that made Ottawa "Radio Conscious."

One corner of the Saturday night crowd at Kemptville, dancing to the Fiddlers Fling.



M.C. Frank "Jamboree" Jones introducing Bill Shepherd and his "geetar."



# CFRA

THE STATION THAT MADE  
OTTAWA "RADIO CONSCIOUS"

# 200,000 Tourists

are coming to  
**HALIFAX**  
this summer

**WE CELEBRATE OUR  
200<sup>th</sup> BIRTHDAY  
June 21<sup>st</sup> to Sept 5<sup>th</sup>**



Monster Parades Daily . . . International Horse  
 Show . . . International Dog Show . . . 17  
 Variety Shows all summer . . . Miss Atlantic  
 Beauty Contest . . . International Baseball Series  
 International Track and Field Meets . . . Cana-  
 dian Lawn Tennis Tournament . . . Six Theatres  
 under the Stars . . . Outdoor Pageants nightly,  
 including Operetta with local and American cast  
 . . . 30 Conventions will hold their Annual Meet-  
 ings here this summer . . . Three International  
 Yacht Races . . . Venetian Nights on North West  
 Arm nightly . . . Naval Operations by British  
 and American Fleets . . . The Congress of Holly-  
 wood Daredevils . . . Arthur Fiedler and his  
 Orchestra . . . Spike Jones and his Orchestra . . .



**TEN SOLID WEEKS  
OF BIRTHDAY CELEBRATIONS**

*Time Buyers!* 200,000 tourists expected from U.S.A. and U.K. not to speak of Haligonians staying in town. Think twice before you allow all that beautiful national business to terminate in May. CJCH will be right in there with bi-centenary Programming.

**COME TO HALIFAX. YOU'LL BE WELCOME  
WITH OR WITHOUT A CONTRACT**



Representatives NATIONAL BROADCAST SALES  
IN CANADA  
J. H. MCGILLVRA IN THE U.S.A

**RADIO  
THEATRE**

*Ford  
Theatre*

**INNER  
SANCTUM**

# DRAMATIC

## reasons why CFRB gets more listeners

HERE are more reasons why more people listen to CFRB... a line-up of great drama shows, including the highest-rating drama show on the air!

These dramatic and mystery offerings are another phase of

CFRB's balanced programming, designed to please every taste. So no matter what type of listeners you want to reach—you'll find them listening to CFRB! That's why CFRB is your No. 1 advertising buy in Canada's No. 1 market!

# CFRB

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

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

*Adventures of  
Sam Spade*

**BOSTON  
BLACKIE**

*Suspense*



*The*  
**FAMILY  
HOUR**

*Mr.  
Chameleon*

**MYSTERY  
THEATRE**

**THE  
Shadow**

