



CFRA OTTAWA NEWSMAN Sandy Morrison (left) interviewed Voodoo pilot Keith Inkster (centre) and navigator Mel Kenney of the 410 Fighter Squadron at RCAF Station Uplands about their role in NORAD for his four-part documentary "The Sky Shield, Life or Death for North America".



IN A PLANNING CONFERENCE on CKCK-TV's new industrial television series are (left to right) T. L. Mullin, Saskatchewan Government Photo. Associate Deputy Minister, Industry and Information, and CKCK-TV producer. Mullin, CKCK-TV Minister of Saskatchewan's Minister of Industry and Information, CKCK-TV producer.



STAGING A MURDER SCENE for CFCF-TV's "Police in Action" series, Mr. Poirier of the Montreal Police Department Photo Bureau plays dead for cameraman Jim Grattan, while Detective Forcier takes notes and Constable Bolduc dusts the telephone for fingerprints. This episode outlined the role of the Identification Bureau in solving crimes.



Glen Robinson, Winnipeg. DENNIS BARKMAN, manager of CFAM, Altona, takes considerable satisfaction in setting the studio clock after his station's editorial campaign helped bring uniform time right across Manitoba.

HERE ARE SOME OF THE PICTURES from the seventeen nominations for Beaver Awards, reprinted in this issue, starting on page 45. Winning stations, which will be chosen by a board of five independent judges, will be announced shortly.

Canadian BROADCASTER

NOW IN OUR TWENTY-THIRD YEAR OF SERVICE TO THE INDUSTRY AND ITS SPONSORS

Vol. 23 No. 7
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April 2nd, 1964

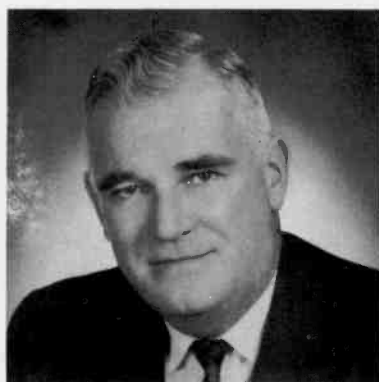
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Clear across Canada, from Vancouver to Newfoundland, the men from Canadian Marconi are ready to help, to advise, to give the kind of fast, efficient service for which CMC is known and trusted. CMC Broadcast and Television Salesmen are backed by highly trained, knowledgeable Engineering and Product staffs. They are there to help you, at any time and in any place. Just call them.

CANADIAN MARCONI COMPANY

MARINE & LAND COMMUNICATIONS DIVISION, BROADCAST & TV STATION EQUIPMENT SALES,

2442 Trenton Avenue, Montreal 16, P.Q.



SIGHT & SOUND

News from Advertising Avenue
About Radio and Television . . .
Accounts, Stations and People

AGENCY PRODUCTION PEOPLE, independent producers, and others concerned with engaging talent are being invited to the annual Actors Equity showcase production which is being staged this year April 21 through 26 at the Poor Alex Theatre on Brunswick Avenue in Toronto. The production is designed to display the abilities of both newcomers and established actors and actresses to the buyers of their talents.

The play is appropriate to the audience — "Where in Hell do we go from Here?" by Alan Pearce, which is set in the television milieu. Lead is Fred Diehl, with Graydon Gould, Barbara Cummings, Terrence Ross, Art Jenoff, Eric Kosky, Stephen Levy, John Ruta and Lynda Chankin. It is directed by Sydney S. Brown; stage manager is Danny McFaul, and scene designer is Leif Hedager.

For an invitation to one of the six performances, call Allan Pearce at WALnut 4-3530.

THE RETIREMENT OF George F. Hayhurst as chairman of the board of F. H. Hayhurst Ltd., after over 30 years with the company, sees the appointment of W. Palmer Hayhurst as new chairman of the board and chief executive officer. He has been president of the agency since 1940, and joined his father in founding it in 1928.

New president of the agency is E. Clayton Daniher, formerly executive vice-president, and a director of the company. He joined Hayhurst in 1956 as a senior account executive, after six years with Proctor & Gamble Co. of Canada Ltd. where he was an associate brand promotion manager.

NEW PRESIDENT AND GENERAL manager of Walsh Advertising Co. Ltd. is James M. Simpson, who has been with the agency 18 years and moves up from the position of executive vice-president and general manager. He succeeds Kenneth G. Anderson, who is now chairman of the board after 28 years with the agency, ten years as its president.

