

THE CANADIAN BROADCASTER

A Meeting Place for the Industry and Its Sponsors

Volume 1. Number 1

PUBLISHED MONTHLY

JANUARY, 1942

HERE IS THE *News*

"It's a Woman's World," new "ladies only" radio game, offers cash prizes which are given to successful contestants' favorite charities. Something around 80 dollars are contributed weekly through this means. Heard over CFRB, Toronto, Mondays at 8:30 P.M. Produced by Tandy Advertising Agency for Dr. Jackson Foods Limited.

CKMO (Vancouver) has inaugurated "News every hour on the hour" with newly installed British United Press Service.

George Temple, CBC Toronto producer, severs his connection with the Corporation as of January 1st, to freelance. He will continue to produce "The Happy Gang for Colgate - Palmolive-Peet through Lord & Thomas.

According to figures recently released by the Dominion Bureau of Statistics, the city of Timmins, Ontario, in the last census shows a population of 28,464, an increase of more than double over the previous figure of 14,200.

Treasure Trail starts fourth year of continuous sponsorship without summer lay-off, for Wrigley through Tandy Advertising Agency. CKAC to Quebec Network (French), CFRB to Quebec (English) and Ontario, CKY to Prairie Regional, and CJOR to British Columbia.

"Variety" cites CKCL (Toronto) for its successful blend of the public interest and its own interests. "This station" the citation begins, "has provided a well-balanced outline of how a radio station may serve its country and its home town during war time."

CKLW, Windsor used to grant free admissions to their Sunday Evening Tivoli Theatre Concerts. Latterly the free feature has been cut off and the public is required to purchase at least one war savings stamp to secure a seat.

A Great Industry



Twenty years ago a miraculous squawk in the ether; today the most powerful medium of information and expression in the world—there, in brief, is the story of broadcasting.

In Canada commercial broadcasting has afforded industry a new and potent selling force, wherein the station men, engineers and advertising agencies combine to give business in general a new and effective means of merchandising its goods. The relatively few years of the broadcasting industry's existence prove the value of the medium beyond question.

"THE CANADIAN BROADCASTER" emerges today from birth pains to swaddling clothes. It appears as a Canadian forum for the exchange of news and views between broadcasting station operators, advertising agencies and their clients—all the ingredients that are needed to compound a potion that will accelerate the growth of the industry, and consequently advance the service it renders.

To advertising agencies and their clients we say—may "THE CANADIAN BROADCASTER" promote fuller use—to your greater advantage—of Canadian commercial broadcasting.

To station operators and the industry at large, —your news items, your experiences and your ideas are vital factors in the business. The exchange of these facts cannot but benefit the industry as a whole, and yourselves as integral parts of it.

Finally, to our advertisers in this first issue — Thanks! Thanks for the blind confidence that prompted you to support us —sight unseen.

Richard G. Lewis.

Managing Editor

C.A.B. ANNUAL MEETING

Dates are now set for the Annual Meeting of the Canadian Association of Broadcasters, which will be held in Montreal, February 9th, 10th and 11th.

Originally the meeting was scheduled for February 2nd and 3rd, but the change was made to ensure the attendance of Mr. William Shirer, of the Columbia Broadcasting System, until recently their Berlin correspondent, and author of "Berlin Diary".

We understand that arrangements are in the course of being made to have Mr. Shirer address a formal dinner of the association on February 10th.

A fully representative crowd of Canadian radio men is expected at the meetings, when a full agenda of matters of importance to the industry will come up for discussion.

1000 "CANDLES" ON CFRN'S BIRTHDAY CAKE

Accent on news and sport is the keynote of the Sunwapta Broadcasting Company, operating CFRN (Edmonton, Alberta), which celebrated its seventh birthday December 1st with newly enlarged and redecorated studios and a new thousand watt R. C. A. Victor Transmitter.

In conjunction with the regular R. C. A. Transmitter, the company also operates short-wave station VD2N, with its own gasoline-driven power plant, for use where regular current is not available. Also, under the same call letters VD2N, is the ultra-high frequency station on the 10 meter band. This transmitter is a small pack type unit, which can be carried on the announcer's back for special event broadcasting.

G. R. A. (Dick) Rice is manager of the broadcasting division of the company, and H. F. Neilsen manages the sound division.

The CANADIAN BROADCASTER

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Richard G. Lewis Grey Harkley

TELEGRAM COMMENDS RADIO

Radio's unending contributions to the war effort need no recital in these columns.

THE CANADIAN BROADCASTER feels however that the following excerpt from the pages of the EVENING TELEGRAM (Toronto) of December 24th, is a gracious and generous tribute for a job well done.

"Christmas Cheer for British Children comes to an end tonight . . . having served its purpose of supplying extra treats to the bomb-worn children of Britain. It has been a magnificent example of the generosity of young Canadians . . . and of the power of co-operation which has materialized from all sides to assist The Telegram in this Christmas effort . . . Particularly has co-operation come from radio stations throughout Ontario. CFRB not only gave time but also money. . . . Radio announcers, sponsors and managers have interested themselves energetically in the plight of British children, faced with a bleak and cheerless Christmas and . . . through such interest . . . they played no small part in helping raise more than \$50,000 for this Yuletide auxiliary to The Telegram's British War Victims' Fund. . . . E. T. Sandell's CKTB in St. Catharines . . . Harry Sedgwick's CFRB in Toronto, and CBC, have all contributed much time and many words towards helping the children of Britain and . . . judging from results . . . it's been time and words well spent."

