

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 7, No. 20

25c a Copy — \$3.00 a Year — \$5.00 for Two Years

October 30th, 1948

MOVING MERCHANDISE TO MARKET

Radio people and people interested in radio are in for a goodly share of the deliberations at the ACA Convention in the Royal York Hotel here this week, October 27 to 29.

Already over as this issue reaches its readers, but too late for reporting until next issue, is A. R. MacKenzie's (All-Canada) presentation telling users of the medium some of the pitfalls to avoid, and how to capitalize fully on current opportunities. The title of his talk was "How to use Radio Effectively".

Immediately following this Wednesday afternoon talk, Horace Stovin addressed the convention on "What Advertisers Should Know About BBM", in which he pointed out the value to advertisers and their agencies of a thorough knowledge of the facts and figures BBM supplies.

Television gets a double-barrelled shot Friday at 10 a.m. when Dr. Peter Langhoff, Young & Rubicam Inc., New York, and Walter Craig, Benton & Bowles Inc., New York, will hold forth on "What About Television?"

Radio steals the stage again at the annual dinner, which has broken all precedent by dispensing with the services of a speaker, when entertainment, following the presentation of the ACA awards, will consist of "an augmented cast of the new radio hit, *The Wrigley Show*", featuring Rai Purdy, director; Mildred Morey, Canadian comedienne; Ellis McLintock and his orchestra, with vocalist Wally Koster; Marjorie MacKenzie, promising young Canadian soprano; Monty Hall, emcee; and Doug Romaine, specialty artist added to the cast especially for the occasion.

The three-day agenda offers a variety of information right across the advertising board. One item which seems to highlight the proceedings is a look-see at the Newfoundland Market, which will be delivered by W. Bruce MacKinnon,

• PRESIDENT ELECT •

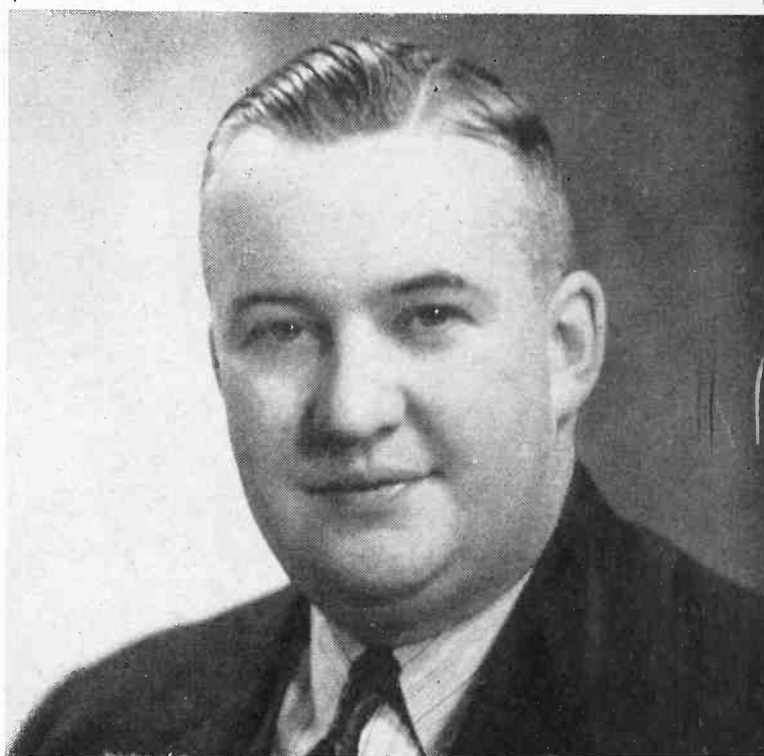


Photo by Ashley & Crippen

Courage must be the middle name of George Bertram, named president of the Association of Canadian Advertisers in Convention in Toronto this week. Once George sent his wife on a trip up the Saguenay. While she was away, he sold their house and bought a new one, all without telling her. They are still happily married! George's success story is short. He joined the advertising department of Swift Canadian Company Ltd. in 1928. In 1943 they made him advertising manager which he still is. If ACA has decided to let George do it, they couldn't have picked a better George.

director of editorial research, Maclean-Hunter Publishing Company Ltd., and Ewart Young, editor and publisher of the Atlantic Guardian.

Titles of the Thursday and Friday forums, with times, and speakers are as follows:

Thursday, October 28

9.00 a.m. *Product Presentation*. Speaker: Ben Nash, New York Product Development and Industrial Design consultant.

10.20 a.m. *Market Research*. Speaker: Alfred Politz, Alfred Politz Research Inc. New York.

2.30 p.m. *Market Planning*. Speakers: Harry A. Kayes, J. D. Woods & Gordon Ltd., and Don C. Bythell, Canadian Industries Ltd.

3.50 p.m. *Market Promotion*. Speaker: Harley M. Noyes, Oneida Ltd., Oneida, New York.

Friday, October 29

9.00 a.m. *Evaluation of Advertising Media*. Speaker: Carl Gazley, ABC Public Relations Officer.

10.00 a.m. *What About Television?* Speakers: Dr. Peter Langhoff and Walter Craig (see above).

2.00 p.m. *Co-operation Between Agency and Client*. Speaker: Joseph Watt, Canadian Breweries Ltd.

2.45 p.m. *What Audience and Reader Studies Really Mean*. Speaker: Dr. D. B. Lucas, professor of marketing at New York University, and technical director of The Advertising Research Foundation.

4.05 p.m. *Selling The Company*. Speaker: V. O. Marquez, Northern Electric Company Ltd.

The Thursday luncheon, at which the ACA will entertain the Advertising and Sales Club of Toronto, will be addressed by Ross Roy, president of Ross Roy Inc. (Advertising Agency), Detroit, Michigan. Mr. Roy's subject will be "The Role of Advertising In The Conflict Between Capitalism and Communism". The Friday luncheon speaker will be Otis A. Kenyon, chairman of Kenyon & Eckhardt, New York. He will speak on the subject "An Agency Executive Appraises Reader-ship Studies".

RED FACE DEPARTMENT

Radio's success story in its coverage of the recent Progressive Conservative Convention, reported on the front page of our last issue, had one grievous omission. We left out the information that organization of this coverage was in the hands of Andy McDermott (H. N. Stovin & Co.).

Incidentally, in keeping with his policy of taking a firm stand on both sides of every problem that confronts him, Andy also performed the same function at the Liberal Convention.

Data for Time Buyers

News has been subordinated in this issue, dedicated to the 34th Annual Convention of the Association of Canadian Advertisers, to make room for a Data Section, more extensive than ever before. This section will, we hope prove of service to those who avail themselves of the all-powerful radio medium.

Now a regular feature in both our Convention issues, Association of Canadian Advertisers and Canadian

Association of Broadcasters, this section of information has grown in bulk, thanks largely to constructive suggestions from our readers. If there is information you would like included in our next Data Section, won't you let us know. ACA has paved the way in instituting friendly meetings of advertisers, agencies and media, in tripartite conference. CANADIAN BROADCASTER wants only to lend its help in fostering this friendly relationship.

Selling for
CANADA STARCH CO. LTD.

"BOSTON BLACKIE"



After three successive seasons for the same sponsor, Canada's most-listened-to mystery show returns to entertain—and sell!—big audiences in more than 30 markets.

Selling for
PHILIPS INDUSTRIES LTD.

"OPERA for the PEOPLE"



One of the most distinguished musical productions of all time . . . providing a prestige sales vehicle exactly suited to the sponsor's needs in major markets across Canada.

Selling for
OGDEN'S FINE CUT

THE Duke of Paducah



ON "PLANTATION HOUSE PARTY"

Sponsored by Imperial Tobacco Sales Co. of Canada Ltd. over 27 selected stations, in selected markets, at selected times.

The swing is to

PACKAGED PROGRAMS

More and more advertisers are s-t-r-e-t-c-h-i-n-g their radio dollars the *syndicated* way . . . with ALL-CANADA'S *packaged* programs and the transcription method of program distribution.

OUR THANKS TO ACA

. . . to all those who, through their steadily increasing use of the AC-PD services, have demonstrated the high sales value of *packaged* programs on a national and regional scale.

Our best wishes for the biggest and best convention in ACA history—we'll see you there!

ALL-CANADA PROGRAM DIVISION

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

Selling for
BRITISH CERAMICS AND CRYSTAL OF CANADA LIMITED

★ ★ ★ ★ ★

"Music Hall of Fame"

A program featuring foremost artists of the musical world . . . a quality presentation to match quality product appeal.

Selling for
PLAYER'S CIGARETTES

The **GUY LOMBARDO SHOW"**



Now on 47 stations coast-to-coast . . . a sparkling showcase for the "Player's Please" sales message.

Selling for
CANADIAN MARCONI COMPANY



Mr. **RONALD COLMAN**
IN
"Favorite Story"

The screen's distinguished Academy Award winner in radio's most brilliant dramatic series . . . top salesmanship for Marconi Radios.

STOP ME AND ASK THE SCORE



Winnipeg.—CKRC came up with a bright stunt to promote the World Series broadcasts.

For a few days before the series got underway the station plugged: "You've all heard of the Walking Man! Now look for the Walking Men!"

Came the day of the series' opener the Walking Men were unveiled. Six university students paraded downtown streets carrying portable radios and placards.

The placards read: "What's the score? Ask me! I'm listening to . . . The World Series . . . sponsored by Gillette . . . on CKRC . . . 630 on your dial".

Staid Winnipeggers were a little standoffish at first but soon warmed to the stunt.

Soon the walking men were being stopped in their tracks by policemen, carpenters, clerks and laborers and queried about the score.

They even ran into bribes—being asked to take time out to have coffee, so that eager listeners could enjoy the contest in peace, and in other cases being

urged to stop awhile on corners. But the walking men kept on walking.

The first day the walking men were asked the score 1,953 times. The second day saw 3,631 people approach them and on the third, 6,157. By the time Boston Braves ran out of gas in the sixth contest some 15,731 of the curious had put in their two-bits worth.

Clare Copeland, CKRC's "man of promotion" is currently taking bows.

PROTEST PRICE MENTIONS

West Vancouver.—The West Vancouver Chamber of Commerce is supporting a "shop at home campaign" of local merchants, in protest against announcement of prices in radio advertising.

President Larry Homer told the chamber at a meeting recently that only thirty cents of each dollar spent by West Vancouver residents finds its way into municipal merchants' tills.

Past President Tom Hall said that small merchants face virtual extinction if the policy of using prices over the radio is permitted.

The chamber will seek support of the Associated Boards of Trade in its protest.

"VOICE OF THE FRASER VALLEY"

LATEST COUNT!

In 18 months more than 25,000 new residents in the Fraser Valley.

CHWK

"Voice of the Fraser Valley"

CHWK

REPRESENTATIVES

ALL-CANADA RADIO FACILITIES • WEED & CO. U.S.A

CKNB CAMPBELLTON N.B.

October 30, 1948

Dear Mr. Time-Buyer:—

No subtle sales message this time but a sincere word of greeting to the members of the Association of Canadian Advertisers.

You have a record of splendid accomplishment and I know that your plan for the future will be no less sound and progressive. Good luck to you all.

Yours very truly,

Steu Chapman

CSC-FR Station Manager

AN ALL-CANADA STATION

RECORDING

.. and ..

TRANSCRIBING

We have the . . .

- Understanding
- Experience
- Knowledge
- Ability and
- Technique

DOMINION * **AUDIO**

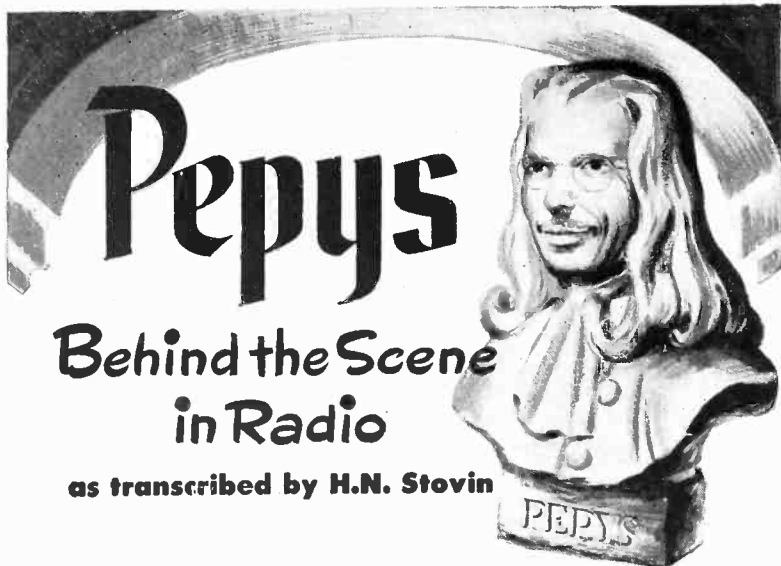
Duophonic

RECORDINGS with

*Can. Patent No. 436956—U. S. Patent applied for.

DOMINION BROADCASTING COMPANY

4 ALBERT ST. TORONTO



Pepys

Behind the Scene in Radio

as transcribed by H.N. Stovin

Do find, on consulting my journal, wherein I keep note of important dates and occasions, that October 27, 28 and 29 are to be the days of the 34th Annual Convention of the A.C.A. ● ● ● Whereupon I fell to thinking that it is a mightily healthy condition for advertising to be in that an Association of Canadian Advertisers can exist in harmony and grow in both size and scope over so long a period ● ● ● Did, moreover, read but lately the story of forty years of advertising in Canada, and was much impressed by the wholesome influence this body has had upon advertising during a full third of a century ● ● ● Shall be at the Convention myself, and look forward to some very valuable sessions but have no hope of deserving an A.C.A. medal so shall enjoy my repast without those queasy qualms which may afflict others ● ● ● And so to bed.

BCAB HEARS ALLARD PLAN

Vancouver.— A five-year plan of future operations for the CAB was outlined by T. J. Allard, manager, at the regional meeting of the CAB here.

The meeting followed a gathering of the B.C. Association of Broadcasters which discussed local problems.

Allard's 3500 word address which was a repetition of his recent talk to the Toronto Radio Executives on "The Present and Future of the CAB", outlined the growth of the organization and went into some detail on the plan for expansion of activities.

From a fundamental objective of "helping the membership in making money . . . by handling general activities with which the individual station operator could not deal by himself," come three prime functions of the CAB, Allard said.

They are: 1. Collective bargaining or liaison with other organized groups on matters affecting independent stations generally.

2. Aiding station operators in increasing effectiveness, improving revenues and cutting costs.

3. Counselling general advertisers on how to use spot radio most effectively.

The steps by which the CAB hopes to carry out these functions, Allard said, are:

1. Developing general services and supplementary activities . . . by capitalizing on the talents of those in allied fields who have a stake in our success.

2. Personal contacting by CAB, management and associates with CBC, government and other groups.

3. Operational clinics and regional meetings, stimulated and supervised by CAB.

4. An organized battery of station services to meet problems of looking for new revenue, getting sales results, approaching national advertisers, finding new employees and training of personnel.

Allard said the five-year plan also embraced help for stations along the lines of summaries of "the other man's way of doing it," tips for new business, mutual research projects, packaged advertising campaigns, extension training on radio broadcasting, station public relations, station-selling information, and a personnel registry of potential employees.

"Laying a foundation for this framework will require between three and five years of intensive effort," Allard said.

Earlier, in his remarks on the CAB's record, he commented, "It has also, during its brief history, prevented the complete nationalization of the industry, as was originally contemplated and fully intended, after the Aird Report.

FRESHIE QUEEN

Winnipeg. — Nineteen-year-old Phyllis Watt, sponsored by CJOB, was crowned Freshie Queen at the opening rally of University of Manitoba's first-year students.

To mark the event, Phyllis appeared twice on CJOB programs. She stayed up late to lend her charm to the Night Owl program, and early next morning was up with the sun to keep Chuck Cook company, and help him dish out his madcap entertainment.

Phyllis is taking a home economic course.

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

CKMO VANCOUVER

MAINTAINS TOP PLACE IN VANCOUVER WITH

21.8% NIGHT TIME AUDIENCE

4.9% OVERALL NIGHT TIME RATING

CKMO VANCOUVER

The only station in Vancouver used regularly by the Three Big Department Stores: Hudson's Bay, Woodward's, Spencer's . . . also Standard Oil, Yorkshire and Pacific Securities — Ford of Canada, Bovril, and a host of others.

(Represented in Toronto and Montreal by National Broadcast Sales, and in New York by Donald Cooke Inc.)

CANADIAN BROADCASTER

AND TELESCREEN

(Authorized as Second Class matter at the Post Office Dept., Ottawa)

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



Member of the Canadian Circulations Audit Board and the Business Newspapers Ass'n.

Vol. 7, No. 20

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October 30th, 1948

Reaching People Who Reach People

More even than it is able to realize, the membership of the Association of Canadian Advertisers is an important factor in the battle for the survival of free business, because this group is comprised of the only men and women there are who can and do reach, through the various advertising media, every man, woman and child in Canada.

This group, ranging as it does from advertising executives to top management, does far more than merchandise its companies' goods and services. Beyond anything else, it contributes to this country's standard of living, which is the envy of the world, by acquainting the public with improvements and developments of the lines of each individual company, which is the sound and sane way of private enterprise. This is the foundation of the tried economic plan of living, which alone makes it possible for the high percentage of people who are able to indulge in such luxuries as automobiles, vacuum cleaners, refrigerators and of course radios. Such standards of living have never had nor ever can have the remotest chance of happening under a system of business, stripped of competition, which is what Socialism and its first cousin, Communism, must inevitably be.

It is the proud privilege of this paper to have an opportunity of assembling such facts as these—facts that are well known to you men and women of the advertising craft—and of reaching out with these thoughts towards not just our own coterie but also your all-encompassing circulation of twelve million Canadians.

Telling the Canadian public that it is business that places within their reach all the things to make their tasks lighter and their lives brighter should not be shrugged off as so much out-moded institutional advertising. Rather it should be regarded as a policy of insurance which guarantees that Mr. and Mrs. Consumer will still be able to buy their blessings—in ten easy payments if they wish—; assures business a market for its wares; secures labor a place to sell its brawn.

But there is one more thing which is crying to be said, and this is a shaft aimed at top management. Public relations men, however expert, can only be effective within the limits, and sometimes they are close limits, of what is given them by management to relate.

