

CANADIAN BROADCASTER

VOLUME 3, NUMBER 18

10c a copy — \$2.00 a year

DECEMBER 23RD, 1944

"Tomorrow
soon 'twill be"

And It Came To Pass

It was in February that the membership of the Canadian Association of Broadcasters sat listening attentively while Glen Bannerman, their president, expressed the firm conviction, first that there should be an independent commission to regulate both the CBC and the private stations, and second that the private stations should be permitted to form their own private network.

The question of the independent commission failed to stir the hearts of the annual parliamentary committee, and in August, when Dr. Frigon, CBC general manager, appeared at the Western Association of Broadcasters' Convention in Banff, he referred to it, jocularly, as Glen Bannerman's personal hobby.

As to the second network, the CBC has proceeded to put one into operation, and at the time of the Banff meeting it had advanced to the point where Dick Rice, WAB president, was moved to express the industry's thanks for the CBC network, which, six short months previously, it had appeared determined to establish for itself.

Even before the second network was established, it seemed to us that the government had an unhealthy and undemocratic control over what might be said over the Canadian networks. Now with the private stations operating under the same curb, and with the CBC's scope literally multiplied by two, the situation is even more grave than before. But the gravity is not confined to the broadcasters who still have the privilege of acting or refraining from acting, as they see fit. It has a direct effect on everyone whose desire it is to do business without government interference or control.

The stealth with which the socialistic germ is steadily penetrating this business of broadcasting (and many other businesses as well) is rendered the deadlier because it does not make itself apparent with a fanfare of trumpets. Rather it makes its progress by a series of incidents, individually unimportant, but collectively adding up to an ever increasing threat.

A few days ago, CBC network affiliates received a polite note informing them that in order to accommodate the special features which were scheduled for Christmas day, all network commercials would be cancelled. It is a matter of opinion whether the public will prefer the CBC's Christmas substitutes for such programs as "Lux Radio Theatre", "Information Please", "Command Performance", "Blind Date", "Victory Parade". There are probably many sponsors who would prefer not to present their programs on Christmas Day, even without commercials, and would have cancelled themselves. But the step was taken by the Canadian Broadcasting Corporation, and this only goes to emphasize what we have repeated so often that the CBC not only controls what may go out on the networks, but also what may not go out.

Another individually unimportant incident concerns a commercial program which is to go on the network January 26. Sponsored by Western Canada Flour Mills through their agency, McKim Advertising Ltd., production will be handled by Andrew Allan, CBC supervisor of drama, who is to be loaned to the sponsor, at a fee which will presumably be divided between Allan and the CBC. We have nothing but admiration for the fine work of this young Canadian producer. In our opinion his "Stage 15" is one of the best dramatic programs on the continent. But he is employed by the CBC, which is owned, we are assured, by the people of Canada, and while his desire to implement the salary he receives is quite understandable, the CBC has no right to rent out the services of an employee for use in a commercial venture, and both the sponsor and his advertising agency, by subscribing to the transaction, are contributing to his further encroachment into the precincts of free business.

There are those who will disagree most violently with the views this editorial has expressed. It is for concerted action to insure that they will continue to have the right to disagree that we are urging private broadcasters to cast off their apathy, and to resist these repeated acts of trespass with every means they can muster.

Richard S. Lewis.

Editor.

STORM STORY

Radio Aids Snow-bound Ontario

By GORDON HOWARD

The recent record snowstorm which swept the greater portion of Ontario gave radio an opportunity to prove its scope far beyond the field of entertainment. Transportation facilities were hopelessly paralyzed in many communities and thousands of people were completely isolated, that is except for radio, and it is a matter of complete wonder how station personnel managed to get on the job. Cancelled programs were conspicuous by their absence, while on the other hand thousands of public service bulletins were broadcast at frequent intervals. For the most part these urgent messages were directed to employees of war plants, and, to the credit of the stations concerned let it be said that this service was not only voluntary, but in many cases the actual information was solicited from such organizations as were most vitally effected.

Police and fire departments, public utilities, telegraph and telephone companies, many government departments and other quickly-formed emergency groups, all availed themselves of radio facilities for the general welfare of stormbound thousands. When several daily newspapers suspended publication, radio again stepped into the breach with complete emergency news and bulletin coverage. Twenty-four hours later some semblance of normalcy was restored, but radio carried on till the situation was completely relieved.

In Toronto, Mayor Fred Conboy paid warm tribute to the Queen City stations when he said "At this time I would like to say thanks on behalf of the citizens of Toronto to our local radio stations. They have done a wonderful job and in a great measure their efforts enabled us to cope with one of the worst snowstorms in many years. Their almost continuous public service announcements were of inestimable value. I think I speak for all citizens when I say that Toronto radio has rendered a tremendous public service."

In Hamilton, conditions were if anything slightly worse than most centres, and Mayor Sam Lawrence told THE CANADIAN BROADCASTER he "wished to state that both Hamilton stations performed an outstanding public service during the Municipal emergency". His worship expressed his gratitude and the thanks of the Board of Control and the City Council. Police Chief Joseph Crocker expressed his appreciation of radio's splendid co-operation in handling a most difficult traffic problem. Fire Chief William Murdock praised the stations for their campaign to make the city fire-hazard conscious while a greater part of the local apparatus was snowbound. The Board of Health and the Board of Education were among the other City Departments adding their thanks and congratulations to the radio stations.

Similar reports have been received from many other centres and the tenor of them all is that radio may "take a bow" for a job well done.

The tie-up had its lighter side too during the height of the storm. It has been a good many years since Toronto citizens have witnessed skiing along its main thoroughfares but this mode of travel was quite popular, in fact one of Canada's most popular programs the "Happy Gang" went on the air on time thanks to the skiing ability and determination of two members of the cast. The "Gang" was reduced to a cast of two, Bert Pearl, master of ceremonies and the director of the show, John Adaskin. Adaskin was accompanied on his journey to the studio by skis by a nineteen inch snow shovel according to reports. There was no script available so Pearl and Adaskin ad-libbed through the half hour show and brought in scores of complimentary telegrams after the show.

At other stations many staff members turned all available space into sleeping quarters in order to be on hand for the greatly enlarged schedules and any further emergencies which might arise.

ANNOUNCEMENT

The firm of
STOVIN & WRIGHT

has been amicably dissolved, with both members continuing separately in the business of Radio Station Representation.

HORACE N. STOVIN

and Company

now have an enlarged and complete organization, enabling them to render to Advertisers, Advertising Agencies, and Radio Stations alike, a greater measure of service.

REPRESENTING

CHSJ, Saint John	*CFPL, London
CKCW, Moncton	CKLW, Windsor
CJEM, Edmundston	CJRL, Kenora
CJBR, Rimouski	CKY, Winnipeg
CFBR, Brockville	CFAR, Flin Flon
CHOV, Pembroke	CKX, Brandon
CFOS, Owen Sound	CJGX, Yorkton
CHPS, Parry Sound	CKLN, Nelson
*CHML, Hamilton	CFPR, Prince Rupert
CKCR, Kitchener	CJOR, Vancouver

**In Montreal Only*

Offices in
TORONTO MONTREAL WINNIPEG

The CANADIAN BROADCASTER

Vol. 3, No. 18 Dec. 23, 1944

Published Twice a Month by
R. G. LEWIS & COMPANY
371 Bay St.,
Toronto 1

Entered as Second-Class Matter at the
Post Office Department, Ottawa.

Richard G. Lewis Editor
Grey Harkley Art Editor
Arthur C. Benson Production

Printed for The Publishers by
Sovereign Press, Ltd., Toronto, Ontario

Horror Programs

(Reprinted from the *Globe & Mail*)

Ottawa, (CP) — The Canadian Broadcasting Corporation is urging private radio stations not to renew contracts for "horror programs," Dr. Augustin Frigon general manager of the CBC, said in an interview recently.