Naturally it is gratifying to know of the tremendous success of the efforts of press and radio, combined in this instance with such phenomenal results. Significant too is the expression of mutual good-will between the two media.

1941 in Retrospect

During a recent interview with Mr. W. E. Elliott, president of Elliott-Haynes Limited, Market Researchers, THE CANADIAN BROADCASTER learned of some highly interesting trends displayed by Canadian radio listeners over the past year.

The Radio Research Division of Elliott-Haynes Limited conducts continuous radio surveys throughout the Dominion in all principal broadcast centres. During 1941, a total of more than 2,000,000 personal interviews were completed with Canadian radio listeners, in an effort to keep advertisers posted on the likes and dislikes of the radio audience. It is from the tabulated results of these calls that Elliott-Haynes' fortnightly reports are based, and the CANADIAN BROADCASTER will attempt, in this article, to present the highlights of the year's findings.

Generally speaking, the variety type of program continued to hold top honours throughout the year: such programs as Charlie McCarthy, Jack Benny and Fibber McGee have consistently held from 60 per cent. to 80 per cent. of the radio audience at the time they were on the air. Lux Radio Theatre has followed closely behind, and audience participation programs such as Treasure Trail rank third in general popularity.

An interesting contest, statistically speaking, is waged each year between the two top shows—Jack Benny and Charlie McCarthy. Charlie usually returns to the air about a month in advance of Jack, and gets a slight edge on the latter. As in 1940, so in 1941, did McCarthy hold the lead during September, October and November, but in December Benny climbed into first position, and if the trend follows along the same line as the previous year, it can be anticipated that Jack Benny will continue at the top throughout the season.

Lux Radio Theatre, the most popular one-hour show, ranks third on the year's average. Of all the networks, Lux Radio Theatre maintains the most consistent rating throughout the year, showing little variation from month to month. It starts with a high rating, increases but little throughout the season, and ends usually at the end of June or the beginning of July with a particularly high rating for summer listening. This attests to the fact that the Theatre has a more loyal week-to-week audience than most other shows. It also tops the networks for "sponsor identification", and approximately 95 per cent. of those listening to the program are able to identify Lux Toilet Soap as the product advertised.

The Aldrich Family, which ranks third in the United States, is a comparative newcomer to the Canadian networks, but in a short time has moved to fourth place among the select. Prior to its first appearance on the Canadian networks, the Elliott-Haynes surveys in Toronto

and Vancouver showed that a large portion of the audiences in these two cities were listening to "The Aldrich Family" over the Buffalo and Seattle stations, indicating that the show had been gaining popularity with Canadian audiences, despite the fact that they had to tune it in from American stations.

Fibber McGee and Molly have long been popular with Canadian listeners. Because of daylight saving time in the East, however, the program is broadcast at too late an hour to assure it the rating it would normally receive, although throughout those centres where it is received at an earlier hour, it absorbs the greater proportion of the audience.

Kraft Music Hall, another one hour network show, places seventh in the popularity list, and is one of the few networks which has been operating fifty-two weeks in the year.

Edward G. Robinson in "Big Town" places eighth for the year's average. The National Hockey League broadcasts have proven very popular in Eastern and Central Canada, showing slightly lower ratings in the Western Provinces. "The Family Man" noses into the top ten, following Big Town and carrying a considerable portion of this latter program's audience.

For daytime entertainment, the housewife is fed a dozen of the popular serial dramas. Out of the top ten daytime programs, eight are daytime serials, and the other two are "The Happy Gang" and "Sing-in' Sam". While the seasonal listening trend drops considerably during the summer months, these daytime programs stay relatively constant, and the drop is caused mainly by the falling-off of evening listeners.

The French-Canadian listeners in Quebec form a large bloc of Canada's listening audience, and come in for special treatment in the Elliott-Haynes survey reports. These people tune their radios to the day and evening programs about 50 per cent. more than their English cousins. While the English register high

on Sunday evening listening, the French register low, although the French show consistent high listening trends throughout the week. Several of the English networks have their French counter-parts: thus "Treasure Trail" becomes "Course au Trésor"; "The Happy Gang" becomes "Les Joyeux Troubadours", and "Kraft Music Hall" becomes "Le Café Concert". Likewise, the French-Canadian has his daytime serials such as "Grande Soeur", "La Pension Velder", "Nazi et Barnabe" and "La Rue Principale".

Under the system of continuous measurement of radio audiences, it is possible to observe trends very closely. Thus, people listen to the radio more in the winter than in the summer. The Sets-In-Use Index starts rising in August and it reaches a peak in February. It declines slowly during the spring months, taking a seasonal slump in June and July. This trend is particularly noticeable with evening listening, although daytime listening trends are not so pronounced.

