

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 7, No. 13

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July 17th, 1948

ISOLATE STATION AND NEWSPAPER OPS IF DUALY OWNED

Montreal.—The operation of a newspaper and a radio station should be completely divorced when there is dual ownership of the two according to a statement by the CBC Board of Governors last month in connection with the complaints filed by Gordon S. Henry regarding Station CJCA Edmonton. Other business disposed of at the June 28 meeting included approval of two AM and two FM applications; denial of one AM request; denial and approval stamps on applications for a power increase and a change of operational hours; approval of stock transfers and pick-up licenses.

The full text of the Board's statement regarding the Henry charges follows:

In the matter of complaints by Mr. Gordon S. Henry regarding activities of the Edmonton Broadcasting Company Limited, licensee of radio station CJCA, Edmonton, the Board has heard and considered statements from Mr. Henry and from the president and other officers of the licensee company.

The Board feels that the complaints of Mr. Henry were important questions in relation to basic principles of freedom of the air.

The kernel of the matter as far as the Board is concerned is whether or not the licensee kept off the station broadcast material which would normally be broadcast under general policies governing radio in Canada and the responsibilities of a licensee trustee of a radio frequency.

The Board has found it difficult to determine exact pertinent facts, which in its mind depend largely on unwitnessed conversations between Mr. Henry former manager of the station, and Mr. W. A. MacDonald, president of the licensee broadcasting company and also publisher of the Edmonton Journal. The Board has had different versions of such conversations. The Board, however, is of the opinion that there has been some undue influence in favour of the Edmonton Journal with regard to broadcasting, over Station CJCA which is not in the public interest since such a situation tends to restrict the free flow of information on the air, fair access to the air, and the presentation of all main points of view.

The Board, therefore, will keep the broadcasting activities of Station CJCA under observation, and will review them carefully when the present license comes up for renewal.



Jack Cullen of CKMO Vancouver bit off more family life than he could chew when he undertook to do a baby sitting stint at the same time as discing his Owl Prowl show from the home of Mr. and Mrs. Ken Robertson.

The trouble went something like this, according to Cullen: 9 p.m., Judy and Jo-Anne in bed; 10, Hey, how about some fudge?; 10.20, Cullen rides 'em piggyback around the living room to keep 'em quiet while he does the chatter; 10.45, children finally get on the air; 10.50, alarmed relatives call to see why the kids aren't in bed.

In spite of it all Cullen, who is nothing if not a man who faces life head on, went out next day and married Joy Scott of the CKMO continuity department.

It believes that the licensee company would be well advised to make clear arrangements for responsibility as to what is broadcast on the station, under which no official of the newspaper could give direction regarding particular broadcasts.

The Board is further of the opinion that where there is dual ownership of a newspaper and a radio station the operations should be distinctly separate one from the other.

The AM applications which were recommended went to the Dept. of National Defence for a 100 watt at Norman Wells, N.W.T., and to Fernand Levesque for a 250 watt on 1340 kc station at Roberval, Quebec. The board denied the separate applications from A. E. Smith and C. W. Warner and associates for a 250 watt on 1240 kc station at Smiths Falls, Ontario, stating that it was not convinced that this community could support a local station giving a reasonably good broadcasting service.

FM applications were approved for the CBC for a new station at Winnipeg, and the Board of Education for the City of Hamilton for an FM educational station at Hamilton.

A power increase request from Station CJBR, Rimouski, Quebec, was denied on the grounds that the Board had the welfare and service of the small community stations in mind, and that these smaller stations may be affected by the increase in power and coverage of stations in larger localities. The Board noted that this request by CJBR would affect the coverage of one other community station and would put a higher signal into the local community areas of two other stations.

A change of operational hours application from CHUM-FM, Toronto, was approved by the Board, enabling the FM station

to have a full broadcasting schedule which has to date been restricted by the day only hours which apply to CHUM-AM.

Stock transfers were granted to Station CHAT, Medicine Hat, Alberta, for transfer of one share in Monarch Broadcasting Company Limited, and Station CJEM, Edmundston, New Brunswick, for transfer of one share in Edmundston Radio Ltd.

Broadcast pick-up licenses for CFRA, Ottawa, and CKRN, Rouyn, Quebec, were also approved by the Board.

WAB MEETS AUGUST 23-25

Calgary.—The Western Association of Broadcasters announces that its annual meeting will be held in the Hotel Bessborough, Saskatoon, on August 23-25.

The agenda will include the discussion and ratification of the CAB formula for price mention, reports from the CAB and the Small Markets Committee.

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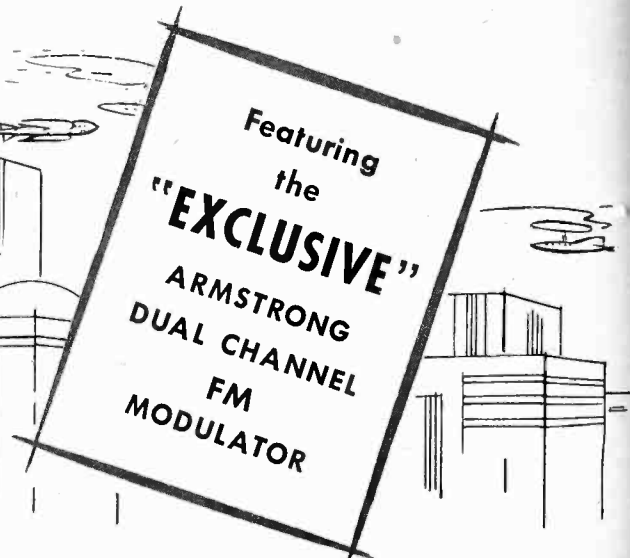
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Research and painstaking experimentation have placed Marconi in the top position to supply, and talk with the utmost authority on, FM equipment and installation.

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.

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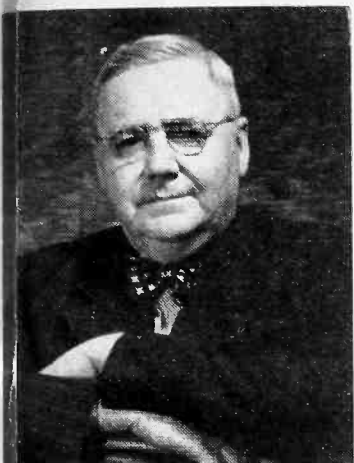
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PEOPLE

Wills Station Profits To Charity



Sudbury, Ontario.—The stipulations in the will regarding the disbursement of assets of the late W. E. Mason, president of Station CKSO, Sudbury, and publisher of the SUDBURY DAILY STAR and the NORTH BAY DAILY MEGGET, will place the station in a unique position in Canadian radio, for the will states that all the profits from CKSO are to be distributed each year to charitable organizations.

Mason passed away in St. Joseph's Hospital here on June 15 after an acute attack of coronary thrombosis which confined him to hospital a week before.

One of the first independent radio station operators in Canada, Mason took an active interest in the broadcasting business, and as well as being a leading light in Canadian journalism he was closely connected with Dominion and Provincial politics.

CKSO will in future be completely free of connections with the SUDBURY DAILY STAR, and will be operated as CKSO Sudbury Limited with G. M. Miller, K.C., as president, and W. J. Woodill as secretary-general manager.

SCORES RADIO RESTRICTIONS

Vancouver. — It's high time the government stopped treating radios as a luxury, is the opinion of William T. Burnham, sales manager for De-Forest Radio and Rogers Majestic.

"During the war radio passed through the government wringer," he said, "but now the war is over, where is our free enterprise?"

Burnham was also critical of the government for what he termed "immature statements" on the restriction of still unborn Canadian television.

On the positive side, he said he believed the 14 FM stations in this country might be doubled this year, but he would not make any predictions on how fast listeners would be snapping up receivers, with the sets going for around \$640.

KEATLEY TO U.K.

Vancouver.—Pat Keatley, for five years head of the CBC's Press and Information Service on the west coast, has left to make a trip to England, where he will continue in radio work. His successor is Gil Clark.

TAKES OVER P & I POST

Montreal.—Paul Gelinus, publicity manager for Station CKAC, Montreal, has been appointed director of the station's news and information service.

Gelinus joined CKAC in 1940 as staff writer in the publicity department, and after chores in the traffic and studio department was appointed publicity manager in 1942.

JOINS CKNW

New Westminster, B.C.—Stan Jones, formerly with CKEY, Toronto, has joined the announce staff of CKNW, New Westminster.

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

DID YOU KNOW?

That in CKCL's coverage area, the per capita retail sales figure of \$831 is one of the highest in Canada? Over 150 local advertisers use CKCL as the logical means of tapping this important market.

CKCL

TRURO BROADCASTING COMPANY

J. A. MANNING
Manager

WILLIAM WRIGHT, Representative
Toronto and Montreal

CKGB REACHES BOTH!

Sure, Timmins is a gold mining centre.

One of the world's greatest.

But CKGB *also* covers the vast LUMBERING areas of:

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(Abitibi Power & Paper Co.)

SMOOTH ROCK FALLS

(Abitibi Power & Paper Co.)

KAPUSKASING

(Spruce Falls Power & Paper Co.)

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CKGB advertisers reach the *extra* purchasing power from high per capita wages of *both* the lumbering and mining areas of Northern Ontario.

CKGB Timmins

5000 WATTS

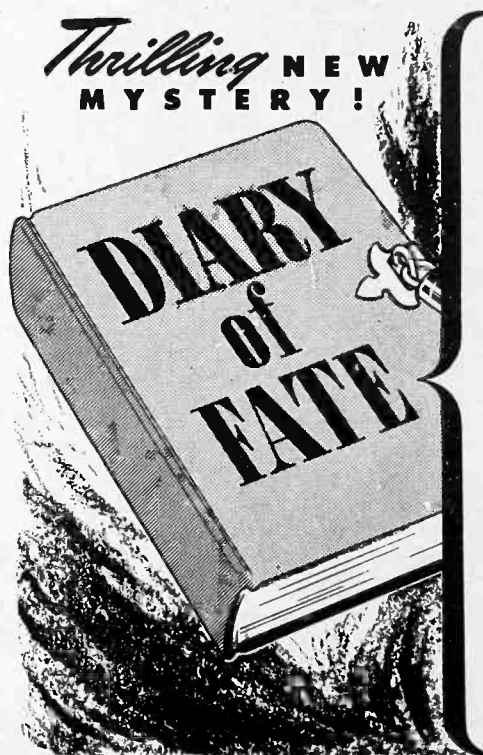
680 KCS.

CKGB - FM

NATIONAL BROADCAST SALES

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

Montreal: 106 Medical Arts Building - FI. 2439



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Psychological mystery that packs an emotional wallop

52

Half-hour Episodes

Another



Packaged Program

VARIETY SAYS: "... impressive vividness and suspense ... excellent performances."

Audition it now!

