By Dave Adams

WINNIPEG.—It was three weeks ago that four radio stations in Winnipeg and one in St. Boniface new their full resources into the fight against the Red River flood.

Since that time CKRC, CJOB, CXY, CKSB and CKVL have operated on round-the-clock schedules. Efforts are bone-weary and holroyed, but still they keep going. They have to if this fight is to be won. The Red River is a let up.

Row the Canadian radio industry as a whole has joined in. Radio stations from one end of the country to the other have signified it. They can't get up to the actual battlefield, so they are joining in the fight when the flood waters recede and the Red River Valley begins the long haul back to what it was before the deluge struck.

They have declared unlimited support in the collection of contributions for the Manitoba Flood Relief Fund from their communities.

The fund was brought to light Friday, May 14, in a special broadcast carried by every station in the province.

Radio did not take long to dig into action.

The board of the Dominion of Canada, 10th, wired:

"You can be assured of our heartfelt sympathy and assistance."

The fund "can count on 100 per cent co-operation," wired CKVL, Ydn, Que.

Responses like those have heartened fund officials as contributions snowball by the hour. All radio stations have been set up as receiving centres for contributions. The Sunday night broadcast that outlined the need for the fund featured such speakers as Brig. E. A. Morton, who is directing the flood battle; Premier D. L. Campbell, Mayor Garnet Coulter and Chief Justice E. K. Williams of the Manitoba Court of King's Bench.

It is almost impossible to "grasp the full extent of the damage done to property in the province," Brig. Morton told listeners in the Dominion. Tens of thousands have had to abandon homes. There were about 70,000 evacuees in the Greater Winnipeg area.

There isn't time to compile a list of all the radio people who have suffered through the flood, neither is the information available. It is difficult to think of anyone who hasn't been hurt in some way. The extent of the damage varies from total loss of all their possessions to less serious cases where the only actual expense has been the cost of evacuating their families.

Transmitter men are having their share of flood-born adventures.

Competing waters of the Red River pinned Bert Hooper, chief engineer at CKRC, and two assistants in the station's transmitter in St. Vital for two days.

The boys are now back in Winnipeg. The station's transmitter fell to the flood waters and a new one was rigged up on the roof of the Free Press Building, allowing CKRC to continue its round-the-clock service.

Out in St. Boniface at the CJOB transmitter, the bitter battle still rages.

With 10 feet of water pouring into the tuning hut, a hole was cut in the roof and the transmitter jacked through it. A short feeding aerial was set up.

A 16-foot tent was rigged up by operators to enclose the transmitter and nearly cost the lives of the operators.

A happy incident was reported by Capt. P. H. Hooper, chief of the RCAF, who was responsible for the radio equipment at the air force headquarters. A signal was sent out to the nearest possible town to request a 250-foot tent but, finding none available, he ordered a tent to be sent up to them. The tent arrived and the people inside were able to get some necessary supplies and funds to aid the hard-hit St. Vital.

The Red River flood was not the only one in the province. It was followed by a windstorm, which caused power failures, and then the Irene flood flooded many areas.

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ANNOUNCING THE NEW

SINGING ANNOUNCEMENTS FOR 61 TYPES OF BUSINESS

SPECIAL HILL BILLY arrangements to give that Western slant for the following popular business categories:

APPLIANCES  DRUG STORES  FEED & GRAIN  JEWELRY
AUTO REPAIRS  DRY CLEANING  FURNITURE  MEN'S CLOTHING
CLOTHING  FARM EQUIPMENT  HARDWARE  USED CARS

PLUS

A SPECIAL supplement each month to the regular library to cover those important occasions throughout the year such as Easter, Mother's Day, Summer vacations, Fall and Winter specials, Xmas.

You are guaranteed 61 different categories for a total of 760 sparkling Jingles - over 125 singers and announcers with as many as 21 musicians in the background assure production unsurpassed for originality and sales appeal.

This brand new series gives you, EXCLUSIVELY, selling ammunition to stimulate new business. The cost is unbelievably low!

WRITE - WIRE - PHONE - TODAY for audition disc.

PRODUCED BY RICHARD H. ULLMAN, INC.
RELEASED BY

ALL-CANADA PROGRAM DIVISION

VANCOUVER  *  CALGARY  *  WINNIPEG  *  TORONTO  *  MONTREAL

A Division of All-Canada Radio Facilities Ltd.
Battle of the Red

(Continued)

left on the nine-mile boat trip to Winnipeg, we saw a whole fleet of boats coming down St. Mary's Road. It looked like a soap race. There were women, children, dogs and chickens in the boats.

Behind was an old fellow in a row boat paddling with a pole. I laughed, but I guess it isn't funny to him.

Our own place is a mess. We got a lake around it and the transmitter, but there's water below it now. We pulled all the dikes, then let the water in the basement and ran. The ninth floor filled in a couple of minutes.

My crew of 19 sandbaggers got there early. Two assistant engineers and I stayed on. We had 10 of food — it's still stacked up above the equipment. We ought some back for the Red Cross.

The navy brought people in to pump out their ducks. We fed them after they moved on. I must have made a hundred gallons of coffee to load about 3,000 pounds of food and ourselves into a boat with an outboard and rented a town. I towed a rake that a Japanese gave us.

Outhouses, parts of bridges, ink-ming and dead mice floated around us. We saw cows and pigs in barns with just their heads above water. Dogs on dry land were howling into the night. That's an awful noise to listen to for eight nights.

We passed some lovely big farms. Through the big front windows you could see living-room furniture — stuff upstairs. We floated right into the bedroom windows, on the second floor, and saw beds all made up, just like everyone was still alive. There was not a soul for miles. We got one dog out of an upstairs window.