It is also interesting to learn that two of the highest ratings for the year were credited to Winston Churchill and Franklin Roosevelt.

CKTB
ST. CATHARINES, Ontario

NOW 1000 WATTS

Full Time on Clear Channel
1550 kc.

Affiliated with CBC

Covers the Niagara Peninsula and Southern Ontario, rich in industry and prosperous farming.

Whether your program is Network or Local, it gets a real break on CKTB with this unusual combination:

Clear Channel plus Low Rates plus Heavy Population Coverage

Represented by
Dominion Broadcasting Co.
Toronto
Radio Representatives, Ltd.
Montreal

Are They Listening?

Radio program promotion a valuable "plus" factor for Broadcast Advertisers

How Canadian radio stations, advertising agencies and advertisers co-operate to secure the largest possible number of listeners for each program is a vitally important part of broadcast advertising. This article is not concerned with who should bear the expense of this promotion or merchandising, but simply with the wider audience and better results such efforts will attain.

Certainly it is to the advertiser's advantage to secure for his program the maximum possible audience, and, by the same token, station operators, like any other business men, know the value of a satisfied customer. They know too just how far they are able to go to effect this end.

The idea of merchandising a radio program is as old as the circus parade. A variety of widely used ideas have developed, which might be combined into a hypothetical case something like this. For the purpose of this example it is assumed that it has been agreed that the cost of the promotion in time, effort and expense is to be shared by the station, the agency and the advertiser.

The contract for a new series of programs arrives at station CFX. Automatically the merchandising director takes over, both to assure the opening program the largest possible audience, and also to eliminate, as far as possible, the anticipated "lag" during the first few weeks while the program itself attracts an audience.

Naturally enough the merchandising man turn to his own medium as the first step in publicizing the new program, and a series of announcements are prepared for frequent release throughout the station's daily schedule for about a week prior to the first program. These announcements are aimed to direct listeners' attention to the new series, and to acquaint them with the days and times when it will be heard.

The next question is how to contact the retail outlets for the product to be advertised in CFX's territory. A letter advising merchants of the new program series, suggesting store and window displays to tie in with the program, goes into the mail—perhaps this time from the advertising agency.

Then the station drafts a press release and sends it to a wide list of newspapers in their area. Some sponsors find it good business to place advertisements in the newspapers drawing attention to the program, and there are stations who under special circumstances give the sponsors this service as part of the station's regular advertising plan. Billboards, street-car cards and other media may be employed for this same purpose, and of course care is always taken by the station to see to the inclusion of the program in the daily newspaper listings.

A series of personal contacts with local retailers, in an effort to arrange window and store displays, tying the product into the program, contributes to the initial success, and many operators make a point of seeing to it that the sponsor is encouraged by his agency to "get behind" the show in this way.

(Continued On Page Six)



"Duophonic"

gives you *true* recording quality

MUSIC or SPEECH — no recording is better than the quality that reaches the microphone — after that the record should give you quality as true, as lifelike, as the original—without any added record noise, without distortion, but with every vocal inflection, the voice of every instrument as you expect to hear it.

YOU MAY HAVE THAT if you use "DUOPHONIC" recordings, exclusive with DOMINION BROADCASTING COMPANY, or you may have a mediocre recording without life, brightness or true quality.

TAKE YOUR CHOICE!—but over 70 National advertisers have chosen Dominion's "DUOPHONIC" recordings!