ALL-CANADA PROGRAM DIVISION

Vancouver — Calgary — Winnipeg — Toronto — Montreal

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Established 1903

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

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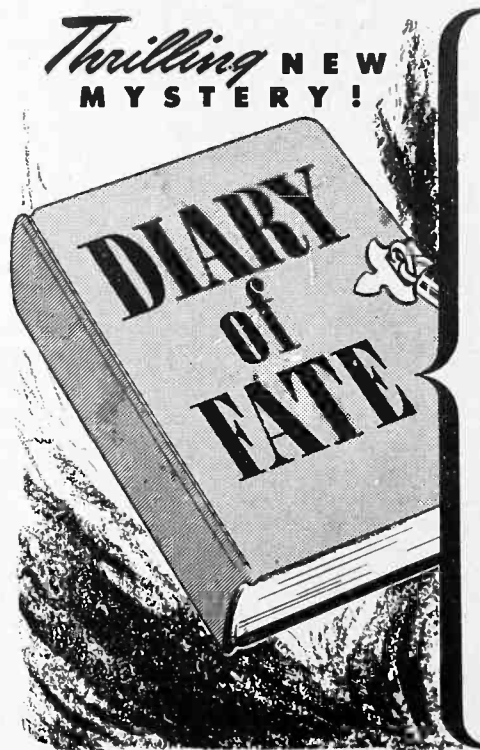
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Vancouver — Calgary — Winnipeg — Toronto — Montreal

HORACE N. STOVIN

& COMPANY

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with offices in

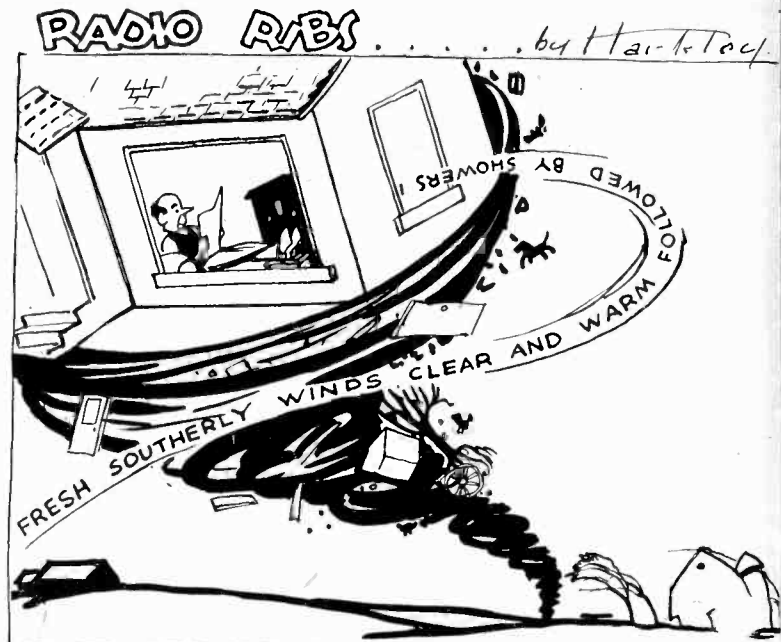
MONTREAL TORONTO WINNIPEG VANCOUVER

will be happy to supply you with all information as to rates, availabilities, market data, etc., on these live Radio Stations:

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 CKCW Moncton
 CJEM Edmundston
 CJBR Rimouski
 CKVL Verdun
 CKSF Cornwall
 CFJM Brockville
 CJBQ Belleville

CHOV Pembroke
 CFOS Owen Sound
 CFOR Orillia
 CJBC Toronto
 CKLW Windsor
 CKY Winnipeg
 CJRL Kenora
 CFAR Flin Flon
 CJNB North Battleford

CHAB Moose Jaw
 CJGX Yorkton
 CKLN Nelson
 CFPR Prince Rupert
 CJIB Vernon
 CIOR Vancouver
 ZBM Bermuda
 TBC Trinidad



ROUNDUP

HOLIDAY NEWSREEL

Toronto. — Aimed at attracting visiting tourists, and thus boosting Canada's largest U.S. dollar source to an even higher level, Station CHUM, Toronto, is currently airing a *Holiday Newsreel* program.

Sponsored by resort owners and the publicity bureaus of the Board of Trade, the program, aired each evening 6.30 to 7 p.m. and produced by production manager Mike Hopkins, lists various holiday spots and gives up-to-date news on hunting, shooting, fishing and boating facilities. The station rounds off the project by issuing a booklet to listeners and owners which gives general holiday news and carries a list of over three hundred holiday resorts with their respective day-to-day or weekly rates.

VICTORY SONG FOR BOMBERS

Winnipeg.—The Blue Bombers are trying to put the old college try into their pigskin activities this coming fall. And to further this cause the football club, in conjunction with CKRC, is trying to whip a victory march into shape.

A contest has been built around the idea. Officials of the Bomber have arranged to "borrow" a hun of music from a U.S. source, and now the Winnipeg public is being asked to supply the words.

Two inducements are being offered to encourage those who rhyme their words. First prize is worth \$100. The next best contestant goes a season ticket to the football games.

Judges are Jack Wells, local sports caster, two musicians, Mitch Park and Percy Burdette, and John Bergsagel, of the University of Manitoba Merryman.

CKRC airs the tune frequently during the day.

HOUSEWIVES' PAL

Winnipeg.—Bill Guest of CKRC is still the housewife's closest friend. Bill has been lined up with another program that finds him in close proximity to the little ladies.

Name of the program is *Meet The Housewife*, and it is sponsored by Burns & Company.

Each day Bill wends his way out to the abode of some lucky kitchen keeper and proceeds to question her on anything that strikes his fancy. For this the female collaborator picks up a hamper of Burns products.

CKMO

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- STANDARD OIL
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AND a host of selective time-buyers who know that CKMO's 1 kilowatt rate giving coverage of 80% of B. C.'s population makes CKMO the best buy today in Canada's third largest market.

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AND TELESCREEN

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Member of the Canadian Circulations
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Vol. 7, No. 13

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July 17th, 1948

Buy Buy Blues

Britons appreciate our food parcels, especially the luxuries, both edible and wearable. She has a greater need though, and that is a need for incentive.

Napoleon's "nation of shop-keepers" battled along the war-time and post war-time business road, putting up with depleted stocks and government controls as long as the goal was victory. But now British businessmen are wondering what they won, and asking themselves what is the sense of turning on the sales pressure when a sale means one step closer to shutting up shop, for want of merchandise with which to replenish the stock.

It is because of her national business acumen that this tiny island, which I am visiting as I write this article, has led the world in the field of business down through the years. I have heard it said that, through history, Great Britain has earned her living civilizing orientals and other natives, teaching them to wear clothes, and then selling them cloth with which to make trousers. Not only did the merchants of the United Kingdom grow to be the greatest salesmen in the world, but they have created, developed and cultivated markets from one end of the globe to the other.

When the war curtailed all private business, there were battles to be fought, munitions to be made, and victory to be won. There was not time to shed tears for a disappearing competitive economy. Since the war though, with a normal state of confusion turned into chaos by a socialist government, and no more Japs or Germans to kill, it has been difficult to keep reconciled to shortages and restrictions which have increased with the years. This "nation of shopkeepers", for the time being anyhow, has had to put up the shutters, and the cause is not inability to sell but inability to buy.

In a country like Canada, which, though it is weighed down with restrictions and restraints, still boasts a government which is Liberal at least in name, we are inclined to sit back and say: "They'd never get away with it here." Undoubtedly that was the feeling in England, before the present government gained power. The fact is though that restriction breeds restriction, and when the load reaches the limit and more, business considers itself completely thwarted, as it most surely is, and grumbles its way daily from nine to five, shrugging frustratedly and muttering to itself: "Oh, what's the use?"

Countries like Canada and the United States, which have yet to feel the thongs of socialistic dictatorship wound tightly round their throats, are prone to say that it will be time enough to start fighting it when the threat materializes at home. Unfortunately though it is only too true that socialism employs a sinister technique which virtually shuts off resistance as soon as it has contrived its first toe-hold. Then, when it realizes, too late, that it is too late, there is nothing to do but submit.

Recent events in Britain include the submission of the British doctors to State medicine. It is true that the Minister of Health has given way to a certain extent and made some concessions. But the proudest profession of them all has knuckled under. And that cannot be gainsaid.

Recently the papers carried the story of a man who, having the materials, built himself a house to live in. Because he did not first secure himself a permit to build, he was ordered to tear the house down. Another man had to plow under a crop he had planted for the same or a similar reason. Countless people have not yet been allowed to have their bomb-damaged homes repaired. Ceiling prices on practically everything have

CAB

Clear Decks For Price Mentions

Toronto. — Agreeing that no premium should be charged for the use of price mentions, and that the number of mentions in any one program should be restricted, the CAB Board of Directors, after analysing reports sent in from the various regions, has established a formula for price mentions which begins its six months trial on September 1.

Regarding the frequency of mentions, the formula suggests that for participating programs there should be three price mentions, or range of price mentions, per quarter hour with not more than one repeat per announcement. Sponsored programs are to have one price mention, or range of price mentions, for a five minute program; two mentions for fifteen minutes; three mentions for a half-hour and five mentions for an hour's program, with repeats also held to one per announcement.

A copy deadline is suggested

and it is put forward that, whenever possible, accepted continuity should be filed at the station by 3.00 p.m. local time the day before the broadcast.

Misrepresentation of prices relating to the local merchant or station should be avoided, and the Board asks stations to check, if in doubt, with a Better Business Bureau. It also states that stations should be cautious about accepting business from transient traders.

Where comparison of prices are used the formula states that repetition of price mentions are not allowed, and that the use of such superlatives as "amazing" and "stupendous" should be discouraged.

A form of contract for stations and local advertisers is also suggested, and the CAB management will consult with legal counsel with a view to establishing a contract which will cover such matters as the liability of the station in case of errors in price announcing.

It was further decided that a committee should be set up for the purpose of collecting and reporting to the Board data regarding the public's feelings as to the use of price mentions.

created a black market which can only be described as fantastic. The genius of British industry is being diverted into manufacturing for export, while legal British rations provide a bare sufficiency in nutrition and less than that in wearing apparel.

Before the next election the Socialists will make a tremendous effort to ingratiate themselves with the public in the hope of being returned. Controls will be lifted where they will be noticed the most. Regulations will be relaxed where people will talk about the government's largesse. The present government will be returned—with a smaller majority. Then with five years plain sailing ahead of it, back will come the thongs. When the country goes to the polls in 1955 or thereabouts, a competitive economy will no doubt be restored. By that time the damage will have been done—irremediably.

In the Battle of Britain, the United Kingdom saved the world for democracy. This is her reward. Must we in Canada pay the same price of tyranny-in-the-name-of-social-security before we dispose once and for all of the new enemy which is rising so insidiously among us?