From this thirty-fourth Convention of the Association of Canadian Advertisers may there come a better understanding in the public mind of the blessings only business can bestow, and, at the same time, may there be a greater abundance of these blessings than there has ever been before.

* * *

The Customer Is Always Wrong

We are not as completely sympathetic as some with the plight of Tip Top Tailors and their agency, McConnell, Eastman & Co. Ltd., over the demise of that top-flight Canadian production, *Music For Canadians*. Both the sponsor and his agency, two firms whose continued existence depends upon the survival of private business, elected to patronize our socialized broadcasting system, and the failure of this authoritarian organization to accede to a

reasonable request for a change of time only indicates that the Commissary of Words and Music is running true to form.

The facts of the case are that *Music For Canadians* has been fulfilling the CBC's job of developing Canadian talent to the tune of around a hundred thousand dollars a year for the past four years. Then the CBC books in the United States program, *Amos 'n' Andy*, in the same slot on the other network. Tip Top, through its agency, asks to be changed to 9 p.m. but gets the nod from God sideways.

While admitting that the *Amos 'n' Andy* show is a happy release from the CBC's generally stodgy sustaining programs, and the added revenue probably fills an infinitesimal corner of the Corporation's bottomless financial pit for a fraction of a second, it is easy to understand that Tip Top were anxious to avoid bucking it if possible, and were not appeased by the CBC's denial of the request.

The 9 p.m. Sunday slot, which was the one requested, is occupied by the national news and the *Four Gentlemen* quartet, one of the CBC's rare listenable sustainers. The request for this time was declined because the CBC news could not be disturbed. The CBC had apparently forgotten that it is not very long since it disturbed th's self-same newscast of its own accord, to accommodate its own pet offering, *Stage 49*. This of course was quite different, because it was one of their own programs, and not one which they were graciously accepting money from a commercial sponsor to broadcast.

Did we just say that the CBC was running true to form?

Last year the CBC chairman told the Parliamentary Radio Committee that the Corporation was interested in national radio, and not in local radio, at the identical time when the agencies were reading a CBC commercial department announcement that time was now for sale on individual CBC stations, and not only on the networks as previously. Only last issue we printed the story that the CBC was offering spot announcements which, in the past, have caused them such feelings of righteous revulsion, on the hallowed air lanes of CWB, Winnipeg.

There was a time when we were brash enough to hope that the day would dawn when the men of business would recognize the truth of our statements, which we have repeated and will continue to repeat ad nauseam, that everyone who voluntarily patronizes government operated business of any kind is an accessory to the stealthy socialization of our country. We now realize that this can never happen, and that business will fight for private enterprise — as long as supporting it does not cost over seventy-five cents.

This is why we are unable to blend our tears with those of the Tip Top Tailors and Messrs. McConnell, Eastman & Co. This is why we are expecting the phone to ring any day now to have Dave Dunton tell us we can have an autographed picture of himself if we can call the name of the tune CJBC is playing over its swiped frequency.

EDITOR.

WILLIAM WRIGHT

radio station representative

takes pleasure in
welcoming

CKOK

PENTICTON

to the

"WRIGHT" LIST OF STATIONS

- | | |
|-----------------|--------------------|
| CKAC, Montreal | CKSB, St. Boniface |
| CKCO, Ottawa | CKOX, Woodstock |
| CKCR, Kitchener | CKCL, Truro |
| CHNO, Sudbury | |

A COMMUNITY SERVICE THAT GIVES LISTENERS THE ENTERTAINMENT THEY LIKE . . . THE INFORMATION THEY WANT . . . THE UP-TO-THE-MINUTE LOCAL NEWS . . . A FORCE THAT IS AT THE SERVICE OF EVERY COMMUNITY-BUILDING EFFORT.

. . . that is what makes CJRL the station that "holds the dial" for advertisers in this territory.

CONSULT OUR NATIONAL REPRESENTATIVES:
HORACE N. STOVIN & CO., Toronto, Montreal
A. L. GARSIDE in Winnipeg
ADAM J. YOUNG Jr. INC., U.S.A.



DOMINION NETWORK

M.P. APPROVES "PARLIAMENT HILL"

Vancouver.—It is only a matter of time until House of Commons proceedings will be broadcast in Canada, as parliamentary debates are in some other parts of the Commonwealth, Howard Green, Progressive Conservative MP for Vancouver south, told the regional meeting of the CAB here last week.

With television further developed by that time, he said, it is possible the proceedings also would be televised.

Mr. Green discussed the Parliament Hill broadcasts, and praised T. J. Allard, manager of the CAB and the Radio Bureau, for his part in arranging the programs.

"The service is much appreciated," Mr. Green said. "It is difficult to keep in touch with one's constituents, particularly when they are as far away as B.C."

He said that reaction from listeners and stations would help members work out topics for their talks. There was little comment forthcoming.

The Vancouver South member agreed with a suggestion by

Sam Ross, assistant manager of CKWX Vancouver, that stations advise them what subjects they believe would interest listeners.

There was some discussion of a NEWS-HERALD (Vancouver) editorial recently which suggested that Progressive Conservatives had said to the CBC that certain reporters would not be welcome to cover their national convention.

Mr. Green said he had never heard of it, and neither had Sam Ross, who covered the convention, or Jim Allard, who had been there.

George Chandler, manager of CJOR, said he figured the Parliament Hill broadcasts reached about 20 per cent of the listening audience.

AIR LOCAL ARTISTS

Winnipeg. — CKRC is currently airing a show known as *Talent Time* featuring local artists, both in classical and popular fields.


The thirty-minute weekly program is sponsored by Winnipeg Paint & Glass Company.

The show will run during the winter months. Each week a winner will be chosen by a panel of judges and a special wind-up all-star program will be staged.

CJAT "RIGHT ON TOP"

TRAIL, B.C. OF A GOLDMINE

GET IN ON THE PAYDIRT



Complete Coverage of the Kootenays and Three U.S.A. Counties

Tap the HIGHEST PAYROLL in the interior of British Columbia. Over THREE MILLION in one single industry in 1947 and STILL going up.

See the ALL-CANADA man or WEED & COMPANY, New York.

A KILOWATT COVERING THE KOOTENAYS

610
Kilowatts

IN NORTHERN ALBERTA IT'S CFRN FOR



ENTERTAINMENT



SPORTS



NEWS

More Sports Coverage Than Any Station In Canada!

Yes sir, it's a bold statement to make, but CFRN's keen aggressive policy of giving the listeners what they want, makes the claim good!

From Edmonton, Home of the Allan Cup Champions, and Gord Williamson's "on the job" broadcast, to Doug Smith's Sports-time, Foster Hewitt reporting, Gillette fights, Kentucky Derby and the World Series, comprehensive sport reports are parlayed one after another to make CFRN more popular among men too!



Your Friendly Station — Edmonton, Alberta
Your advertising program is not complete unless it includes time on CFRN — centering Canada's fastest growing market.

CJOB CJOB CJOB CJOB CJOB CJOB CJOB CJOB
 B CJOB CJOB CJOB CJOB CJOB CJOB CJOB CJOB
 CJOB CJOB CJOB CJOB CJOB CJOB CJOB CJOB

CJOB

THE SUCCESSFUL INDEPENDENT

AM 1340 AM 1340 AM 1340 AM 1340 AM 1340 AM
 3.1 FM 103.1 FM 103.1 FM 103.1 FM 103.1 FM 103.1
 AM 1340 AM 1340 AM 1340 AM 1340 AM 1340 AM

*Working for
Winnipeg!*

The line forms on the right

Metropolitan markets get the radio campaigns first. Then time-buyers look at the next group.

Right at the head of the line of the secondary market group is CKGB Timmins:

- High purchasing power (and they're *Spenders*)
- A young aggressive market
- A well-operated, popular station — CKGB

The perfect combination for increasing sales.

Pick your metropolitan markets; and then take a look at the station at the head of the line:

CKGB • Timmins

5000 WATTS

680 KCS.

CKGB - FM

Get the facts from

NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Building - FI. 2439

ALL-CANADA'S ALL-CANADIAN SHOW BOUGHT BY HOUSEHOLD FINANCE



Toronto.—Negotiations which resulted in exclusive sponsorship for the first major effort to take Canadian talent to market by the transcription route were completed this month when *Reflections* was purchased by Household Finance Corporation of Canada.

This series of 104 15-minute programs, produced by the program division of All-Canada Radio Facilities Ltd., and featuring an all-Canada cast of performers, will be broadcast over approximately forty Canadian stations on a twice-weekly schedule expected to begin in November.

Pictured above are members of the cast, at left, J. Frank Willis, narrating poetry and prose; George Taggart, who was engaged to supervise production; and Samuel Hersenhoren, who conducted the orchestra, featuring Blaine Mathe, violinist. Other artists who appear in the series are Quentin Maclean,

organist; John Duncan, harpist; Jimmy Namaro and Lou Snider, respectively vibraphonist and pianist; Russ Titus, baritone vocalist.

Musical arrangements are by Howard Cable, Murray Ross and Jimmy Namaro. Bert Wood, production manager of NBC's Radio Recording Studio sat in as consulting director. Recording was done by RCA Victor Toronto Studios.

Reflections, said to have entailed an investment by All-Canada of \$70,000.00, has provided a new method of keeping Canadian talent at home while sending its products abroad.

Success of these programs in the United States, where the series is being distributed by NBC, is indicated by its sale in more than 200 markets. Hope runs high that when the Petrillo recording ban is lifted, Canadian talent will be even more extensively used in the transcription field.

Time Buyers!

When You Buy - - -
Be Sure You Get - - -

CFCY

Naturally you can't buy all the radio stations unless you have an unlimited budget. It makes sense then to take the radio station that reaches the most people.

CFCY CHARLOTTETOWN

The MARITIME
Must STATION

ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. IN THE U.S.A.



Continuous Radio
Audience Measurements
Since 1940



Elliott-Haynes Limited

Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GERrard 1144



"I just heard over CHNS that

they're selling them for only \$2.98. Isn't that marvellous? You wanted one, too, didn't you Mary? Well, let's go right down now and we'll each buy one. Fine, meet you at the corner."

That's an example of how both the listener and the firm benefit from price mention when an unusual bargain is offered. You, too, may use price mention over CHNS when, from time to time, you have some particular bargain to offer the public.

CHNS

Broadcasting House, Halifax

MARITIME BROADCASTING COMPANY LIMITED

WM. C. BORRETT, Managing Director



Jos. Hardy talks ON

QUEBEC MARKET NO. 2

"Good morning—this is Jos. Hardy knocking on your door with some more facts about Quebec Market No. 2. I wonder if you went fishing this summer, for trout or doré or bass? We go fishing down here in Quebec, and our catches are big! In August 1948 the landings in Canadian sea fisheries were 92,000,000 lbs. This is only a little more than was caught in August 1947, but the value was 65% higher—THREE MILLION, SIX HUNDRED THOUSAND DOLLARS. Some fishing! And since most of the territory concerned is within the Primary Coverage of Station CHNC, New Carlisle, P.Q.,—fishing for more sales for your products should be good too. Won't you drop us a line?"

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

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

CHRC	REPRESENTING	5000
CHNC	QUEBEC	WATTS
CHLN	NEW CARLISLE	5000
CHLT	TROIS RIVIÈRES	WATTS
CKRS	SHERBROOKE	1000
	KENOGAMI-	250
	JONQUIÈRE	WATTS



More Hope THAN CHARITY
Elda Hope

It's a pretty fair bet if you were asked your recollection of a hospital room, your answer would be white—ceiling, walls and bed anyway. It isn't necessarily so. In my room here in the vast west wing of the Queen Elizabeth Hospital, there is an ivory ceiling, very pale peach walls, a decidedly pastel green bed and matching bedside table with chromium trim. I don't know the reason for this but I could imagine it's to add a cheery note.

That's what we can do with here—I mean cheery notes—and that's precisely why the patients like to listen to *The Happy Gang*. This program is reputed to carry more downright good feeling and each person taking part is a Number One Performer in his or her own field. It isn't just because I think this troupe has something that I mention them, I find their popularity widespread.

There are representatives of practically very corner of the globe here and I stuck my chin right out when I asked one girl from England how our radio compared with what she was used to. She almost beamed assuring me it was wonderful. She thinks newscasts and even weather reports have color, making special mention of Gordon Sinclair's little remarks.

Still another newcomer to our shores from Lithuania was decidedly amazed that, for the vastness of Canada, it boasts so little opera. Evidently this is quite the customary thing in her land and she could not see any good reason why Canada should import so much of her opera music. Shouldn't we do something to retain the talent we have in this country?

Another show that rates pretty high here is Colgate's *Share The Wealth*. It creates a lot of smiles due, I suppose, to emcee Stan Francis' jolly manner plus the excellent team work of announcer Cy Mack. In my opinion, Francis' humor is due largely to his speaking voice which is indeed versatile. It seems to matter little whether he registers elation, disappointment or just plain injects an innuendo, he gets bushels of laughs for it.

At least a portion of his success can be credited to his naturalness and his extreme dislike of the stuffed-shirt type of person. This down-to-earth and very natural comic gets laughs galore for what appears to be effortless for him.

To return to the hospital, it's been said that the patient is the hero. That probably is quite true but my opinion is that the girls in the crisp white uniforms are the heroines. Whatever the case may be, their opinions concerning radio programming are worthy of thought.

REC SPEAKER

Toronto. — Guest speaker at the Radio Executives Club of Toronto luncheon on November 10 will be Carl Haverlin, president of BMI Inc. and also president of the Radio Executives Club of New York.

MEMO TO ADVERTISERS

RESULTS POSITIVE!

When YOUR sales message is broadcast over these ACTION STATIONS

CKPC BRANTFORD, Ontario.

CKFI FORT FRANCES, Ontario.

CHVC NIAGARA FALLS, Ontario.

CKDO OSHAWA, Ontario.

CJIC SAULT STE. MARIE, Ontario.

CHUM TORONTO, Ontario.

CKNX WINGHAM, Ontario.

CHLP MONTREAL, Quebec.

CKEN KENTVILLE, Nova Scotia

CFAB WINDSOR, Nova Scotia.

CJ CJ CALGARY, Alberta.

REPRESENTED BY

JAMES L. ALEXANDER

Radio Station Advertising Representative

Concourse Building
100 Adelaide Street West
Toronto, Ontario
Telephone ADelaide 9594

Drummond Building
1117 St. Catherine St. West
Montreal, Quebec
Telephone HARbour 6448



SOON
The Centre Aisle
On Your Radio Dial

980
 KILOCYCLES

New equipment . . . new studios . . . increased power . . . the introduction of FM . . . and now a new spot on the AM broadcast band which multiplies signal power and coverage.

Talented, live shows originate at CFPL . . . two of which are carried on coast-to-coast CBC networks . . . and Elliott-Haynes ratings reflect the "sign-on" to "sign-off", vitality-packed programming and production of the new CFPL.

These are reasons why more people get more pleasure listening to the new CFPL . . . a loyal audience which forms one of Canada's finest markets.

CFPL

5000 WATTS DAY AND NIGHT

and

**CFPL—FM
 LONDON**

Western Ontario's Most Progressive Radio Station
 For availabilities, rates and full information . . .

CANADA — All-Canada Radio Facilities Ltd.
 U. S. A. — Weed & Company

**NEW YORK'S
 RADIO ROW**

by
 Richard Young

New York, N.Y.—Your correspondent has just returned from Washington, D.C. where he attended the Federal Communications Commission's hearing on radio's current daffy craze, the give-away. Although one commissioner told us that "some very good arguments" were presented by the broadcasters, well-informed observers were predicting that the FCC will decide in favor of its proposed regulations (discussed here in earlier issues). Others said it was about a 50-50 deal.

Actually, few new angles were heard at the hearing since most of the arguments had been submitted earlier in briefs. The opponents of the regulations persist in their belief that the FCC does not have the authority to regulate the type of programming to be aired and secondly they feel the shows in question do not violate the Federal lottery laws.

Those presenting arguments included: American Broadcasting Co.; National Assn. of Broadcasters; Maryland Broadcasting Co.; Radio Features, Inc.; Radio Council of National Advertisers; Columbia Broadcasting System; National Broadcasting Co.; W. Theodore Pierson; Arthur W. Scharffeld; Symons Broadcasting Co.; and Louis G. Cowan, Inc.

Here is the essence of some of the arguments heard: Don Petty, general counsel of the NAB, re-affirmed the association's belief that although

the industry is opposed to shows designed to "buy the audience," the FCC has no authority to regulate programming because of the danger of infringing on freedom of speech. The NAB said that the function of administering and interpreting the Federal Criminal Law (including lotteries) is vested in the Attorney General and the courts, not the Commission.

Bruce Bromley, counsel for ABC, said that his network's *Stop The Music* does not violate the lottery laws because chance plays only a part in the winning of the prize money and listeners give up nothing more than their time in order to listen to it. Julius Brauner, counsel for CBS, declared that if the FCC felt a particular program was illegal, it should refer it to the Justice Dept. Most of the opposing arguments were along the lines outlined here.

In favor of the proposed regulations was attorney Paul Porter, representing station WITH, Baltimore. Mr. Porter described give-aways as a "cancerous growth in American broadcasting" and said that the Commission not only has authority to administer regulations, but "it also has a plain duty to take action." He added that "failure to act is an invitation to shoot the works. If the Commission doesn't act, I can envision a program called 'You Ain't Seen Nothing Yet'."

In case you're interested (and we hope you are), we're going to take time out this issue to offer our capsule comments on this season's line-up of "winter replacements": *Bob Hope Show* (NBC) — Robert deserves an A for effort in his gallant attempt to hypo his listenership which had started to sag at the end of last season. Mr. H. has junked Jerry Collona and Vera Vague and

MERCHANDISING
 CJOR's merchandising department has no competition in Vancouver. Along with the large staff of producers, writers, announcers and technicians, the new CJOR merchandising department is on its toes . . . ready to introduce you to our "bonus advertising". Call our Reps and see for yourself samples of work being done continually for other accounts.

Represented by: H. N. Stovin (Canada)
 Adam Young Jr. (U.S.A.)

OUR 21st YEAR
 5000 Watts, 600 K.C.