"Some houses which were right on their foundations, toppled over. I think the worst thing took place, was an old man near the station. He was living in his loft and on stock, no nothing. But he isn't leaving.

"He said: 'This is all I've got.'

"I guess he's too old to start over.'

EDMONTON CJCA

AVERAGE SHARE

DAYTIME AUDIENCE JULY-DEC., 1949

5000 WATTS 920 KCS.

67.6%

REJ:ol Advertising Manager

GET THE FACTS FROM NATIONAL BREEDCAST SALES

CJCH HALIFAX

5000 WATTS 920 KCS.

Get the facts from

NATIONAL BROADCAST SALES

MONTREAL 106 Medical Arts Building — fl. 2493

TORONTO 2320 Bank of Commerce Bldg. — AD 8895

CANADA'S FIRST STATION

Are you keeping company with these distinguished advertisers?

- Procter & Gamble
- Ford Dealers
- Imperial Tobacco
- Canadian Breweries
- Peoples Credit Jewellers
- Austin Sales and Service

Abbie Lane Sells Soap...

CJCH sells the women of Nova Scotia...

Colgate-Palmolive-Peet Company, Limited

Colgate Avenue, Toronto 8, Canada

May 10, 1950

Mr. Finlay MacDonald, Manager,
Radio Station CJCH,
Halifax, N. S.

Dear Mr. MacDonald:

The Abbie Lane Show has been one of the most popular local shows that we have used during the past year.

Mrs. Lane has a good local following, which is a valuable asset to any national advertiser.

Thanks for what you have done personally to help our local retail sales organization cash in on the wide appeal which the Abbie Lane show has in the Halifax area.

Yours very truly,

[Signature]

Advertising Manager

Three
GEORGE ARTHUR ARNOT
Toronto.—The untimely and sudden death occurred, Sunday, May 14, of George Arnott, sales manager for William Wright.
He was 36 and succumbed to a heart attack.
Born in Regina he became commercial manager of CKX, Brandon, and came east to join the firm of Stovin & Wright in 1943.
He is survived by his wife, Phyllis and two sons, Perry and Michael.

FOLDING BONFIRE
Winnipeg.—Early-morning man Cliff Gardner of CJOB is currently working a give-away gag to the benefit of the Children’s Hospital building fund.
To everyone who walks into the studios and smacks down a donation lanky Cliff hands over a portable bonfire.
The bonfire turns out to be a folder of matches with an imprint of Gardner’s classic features and CJOB propaganda imprinted thereon.

TO those persons who are expecting some sort of a folding bonfire the match gag turns out to be a surprise—and their retorts are not always printable.
But Cliff doesn’t care. The money goes to a worthy cause.

HOW THEY STAND
The following appeared in the current Elliott-McKay Reports as part of the program, based on fifteen key markets.
The figures following the name E.H. are the percentage the station is above or below the market average.
* signifies that a station is not on the air.

DAYTIME

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<tr>
<th>English</th>
<th>Big Sister</th>
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<td>Miss Perks</td>
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<td>Road of Life</td>
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<td></td>
<td>Pepper Young</td>
<td>14.5</td>
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<td></td>
<td>Happy Gals</td>
<td>13.4</td>
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<td></td>
<td>Right to Happiness</td>
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<tr>
<td></td>
<td>Life Can Be Beautiful</td>
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<td>5.1</td>
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<td></td>
<td>Laura Limited</td>
<td>12.5</td>
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<td></td>
<td>Kay</td>
<td>12.9</td>
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<tr>
<td></td>
<td>Rita’s Musical Kitchen</td>
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French

| Rue Principale | 29.8 | 0.5 |
|                | Jeanne Doree | 27.9 | 1.5 |
|                | Quilts | 22.7 | 2.2 |
|                | Monna Jeanne | 22.7 | 2.2 |
|                | Tante Lucie | 21.0 | 3.1 |
|                | Joyeux Tr Non Parisiens | 21.7 | 1.1 |
|                | Grand Monseigneur | 21.7 | 1.1 |
|                | Quoit d’Heure de Detente | 20.4 | 2.2 |
|                | Francine Lavoye | 19.4 | 3.1 |
|                | Maitre Rancourt | 19.6 | 3.1 |

EVENING

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<td>Amos ’n’ Andy</td>
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<td>Questions</td>
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<td>Take a Chance</td>
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<td></td>
<td>My Favorite Husbond</td>
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* N.H.L. Playoffs

French

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<td>James-Double</td>
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<td>Veterans</td>
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</tr>
<tr>
<td>Rochette</td>
<td>20.0</td>
<td>28.0</td>
</tr>
</tbody>
</table>

* N.H.L. Playoffs

“The world’s best coverage of the world’s biggest news”

HEAD OFFICE
231 St. James Street
MONTREAL

“In addition to being a Saskatchewan record, the price paid for this carload is probably a Canadian record for non-exhibition cattle for slaughter.” F. A. Watson, manager of Burns and Company in Prince Albert stated.

The 21 steers in the carload weighed a total of 32,085 pounds and, graded as “Fancy Hotel-Type,” were purchased for an average of 25 cents a pound liveweight.