Richard G. Lewis

EDITOR.



From 167
NEWS BUREAUS
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The United States
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60 countries
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5 continents
over 6000
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Joe Hardy
talks
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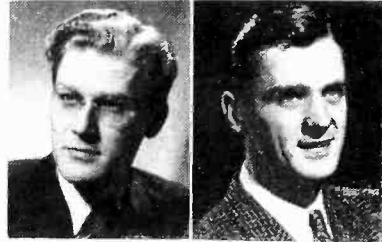
"Good morning—it makes me proud when I read that someone else has realized the value of Quebec Market No. 2—and to pass the news on to you. Well—The Electro Refractories and Alloys Corporation has announced it will open a \$350,000 electric furnace plant at Cap de la Madeleine, Que., to manufacture silicon carbide, a product used in refractories, crucibles and grinding wheels. The anticipated annual production is 3000 to 4000 tons. Every time a new industry is established in this territory, its payrolls, employment and homes makes Quebec Market No. 2 that much bigger and more valuable to you, Mr. National Advertiser. Remember that, eh?"

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CHLN	NEW CARLISLE	5000
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CKRS	SHERBROOKE	1000
	JONQUIÈRE	WATTS
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		WATTS

STATIONS

**Keeble and Quigley
To CFCF**



Keeble Quigley

Montreal. — The Canadian Marconi Co. has announced the appointments of Gordon Keeble as station manager and Tom Quigley as supervisor of national accounts with station CFCF.

Keeble broke into radio in 1940 as an announcer at CFCH, North Bay, and later transferred to CKGB, Timmins. He left CKGB in 1942 and joined the announce staff of the CBC in Toronto, later becoming chief announcer for CJBC.

In 1946 Keeble moved over to the Toronto office of F. H. Hayhurst Co. Ltd. where he has been radio director until his current appointment.

Quigley was recently radio manager for the Harry E.

Foster Agencies Limited, Toronto, and was previously associated with the advertising and publications department of the Robert Simpson Company and the Canadian Pacific Railway. He went into the Foster Agency after war service in the RCAF as pilot and instructor. Quigley will also handle the station sales promotion.

WIRE-RECORD ELECTION BEAT

Vancouver.—When Premier T. Douglas went back into power in the Saskatchewan elections, CKMO Vancouver scored a beat on an unusual news feature built around a telephone call.

News of the CCF victory reached a party rally in Vancouver, and prominent CCFer Dorothy Steeves picked up the phone in the lobby and put through a call to the premier in Regina.

With wire recorder apparatus connected in at her end she talked with Douglas for several minutes, congratulating him on his victory. Then she asked him if he would talk to some other party members from the west, and several at the rally spoke to the Saskatchewan leader.

After they hung up, the wire recording was rushed to CKMO studio and used as part of a news broadcast describing the Saskatchewan election.

Bob Bowman, manager of the station, sees this informal, off-the-clock presentation as a potentially attractive way of adding interest to radio coverage of political events.

RECORD FLOOD STORY

New Westminster, B.C.—A program dealing with the part played by the three services in combatting the Fraser River floods is to be produced here by Station CKNW. The assignment comes from the Director of Public Relations for the Army, Navy and Airforce in Ottawa.

The program, to be written by John Jackson and Jim Cox of CKNW, will be recorded and distributed by the Department of Public Relations stations across Canada.

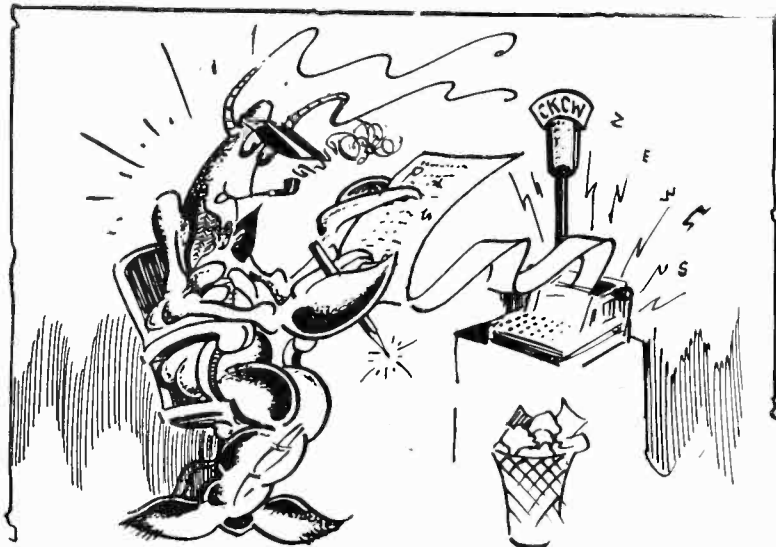
KING FOR A DAY

Lethbridge, Alta.—Youth took the helm here recently when a group of High School Students took over for a day the complete operation of Station CJOC.

Donated by the station as a public service feature, the day's broadcasting schedule was turned over to selected students of the Lethbridge Collegiate Institute, who handled the announcing, operating, copy writing and news editing chores from 9 a.m. to 6 p.m. Apart from running the successful day's broadcasting, the student salesmen returned from their day's work with three special features sold for that evening.

KENORA APPOINTS GARSIDE

Winnipeg.—James Richardson Sons Limited, owners of Station CJRL, Kenora, announce the appointment of A. L. Garside to exclusive national representative in Winnipeg for their station. The position is in addition to the post of supervisor as reported in our last issue.



LIONEL ADDS NEW(S) SERVICES

New news is good news for CKCW clients! With "Radio Press" now operating the station newsroom, hourly newscasts tailored for definite districts and listening groups become the policy.

There's a newscast specially designed and scheduled to carry your sales message to the specific consumer groups constituting your market.

Just another "LIONELIZING" feature to ensure profitable results for CKCW accounts. Horace Stovin can supply fuller details.

CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
Representatives Stovin & Co., Toronto - Montreal ..



"More Hope THAN CHARITY"
by Elda Hope

Where do we go from here? That sounds like a very good question and approaches the sixty-four dollar class, for a satisfactory answer. One day we hear an artist on the air giving his all and the next day he has forsaken the Canadian scene for fields afar.

One of the first big moves in Canadian radio was when Todd Russell left for New York, where he emcees the CBS quiz program called *Strike It Rich*. Russell's bigness made this a good move, but this show indicates he has struck his stride.

Another announcer who was definitely missed when his footsteps were directed toward that same mecca of radio, was Beaver Winner — Jack Fuller, who is now working out of WBBM, Chicago. On all his shows here he displayed much enthusiasm and versatility.

Still another announcer who has gone to New York is Court Benson, whose voice is heard on numbers of shows. It would seem this announcer would like to have his pie and eat it, too, judging by his re-appearance in the announcer field back here. It seems rather difficult that Canadian radio fails to realize the capabilities of announcers within our boundaries.

When Grace Matthews left for New York we not only lost a dramatic actress of rare ability but one who was sufficiently competent to hurdle everything in her field. At present Grace is playing the part of Big Sister in that dramatic serial—and exceptionally well.

Toronto can take a bow for starting musicians on the up-grade, for instance we only need listen to Percy Faith on *The Pause That Refreshes on the Air* to bear that out. Although 'tis many years since he left these parts, his program is just about tops for my listening. Another conductor seeking the bright lights of Broadway is Morris Surdin. He could be called an artist at directing mood music. And right here I may mention writer Roy Darby, whose excellent work is known in Winnipeg, too.

Well do I remember the exceptional work done by Alan Pearce, and so will Vancouver listeners. All of a sudden he popped up announcing *They Tell Me* from BBC, when Claire Wallace covered the Royal wedding.

Even though I haven't heard any of Babs Hitchman's material since she left Toronto, Vancouver has definitely gained. She wrote numbers of shows, including Santa Claus for Eaton's, and acted on many.

The outstanding work of comedian Alan Young cannot be overlooked, even though Toronto was merely a stop-over between Vancouver and New York, with Hollywood to follow. Very recently Iris Tanner (nee Alden), producer from J. Walter Thompson's Toronto office, left Canadian shores with her husband Gordon of CBC's sound effects department, for England. Since then Pauline Rennie, who was the singing voice on *Curtain Time*, has flown to Amsterdam to live.

SIMPSON LEAVES Y & R

Toronto.—Robert L. Simpson for the past three years radio director of Young & Rubicam Ltd. has resigned. Simpson has supervised the production of Borden's *Canadian Cavalcade*; Whitehall's *Stars To Be*; *George's Wife*; *What's Your Beef* and the French *Le Talents de Chez Nous*. As a member of the Public Relations committee of the YMCA he is currently working on a radio show in conjunction with the association. His immediate plans include an affiliation with a Canadian or an American concern. No successor has as yet been appointed by Y & R.

HEADS HAYHURST'S RADIO

Toronto.—The F. H. Hayhurst Co. Ltd. announces the appointment of Robert D. Amos as radio director. He takes over from Gordon F. Keeble who has left the organization to manage CFCF, Montreal.

Amos, prior to joining Hayhurst, was at CKOC, Hamilton, as program supervisor.



GOING UP!

Kinda hits you between the eyes, doesn't it? Then you wonder. Why risk her pretty little self at such a precarious hobby? Only she knows the answer. Only thing we're certain about is that she's apparently going up.

Speaking of "going up" we hasten to tell you something about the way CJCA's market potentialities are going up.

In the past 18 months the Leduc oil fields have grown from nothing to 80 producing wells. The Alaska Highway is now open to the public, inviting potential northern development. Construction, bank clearings, earnings, retail trades, farm incomes, continue to set all-time highs from season to season.

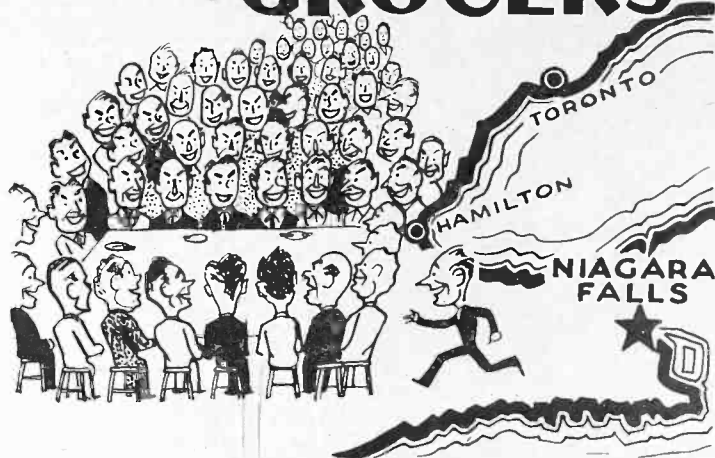
In fact, everything in CJCA's potential market is going up.

CJCA is right on top of it all, determined to pass on to our clients, and listeners, the fullest possible benefits derived therefrom. Yes, everything's going up and things are looking up.