 CJOR
 VANCOUVER B.C.
 CBC-DOMINION NETWORK**

bolstered the program with a first team captained by lovely songstress Doris Day and comedienne Irene Ryan. (A new male singer named Farrell doesn't belong on the varsity) As for Bob, he has slackened his pace and eliminated frequent local Hollywood-type gags—a definite improvement . . . *Theater Guild on the Air* (ABC) — None better . . . *Amos 'n' Andy* (CBS) — The switch from the NBC network has not affected this top-notch in the least.

Leave It to the Girls (MBS) — The return of eloquent Eloise McIlhone has brought this one back to life faster than would a shot of Haig & Haig pinch . . . (We're only foolin' on that last one!) . . . *Henry Aldrich* (NBC) — The characters try hard but are overpowered by a dull script. A good time to switch to television . . . *Red Skelton* (NBC) — Red's brand of foolishness still tickles our funnybone but we keep forgetting that he has moved from Tuesday nights to Fridays . . . *My Friend Irma* (CBS) — This series, starring busty Marie Wilson, is a way out front — in laughs, too . . . *Fred Allen* (NBC) — Fred's all-too-evident fear of the give-away craze is beginning to wear a bit thin. His revamped-format-that-isn't-a-revamped-format makes you aware of the fact the show needs a change — but hasn't made it.

Bing Crosby (ABC) — Old Moneybags can still wrap up a stimulating half-hour of banter and song and tuck it away in his moneybelt . . . *Groucho Marx* (A9BC) — Ha, ha, ha, ha, ha, ho, ho, ho, ho, ho, ho!

on the cuff notes . . .

Comic Arthur Godfrey has resigned his two early morning programs over stations WCBS, New York, and WTOP, Washington, to devote his time to his two network shows, the across-the-board 11 a.m. show and the Monday evening *Talent Scouts* series. Mr. G. will continue in the dawn programs until a new emcee is located. Latest reports say his announcer Harry Marble and comedian Robert Q. Lewis have the inside track. Insiders are wondering if Godfrey's 37 bankrollers will stick with the shows when the new man takes over . . . Chevrolet shows that it's a smart advertiser by announcing that it will back up its NBC coverage

of the election next month with advertisements in 1,200 daily newspapers in 163 cities with NBC stations and in 3,800 small town dailies and weeklies . . . CBS network tells us that estimates show its billings for the final quarter of the year will be up 10 per cent over last season . . . Ah, yes, there is hope: Bergen & McCarthy topped the first half of the hour-long *Stop the Music* give-away program in the latest Hoooperatings!

. . . MBS network, which has more co-op sponsored shows than you can shake a stick at, disclosed that its co-op program sales show a 20 per cent boost this year over last. As of September 30, co-op sales in 1948 totalled 1,209 compared to 1,004 last semester . . . A new whodunit series, *This Is My Best*, will probably wind up on the ABC network before the winter is out . . . and until next issue that's the news along Radio Row.



BIG, EH WHAT?

There's a lot to a dinosaur. And there's a lot to radio. It's a big industry, doing a big job, for big businesses and big audiences.

It has blossomed into a leading sales medium in one short generation. Though big things lie ahead for radio, big things have already been accomplished.

In Northern Alberta the big part that radio plays in the community is even more emphatic than average. Y'see, CJCA caters to five rural listeners to every two urban fans. To most rural families the radio is their only source of entertainment, information and service. Their daily life is influenced by what they hear.

CJCA realises this tremendous responsibility and thereby presents a gilt-edged opportunity for businesses to advertise through the most effective medium existing in Northern Alberta.



I'm Happy to be Selling

- CHICLETS
- and
- DENTYNE

on radio's sensational new quiz show

"TAKE A CHANCE"

(CFRB and Coast to Coast Wednesdays at 8.30)

12 YEARS IN RADIO

Sincere — Convincing

DOC LINDSEY
Lombard 6997

POWER Thru Programs . . .

Two years ago this month CKDO, Oshawa came on the air with programs designed to appeal to Oshawa and district listeners.

Today, thanks to a strong listener response, more and more programs with 'local flavor' are being aired. And listener enthusiasm is still growing.

Local advertisers are using this program power to sell their wares and make new friends in a rich population area of 70,000 people who listen most to their own radio station.

Ask for CKDO facts from

JAMES ALEXANDER
(Canada)

WEED & CO.
(U.S.A.)

CKDO Oshawa, Ontario

1240
on the dial

NOW 1000 WATTS!

L'ÉCHO FRANÇAIS DE MONTRÉAL

CHLP

Covers PARTICULARLY THE MONTREAL FRENCH MARKET

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

CKRC
DOMINION NETWORK
WINNIPEG - CANADA

NOW 5000 WATTS

WINNIPEG 11 PM JAN 2ND 1948 MANITOBA

*Mr. Vancouver Timebuyer,
Vancouver.*

COULD BE VERSE!

THERE WAS A YOUNG MAN FROM VANCOUVER
WHOSE SMARTEST LIFETIME MANOEUVRE
WAS TO BUY AT LOW FEE
TIME ON CKRC
HE NOW SELLS HIS PRODUCT ALL OEUVRE—
MANITOBA.

Radio Needs Salesmen

Vancouver.—Broadcast salesmen are the hardest of all station employees to find in Canada. Reg Beattie of CKOK Penticton told a regional CAB meeting here.

Speaking on "Sales problems in major and minor markets," Beattie said that the entire staff of a station should be in touch with sales affairs, and not only those doing the actual selling.

He called the training of salesmen one of the most important factors in getting a sales staff running effectively.

Bill Rea of CKNW New Westminster talked about station promotion, and suggested that most stations ignore the possibilities of promotion over their own frequency.

A station should not be ashamed to urge listeners to tell a sponsor they heard of his

product on the air, he emphasized.

He believed stations should ignore media used by other stations, as the effect of each would be neutralized. In newspapers, he added, he would drop his ad out of the sports page if another station appeared there and move to another page.

One of the best methods of station promotion, he said, was a gift to advertisers of an example of the region's produce.

Heads New Department



Pat Freeman who, as announced last issue, has been named CAB Advertiser and Station Services Director, will take over his new post January 1, 1949. While CAB management and secretarial offices will be moved to Ottawa, Freeman will be headquartered in Toronto.

It Happened on CHML

HICKS FURS
SMARTLY STYLED FUR COATS
REMODELING — COLD FUR STORAGE
TELEPHONE 4-4034

822 MAIN STREET EAST
HAMILTON, ONT.
September 7, 1948.

Mr. K. Soble,
CHML,
Hamilton, Ont.

Dear Mr. Soble:

After 22 years of promoting August Fur Sales, using every medium of advertising including radio, newspaper, direct mail, bill-board and street car display, collectively and individually, of which I have kept records of the various results, I am in a good position to judge results.

This year I have used your "CHML Goes Calling" 10 minute daily broadcast exclusively as our August sales promotion and I am so well pleased with the results that I thought you would be interested in knowing that it has increased our sales far beyond our objective, outdistancing any records of increase that any of the other mediums ever produced.

Thanking you and your organization for a job well done, I remain,

Yours truly,

THE YANKS ARE COMING

Winnipeg.—A couple of Winnipeg dentists have turned to radio to make their trade more attractive.

They have installed stethoscope-like radios in their offices.

The dentists figure blocking out sounds of the drill with music helps patients bear the ordeal, so they use special headsets.

Says one of the dentists:

"You can't fill teeth faster to three-four time, but the customer is a lot happier."

BRITISH UNITED PRESS

"The world's best coverage of the world's biggest news"

★

HEAD OFFICE:
231 St. James Street
MONTREAL



"It's the master phoning from the ACA Convention, madam. He wants to know what happened to Wednesday."

LEADS IN CANCER WAR

Regina. — Co-operating with the Saskatchewan office of the Canadian Cancer Society, Station CKRM, Regina, recently aided in putting across a new and successful approach in educating the public on the disease.

The Society decided to base a campaign bucking, rather than inciting fear of cancer, and commissioned Fred Laight, CKRM special broadcast services, to write, produce and transcribe a series of five scripts based on the new approach.

The series, titled *Two Strikes on Cancer*, was later placed commercially on all Saskatchewan stations, with gratifying results.

CKRM intends to go a step further

in the fight, and is currently planning to co-operate with Dr. Alan Blair, Director of Cancer Services for Saskatchewan, in producing a documentary radio series, giving case histories of local citizens who have been cured.

\$3.00 a Year

(\$5.00 for 2 Years)

insures regular delivery of the

CANADIAN BROADCASTER and TELESCREEN

1000 WATTS — 970 KC

The French Voice of the Ottawa Valley

CKCH

Studios . . . 121 Notre Dame Street, Hull, Que.

Canadian Representative ■ Omer Renaud & Cie,
1411 Stanley St.
Montreal.
Toronto Office—53 Yonge St.

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

Programming Especially for the French Listeners in the Ottawa Valley...

A Top Name in Communications since 1909

NOW AVAILABLE TO CANADIAN

Radio

Federal

Broadcast Equipment

LONGER LIFE

with

ENDURING PERFORMANCE

with every

Federal Tube

In tube manufacture, the smallest details are a big factor in lasting performance.

That's why every Federal tube is subjected to the most rigid quality control and test procedure all along the line. For example, every tube gets X-ray tests to assure accuracy of internal construction details not otherwise visible. These and other exacting test procedures are the result of Federal's 37 years of experience in designing and building better tubes.

Write Federal for complete information on electronic tubes for your requirements—Dept. 600.

Federal FM & AM Transmitters

Federal Transmitter Tubes

Federal Square Loop FM Antenna

Federal FM Mobile Radio Units

Federal Transmission Lines (AIR AND SOLID)

Federal Electric Manufacturing Co., Ltd.



9600 ST. LAWRENCE BLVD., MONTREAL 14, P.Q.

1948 RADIO HOMES -

Compiled by the Bureau of Broadcast Measurement

Counties and Census Sub-divisions are listed alphabetically and numerically, respectively, by Provinces. City figures, italicized and marked (*) are included in the preceding figure for the County or Census-division in which they are located. City figures are for actual cities unless marked "Greater"

ALBERTA

Census Sub-Division *City	Population	House-holds	Per Cent Radio	Radio Homes
ALBERTA TOTAL	797,700	220,940	91.5	202,260
1	31,300	8,640	92.7	8,010
1-A	5,850	1,620	92.0	1,490
1-B	25,450	7,020	92.9	6,520
*Medicine Hat	11,180	3,090	95.9	2,960
2	59,900	16,860	92.1	15,530
2-A	45,260	12,740	92.0	11,720
*Lethbridge	14,950	4,210	94.0	3,960
2-B	14,640	4,120	92.5	3,810
3	14,900	4,290	92.3	3,960
3-A	5,560	1,600	91.9	1,470
3-B	9,340	2,690	92.6	2,490
4	27,600	8,500	92.7	7,880
4-A	10,690	3,290	93.0	3,060
4-B	16,910	5,210	92.5	4,820
5	18,000	5,270	93.7	4,940
5-A	5,930	1,740	94.8	1,650
5-B	12,070	3,530	93.2	3,290
6	157,000	47,150	95.0	44,810
6-A	10,320	3,100	92.6	2,870
6-B	106,060	31,850	96.1	30,620
*Calgary	94,960	28,520	96.9	27,640
6-C	19,650	5,900	92.7	5,470
6-D	20,970	6,300	92.9	5,850
7	28,900	8,290	92.2	7,640
7-A	13,400	3,840	92.2	3,540
7-B	15,500	4,450	92.1	4,100
8	60,700	16,470	92.0	15,160
8-A	8,460	2,300	93.0	2,140
8-B	15,230	4,130	91.8	3,790
8-C	21,420	5,810	91.0	5,290
8-D	15,590	4,230	93.1	3,940
9	33,700	8,370	90.4	7,570
9-A	16,760	4,160	91.8	3,820
9-B	16,940	4,210	89.1	3,750
10	52,500	13,600	86.8	11,810
10-A	21,680	5,610	90.4	5,070
10-B	22,100	5,720	82.0	4,690
10-C	8,720	2,270	90.3	2,050
11	167,300	46,150	92.5	42,700
11-A	17,280	4,760	88.4	4,210
11-B	8,590	2,370	88.2	2,090
11-C	21,230	5,860	86.2	5,050
11-D	120,200	33,160	94.5	31,350
*Edmonton	105,210	29,020	95.7	27,770
12	17,100	4,420	86.2	3,810
12-A	11,820	3,050	85.9	2,620
12-B	5,280	1,370	86.9	1,190
13	30,100	7,150	91.9	6,570
13-A	16,720	3,970	94.5	3,750
13-B	13,380	3,180	88.7	2,820
14	44,600	11,160	88.2	9,840
14-A	17,140	4,290	87.9	3,770
14-B	27,460	6,870	88.4	6,070
15	16,500	3,860	82.4	3,180
16	28,900	8,210	82.3	6,760
16-A	25,190	7,160	82.3	5,890
*Grande Prairie	1,640	470	82.8	390
16-B	3,710	1,050	82.9	870
17	8,700	2,550	82.0	2,090
17-A	5,350	1,570	81.1	1,270
17-B	3,350	980	83.7	820

BRITISH COLUMBIA

B.C. TOTAL	Population	House-holds	Per Cent Radio	Radio Homes
B.C. TOTAL	1,045,500	322,090	91.5	294,580
1	10,400	3,180	91.8	2,920
1-A	1,680	510	92.2	470
1-B	5,490	1,680	91.7	1,540
*Cranbrook	1,250	380	91.7	350
1-C	3,230	990	91.9	910

CANADIAN RADIO OWNERSHIP 1948 BY PROVINCES

Province	Population	House-holds	Per Cent Radio	Radio Homes
ALBERTA	797,700	220,940	91.5	202,260
BRITISH COLUMBIA	1,045,500	322,090	91.5	294,580
MANITOBA	729,700	198,850	91.1	181,060
NEW BRUNSWICK	494,300	109,950	81.9	90,050
NOVA SCOTIA	616,900	147,520	86.7	127,970
ONTARIO	4,204,700	1,131,650	93.4	1,056,940
PRINCE EDWARD ISLAND	96,200	21,630	80.5	17,420
QUEBEC	3,734,000	786,320	89.0	699,740
SASKATCHEWAN	828,100	224,180	89.4	200,350
TOTALS	12,547,100	3,163,320	90.7	2,870,370

Census Sub-Division *City	Population	House-holds	Per Cent Radio	Radio Homes
2	52,200	15,750	88.2	13,890
2-A	4,100	1,240	89.5	1,110
2-B	27,810	8,390	88.1	7,390
*Trail	10,160	3,070	94.4	2,900
2-C	20,290	6,120	88.1	5,390
*Kelowna	6,390	1,930	91.7	1,770
3	77,700	22,250	90.5	20,130
3-A	45,630	13,070	91.0	11,890
*Vernon	7,710	2,210	96.1	2,120
3-B	23,850	6,830	89.7	6,130
*Penticton	8,000	2,490	91.0	2,270
3-C	8,220	2,350	89.8	2,110
4	596,500	188,450	93.0	175,340
4-A	135,010	42,650	91.1	38,850
*Chilliwack	4,880	1,540	91.2	1,400
*New Westminster	29,160	9,210	94.1	8,670
4-B	461,490	145,800	93.6	136,490
*Vancouver	365,500	115,470	94.4	109,000
*Greater Vancouver	481,730	152,190	93.2	141,810
5	190,600	58,010	92.2	53,470
5-A-B	146,210	44,500	93.5	41,590
*Victoria	55,850	17,000	92.3	15,690
*Greater Victoria	80,980	24,730	91.7	22,680
5-C	17,920	5,450	87.8	4,790
*Port Alberni	5,810	1,770	88.7	1,570
5-D	16,290	4,960	87.5	4,340
5-E-F	10,180	3,100	88.7	2,750
6	39,000	12,230	85.6	10,470
6-A-E	5,750	1,800	84.4	1,520
6-B	9,730	3,050	83.0	2,530
6-C	17,670	5,540	88.1	4,880
*Kamloops	7,570	2,370	95.7	2,270
6-D-F	5,850	1,840	83.7	1,540
7	15,900	4,210	89.8	3,780
7-A-B	7,450	1,970	89.8	1,770
7-C	8,450	2,240	89.7	2,010
8	30,300	8,950	79.9	7,150
8-A	6,300	1,860	79.6	1,480
*Prince George	2,430	720	78.0	560
8-B	3,250	960	80.2	770
8-C-D	8,950	2,640	79.9	2,110
8-E	5,830	1,720	79.6	1,370
8-F-G	5,970	1,770	80.2	1,420
9	21,400	5,730	85.7	4,910
9-A-B	2,070	550	84.5	470
9-C	2,790	950	84.5	630
9-D	12,510	3,350	86.1	2,880
*Prince Rupert	7,960	2,130	85.8	1,830
9-E	1,260	340	86.1	290
9-F	2,770	740	86.1	640
10	11,500	3,330	75.7	2,520
10-A-C	3,690	1,070	76.6	820
10-B	570	160	75.0	120
10-D	7,240	2,100	75.2	1,580
*Dawson Creek	700	200	71.5	140

MANITOBA

MANITOBA TOTAL	Population	House-holds	Per Cent Radio	Radio Homes
MANITOBA TOTAL	729,700	198,850	91.1	181,060
1	25,600	5,440	81.1	4,410
1-A	8,290	1,760	80.1	1,410
1-B	17,310	3,680	81.5	3,000
2	40,200	8,930	83.0	7,410
2-A	11,340	2,520	81.3	2,050
2-B	14,470	3,210	85.4	2,740
2-C	14,390	3,200	81.9	2,620
3	23,500	6,160	87.3	5,380
3-A	13,860	3,630	87.6	3,180
3-B	9,640	2,530	87.0	2,200
4	15,200	4,170	82.5	3,440
4-A	9,700	2,660	82.0	2,180
4-B	5,500	1,510	83.4	1,260
5	47,400	12,970	89.5	11,610
5-A	8,580	2,350	86.0	2,020
5-B	38,820	10,620	90.3	9,590
6	307,600	89,280	96.2	85,930
6-A	21,070	6,110	94.3	5,760
6-B	4,830	1,400	90.7	1,270
6-C	15,800	4,590	91.1	4,180
6-D	265,900	77,180	96.8	74,720
*Winnipeg	231,170	67,100	97.0	65,090
*Greater Winnipeg	313,940	90,080	93.8	84,530
*St. Boniface	18,910	5,490	97.8	5,370
7	34,500	9,040	92.0	8,320
7-A	11,900	3,120	89.4	2,790
7-B	22,600	5,920	93.4	5,530
*Brandon	16,350	4,280	93.8	4,010
8	17,300	4,800	93.1	4,470
8-A	7,620	2,110	92.9	1,960
8-B	9,680	2,690	93.3	2,510
9	50,100	13,030	92.4	12,040
9-A	39,500	10,270	93.6	9,610
9-B	10,600	2,760	88.0	2,430
10	18,800	5,100	89.0	4,540