DOMINION BROADCASTING COMPANY

4 Albert St., Toronto

AD. 3383

GREELEY SAID: *Go West*—

CKMO
Vancouver

CFCN
Calgary

CFRN
Edmonton

CFQC
Saskatoon

CJGX
Yorkton

CKPR
Fort William

TRAVEL *First Class* VIA

TORONTO

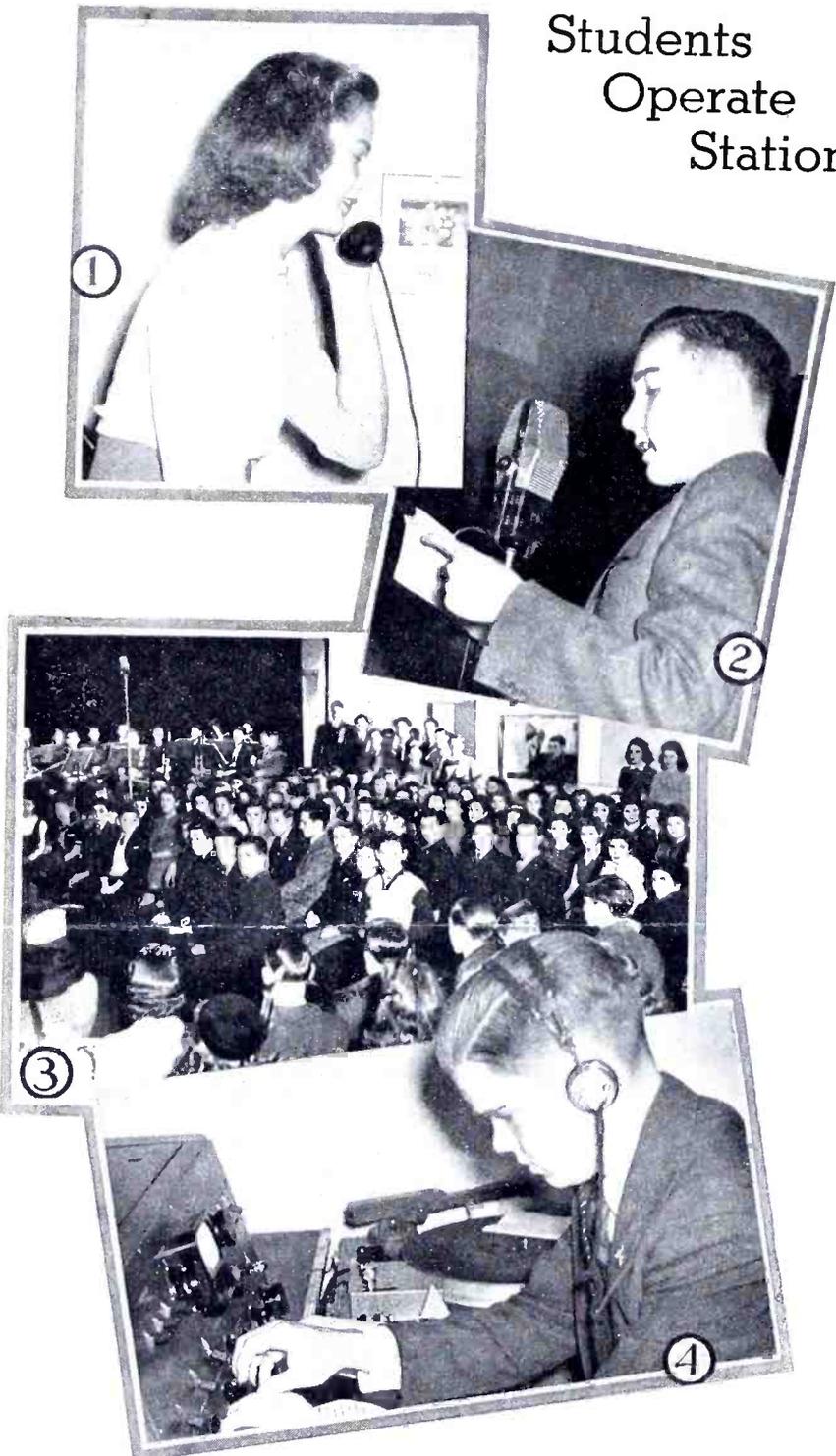
Radio Representatives Limited

MONTREAL

ACCENT ON YOUTH

CKOC Goes Collegiate

Students Operate Station



1. CKOC switchboard was well manned (and how!) 2. This announcer was so good they almost hired him. 3. One of the Student Broadcast Groups—a 25-piece orchestra and a 50-voice choir. 4. "This radio racket's tough, what I mean", said the chief operator as he fed the show.

Photographs by Lloyd Westmoreland, CKOC Publicity Dept.

Many unusual presentations were aired during the recent War Savings campaign and among the most interesting that have come to our attention was CKOC's (Hamilton, Ontario) contribution to this particular branch of the war effort.

Each Friday evening from 8 until 8:30 the station was given over to students from Hamilton's Secondary Schools.

Not only did the students provide varied programs, but besides this, they staffed the entire station for the thirty minute period each week.

A student announcer presided at the mike during the student performances; a student took over the station's telephone switchboard, and the mechanics of the programs were handled by students in the control room.

Hamilton went over the top with its War-Weapons War-Savings drive, and the committee credits this radio campaign with a large share of the success.

Inter-Collegiate Debating

A great deal of interest is being displayed by Toronto High-schoolites in the subject of debating, and the idea, while it is in no way new, has merit from at least two angles.

First, and obviously, any form of public speaking begets self-confidence and poise, but more than this, an interest in the affairs of the day is more than just worthy of encouragement.

We know now that the sorry state of the world is due, at least in part, to a quarter of a century of apathy and lack of concern in current affairs. The world's destiny today is in the hands of to-morrow's grown-ups.

At a recent meeting of English teachers with student-officers of Collegiate debating societies, it was decided to make an effort to arrange for a series of inter-collegiate debates.

In all probability other communities have similar activities, but "THE CANADIAN BROADCASTER" brings this to the attention of the industry and its sponsors in the belief that the "airing" of such contests would foster this worth-while effort and at the same time provide program material combining general interest, instruction and a reasonable amount of entertainment.

"RED" FOSTER'S CROWN BRAND SPORTS CLUB

Over 10,000 Crown Brand Corn Syrup labels admitted the same number of happy youngsters (grown-ups barred) to the Maple Leaf Gardens (Toronto) Saturday, December 20th for the Crown Brand Sports Club Annual Ice Carnival, which climaxed the seventh year of Red Foster's Crown Brand Sports Club, heard Tuesday, Thursday and Saturday, 5:45 P.M. over CFRB.