EDMONTON

57 Red & White GROCERS



of the NIAGARA PENINSULA

Chose ONE Station ONLY

CHVC Niagara Falls

- Because CHVC serves the 180,000 residents of the Niagara Peninsula better than any other radio station.



The 57 grocers who chose CHVC as their local station and pay for the program "Red & White Coffee Time" are located in:

- Niagara Falls
- Welland
- Campden
- Chippawa
- Crystal Beach
- Fenwick
- Merritton
- Netherby
- Port Colborne
- Port Dalhousie

- St. Catharines
- Fort Erie
- Queenston
- Ridgeway
- Smithville
- Stevensville
- Thorold
- Vineland Station
- Wainfleet
- Winger
- Wellandport



CFPL tops them all
IN

Western Ontario

The new FM transmitter provides a further service . . . keeps pace with audience preferences in the rich Western Ontario market . . . ensures the CFPL listening habit . . . makes CFPL a better buy in a fine market.

WESTERN ONTARIO'S
MOST PROGRESSIVE
STATION

CFPL
AND
CFPL-FM
LONDON

5000 WATTS DAY AND NIGHT

For availabilities, rates and full information:

CANADA —
All-Canada Rad'io Facilities Ltd.
U.S.A. — Weed & Company

CHNS

The Station that
Has Served Halifax
for Twenty-Two
Years.

960
ON THE
DIAL

CONSULT

This All-Canada Man
About Ratings and
Availabilities.

WM. C. BORRETT,
Managing Director.

Broadcasting House
HALIFAX

**NEW YORK'S
RADIO ROW**

by
Richard Young

New York.—According to the calendar, a majority of U.S. broadcasters are now operating under the new Standards of Practice code adopted by the membership of the National Assn. of Broadcasters. The new standards went into effect July 1 but try as we might, and even though we've had our ears tuned to the independents as well as the big chains, we have yet to find that radio has come of age. "Oh, ho," says a voice out of the ether, "Mr. Young, you have no doubt forgotten that the NAB's president, Justin Miller, recently said that 'listeners should not expect a revolutionary change in programming and commercial practices on July 1'."

No, Voice, we hadn't forgotten, but we would like to know what to expect.

"Well, Mr. Young, the NAB president also said that listeners will notice 'on the hundreds of stations which have subscribed to the standards, a more listenable balance of commercial copy against program material.' He also said that 'they will be conscious of efforts toward higher goals of good taste in mystery and children's programs.' That's what Judge Miller said."

And we deeply respect Mr. Miller's opinions, Voice, but to a plain little old radio listener, that kinda' talk is a bit high soundin'. You must remember, and always keep it in mind,

this reporter and millions of others are just listeners not experts hucksters.

"Oooh, what you said."

Wait a minute, Voice. This serious. Let us make our point. Mr. Miller said we'll notice a more listenable balance. Now there's a term for you. We wonder just how many radio fans across the country have been keeping tabs on their "listenable balance." Have you?

"Well, I, ah, I . . ."

Forget those high sounding words, Voice, and just remember that the listeners can still hear that cigarette company pounding, pounding, pounding home its commercial copy. They can still hear three commercials in a half-hour show followed by hitchhikers and cow-catchers. They can still hear singing commercial jingles, spot announcements and other torture devices one right after the other separated—in some cases—by a two-and-a-half-minute record. That's what the public hears and that's what it understands, Voice. Save the words for the politician and let's clear up the airplanes and prove to the public we mean what we say in our new code.

"Okay, Mr. Young. But this is only the first week. You can't expect things to happen overnight."

Granted, Voice. But we think it should be pointed out that this code has been in the works for nearly two years. No one had to wait until the effective date before putting into effect some of its reforms. If the broadcasters are sincere, and we think many of them are, the changes might have been gradual. But it's our point that they've just been a mite too gradual for Mr. Average Listener—that's us—to detect.

"Wait till next July 1, Mr. Young you'll see . . . you'll see . . ." said the Voice as it vanished silently into the night.

* * *

Major bit of excitement along radio row now that the sultry season has set in is of course the national political conventions in the City of Brotherly Love, Philadelphia. Your correspondent journeyed to Philly the opening day of the Republican shindig and is still recuperating. What a mad house! It was worth your life to get an elevator in any of the city's hotels and you just didn't at Republican headquarters at the Bellevue-Stratford. During our one-day stand with the politicians, we walked up to the MBS studios on the tenth floor, the NBC studios on the fourth floor, CBS headquarters on the fifth and ABC's on the sixth. All corridors and all of the temporary studios were jammed with announcers, engineers, script writers, publicity men and gals, stenographers, messenger boys and even network brass. But you've got to hand it to the broadcasters. Out of all the confusion emerged one of radio's finest and brightest public service jobs.

Most of the broadcasters put in 18 to 20 hour days—many actually worked around the clock. Little of the glamour or the excitement of the convention was lost to the listener. All day long throughout the week the big and little guys paraded before the microphones and the airplanes were punctured every moment with descriptions of not only the official business of the meeting but also the sidelights, the by-play and the horse-play. It was indeed radio's greatest single effort and it came through with colors flying.

Adding to the general confusion

1000 WATTS
970 KC

CKCH

THE
"French Voice"
OF THE
OTTAWA VALLEY

Canadian Representative
■ Omer Renaud & Cie,
3474 Cotes-des Neiges,
Montreal.
Toronto Office, 43 Scott St.

American Representative
■ Adam J. Young, Jr., Inc.,
11 West 42nd Street,
New York 18.

STUDIOS . . .
121 NOTRE DAME ST., HULL, QUE.

**PROGRAMMING ESPECIALLY FOR THE
FRENCH LISTENERS IN THE OTTAWA VALLEY**

was the first big-time coverage of a political convention by television—covered elsewhere in this issue. Estimates of the total costs of the convention coverage to the major networks run well over \$1,000,000 and that ain't hay . . . and there's still the Democratic confab this month!

We don't usually say much about summer replacements but there is at least one worth more than a passing ear. That's the NBC network's *Tex and Jinx Show* which is replacing *Duffy's Tavern*. And the reason we like it is—it doesn't sound like a radio show! That's a fact. It's as informal as a family gathering in your front parlor. Excepting of course, we probably wouldn't be having Irving Berlin or Judy Garland in for an evening—although that isn't such a bad idea. How about it, Judy? Anyway, it is informal and because of the fact that it doesn't go in for radio's usual lavish production, it's refreshing. And Tex McCrary and his missus, Jinx Falkenburg, handle their assignments with ease and a certain wholesomeness.

The Jack Benny replacement, on the other hand, is a quiz show, *Let's Talk Hollywood*, and that's about all that need be said about it. Or about the commercials.

on the cuff notes . . .

Radio Row is beaming over the promotion of 36-year-old Charles R. Denny, former chairman of the FCC, to the executive vice-presidency of NBC. It couldn't have happened to a nicer guy . . . Four major networks assured the NAB that they will be operating under the provisions of the new code by Jan. 1 . . . Understand we'll soon be hearing of a new musical comedy radio show headed by songstar Kenny Baker and comic Victor Moore . . . ABC network inked Pillsbury Mills as bankroller of the segments of *Breakfast in Hollywood* and Galen Drake recently dropped by the Kellogg Co. . . . CBS network reportedly spent \$25,000 to develop five new shows—*Hollywood Showcase* starring Mickey Rooney, *It's Always Albert*, *Our Miss Brooks* with Eve Arden, the *Morey Amsterdam Show* and the *Little Immigrant* starring J. Carroll Naish . . . Comic Fred Allen dropped to 38th position in the latest Hooperating! Which shows ya' what a quizzer can do . . . Campaign to change the name of spot radio to selective radio hasn't met with much success in the U.S. Few seem eager to join the one or two reps publicly in favor of the switch.



CJAD
MONTREAL
Covers the
QUEBEC
ENGLISH MARKET
1000 WATTS - 800 KILOCYCLES
Offices and Studio
1191 Mountain St., Montreal
Represented in Montreal and Toronto by National Broadcast Sales; in U.S.A. by Adam J. Young Jr., Inc.

..... **A STAR-STUDED SHOW!**



FLIGHT WITH MUSIC

Starring
MARION HUTTON

HERB SHELDON NAT BRUSILOFF and His Orchestra

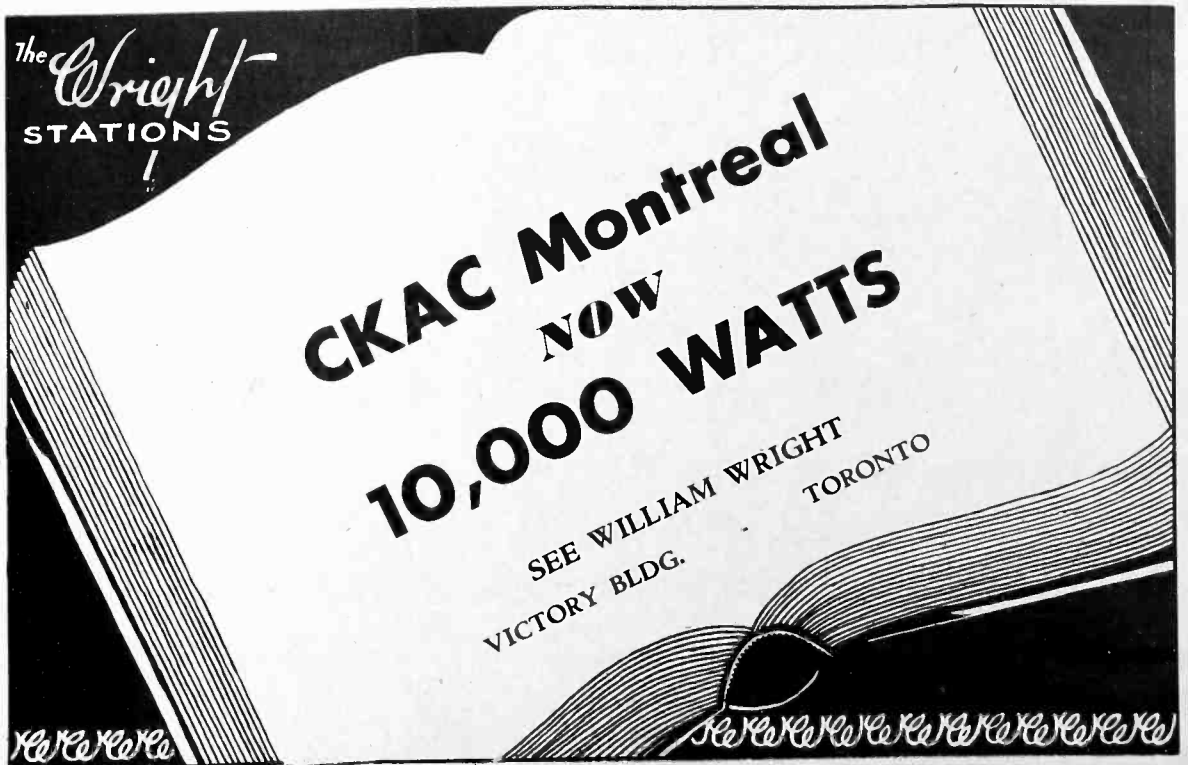
plus
A FAMOUS GUEST STAR OF STAGE, SCREEN AND RADIO ON EVERY SHOW!