Census Sub-Division *City	Population	House-holds	Per Cent Radio	Radio Homes
10-A	11,180	3,030	89.4	2,710
10-B	7,620	2,070	88.4	1,830
11	25,300	7,080	88.1	6,240
11-A	11,600	3,250	88.3	2,870
11-B	13,700	3,830	88.0	3,370
12	23,100	5,460	83.5	4,560
12-A	11,040	2,610	84.3	2,200
12-B	12,060	2,850	82.8	2,360
13	23,700	6,040	80.6	4,870
14	24,800	6,510	82.9	5,400
14-A	13,170	3,450	83.5	2,880
14-B	11,630	3,060	82.4	2,520
15	12,100	3,080	83.8	2,580
16	40,500	11,760	83.8	9,860
16-A	13,490	3,920	84.2	3,300
16-B	13,920	4,040	84.1	3,410
*Flt Flon	5,300	1,540	81.0	1,290
16-C	13,090	3,800	83.4	3,170

NEW BRUNSWICK

County *City	Population	House-holds	Per Cent Radio	Radio Homes
NEW BRUNSWICK TOTAL	494,300	109,950	81.9	90,050
Albert	8,500	2,110	87.6	1,850
Carleton	23,600	5,750	78.2	4,500
Charlotte	24,400	6,600	76.2	5,030
Gloucester	54,400	9,530	66.6	6,350
Kent	23,900	4,310	67.4	2,900
Kings	20,900	5,590	83.8	4,680
Madawaska	31,700	6,080	76.7	4,660
*Edmundston	7,980	1,530	91.5	1,400
Northumberland	40,400	8,080	75.6	6,110
Queens	15,700	3,960	83.8	3,320
Restigouche	35,400	6,910	78.6	5,430
*Campbellton	7,220	1,410	89.3	1,260
St. John	72,400	17,850	92.9	16,590
*Saint John	54,430	13,420	93.2	12,510
*Greater Saint John	70,680	17,430	91.2	15,890
Sunbury	10,500	2,610	85.4	2,230
Victoria	19,300	4,080	78.4	3,200
Westmorland	73,000	16,510	88.3	14,580
*Moncton	25,770	5,830	95.2	5,550
*Sackville	2,820	640	90.2	580
York	40,200	9,980	86.4	8,620
*Fredericton	11,100	2,750	91.3	2,510

NOVA SCOTIA

NOVA SCOTIA TOTAL	616,900	147,520	86.7	127,970
Annapolis	18,600	5,150	85.4	4,400
Antigonish	11,200	2,460	75.1	1,850
*Antigonish	2,290	500	91.7	460
Cape Breton	117,200	24,390	90.4	22,050
*Glace Bay	26,620	5,540	94.8	5,250
*Sydney	29,970	6,240	93.8	5,850
Colchester	31,800	8,200	89.3	7,320
*Truro	10,840	2,790	94.5	2,640
Cumberland	41,300	10,550	87.7	9,250
Digby	21,200	5,270	85.5	4,510
Guysborough	10,000	2,520	75.1	1,890
Hallifax	140,300	32,730	91.4	29,910
*Dartmouth	12,410	2,890	96.0	2,770
*Halifax	80,620	18,810	96.0	18,060
*Greater Halifax	111,110	25,920	94.5	24,490
Hants	25,100	6,020	86.8	5,230
*Windsor	3,900	940	91.7	860
Inverness	19,000	4,110	70.3	2,890
Kings	30,800	7,530	85.7	6,450
Lunenburg	32,700	9,020	82.0	7,400
*Bridgewater	3,420	940	91.7	860
Pictou	46,800	11,910	90.6	10,790
*Pictou	3,520	900	93.3	840
Queens	13,000	3,460	86.4	2,990
Richmond	12,200	2,880	71.0	2,040
Shelburne	13,800	3,500	77.7	2,720
Victoria	8,000	1,920	82.4	1,580
Yarmouth	23,900	5,900	79.7	4,700
*Yarmouth	8,310	2,050	89.7	1,840

ONTARIO

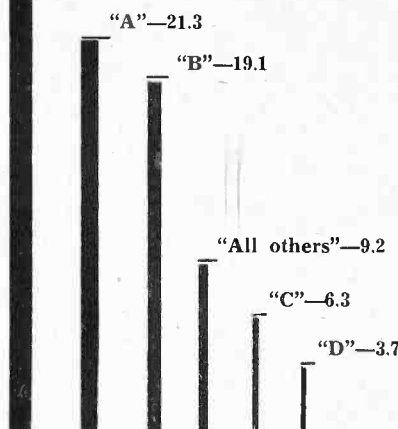
ONTARIO TOTAL	4,204,700	1,131,650	93.4	1,056,940
Algoma	56,600	16,580	92.3	15,300
Algoma-A-South	53,350	15,630	92.5	14,460
*Sault Ste. Marie	28,070	8,220	95.4	7,840
Algoma-B-North	3,250	950	88.4	840
Brant	70,000	19,480	93.9	18,290
*Brantford	39,450	10,980	95.6	10,500
Bruce	42,600	11,910	88.7	10,560
Carleton	218,900	51,700	95.1	49,150
*Ottawa	164,490	39,560	96.7	38,240
*Greater Ottawa	244,000	56,240	95.1	53,460
Cochrane	83,400	19,680	88.9	17,490
Cochrane-A-South	62,330	14,710	89.7	13,190
*Timmins	29,980	7,070	94.8	6,700
Cochrane-B-North	21,070	4,970	86.5	4,300
Dufferin	14,000	4,080	89.0	3,630
Dundas	15,800	4,160	89.4	3,720
Durham	26,400	7,710	90.7	6,990
Elgin	51,000	15,050	91.7	13,800
*St. Thomas	18,930	5,590	96.6	5,400

FIRST E-H SURVEY for

40.4% CJOY - GUELPH

... and here is the result ... showing

"DISTRIBUTION of AUDIENCE"



REPRESENTATION: Radio Representatives Ltd., Canada
Donald Cooke Inc., U.S.A.



**A Bunch of the Boys
Were Whooping It Up**

at the

ACA CONVENTION

Which made Lionel come up with the bright reflection that this was nothing compared with the way we whoop up our audiences for our sponsors by "Lionelizing" our programs to keep everyone in our wide listening area waiting to hear them.

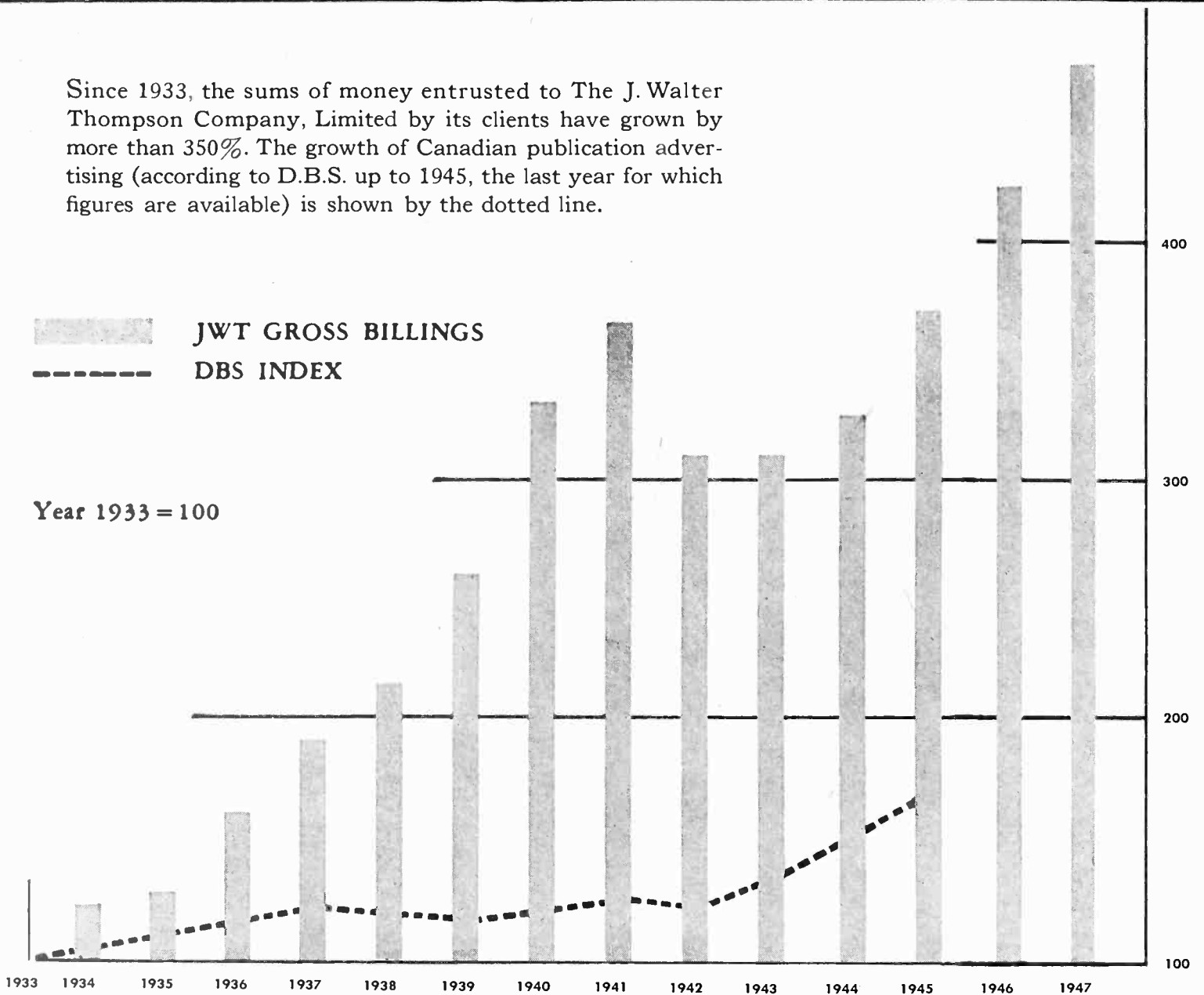
That's Lionel's job ... keeping our ever-growing audience ever growing.

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

Since 1933, the sums of money entrusted to The J. Walter Thompson Company, Limited by its clients have grown by more than 350%. The growth of Canadian publication advertising (according to D.B.S. up to 1945, the last year for which figures are available) is shown by the dotted line.

■ JWT GROSS BILLINGS
 - - - - - DBS INDEX

Year 1933 = 100



... among the advertisers we serve:

- Anthracite Institute
- Canadian Industries Limited
- John Inglis Company, Consumer Products Division
- Kraft Foods Limited
- John Labatt Limited
- Lever Brothers Limited
- Pepsi-Cola Company of Canada
- The Ponds Extract Company
- Shell Oil Company of Canada
- The Sherwin-Williams Company of Canada Limited
- Standard Brands Limited
- Swift Canadian Company Limited
- J. B. Williams Co., Canada
- Wm. Wrigley Jr. Company Limited

J. WALTER THOMPSON COMPANY LIMITED

MONTREAL · TORONTO · LONDON · SYDNEY · MELBOURNE · CAPE TOWN · JOHANNESBURG · BOMBAY · CALCUTTA
 NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · LOS ANGELES · SAN FRANCISCO · SEATTLE
 BUENOS AIRES · RIO DE JANEIRO · SAO PAULO · SANTIAGO · MEXICO CITY

County *City	Population	House- holds	Per Cent Radio	Radio Homes
Glengarry	19,800	4,750	84.6	4,020
Grenville	16,900	4,830	90.3	4,360
Grey	58,800	16,630	89.0	14,800
*Owen Sound	14,400	4,070	93.9	3,820
Haldimand	22,700	6,420	90.5	5,810
Haliburton	7,600	2,030	88.7	1,800
Halton	34,400	9,980	93.5	9,330
Hastings	66,200	17,280	89.8	15,520
*Belleville	16,430	4,290	94.9	4,070
Huron	43,700	12,940	90.1	11,660
*Wingham	2,030	600	93.3	560
Kenora	37,400	9,440	91.1	8,600
*Kenora	8,520	2,150	97.2	2,090
*Greater Kenora	10,150	2,560	96.1	2,460
Kent	76,900	22,110	90.7	20,050
*Chatham	20,150	5,790	95.7	5,540
Lambton	64,900	18,480	90.9	16,790
*Sarnia	21,360	6,080	96.5	5,870
Lanark	35,200	9,400	88.6	8,330
Leeds	36,600	9,580	91.8	8,790
*Brockville	11,520	3,010	96.7	2,910
Lennox and Addington	20,000	5,620	88.1	4,950
Lincoln	79,500	21,820	95.1	20,750
*St. Catharines	37,000	10,150	95.1	9,650
Manitowlin	11,200	2,780	86.7	2,410
Middlesex	140,100	39,350	93.7	36,860
*London	86,220	24,220	97.1	23,510
*Greater London	93,930	26,410	96.1	25,390
Muskoka	20,600	5,530	88.8	4,910
Nipissing	46,700	10,620	88.1	9,360
*North Bay	16,820	3,820	94.8	3,620
Essex	200,900	52,130	94.2	49,090
*Windsor	121,430	31,510	96.8	30,500
*Greater Windsor	141,120	36,620	95.8	35,100
Frontenac	55,400	13,040	92.5	12,060
*Kingston	31,070	7,310	96.9	7,080
Norfolk	41,500	11,650	90.7	10,570
Northumberland	30,600	8,610	90.6	7,800
Ontario	70,800	18,770	93.1	17,470
*Oshawa	28,890	7,660	97.4	7,460
Oxford	50,500	13,990	94.6	13,240
*Woodstock	12,340	3,420	96.5	3,300
Parry Sound	29,000	7,140	88.2	6,300
Peel	41,300	11,410	94.9	10,830
Perth	50,900	14,280	91.7	13,100
*Stratford	17,450	4,900	97.8	4,790
Peterborough	57,400	15,030	91.9	13,810
*Peterborough	30,700	8,040	95.8	7,700
Prescott	25,100	5,480	80.5	4,410
Prince Edward	17,400	5,220	91.2	4,760
Rainy River	20,300	5,160	88.4	4,560
*Fort Frances	6,260	1,590	93.1	1,480
Renfrew	60,500	14,400	85.4	12,300
*Pembroke	12,340	2,940	91.5	2,690
Russell	17,800	3,910	82.6	3,230
Simcoe	98,100	26,460	91.0	24,080
*Orillia	11,040	2,980	96.3	2,870
Stormont	44,900	10,120	91.4	9,250
*Cornwall	15,500	3,490	94.6	3,300
*Greater Cornwall	19,890	4,380	93.4	4,090
Sudbury	92,000	23,720	89.4	21,210
Sudbury-A-South	85,740	22,110	89.8	19,850
*Sudbury	36,660	9,450	94.6	8,940
Sudbury-B-North	6,260	1,610	84.5	1,360
Thunder Bay	97,100	23,290	93.0	21,660
Thunder Bay-A-South	93,380	22,390	93.3	20,900
*Port Arthur	27,840	6,680	96.9	6,470
*Fort William	34,860	8,360	97.1	8,120
Thunder Bay-B-North	3,720	900	84.4	760
Temiskaming	59,100	16,120	90.2	14,540
*Kirkland Lake	23,360	6,380	95.8	6,110
Victoria	27,900	7,850	89.0	6,990
Waterloo	113,600	30,620	95.1	29,110
*Galt	17,660	4,760	98.1	4,670
*Kitchener	41,030	11,060	96.4	10,660
*Greater Kitchener	51,990	14,010	96.6	13,530
Welland	112,600	29,760	95.6	28,440
*Niagara Falls	24,700	6,530	96.9	6,330
*Welland	15,000	3,960	97.0	3,840
Wellington	57,800	15,530	93.0	14,440
*Guelph	22,630	6,080	96.9	5,890
Wentworth	234,400	63,850	97.0	61,920
*Hamilton	188,610	51,330	97.6	50,130
*Greater Hamilton	190,990	52,030	97.5	50,710
York	1,079,900	304,170	96.6	293,740
*Toronto	757,500	213,360	97.0	206,900
*Greater Toronto	1,021,970	287,860	95.6	275,270

PRINCE EDWARD ISLAND

County *City	Population	House- holds	Per Cent Radio	Radio Homes
PRINCE EDWARD ISLAND TOTAL	96,200	21,630	80.5	17,420
Kings	21,200	4,910	75.6	3,710
Prince	34,200	7,640	80.6	6,160
*Summerside	4,900	1,120	91.4	1,020
Queens	40,800	9,080	83.1	7,550
*Charlottetown	14,700	3,270	91.7	3,000

Results forced the client to say...

"Cancel those spots"



Selection of market, station and hour are vitally important in radio advertising. Response, however, rests upon copy. It is copy that controls the clang of cash registers... the starch in sales curves. It takes the right words forming the right appeals to "talk" listeners into opening purses and pockets. And that applies in Moncton, Midland and Maryville. The following memo proves Ronalds' sales-word-wisdom...

"Please wire the Moncton radio station to discontinue our spot announcements until our Manager there is in a position to receive more customers. Excellent results have come from recent spots, 61 people being in the office today up to 3 o'clock. One woman waited 4 hours to be interviewed.

W. T. McGREW, General Manager,
Niagara Finance Co. Ltd."

Niagara Finance is numbered among Ronalds' 27 radio clients who receive results from airborne advertising ranging from "spots" to network coverage. If you'd like to discuss the possibility of your being number 28, a letter will start the ball rolling.