—Prince Albert Herald

USE

PRINCE ALBERT KENORA SASKATCHEWAN

WHERE CANADIAN BROADCASTERS MEET AND BE INFORMED

Published Weekly by the Canadian Broadcasters Association, 61 Prince Arthur Avenue, Toronto, Canada

For further information, write to: Canadian Broadcasters Association, 61 Prince Arthur Avenue, Toronto, Canada
**ACHIEVEMENT AT BELLEVILLE**

- **All types of fine radios for the home**
- **Motion picture Sound Systems for theatres of all sizes.**
- **AM or FM Broadcasting Stations including Speech Input Equipment.**
- **A complete Broadcasting Station service from Telephone Line to antenna.**
- **The HAMMOND ORGAN**
  - **Music's most glorious voice**
  - **For Church and Home**
- **More spectacular installations for signal transmission for Municipal, Provincial and Federal Police, Fire alarm equipment, and systems for buildings or municipalities.**
- **Power Line Carrier Systems for voice communication, emergency medical, or alarm transmitting.**
- **Specifically engineered for the Canadian Central Station industry.**
- **All types of manual and Traffic Activated Traffic Equipment and Systems.**
- **Expert Engineering and Installation Services at your disposal**

**Northern Electric**

**COMPANY LIMITED**

**DISTRIBUTING HOUSES THROUGHOUT CANADA**
HAVE WE GOT A MARKET?

WELL . . .
200 LOCAL ADVERTISERS
36 DISTRICT ADVERTISERS
44 NATL SELECTIVE ADVERTISERS
12 DOMINION NET. ADVERTISERS

THINK WE HAVE!

You're Missing Sales
If
You're Missing This Market

CHAT

MEDICINE HAT

ALBERTA

1000 PERSUASIVE WATTS

AN ALL-CANADA-BREAD STATION

BOB BUSS, Mgr.

ALL STATIONS ON FLOOD STORY

From all over Canada, radio stations are rallying to the help of Winnipeg, still struggling with the flooding Red River. Some stations, notably CKEY and CFRB, Toronto and CFPL, London, have sent announcer-reporters to tape on-the-spot stories for their home listeners. Pictured above are some of these men in action. From left to right they are: Gnr. Bill Ash of the RCHA, on loan to the beleaguered city for rescue duty; CKEY recording engineer Bill McAlpine; CFRB announcer Wally Croster; CKEY special events director Rick Campbell; Chet Magnusson of the AP; Felix Lazarus of Pathe News, and two unnamed helpers.

Virtually every station in the country has been promoting the Manitoba Flood Relief Campaign. Even unmarried staffers of Winnipeg stations, who have escaped flood damage, are turning over every penny they can to the fund. Jack Bick, manager of CJIO, has contacted many stations across the country asking them to sell cigarettes for dike workers or gas with which to purchase them. All discs supplied by Bick, stations which have co-operated include CKSW, New Westminster; CFRN, Edmonton; CFRC, Calgary; CFQC, Saskatoon; CHMI, Hamilton; and CJAD, Montreal.

Are YOU Selling
ALL of the
Ottawa-Hull Market?

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

CKCH

Studios-121 Notre Dame St., Hull, Que.
Canadian Representative: Omar Renaud & Cie.
Montréal-1411 Stanley St.  o  Toronto-53 Yonge St.
U.S. Representative: Joseph Hershey McGillivra, Inc.
366 Madison Ave., New York 17, Phone Murray-Hill 2-5755

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

Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

Solovox

Motion picture Sound Systems for theatres of all sizes.

Power Line Carrier Systems for power transmission, generation control, or remote telemetering... specifically engineered for the Canadian Central Station Industry.

Alin Signalling Equipment... the voice or signal transmission between ships and coastal stations. Designed for rigorous service in Canadian hard-worked marine.

The latest Mobile Services Equipment... including complete field stations... for Municipal, Provincial and Federal Police, forest conservation, hydro systems, fire watches and prospectors.

Electronic Signalling... developing a revolution in modern broadcast techniques, transmitters, receivers and accessories...

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA

All types of fine radios for the home

The HAMMOND ORGAN

Music's most glorious voice

for Church and Home

Northern Electric

COMPANY LIMITED
**JOHNNY HARDY talks on Quebec Market No. 2**

"Good morning to you from Jos. Hardy, and from our new station too CKTS Ville Marie. The opening of this—the most powerful radio station in North-Western Quebec—offers you new buying power in a new radio field, reaching 50,000 French-speaking Canadians. It covers Temiscaming and Abitibi, in Quebec, and also serves all the many French-speaking families in North-Eastern Ontario. Now, for the first time, these thousands of prosperous families can receive clearly, through CKVM programs and sales messages in their own tongue. The addition of CKVM to our list of leading Regional French Stations means complete coverage of Quebec Market No. 2. For full details at any time, ask Jos. Hardy."

For any information on Quebec Market No. 2

"TRANS-QUEBEC" Radio Group
Telephone, Wire or Write to

**JOS. A. HARDY & CO. LTD.**
MONTREAL QUEBEC TORONTO

**REPS**

**Presentations NEED INFORMATION**

By Dick Lewis

Toronto.—The crying need for program, market and general information on CKTS Ville Marie. The opening of this—the most powerful radio station in North-Western Quebec—offers you new buying power in a new radio field, reaching 50,000 French-speaking Canadians. It covers Temiscaming and Abitibi, in Quebec, and also serves all the many French-speaking families in North-Eastern Ontario. Now, for the first time, these thousands of prosperous families can receive clearly, through CKVM programs and sales messages in their own tongue. The addition of CKVM to our list of leading Regional French Stations means complete coverage of Quebec Market No. 2. For full details at any time, ask Jos. Hardy.