Another
AC-PD
Packaged Program

FLIGHT WITH MUSIC is a light and bright series of quarter-hour programs—a "natural" for the sponsor who wants a modern, fast-moving showcase for his sales message. **AUDITION IT NOW!**

ALL-CANADA PROGRAM DIVISION

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL



The **Bright** STATIONS

CKAC Montreal
NOW
10,000 WATTS

SEE WILLIAM WRIGHT
VICTORY BLDG. TORONTO

"ASK THE MAN WHO LIVES THERE"



The people of Northeastern Saskatchewan have money to spend for any worthwhile product or project.

The people of Northeastern Saskatchewan are community minded.*

*The people of Bredenbury, 130 miles from Yorkton, contributed \$1500.00 to the Associated Commercial Travellers' Tuberculosis Campaign in response to the Radio Show over CJGX—an average of approximately \$5.00 per capita from this small community of 300 population.

The people of Northeastern Saskatchewan listen to and support their own Community Station —

CJGX

YORKTON

Western Canada's Farm Station

REPRESENTATIVES:

HORACE N. STOVIN & CO. - Toronto, Montreal Winnipeg
ADAM J. YOUNG JR. INC. - U.S.A.

MacDonald Answers Henry Charge

Montreal.—The CBC Board of Governors' June meeting was turned over largely to the reading of a 10,000-word brief by W. A. MacDonald, president of the Edmonton Broadcasting Company and managing director of the EDMONTON JOURNAL, who replied to Gordon Henry's charges (CB May 29) that Station CJCA operated with restricted freedom and a manner inimical to public interest.

Replying to Henry's specific allegations MacDonald stated that news commentator Stan Ross was removed on his orders from the post of paid commentator following a broadcast of March 14, 1946. This broadcast, according to MacDonald, was "ill-advised and was capable of interpretation as Anti-British, and might be considered representative of the views of the station which was paying him". MacDonald then stated that it is a completely false coloration of the incident to suggest that Ross was discharged owing to different opinions than those of the EDMONTON JOURNAL.

Referring to the complaint that he told news editor Gordon McCallum what news should or should not be put on the air during the printers' strike in Edmonton, MacDonald termed this as "a fabrication by Mr. Henry" and said that all he wanted was "an expansion of the news, not a restriction, so as to give both sides of the strike story".

MacDonald denied phoning McCallum day and night, and said that there were only three calls on one day, and these calls were made because of the continued omission of one side's views from a news item. This, MacDonald stated, was the only time he had asked for the inclusion of an item referring to the strike, and that he had never

before or since requested the station to broadcast any news item on any subject whatsoever.

The complaint that he was furious when he learned that the striking printers had obtained time on the air from the station's assistant manager while Henry was out of town was repudiated by MacDonald who said that he was not furious and that all he wanted was to have the printers' script checked by a solicitor for defamatory statements. MacDonald said that he considered the scribble libellous, and that he informed Henry on his return that if the script were broadcast in that form by another station his company would be entitled to sue if it saw fit. MacDonald then stated that Henry later telephoned him to say that the script had been okayed by the solicitors and that it would be on the air, but as it was getting late in the day a second call from Henry advised him that the Union had cancelled the broadcast. This, MacDonald added, "closed the incident".

In reply to the charge that the present licensees, through his objection to the opposition paper the EDMONTON BULLETIN having broadcasting time, and that he later agreed with Henry, but there would be certain restrictions on what time the BULLETIN could use, MacDonald summed this up as a distortion of fact. He said he was first told in a chance conversation with Henry that the opposition paper had approached the station for quotation for spot announcements, and that he told Henry in a conversation, which was in a jocular vein, that he would prefer the BULLETIN to advertise over the other station. MacDonald said CJCA's facilities have always been open to the BULLETIN for advertising purposes.

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS



TALKS TO MORE PEOPLE IN ALBERTA EVERY DAY THAN ANY OTHER STATION

Ask
RADIO REPRESENTATIVES LTD.
TORONTO MONTREAL

REACH THE RICH FRENCH MARKET
EAST OF MONTREAL

Through Your Best French Salesman

5000
watts

800
kilocycles

CHRC

"LA VOIX DU VIEUX QUÉBEC"

CANADA

REPRESENTATIVES

U.S.A.

JOS. A. HARDY & CO.

ADAM J. YOUNG, JR. INC.



—Photo by Bill and Jean Newton

The four laddies above have just taken a three day jaunt through Ontario's beautiful and rugged Algonquin Park where special events man Art Martin, CKCO Ottawa, is shown recording an interview with the park overseer Zaphie Nadon, from the shores of one of the many trout infested lakes. Vern Bower, Fish and Game Editor of the Ottawa Citizen and CKCO'S commercial manager, Jerry Kendall appear to have mixed feelings regarding Nadon's recounting of his morning catch.

poses and that they have been used before and after the incident mentioned.

MacDonald wound up his brief by stating that it was carrying the doctrine of freedom of the press and freedom of radio a long way to hold that it means that everyone has an absolute right to purchase advertising space on any advertising medium, and that all publishers and operators of an advertising medium have always exercised the right of exclusion. He pointed out that some newspapers will not take tobacco advertising and that the ques-

tion of what advertising a newspaper, radio station or magazine should accept is and always will be a matter of policy.

Henry then remarked on MacDonald's replies to his complaints, and read a letter which he said was from Ross confirming his instructions that the commentaries must be unbiased and must not touch religious and political subjects. The letter also said that MacDonald had ruled that the commentaries must conform to the news precepts of the EDMONTON JOURNAL or be taken off the air.

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.

Transmitter Supervisor Wanted

Experienced transmitter supervisor required for 5 kilowatt plant in Eastern Ontario, capable of handling men and must be good technician. State experience, salary expected and when available. Our staff has been notified about this advertisement.

BOX R

Canadian Broadcaster - 371 Bay Street, Toronto

NEWS is only NEWS

WHEN PEOPLE ARE LISTENING!

Elliott-Haynes ratings prove the value of planned programming, fore and aft—horizontally and vertically—any way you want to look at it!

February	1946	1948
12:30 p.m.	9.3	14.4
1:00 p.m.	8.7	13.7
9:00 p.m.	12.8	21.5



Mon
it has everything!

SAMPLE: Retail Sales estimated value \$47,625,000 (period August, 1946 to August, 1947). Ask your local All-Canada man why CJOC is your best buy to sell in Canada's 22nd richest market!

CJOC

NOW 5000 WATTS
LETHBRIDGE ALBERTA ALL-CANADA STATION

CANADIAN TELESCREEN

Vol. 1, No. 4

TV and Screen Supplement

July 17th, 1948

TAX MAY HAMPER SET OUTPUT

Toronto.—With U.S. reports of an estimated TV set production totalling 750,000 for this year, many will probably turn their eyes to Canadian manufacturers and ask what they can or will do once the iron curtain on TV is lifted by the granting of transmission licences.

Unfortunately the industry's story is a sad one, for the radio manufacturers, crippled at present by the 25 per cent excise tax, can't foresee how they can turn to TV set production on a large scale when their radio production figures are down 75 per cent, and their employment of skilled workers down 47 per cent.

R. A. Hackbusch, vice-president of Stromberg-Carlson Co. Ltd., in a recent interview, said that the manufacturers could not make many predictions on set production for it had not yet been made clear from Ottawa if the excise tax will apply

to TV receivers. The production problem also, according to Hackbusch, hinged on the government granting U.S. dollars for the purpose of purchasing essential parts in the U.S., which could not, at present, be produced economically in Canada.

These parts would have to come from the U.S., Hackbusch added, as the Department of Transport has already decided to adopt for Canada the 525 line system at present operating in the States. Also that it would not be possible to approach the British market for the parts as their TV system works on a 825 line system and their parts could not thus be used.

The receiver produced in Canada would contain only a small proportion of U.S. fittings, and they would be of a standard similar to the medium-priced U.S. sets. Hackbusch estimated that the price of sets would range from approximately \$400.00 to \$1,200.00 each, and would in the main be equipped with a 10-inch cathode tube which would be suitable for the longer reception distances forecast for Canadian viewers.

U.K. and U.S. Choices in TV

London, Eng. — There is an interesting comparison between British and United States preferences in television programs in the current (summer) issue of Television, which shows that modern plays take precedence in Great Britain while plays rank second to sports in the United States.

According to a survey of its readers, British viewers choose their telecasts in this order: (1) Modern plays from studios; (2) Variety; (3) Topical events; (4) Modern plays from theatres; (5) Sports; (6) Documentary; (7) Magazine; (8) Classic Plays; (9) Demonstrations; (10) Ballet; (11) Dance Bands; (12) Opera.

Quoting information supplied by the DuMont Television Corporation in the United States, the same publication lists U.S. viewers' preferences as: (1) Sports; (2) Plays; (3) Movies; (4) Children's programs; (5) News; (6) Live Talent and Variety.

TEE VEE ACTION

New York.—Most trade observers are firm in their belief that television stole the spotlight at the Republican Convention in Philadelphia and although it made mistakes, they were anticipating top performance at the Democratic confab in the same city this month.

An estimated audience of 13,000,000 viewed the proceedings via television and most of the reaction was favorable. Four cameras were located inside Convention Hall while another was set up on the outside. These cameras were part of a video pool which fed programs to an East Coast hookup of 18 stations. In addition, hundreds of feet of film were shot for the use of stations throughout the country not linked by network relay or cable.

Your New York correspondent attended the opening sessions and was among those impressed by the know-how of the video engineers and broadcasters. Banks of Kleig lights beamed down on the delegates but most seemed to enjoy the Hollywood-like setting. The delegates had been warned to be on their best behaviour since few could tell when he or she was in camera range. Thus were two feminine delegates caught by the cameras' eye laughing heartily at a whispered comment during the reading of the invocation.

In addition to the pool broadcasts, special video studios—all air conditioned, by the way—were set up in the Hall and at Republican headquarters in the Bellevue-Stratford Hotel as well. Various candidates and delegates were interviewed in these studios.

It was estimated that the television coverage of the confab cost the broadcasters up to \$500,000.

The NBC telecast of the recent Louis-Wolcott fight chalked up an all time radio and video Hooperating record of 86.7 for the New York metropolitan area.

354,000 U.S. TV sets were operating in June in the 18 metropolitan areas carrying TV, according to an ARI survey. This shows an increase of 37% over the May figures.