UP FROM NEW YORK, the new vice-president and managing director of Young & Rubicam Ltd. is Bobb Chaney, formerly vice-president, director of business development and assistant to the president of Batten, Barton, Durstine & Osborn Inc. Chaney joined BBDO in 1940 as an account executive, was made v-p and general manager of the Minneapolis office in 1953, and transferred to New York three years ago.

Trevor G. Goodman, vice-president and general manager of Y & R in Canada since 1958, has moved to the agency's Los Angeles, office as an account supervisor. He joined Y & R as a contact man in the Toronto office in 1948.

THE APPOINTMENT OF Donald H. Cole Jr. as a vice-president has been announced by Batten, Barton, Durstine & Osborn, Inc. He is manager of the Montreal office of the agency, which he joined in 1961 from Kenyon & Eckhardt Ltd., where he had been a supervisor in the marketing department.

AT FOSTER ADVERTISING LTD., Stewart Robertson has joined the agency as senior account executive on the O'Keefe Brewing Co. Ltd. account, and Ron Williams has joined the Colgate-Palmolive Ltd. account group as account executive on ABC detergent and Vam hair preparation.

Robertson was formerly a senior account executive with McConnell, Eastman & Co. Ltd. Williams was previously with Canada Starch Co. Ltd. in Montreal as a brand manager and, prior to one year there, was a financial analyst with General Foods Ltd. He replaces Peter Emerson, who is now marketing manager of the food products division of Borden Co. Ltd.

NEW MEDIA PLANNER at McKim Advertising Ltd. is Michael Fogel, who has been a media supervisor at Cockfield, Brown & Co. Ltd. for almost a year and prior to that was an assistant product manager at Mead Johnson of Canada Ltd. and a media supervisor at Young & Rubicam Ltd.

FORMER ADMAN W. H. 'Bill' Allen has been appointed the first president of Whitehall Laboratories Ltd., Canada. Allen joined the company in 1955 and was in charge of marketing and advertising prior to being made executive vice-president and general manager in 1961.

RADIO HAS COPPED "better than 50%" of the ad budget for the launching of the Imperial Tobacco Co. of Canada Ltd.'s new couped filter cigarette, Embassy. The launch campaign started March 16 with 15- and 60-second commercials on a fairly high frequency basis on most major market stations in Ontario and Quebec, tying in with local station promotions in many cases.

Radio is supported by newspaper, inserts in weekend supplements, POP and some transit. TV is not being used in the early part of the campaign but is included in future media plans.

The account is handled by McKim Advertising Ltd., Montreal Account supervisor is Larry Foley, account executive is Ray Bélanger. Toronto account executive is Don Borthwick.

VICK CHEMICAL INC. has awarded handsome wall plaques to ten Canadian television stations for "outstanding merchandising support" in its 1963-64 Winter Carnival Contest. Stations cited were: CKRS-TV Jonquière, CFTO-TV Toronto, CHCH-TV Hamilton, CFPL-TV London, CJAY-TV Winnipeg, CKCK-TV Regina, CHAB-TV Moose Jaw, CFQC-TV Saskatoon, CFCR-TV Kamloops. KVOS-TV Vancouver-Bellingham.

Twenty-eight stations coast-to-coast carried the Vicks spot campaign, 23 of which gave the contest additional promotion and merchandising. The campaign was booked direct.

"ONE-STOP SHOPPING" for advertising and sales promotion services is the idea behind George Spracklin Associates, a new company representing firms in the radio, TV, film and graphic arts fields, either individually or as a package.

Advertisers and agencies will save time and money by dealing with one central agency for all services, which can then be smoothly co-ordinated, Spracklin says. He represents Co Graphics, a Hamilton firm which handles "everything in print"; Crystal Films, for slide and film work in black and white or color, from TV commercials to industrial films; Maurice Rapkin, creator of jingles for radio and TV; the Clare Burt Recording Ltd. studios and Medallion Film Laboratory Ltd.

Offices are at 447 Jarvis Street, Toronto, telephone 922-4011. Spracklin has been in television sales for the past ten years, most recently as Western Ontario sales manager for CHCH-TV and prior to that in national selective sales for CBC television.

NATIONAL TIME SALES has been appointed sales representatives in Toronto and Montreal for CJOR Vancouver, formerly repped by Stovin-Byles Ltd., and for CFSL Weyburn-CJSL Estevan, Saskatchewan, previously repped by Lorrie Potts & Co.