For any information on Quebec Market No. 2

"TRANS-QUEBEC" Radio Group
Telephone, Wire or Write to

**JOS. A. HARDY & CO. LTD.**
MONTREAL QUEBEC TORONTO

**CHRC**
QUEBEC 5000 WATTS

**CHNC**
NEW CARLISLE 6000 WATTS

**CHLN**
TROIS RIVIERES 1000 WATTS

**CHLT**
SHERBOROKE (French) 1000 WATTS

**CKTS**
SHERBOROKE (English) 250 WATTS

**CKVM**
VILLE-MARIE 1000 WATTS

**CKRS**
Jonquiere-Kangami 250 WATTS

**CKBL**
MATANE 1000 WATTS

**CKLD**
THERFORD MINES 250 WATTS

**CKNW**
THE ONLY STATION THAT COVERS BOTH HALVES OF THE VANCOUVER AREA

**MIGHTY MIKE Sez...**

Get Continuous Results

Art Riddell & Son have been a sponsor on CKCK for 16 years

**DIAL 620**

**CKK REGINA**
YOUR 5000 watt TOP NETWORK STATION

**Guy Herbert said, "and spend you time getting after the man who is using other media."

This panel felt that competitive advertising is often too close to spots and programs, but it was felt that it is often impossible to disclose the name of the sponsor or the nature of the business when asking for availability.

The reps were after more information on.

**Bill Mitchell, who started his radio career in the shipping department of All-Canada’s Program Division, called for more information than just bare availability. "We want ratings and information about program content, not twice a year but regularly," he said. "Often it is necessary to make a pitch to advertisers where all availabilities have come and which makes it difficult to get a contract," he continued. "Are your Toronto ratings up to date? Tell us the same as your local salesmen. No news is no business."

Clare Copeland, who recently came east from the sales department of CJCA, Edmonton, gave a graphic comparison of local national selling.

Local advertisers and local salesmen live and do business in the home market; he said, and their national equivalents do business in the local field but have never been out of Toronto. Local they know what is on the air; listening to it, they know what it does from an advertising point of view, by the experience of the friends. "Another way is getting the only BBM reports and Elliot Hayes ratings to go by. Local salesmen have the sales managers to consult with on problems. A national salesman is a "middle-man" with the knowledge of a local sales manager would handle it to the station's advantage."

"You know when your office buys a new hat," said John Ty
"and we want to know too."

"We want stories of the studios from which we get our words pictures," he said.

The opening of a new plant in the area is news to us; we want to show your listeners’ farm and city habits. Local success stories our local station is getting success from. We can use the story to help the national concern do the same thing," he said.

He asked stations to supply reps with lists of drug, grocery and other stores in their area for the use of sponsors and ad agencies.

New York reps from Weed Co., Joe Weed and Pete McGurk squires the need for more and better information. McGurk stressed the value of supplying his program division with "Program Description." He detailed the information required under these headings: "Title," "Type" (detail of event), "Time," "Availability," "Sat.", "Rating." "General Description," "Format," "Audition" (other data available).

Waldo Holden of CFRB, speaking from the floor, endorsed the need for more and better information, but pointed out that stations also need all possible information from the reps, before they can intelligently offer availabilities.

More and more national acts are becoming interested in active opposition to network. Stuart MacKay told the meeting in his report on the All-Canada Program Division’s activities, "and transcribed programs are contributing materially to this. He prophesied that still more entertainment network accounts will be going into "package programs.""transcription sales to national accounts have increased nearly 500 in 1948. In 1948, there were 113 stations, in 1948, 119. This, he pointed out, is a great deal of business, not only for All-Canada stations but for the entire industry.

The All-Canada syndicated series "Reflections," is now playing in more than 100 American markets, it was learned.

Three library services were represented on a panel which discussed the topic: "What do we want in a program service?"

Bert Wood (RCA Thesaurus), Bert Loren (Associated) and Harold Keenan (World) asked the radio men how they could help them and then sat back and took it.

Lyman Potts, CKOC, Hamilton, gave his station’s idea of what music should be played and when. "What we need is music for moods," he said. "Before 9 a.m. it’s bright and cheery to wake up by. From 9 to 5 it’s just for the women—no female vocalists but robust men. At 5," he continued, "the kids want to hear the records they can buy. Tone it down for dinner time. Lombardo pleases, because he plays melody all down the line."

Jack Sayers of CKWX, Vancouver, urged the meeting to come through with radio success stories to help sell the medium.

The meeting was punctuated with a cocktail party, dinner, a drive to the Toronto stations and a tour of WBEN-TV, Buffalo, conducted by Bill Cranston of CKOC Harport.

Bill Byles’ address on television is reported in the Telesecreen section of this issue. George Bertram, advertising manager of Swift Canadian Co. Ltd., delivered a talk which will be covered in our next issue.

Most of the commercial and production managers who attended the meeting in Toronto this month of All-Canada stations posed for the camera. Starting from the back row, left, they are: Waldo Holden, CFRB, Toronto; Harold Keenan, World Library; Jack Fonety, CFBN, Fredericton; Keith Chase and Bob Reinhart, CPFL, London. (Upper right): Rolfe Barnes, Dalt Elton, "Doc" Murray and Joe McKenzie, CJCA, Edmonton; Jack Sayers, CKWX, Vancouver. Remainder of those standing, from the left: Ken Marsden, CFRB, Toronto; Bill Byles, Young & Rubicam; Tom Ougley, CFCP, Montreal; Cam Perry, CJOC, Lethbridge; Jack Hadlett, CPAP; George Hurn, CJOC, Don Davison, CKCK, Regina; Al MacKenzie, CFAC, Calgary; I1 Seabrook, CRCK; Don MacMillan, CFAC; Bert Lown, Associated; Wilf Woolid, CKSO, Sudbury; Gerry Redwood, CHNS, Halifox; Bob Alexander, CKSO; John Loader, CJAT, Trail; Dick Baty, CJVI, Victoria; Fred Davis, CFRA, Ottawa; Lee Halberg, CJVI; Tom Hill and Fred Laight, CKRM, Regina; Laurie Irving, CKWX; Bert Wood, RCA Thesaurus; (Seated in chairs): Bill Cranston, CKOC, Hamilton; Pat Freeman, CAB, Toronto; Guy Herbert, All-Canada, Toronto; Joe Weed, Weed & Co., N.Y.; Burt Hall, All-Canada, Montreal; Stu MacKay, All-Canada, Toronto; Pete McGurk, Weed & Co. (On the floor): Art Todd, CKOC; Bob Tate and Ross McCormath, All-Canada, Toronto; Dick Lewis, CBAT; Bill Mitchell and Clare Copeland, All-Canada, Toronto.
NORTHERN ONTARIO'S
Greatest
ADVERTISING
MEDIUM

CKSO
NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

CJRL
KENDO-KEEWATIN
96% DAY
NIGHT 92%
B.B.M

CJRL dominates the field!