For three weeks prior to Christmas, in conjunction with the Toronto Evening Telegram, The Canada Starch Company has helped, through the medium of the Crown Brand Sports Club Program, to raise over \$60,000 for Christmas Cheer for British Children.

The program, placed by Vickers & Benson Ltd., now gets under way for its eighth year.

CFCO CHATHAM, ONTARIO

offers a loyal and worth while Western Ontario audience, built on a policy of

Continuous Public Service

100 WATTS
630 ON THE DIAL

PRESTO
RECORDING
EQUIPMENT

SHORT WAVE
MOBILE UNIT

APPROVED
WEATHER BUREAU

BRITISH
UNITED PRESS

CBC
NETWORK

JOHN BEARDALL
Manager-Owner

STUDIOS IN THE
WM. PITT HOTEL

SIMPSONS GIVE SCHOLARSHIPS

WHAT'S THE ANSWER?" (CFRB Saturdays 11-11:30 A.M.) produced and emcee'd by Harry (Red) Foster for the Robert Simpson Co. Ltd., ended its second season of inter-collegiate quiz shows just before Christmas.

Broadcasts were held in Simpson's Arcadian Court before capacity audiences of young people. The collegiates were teamed off and one "match" was played each week.

The team prize of \$200 was won by Vaughan Road Collegiate, and when it was found that two contestants were tied up for the "individual" scholarship the sponsors generously doubled up on the "purse."

SELLING CELLULOID

Theatres Promote Business with Broadcast Advertising

Contributed by
G. E. (JERRY) TONKIN

An entertainment medium can sell an entertainment enterprise. This fact is proven every day of the week by the local theatre programs carried by radio stations from coast to coast. To some stations this has been a steady source of advertising income for many years, and to theatres which use the air, judging by their regularity, it must provide a profitable medium of exploitation.

The local theatre depends on its box office; the box office depends on its patrons. There will be patrons only when the public is interested in the feature and public interest can be stirred up in almost any movie by the simple expedient of telling them about it—via radio. And this does not apply just to occasional features, because experience shows that interest can be stirred up in every attraction of a theatre through regular daily programs and announcements.

Proof? Well many success stories are available. Here are two of them.

In an Ontario city of 21,000 people there are three theatres. These theatres sponsor recorded quarter hours, twice daily, seven days a week with spots on the current attractions interjected between recordings. THESE THEATRES ARE ENTERING THEIR FIFTH YEAR OF BROADCASTING. They started with one show a day. Two years ago the second show was added, and they have continued on a twice-daily basis ever since. And here is the surprising factor. These three theatres are jointly owned. They have a monopoly in the city,—no competition,—and yet they are paying for fourteen shows a week!

Three theatres in another Ontario city of 32,000 started sponsoring jointly one fifteen minute program on Sundays. They have now jumped to two Sunday quarter hours and a daily Theatre Guide besides.

Hollywood permits the stars to appear in the major network shows and sees to it that the show the star is currently appearing in is well plugged on the air, and Hollywood is not given to stabs in the dark, at least along exploitation lines.

The point of his article is that the facts are available to show that radio can and does do a job for the theatres. More radio stations and movie theatres could co-operate with mutual advantage.

"OUR GRACIE"

When Gracie Fields paid her second visit to Timmins, Ontario, in connection with her Navy League campaign, CKGB sent its mobile unit with special events man Fred Darling to handle the comedienne's arrival over the air, as he had done before.

"Do you remember me?" Fred asked her.

And Gracie replied: "How could I forget you, Darling?"

INCREASED POWER GIVES WIDER SCOPE

CKBI, Prince Albert, Sask., now operating its new thousand watt, dates back, in theory at least, to the days immediately prior to the first World War. Restrictions not dissimilar to those of the present day, brought its growth to a halt, but in the early twenties, a radio minded group of Prince Albertans formed a P.A. Radio Club, out of which CKBI (then 10 BI) was born.

After several years of "hit and miss" operating the club finally landed a license in 1925 and the station was officially "on the air".

In 1929 interest lagged until the following year, when L. E. Moffat and R. E. Price purchased the equipment and started it ticking again. Local interest grew fast. Local artists were heard on the air constantly, remote broadcasts (something to write home about in

those days) became commonplace, and the Saskatchewan Government network came into being.

In 1933 a commercial license was granted, complete new Northern Electric Equipment was installed and 10 BI emerged as CKBI.

In July 1941 came the new Northern Electric thousand watt transmitter, a new Ajax tower was erected on new grounds, and CKBI took another forward step.

Among the station's contributions to the well-being of the community is a daily bulletin service reporting on the condition of sick people in the hospitals to their relatives in outlying districts of the Province. Twice a month broadcasts from the local airport bring news of the "boys" to their parents.

An Invitation . . .

RADIO—

Shows for sale, Quiz, News, Drama, Sports, Comedy and Music.

PUBLIC ADDRESS SYSTEMS (Loud Speakers)

Conventions, Parties, Carnivals, Fairs, Mass Meetings and Banquets.

PUBLICITY SERVICES

Newspaper Coverage, Picture Releases, Public Relations with Press - Radio - Magazines.