NORTHERN BROADCASTING LTD. has introduced two new "packages", the "Ontario Five" and "King Pete". The "Ontario Five" combines radio stations CKWS Kingston, CHEX Peterborough, CFCH North Bay, CKGB Timmins and CJKL Kirkland Lake, to make the third largest English-speaking audience in Canada (in delivered homes per average half hour). Sales representative is Stovin-Byles Ltd.

"King Pete" combines CKWS-TV Kingston and CHEX-TV Peterborough to make Ontario's fourth television market. Sales representative is All-Canada Radio & Television Ltd.

ANNOUNCEMENT

WESTERN MANITOBA BROADCASTERS LIMITED APPOINTMENTS



A. STUART CRAIG

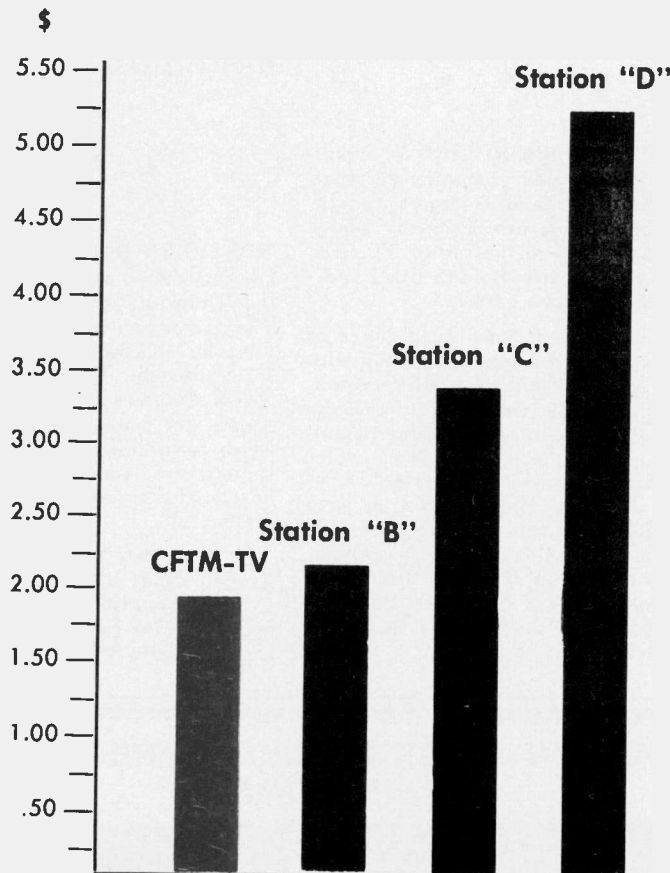


ERIC DAVIES

Mr. John B. Craig, President and Managing Director of Western Manitoba Broadcasters Limited, Brandon, Manitoba, announces the appointment of Stuart A. Craig as Vice-President and Operations Manager of CKX AM-FM & TV and Eric Davies as Secretary-Treasurer and Assistant Station Manager. Stuart Craig has been with the Company for eleven years, progressing through all phases of the Company's broadcasting activities, and Eric Davies, a veteran of thirty years' broadcasting activities, has been with the Company since its inception in 1948. Both men are Directors of the Company.

This is
NIGHT-TIME TELEVISION'S
C.P.M.
 in
MONTREAL

COST PER THOUSAND HOMES DELIVERED BASED ON JANUARY 1964 NIELSEN—MONDAY THROUGH FRIDAY AVERAGE, 7:00 PM TO 11:00 PM, USING NEW RATES IN EFFECT MARCH 1, 1964.



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 CHANNEL TEN

Representatives

PAUL L'ANGLAIS INC. Toronto • Montreal

Stovin-Byles Ltd. — Winnipeg • Vancouver

Forjoe & Company Inc. — New York

Media Jungle (2)

No medium
 can match
 the
 human voice

by RALPH DRAPER



NATIONAL WEEKENDS

The national weekend publication picture in Canada is an interesting one. 1962 advertising revenues were \$17,400,000.00, up a healthy 39.2% from 1955.

Weekends are visual for brand name and product identification and are capable of supplying good quality color.

Since most of them distribute through daily newspapers, they can obtain complete or high coverage of many markets.

There is a reasonably high quality editorial atmosphere to enhance the product image, a high degree of urban concentration, and a high total national circulation figure.

They are merchandisable at all trade levels and due to their high sense of immediacy are capable of pulling high coupon returns.

However, they cannot give the oral persuasive power of the human voice and music and lack television's ability to demonstrate.

There must be a consumer interest factor present for the advertising to gain readership.