Zanesville, Ohio.—The first public demonstration of Stratovision, an airborne television relay system, was conducted here during the Republican Convention.

The telecast was relayed from a modified B-29 plane circling 35,000 feet above Pittsburgh, 300 miles from Zanesville. The Stratovision plane picked up signals from Baltimore and Washington ground stations and sent them out to an area approximately

600 miles in diameter. Reception from ground stations is good up to 50 miles.

Stratovision is a joint project of the Westinghouse Electric Corp. and the Glenn L. Martin Co. Martin and Westinghouse engineers envision a Stratovision network that would cover much of the country including rural areas, much quicker and more economically than could cable or microwave relays. Stratovision is said to be suitable for both FM and TV relay and continuous broadcast of up to nine programs simultaneously will be possible by locating several planes at each base. The engineers stated that modern aircraft and air navigational aids have practically eliminated the hazard of bad weather.

Toronto.—A U.S. network has sent out to various Canadian ad agencies and timebuyers a circular letter and rate card for its TV set-up.

Giving various statistics regarding TV in the U.S., the letter asks "You are undoubtedly thinking about the importance of getting into television now . . ." and assuming that the reader falls in line with such thoughts the letter continues "We agree with this thinking. Consequently we believe that you should have a television program now."



FOR THESE ARTISTS

- Bochner, Lloyd
- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Diamond, Marcia
- Elwood, Johnny
- Fitzgerald, Michael
- Hamilton, Lee
- Lockerbie, Beth
- McCance, Larry
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Wood, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

If You Want Music With A PERSONAL PLUS In Your Program-Planning

Let us take care of
your talent problems
with years of enter-
tainment-world ex-
perience to help YOU
select the orchestra,
act, or entertainment
YOU want in the type,
style or size YOU
choose, promoted by
full publicity services,
and ALL at no extra
cost to YOU.

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

MARKETS

Beyond John Bull's Horizon

(First in a series of articles on Britain's Invasion of the Canadian Market.)

London, Eng. — Back of the rigorous austerity of life in the United Kingdom is the consuming desire of the government to re-establish economic parity with the dollar countries. In spite of the complete loathing of the present socialist regime which is felt by almost all phases of business, almost everyone who is "in trade" realizes the necessity for this all-out drive for exports, and the Canadian advertising media could do a great deal to interest exporters and prospective exporters in selling their goods to Canada in our own language.

Because Great Britain is not and never will be geared to compete with the United States and Canada in terms of mass production, a prominent London advertising agency executive told your reporter, the U.K. has to think in terms of the high quality of merchandise for which she has always been noted. This is rendered the more necessary by the fact that, as was evidenced by the disappointment of some British exhibitors at last month's International Trade Fair in Toronto, present conditions here make price competition impossible. The fact that a devaluation of the pound, considered inevitable in some circles and vociferously decried in others, will, if it takes place, tend to equalize prices in the international markets, would materially assist British exporters. None the less, if Canadian radio, along with the other media, is going to get its share of the British exporters' advertising, a means needs to be found of acquainting British advertisers with our market, because the idea is still too prevalent that if a commodity will sell in Great Britain it will sell in Canada.

The agency executive we interviewed here expressed a realization of the complexities of the Canadian market, or rather markets. He said he realized that Canada's buying habits are strongly influenced by slop-over from U.S. broadcast and publication advertising. At the same time, while supplied with statistical data as to populations, and so forth, he did not appreciate, or at least

did not appear to appreciate, the vast difference between the Maritimes and Quebec, Ontario and the Prairies, or the similarity between British Columbia and the U.K.

With or without the assistance of advertising, John Bull's traditional tenacity is going to send his goods all over the world. The degree to which he is sacrificing his personal comfort, to the point where he is living on the barest of essentials at home, is all the assurance needed that he is going to accomplish his purpose. North American advertising techniques are not necessarily better than those to which he is accustomed, but they are definitely different. In Canada and the United States, radio, which is not used for advertising in the British Isles, is an unexplored medium. If a way could be found of acquainting U.K. agencies and their clients with the power of this medium, it would be rendering J. Bull & Co. yeoman service, and would not suffer itself in the process.

URGE COMMERCIAL RADIO FOR SOUTH AFRICA

Johannesburg, South Africa. — A recommendation that the Union's broadcasting service, at present government controlled, should introduce commercial radio in its set-up was one of the main points put forward by a recent commission of inquiry into the corporation's affairs.

The report suggested that individuals or companies should be able to secure a licence for broadcasting commercial programs, and that the South African Broadcasting Corporation should be barred from establishing such a service, although it could collect a licence fee of 10% of the gross revenue of any licence issued.

APPOINT WEST COAST REPS
Winnipeg. — CKSB officials announce a switch in representatives

at Vancouver. Now representing the French station in the coast area is John N. Hunt and associates.

BMI Pin-up Sheet

CANADIAN HIT TUNES — JULY

CHILlicothe, OHIO (MELLIN)
Peggy Man-Eddie Heywood— Art Mooney—MGM*
Vic. 20-2839 The Four Tunes—Manor 1087
Les Brown—Col. 1101

★ **DELILAH** (ENCORE)
Glenn Miller—Vic. 20-2942 Mills Brothers—Dec. 4108
Horace Heidt—Col. 36370 (U.S.) Dick Jurgens—Okeh 6389 (U.S.)
Buddy Clark—Okeh 6403 (U.S.)
(Associated-NBC Thesaurus-Standard-U.T.S.-World)

★ **IT'S SO PEACEFUL IN THE COUNTRY** (REGENT)
Mildred Bailey—Dec. 3953 Bob Chester—Bl. 11227
Charlie Spivak— Harry James—Col. 36216 (U.S.)
Okeh 6291 (U.S.) Jan Savitt—Vic. 27464
(Associated-NBC Thesaurus-Standard-U.T.S.-World)

I WANT TO CRY (EXCELSIOR)
Savanah Churchill— Chris Cross—Sterling 4004
Manor 1129 Dinah Washington—
Phil Reed—Dance-Tone 216 Mercury 8082*

‡ **L'AMOUR A LA BOOGIE WOOGIE** (ADANAC)
Fernand Robidoux— Max Chamitov—Musicana-R104
Victor 55-5279 (Disc Jockey)

LONG AFTER TO-NIGHT (BMI)
Russ Titus—Musicana 14 Betty Rhodes—Vic. 20-2735
Kate Smith—MGM 10157 Jan Garber—Cap. 15043
Andy Russell—Cap. 15055 Yvette—Vita 919

SERENADE (Music Played On A Heartstring) (DUCHESS)
Buddy Clark-Ray Noble— Jerry Wald—Com. 7503
Col. 1034 Jan Garber—Cap. 15043
Bob Eberley-Russ Morgan— John Laurenz—Merc. 5099
Dec. 24376 (Langworth-NBC Thesaurus)

SOMEONE CARES (CAMPBELL-PORGIE)
Vaughn Monroe—Vic. 20-2671 Art Lund—MGM 10170
Mills Bros.—Decca 24409 Frankie Carle—Col. 1046
Eddy Howard—Maj.* (NBC Thesaurus)

SPRING CAME (REPUBLIC)
Sammy Kaye—Vic. 20-2886 (NBC Thesaurus)

★ **TAKE IT AWAY** (PEMORA)
Eric Madriguera—Dec. 2446 Xavier Cugat—Col. 38239 (U.S.)
Emil Coleman—DeLuxe 1010 Edmundo Ros—London 230
(World-Associated-Langworth-U.T.S.)

★‡ **VALLEY OF THE SAINTS (Dans Les Beaux Pays D'en-Haut)** (BMI CANADA)
Russ Titus—Musicana 16 (Disc Jockey)

WHO PUT THAT DREAM IN YOUR EYES? (STUART)
Chuck Foster—Merc. 5125 Mark Warnow—Coast 8026
Jack McLean—Coast 8015 Ray Carter—Republic 122
(Capital-Langworth-Standard)

YOURS (Quiereme Mucho) (MARKS)
Xavier Cugat—Vic. 26384 E. Le Baron—Dec. 25205
Jimmy Dorsey—Dec. 25121 Roy Smeck—Dec. 3790
Benny Goodman— Cuba Libre Six—Coda 5004
Col. 36067 (U.S.) G. Carter—Musicana*
Nat Brandwynne—Dec. 3913 Ben Light Tempo 598
Eddy Howard—Col. 6361 (U.S.) R. Armengod—Dec. 18159
Andy Russell—Cap. 10112 Phil Reed—Dance-Tone T7
Tito Guizar—Vic. 27410 Vaughn Monroe—Vic.*
(Associated-Langworth-Standard-World)

★ NEW PIN UP HITS
‡ CANADIAN SONG HITS

* Soon to be released

COMING UP

- ‡ Banff Is Calling (Mello-Music)
- Flo From St. Joe, Mo. (Johnstone-Montei)
- For Heaven's Sake (Duchess)
- ‡ Helpline Below The Knees (Old Colony)
- Highway To Love (BMI)
- ‡ If The Moon Could Talk (Adanac)
- ‡ I Wish That It Were Always Spring (BMI Canada)
- King Size Papa (Encore)
- May I Never Love Again (Lutz)
- Mr. Miracle Man (Commercial)
- ‡ Muskoka Moon (Adanac)
- Nobody But You (Duchess)
- Play The Playera (Marks)
- ‡ Saskatchewan (Old Colony)
- Swing Low Sweet Clarinet (Stuart)
- There I Go (Mellin)
- Time and Time Again (London)
- When Veronica Plays The Harmonica (Duchess)
- Where The Apple Blossoms Fall (Vogue)
- ‡ CANADIAN SONG HITS



BMI CANADA LIMITED

229 YONGE STREET TORONTO

NEW YORK

MONTREAL · HOLLYWOOD

"ASK THE MAN WHO LIVES THERE"



The people of Northeastern Saskatchewan have money to spend for any worthwhile product or project.

The people of Northeastern Saskatchewan are community minded.*

*The people of Bredenbury, 130 miles from Yorkton, contributed \$1500.00 to the Associated Commercial Travellers' Tuberculosis Campaign in response to the Radio Show over CJGX—an average of approximately \$5.00 per capita from this small community of 300 population.

The people of Northeastern Saskatchewan listen to and support their own Community Station —

CJGX

YORKTON

Western Canada's Farm Station

REPRESENTATIVES:

HORACE N. STOVIN & CO. - Toronto, Montreal Winnipeg
ADAM J. YOUNG JR. INC. - U.S.A.

MacDonald Answers Henry Charges

Montreal.—The CBC Board of Governors' June meeting was turned over largely to the reading of a 10,000-word brief by W. A. MacDonald, president of the Edmonton Broadcasting Company and managing director of the EDMONTON JOURNAL, who replied to Gordon Henry's charges (CB May 29) that Station CJCA operated with restricted freedom and a manner inimical to public interest.