Sports ... Drama ... Music ... Mystery ... top-notch network and local shows that appeal to every member of the family in over 90% of the radio homes in Kenora - Keewatin! Be sure to reach this well-to-do "one - station" audience. CJRL stands ready to cooperate with service and promotion via radio and press.

CJMO
KENORA ONT.
DOMINION NETWORK

Over The Desk

It will be weeks, perhaps months, before the story is told of radio's part in the Winnipeg Floods, but stories of the assistance that is being sought and found by microphone all over the country are beginning to trickle in.

An over-all story of what radio is doing right in Winnipeg, written on the spot by our Manitoba correspondent, Dave Adams, appears elsewhere in this issue.

Meantime, back in Ontario, station CHUM started May 14 appealing for money for the Flood Relief Fund, and with all staffers giving up their days off, the sum raised at press time was over $14,000.00.

Sudbury's bi-lingual station CHNO's contribution may not have hit as high a figure, but it at least rates an "A" for ingenuity. Dave Wright, Ryerson graduate who started his broadcasting career at this station only a few weeks ago, decided to take the bull by the horns.

Before the appeals for relief funds had been made, Dave decided that someone had to do something, so he launched his own appeal on his own program "Curb Service."

On this show Dave takes a hike into the flood area and asks parked motorists what they would like to hear played. So he instituted a slight change, for the flood victims, for each request! Starting May 11 without notice, he raked in seven dollars in nickels and dimes. The following night he doubled that amount! Saturday night two other CHNO staffers climbed on the band wagon, and when they went off the air at 3 a.m. Sunday, the kitty had grown to the tidy total of fifty dollars.

Six CBC programs, two CBC network commercials, one private station production and a CAB series won first or "special" awards in the "Canadian Radio Awards," sponsored by the Canadian Association for Adult Education "on behalf of more than 50 national organizations." Sixteen "mentions" were divided up as follows: CBC programs, ten; CBC network commercials, two; private stations' programs, two; provincial departments of education, two.

Awards were distributed as follows:

Open Drama: a "CBC Wednesday Night" program. "The Trial"; Variety Class: Tom's "Wayne & Shuster Show"; Community Drama: a CKAC play by Ernest Dallaire, "L'Age du Mythique"; Open Music: CBC Open Company's "Peter Grimes"; Talk Class jointly to "Canadian Life and Language of Sail" by Thomas Raddall from CBC Halifax, and a CBC Radio College entry, "Introduction à la Poesie du Nord du Canada" by Roger Rolland and Robert Gadous; Children's Programs CBC's "Le Jeune Rol".

The "special awards" went to the "CBC Wednesday Night" at CAB's "Report From Parliament Hill"; and Alan Savary's commercial network "Ford Theatre."

And here are the mentions: Lister Sinclair's "Stage 40" played "The Story of Helen"; Enoue Grandmont's adaptation of "La Farce du Poudre Dependa" (CBC French network); Colegate's "The Happy Gang"; two CBC Montreal productions "Les Petites Symphonies" and "Futures Etoiles"; a CBC talk "Profile of Dr. G. G. Sedgewick" by Roy Daniel; the Imperial Hockey Broadcasts, and the Dominion network broadcast of the Dominion Grey Cup Football Final, featuring Wes McGill of CFRB, with Jack W. nippe freelance; Ken Ross of CJJC (now CKXL) Calgary, as Tom Foley of CFRA, Ottawa, sponsored by Sweet Caporal Cigarettes; two programs in the CBC series "Cross Section," produced by Charles Harris—"A Deal for Women" and "Love Lost!" "Life in These Times," produced by CJFJ, An- gola; a public service program of the Ford Company, "Wild Flowers Is Our Home Town," aired by CRLW; B.C. Department of Education's "Listening to the Spot News"; Manitoba Department of Education's "Long, Long Ago"; CBC Toronto's "Cuckoo Clock House".

Another awards project has been completed by The Hamil Speculator's station CJSW-FM. Sponsored by the newspaper, it was the encouragement and development of musical talent in the area. It consisted of a series of semi-weekly recitals by other singers and pianists. Earlier this month F. I. Ker, publisher of the paper and instigator of the contest, presented $150 scholarship to the winner.

Official notification will go out to World Library subscribers May 27 that Dominion Sound Equipment Limited, a wholly-owned subsidiary of Northern Electric, has been appointed representative for Canada for World Broadcast System Inc. N.Y. Harold Reen, who has supervised World Library operations for Northern will continue in the same capacity.

At CKMO
We Don't BRIBE Listeners — We WIN Friends!
GOOD Music Makes GOOD Listening
At 1410
"PIONEER VOICE OF BRITISH COLUMBIA"
NEW YORK'S RADIO ROW

by Richard Young

New York.—The cut-rate blues that become the new theme song of the Radio Row

There have been instances in past of broadcasters offering variety of "discounts" to attract

major advertisers—but nothing at the flood of cut-rate type of sales now being made. The

advertisers like each day brings news of a new one.

probably the most widespread of is being made of the new

("P.I. (Per Inquiry)"

As you've no doubt heard, the arrangement pays the station a 5% commission on a percentage of the price of the item sold on the air. Thus you can see that if an item doesn't happen to be

particularly well received, the broadcaster might not get a return as much as he expects.