They have a relatively short life and low pass-along circulation.

Perhaps most important, they are one of the most inflexible media available in Canada, with eight week closing dates on color cutting down the ability to make last minute changes in copy or strategy.

In the English language books, we cannot obtain any regional breakdowns.

The most interesting item to watch for in the future in this field is *Canadian Homes*.

The name of this publication was purchased by the Southam Company, and they have made *Canadian Homes* into a monthly "shelter publication", distributed with all of the Southam newspapers plus the *Toronto Globe & Mail* and the *Montreal Gazette*.

I have a sneaking suspicion, completely without foundation, that Southam will eventually make this monthly into a weekly publication to take the place of *Weekend Magazine* in their own newspapers.

Of all media, the weekends will be most vulnerable to the advent of color television, since one of their major uses is by food companies attempting to get low cost color appetite appeal on a wide national basis.

In 1962, the general magazine category in Canada had a net advertising revenue of \$19,000,000.00 which was up 21% from the 1955 figure. However, magazines in Canada haven't a hope of ever in the foreseeable future presenting any sort of a threat to radio and television revenue.

Six out of every ten magazines sold in Canada are strictly American publications — no part of their editorial or production is done in Canada.

There is not a new magazine on the near horizon in Canada, and one of our major national publications presently seems to be in great danger of disappearing from the scene for financial reasons.

Magazines have many advantages; their national circulation picture means that no sales territory in Canada will be uncovered.

They offer good quality color, high income homes, length of life and repeated exposures, secondary pass-along audiences, and an editorial atmosphere which can both create impact and enhance the image of the product being advertised. However, six out of ten copies of magazines read by Canadians are strictly American — and here I am counting *Reader's Digest* and *Time* as being Canadian publications.

If the findings of the O'Leary Commission recommending a tax on advertising in *Digest* and *Time*, are carried through, then the magazine medium will be in for an extremely rough ride in the advertising field.

GOOD
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PRINT

- Printed Promotions
 - Mailing Pieces
 - Brochures, etc., etc
- Print Division

CANADIAN BROADCASTER
 217 Bay Street,
 Toronto 1, Ontario

...retailer can use newspaper advertisements as a catalogue

WEEKLY NEWSPAPERS

For 1962, weekly newspapers in Canada had a net advertising revenue of \$25,200,000.00, up by 54.6% from the 1955 figures. However, this market is split among 896 competitors, and this would make the average advertising income per paper only \$28,125.00. Also, a great deal of this would be local advertising. Many weekly newspapers are located in markets where they are the only type of advertising medium available to the local retailer.

The 97 weekly newspapers in B.C. have a total circulation of 233,940, which is only 46.2% coverage of the province.

From a standpoint of national advertising revenue, their big categories are the automotive business, where company policies trend heavily to the use of print for dealer tie-in recognition. Banks are also prominent, and this category makes extremely small use of the broadcast medium.

The one place to watch the growth of weeklies is right in our major cities. Already in Metro Vancouver, you have at least 11 community weeklies. Generally, they work on a free distribution basis, but they have a great source of advertising revenue.

As the size of metropolitan daily newspapers increases, so does their line rate. Smaller, merchants cannot afford to use the major daily and the community weekly is there ready and waiting to sell them specific area coverage at a much lower cost.

OUTDOOR ADVERTISING

In British Columbia, there are 24 poster plants with 78 per cent of the population living in their immediate coverage area. This is pretty darn strong coverage, with figures well above the dominion average of 60.8 per cent coverage.

The medium does have a number of disadvantages.

We cannot use the persuasiveness of the human voice or music, and we certainly cannot have demonstration on an outdoor poster.

Production costs for paper are extremely high, and the only way a contract can be cancelled is by going into bankruptcy.

We do not have leeway to make changes in our marketing strategy after we have signed a contract.

Most important, we are limited to short copy, since most traffic passing an outdoor location is vehicle traffic. Posters have no editorial surrounding them in order to enhance the product image, and the size of a showing in each market is not necessarily related to population or market value.

As markets expand, the general trend is for posters to move up onto the roof of single storey buildings or out into suburban areas. In an effort to keep some locations in central areas of major cities, some poor locations have developed.

However, posters have a number of advantages and the new selling enthusiasm of the medium can mean that it will be a major factor for many years to come.

It is highly visual for brand name and product identification, and we can obtain excellent color.

They are generally the visual medium closest to the point of purchase, and coverage of nearly all important markets is obtainable on a regional or national basis.