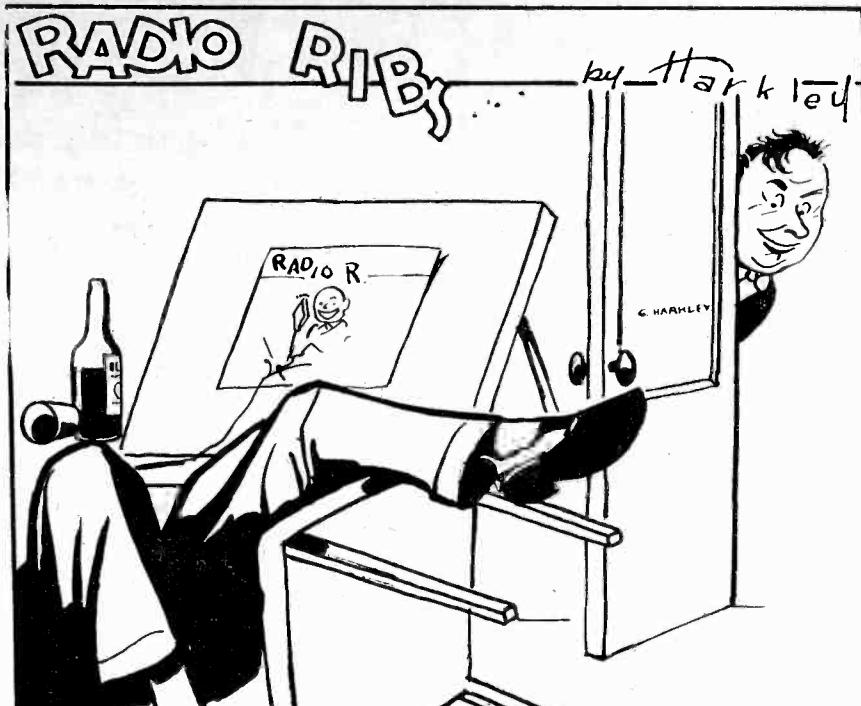
"We have the power to direct the private stations to drop horror broadcasts, but we haven't used the ban since we have found that the use of persuasion rather than force is achieving the same result, although more slowly," said Dr. Frigon.

The private stations carried horror programs on a contract basis of 13, 26 or 39 weeks and as these contracts expired the CBC was "exerting every influence against their renewal."

(The Commons Radio Committee expressed belief during the last session that horror programs, soap operas and medicine shows were in "bad taste" and suggested that the CBC eliminate them. Objection was taken to programs, sponsored by manufacturers of purgatives, banned by CBC stations, but still broadcast by private stations.)

"We strive to follow the wishes of the committee and while we are exerting every influence short of dictation for the elimination of objectionable programs, we still have much work to do," said Dr. Frigon.

Should the CBC exert its full power and impose an out-and-out ban against horror and medicine programs on private stations, "petitions signed by thousands and thou-



Due to circumstances over which we have no control, there will be no cartoon this issue.

sands of intelligent people protesting against such dictation" would be received, he said.

While most people seemed opposed to horror programs there was a "very vocal minority" favoring this type of entertainment.

Stovin Staff Announcement

Horace N. Stovin, who has established his own representative business under the name of Horace N. Stovin & Company, has announced the following staff appointments.

Jim Knox has been named sales manager, and will also have charge of the Toronto sales operation; J. R. "Red" Pearcey will be assistant sales manager and William West, recently retired from the RCAF, rounds out the Toronto sales department. G. E. "Ted" Rutter is director of research, N. M. "Brickee" Stuart is secretary, and Elizabeth White, treasurer.

Ralph Bowden has charge of the Montreal office, with Geraldine Huntoon as secretary. In Winnipeg A. J. "Tony" Messner's staff consists of Stan L. Irwin, Florence War, Shirley Chivers and Dorothy Locht. Wally Grigg is the Brandon salesman.

Agency News

Walsh Advertising Company Ltd., has announced the appointment of W. George Akins as president, while Thomas E. Walsh assumes chairmanship of the board.

David MacMillan, formerly with the Toronto office of Walsh Advertising is opening a Canadian branch for Erwin, Wasey & Co. Inc., New York, in Toronto on January 2nd.

Tell your casts to subscribe to the Registry and you will be able to contact them at any hour thru—

WA. 1191

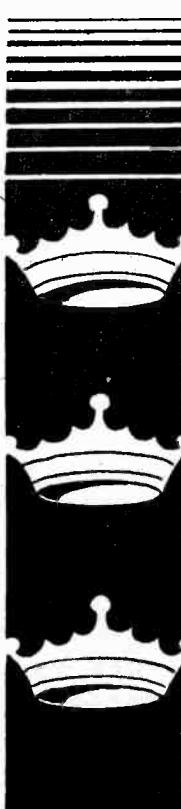
RADIO ARTISTS REGISTRY

TORONTO

"Happy New Year"

And it will be Prosperous
if you use

CHML
HAMILTON



Ask Us About

RADIO BRITANNICA?

BEAUTY QUEST?

AUDIO-Q?

Duophonic
Recordings

DOMINION BROADCASTING
COMPANY
4 ALBERT ST. TORONTO



December 23, 1944

Dear Mr. Time-Buyer:-

Horatio Nelson Powers said it!*
 "A flower unblown; a book unread;
 "A tree with fruit unharvested;
 "A path untrod; a house whose rooms
 "Lack yet the heart's divine perfumes;
 "A landscape whose wide border lies
 "In silent shade 'neath silent skies;
 "A wondrous fountain yet unsealed;
 "A casket with its gifts concealed -
 "This is the Year that for you waits
 "Beyond tomorrow's mystic gates."

May it be a grand Year for you, pal.

Yours very truly,

CSC/JN

STATION MANAGER

*A salaam to "Radio Reader's Digest"

AN ALL-CANADA STATION

A NEW YEARS RESOLUTION THAT MAKES SENSE

Resolve now to take full advantage of the prosperous Kitchener market.

Kitchener is the 5th largest industrial centre in Ontario with an annual pay-roll of 30 1/3 million dollars.

Resolve now to tap this fertile market through its own radio station and get your share of prosperity in 1945.

OTHER SIGNALS MAY REACH KITCHENER, BUT
KITCHENER LISTENS TO —

CKCR
KITCHENER

REPRESENTATIVES
STOVIN & WRIGHT

Free Voice of a Free People

Advertising Keeps Radio Free
Says U.S. Priest

Radio, operating as a free enterprise, came in for a generous tribute at the third Regional Radio Conference held recently at St. Stevens College, Columbia, Mo., from Father R. C. Williams, treasurer of the Radio Council of Greater Kansas City.

He pointed out that as listener groups, radio councils have in their hands a very powerful instrument for helping radio to maintain its high standards of excellence. "And who will deny that, for the most part, radio today has high standards of excellence?" said the speaker. "The instrument of which I speak is the fountain pen. The intelligent listener—the proper fruit of a radio council—will write the radio stations. Most often he will write to praise, because, I think we will all agree, radio is far more open to praise than it is to condemnation."

Continuing, Father Williams observes, "There is, of course, some quirk in human nature which makes most people write only when they feel impelled to condemn or to censure. But why, I wonder, cannot righteous satisfaction also make men write? The intelligent radio listener—because he is intelligent—is not a creature of emotion but of reason. When he experiences righteous satisfaction, when he recognizes that a radio program has conformed to a high standard of excellence, why does he not uncaps his fountain pen?

"Does he feel, perhaps, that perhaps, that writing to a radio station is equivalent to answering an advertisement for a patent medicine? Many intelligent listeners, it would seem, do feel that way. Now, it is the function of a radio council as I see, to dispel such erroneous notions; and where they do not exist, to arouse the listener

from the apathy which holds his pen. It is enough to write a post-card, and to say: 'I listen to Superterrificolossal every night (or every week), and I thoroughly enjoy it—period.'

"Some months ago, a representative of a large manufacturing company which sponsors a network program of symphonic music told me that his firm was serious thinking of withdrawing its support because of the lack of listener response. Yet I know a great many people who listen to that program every week with great satisfaction. But what have they done to keep it on the air? If they have written at all, they have done so only to protest that the commercials annoy them; forgetting, of course, that they probably page through the advertisements in the printed program when they attend a concert in a music hall. But forgetting also something of much greater importance—that without advertising, American radio could not bring them great orchestras and great artists—including great comedians. Forgetting too, something still more important, that advertising keeps American radio free from such control as would make it a propaganda agency for the party in power, whatever that party might be."

"It is, therefore, scarcely intelligent to criticize commercials as commercials. It is quite another thing to criticize them for lack of good taste in working, placing, or delivery. Constructive criticism on these points could be helpful to radio and to its underwriters, the agencies and the sponsors."

Father Williams then appealed for a critical review of radio programs to guide the intelligent listener. He then said, "As members urge that radio programs be re-

(Continued on next page)

These current snow storms remind us of the
blanket coverage of

CKNX

throughout Mid-Western Ontario.
We invite your enquiries.