In other words, he would be getting his time for free. And again this on some of those prod-

ucts now being sold on P.I. deals, this

is true in more cases than


only last week it was learned that the zone manager of a large

of company requested station area to accept a percentage of the sales made by the retailers in

the listening district. So far there has been no decision by the

station, however, they were warned by the Broad-

casting Bureau against

setting such a practice.

The major networks have to

be able to stay away from the sales deals—most of them no be-

ing practical for use, however, the behind-the-scenes variety of a discount arrangements continue. One of the major objections is that special discounts

now being offered advertisers to agree to keep their mothers

of TV out of the sponsor's booth during the broadcast. The broadcasters blame the station on the advertisers and, as a last report, it has been the advertiser making these requests, not the favor. But the broad-

casters actually gave them the

idea. The TV, in recent years net-

work bigwigs have made a habit of offering special discounts to attract advertisers away from the live competitors. Now that most

companies are looking for ways to cut costs, they recognize those who will come up with a few new ideas of their own.

It's a situation that could get

seriously if it continues to

spread. When you throw away the

rate card—all advertising sur-

fers and its standards are lowered. But, closer to home, it tends
to set up broadcasting as the bar-

gain-basement medium.

The controversy over TV's impact on AM has died down a bit but not completely. There are still many heated arguments over whether AM rates (especially at night) should be reduced in televi-

sion areas.

Most AM broadcasters say nay and they've been coming up with audience gains that seem to bear out their case. But each week there is news of station rate increases that seem to have some bearing on the video situation.

The latest is station WJR in Detroit which is increasing its
time rates but leaving its night rates unchanged. Television, of course, has made its greatest gains in night viewing. WJR's daytime increase is significant since not too long ago Philadel-

phia's station WFIL announced similar increases and pointed out that it believed radio in the future will be the strongest in the day-

light hours.

Those of you who like to dance
during the summer months (both of you) will probably get plenty of opportunity to do so if network advertisers have anything to do with it (and of course they do).

So far it looks as though sever-

al of the top-notch dance bands will be riding the airwaves during the vacation months. Percy Faith, for instance, gets the nod as replacement for Bergen and McCarthy and Guy Lombardo will play the "Sweetest Music This Side of Heaven" when Jack Benny puts his fiddle back in its case. Sammy Kaye and many others are being pitched for hot weather duty on the networks.

On the Cuff Notes...CBS network's "The Goldbergs" series, which returned to radio after many years following its success on television, will probably not be back on AM next season. General Foods is dropping and will probably replace it with a mystery. New Lever Bros. execs recently very happy with Bob Hope on NBC and Amos 'n Andy on CBS. Probably won't be any changes next season. Incidentally the summer replacement for A&A will be the Hit the Jackpot! quizzer starting May 28. A total of 96 local advertisers

are bankrolling MBS network's Game of the Day baseball broadcasts...and that's the news till next issue.

May 24, 1950

Dear Mr. Time-Buyer:

With the beginning of construction of the new building of Campbellton University

Campbellton is in the middle of a

building boom running to more than

$700,000 for these three projects alone, and scheduled to last throughout the

spring, summer and fall months at least.

This spells increased buying power in our coverage, and we're

ready to help you share in our prosperity, as you certainly will when you place your business with KGNB in Campbellton.

Yours very truly,

Stew Chapman

GSC/LG Station Manager

AN ALL-CANADA STATION

Lionel Scored 100!

90 marks was the top score

awarded by adjudicators in Lionel's 1950 version of the Moncton Musical Festi-

"But Citizens and Com-

petitors Awarded

Lionel 100 Marks for KCW's Contribution to the Community Life of Moncton."

This annual classic, sponsored and underwritten by KCW, drew over 4,000 entrants who competed for twenty-three scholarships and four cash awards, arranged by the station. An all-hour, radio program of daily highlights of the Fes-

tival to those unable to attend.

Community Service Events such as this give Lionel top

rating in the eyes of the com-

munity and guarantee a year-

round responsive listening audi-

cence for your sales message.

GCKW MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; MCDILLVA IN U.S.A.
WITH APOLOGIES TO THE MASSEY COMMISSION!
WE NEED A SALESMAN!
ARE YOU THE MAN?

CAN YOU
- Sell and service local radio?
- Develop highly potential local accounts?
- Stand prosperity?

ARE YOU
- Steady • Reliable • Experienced • Imaginative
- Personable • Head of an expensive family?

WE OFFER
- A top station in the top Maritime market, keenly programmed, with a tremendous potential in large undeveloped accounts.
- 24 hours, round the clock operation. No network. Geo. Young writes only at Xmas time.
- Tremendous local acceptance. Greatest majority of local businessmen CJCH conscious.
- A guaranteed salary until established, then straight commission, at which time your greatest worry will be the Income Tax Dept.
- The finest availabilities in the market and unlimited saleable time because of no network operation.
- Six months vacation when station time is sold out.

WE HAVE
- 4 broken-down salesmen, beat from their effort to keep up with local time demands.
- Most of the all-Canada transcription library including the whole MGM package.
- A direct wire to Mac McGuire’s office and carrier pigeon service to Spence Caldwell’s.

WRITE NOW — RIGHT NOW
Euclase photo, qualifications and summary of your sales record to
C. L. CHAMBERS — SALES MANAGER
RADIO STATION CJCH, HALIFAX

1986 NEW HOMES
Completed in 1949 alone!

Visible indication of progress on every hand. 1,986 new homes erected in Calgary in 1949. A reflection of steady population increase and the stability prevailing in this growing, flourishing Market.