They offer us constant repetition throughout an entire month, and the increased use of lighting extends our coverage from the daylight hours into the night-time hours also.

We can pick the markets which we want and the periods of the year which we want.

However, most important, they have an attribute which is also present in radio and television; they can be termed at least semi-captive, since people are hit by the outdoor message whether they want to see it or not.

DAILY NEWSPAPERS

Now we are ready to get to where the big money lies — daily newspapers.

Here is the medium which was supposed to roll over and die when radio first came on the scene, and again on the advent of television. However, in 1962, the net advertising revenue of Canada's daily newspapers was estimated at \$180,000,000.00. This is up 41.3% from 1955, but the medium actually lost some ground, since line rates went up by an even 50% in the same period.

Daily newspapers are always going to be with you, and as long as any of us are alive, they will undoubtedly be the undisputed leaders in local retail advertising.

People buy daily newspapers first for the news in depth, and secondly for the retail advertisements.

A retailer can use a daily newspaper advertisement as a catalogue, using a myriad of items to create store traffic. You wouldn't have any listeners or viewers left at all if you tried to put 50 or 60 different items into a single commercial, no matter what length of time was devoted to this.

The retailer can talk about new shipments, prices, colors, specials, and many other items which are completely impossible to the national advertiser.

It is in this ability to do multiple item selling that daily newspapers have their strongest physical characteristic for gaining and holding the bulk of local advertising revenue.

On a national basis, newspaper circulation works out mathematically to 90%, but there is certainly some duplication in these figures. Probably it would be safe to say, that on unduplicated basis, daily newspapers reach at least four out of five households.

There are many things which the medium cannot do for the national advertiser.

We cannot use the selling persuasion of the human voice, or the opportunity to penetrate minds by route of jingles.

We cannot demonstrate product in use, or create other impressions possible through the demonstrations values of television.

As with all print media, the consumer must have an interest in the product category to read the advertisement.

While they can give repetition across a six-day period, we do not know whether there are multiple entries into the paper. We therefore cannot state that saturation throughout the day is available in the manner possible with the broadcast media.

They are not geared to give point-of-purchase promotion assistance in the same manner as broadcast outlets, but they are probably more conscientious in making distribution checks in order to be sure that the advertising has a chance to pay off.

We do not have any assurance in any specific newspaper of the reader traffic which will be attracted to the page exposing our advertising, due to the shortage of Starch Studies in the medium.

Due to the economics of the business, small space advertising can have a tendency to become lost.

However, daily newspapers have a great number of strengths.

They are visual and we can illustrate our product and brand name in an effort to gain recognition.

They give complete market coverage.

There are only twelve markets in all of Canada where it is necessary for an advertiser to purchase more than a single newspaper or forced combination in order to saturate that market.

We have selectivity with daily newspapers, since we can pick only the markets which we desire, days of week, and weight of advertising.

We have flexibility since we can be in newspapers within twenty-four hours of receipt of material and can cancel on approximately the same time lag.

We can vary our messages from market to market and have the opportunity to localize our advertising.

Virtually all daily newspapers can take at least one additional color, and most of the major papers can carry full color.

Newspapers are a merchandisable medium, since they are a tangible which the dealer knows, and are generally the one which receives the greatest amount of his own advertising dollars. Also, we know that people want daily newspapers since their circulation is paid and audited by the Audit Bureau of Circulations; this indicates an interest in making entry into the publication.

(This is the second of three excerpts from the speech delivered to the B. C. Association of Broadcasters' convention in Harrison Hot Springs in February. The third and final excerpt, dealing with the strengths and the weaknesses of the broadcast media, will appear in our next issue.)



He is Vern Furber, newly appointed General Manager of Fremantle of Canada Ltd. He will be on the loose at the C.A.B. Convention. If you see him wandering aimlessly along the corridors, would you kindly accompany him back to his own hospitality suite for "milk and cookie time".



Broadcasters' bureaus will report to meeting

THE 1964 ANNUAL MEETING of the Canadian Association of Broadcasters, at the Château Frontenac, Quebec City, starts Sunday April 5, with meetings of the directors and several committees. There will be a reception for ladies in the Salon St. Louis from 4 to 6 pm.

First half day of the annual meeting, Monday April 6, opening at 9:30 a.m. is open to all. Following the presidential welcome and appointment of committees the annual meeting will be addressed by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors. The president of the CAB, Don Jamieson, will address the meeting immediately following Dr. Stewart.