920 KC **CKNX** 1000 WATTS

The WESTERN ONTARIO FARM STATION

Representatives J. L. ALEXANDER TORONTO & MONTREAL

AN INDEPENDENTLY OPERATED STATION

TRADE WINDS

A COLUMN OF COMMERCIAL NEWS

Edited by

ART BENSON

W.M. WRIGLEY JR. CO. LTD.: renew "Treasure Trail" for one year to November 21, 1945 over 4 networks originating from CFRB, Toronto; CKAC, Montreal and CKRC, Winnipeg. Jack Murray Ltd., Toronto.

* * *

CARNATION CO., LTD.: beginning January 8, 1945 "Carnation Contented Hour" piped in to the CBC Dominion Network including CJBC, Toronto and CHML, Hamilton. Baker Advertising Agency Ltd., Toronto.

* * *

W.H. COMSTOCK CO.: 10 minutes 5 a week newscasts over CFRB, Toronto started in November for 6 months. Jack Murray Ltd., Toronto.

* * *

WESTMINSTER CANNERS LTD.: spot announcement campaign under way over West coast stations. Cockfield Brown & Co. Ltd. Vancouver,

* * *

ABSORBINE JR.: start spot announcements on January 2, 1945, to run until November 15, 1945, over CHML, Hamilton. J. Walter Thompson Co. Ltd., Montreal.

* * *

VIAU LTD. (BISCUITS): 15 minutes 2 a week, musical program under way over 3 French language stations. Canadian Advertising Agency, Montreal.

* * *

ROBIN HOOD FLOUR MILLS LTD.: 15 minutes 2 a week, "Tommy Duchesne et ses Chevaliers du Folklore" over 8 CBC French stations. Young & Rubicam Ltd., Montreal.

* * *

ELECTRIC AUTO-LITE LTD.: has added 6 CBC Dominion network stations to "Everything for the Boys" piped in from NBC to make a total of 16 stations. Tuesdays at 7.30 p.m. (E) Ruthrauff & Ryan Inc., Toronto.

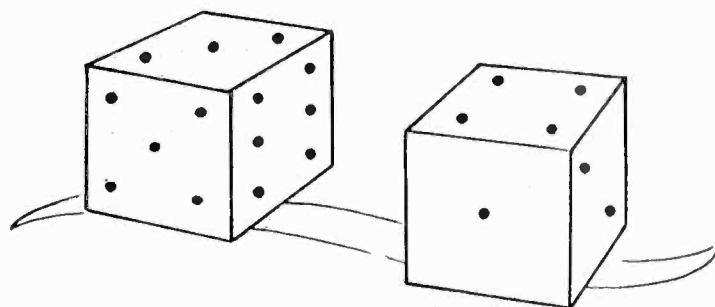
* * *

WESTERN CANADA FLOUR MILLS CO., LTD. (PURITY FLOUR): beginning January 26—dramatic program over CBL, Toronto and the Trans-Canada network and supplementary stations. McKim Advertising Ltd., Toronto.

* * *

CANADIAN CELANESE LTD.: renew "Great Moments in Music" for the third year on January 3 over CFRB, Toronto and CKAC, Montreal. Young & Rubicam Ltd., Montreal.

* * *



Anatural...

for Advertisers who admit that radio has come to stay.

Only The "Toronto Weekly News" features comprehensive radio schedules, including names of sponsors and full descriptions of programs.

Toronto's Feature Tabloid

is found, the week around, on a rapidly growing number of home radio sets; and the potential is indicated by the fact that according to the 1941 census, radio homes across Canada outnumber telephone homes by nearly two to one.

●

Other Features Include
Women's Pages

Entertainment
Guide

Comics
Etc.

Toronto WEEKLY NEWS

5c on all Newstands

73 Adelaide Street West

Toronto

WSOO
SAULT STE. MARIE
MICH.
A Wright Station
Hands Across...
THE INVISIBLE BORDER
WSOO serves a dual audience of Ontario and Michigan listeners with the finest local and Blue Network features.
EXCELLENT BLUE CHAIN BREAK
AVAILABILITIES
WILLIAM WRIGHT
Victory Building

The MEN

represented by

N B S *

HARVEY FREEMAN
Station CKGB
Timmins, Ont.



Nine years in life insurance taught Harvey Freeman the meaning of service. Joined CKGB as salesman and devoted himself to insuring advertisers increased sales by profitable use of radio.

He started as a salesman and shortly afterwards was promoted to Commercial Manager. And in August, 1944, was appointed manager of the station.

Reception from outside stations is almost completely cut off in Timmins because of mineral formations in the vicinity — thus CKGB enjoys one of the most intensive listening audiences in America—a responsive audience which earns from gold mining alone, \$18,209,657.

And in order to give CKGB's exclusive audience its deserving coverage, Harvey has accented public and community service. The service is displayed in numerous programs for local groups and organizations—appeals, warnings and messages to its "family of listeners" about the weather, forest fire hazards, war effort—and items of local concern.

Outside the station—Harvey is a genial, rotund sportsman with baseball, hockey and tennis listed as his favourites. He'll be found after hours with his family (girl and a boy) cheering a double play or a neat pass—and calling a glad "hello" to his many friends who shout — "Hi Harv"!

*NATIONAL BROADCAST SALES



Radio Station Representatives

Bank of Commerce Bldg.,
TORONTO, EL. 1165

University Tower Bldg.,
MONTREAL, HA 3051

REPRESENTING		
CKWS	CKEY	CKRN
Kingston, Ont.	Toronto, Ont.	Rouyn, Que.
CHEX	CJAD	CKVD
Peterborough	Montreal, Que.	Val D'or, Que.
CKGB	CFPA	CHAD
Timmins, Ont.	Port Arthur,	Amos, Que.
CJKL	CFCH	CJCH
Kirkland Lake	North Bay	Halifax, N.S.

The Contentious Question Of Contests

by Nathaniel Holmes
Vickers & Benson Ltd.

The radio use of prize contests so popular before the Wartime Prices and Trade Board appeared on the scene, as a desirable advertising device has always been open to a great deal of controversy. We are not referring to "quiz" programs, but instead to contests consisting of a large prize or series of small prizes given away for some "slogan" or "letter" consideration; given away at the contest climax after a period of time for entries to be received. Research and experience have shown them to be of a definite value when properly directed. This contest craze, once referred to as the "Canuck craze for getting something for nothing", accounts for the air once being riddled with "box tops" and "labels".

Where will it all lead?

Contests on the whole, have long been a sales promotion feature designed to obtain new users of a product or service. Some sponsors seem to believe they should be used for the measurement of listening audience, but most prefer to leave this measurement of audience to those mathematically inclined individuals who know far more about "audience measurement" than the varied and sundry "radio men".

Much money has been spent on the handling of contests, and in the awarding of prizes, and much money has been wasted in contests not set up properly.

Contesting is not merely the broadcasting of the fact that prizes are to be awarded. There are numerous factors to be considered. What type of contest has the greatest appeal? How can sponsors assure large returns? Is a sales slip necessarily proof of purchase and should it be demanded? Is it possible to prevent plagiarism? Do winning entries have any value to a sponsor?

With all these questions in mind, the contest-sponsor can get to work. Each contest should fit his particular need. It should be built around the product, and program, whenever possible, and it should make the participants THINK about the trade name—be conscious of it—conscious enough to remember the name when it is necessary to purchase the particular commodity. It is embarrassing to have participants send in labels from competitive products!

An advertising department or agency should at all times be qualified to plan, set up, handle and judge entries; must remember that in the majority of cases it is the WOMAN who buys; the woman who enters contests. Therefore it MUST be the woman's viewpoint that is considered. Also realize that a woman's first interest is her family and second her home. Prizes and methods of alluring entries should be built around these known facts.

It has been found advisable by research in the United States to insert the idea that the contest headquarters is open at all times to the public. Although less than one in 10,000 will accept the invitation, it helps show that the project is above board. This goes for an advertiser of any size, regardless of how well he may be known to his public. Research has also shown that the public seems to prefer either the slogan contest, which gives short and snappy entries, or the popular "Why I like . . .", style of contest.

One of the greatest mistakes is made by radio contests sponsors when they try to "have their cake and eat it too". Only so many minutes of commercial time can be carried by any one program; if the

(Continued on next page)

49%

Is the CFOS Share of Audience
All Day—All Week in The
Grey and Bruce Markets

Here is the Box-Score of
which we are justly proud:
Sets-in-Use 45.5%
CFOS Program Rating 22.3%
CFOS % of Listeners 49.0%

A copy of the complete Elliott-Haynes Survey is available on request.