Replying to Henry's specific allegations MacDonald stated that news commentator Stan Ross was removed on his orders from the post of paid commentator following a broadcast of March 14, 1946. This broadcast, according to MacDonald, was "ill-advised and was capable of interpretation as Anti-British, and might be considered representative of the views of the station which was paying him". MacDonald then stated that it is a completely false coloration of the incident to suggest that Ross was discharged owing to different opinions than those of the EDMONTON JOURNAL.

Referring to the complaint that he told news editor Gordon McCallum what news should or should not be put on the air during the printers' strike in Edmonton, MacDonald termed this as "a fabrication by Mr. Henry" and said that all he wanted was "an expansion of the news, not a restriction, so as to give both sides of the strike story".

MacDonald denied phoning McCallum day and night, and said that there were only three calls on one day, and these calls were made because of the continued omission of one side's views from a news item. This, MacDonald stated, was the only time he had asked for the inclusion of an item referring to the strike, and that he had never

before or since requested the station to broadcast any news item on any subject whatsoever.

The complaint that he was furious when he learned that the striking printers had obtained time on the air from the station's assistant manager while Henry was out of town was repudiated by MacDonald, who said that he was not furious and that all he wanted was to have the printers' script checked by a solicitor for defamatory statements. MacDonald said that he considered the script libellous, and that he informed Henry on his return that if the script were broadcast in that form by another station his company would be entitled to sue if it saw fit. MacDonald then stated that Henry later telephoned him to say that the script had been okayed by the solicitors and that it would go on the air, but as it was then getting late in the day a second call from Henry advised him that the Union had cancelled the broadcast. This, MacDonald added, "closed the incident".

In reply to the charge that the present licensees, through him, objected to the opposition paper the EDMONTON BULLETIN having broadcasting time, and that he later agreed with Henry, but there would be certain restrictions on what time the BULLETIN could use, MacDonald summed this up as a distortion of facts. He said he was first told in a chance conversation with Henry that the opposition paper had approached the station for a quotation for spot announcements, and that he told Henry in a conversation, which was in jocular vein, that he would prefer the BULLETIN to advertise over the other station. MacDonald said CJCA's facilities have always been open to the BULLETIN for advertising pur-

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS



TALKS TO MORE PEOPLE
IN ALBERTA EVERY DAY
THAN ANY OTHER STATION

Ask
RADIO REPRESENTATIVES LTD.
TORONTO MONTREAL

REACH THE RICH FRENCH MARKET
EAST OF MONTREAL

Through Your Best French Salesman

5000
watts

800
kilocycles

CHRC

"LA VOIX DU VIEUX QUÉBEC"

CANADA
JOS. A. HARDY & CO.

REPRESENTATIVES

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



—Photo by Bill and Jean Newton

The four laddies above have just taken a three day jaunt through Ontario's beautiful and rugged Algonquin Park where special events man Art Martin, CKCO Ottawa, is shown recording an interview with the park overseer Zaphie Nadon, from the shores of one of the many trout infested lakes. Vern Bower, Fish and Game Editor of the Ottawa Citizen and CKCO'S commercial manager, Jerry Kendall appear to have mixed feelings regarding Nadon's recounting of his morning catch.

poses and that they have been used before and after the incident mentioned.

MacDonald wound up his brief by stating that it was carrying the doctrine of freedom of the press and freedom of radio a long way to hold that it means that everyone has an absolute right to purchase advertising space on any advertising medium, and that all publishers and operators of an advertising medium have always exercised the right of exclusion. He pointed out that some newspapers will not take tobacco advertising and that the ques-

tion of what advertising a newspaper, radio station or magazine should accept is and always will be a matter of policy.

Henry then remarked on MacDonald's replies to his complaints, and read a letter which he said was from Ross confirming his instructions that the commentaries must be unbiased and must not touch religious and political subjects. The letter also said that MacDonald had ruled that the commentaries must conform to the news precepts of the EDMONTON JOURNAL or be taken off the air.

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.

Transmitter Supervisor Wanted

Experienced transmitter supervisor required for 5 kilowatt plant in Eastern Ontario, capable of handling men and must be good technician. State experience, salary expected and when available. Our staff has been notified about this advertisement.

BOX R

Canadian Broadcaster - 371 Bay Street, Toronto

NEWS is only NEWS

WHEN PEOPLE ARE LISTENING!

Elliott-Haynes ratings prove the value of planned programming, fore and aft—horizontally and vertically—any way you want to look at it!

February	1946	1948
12:30 p.m.	9.3	14.4
1:00 p.m.	8.7	13.7
9:00 p.m.	12.8	21.5

SAMPLE: Retail Sales estimated value \$47,625,000 (period August, 1946 to August, 1947). Ask your local All-Canada man why CJOC is your best buy to sell in Canada's 22nd richest market!

CJOC

NOW 5000 WATTS
LETHBRIDGE ALBERTA ALL-CANADA STATION

CANADIAN TELESCREEN

Vol. 1, No. 4

TV and Screen Supplement

July 17th, 1948

TAX MAY HAMPER SET OUTPUT

Toronto.—With U.S. reports of an estimated TV set production totalling 750,000 for this year, many will probably turn their eyes to Canadian manufacturers and ask what they can or will do once the iron curtain on TV is lifted by the granting of transmission licences.

Unfortunately the industry's story is a sad one, for the radio manufacturers, crippled at present by the 25 per cent excise tax, can't foresee how they can turn to TV set production on a large scale when their radio production figures are down 75 per cent, and their employment of skilled workers down 47 per cent.

R. A. Hackbusch, vice-president of Stromberg-Carlson Co. Ltd., in a recent interview, said that the manufacturers could not make many predictions on set production for it had not yet been made clear from Ottawa if the excise tax will apply

to TV receivers. The production problem also, according to Hackbusch, hinged on the government granting U.S. dollars for the purpose of purchasing essential parts in the U.S., which could not, at present, be produced economically in Canada.

These parts would have to come from the U.S., Hackbusch added, as the Department of Transport has already decided to adopt for Canada the 525 line system at present operating in the States. Also that it would not be possible to approach the British market for the parts as their TV system works on a 825 line system and their parts could not thus be used.

The receiver produced in Canada would contain only a small proportion of U.S. fittings, and they would be of a standard similar to the medium-priced U.S. sets. Hackbusch estimated that the price of sets would range from approximately \$400.00 to \$1,200.00 each, and would in the main be equipped with a 10-inch cathode tube which would be suitable for the longer reception distances forecast for Canadian viewers.

U.K. and U.S. Choices in TV

London, Eng. — There is an interesting comparison between British and United States preferences in television programs in the current (summer) issue of Television, which shows that modern plays take precedence in Great Britain while plays rank second to sports in the United States.

According to a survey of its readers, British viewers choose their telecasts in this order: (1) Modern plays from studios; (2) Variety; (3) Topical events; (4) Modern plays from theatres; (5) Sports; (6) Documentary; (7) Magazine; (8) Classic Plays; (9) Demonstrations; (10) Ballet; (11) Dance Bands; (12) Opera.

Quoting information supplied by the DuMont Television Corporation in the United States, the same publication lists U.S. viewers' preferences as: (1) Sports; (2) Plays; (3) Movies; (4) Children's programs; (5) News; (6) Live Talent and Variety.

TEE VEE ACTION

New York.—Most trade observers are firm in their belief that television stole the spotlight at the Republican Convention in Philadelphia and although it made mistakes, they were anticipating top performance at the Democratic confab in the same city this month.

An estimated audience of 13,000,000 viewed the proceedings via television and most of the reaction was favorable. Four cameras were located inside Convention Hall while another was set up on the outside. These cameras were part of a video pool which fed programs to an East Coast hookup of 18 stations. In addition, hundreds of feet of film were shot for the use of stations throughout the country not linked by network relay or cable.

Your New York correspondent attended the opening sessions and was among those impressed by the know-how of the video engineers and broadcasters. Banks of Kleig lights beamed down on the delegates but most seemed to enjoy the Hollywood-like setting. The delegates had been warned to be on their best behaviour since few could tell when he or she was in camera range. Thus were two feminine delegates caught by the cameras' eye laughing heartily at a whispered comment during the reading of the invocation.

In addition to the pool broadcasts, special video studios—all air conditioned, by the way—were set up in the Hall and at Republican headquarters in the Bellevue-Stratford Hotel as well. Various candidates and delegates were interviewed in these studios.

It was estimated that the television coverage of the confab cost the broadcasters up to \$500,000.

The NBC telecast of the recent Louis-Wolcott fight chalked up an all time radio and video Hooperating record of 86.7 for the New York metropolitan area.

354,000 U.S. TV sets were operating in June in the 18 metropolitan areas carrying TV, according to an ARI survey. This shows an increase of 37% over the May figures.

Zanesville, Ohio.—The first public demonstration of Stratovision, an airborne television relay system, was conducted here during the Republican Convention.

The telecast was relayed from a modified B-29 plane circling 35,000 feet above Pittsburgh, 300 miles from Zanesville. The Stratovision plane picked up signals from Baltimore and Washington ground stations and sent them out to an area approximately

600 miles in diameter. Reception from ground stations is good up to 50 miles.

Stratovision is a joint project of the Westinghouse Electric Corp. and the Glenn L. Martin Co. Martin and Westinghouse engineers envision a Stratovision network that would cover much of the country including rural areas, much quicker and more economically than could cable or microwave relays. Stratovision is said to be suitable for both FM and TV relay and continuous broadcast of up to nine programs simultaneously will be possible by locating several planes at each base. The engineers stated that modern aircraft and air navigational aids have practically eliminated the hazard of bad weather.

Toronto.—A U.S. network has sent out to various Canadian ad agencies and timebuyers a circular letter and rate card for its TV set-up.

Giving various statistics regarding TV in the U.S., the letter asks "You are undoubtedly thinking about the importance of getting into television now . . ." and assuming that the reader falls in line with such thoughts the letter continues "We agree with this thinking. Consequently we believe that you should have a television program now."



FOR THESE ARTISTS'

- Bochner, Lloyd
- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Diamond, Marcia
- Elwood, Johnny
- Fitzgerald, Michael
- Hamilton, Lee
- Lockerbie, Beth
- McCance, Larry
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Wood, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

If You Want Music With A PERSONAL PLUS In Your Program-Planning

Let us take care of
your talent problems
with years of enter-
tainment-world ex-
perience to help YOU
select the orchestra,
act, or entertainment
YOU want in the type,
style or size YOU
choose, promoted by
full publicity services,
and ALL at no extra
cost to YOU.

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

MARKETS

Beyond John Bull's Horizon

(First in a series of articles on Britain's Invasion of the Canadian Market.)