RONALDS
ADVERTISING AGENCY LIMITED
ADVERTISING  WELL DIRECTED

KEEFER BUILDING MONTREAL... NEW WELLINGTON BUILDING TORONTO

QUEBEC

County *City	Population	House-holds	Per Cent Radio	Radio Homes
QUEBEC TOTAL	3,734,000	786,320	89.0	699,740
Abitibi	82,100	18,480	75.6	13,980
Abitibi-A-West	79,240	17,830	75.9	13,530
*Amos	3,470	780	82.9	650
*Val d'Or	5,320	1,200	91.5	1,100
Abitibi-B-East	2,860	650	69.2	450
Argenteuil	23,900	5,200	85.4	4,440
Arthabaska	34,800	6,920	82.2	5,690
Bagot	19,500	4,210	85.7	3,610
Beauce	52,400	9,560	78.9	7,540
Beauharnois	33,100	6,710	91.7	6,150
*Valleyfield	18,650	3,780	93.9	3,550
Bellechasse	25,100	4,670	75.8	3,540
Berthier	19,600	4,120	84.1	3,460
Bonaventure	40,700	7,070	78.1	5,520
*New Carlisle	1,000	170	80.3	140
Brome	14,400	3,640	88.0	3,200
Chambly	49,400	11,170	93.8	10,480
Champlain	71,100	15,460	89.1	13,780
*Cup de la Madeleine	12,500	2,720	95.7	2,600
Charlevoix	26,400	4,280	80.5	3,450
Chateaugay	16,900	3,880	85.2	3,310
Chicoutimi	99,400	15,840	89.8	14,230
*Chicoutimi	20,210	3,220	97.0	3,120
*Jonquiere	17,350	2,760	95.1	2,620
Compton	24,300	5,360	84.9	4,550
Deux-Montagnes	18,400	4,280	87.9	3,760
Dorchester	33,100	5,930	74.2	4,400
Drummond	47,000	9,810	84.8	8,320
*Drummondville	13,520	2,820	95.6	2,700
Frontenac	31,100	5,950	79.8	4,750
Gaspé	60,100	10,490	75.9	7,960
Hull	85,300	17,760	86.3	15,330
*Hull	39,180	8,220	94.0	7,730
Huntingdon	12,600	3,160	83.0	2,620
Iberville	12,400	2,670	89.2	2,380
Joliette	28,400	5,470	87.2	4,770
*Joliette	11,420	2,200	93.0	2,050
Kamouraska	27,400	4,690	77.2	3,620
*Ste Anne de la Pocatiere	2,900	500	81.4	410
Labelle	24,200	4,750	77.3	3,670
Lac St Jean	78,800	12,390	79.0	9,790
Laprairie	14,800	3,240	83.9	2,720
L'Assomption	20,000	4,180	84.9	3,550
Levis	41,600	7,420	91.4	6,780
*Levis	13,090	2,330	96.1	2,240
L'Islet	22,500	4,290	78.0	3,350
Lotbiniere	30,000	5,710	77.1	4,400

County *City	Population	House-holds	Per Cent Radio	Radio Homes
Maskinonge	18,900	3,580	84.2	3,010
Matane	63,800	11,330	79.1	8,960
Megantic	44,200	8,550	84.1	7,190
*Thetford Mines	13,930	2,700	96.3	2,600
Missisquoi	23,400	5,390	89.1	4,800
Montcalm	16,300	3,560	83.9	2,990
Montmagny	24,300	4,740	79.7	3,780
Montmorency	22,400	3,850	84.0	3,230
Montreal Island	1,247,900	295,820	95.2	281,620
*Lachine	21,980	5,210	97.3	5,070
*Montreal	989,840	234,650	94.6	221,980
*Greater Montreal	1,262,590	298,960	95.2	284,700
*Outremont	33,710	7,990	98.2	7,850
*Verdun	73,830	17,500	97.3	17,030
*Westmount	28,550	6,770	98.3	6,650
Napierville	8,200	1,650	87.7	1,450
Nicolet	36,700	6,730	79.2	5,330
Papineau	32,300	7,170	79.8	5,720
Pontiac	20,000	4,440	78.6	3,490
Portneuf	42,900	8,280	85.5	7,080
Quebec	221,500	41,590	95.9	39,880
*Quebec	164,600	30,910	96.1	29,700
*Greater Quebec	227,060	42,430	94.9	40,260
Richelieu	27,200	5,590	88.7	4,960
*Sorèl	14,070	2,890	95.8	2,770
Richmond	32,700	7,060	85.7	6,050
Rimouski	56,100	9,260	80.7	7,470
*Rimouski	8,900	1,470	94.5	1,390
Rouville	17,100	3,680	88.2	3,250
Saguenay	34,800	6,480	82.1	5,320
Shefford	36,300	7,790	84.6	6,590
*Granby	15,440	3,310	93.3	3,090
Sherbrooke	55,900	12,760	94.5	12,060
*Sherbrooke	43,170	9,850	96.5	9,510
Soulanges	9,800	2,190	86.3	1,890
Stanstead	35,000	8,290	89.7	7,440
St. Hyacinthe	32,700	6,860	88.6	6,080
*St. Hyacinthe	18,390	3,860	95.8	3,700
St. Jean	23,500	5,080	92.3	4,690
*St. Jean	15,580	3,370	96.7	3,260
St. Maurice	96,200	18,740	93.2	17,470
*Shawinigan Falls	24,330	4,740	94.3	4,470
*Trois Rivières	50,290	9,800	95.8	9,390
Temiscamingue	47,800	10,190	80.9	8,240
*Rouyn	10,400	2,220	90.4	2,010

47 New Store Fronts

- 18 New Stores!

All within the past few months.



New, Ultra-Modern "Advance Shop" in heart of Cornwall's Shopping Area

BUSINESS IN ANY CITY has got to be good when there is such extensive remodelling and building activity as in Cornwall. It indicates that merchants possess a faith and confidence in Cornwall, where retail business is at a record peak. Cornwall IS a good bet and business merits the investments being made.

AT LEAST TEN NEW STORES AND TWO BANKS ARE PLANNED FOR THIS FALL

In Cornwall, business men appreciate the advantages of a live-wire radio station and constantly use Cornwall's own radio station to reach the great consumer market in the City and surrounding counties of Stormont, Dundas and Glengarry.

Advertisers are invited to investigate and test the result-getting power of

RADIO STATION CKSF

CORNWALL ONTARIO

Owned and operated by The Standard-Freeholder, Limited, Cornwall, Ont. Ask Horace N. Stovin & Company

"The Best Music in Town"

THIS is the verdict of a phenomenally increasing number of Winnipeg and St. Boniface merchants who are using our facilities in steadily increasing numbers to reach the 55,000 French-speaking listeners to Western Canada's entirely French station.

CKSB

OWNED AND OPERATED BY THE PEOPLE OF

St. Boniface, Man.

REPRESENTATIVES

Toronto and Montreal: C. W. Wright

Winnipeg: A. L. Garside.

Vancouver: John N. Hunt

Census Sub-Division *City	Population	House-holds	Per Cent Radio	Radio Homes
Temiscouata	60,900	10,650	77.8	8,290
*Rivière du Loup	9,210	1,610	92.3	1,490
Terrebonne	57,400	12,130	87.1	10,560
*St. Jerome	13,880	2,930	95.2	2,790
Vaudreuil	15,000	3,340	86.6	2,890
Vercheres	16,400	3,550	87.4	3,100
Wolfe	18,500	3,800	79.4	3,020
Yamaska	17,100	3,440	79.6	2,740

SASKATCHEWAN

Census Sub-Division *City	Population	House-holds	Per Cent Radio	Radio Homes
SASKATCHEWAN TOTAL	828,100	224,180	89.4	200,350
1	34,700	9,460	90.5	8,560
1-A	18,730	5,100	91.0	4,640
1-B	15,970	4,360	89.9	3,920
2	34,800	8,930	91.5	8,170
2-A	13,440	3,440	91.3	3,140
2-B	21,360	5,490	91.6	5,030
3	32,800	9,090	90.9	8,260
3-A	17,750	4,920	91.5	4,500
3-B	15,050	4,170	90.2	3,760
4	19,000	5,600	88.9	4,980
4-A	11,320	3,340	88.9	2,970
4-B	7,680	2,260	88.9	2,010
5	47,000	12,420	88.6	11,010
5-A	10,500	2,780	90.3	2,510
5-B	9,840	2,600	90.4	2,350
5-C	14,650	3,870	87.6	3,390
5-D	12,010	3,170	87.1	2,760
6	107,300	31,050	94.0	29,200
6-A	12,810	3,700	91.1	3,370
6-B	67,590	19,560	96.2	18,820
*Regina	57,740	16,620	96.8	16,090
6-C	11,200	3,240	92.6	3,000
6-D	15,700	4,550	88.1	4,010
7	51,500	15,020	94.1	14,140
7-A	31,310	9,130	95.8	8,750
*Moose Jaw	19,850	5,790	96.8	5,600
7-B	20,190	5,890	91.5	5,390
8	36,800	10,250	91.1	9,340
8-A	14,550	4,060	90.6	3,680
8-B	14,030	3,900	90.8	3,540
8-C	8,220	2,290	92.6	2,120
9	54,300	13,700	82.3	11,280
9-A	11,520	2,900	84.9	2,460
9-B	14,130	3,570	86.6	3,090
*Yorkton	4,860	1,230	94.5	1,160
9-C	14,480	3,650	79.5	2,900
9-D	14,170	3,580	79.1	2,830
10	38,000	9,730	85.3	8,300
10-A	9,360	2,390	84.5	2,020
10-B	7,820	2,010	87.1	1,750
10-C	10,700	2,740	86.9	2,380
10-D	10,120	2,590	83.0	2,150
11	77,800	22,320	93.0	20,760
11-A	20,940	6,000	88.5	5,310
*Watrous	1,110	320	91.7	290
11-B	56,860	16,320	94.7	15,450
*Saskatoon	41,840	12,000	96.5	11,580
12	29,100	7,830	92.1	7,210
12-A	12,690	3,420	93.3	3,190
12-B	10,370	2,790	91.0	2,540
12-C	6,040	1,620	91.4	1,480
13	32,600	8,580	92.3	7,920
13-A	14,300	3,760	93.1	3,500
13-B	18,300	4,820	91.7	4,420
14	60,600	15,720	84.5	13,290
14-A	10,160	2,640	81.1	2,140
14-B	50,440	13,080	85.2	11,150
15	82,900	20,100	85.4	17,160
15-A	18,170	4,410	86.2	3,800
15-B	30,420	7,370	81.5	6,010
15-C	23,100	5,600	89.6	5,020
Prince Albert	11,650	2,820	92.9	2,620
15-D	11,210	2,720	85.7	2,330
16	48,100	11,970	84.5	10,110
16-A	11,100	2,760	83.3	2,300
16-B	21,280	5,300	85.8	4,550
*North Battleford	4,290	1,070	96.9	1,040
16-C	7,540	1,880	81.9	1,540
16-D	8,180	2,030	84.7	1,720
17	27,200	7,370	87.2	6,430
17-A	8,660	2,340	89.3	2,090
17-B	7,060	1,920	91.1	1,750
17-C	11,480	3,110	83.3	2,590
18	13,600	5,040	83.9	4,230
18-A	10,170	3,770	83.9	3,160
18-B	3,430	1,270	83.9	1,070

SELL YOUR MARKET by knowing it!

Research means "let's find out". It's the job of highly trained fact-finders — men and women able to get the facts about advertising and selling. It's the sharpest tool of common-sense marketing.

We can help you know more about your product, market or advertising with a complete marketing research service:

- Radio Surveys
- Trade Surveys
- Consumer Panel of Canada
- Attitude and Opinion Surveys
- Product Testing
- Copy Testing

Absolutely reliable research makes your advertising dollar go further.

BEST WISHES TO ACA CONVENTIONEERS INTERNATIONAL SURVEYS LIMITED

MONTREAL:
Paul Haynes, Pres.
1541 MacKay Street



TORONTO:
Marjorie Stepan, Mgr.
93 Church Street

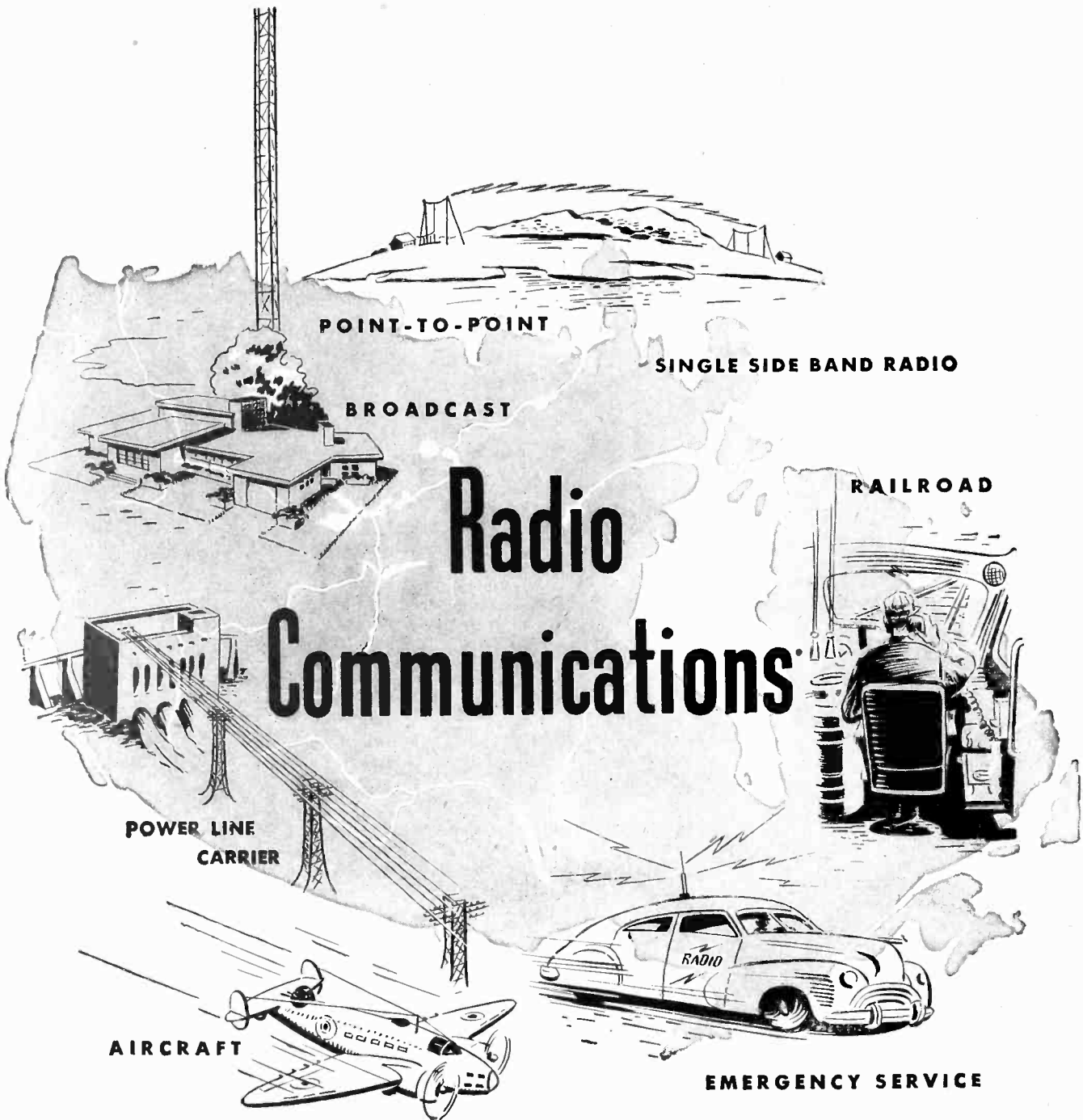
CFCN

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



- For every application in radio
- For expert engineering and installation
- For service and quality

LOOK TO

Northern Electric
 COMPANY LIMITED

26 DISTRIBUTING HOUSES ACROSS CANADA

Canada's largest organization devoted exclusively to research and development in all phases of electrical communication.

Canada Stands for Peace

10-B-3

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
● BRITISH COLUMBIA							
Chilliwack	CHWK	All-Canada	Weed & Co.	Jack Pilling	W. G. Teetzel	UTS Cole	—
Dawson Creek	CJDC	Radio Reprs.	—	Wilna Moore	—	Associated	PN
Kamloops	CFJC	All-Canada	Weed & Co.	Ian Clark	—	UTS	PN
Kelowna	CKOV	All-Canada	Weed & Co.	J. W. B. Browne	Eric Frost	Lang-Worth NBC-World Sesac	PN
Nelson	CKLN	H. N. Stovin	Adam Young	W. E. Bracken	—	World	PN
New Westminster	CKNW	Radio Reprs.	Forjoe & Co.	William Rae, Jr.	D. M. Armstrong	Associated Cole UTS World	PN
Penticton	CKOK	C. W. Wright (John Hunt in Vancouver)	—	Harry O. Watts	Jean Griffiths	—	PN
Port Alberni	CJAV	Radio Reprs.	—	Chas. Rudd	Chas Patrick	Lang-Worth Cole	PN
Prince George	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	Jack Boates	UTS	—
Prince Rupert	CFPR	H. N. Stovin	—	C. H. Insulander	S. J. Anderson	—	—
Trail	CJAT	All-Canada	Weed & Co.	E. Ayley	—	NBC	PN
Vancouver	CBR	CBC	CBC	Ker. Caple	Harold Paulson	—	CP BUP
Vancouver	CJOR	H. N. Stovin	Adam Young	G. C. Chandler	D. E. Laws	NBC Sesac UTS	BUP PN
Vancouver	CKMO	Nat'l. Broadcast Sales (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	Bob Bowman	Tom Slattery	Sesac Standard Associated	PN
Vancouver	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	Lang-Worth World	BUP PN
Vernon	CJIB	Radio Reprs.	Adam Young	C. H. Pitt	—	Associated Cole	PN
Victoria	CJVI	All-Canada	Weed & Co.	M. V. Chesnut	Lee Hallberg	NBC World Cole	PN
● ALBERTA							
Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	F. R. Shaw	Associated NBC World	BUP PN
Calgary	CFCN	Radio Reprs.	Adam Young	H. G. Love	E. H. McGuire	Lang-Worth Standard UTS	BUP PN
Calgary	CJCJ	J. L. Alexander (A. L. Garside in Winnipeg)	J. H. McGillvra	D. H. Mackay	—	Sesac	BUP
Edmonton	CBX	CBC	CBC	Dan Cameron	—	—	CP BUP
Edmonton	CFRN	Radio Reprs.	Adam Young	G. R. A. Rice	A. J. Hopps	Lang-Worth Cole Standard UTS	BUP PN
Edmonton	CJCA	All-Canada	Weed & Co.	Gerry Gaetz	Rolfe Barnes	NBC Standard World	PN
Edmonton	CKUA	Non-commercial	—	Walker Blake	—	Associated	PN
Grande Prairie	CFGP	All-Canada	Weed & Co.	Arthur Balfour	G. Cockburn	NBC Cole Sesac	PN
Lethbridge	CJOC	All-Canada	Weed & Co.	Wm. Guild	C. A. Perry	Lang-Worth NBC	PN
Medicine Hat	CHAT	All-Canada	Weed & Co.	R. J. Buss	—	Standard	BUP
● SASKATCHEWAN							
Moose Jaw	CHAB	H. N. Stovin	Weed & Co.	Sid Boyling	Lloyd Crittenden	Cole Lang-Worth	PN
North Battleford	CJNB	H. N. Stovin	—	J. H. Coalston	—	UTS World	BUP
Prince Albert	CKBI	All-Canada	Weed & Co.	E. Rawlinson	G. Prest	NBC	PN
Regina	CKCK	All-Canada	Weed & Co.	H. Crittenden	G. I. Seabrook	NBC Cole	BUP PN
Regina	CKRM	All-Canada	Weed & Co.	Stuart MacKay	Don Oakes	Lang-Worth	PN
Saskatoon	CFQC	Radio Reprs.	Adam Young	A. A. Murphy	V. Dallin	Lang-Worth Cole NBC Standard	BUP
Watrous	CBK	CBC	CBC	J. N. Moggridge	W. G. Carpentier	—	CP BUP

YOU GET *Blanket*



Coverage **WITH CKLW**

Men responsible for sales know their companies can be left out in the cold in the rich and fertile Western Ontario markets, urban and rural by use of the wrong advertising medium. But because of their ability to judge a leader from a follower, they seldom make this mistake.