CFOS, OWEN SOUND

Affiliated with the Owen Sound Daily Sun-Times
Stovin & Wright, Representatives, Toronto and Montreal.

During the week of October 8th to 14th, 1944, Elliott-Haynes Limited queried 2,392 Grey and Bruce homes on their radio listening habits. Calls were evenly distributed between the hours of 8 o'clock in the morning until 9.15 o'clock in the evening throughout the days of the week.

Contests

(Continued from previous page)

sponsor wishes to inject a contest into that program he must assign 60% and preferably more of the commercial time to this contest. If the contest is not worth the time, it is not worth presenting. An idle announcement during or after a program, to the effect that "you can win \$1,000 or \$5,000 by doing so and so" is wasted effort. When treated lightly the public treats it lightly also, and does not actually believe the money or prize is being given. Relegate your actual advertising and you will get it back many-fold in the point-of-sale advertising that the contest will give you. After all, that is why you're putting the contest on the air.

Statistics show that a contest, if presented daily on the air, will pull eight times the responses as the same show aired weekly. It is inadvisable to request a sales slip for entry, due to the difficulty for a busy housewife (who does 85% of the buying) to request a sales slip, and also shortage of store help during prevailing conditions.

There are many and greatly conflicting opinions regarding the number and size of prizes to be offered. This is naturally a vitally important question and goes further than any other one factor toward the successful climaxing of any contest. We quote two conflicting opinions on this point from two authoritative publications.

PRINTER'S INK published an article with the following statement: "... it is really better to have no long list of small prizes ... a person who is competing for, say, \$5,000 will feel much less chagrined at getting no prize than he will at getting a dollar prize".

BROADCASTING, on the other hand, published an article saying: "... contestants prefer that a large assortment of small prizes be given, rather than a few huge ones".

It is the writer's opinion that when a contest is being carried on by the use of the medium of broadcasting only, there must be a large,

major prize. To hold the interest of the listener, explanatory copy must be short; and the offer of a large prize will interest listeners quickly. Rather than having several hundred small prizes, why not follow up every response received with some small folders, postcard or piece of advertising matter which will have some definite value to the contestant. This can be done by using pictorial matter based upon the program, or if this is impossible, some other informative mailing piece such as a map or score card.

Plagiarism is a familiar factor to all contest administrators. It is well known that winning entries must be investigated. Inadvertently a contestant may copy another's slogan, if this is the nature of the contest. It may not be conscious, but it is liable to involve litigation if used by the advertiser.

There is little to say regarding the value of responses received. Some advertisers find some value in the compiling of mailing lists, but this naturally depends upon the advertiser's business. Other than that, the research value of the entries is sometimes quite extensive; since entries are written by the average Canadian, the type of advertising copy appealing to him may be contained in his entry. Continuity and copy writers can gain useful direction by studying entries.

It is well to remember that a staff of incompetent judges can lose the advertiser the "cream" of entry value. A contest well setup, well handled and judged fairly can promote good feeling, increase sales and educate the public about the product or service of the advertiser —the three reasons for which it was planned in the beginning.

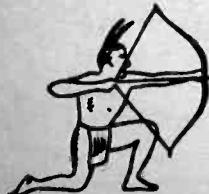
Convention Issue

Space for our CAB Convention issue, which goes in the mail February 7th is being taken up rapidly. Advertisers wishing us to hold space for them are requested to advise us without delay, and to let us have copy not later than January 17th.

"HAPPY NEW YEAR"

By actual count last year, "Happy New Year" was said over CFRN fifty-seven times on New Year's Day. But it's a good wish, and we repeat to you with all our hearts:

"HAPPY NEW YEAR"



1,000W

EDMONTON, ALBERTA

CFRN



WINNIPEG

*The Dominion Network Station
"630 ON YOUR DIAL"*

SHOW BUSINESS
by Geo. A. Taggart



Thanks a lot! . . . to my clients and associates. Thanks for a good '44! Yes, '45 will find me at the same stand with a bigger staff, better equipped to "get things done" for you.

165 Yonge St., Toronto ADelaide 8784

ADVT.

SASKATCHEWAN FARM INCOME UP 68%

That's only half the story! Cash income from the sale of farm products in Saskatchewan increased by \$77,788,000 or 68%, for the first six months of 1944 — as against the corresponding period of 1943. These figures were released on November 20 — and do not include income received by farmers in the form of subsidies and bonus payments. This is a lot of money and represents a tremendous potential market. It's time now to present your sales story to this market. Present it in the best possible way. Present it with the authority, prestige and listener-interest afforded by CKCK, Saskatchewan's pioneer radio station. No matter what you are selling, it's wise

to remember that in southern Saskatchewan CKCK really rules the airwaves!

CKCK
REGINA SASK.

Representatives:

- Canada: All-Canada Radio Facilities.
- U.S.: Weed and Company.

Did you know?

CJIC
SAULT STE. MARIE, ONT.

*The Hub
Of the Great Lakes*

is supplementary
to both
Trans-Canada
and
Dominion
Networks

Don't overlook this
important market

National Representatives

J. L. ALEXANDER

Toronto • Montreal

How They Stand

The following appeared in the current Elliott-Haynes Reports at the top ten national programs. The first figure following the name is the EH rating; the second is the change from the previous month.

EVENING

English

Charlie McCarthy	37.4	+ .9
Lux Radio Theatre	35.9	+ .3
Fibber McGee & Molly	32.1	+3.9
Album of Familiar		
Music	21.9	+ .9
Bob Hope	21.1	+3.1
Kraft Music Hall	20.8	-
N.H.L. Hockey	20.8	+2.1
Waltz Time	18.5	+1.2
Treasure Trail	17.6	+1.1
Aldrich Family	17.5	+1.7

French

Dr. Morthanges	33.1	+3.8
Métropole	32.0	+1.0
La Mine d'Or	31.3	+6.1
Ceux qu'on aime	31.2	-2.3
Nazaire et Barnabé	27.2	+1.4
Course au Trésor	26.0	-2.7
Le Rallement du Rire	25.8	-1.2
Café Concert	25.0	-3.3
Radio Théâtre Lux	24.4	+1.4
Pierre Latulippe	21.2	- .8

Middle Aisle

Miss Nina Sedgwick, daughter of Harry Sedgwick, president of CFRB, Toronto, was married in Toronto, Saturday, December 16th, to Flying Officer Kenneth Marsden, from Trinidad. After their honeymoon the couple will go to Patricia Bay where Flying Officer Marsden is stationed.

LAKEHEAD LOVELY



Photo by Pouncy's Studio, Port Arthur

CKPR, Fort William, says Pauline Spooner, 21 years, announcer who graduated from the reception desk and is now trying her hand at production, is Radio's Number 1 Glamour Girl, and we are not prepared to argue the point. Sorry we can't comply with your request to return the print, Basil Scully, but you are welcome to drop in and take a gander at it any time, especially if you bring Pauline.



To the coverage of
FORT FRANCES
and the
RAINY RIVER DISTRICT

CANADA'S NEWEST
BROADCASTING STATION

CKFI

FORT FRANCES, ONTARIO

250 WATTS

1340 Kcs.

See the All-Canada Man

WANTED

Radio Announcer with good air personality who can produce top disc shows. Helpful if able to write copy, but not necessary. Live in Sault Ste. Marie area, Ontario. Apply in writing giving full details including salary expected; send snapshot and transcription to nearest Employment and Selective Service Office. Refer to H.O. 1613. War workers ineligible.

WANTED

Radio Time Salesman who knows selling in smaller cities. Should have knowledge of programs and copy writing. Helpful if has some announcing experience. Work in Sault Ste. Marie area, Ontario. Send complete details including salary expected also snapshot to nearest Employment & Selective Office. Refer to H.O. 1614. War workers not eligible.

CKCO
OTTAWA

A Wright Station

VITAL STATISTICS

In a survey conducted by the Ottawa Civil Service Recreational Association last February, it was disclosed that 90% of the 10,000 membership were regular listeners to Station CKCO.