London, Eng. — Back of the rigorous austerity of life in the United Kingdom is the consuming desire of the government to re-establish economic parity with the dollar countries. In spite of the complete loathing of the present socialist regime which is felt by almost all phases of business, almost everyone who is "in trade" realizes the necessity for this all-out drive for exports, and the Canadian advertising media could do a great deal to interest exporters and prospective exporters in selling their goods to Canada in our own language.

Because Great Britain is not and never will be geared to compete with the United States and Canada in terms of mass production, a prominent London advertising agency executive told your reporter, the U.K. has to think in terms of the high quality of merchandise for which she has always been noted. This is rendered the more necessary by the fact that, as was evidenced by the disappointment of some British exhibitors at last month's International Trade Fair in Toronto, present conditions here make price competition impossible. The fact that a devaluation of the pound, considered inevitable in some circles and vociferously decried in others, will, if it takes place, tend to equalize prices in the international markets, would materially assist British exporters. None the less, if Canadian radio, along with the other media, is going to get its share of the British exporters' advertising, a means needs to be found of acquainting British advertisers with our market, because the idea is still too prevalent that if a commodity will sell in Great Britain it will sell in Canada.

The agency executive we interviewed here expressed a realization of the complexities of the Canadian market, or rather markets. He said he realized that Canada's buying habits are strongly influenced by slop-over from U.S. broadcast and publication advertising. At the same time, while supplied with statistical data as to populations, and so forth, he did not appreciate, or at least

did not appear to appreciate, the vast difference between the Maritimes and Quebec, Ontario and the Prairies, or the similarity between British Columbia and the U.K.

With or without the assistance of advertising, John Bull's traditional tenacity is going to send his goods all over the world. The degree to which he is sacrificing his personal comfort, to the point where he is living on the barest of essentials at home, is all the assurance needed that he is going to accomplish his purpose. North American advertising techniques are not necessarily better than those to which he is accustomed, but they are definitely different. In Canada and the United States, radio, which is not used for advertising in the British Isles, is an unexplored medium. If a way could be found of acquainting U.K. agencies and their clients with the power of this medium, it would be rendering J. Bull & Co. yeoman service, and would not suffer itself in the process.

URGE COMMERCIAL RADIO FOR SOUTH AFRICA

Johannesburg, South Africa. — A recommendation that the Union's broadcasting service, at present government controlled, should introduce commercial radio in its set-up was one of the main points put forward by a recent commission of inquiry into the corporation's affairs.

The report suggested that individuals or companies should be able to secure a licence for broadcasting commercial programs, and that the South African Broadcasting Corporation should be barred from establishing such a service, although it could collect a licence fee of 10% of the gross revenue of any licence issued.

COMING UP

- ‡ Banff Is Calling (Mello-Music)
- Flo From St. Joe, Mo. (Johnstone-Monteil)
- For Heaven's Sake (Duchess)
- ‡ Hemline Below The Knees (Old Colony)
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- There I Go (Mellin)
- Time and Time Again (London)
- When Veronica Plays The Harmonica (Duchess)
- Where The Apple Blossoms Fall (Vogue)
- ‡ CANADIAN SONG HITS

APPOINT WEST COAST REPS
Winnipeg. — CKSB officials announce a switch in representatives

at Vancouver. Now representing the French station in the coast area is John N. Hunt and associates.

BMI Pin-up Sheet

CANADIAN HIT TUNES — JULY

CHILLICOTHE, OHIO (MELLIN)

Peggy Man-Eddie Heywood— Art Mooney—MGM*
Vic. 20-2839 The Four Tunes—Manor 1087
Les Brown—Col. 1101

★ DELILAH (ENCORE)

Glenn Miller—Vic. 20-2942 Mills Brothers—Dec. 4108
Horace Heidt—Col. 36370 (U.S.) Dick Jurgens—Okeh 6389 (U.S.)
Buddy Clark—Okeh 6403 (U.S.)

(Associated-NBC Thesaurus-Standard-U.T.S.-World)

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(Langworth-NBC Thesaurus)

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Enil Coleman—DeLuxe 1010 Edmundo Ros—London 230
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(Associated-Langworth-Standard-World)

★ NEW PIN UP HITS
‡ CANADIAN SONG HITS

* Soon to be released



229 YONGE STREET TORONTO.

NEW YORK

MONTREAL · HOLLYWOOD

Now Available For LOCAL Sponsorship

(at low, local rates)

SUPERMAN



- The most successful juvenile series in radio history!

FOR FULL DETAILS CONSULT:

ALL-CANADA PROGRAM DIVISION

Vancouver — Calgary — Winnipeg — Toronto — Montreal

GOVERNMENT

Hansell Hammers Hotel Buy

Ottawa.— CBC expenditures were criticized in the House of Commons recently when E. G. Hansell (Social Credit, Macleod, Alta.) stated that the corporation's international short wave service was a heavy burden on the taxpayer, and that there was a feeling in some quarters that the service was "a sort of cow that is fed by the taxpayers and perhaps milked by the CBC."

Hansell suggested that a halt be called with regard to expenditures, and he criticized the outlay of \$3,000,000 for the purchase and renovation of the Ford Hotel in Montreal, the proposed joint headquarters for the CBC and the short wave service. He said that the building would be obsolete in a few years and would not serve as a good advertisement for radio.

Revenue Minister McCann replied that the purchase of the hotel would enable the government to reach the long-sought objective of concentrating its CBC and international service facilities in one building. Also that they were not buying an old hotel, but a good structure of cement and steel which would be suitable for conversion for broadcasting. The cost, McCann stated, worked out at ninety cents per cubic foot, and could not be replaced in Montreal for a dollar forty-five a square foot.



TWO FOR A FIN

Radio Row is now wagering 5 to 1 that come September 1, the first to use the price mention privilege will be the CBC plugging the sale of licenses.

• • •

CONSIDERATION

It's good to know that the ACA has arranged things to have this year's ACA convention coincide with our ACA issue.

• • •

PANMAIL

My dear sir: Who is this artful dodger Frances who writes pieces for the paper from B. C. page one at that (June 12) but where was I during the flood. I remain yours, etc.

—Bob Francis.

• • •

GROWING PAINS

"Provincial station (CKY) joins national system July 1."
—CBC Prairie Times.

When the cat has swallowed the canary, our feathered friend may be assumed to have "joined" the cat.

• • •

OVER-RATED

While there is no reflection on the program, still the E-H rating sheet had it clearly noted as "Winner Takes Ill".

• • •

NOW 1000 WATTS!

Representatives:
Canada: James L. Alexander
U.S.A.: Joseph Hershey
McGillvra Inc.

WALTZ TIME

For the sake of the blow-by-blow broadcasters we hope the next two contenders for the heavyweight championship won't both be called Joe.
—Saturday Night.

• • •

THE MASTER'S VOICE

The CBC Board's recent decision that it would be good for the public to hear national party convention broadcasts happily coincides with the forthcoming Liberal pow-wow in Ottawa.

• • •

WELCOME HOME

This office will resume its usual tranquillity and hushed silence with the return next week of our editor from his jaunt overseas.



Immediate Delivery

TYPE 70-D
RCA HIGH-FIDELITY
TRANSCRIPTION TURNTABLE

Standard of the Studios—NEW EDITION

Over 3000 units of this professional series are now in use

• Type 70-D is designed specifically to meet your needs for higher and higher reproduction quality in studio transcriptions.

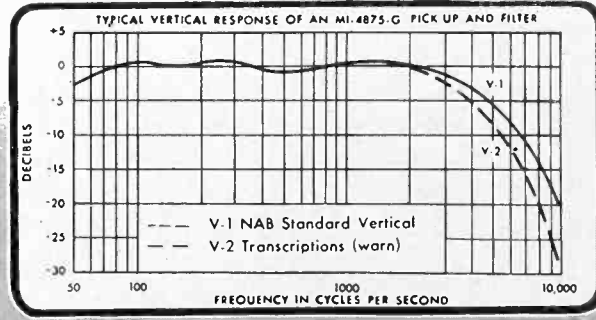
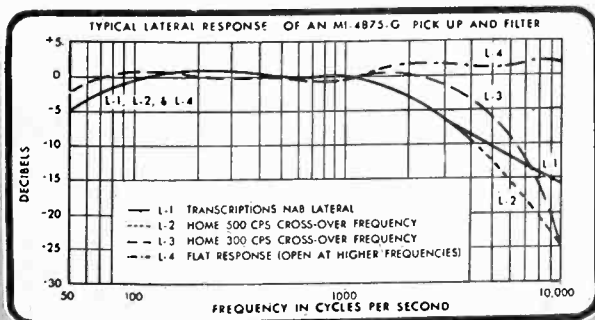
In this unit—latest of the "70 series"—you will find all the exclusive features of the previous models . . . and important new ones. There's the universal lightweight pick-up with the diamond-point stylus . . . unexcelled for high-fidelity characteristics on either vertical or lateral recordings. And the mechanical filters and spring clutch assembly

that completely isolate the driving motor from the platter and fly-wheel assembly.

There's the heavy-duty, constant-speed synchronous motor with all the driving power you need for recording and reproducing at 33½ or 78 rpm. And there's the handsome new hinged-door metal cabinet with its durable formica top . . . with the inside space to house booster amplifiers and record cueing amplifiers . . . and with accommodations on the formica top for adding an RCA.

72-D or 72-DX Recording Attachment when you decide to go into recording.

For the finest response from your recording . . . for dependable timing to the very last second . . . for even running and smooth starts and stops, this studio turntable has it! Available in two cabinet-top heights . . . 28 inches and 30 inches. Equipped with convenience-plug outlets for a-c and audio circuits. Ask your RCA Broadcast Sales Engineer for complete data.



For
Radio Communication
Today and Tomorrow
Look to
RCA VICTOR

RCA VICTOR



RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER



HOMES as low as 28¢ a thousand

Potential radio homes, that is!

You know how it is with *local* radio advertisers: they can measure, by actual sales results, the effectiveness of their broadcasting on a given station. Well, CFRB's local advertisers report pretty solid success. You can easily check on that. We've published some of their statements.

... And one big reason for any advertiser's success on CFRB is simply this; you reach *more homes on CFRB, for every Dollar you spend.*

You can see this for yourself, by comparing CFRB's Bureau of Broadcast Measurement

standing, and Elliott-Haynes ratings, with those of other stations in the Toronto area.

A breakdown of latest figures shows that on CFRB after 7 p.m., you buy 1000 potential radio homes for 54c.

You buy 1000 potential homes between 6 and 7 p.m. on CFRB for 36c.

At other times on CFRB you buy 1000 potential homes for 28c.

So—invest your radio dollar on CFRB. You'll reach *more* homes in Canada's richest market. You'll get *results!*

*Ontario's favourite
radio station*

CFRB

TORONTO

Representatives: *United States:* Adam J. Young Jr. Incorporated *Canada:* All-Canada Radio Facilities Limited.