MOBILE UNIT—

Fully Equipped for Signs and Powerful Loud Speakers for Campaigns, Fairs, Special Advertising.

MOVING PICTURE EQUIPMENT (Sound)

Rental of Projector, Screens, Mikes, Operator. Pictures available for any purpose: News, Comedy, Educational.

« Here in the King Edward Hotel on the second floor we are handy to everything. We're just above the Board of Trade and we would like you to drop in anytime and look over our modern radio studios.

« It is the only operating studio in the downtown area and amid comfortable surroundings we will gladly screen for you our institutional colored movies which will tell their own story of how we co-operate with you or your advertising agency in producing mass movement of goods.

IN A NUTSHELL

« We have IDEAS for sale and offer proven experience in successfully handling crowds indoors—outdoors—on the air.

Come in—anytime

We don't Serve Tea—

but it could be arranged.

HARRY E. FOSTER AGENCIES LIMITED

STUDIOS AND OFFICES:
KING EDWARD HOTEL
T O R O N T O

Best Wishes to a New Venture!



● Once we, too, were the proud papa of a new-born enterprise. 'Way back in 1924, CFNB took its first adventurous steps as a commercial station. To-day it is a robust adult, a tried and true salesman for you in New Brunswick.

So now, with the dignity of a grown-up and the confidence born of years of successful selling for hundreds of advertisers, we say to **The Canadian Broadcaster** — — Best wishes for success.

CFNB

FREDERICTON, N.B.

J. STEWART NEILL, Manager

Are They Listening?

(Continued From Page Three)

While the program is on the air, regular follow-up reports are usually furnished, complete with mail response records (if there is a mail-pull on the show), sales stimulus results as revealed by a check on the local retail outlets and so on.

The foregoing is a broad general composite of merchandising methods frequently employed to build audience. Many factors enter into just how far a station can go to exploit a program . . . the operator's willingness to pay . . . the sponsor's willingness to contribute financially and otherwise. Naturally, too, some of these plans would not be feasible in some localities, and again, various local touches can be added to increase effectiveness.

Some merchandising men use portable radios to make the buyers of big retail outlets conscious of the sales effort that is being undertaken by the advertiser, calling on the buyer just before the program takes the air, and tuning into the program right in the buyer's office. In

other cases the advertiser's salesmen use this method themselves. One station maintains a light delivery truck that canvasses its entire territory regularly, arranging special window and store displays. Others have presented the show from a retailer's store to make both the retailer and the public conscious of the program.

Obviously an affirmative answer to the question "Are they listening?" is to be found in wise and wide program merchandising.

Stations cannot be expected to dissipate their entire profits "for the good of the cause"; neither does the average sponsor expect them to do so. Generally speaking though a well thought-out merchandising plan can be formulated wherein the station, the agency and the advertiser himself all co-ordinate their efforts to the end that the program will take the air with a maximum audience for its first broadcast.

(Have you a merchandising plan that has been successful in introducing a new show to the listening audience?)

Northern Broadcasting Pioneers F.M.

CKWS, forthcoming addition to the Northern Broadcasting family starts operations at Kingston, Ont., April 15th next.

CKWS will be the first station in Canada to transmit its programs by F.M. (frequency modulation).

The set-up as described by Northern, is as follows:

An F. M. transmitter, operating in the high frequencies, in the frequency modulation band (40 megacycles to be exact), will beam the programs from the Kingston Studios, three miles across the water to the regular (A.M.) transmitter on Wolfe Island.

Northern explained that the advantages of this system are three-fold:

1. F. M. transmission is flat, from 50 to 15,000 cycles, compared with the average transmission line, which cuts off at 6,000. Consequently, the highest quality is maintained in broadcasts, because the average transmission line loses the very "highs" and "lows" which the F. M. transmission will retain.
2. "Regardless of storms and subsequent wire break-downs, the F. M. transmitter carries on."
3. "F. M. is impervious to static, so that line noises and distortions are overcome."

News Items for February Issue should reach the Canadian Broadcaster by January 20th.

CHEX CHECKS IN

January 15th is the opening date according to Northern Broadcasting and Publishing Ltd., of CHEX, Peterborough (1000 watts).

CKNB ANNOUNCES NEW RATES

A rate increase is announced by CKNB, Cambellton, N. B. The increase, effective as of January 1st, 1942, is occasioned by the Station's boost of power to 1,000 watts.

"V" for Victory

"To you who have a V for Victory Sign on your windshield, add another reading: 'Ride With Me, Soldier'".

This appendage is used by Clary Settell on his O'Keefe's Bowling Broadcasts (Saturdays, 8:15 p.m., CKCL, Toronto through A. McKim Ltd.). Other programs please copy!

TIME TABLES

Recent war developments make the time factor in connection with the news more complicated than ever. The following tables show, first the various times across Canada, and second, the equivalent times at the various centres of war activity throughout the world.

For the purposes of illustration all times are shown as Standard except Eastern Time, and London (Eng.) Time, both of which are shown as Daylight Savings. In each case the time given is the equivalent of 12 noon Eastern Daylight Saving Time, Monday.

