

# ALL-CANADA PROGRAM DIVISION



**PRESENTS . . .** *Twelve packaged shows ready for local, regional or national sponsorship*

★ **COME AND GET IT**

*156 fifteen-minute quiz programs appealing to housewives*

Every woman will enjoy this new, entertaining way of solving her food problems. Here's a sure-fire formula for housewives . . . a food quiz, directed by Bob Russell, Alma Kitchell and Gaynor Maddox. This series offers an unusual opportunity to buy a 'custom-built' show, produced by NBC, that has already proved a distinct favorite.

★ **PLEASURE PARADE**

*78 fifteen-minute musical programs for the melody-minded*

Kay Lorraine, Bob Kennedy and The Modernaires, in a professionally directed 'big little show' emceed by Jimmie Wallington and Milton Cross, are your guarantee of a top listening audience. The arrangements for this Ziv show are in the capable hands of Irving Miller and his orchestra. Whatever your market, this series fits your schedule.

★ **CALLING ALL GIRLS**

*52 fifteen-minute programs designed for bobby-soxers*

Want to reach the teen-agers, the 'soda-fountain crowd'? Then sponsor Linda Allen's brand new ether club! Department stores and others interested in the Hi-Crowd have already proved that this Ziv produced show of network stars will pack 'em in. This program is a 'natural' and it's *hot* . . . get your reservation in early.

★ **THE THEATRE OF FAMOUS RADIO PLAYERS**

*26 half-hour dramatic programs for all from 16 to*

Each member of the family will be enthralled by this series of outstanding plays. Every one features the most prominent names in Hollywood network radio. The shows are written by a proven staff of radio script writers and directed by Les Mitchell. Presented directly from Hollywood by Universal, they provide a sales program for any product.

★ **THE HAUNTING HOUR**

*26 half-hour mystery programs to interest everyone*

All the world loves a mystery . . . and here's 'mystery at its best.' These original, thrilling tales are written by a staff of experts. The cast includes such big name NBC radio players as Eddie Nugent and Elspeth Eric. This is an excellent vehicle for any advertiser interested in reaching a maximum night-time audience.

★ **THROUGH THE SPORT GLASS**

*52 fifteen-minute sports programs of interest to men*

For the boys, young or old, Sam Hayes' thrilling stories from the sport world, provide consistent entertainment. This NBC production is not just a commentary . . . it's a dramatic sports show with a proven record of results in listener appeal and sales effect. For advertisers seeking a male audience, this series really pays dividends.

★ **5 MINUTE MYSTERIES**

*Plenty already produced for five minutes across the board*

This NBC production offers the advertiser a small show with high frequency at low cost. Two hard-hitting commercials, one in a new 'delayed-solution' technique, pack a tremendous wallop. It's a tried and tested vehicle for high pressure selling, proved successful in a number of important markets. The plots and cast are really something!

★ **WAR CORRESPONDENT (Eye-Witness News)**

*52 fifteen-minute programs reporting on world events*

Everyone interested in current topics will be doubly interested in these dramatizations of historical events in the making. Every program is exciting, momentous and authentic . . . they form the most brilliant dramatic document ever released. It is produced by Ziv for individual advertisers to build a solid, consistent audience.

★ **THE IN-LAWS**

*130 fifteen-minute comedy programs for the whole family*

Young and old alike will delight in this hilarious series . . . every episode full of downright fun. It is written and produced in Hollywood by the same artists who made famous the original hit of the same name. Good, clean comedy is always in strong demand with any audience. Whatever your market, there's a place in your advertising schedule for this new series.

★ **THE OLD CORRAL**

*104 fifteen-minute programs from the wide open spaces*

Western music and real honest-to-goodness fun are packed into each episode. The emcee is "Pappy" Cheshire, of the Republic Pictures show, "Hi, Neighbour." The cast includes top-notch musicians, comedians, and entertainers. This package is made to order for any advertiser selling the rural and small town market.

★ **SONGS OF GOOD CHEER**

*117 fifteen-minute musical programs with universal appeal*

This type of show has proved its worth with such successes as "Waltz Time." In script, production, direction and musical quality, this Ziv program has the same professional touch. Gerald Sears is the Maestro and the world's treasury of familiar song the source. For prestige and audience, this is a wonderful buy.

★ **DESTINY TRAILS**

*156 fifteen-minute programs for adventure-lovers of any age*

Remember the thrill of the time you read "The Last of the Mohicans" and "The Deerslayer"? NBC has brought alive James Fenimore Cooper's epics of early North American adventure. In a spot where Junior, Dad and Mother, can listen, this educational series will build you as large and devoted an audience as any sponsor can hope to find.

For an Audition Program or any Information . . .

Ask the All-Canada Man

## ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

LEADERS IN SYNDICATED PROGRAMS . . . BIGGER AUDIENCES . . . BETTER SERVICE