CKLW is a leader in Western Ontario. With this choice advertising medium, you get a blanket coverage of 198,130 homes daily. This coverage has a sound background created by sixteen years conscientious, hard work on the part of this progressive radio station and its obliging staff.

Because of its strong audience, its buying appeal and its thorough coverage in this market, influential CKLW should be included as a "MUST" in your Sales and Advertising plans. Remember—for blanket coverage of 198,130 Western Ontario urban and rural homes daily, it's CKLW the "Good Neighbor Station," 800 on the dial.

(Watch for great developments for CKLW in 1949)

CKLW

**THE GOOD
NEIGHBOR STATION
WINDSOR • ONTARIO**

**CANADIAN BROADCASTING
CORPORATION**

**MUTUAL BROADCASTING
SYSTEM**

**MEMBER OF CANADIAN
ASSOCIATION OF BROADCASTERS**

REPRESENTATIVES: H. N. STOVIN, CANADA • ADAM J. YOUNG JR. INC., U.S.A.

City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
Yorkton	CJGX	H. N. Stovin	Adam Young	Ken Parton	—	UTS Cole Sesac World	PN

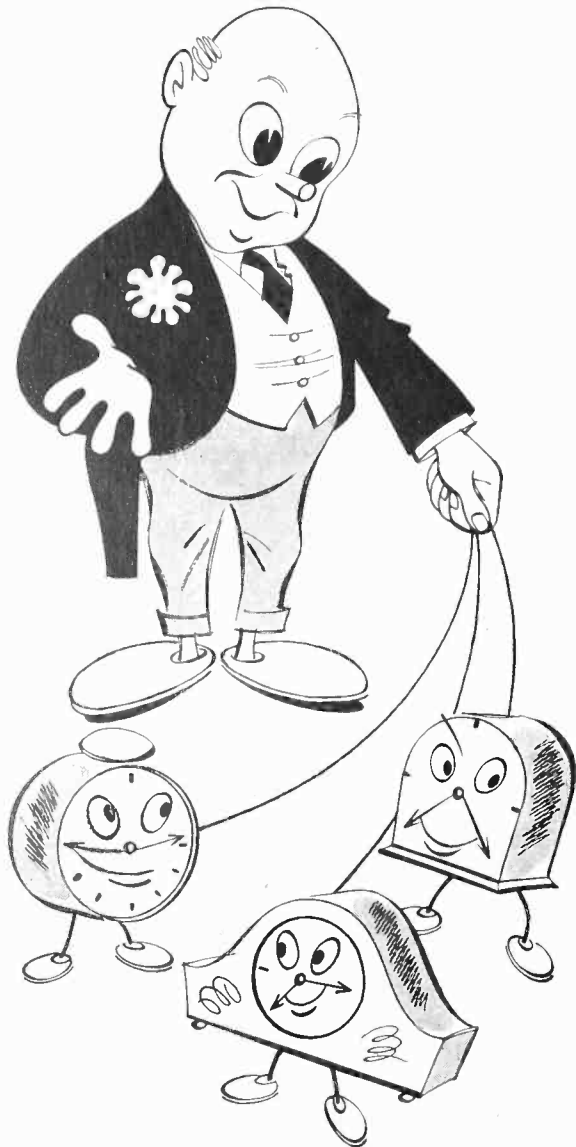
● MANITOBA

Brandon	CKX	Radio Reps. (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	John Craig	E. Holland	NBC World	PN
Flin Flon	CFAR	H. N. Stovin	Adam Young	G. B. Quinney	—	Lang-Worth	PN
St. Boniface	CKSB	C. W. Wright (A. L. Garside in Winnipeg, John N. Hunt in Vancouver)	Donald Cooke, Inc.	Rene Dussault (Actg.)	—	Associated World	BUP
Winnipeg	CBW	H. N. Stovin	H. N. Stovin	J. N. Moggridge	W. G. Carpentier	NBC	CP BUP
Winnipeg	CJOB	Radio Reps. (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	J. O. Blick	A. J. Messner	Associated Standard UTS World	BUP PN
Winnipeg	CKRC	All-Canada	Weed & Co.	William Speers	Bruce Pirie	Lang-Worth Standard	BUP PN

● ONTARIO

Belleville	CJBQ	H. N. Stovin	Adam Young	W. H. Stovin	J. H. MacDonald	NBC World	PN
Brantford	CKPC	J. L. Alexander	—	Mrs. J. D. Buchanan	Clint Godwin	UTS World	BUP
Brockville	CFJM	H. N. Stovin	Adam Young	J. R. Radford	—	UTS	BUP
Chatham	CFCO	—	J. H. McGillvra	J. Beardall	P. A. Kirkey	Cole	BUP
Cornwall	CKSF	H. N. Stovin	J. H. McGillvra	H. H. Flint	—	World	PN
Fort Frances	CKFI	J. L. Alexander (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Donald Cooke, Inc.	J. G. McLaren	R. S. Mitchner	Cole	PN
Fort William	CKPR	Radio Reps. (H. N. Stovin in Winnipeg)	Adam Young	Hector Dougall	G. D. Jaffray	NBC UTS	PN
Guelph	CJOY	Radio Reps.	Donald Cooke, Inc.	Wallace Slatter	Fred Metcalfe	Cole Lang-Worth	PN
Hamilton	CHML	Metropolitan in Toronto Nat'l Broadcast Sales in Montreal John N. Hunt in Vancouver	Adam Young	Tom Darling	Denny Whitaker	Associated Standard UTS	BUP
Hamilton	CKOC	All-Canada	Weed & Co.	W. T. Cranston	Lloyd Westmoreland	Lang-Worth NBC World	PN
Kenora	CJRL	H. N. Stovin (A. L. Garside in Winnipeg)	Donald Cooke, Inc.	Geo. McLean	Tom Lavers	NBC	PN
Kingston	CKWS	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Roy Hofstetter	—	Lang-Worth Standard	PN
Kirkland Lake	CJKL	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Harry Edgar	Don Lawrie	Lang-Worth NBC Standard	PN
Kitchener	CKCR	William Wright	—	W. C. Mitchell	G. Liddle	Associated UTS	PN
London	CFPL	All-Canada	Weed & Co.	Donald Wright	M. Brown	Lang-Worth Standard World	PN
Niagara Falls	CHVC	J. L. Alexander (John N. Hunt in Vancouver)	J. P. McKinney & Son	B. H. Bedford	—	World	BUP
North Bay	CFCH	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	C. Pickrem	K. Packer	Lang-Worth NBC Standard	PN
Orillia	CFOR	H. N. Stovin	Adam Young	G. E. Smith	—	UTS	BUP
Oshawa	CKDO	J. L. Alexander	Weed & Co.	Ross Rowlands	Eddie Bond	NBC World	PN
Ottawa	CBO	CBC	CBC	Chas. P. Wright	—	—	CP BUP
Ottawa	CKCO	William Wright	J. H. McGillvra	Louis Leprohon	G. Kendall	Associated Lang-Worth Cole	PN BUP
Ottawa	CFRA	All-Canada	Weed & Co.	Frank Ryan	—	Standard World Cole	BUP
Owen Sound	CFOS	H. N. Stovin	Adam Young	Ralph Snelgrove	W. N. Hawkins	World	PN
Pembroke	CHOV	H. N. Stovin	Adam Young	E. G. Archibald	W. Montaigne	NBC Sesac	BUP
Peterborough	CHEX	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Russ Baer	E. L. Jones	Lang-Worth NBC UTS	PN
Port Arthur	CFPA	Nat'l Broadcast Sales (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Weed & Co.	R. H. Parker	—	Lang-Worth Standard	—
Sarnia	CHOK	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Claude R. Irvine	—	NBC Lang-Worth Standard	PN
St. Catharines	CKTB	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	J. H. McGillvra	W. Burgoyne	C. Wingrove	UTS NBC	PN
St. Thomas	CHLO	Radio Reps.	Donald Cooke, Inc.	J. F. Peterson	Tom Warner	Lang-Worth	—
Sault Ste. Marie	CJIC	J. L. Alexander	J. H. McGillvra	J. G. Hyland	Basil Scully	World	PN

SELECTIVE RADIO lets you choose the local times you want



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

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

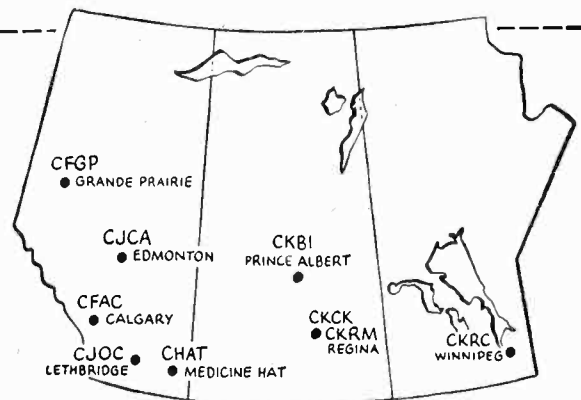
SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With SELECTIVE RADIO, you treat each station *individually*—you select an effective *local* time on that station's program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

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

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

All-Canada in the Prairies

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



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Stratford	CJCS	All-Canada	Weed & Co.	Frank Squires	Stan Tapley	World	BUP
Sudbury	CHNO	C. W. Wright	---	A. J. Robinson	Rene Riel	Associated	PN
Sudbury	CKSO	All-Canada	Weed & Co.	Wilf Woodill	---	NBC World	PN
Timmins	CKGB	Nat'l Broadcast Sales (Radio Selling in Vancouver)	Donald Cooke, Inc.	H. C. Freeman	Ed. Bowser	Lang-Worth Standard	PN
Toronto	CBL	CBC	CBC	H. J. Boyle	E. A. Weir	---	CP BUP
Toronto	CFRB	All-Canada in Montreal	Adam Young	E. L. Moore	Waldo Holden	Associated Lang-Worth NBC World	BUP PN
Toronto	CHUM	J. L. Alexander	---	R. Ford	---	Cole Lang-Worth Standard UTS	BUP
Toronto	CJBC	H. N. Stovin	H. N. Stovin	Bob Kesten	---	Lang-Worth Standard Cole	CP BUP
Toronto	CKEY	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Hal Cooke	---	Lang-Worth Associated Standard World	BUP PN
Windsor	CKLW	H. N. Stovin	Adam Young	J. E. Campeau	E. W. Wardell	Standard UTS World	BUP INS
Wingham	CKNX	J. L. Alexander (John N. Hunt in Vancouver)	---	W. T. Cruickshank	John Cruickshank	Cole Lang-Worth NBC	BUP
Woodstock	CKOX	C. W. Wright	---	M. J. Werry	Stanley Smith	World	PN

● QUEBEC

Amos	CHAD	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Weed & Co.	D. A. Gourd	---	---	PN
Chicoutimi	CBJ	CBC	CBC	Vilmont Fortin	---	---	CP BUP
Granby	CHEF	Omer Renaud & Co. (John N. Hunt in Vancouver)	Donald Cooke, Inc.	G. Laliberté	---	UTS World	PN
Hull	CKCH	Omer Renaud & Co. (John N. Hunt in Vancouver)	Adam Young	Raymond Benoit	---	---	PN
Jonquiere-Kenogami	CKRS	Jos. A. Hardy	Adam Young	Gaston Voyer	---	World	PN
Matane	CKBL	Omer Renaud & Co.	---	Roger Bergeron	---	World	PN
Montreal	CBF	CBC	CBC	Marcel Ouimet	M. Valiquette	---	CP BUP
Montreal	CBM	CBC	CBC	W. J. O'Reilly	M. Valiquette	---	CP BUP
Montreal	CFCF	All-Canada in Toronto	Weed & Co.	Gordon Keeble	Tom Quigley	NBC	BUP PN
Montreal	CHLP	J. L. Alexander	J. H. McGillvra	C. A. Berthiaume	F. Bergevin	Associated Standard	PN
Montreal	CJAD	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Adam Young	J. A. Dupont	---	Associated Lang-Worth Standard World	BUP
Montreal	CKAC	William Wright	Adam Young	Phil Lalonde	Georges Bourassa	Lang-Worth World	BUP PN
New Carlisle	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Viateur Bernard	---	---
Quebec	CBV	CBC	CBC	Guy Dumais	M. Valiquette	---	CP BUP
Quebec	CHRC	Jos. A. Hardy	Adam Young	Henri LePage	Aurele Pelletier	Lang-Worth NBC	BUP PN
Quebec	CKCV	Omer Renaud & Co. (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Paul LePage	L. Bernier	UTS World	PN
Rimouski	CJBR	H. N. Stovin	Adam Young	Guy Caron	---	UTS Standard	PN
Rivière-du-Loup	CJFP	Omer Renaud & Co.	Adam Young	T. Gareau	---	NBC	PN
Rouyn	CKRN	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Weed & Co.	D. A. Gourd	---	World	PN
Ste Anne de la Pocatiere	CHGB	Nat'l Broadcast Sales	J. H. McGillvra	G. T. Desjardins	---	Lang-Worth Sesac World	PN
Sherbrooke	CHLT	Jos. A. Hardy	Donald Cooke, Inc.	A. Gauthier	---	NBC World UTS	---
Sherbrooke	CKTS	Radio Reprs.	---	A. Gauthier	---	---	---
Sorel	CJSO	Omer Renaud & Co. (John N. Hunt in Vancouver)	Donald Cooke, Inc.	G. Boulay	---	World	PN
Three Rivers	CHLN	Jos. A. Hardy	Donald Cooke, Inc.	Leon Trepanier	---	UTS	PN
Val D'Or	CKVD	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Weed & Co.	D. A. Gourd	---	World UTS	PN
Verdun	CKVL	H. N. Stovin	Donald Cooke, Inc.	Jack Tietolman	Corey Thompson	Lang-Worth UTS	BUP PN

● NEW BRUNSWICK

Campbellton	CKNB	All-Canada	Weed & Co.	C. S. Chapman	---	---	---
Edmunston	CJEM	H. N. Stovin	Adam Young	Maurice Lacasse	---	World	PN
Fredericton	CFNB	All-Canada	Weed & Co.	Malcolm Neill	Austin Moore	NBC Standard Cole	BUP

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Moncton	CKCW	H. N. Stovin	J. H. McGillvra	F. A. Lynds	C. Chambers	UTS World	BUP
Saint John	CFBC	All-Canada	Weed & Co.	Norm Botterill	—	NBC Cole	BUP
Saint John	CHSJ	H. N. Stovin	Adam Young	Geo. Cromwell	—	Associated Lang-Worth Standard UTS World	PN
Sackville	CBA	CBC	CBC	W. E. S. Briggs	—	—	CP BUP

● **PRINCE EDWARD ISLAND**

Charlottetown	CFCY	All-Canada	Weed & Co.	Col. Keith Rogers	Bob Large	Associated Lang-Worth Cole Standard	BU**
Summerside	CJRW	Radio Reprs.	—	A. G. Rogers	—	World	BUP

● **NOVA SCOTIA**

Antigonish	CJFX	Nat'l Broadcast Sales	Adam Young	J. C. Nunn	—	Lang-Worth UTS	PN
Bridgewater	CKBW	Radio Reprs.	Donald Cooke, Inc.	John Hirtle	Ken Dougan	Associated	PN
Halifax	CBH	CBC	CBC	W. E. S. Briggs	—	—	CP BUP
Halifax	CHNS	All-Canada	Weed & Co.	Gerald Redmond	—	Lang-Worth NBC UTS World	BUP PN
Halifax	CJCH	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	J. H. McGillvra	E. F. MacDonald	—	Standard World	PN
Kentville	CKEN	(Satellite of CFAB, Windsor)	—	—	—	—	—
Sydney	CBI	CBC	CBC	W. E. S. Briggs	—	—	CP BUP
Sydney	CJCB	All-Canada	Weed & Co.	N. Nathanson	—	Cole NBC UTS Lang-Worth World	PN
Truro	CKCL	William Wright	—	J. A. Manning	Alex Thomson	World	PN
Windsor	CFAB	J. L. Alexander (John N. Hunt in Vancouver)	Adam Young	A. M. Bishop	W. A. Bishop	Cole UTS	PN
Yarmouth	CJLS	All-Canada	Weed & Co.	L. L. Smith	—	—	PN