CANADIAN TIMES

Newfoundland	- - - - -	12:30 p. m. Monday
Atlantic	- - - - -	12:00 noon Monday
Eastern Daylight	- - - - -	12:00 noon Monday
Central	- - - - -	10:00 a. m. Monday
Mountain	- - - - -	9:00 a. m. Monday
Pacific	- - - - -	8:00 a. m. Monday

OTHER TIMES

London (Daylight)	- - - - -	5:00 p. m. Monday
Berlin	- - - - -	5:00 p. m. Monday
Rome	- - - - -	5:00 p. m. Monday
Moscow	- - - - -	7:00 p. m. Monday
Cairo	- - - - -	7:00 p. m. Monday
Singapore	- - - - -	11:00 p. m. Monday
Hong Kong	- - - - -	midnight Monday
Manila	- - - - -	midnight Monday
New Zealand	- - - - -	3:30 a. m. Tuesday
Melbourne	- - - - -	2:00 a. m. Tuesday
Tokyo	- - - - -	1:00 a. m. Tuesday
Midway Islands	- - - - -	5:00 a. m. Monday
Honolulu	- - - - -	5:30 a. m. Monday
Alaska	- - - - -	6:00 a. m. Monday
San Francisco	- - - - -	8:00 a. m. Monday

DON'T MISS THESE ON YOUR '42 BUDGET!

Two Important New Stations Under the Direction of Northern Broadcasting and Publishing Limited

CKWS

KINGSTON—1000 Watts

CKWS is a powerful new station to serve the relatively isolated Kingston district! Here is a big market growing bigger with more money in circulation than ever before. The population is up 10,000 in the last year, new factories are building, there is intense industrial activity everywhere. CKWS is a must for your 1942 budget. It will be the only commercial station in Kingston

CHEX

PETERBOROUGH—1000 Watts

This new, completely modern station covers the rich, populous Peterborough district which has lacked adequate radio coverage. Peterborough with its eighty factories is a commercial city of national importance, a centre now for many big time war industries. Payrolls have reached an all-time high. CHEX will be a powerful sales force in this valuable market during 1942. Check it on your budget now.

OPENING - January 15, 1942

CHEX - Peterborough

April 1, 1942

CKWS - Kingston

Both CHEX and CKWS are model stations with the latest RCA equipment. Noteworthy is the new Directional Array system which means a signal equal to 2,700 watts. An experienced staff throughout at both stations assures smooth operating efficiency at all times.

NORTHERN BROADCASTING AND PUBLISHING LIMITED

National Sales Offices

Toronto: Victory Building

Montreal: Keefer Building

Representatives: All-Canada

Radio Facilities

CKTB GETS 1000 WATTS on Clear Channel



E. T. SANDELL

On Tuesday, December 9, 1941, CKTB, The Silver Spire Station of St. Catharines, Ontario, started operating on its newly assigned frequency of 1550 kilocycles, with its former hundred watt power boosted to one thousand with a new RCA, K1, transmitter.

President E. T. Sandell sees his many years' efforts to attain this greater power and consequent greater usefulness for his station materialize into reality on the eve of his seventy-second birthday, and the "CANADIAN BROADCASTER" extends warmest congratulations.

Since November 7th, 1933, when Mr. Sandell inaugurated CKTB as a full-time hundred watter, St. Catharines has been benefitted in many ways.

In its restricted area of about 50 miles the station has offered an efficient service to its advertisers. Now, with greater power and a cleared channel, sponsors will be afforded an even better medium.

But, while the business of CKTB is the sale of time, a policy has always been maintained of "Community Service above all else" . . . service that is in co-operating with the Chamber of Commerce in publicizing the city, and also as a community leader in all war and charitable efforts.

In eight years the station has raised no less than \$25,000 for charity in its annual Christmas campaigns, besides which the Victory Torch Drive, War Savings Campaigns, The Red Cross and every worthwhile endeavour have all felt the benefit of "Ed" Sandell's generosity and help.

With this boost in power CKTB hopes to increase its value to its advertisers, and to render an even greater service to its community.

STANDARDIZATION OF RATE STRUCTURES IN SIGHT

The efforts of the C.A.B. to effect a standardization of rate structures is meeting with considerable interest in both station and agency circles. Comments have been received at the C. A. B. offices from right across the Dominion, and President Glen Bannerman reports that while there are still a great many member stations to be heard from, the general reaction is favorable, subject to a definite majority opinion that "no plan which increases materially the dollars an advertiser has to pay for a given number of programs, or decreases the station's revenue, would be workable."

The problem breaks down into four parts: (1) Standardization of Time Discounts, (2) Frequency discounts, (3) Time classification periods, and (4) periods less than the quarter-hour period.

The present multiplicity of variegated systems—each no doubt having definite merit insofar as the individual station is concerned—cause a great deal of extra detail work on the part of the agencies, detail work which, in the opinion of Mr. Bannerman, and of the member stations which have expressed themselves on the subject, could be easily surmounted through the proposed standardization, provided a mutually satisfactory basis can be arrived at.