For availabilities check with **WILLIAM WRIGHT**
Victory Building

Toronto



A COLUMN OF
CONSTRUCTIVE
DESTRUCTION

by
Elda Hope

As I sit down to write, the magic of Christmas seems to be working its special charm on me. I'm carried along in a gay swirl of holly and gifts and goodies. Then, too, Santa is here. Isn't it jolly? All this and radio too! I feel agreeably agreeable for I've heard scads of good shows.

One of the newest of these programs is named "Songs of the Volga" and may-be heard on CJBC for a half-hour Saturday nights. Maybe it's the gypsy in me but I thoroughly enjoy this Russian music (conducted by Victor Lanoff) as well as the clever song stylings of Sophia Romanko and Anton Wantroff. Its colorful and different but you don't have to be a Don Cossack to enjoy it. Production is by Clifton Stewart ("Cliff" to his friends).

"Reminiscing" on CJBC Monday nights is produced by the same "Cliff" Stewart. It features Russ Gerow's orchestra with his special arrangements and Joan Green in the vocal department. Gerow's arrangement of "Twilight Time" was more than special. Victor Hugo had the right idea in his words 'Music expresses that which cannot be said and on which it is impossible to be silent'. And what is so rare as Joan Green's rendition of "So Rare".

A truly bang-up job was turned out by Wally Armour's orchestra and their guest pianist Doris Veale on CFRB's "Toronto Calling" the Toronto station's weekly contribution to the Columbia network. They played "Rhapsody in Blue" unusually well. It's my contention that Miss Veale bears watching in the keyboard field. She's accomplished.

There must be millions of sports fans, particularly those keen on hockey, who welcome the return of Imperial Oil's "Hockey Night in Canada" broadcasts. These could almost be called one-man broadcasts—the man Foster Hewitt. It's a fact that it takes two teams to make a game and goals to make a score, but the fact is equally true that it takes Foster Hewitt to make a hockey broadcast. How he identifies the players, watches the play and, with such speed and accuracy, describes every detail, portrays a clearer picture to his listeners than the average looker-on could gather for himself. To me he's unequalled.

Younger fans await with anticipation "Young Canada Night" when Billy Hewitt, Foster's son, announces a portion of

REHABILITATION SERVICE

Free Employment Service

For Active Service Veterans

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business. This department is being run with the full knowledge and co-operation of National Selective Service. Advertising copy, which should be as brief as possible, should be written clearly—typewritten preferred—on one side of the paper only. Include your regimental number and date of discharge, and please bear in mind that this free service is available only to men and women who have been on active service. Address copy to "Rehabilitation", Canadian Broadcaster, 371 Bay street, Toronto 1, Ontario

FILE CB 4

RCA Captain, Age 27, retired with leg wound after 5 years service, was planning going into advertising when war broke out, and now wishes to carry out his original aim. Education—Senior Matriculation from University of Toronto Schools. Experience—contact with the public for 3½ years in a trust company's office, and five years beating back the Hun. Main pre-war interests—

the game. Following in the footsteps of his "he shoots—he scores" father, Billy does an excellent job. This Hewitt set-up is in reality a famous father, a smart son and a big broadcast.

Between the periods, the "Hot Stove League" holds forth, criticizing the play and chattering about unusual happenings in hockey. Members of this League are Wes McKnight, CFRB sports announcer, Bobby Hewittson, sports writer; Elmer Ferguson, whose three-star selection is made at the end of each game, and Harold Cotton who has had plenty of experience in the game of hockey.

These broadcasts are noted for their special appeals on behalf of war charities. This, indeed, is creditable. But it doesn't end there, for recordings of the games are made and sent overseas to the boys "over there". This must be a welcome break to our boys as well as a taste of home.

Home. Home for Christmas! Did you remember to write those letters to that fellow who right now is probably calling a foxhole his home?

—ELDA

athletics of all kinds. Wide acquaintance in Toronto business circles. Seeks position with agency, representative or medium in contact work, or else assistant to advertising manager in commercial concern. Available January. Write File CB4, National Selective Service, 174 Spadina Ave., Toronto.

FILE CB 5

RCAF W/O 2 (Pilot) Age 24, just discharged after three years active service, including 1 year in England, wants to get into advertising, either radio or general, with station, advertising agency or representative. Junior Matriculation, and two years banking before enlisting, but I am anxious to enter advertising if I can find a position, in junior capacity, with an opportunity to learn the business.

Write File CB 5, National Selective Service, 174 Spadina Ave., Toronto.

FILE CB 6

Repatriated Pilot Officer age 32, single, being transferred to re-service. Considerable sales experience in continuous forms printing, also as classified and trade paper advertising salesman. Some publicity work. Anxious to locate with progressive agency with position of account executive as ultimate goal. Write File CB 6, National Selective Service, 174 Spadina Avenue, Toronto.

CBR Changes

Pat Lewis has been added to the news staff of CBR, Vancouver while Doug Nixon has been moved from the newsroom to handle talks in the production department.

PAY ROLLS

THAT

"PAY OFF"

only when you use



Railroad, milling and paper mill payrolls ALONE amount to

\$375,000.00 Monthly

No wonder it pays to reach this isolated district through its one and only clear reception station CJRL.

A DOMINION NETWORK STATION

Representatives

STOVIN & WRIGHT

WHEN IT'S AN

RCA Victor

ORTHACOUSTIC TRANSCRIPTION

you never know it's recorded until you
hear the announcer say:



THIS PROGRAMME WAS

ELECTRICALLY
TRANSCRIBED!

The faithful speech, music and sound reproduction of RCA Victor Orthacoustic Transcriptions has won a long and impressive list of clients that reads like a blue book of Canadian radio advertising. Busy with war work,—Yes! But RCA Victor Transcription Studios have a completeness and productive capacity enabling them to extend to you the same:

"All-Inclusive Service" that takes care of your recording problems from every angle . . . Planning, Translating, Recording, Manufacturing, Shipping, etc.

Exclusive with RCA Victor Company Limited

RCA Victor
TRANSCRIPTION STUDIOS

TORONTO
Royal York Hotel
AD. 3091

MONTREAL
Lacasse Street
WE. 3871

A Rosy Prospect

Complete Coverage of This Rich
INTERIOR B.C. MARKET

See your BBM Report

C-K-O-V SPELLS
C(K)OVERAGE in
one of B.C.'s best
markets.

The VOICE OF THE OKANAGAN

TYPICAL OF THE
MANY CANADIAN
BROADCASTS
USING
RCA VICTOR
TRANSCRIPTIONS

- * Red Cross Appeals
- * Victory Loan Drives
- * Canadian Bankers Association
- * Orange Crush Series
- * "Lum n' Abner" Programs
- * Aid to Russia
- * Carnation Bouquet
- * Sunkist
- * "Road of Life"
- * "Vic and Sade"



**BRITISH
UNITED PRESS**

**THREE HOUR
BEAT**
on
**The Biggest
Canadian
Story
in
Recent
Years**

**BRITISH
UNITED
PRESS**
**Ottawa Bureau
told the news
about
OVERSEAS
CONSCRIPTION
BEFORE ALL
OTHER SERVICES**

**The "Ottawa Journal"
said editorially:**

"The Political History of Ottawa does not record another such news scoop."

**The World's Fastest
Coverage of the
World's Biggest
News.**

by

**British
United Press**

231 St. James St.
MONTREAL

FM In The Post War Era

**GE Engineer Describes FM
To Engineer Club**

Reported especially for THE CANADIAN BROADCASTER

by

JACK SHARPE

Chief Studio Engineer CFRB, Toronto

What Frequency Modulation will mean to broadcasting was the tenor of an address delivered to the Toronto Electric Club early this month by H. L. Sheen of the Canadian General Electric Company Ltd.

In his talk, followed by the showing of a 16mm film, and finally in his demonstration at the end, the speaker showed the engineers just what FM does, and how it does it.

Touching briefly at the outset on the progress that has been made in the field of television, he spoke of the discovery of an element later designated as selenium, which made possible the development of the photo-electric cell, stepping stone for the conversion of light variations into equivalent electrical impulses. This material, or element, he said, is the basis of television.

The English Derby was successfully televised in Great Britain, he said as long ago as 1938. Signals transmitted from a specially designed antenna system thirteen hundred feet above street level in New York's metropolitan area are received consistently over a radius of fifty miles, and radio listeners in Canada, post-war conditions permitting, will not only listen but will see their favorite programs not long after the fighting stops.