It's a
STEEL
AND
PAPER
COUNTRY

Reach
14,000
RADIO
HOMES
ALL WITHIN
7 MILES
OF OUR
TRANSMITTER

ANNUAL
PAYROLL
OVER
\$24,000,000

CJOC
SAULT STE MARIE

SEE J.L.ALEXANDER
TORONTO MONTREAL
J.H. MCGILLVRA USA

STATIONS OF THE CBC NETWORKS

Trans-Canada Network

Atlantic Region (Basic)
CBI Sydney
CBH Halifax
CFNB Fredericton
CBA Sackville
CHSJ Saint John

Atlantic Region (Supplementary)
CJCH Halifax

Mid-Eastern Region (Basic)
CBM Montreal
CBO Ottawa
CKWS Kingston
CBL Toronto
CKSO Sudbury
CFCH North Bay
CJKL Kirkland Lake
CKGB Timmins
CJIC Sault Ste. Marie
CKPR Fort William

Mid-Eastern Region (Supplementary)
Sarnia
CKCV Quebec
CKOC Hamilton
CKLW Windsor

Prairie Region (Basic)
CBW Winnipeg
CBK Watrous
CBX Edmonton
CJCA Edmonton
CFAC Calgary
CJOC Lethbridge

Prairie Region (Supplementary)
CKCK Regina
CFAR Flin Flon
CFGF Grand Prairie

Pacific Region (Basic)
CFJC Kamloops
CKOV Kelowna

CJAT Trail
CBR Vancouver

Pacific Region (Supplementary)
CKLN Nelson
CKPG Prince George
CFPR Prince Rupert

French Network (Basic)
CBF Montreal
CBV Quebec
CBJ Chicoutimi

(Supplementary)
CKCH Hull
CHGB Ste. Anne de la Pocatiere

CJBR Rimouski
CHNC New Carlisle
**CKRN Rouyn
**CKVD Val d'Or
**CHAD Amos
CHLT Sherbrooke
CJEM Edmundston
CJFP Riviere du Loup

Dominion Network Atlantic Region (Basic)
CJCB Sydney
CJFX Antigonish
CFCY Charlottetown
CHNS Halifax
CKCW Moncton
CKNB Campbellton
CJLS Yarmouth
CFBC Saint John

Mid-Eastern Region (Basic)
CKTS Sherbrooke
CFCF Montreal
CKCO Ottawa
CHOV Pembroke
CFJM Brockville
CJBC Toronto

CHEX Peterborough
CFPL London
CFCO Chatham
CFPA Port Arthur

Mid-Eastern Region (Supplementary)
CKTB St. Catharines
CHML Hamilton
CKPC Brantford
CKCR Kitchener
CKNX Wingham
CJCS Stratford
CFOS Owen Sound
CKSF Cornwall
CJBQ Belleville
CFOR Orillia
CKFI Fort Frances
CHNO Sudbury

Prairie Region (Basic)
CJRL Kenora
CKRC Winnipeg
CJGX Yorkton
CKX Brandon
CKRM Regina
CHAB Moose Jaw
CFQC Saskatoon
CKBI Prince Albert
CFCN Calgary
CFRN Edmonton

Prairie Region (Supplementary)
CHAT Medicine Hat

Pacific Region (Basic)
CHWK Chilliwack
CJOR Vancouver
CJVI Victoria

**These three stations sold, as a group.



Dear Mr. Advertiser:

Your agency time buyers are hard to impress. To coin a much used axiom, they are only interested in obtaining the greatest value for your advertising dollar.

We told them that CJCH reaches 75,000 radio homes with our 5,000 watter. So what—they said.

We told them that we had the lion's share of the local business with only 15% casualties come renewal time. They just yawned.

We told them that we have a highly trained staff of over thirty people with a program staff that has almost doubled our ratings at all hours of the day. Congratulations! they said.

We told them that we consider our work only starting after an account has been sold. They sat up — now we had something in common.

We told them that all our staff are result minded and promptly gave them some examples of our merchandising support.

Guess what? — they actually smiled and as a result our National list is growing the way our local did.

You will be hearing from us!

Finley Mac Donald

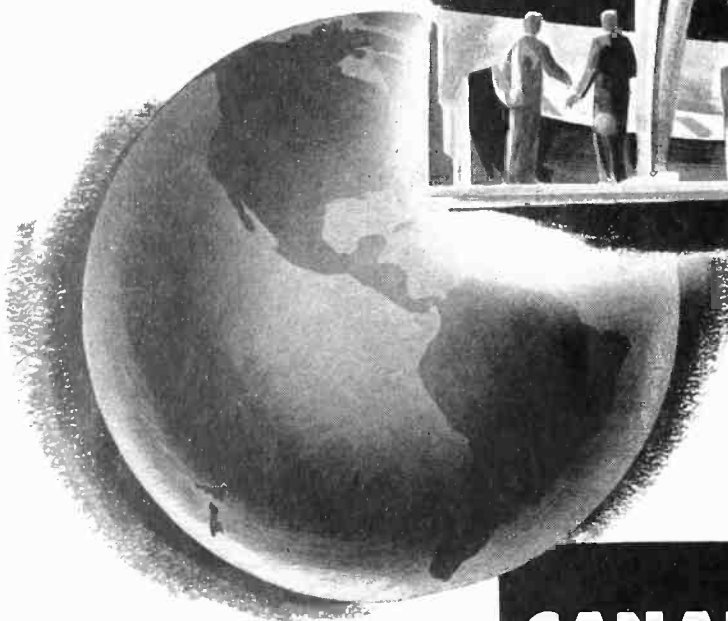
*

5000 WATTS - 920 ON THE DIAL
CJCH
 HALIFAX NOVA SCOTIA
 YOUR GOOD NEIGHBOUR STATION

- * Ask the boys at National Broadcast Sales. They have a wealth of CJCH success stories.
- * The display ads appearing on this page are but a few of the CJCH merchandising insertions in our radio page and have been reduced from 2" x 9".

SHOW

the world what you sell . . .



SELL

the world what you show . . .

AT THE
**CANADIAN INTERNATIONAL
TRADE FAIR**
TORONTO...MAY 30 - JUNE 10, 1949

*For full information and
application forms,
write to*

Administrator
**CANADIAN INTERNATIONAL
TRADE FAIR**

Exhibition Grounds
TORONTO
Ontario

Producers and manufacturers of every nation are invited to show their products at the new world marketplace — the Canadian International Trade Fair — to be sponsored again in Toronto by the Canadian Government, from May 30 to June 10, 1949.

Here you can meet and deal directly with businessmen who have come to buy from every part of the world — compete on equal terms with the products of other countries — and form invaluable international connections for future business.

Visiting businessmen from 73 countries attended the 1948 Fair — and 1400 exhibitors displayed the products of 28 different nations. Advance reservations indicate that the 1949 International Trade Fair, again sponsored by the Government of Canada, will be even more successful.

Exhibitors' applications should be received before January 1949, in order to permit the most equitable allocation of available space. Later applicants will risk disappointment. Full information and application forms are obtainable on request.

Dedicated to the promotion
of international trade by the



CANADIAN INTERNATIONAL TRADE FAIR
TORONTO CANADA

GOVERNMENT OF CANADA

RADIO ADVERTISING AGENCIES

A list of Advertising Agencies Enfranchised by the Canadian Association of Broadcasters, together with their addresses and radio officers.

Aiken and McCracken Ltd.	36 Yonge St., Toronto	Phyllis Judson	MacLaren Advertising Co. Ltd.	372 Bay St., Toronto	M. Rosenfeld
Ardiel Advertising Agency Ltd.	371 Bay St., Toronto	Clark Wright		Domion Square Bldg., Montreal	Henri Poulin
Associated Broadcasting Co. Ltd.	37 James St. S., Hamilton	S. P. Westaway	Mason's United Advertisers Agency Ltd.	Electric Railway Chambers, Winnipeg	E. P. Thomson
	Domion Square Bldg., Montreal	Arthur Burns	McGuire Advertising Ltd.	Province Bldg., Vancouver	W. D. M. Patterson
	1139 Bay St., Toronto	M. Maxwell	Metropolitan Broadcasting Service Ltd.	225 Mutual St., Toronto	Alan Waters
Atherton & Currier Inc.	100 Adelaide St. West, Toronto		McConnell Eastman & Co. Ltd.	Bank of Commerce Bldg., Windsor	J. P. Walsh
Baker Advertising Agency Ltd.	522 University Ave., Toronto	Jack Horler		21 Dundas Square, Toronto	Don Wright
Benton & Bowles Inc.	91 Yonge St., Toronto	H. D. Roach	McKim Advertising Ltd.	147 University Ave., Toronto	E. Gould
Broadcast Advertising Co.	442 Sherbourne St., Toronto	Don Copeland		Huron & Erie Bldg., London	(Through Toronto)
Garry J. Carter of Canada Ltd.	394 Bay St., Toronto	Bob Howe	Jack Murray Ltd.	Domion Square Bldg., Montreal	(Through Toronto)
Canadian Advertising Agency Limited	Sun Life Bldg., Montreal	M. Normandin	Muter & Culiner Ltd.	Confederation Life Bldg., Winnipeg	(Through Toronto)
	69 Yonge St., Toronto	S. B. Smith	O'Brien Advertising Ltd.	Stock Exchange Bldg., Vancouver	G. Burroughes
Cockfield, Brown & Co., Ltd.	Domion Bldg., Vancouver	R. M. Dagg	Wm. Orr & Company	Canada Permanent Bldg., Toronto	Frank Flint
	Canada Cement Bldg., Montreal	R. W. Harwood	Elton M. Plant Co.	Paris Bldg., Winnipeg	A. A. Brown
	Metropolitan Bldg., Toronto	C. W. McQuillin	Alford R. Poyntz Advertising Ltd.	Province Bldg., Vancouver	W. J. Sanstrom
	Elec. Railway Chambers, Winnipeg	Lyall Holmes	Thornton Purkis Ltd.	727A Bayview Ave., Toronto	Jack Murray
	Royal Bank Bldg., Vancouver	Milt Tisdale	E. W. Reynolds & Co. Ltd.	137 Wellington St. W., Toronto	G. M. Frankfurter
Dancer-Fitzgerald-Sample (Canada) Ltd.	Royal Bank Bldg., Toronto	John Crosbie	Ronalds Advertising Agency Ltd.	Domion Bldg., Vancouver	M. J. O'Brien
D'Arcy Advertising Agency	90 Broadview Ave., Toronto	C. F. Goodman	Ruthrauff & Ryan Inc.	156 Yonge St., Toronto	Wm. Orr
A. J. Denne & Co. Ltd.	90 King St. W., Toronto	Miss L. Ryan	Schneider Cardon Ltd.	Windsor	E. M. Plant
Domion Broadcasting Co.	4 Albert St., Toronto	H. B. Williams	R. C. Smith & Son Ltd.	95 King St. E., Toronto	A. R. Poyntz
Erwin Wasey of Canada Ltd.	1170 Bay St., Toronto	Ralph Lawson	Spitzer & Mills Ltd.	330 Bay St., Toronto	Miss G. Race
Ferres Advertising Service	16 James St. S., Hamilton	E. B. Heaven	Harold F. Stanfield Ltd.	Domion Square Bldg., Montreal	T. Marchant
James Fisher Co. Ltd.	204 Richmond St. W., Toronto	David Fenn	Stewart-Lovick & MacPherson Ltd.	145 Yonge St., Toronto	Howard Caine
Harry E. Foster Agencies Ltd.	679 Belmont St., Montreal	G. Humphrey		Keefe Bldg., Montreal	Frank Starr
	King Edward Hotel, Toronto	R. Wakeley		137 Wellington St. W., Toronto	Ray Avery
	Sun Life Bldg., Montreal	J. C. Nicholls		2 Toronto St., Toronto (H.O. New York)	R. Lees
	119 West Pender St., Vancouver	L. Webster		1426 Bishop St., Montreal	N. Cardon
	612 Barrington St., Halifax	E. Murray		80 King St. W., Toronto	G. A. Phare
J. J. Gibbons Ltd.	200 Bay St., Toronto	Don Bassett Productions		19 Richmond St. W., Toronto	Ralph Hart
	Domion Square Bldg., Montreal	C. W. McGibbon		Domion Square Bldg., Montreal	P. Corbell
	Scott Bldg., Winnipeg	A. B. Johnston		Royal Bank Bldg., Vancouver	Ted Vatcher
	Province Bldg., Vancouver	Miss L. Hogan		Domion Square Bldg., Montreal	R. H. Geary
	Renfrew Bldg., Calgary	(Through Calgary)		67 Richmond St. W., Toronto	K. Jones
	301 Agency Bldg., Edmonton	S. Wayte		Royal Securities Bldg., Saint John, N.B.	V. Irons
	Leader Bldg., Regina	Miss Olive Jennings		675 West Hastings St., Vancouver	T. C. Scholfield
Grant Advertising of Canada Ltd.	103 Church St., Toronto	R. F. Griffiths		La Fieche Bldg., Edmonton	Nina Anthony
R. F. Griffiths Advertising Service	822 Royal Bank Bldg., Winnipeg	Robt. Amos		Province Bldg., Vancouver	R. McNicol
F. H. Hayhurst Co. Ltd.	1405 Peel St., Montreal	(Through Toronto)		337 West 8th Ave., Calgary	W. Kerr
	19 Melinda St., Toronto	L. J. Heagerty		Birks Bldg., Edmonton	Robt. Threlfall
L. J. Heagerty & Associates	353 St. Nicholas St., Montreal	A. Audet		302 Veteran Block, Regina	A. C. Goudie
Publicite J. E. Huot	1244 Dufferin St., Toronto	W. Engwer		294 Portage Ave., Winnipeg	E. MacPherson
Hutchins Advertising Co. of Canada Ltd.	Halifax	E. Murray		1516 Mountain St., Montreal	Yves Bourassa
Imperial Publishing Co.	73 Adelaide St. W., Toronto	Albert Jarvis		University Tower Bldg., Montreal	H. E. Smith
Albert Jarvis Ltd.	447 Main St., Hamilton	H. P. Kelley		100 Adelaide St. W., Toronto	S. Young
Russell T. Kelley Ltd.	86 Adelaide St. E., Toronto	Wm. Scarlett		402 West Pender St., Vancouver	R. A. Hunter
	480 Lagachetiere W., Montreal	M. J. O'Brien		66 Portland St., Toronto	A. C. Haight
	304 Bay St., Toronto	E. W. Desbarats		Domion Square Bldg., Montreal	Miss M. Cardon
Kenyon & Eckhardt	Harbor Commission Bldg., Toronto	R. C. Warren		80 Richmond St. W., Toronto	Miss P. Sivell
Locke Johnson & Co. Ltd.	535 Homer St., Vancouver	E. Johnson		Keefe Bldg., Montreal	Miss J. Berube
James Lovick & Co. Ltd.	21 Dundas Sq., Toronto	Fred McDowell		217 Bay St., Toronto	T. W. Kober
		A. R. Hackett		Roy Bldg., Halifax	F. M. Beaubien
				Guaranty Trust Bldg., Windsor	(Through Toronto)
				100 Adelaide St. W., Toronto	E. J. L. Weaver
				Domion Square Bldg., Montreal	W. Charland
				University Tower Bldg., Montreal	L. C. Arbutnot
				80 King St. W., Toronto	W. D. Byles

U.S. Recognized Agencies Have Automatic CAB Recognition in Canada



You are invited

TO LISTEN TO A DISTINGUISHED CANADIAN RADIO
PROGRAMME FEATURING INCOMPARABLE MUSIC BY

The Leslie Bell Singers

UNDER THE DIRECTION OF DR. LESLIE BELL

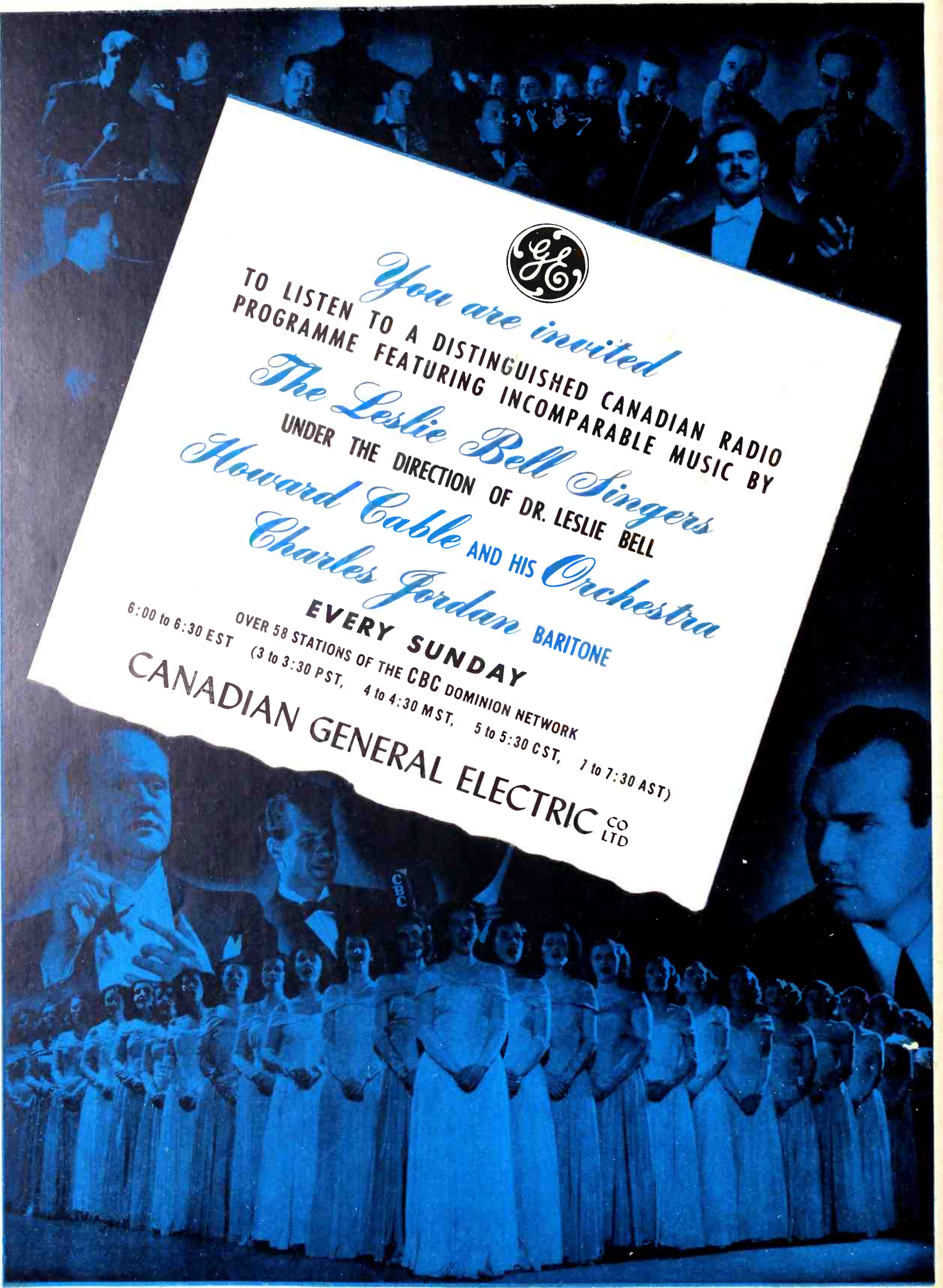
Howard Cable AND HIS Orchestra

Charles Jordan BARITONE

EVERY SUNDAY

OVER 58 STATIONS OF THE CBC DOMINION NETWORK
(6:00 to 6:30 EST (3 to 3:30 PST, 4 to 4:30 MST, 5 to 5:30 CST, 7 to 7:30 AST))