Mr. Bannerman feels that the confusion caused by the present hit and miss system might even be responsible for deterring some agency or advertiser from using the medium, and for this reason he is exploring every avenue in the hope that a solution may be found.

C. A. B. Circular Number 270 (December 3rd 1941) contains a suggestion which may be the answer, and Mr. Bannerman expects to have sufficient expressions of opinion on the subject so that a representative picture may be presented at the association meeting next month.

The Office Boy Says:

Is your "Canadian Broadcaster" correctly addressed? Please help us keep our mailing list up to date by advising us of errors, duplications, etc.

YOU'VE GOT TO GET INSIDE TO SELL—



You can't get your story across to the prosperous folk in the "Market Behind the Wall" unless you are on the inside. A natural mineral barrier cuts off outside radio programs. Northerners are entertained and sold by their own Big 5 Radio Stations in the "Market Behind the Wall". This is proved conclusively by a survey conducted by Elliott-Haynes Limited. 2384 calls showed that an average of 99.1% of all radios turned on were tuned to CKGB Timmins. The lowest percentage of listeners to the Big 5 Radio Stations was Rouyn with 87.3%.

The annual payroll for 223,000 people in the "Market Behind the Wall" is \$54,000,000—the highest per capita income of any locality in Canada.

You will receive enthusiastic and exclusive attention—your sales talks will be listened to by prosperous people who are ready, willing and able to buy your product—if you use the Big 5 Radio Stations in the "Market Behind the Wall."



NORTHERN BROADCASTING AND PUBLISHING LIMITED

National Sales Offices

Toronto: Victory Building

Montreal: Keefer Building

Representatives: All-Canada

Radio Facilities

CFCO WEATHER BUREAU



In the belief that part of the function of a radio station is to contribute materially to the well-being of the area it serves, CFCO (Chatham Ontario) has installed its own weather bureau.

The equipment includes a maximum and minimum thermometer, a rain gauge, a wind vane and anemometer, and a sunshine recorder. The equipment was installed on the recommendation of the Controller of the Air Services Meteorological Division of the Ministry of Transport as being the same as that used at official meteorological stations throughout Canada.

John Beardall, CFCO's manager, owner, explained some of the many ways in which this modern weather bureau helps his hundred-watter in its self-appointed task in public service.

A Chatham canning plant finds CFCO's frost and general weather reports of extreme value, especially during the canning season.

Sugar beets and onions are among the agricultural products of the district, and the station's facilities are an aid in production and a curtailer of unnecessary waste of these foods that are so important a part of the war effort.

Many Lake Erie fishermen have installed radios in their trawling boats and listen continually to CFCO for their weather reports

which provide important information in connection with lifting and setting of nets—and also for the safety of the crews. As an added feature for the safety of the fishermen and other small lake craft, CFCO has, Mr. Beardall tells us, established a listening post for the various government shore stations to broadcast storm warnings at regular intervals during the day, and these warnings are re-broadcast during the station's regular forecasts. Pleasure craft too appreciate this safety service.

When some months ago a "bomber" made a forced landing due to weather conditions, some two miles out of Chatham, the pilots who were sent to fly the grounded aircraft home were kept constantly posted by the station until conditions had improved sufficiently to permit the precious plane to take to the air again.

The fact that the public too appreciates the service is evidenced by the frequency of telephone calls in connection with weather forecasts, because, in Chatham, when they want to go on a motor trip, when their club is planning its annual picnic, when they want to take their girl out canoeing, wash the car or saunter forth in their new Easter bonnets, they automatically tune in CFCO for the weather forecast or telephone the station and receive the information direct.

The People's Choice!



CFRB's popularity is proven by a monthly mailbag of over 200,000 letters from an audience kept wide-awake and up-to-date by CFRB. An audience that knows CFRB gives listeners what they want, not what CFRB thinks they should have: Truly CFRB is the people's choice!

CFRB's progressive policy has made it the sponsor's choice, too! CFRB, Toronto, introduced the first Novachord and the first Hammond electric organ used in Canadian broadcasting... also owns five grand pianos... a Wurlitzer organ... 4 modern studios, including one with stage and audience accomodation for "live" shows. CFRB is one of the two Canadian outlets for the Columbia Broadcasting system... the only one in Ontario!

Yet here's the most important item. Ask any agency, any advertiser who has used CFRB, and they'll tell you that you can't compare the friendly cooperation of the staff... valuable assistance given by all, from switchboard operator to engineer!

Why don't you use CFRB? Write today for rates and data.

CFRB

TORONTO

860 KILOCYCLES

How They Stand

The Season's Leading Networks
Supplied by Elliott-Haynes Ltd.

EVENING

1. Charlie McCarthy
2. Jack Benny
3. Lux Radio Theatre
4. The Aldrich Family
5. Treasure Trail
6. Fibber McGee
7. Kraft Music Hall
8. Big Town
9. N.H.L. Hockey
10. The Family Man

DAYTIME

1. Road of Life
2. The Happy Gang
3. Woman in White
4. Refreshment Time
5. Ma Perkins
6. Big Sister
7. The Guiding Light
8. Dr. Susan
9. Mary Marlin
10. Pepper Young