Frequency modulation has made rapid advancement in radio broadcasting, he said, having stirred up as much comment and interest as Dr. Lee DeForest's invention and introduction of the three element vacuum tube in the year 1906. Responsible for FM, is Major Edwin H. Armstrong, Professor of Electrical Engineering of Columbia University. Among his accomplishments can be noted the regenerative feedback circuit which sup-

planted the crystal set in early receiving sets of two decades ago, when a pair of earphones did their duty well.

Radio waves in general have two fundamental characteristics. The first is termed frequency (the number of times they vibrate per second). This frequency is usually measured in Kilocycles (Thousands of cycles) or Megacycles (millions of cycles). The second characteristic is Amplitude (the strength or intensity of the signal). Today's conventional type of broadcasting is known as Amplitude Modulation and is achieved by varying the intensity of the signal. This method of transmission is confined in the 550 to 1600 Kilocycle band. Unfortunately the interference element termed static, be it atmospheric or man made, is very much in evidence. Frequency Modulation or FM as developed by Major Armstrong, has an entirely different principle in that the intensity of the signal remains constant while the beam swings continually back and forth across a band of frequencies, the variance depending on the type of signal being broadcast. The FM allocation occupies a band extending from 42 to 50 megacycles and an FM station requires a channel or radio highway about 20 times wider than the 10 Kilocycle band used in the conventional or Amplitude Modulation type.

There are approximately 50 operating FM transmitters and 500,000 FM receivers in the United States, he said.

In the motion picture which followed, charts and animated drawings brought out the story of FM. This gave a thorough study of the radio signal from microphone or



WALTER DALES

until recently manager of CJAT, Trail, is opening a radio script office at 420 Medical Arts Building, Montreal, he writes us from 3455 Hutchison St., Montreal.

source to the point of pick-up or the radio receiver, in which both AM and FM were placed on their merits.

At the close, Mr. Sheen gave a practical demonstration of radio broadcasting, using the necessary equipment to point out the startling features of Frequency Modulation, such as interference reduced to the vanishing point — better signal coverage over the primary area, and increased fidelity.

BBM Meeting

A change in plans for the BBM Forum and business meeting, to be held in Quebec during the 1945 CAB Annual Meeting has been announced by Athol McQuarrie, BBM secretary. Arrangements have been made with the CAB to hold the BBM Forum immediately after lunch on Monday, February 12th, and this meeting will afford all broadcasters, whether or not they are subscribers to BBM, to attend and participate in the discussion. Immediately following the Forum, a closed meeting will be held at which the main item of business will be the election of directors and officers for the ensuing year.

Dates for the CAB convention remain unchanged — February 12-14 at the Chateau Frontenac, Quebec City.

CHNS BULLETIN BOARD

THE VOICE OF HALIFAX FOR 19 YEARS

With the Finest Studios and Staff
To Handle any Type of Feature !!

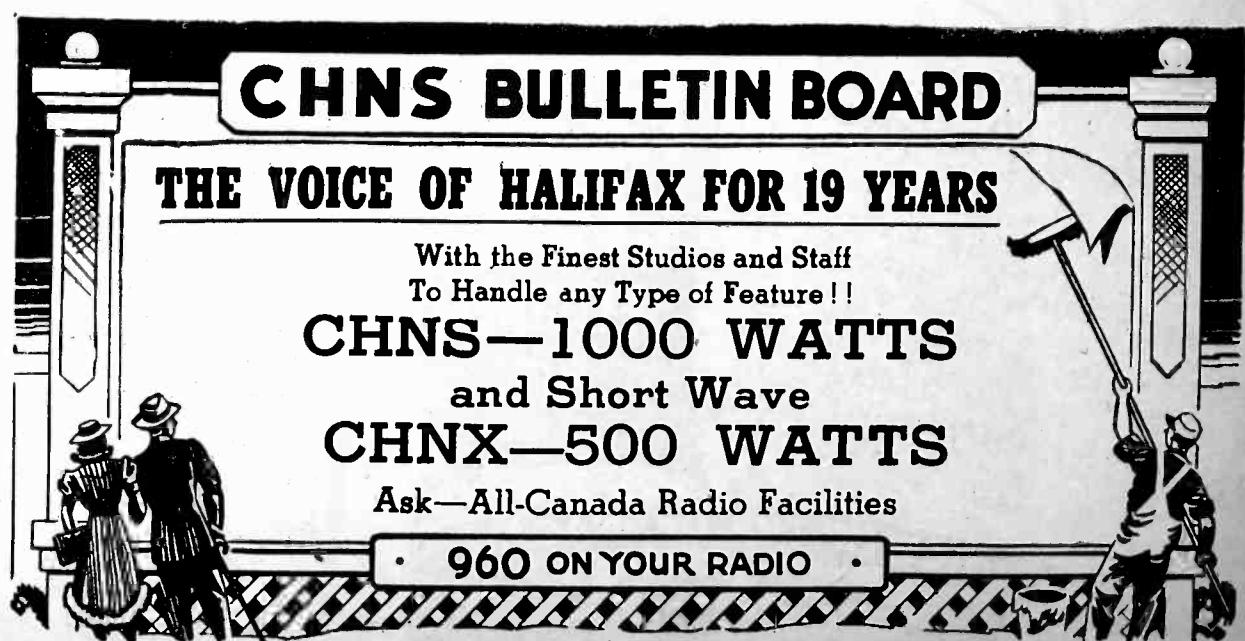
CHNS—1000 WATTS

and Short Wave

CHNX—500 WATTS

Ask—All-Canada Radio Facilities

• 960 ON YOUR RADIO •



IDEA-A-DAY

Every day is an anniversary of something or other, and anniversaries make good copy ideas, or suggest possible plays or other programs. Here is an anniversary idea for every day in the month of January.

January

1. 1801—United Kingdom created by the union of Great Britain and Ireland
2. 1908—Branch of the Royal Mint opened at Ottawa.
3. 1913—Thomas Edison gave demonstration at Orange, N.J., of talking moving pictures
4. 1785—Jacob Grimm, author of famous fairy tales, born.
5. 1912—Dr. Sun Yat-sen first President of Republic of China.
6. 1800—Imprisonment for debt abolished in U.S. on debtor's oath of poverty.
7. 1914—First complete passage of Panama Canal made.
8. 1918—Proclamation of U.S. war aims (*Fourteen Points*) by President Wilson.
9. 1798—J. Blanchard made first U.S. balloon ascent in Philadelphia.
10. 1923—President Harding ordered return to U.S. of American Army of Occupation on the Rhine.
11. 1816—Sir Humphrey Davy announced the invention of the safety lamp for miners.
12. 1848—Revolution in Sicily vs. Neapolitans.
13. 1898—Zola wrote famous letter *J'Accuse* to President of France denouncing Dreyfus' conviction.
14. 1943—Opening of Casablanca Conference.
15. 1777—Vermont declared itself independent state.
16. 1906—Control of military garrison at Halifax transferred to Canadian government.
17. 1922—British troops left Southern Ireland after setting up Irish Free State as Dominion.
18. 1912—Capt. Scott of England reached South Pole, found tent left by Amundsen previous December 14; perished on return trip.
19. 1904—Col. Younghusband's British expedition to Tibet opened that country to outside world.
20. 1899—2,000 Doukhobors arrived in Canada from Russia.
21. 1799—First vaccination done in England.
22. 1901—Death of Queen Victoria, accession of King Edward VII.
23. 1888—Natural gas discovered at Kingsville, Ont.
24. 1848—Gold discovered in California.
25. 1759—Robert Burns, Scottish poet, born.
26. 1758—*Old Lady's Pharmacopoeia* in England recommended for cough, two or three boiled snails.
27. 1822—Independence of Greece from Turkey proclaimed.
28. 1807—Pall Mall in London first street of any city to be lit with gas.
29. 1757—Order of the Victoria Cross instituted.
30. 1933—Hitler came to power in Germany.
31. 1943—Decisive Russian victory over Germans at Stalingrad.

U.S. Rep Lists Stations

Adam J. Young Junior Inc., the opening of whose New York representative office was announced in our last issue, advises us that he has signed CFRB, Toronto; CKAC, Montreal and CJOR, Vancouver, and that he will be representing these stations in the United States as from January 1st.

Also announced is the opening of a branch office at 55 East Washington Street, Chicago.

Pipe In Alan Young

Starting January 2nd, the "Alan Young Show", Blue network feature for Bristol Myers (Sal Hepatica and Ipana) will be heard on the Dominion network.