CFCN HAS GROWN WITH THIS MARKET.
OUR KNOWLEDGE CAN SELL IT FOR YOU!
Ask Radio Reps. — Toronto — Montreal

"THE VOICE OF THE PRAIRIES"

* Calgary

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

AGENCIES

ACA Opposes
Commission Hoist

Toronto. — The Association of Canadian Advertisers went on record as being opposed to any change in advertising agency commissions in a letter that was released here earlier this month. The letter was in answer to a request made some time ago by the Canadian Association of Advertising Agencies that the ACA support the agencies in their campaign to have commissions from all media increased to a straight 17%.

Emphasizing that the ACA would be the first to deplore the agencies’ attempts to operate at a loss, the letter suggests the answer may lie in individual adjustment where agencies can demonstrate to clients that existing commissions are not sufficient to cover the value of the service.

The ACA said it believed any change would serve to magnify rather than abate obvious inequalities in the present rate of commissions and would deal advertising generally a great disservice.

The association pointed out that any increase in commissions would have to be financed, directly or otherwise, by advertisers. The letter also revealed that it is understood by the ACA that some members of the CAAA are also opposed to any over-all change in the present rate structure.

F. H. HAYWURST

Toronto — F. W. Pitch Division (Grove Laboratories) has a one-minute spot announcement campaign going to 18 stations coast to coast advertising Dandruff Remover Shampoo.

Best Foods (Canadian) Ltd. has starred a spot announcement series over Ontario and Maritime stations advertising the New Nooca Margarine. Pick the Hits for the same sponsor has been extended through the summer over CKEY, Toronto.

ECONOMIC DIAGNOSIS

(1) "There is scarcely an article about anywhere, but in and despair." (2) "Everything is tending toward convulsion." (3) "I am God I shall be spared by the seeing the consumption ruin that is gathering about us." (4) "In industry, commerce, and agriculture, there is no hope whatever."

"Nothing can save the British Empire from a wreck." (After you’ve cited what made these marks and when, who’s yourself at the foot of the column.)

TIT FOR TAT

Having supplied time-buyers with all the information they ask for, we’d like to know who is going to them down and read it them.

HOBBY LOBBY

"I breed bulldogs—or rats. I direct the breeding bulldogs.”

Dick Batey (GJIV) on “What’s Your Bee”

DEPT. OF DEFINITIONS

Isn’t a radio writer rat-like the man who cracks ice while the announcer drinks the cocktail?"?

READER REACTION

"Wish you’d print your issues on better paper. By the third page it gets to my desk (10th) it’s as seedy-looking as its editor.”

— Maurice Rosenfeld
BlueLands Advertising

THIRTY

One day we’re going to the gaga when we think up what we’re putting this column together, and duck it printable ones.

ENVOL

We regret that this column is one inch short, but a perpetual source of vitriol. Alec Phare, has been out town.

CUSTOMERS IN GREATER VANCOUVER!
* Usé the HIGH RATING STATION

Vancouver Mutual

* (See Elliott-Haynes Reports)
Consult ALL-CANADA OR WEED & COMPANY
TV NUDGES NIGHTTIME RADIO

[Text continues from the previous page]

... 24.2% for non-viewers to 48.4% for viewers. Second in line was Gillette razor blades, in the men's category, which registered figures of 30.3% and 54.2% respectively.

Such is the concentration on TV, said Byles, that TV home conversation has become limited to: "Good evening! May I have another drink? Goodnight!"

In programming, Byles reported, the comedy-variety type of show got a top rating of 19.8% for the six-month period ending December, 1949. Second favorite type of show was drama with a 17% rating; situation comedy, visual sports, kid shows and quizzes followed well behind. He said that situation comedy shows have doubled in the past year, while kid shows have been reduced 40% and quizzes have dropped 25%.

Milton Berle's show, both the highest rated and highest priced, gets a TV rating of 65.4%, costs $51,300 per occasion with a cost per thousand viewers of $19.30. Byles said, as he trotted out figures for some of the top-rated programs. The lowest cost per thousand viewers was racked up by Silver Theatre, which rates a 23.5%, costs $11,762, and gets a thousand viewers for $15.07. The lowest rated show cited, the Fred Waring Show with a 20.2% rating, costs the sponsor some $40,000 per stanza and delivers a thousand viewer for $52.63, the costliest on the list.

Two western U.S. stations are now operating on kinescope and film, and show a profit, Byles told the meeting, but comes the coaxial cable, with its much better quality live network shows, and kinescope goes into its viewers' ash can. Film and kinescope have to be improved in quality, he pointed out.

Switching to the Canadian scene, Byles worried some of those present by saying that we "will have to go into TV whether we like it or not. If we don't jump in somebody else will. Unfortunately, the first in will take the biggest beating."

Some of the problems which the Canadian TV production future holds are going to be terrific, Byles warned. He said that without a theatre to draw talent from production will present a major source of headaches, to say nothing of "art departments with their berets" and "clients' wives who tie up by the handkerchief."
SEND YOUR SUMMER SALES SOARING!!
VIA CKX BRANDON

LAST SUMMER — 147 sponsors — both local and national — continued their advertising campaigns right through the months of June, July, and August. That’s three times more than in 1948!

THIS SUMMER — Cash in on the buying-power of the prosperous Manitoba farmlands during the summer. CKX Brandon is ready to boost your sales — they’ve got the coverage to do it with!

% of audience survey June and August, 1949.