CANADIAN GENERAL ELECTRIC CO LTD



NATIONAL SALES REPRESENTATIVES

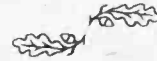
CANADA

- JAMES L. ALEXANDER**
 Toronto: 100 Adelaide St. W. J. L. Alexander
 Montreal: Drummond Building Frank Edwards
- ALL-CANADA RADIO FACILITIES LTD.**
 Toronto: Victory Building John Tregale
 Montreal: Dominion Square Building Burt Hall
 Winnipeg: Childs Building Percy Gayner
 Calgary: Taylor, Pearson & Carson Building H. R. Carson
 Vancouver: 198 W. Hastings Street J. E. Baldwin
- BROADCAST REPRESENTATIVES LTD.**
 Winnipeg: Lindsay Building A. J. Messner
- CANADIAN BROADCASTING CORPORATION**
 Toronto: 354 Jarvis St. E. A. Weir
 Montreal: 1231 St. Catherine St. Maurice Valiquette
- A. L. GARSIDE**
 Winnipeg: Childs Building A. L. Garside
- JOS. A. HARDY LTD.**
 Montreal: 1405 Peel St. Jos. A. Hardy
 Toronto: 1404 Victory Building, serviced by C. W. Wright
- METROPOLITAN BROADCASTING SYSTEM LTD.**
 Toronto: 21 Dundas Square Don Wright
- NATIONAL BROADCAST SALES**
 Toronto: Bank of Commerce Building R. A. Leslie
 Montreal: Medical Arts Building R. A. Leslie
- OMER RENAUD & CO.**
 Montreal: 1411 Stanley Street Omer Renaud
 Toronto: 53 Yonge Street John Fox
- RADIO REPRESENTATIVES LTD.**
 Toronto: 4 Albert Street Jack Slatter
 Montreal: Dominion Square Building Wilf Dippie
 Winnipeg: Lindsay Building A. J. Messner
 Vancouver: 505 Dunsmuir Street J. N. Hunt
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- WILLIAM WRIGHT**
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 New York: 19 West 44th Street Joseph Bloom
 Chicago: 360 North Michigan Ave. Z. Golobe
 Los Angeles: 403 West Eighth Street L. Krasner
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 Washington: 1000 Connecticut Avenue Ben Strouse
- JOSEPH HERSHEY MCGILLVRA INC.**
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 San Francisco: 68 Post Street Roger Parratt
 Salisbury, N.C.: Rowen Building C. J. Cosse
- WEED & CO.**
 New York: 350 Madison Ave. J. J. Weed, P. A. McGurk
 Chicago: 203 North Wabash Ave. C. C. Weed
 Detroit: Book Building Bernard Pearse
 Hollywood: 6253 Hollywood Blvd. L. P. Simonds
 San Francisco: 68 Post Street L. P. Simonds
 Boston: Statler Building Dana Baird
 Atlanta: Palmer Boulevard B. W. Randa
- ADAM J. YOUNG JR. INC.**
 New York: 11 West 42nd Street Adam J. Young Jr.
 Chicago: 55 East Washington Street Wm. J. Reilly
 Los Angeles: 448 South Hill St. A. O. Dillenbeck Jr.
 San Francisco: Mills Building D. A. Scott

"Pensez-Vous En Français?"

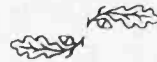


CHANCES ARE you don't, even though you know what it means.

Here at Whitehall Broadcasting we do think in French, and we think in English, as well.

Some of us are French, some are English, all are long-time broadcasters.

That's why some pretty careful advertisers put their eggs in our baskets — that plural gives real assurance — and it means extra safety and results.



WHITEHALL BROADCASTING LIMITED
 923 DOMINION SQUARE BUILDING
 Montreal

AS BILINGUAL AS CANADA



FOR MERCHANDISING

The Best Tonic in the world is wasted without an accurate diagnosis. (Liver pills won't remedy broken legs.)

Radio, the Best Tonic for Business needs the skilled diagnosis of qualified practitioners, versed, by long experience in the ingredients of the prescription you need for your particular merchandising problems.

Bring These Problems, without cost or obligation to the

ADVERTISERS' SERVICE DEPARTMENT

of the

CANADIAN ASSOCIATION OF BROADCASTERS

VICTORY BUILDING

TORONTO

CANADIAN TELESCREEN

Vol. 1, No. 11

TV and Screen Supplement

October 30th, 1948

WATCH WORLD SERIES BY TV



—Photo by Alex Gray.

Large crowds gathered in the Radio Department of the Robert Simpson Company Ltd., Toronto, when a general invitation was issued to come and look in on the World Series telecasts. Pictured above is a small part of the crowd gathered around a General Electric receiver. Telecasts were seen over WBEN-TV, Buffalo.

TEE VEE ACTION

New York, N.Y.—Effective Nov. 1, Du Mont's television station WABD here will become the first video outlet in the U.S. to launch full-scale across-the-board daytime programming. WABD will sign on at 7 a.m. and continue through the day right up to 6 p.m. when its regular evening schedule begins.

"Full scale television operation is an economic necessity," according to Leonard Hole, WABD general manager. "It is not possible for a station to exist solely on the income derived from the sale of evening hours and it is an utter waste for the hundreds of thousands of set owners to have only part time use from their investment in receivers".

Most other top television executives do not share Mr. Hole's enthusiasm, for daytime programming at this so called early date. They admit that daytime operations will come and that the Du Mont move is "a very good experiment," but, they add, "we're 'lad they're doing it instead of us." One official said he felt WABD has jumped the gun by about two years. Another said that the experiment will help to sell a lot of video receivers.

Nevertheless, station WABD has come up with a number of interesting programs for its big-time programming debut. At 8.30 a.m., for instance, *Your Television Baby Sitter* will be presented. It's a children's show designed to take care of the kids at the time mother is doing the breakfast dishes and making the beds. From

1.40 p.m. till 2 p.m., WABD what it describes as CWT, Clock-Weather-Time, plus music, while the housewife clears up the lunch dishes. From 5.15 till 6 p.m., CWT and music will again be presented during the "commuters" period—the hour when most male members of the family are on their way home and mother is preparing supper.

Other programs include a Women's Club show, a sewing program, a cooking show, audience participation, shopping, society page and Broadway and Hollywood stanzas.

Whatever the outcome, you can be sure that other telecasters are watching the WABD experiment with more than a little interest. Advertiser reaction will also be watched closely.

ABC network estimated that its total coast-to-coast investment in television will total \$8,000,000. It will use \$1,000,000 of this total to dress up its newly purchased headquarters in New York.

Chesterfield cigarettes is reportedly anxious to sponsor a full-hour show starring Arthur Godfrey over the CBS tele-network. It'll probably start after the first of the year.

INDUSTRY BEHIND THE EIGHT-BALL

Vancouver.—No sane man is going to sink the million odd dollars necessary to go into television in Canada with the situation as uncertain as it is at present, George Chandler, manager of CJOR, told a CAB regional meeting here.

Even prior to programming expenses, Chandler said, an owner would have to figure on half a million for equipment and another half million to lose the first year. It might take from two to four years to get out of the red, he figured.

"Under present government policy that no United States TV network feeds can be piped into Canada", Chandler said, "the industry is behind the eight-ball so far as TV is concerned".

Chandler outlined the development of TV, from its original conception by a Russian in the 1880's and described the technical difficulties and ex-

pense of installation, programming and operating.

"Another hazard is the uncertainty about license fees," he said. "TV for Canada is in the ethereal distance."

Phil Curran, general manager of British United Press for Canada, who handled TV news shows for United Press in Los Angeles, described operations in the U.S.

"The advertising impact is nine to one, as compared to ordinary radio commercials", Curran said advertisers had found.



FOR THESE ARTISTS

- BARRY, Pat
- BETHUNE, Aileen
- BETHUNE, John
- BOCHNER, Lloyd
- BOND, Roxana
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- FITZGERALD, Michael
- GEROW, Russ
- HALMAY, Andrew
- HAMILTON, Lee
- HARRON, Donald
- HOSKINS, Douglas
- LOCKERBIE, Beth
- McCANCE, Larry
- MANTLEY, John
- NELSON, Dick
- O'HEARN, Mona
- OLDFIELD, Kipp
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

CKNW
CHNW

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

This Office Takes Off Its Hat to the ACA

thus revealing not a rabbit but fresh ideas, aggressive promotion, keen co-operation, know-how and ability—things that constitute black magic for the radio time-buyer who wants the finest in orchestras, acts and entertainment.

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO



Mighty Mike Sez:
STOP LOOK BOOK
CKCK Regina
 31.5 Per Cent of the Saskatchewan Listening Audience by Actual Survey.

Buy

CKCK REGINA 5000 WATTS

Over 50% Listen to CKNX Most!

Not right in Wingham, mind you—or some place 25 miles away . . . but all the way from London to Owen Sound . . . from Kitchener to Lake Huron . . . yes, in *nine counties* 53.2% of all radios are tuned to CKNX . . . more than all other stations combined!

Here are the figures: 10,169 householders were asked, "What station do you listen to most in your home?" And 5,409 answered, "CKNX"!

To Serve!

For
FACTS AND FIGURES
on the
Ontario Farm Station

See
JAMES L. ALEXANDER
 TORONTO MONTREAL

CKNX

The Ontario Farm Station

OFFICES AND STUDIO - FIELD'S BUILDING - WINGHAM, ONTARIO



GIVEAWAY PROGRAM

Bill (CKNW) Rea's suggestion that stations might promote their businesses with gifts of products from their own areas reminds us that New Westminster boasts, among other industries, a B.C. Distillers plant.

• • •

HAND-WRITING ON THE WALL

"Eat, drink and be merry because tomorrow we may have television."

—Jack Pilling at BCAB Meeting.

• • •

POWER SHORTAGE

We are offering a 10 per cent discount on subscriptions to people who call our office with the moo-la between 11 and 12 a.m.

• • •

PROMOTION DEPARTMENT

Your greetings in our Xmas issue (in the mail December 8) will have an added punch if your copy arrives in time for inclusion in that issue.

• • •

MOVING MERCHANDISE TO MARKET

This little pig went to market. This little pig stayed home, With her ear glued to the radio, To make sure her shopping dollar, Was going where it would do her the most good.

• • •

LET GEORGE DO IT

With George Bertram wielding the gavel for 1949, we want to be the first to suggest next year's ACA Convention slogan: "Bringing Home The Bacon".

• • •

CC TO FRED ALLEN

It wouldn't cost much for some comedy programs we know to insure their listeners against bursting a blood vessel from laughing at the gags.

• • •

STRICTLY FILLER

"Do you believe in clubs for women?"
 "Only when kindness fails".
 —Women.

• • •

CONVENTION MAIL

(Repeat by request)
 "Dear Wifey: Having a swell time. Wish you were her"

B.C. RADIO DOES THE BEST JOB IN B.C.

**You're Not Selling Canada Until
You Cover British Columbia By Radio**



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- | | | |
|-----------------|--------------------|----------------------|
| CHWK CHILLIWACK | CKOK PENTICTON | CKMO VANCOUVER |
| CFJC KAMLOOPS | CJAV PORT ALBERNI | CKWX VANCOUVER |
| CKOV KELOWNA | CKPG PRINCE GEORGE | CJVI VICTORIA |
| CJIB VERNON | CJAT TRAIL | CKNW NEW WESTMINSTER |
| | CJOR VANCOUVER | |

Yes! **CFRB** listeners have followed their favourites to **1010!**

HERE'S the proof that listeners CAN be educated, quickly, to tune a brand-new spot on the dial—WHEN the people and the programs at that spot are *what the listeners want to hear!*

On September 1, CFRB changed its wavelength—moved to 1010 on the dial. If CFRB was to go on being Ontario's No. 1 station, listeners would have to acquire a new dialing habit—the 1010 habit.

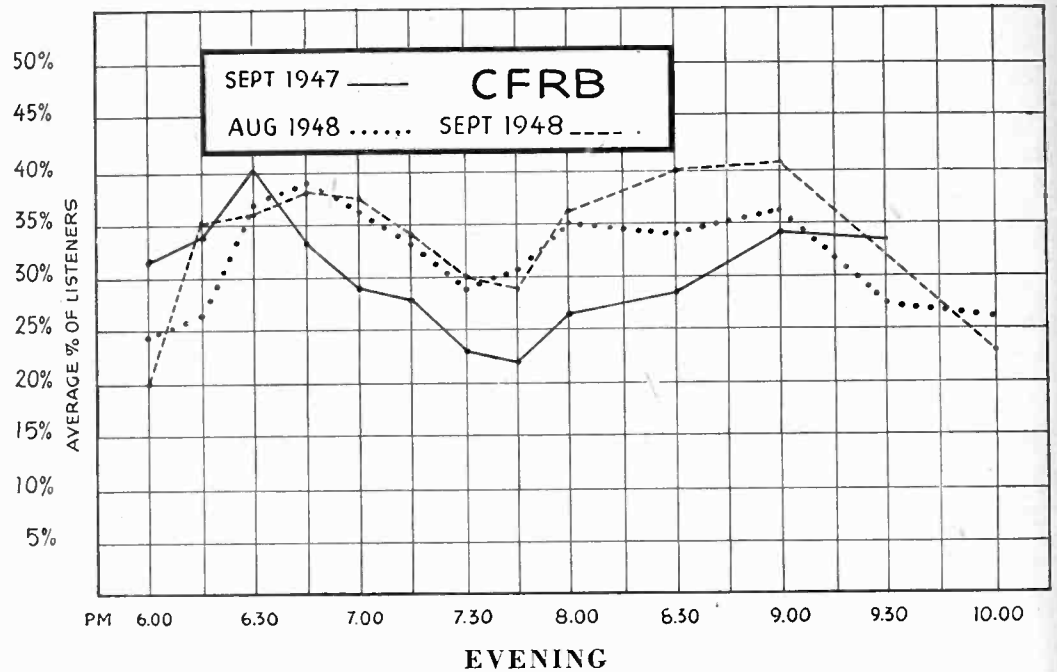
Would these listeners—all of them—actually follow their favourites to 1010?

Would they! **THEY HAVE!** The proof is these Elliott-Haynes* charts for September. The figures show not only that the listeners have followed their favourites to 1010—but also that CFRB's September audience was even **BIGGER** than at this same time last year!

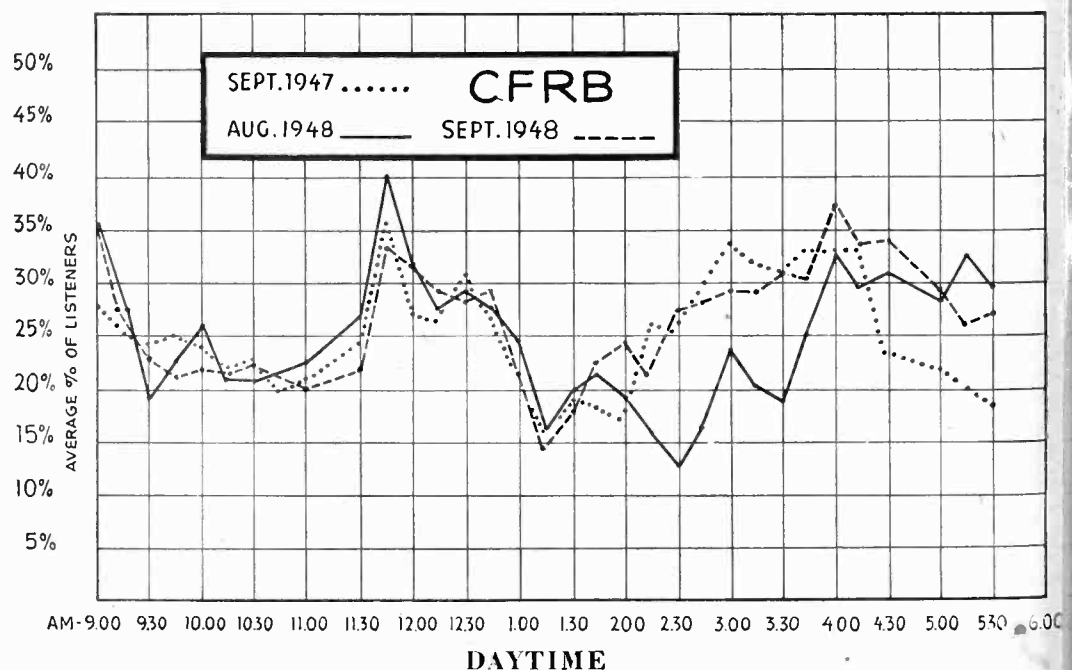
There you have it—CFRB is *still* your No. 1 buy in Canada's No. 1 market!

*The Elliott-Haynes normal sample was increased by 25% for this survey.

COMPARISON OF AVERAGE % OF LISTENERS (ELLIOTT-HAYNES) EVENING ONLY



COMPARISON OF AVERAGE % OF LISTENERS (ELLIOTT-HAYNES) DAYTIME ONLY



CFRB

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

REPRESENTATIVES: UNITED STATES: Adam J. Young Jr., Inc.

CANADA: All-Canada Radio Facilities Limited