CBC Heads In Mexico

Dr. Augustin Frigon and Donald Manson general manager and assistant general manager of the CBC, are in Mexico, presumably in connection with the next meeting of the Havana Treaty convention.

Convalescing

Louis Waizman octogenarian musical arranger for the CBC, who early this month was reported suffering from a broken leg is progressing very favorably at the Western Hospital, Toronto but is getting a little tired of reading "Who-dunnits", and proposes returning to the studios as soon as he gets his walking cast.

10th Anniversary

Station CFRN, Edmonton celebrated its Tenth Anniversary on November 29th and among the attractions was the offer of ten dollars to the first lady with size ten shoes to make an appearance at the studios.

The sign-on operator arrived at the station at 6:10 a.m. on that morning to find waiting at the doors no one, but five ladies with size ten shoes. The first had been waiting since 5:05 a.m. and it was learned on interviewing them on the air later in the morning that all had arisen around 4:00 a.m. in order to reach CFRN as early as possible. One of them drove 16 miles to Edmonton, arriving just ten minutes too late to win the first prize.

Each of the four runners-up was rewarded for her effort with a pair of sheer silk hosiery and, as a special surprise they were all entertained at a breakfast party. Entering into the spirit of the day, the thermometer joined in the celebration with 10 degrees below zero.

At Liberty

Bob Simpson, of Rai Purdy Productions, asks us to advise readers that he is open to consider options for Richard Lawrence Simpson, who made his first appearance Monday, December 4th at the Toronto General Hospital.

CKY knows MANITOBA!

Owned by the people of Manitoba, CKY keeps in intimate contact with its listeners through the offices and multiple connections of the Manitoba Telephone System, of which the station is a part. Staff members make frequent tours of the Province, meeting people, lecturing on radio topics, and making other "public relations" contributions.

MANITOBA knows CKY!

Since it was established in 1923, CKY, through its imaginative programming, its top-ranking personnel and its high power, has attracted consistently over 70% of the urban and rural market of the Province. To reach this great market effectively, astute advertisers are using the "Voice of Manitoba"—

CKY

WINNIPEG

15,000 WATTS

Associated with

CKX BRANDON

1150 KC 1000 watts

Exclusive Sales Representative

H. N. STOVIN

Toronto Winnipeg Montreal

Prosperity
for 1945
and
PEACE!

"Rap"

ACA PUBLIC RELATIONS FORUM

High-lighting the Association of Canadian Advertisers' Convention held in Toronto last month was the forum conducted on the subject of Public Relations.

Here follows the second of a series of articles, condensed from talks delivered during this forum, on various phases of the topic. The CANADIAN BROADCASTER acknowledges the courtesy of the management of the ACA which has made the full transcript of the forum available to it for the purpose.

2. THE INSIDE JOB

(Speaker: Lee Trenholm, Director Public Relations.
Underwood-Elliott-Fisher Ltd.)

The ancient truism that public relations begins at home needs this addendum: public relations begins at home and at the top. And that is why your public-relations officer should rank high in top-management. He should be responsible and report only to the chief executive. His views should be one of the prime ingredients of top-management's every judgment and decision. His duties should be equally divided between interpreting your business to the public and interpre-

ting the public to the business.

A good way for him to start to formulate those views is to devise means of periodically determining — by surveys or otherwise — what the public likes or dislikes about his business, its products, its service, its personnel, its standards, its policies, its practices; in short, its short, its character and its manners. Let those the public likes, those which win friends, be extended and emphasized; and let those it dislikes, those which alienate people, be discarded or modified, and pronto! Until top-management is shown the necessity and the advantage of respecting and assimilating the public's opinions, however, the friend-winning will be haphazard and precarious indeed.

Now let's go down, if you will, to the personnel. Of all the groups in the great composite constituting your business public, your employees require the most careful public relations consideration. Why? Because for one thing, they're the hardest to deceive. They're too close to the hearth not to know whether the fire's lit or out. What quality or product you make; how dependable your service may be; how fair are your prices; what profit you make; what manner of man is your president; these factors are all privy to one or another group of your personnel. And anything known to one group is soon common knowledge.

There's another reason for regarding your personnel with ex-

treme care. Those on your payroll are a ready-made and basic channel to the outside. Private relations produce the best public relations. Their opinion of you — friendly or unfriendly — communicated to family and friends as "inside" and dependable "dope", is a fundamental public relations concern of an importance not limited by the size of your payroll.

How do you make friends of your employees? By being a friend; getting acquainted; explaining what you are doing and why; by being trustworthy; taking their interests sincerely to hear, by seeming friendly? Yes, that has been said before, but it well bears repeating. And the best time to get acquainted, to explain what you are doing and why, is when they become employees. Start them off with the clearest possible idea of what it's all about.

As the advantage of the exit interview was startlingly revealed by the war's manpower shortage, so too were the expediency and value of the induction interview. There is a "war-baby" of great potential for the peace! One of the best things of its kind along this line that has come to my attention is the booklet published by the Canada Starch Company Limited, entitled: "For Your Information as an Employee". I assume it was distributed among those already on the payroll, but as an introduction to the company for new employees it can't in my judgment, be tied.

Let's look at the contents: "Greetings from the President" — "The Story of the Company" — "The Story of 'Corn'" with a dramatic picturization of the many manufacturing processes headed: "Some of the Many Uses of Corn" — "Company's Management Policy" — "Company's Employee Policy" — "Company's Employee Pol-Work" — "Overtime Pay" — "Pay Days" — "Payroll Deductions" — "Opportunities for Advancement"

(Continued on next page)



CJCH

"The Persuasive Voice of Halifax"

Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL
JOSEPH HERSHY McGILLVRA, NEW YORK CITY, U.S.A.

The
Ottawa
Valley
Market
is over
40%
FRENCH

CKCH will ensure a preferred hearing for your sales story in the prosperous French market of the Ottawa Valley. A good resolution for the coming year is to cultivate this market thoroughly.

CKCH

85 Champlain Ave., HULL, Quebec
Promotion — D. L. BOUFFORD, 112 Yonge St., Toronto

Serves the Ottawa Valley French Market
RADIO REPRESENTATIVES LIMITED Montreal | HOWARD H. WILSON COMPANY Toronto | New York, Chicago, Etc.

COOPERATING WITH LE DROIT

(Continued from previous page)

"On Being Late or Absent"—
"Group Insurance"—"First-aid and Medical Services"—"Vacations with Pay"—"Holidays"—"Your Company Newspaper"—"Bulletin Boards"—"If you Leave the Company"—"If You Have a Problem or Grievance"—"About Your Personal Co-operation"—"Health"—"Good Housekeeping"—"Fire Prevention"—"Safety".

How's that for a means of really getting acquainted, for an exposition of whys and wherefores, for an initial impression of solicitude for any employee's well-being? But even such an exemplary public-relations tool can't just be tossed at an employee as he first punches the clock. My guess is that presentation of that booklet to a new worker at Canada Starch is preceded by a chat with a member of the management, and that the chat and booklet leave the newcomer thinking it must be a pretty swell outfit to tie up with. I, for one of Canada Starch's public have received merely through seeing that booklet a highly favorable impression of the company.

Start 'em off right, and half the battle is won; the other half consists of not neglecting them. Do you neglect your friends? Not if you have them long, you don't. Then don't neglect your employees. Not only don't neglect them, but make them know that they are not neglected. They're no different from you or from me. They thrive on appreciation, recognition, attention; they are hurt, dispirited and alienated by neglect. You may pay them top wages; work them the world's shortest hours; give them maximum vacations with pay; allow them sick leave; buy accident, life and retirement policies for them; but if you neglect them personally much of your "employee benefits" will be lost on them. On the other hand, if you treat them as friends in every particular, you'll be surprised through what deprivations they'll stick with and by you.

What applies to employees, applies as vitally, if not quite so intimately, to the other basic public-relations groups; your dealers, your

agents, your shareholders, your suppliers, your community, your customers. All are under your own roof in the sense that you enjoy established contacts with them, that you are already known to them.

And don't overlook the simple homely, rudiments of your everyday operations. For instance, the telephone: What percentage of outsiders receive their original impression, many of their subsequent impressions, of your business exclusively through the telephone receiver? Plenty!

Your correspondence? What manner of mail goes out from your mailing room each night, not only the stationery, but the tone of the contents? Is it cold and formal, or warm and friendly? A quiet sampling for a month will give you a pretty good idea. Then do something about it. Almost any given business communication can be written to attract as easily as it can to repel.