% of audience

Up to 85.7% Summer DAYTIME
Up to 92.6% Summer NIGHTIME

CKX BRANDON
For available times contact

RADIO REPRESENTATIVES LTD. A. J. MESSNER
TORONTO — MONTREAL — VANCOUVER WINNIPEG

INCREASED SUMMER PROMOTION is a 1950 business trend.

These prominent conservative accounts are for the first time carrying promotion via CFNB through the summer months.

- Best Yeast Ltd.
- Palmer-McLellan Shoe Co. Ltd.
- John Palmer Co. Ltd. — Shoes
- Shute and Co. Ltd. — Jewellers
- Gards Ltd. — Jewellers
- Alexander Fraser Ltd. — Sport Goods
- J. C. Ristine Co. — Lumber and Millwork
- and many others

NO FILMS FOR PHONEVISION
Washington. — Obtaining first-run films for the authorized test of Zenith Corporation’s Phonevision, which was scheduled for this month in Chicago, is proving to be the major obstacle facing the new system, it was reported here earlier this month.

When Phonevision, a scheme whereby it was hoped that viewers could get new films on their receivers on an hourly rate via special signal, was first proposed and approved for tests by the Federal Communications Commission, Hollywood spokesmen shied away from the whole thing. Later it was revealed that the picture people had definitely said “no.”

Early this month, Abram Myers, general counsel for the Allied States Association of Motion Picture Exhibitors, in a public statement, said that the film interests, after court action to force the release of films had been threatened by McDonald, said ASAPME members may or may not supply films as they saw fit and had the right to select their own customers. FCC chairman Wayne Cøy, in considering possible steps to right the situation, thought that the film companies should be called to account, when asking licenses for TV operations, for refusing to rent films to Zenith.

TEE VEE ACTION

New York, N.Y.—The color television hearings conducted by the Federal Communications Commission have been completed — except for one little item.

In the near future, some of the commissioners will travel to San Francisco to view a demonstration of the color system developed by Color Television, Inc., which doesn’t fare too well in its showing in Washington. Company is being given another chance to make good.

Summaries will soon be filed with all interested parties and after that the FCC will be on its own.

Washington experts predict that no decision on color will be forthcoming until August at the earliest.

The wonder that is television, best illustrated by a new survey conducted for NBC by Hofst College.

Among its findings: TV can mean the difference to the average video advertiser of 198 extra customers per 1,000 television homes; products advertised on a sight-and-sound medium shows an average sales gain of 70% among viewers who watch them like commercials, over those consumers who neither own sets nor view video in the homes of friends; each of the 15 TV-advertising brands surveyed showed a sales increase among set owners, at the 15 showed an average increase of $19.27 in extra sales for every dollar spent by the advertisers.

That video’s future success in one-shot sponsorship is emphatically denied by network officials. They’ll have their place, such as the Frigidaire series starring B. P. Hope and run now-and-then, but they won’t add up to a trend.

Necklines (feminine, that is) are getting higher on television. It’s said that one network keeps a special vase of flowers on the set. When an actress of some stress shows up for the telecast with a too-low neckline, she is given a polite suggestion and flower.

Sell the entire Niagara Peninsula at one low cost
with...

SEE THE ALL-CANADA MAN

www.americanradiohistory.com
B.C. POPULATION UP 36.7%

Million People
In B.C. Now

Hits New High of 1,085,608 Persons


Since last census in 1941, British Columbia's population has jumped by 36.7 percent to a new high of 1,085,608 persons.

The official estimates by school districts made by municipal authorities and statistical experts, were released by the vital statistics division here today, covering up to the end of 1948.

Several B.C. districts have more than doubled since the last census. There are few decreases and what there are chiefly reflect a movement of people from unorganized into organized territories.

In 1941 the census showed B.C. with a total of 792,233 persons of which 612,272 were in organized areas, 174,437 in unorganized regions and a further 7,524 who did not come within a school district.

This has been boosted since by 281,335 persons with the new total showing 931,488 persons in organized areas, 154,675 in unorganized and 7,430 outside school districts.

Canada's fastest growing province!
That's British Columbia.

While some parts of Canada are showing less population, B.C. is recording the largest boost in its entire history! Right now is the time to check budget placements. Spend your advertising dollars in proportion to the greatest possible potential. Rich new markets are right here in this province.

Your B.C. Budget should be up!

You're Not Selling Canada —
Until You Cover British Columbia By Radio
THE SIMCOE MARKET
7,000 population in 1950. Annual retail sales $10,000,000, including food sales of $3,300,000; general merchandise nearly $700,000; $500,000 worth of drug products. Annual industrial payroll $5,000,000. Average family's effective buying income $4,050. Simcoe, with half of one per cent of Canada's population, has approximately 9/10 of one per cent of Canada's potential sales volume.

THE ONTARIO MARKET
CFRB effectively covers a 64,550 square mile area—36 Ontario counties which hold 24.5% of Canada's buying power.

Elliott-Haynes surveys of 38 centres in this Ontario market showed that CFRB is listened to regularly (several times a week) by a median average 60% of people in these centres; the next independent Toronto station was heard regularly by 24.0%.

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

BROAD coverage in the Number One market—more than 3 million people with over $3 billion buying power—it's yours on CFRB! But more than that, look at the depth or the quality of this coverage. For proof of CFRB's deep penetration take Simcoe, for example.

Simcoe is the centre of a $40,000,000 agricultural market; and its 229 stores show annual retail sales aggregating $10,000,000. In Simcoe, Elliott-Haynes report that 71% of radio listeners hear CFRB regularly (several times a week); just 51% reported listening to the next independent Toronto station.

And remember, Simcoe is just one of the many important centres in this rich Ontario market. For complete data on CFRB's market write our office, or our representatives.

Put your dollars where dollars are! CFRB 50,000 Watts 1010 KC

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