Collections? What are your established tactics? Have you ever talked to your collectors? Have you ever looked at the duns your collection department uses? If they are what we found ours to be, you'll provide your collection correspondents with a series of form demands for payment that lend the maximum sugar-coating to that knotty problem.

And complaints? There's a standing practice in our organization that any complaint serious enough for reduction to writing, no matter what it concerns, comes to my desk. As light on what outsiders dislike, there's nothing to compare to them, and they frequently present in disguise opportunities to win permanent business friends.

When you have ascertained what all these basic groups like and dislike about your business; when you have convinced top-management of the essentiality of respecting, practically, those likes and dislikes; when you have done everything possible to eliminate the dislikes and have doubled such of your efforts as are particularly liked; when

you have really striven to befriend these groups and have won their confidence and loyalty; you won't have to ask them to go out and preach your business gospel for you. They'll do it unasked and convincingly, and consequently a lot more valuably.

You will indeed have your interior public-relations house in such order that it can stand public scrutiny. Then, and only then, are you really prepared to take your story to the public in general and to prospective customers in particular; to face that fierce light that beats upon those who go to the body politic in print, posters and programs. Then, and only then, can your individual business expect to make a telling contribution to the future of private enterprise.



ARTHUR DOLLACK

who sang on a recent "Borden's Canadian Cavalcade" is the 20-year old operatic basso-profundo who last season sang opposite Everett Marshall in a Schubert production of "Student Prince" and worked with Dick Foran and Vivienne Siegel in "Connecticut Yankee". He became known in U.S. radio circles during his engagement as featured soloist on the Westinghouse Program (NBC) preceding John Charles Thomas. Dollack has now returned to Canada to work himself out a musical career in his own country.

MEET THE GANG AT CKCW



* When "Berk" goes into action, listeners in the thriving Moncton area get a colorful picture of "what goes on" behind the sports scenes. Berk's voice is the personality of the Sport's Scrapbook, the Sporting Scene and special dancing events. His voice really gets you.

In fact when it comes to announcing and operating staffs, we bow to no one. And that's just another reason why CKCW sells results . . . not time.

If you want a sample of Berk's voice, we'll gladly send you a record . . . no charge . . . no obligation. And if you want a sample of results in the Maritimes . . . write or telephone right now.

We don't sell time
... We Sell Results

**C.K.C.W.
MONCTON N.B.**

STOVIN & WRIGHT
Representatives
Toronto and Montreal

Don't Take Our Word For It!

"There is what must be one of the most unusual radio stations in the world—CFGP.

It is the only station in the Peace River Area.

Salt Lake City, Seattle and Vancouver are heard occasionally, but it's CFGP that is constantly on the job.

It's a family service institution, is Radio Station CFGP, the Voice of the Mighty Peace."

So wrote H. Napier Moore in the November 15th issue of MacLean's Magazine after he had visited Grande Prairie and the famous Peace River Country. (The italics are ours).

Some Say it's PENETRATION that counts.

We say it's AUDIENCE!

Our ADVERTISERS know it is.

CFGP Grande Prairie

Baker's Score



INFORMATION PLEASE

In reply to the reader who writes irately to enquire why the CAB is again holding its convention in Quebec City this year, we reply with humility and respect of course, "Don't be such a damn fool."

COPY INSTRUCTIONS

"Keep it clean but make it sexy".

Tide

SILENCE IS GOLDEN

Readers are earnestly requested to note that we have omitted any acrid mention in this column of the move announced in our last issue of the CBC's Toronto studios and offices to Jarvis Street.

* * *

IF THE CAP FITS

And now we know the intrinsic worth of those indispensables who, though always far too busy to receive their callers, or answer their mail, managed to stay home from their offices the day of the 2-foot snow storm without stopping the world from revolving on its own axis.

* * *

PAN MAIL

Sir: Your Christmas issue, in all its splendor, went in the mail without our advertisement. Why must you always put out your "specials" the months our advertisements are not scheduled to appear?

"Q"

MISPLACED MISERERE

If broadcasters who are beefing about the BBM figures had risen to their hind legs when the measure was being discussed at last year's CAB Convention their plaints would carry a great deal more weight today.

* * *

FORGOTTEN MEN

Roxana Bond, who last issue paid us hard cash, to "bless sponsors, agencies, fellow-writers and artists", is now being hounded by the engineers because they were omitted from her benedictions. All of which goes to prove that the jerks in the control rooms can read.

* * *

YOU'RE WELCOME

Sir: This is to advise you that I have been reading your paper for the past three years, sometimes with pleasure and sometimes the opposite. I want you to know that I am now contemplating buying a subscription.

Mr. X.

* * *

BENEDICAMUS

Around these parts at any rate there will be no need this year to subject us to the annual bleat for a White Christmas.

* * *

\$64 QUESTION

Why must the show go on?

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\$64 QUESTION

Why must the show go on?



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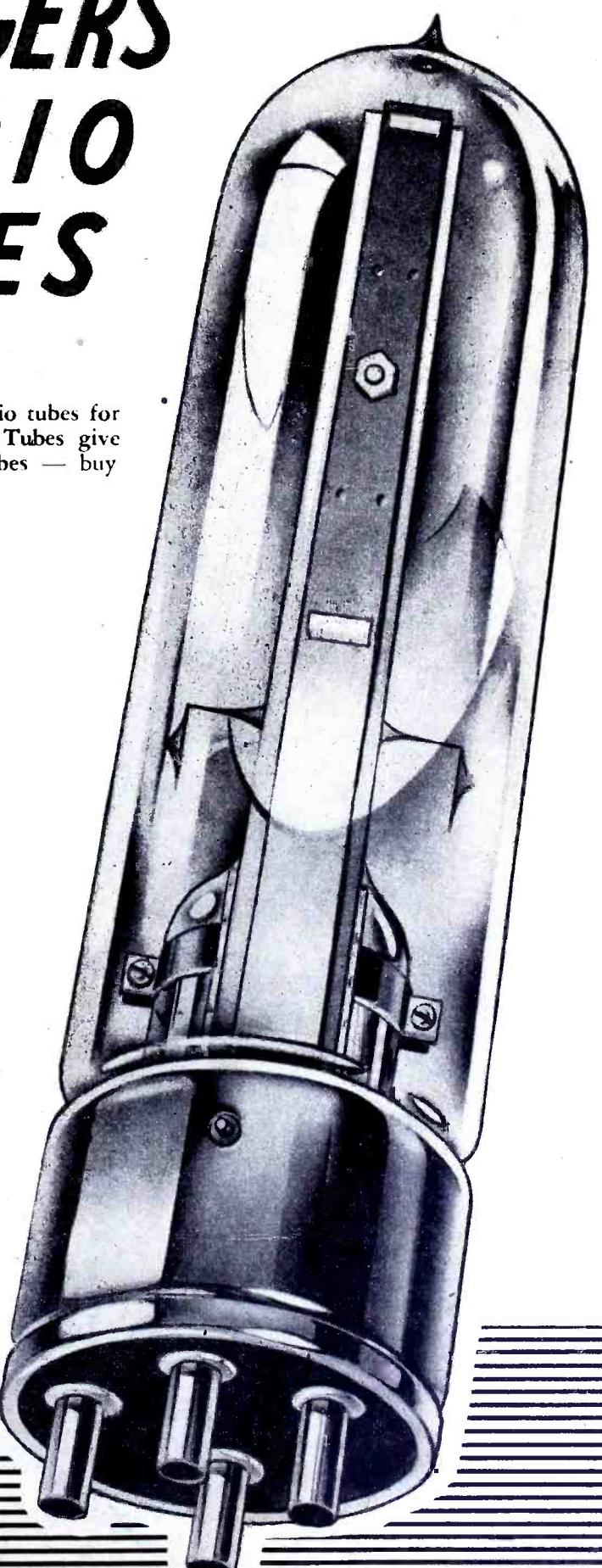
**A-F Power Amplifier and Modulator—
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D-C Plate Voltage	2000 volts
D-C Grid Voltage	105 volts
Zero-signal D-C Plate Current per tube	40 ma.
Max.-Signal D-C Plate Current per tube	300 ma.
Load resistance plate-to-plate . . .	8000 ohms
Power Output (2 tubes)	650 watts

**Plate-Modulated R-F Power Amplifier—
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D-C Plate Voltage	1500 volts
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Henry Ferguson
PRESIDENT

Lloyd Steele
STATION MANAGER