Following the coffee break at 11 a.m. there will be a panel discussion on research, surveys, ratings and measurement. Panel members will speak briefly and it is hoped that there will be discussion from the floor.

The afternoon session begins 2:30 p.m. It is open to persons representing either voting or non-voting

(associate) members. Topic of discussion will be the economics of broadcasting — report on revenues and expenses.

In the early part of the afternoon this will be a joint session for radio and television. Following the coffee break there will be a continuation of the discussion of economics of broadcasting by the radio section and the television section separately and concurrently. The radio section will meet in the ballroom under the chairmanship of Alan Waters, vice-president, radio. The television section will meet in the Jacques Cartier room under the chairmanship of J. A. Pouliot, vice-president, television. Following these discussions the Sales Advisory Committees for radio and television will report to their respective sections.

Tuesday, April 7, the annual meeting of the Bureau of Broadcast Measurement will take place in the ballroom at 8:45.

At 9:45 the Radio Sales Bureau will be in charge for the balance of the morning.

At 12:30 the Quarter Century Club luncheon will be held in the Riverview Dining Room for all members of the Club to welcome the new members coming in this year.

At 2:30 the Television Sales Bureau will take over for the balance of the day.

The Wednesday meeting will be for members and associates. This will be the annual business meeting of the association with reports from the president, the executive vice-president and committees. Election of directors will be held and policy matters will be discussed.

At noon there will be a brief meeting of the board of directors to elect the president and two vice-presidents. The afternoon session will continue with reports including that of the resolutions committee.

Wednesday, April 8 the annual dinner will be held in the ballroom preceded by the reception from 6 to 7. The entertainment at the annual dinner will be provided under the direction of a special committee headed by Jean Pouliot assisted by all the other stations in the city of Quebec. During the dinner awards will be presented.

The Radio and Television Executives Club will hold their regular luncheon Monday, April 6. The speaker will be the Honorable Maurice Lamontagne, Secretary of State under whose jurisdiction broadcasting now falls.

MAP INCLUDES STATIONS

THE OFFICIAL 1964 ROAD MAP of Ontario will include a list of 72 radio stations in the province as a new service for motorists, Minister for Travel and Publicity James Auld has announced. The Minister noted that many radio stations special broadcasts during the summer months, giving motorists news, weather and information of local interest, and the listing in the road map will guide the motorists to the local station.

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CHLO RADIO

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Editorial

CAB - for better or for granted

What is the basic reason for a convention? There's a good question.

The proper answer would be that conventions are held to enable members of an industry to gather together once a year — or however often they are held — to discuss and find solutions for the problems which beset that industry, punctuated with words of wisdom by experts in the field, delivered from the platform. Then, between sessions, there is time out for relaxation with others in the same business, time which can be devoted to exchanges of ideas on a more personal plane than is possible during the sessions — time which can be devoted to just plain fun.

Another function these conventions fulfil is that they facilitate communication on a personal basis with those vital components of any industry, the people who supply that industry with the goods and services it must have if it is to function properly and profitably.

Some of the "suppliers" probably turn out for conventions with wild ideas of booking large orders or signing huge contracts, and this can happen. But what is far more likely is that while these people may never open their order books or contract pads, they will come closer to people and their problems, not just any old people, but people on whom they depend for their livelihoods, and people who depend on them for the tools they need in the pursuit of their own occupations.

Business — all business — consists of buying and selling. But buying and selling in this day and age do not consist of one man approaching another and extracting a signature for an order for something he never really wanted.

Buying and selling today is more of a meeting where the salesman is given an opportunity to show how he can improve the buyer's business, solve some of his problems or make it more profitable. He may have a sample or a photograph of what is needed right in his brief bag. On the other hand an appraisal of the buyer's problem may easily result in the salesman going back to the office to investigate possibilities of a new product or service, which could revolutionize the business for everybody in it, besides opening a new field for this supplier, to say nothing of his competitors.

It is because the business of buying and selling has developed along these lines that our sys-

tem of private enterprise has been successful and will continue to be successful, notwithstanding all the slings and arrows which are constantly being hurled in its direction.

To return to the point, on the buying and selling side, conventions while they may not be a market place, are forums where buyer and seller can meet and exchange problems and ideas over a friendly rye and water.

There are others who attend conventions for other reasons, and there are still more who can be disposed of very easily, because they simply do not show up at them.

To the first of these two groups, conventions are a glorious bender — just that. The business side is taken for granted. Let George do it.

The thing is there are those who do not feel conventions serve any useful purpose other than to provide a background for windings. We are of the school which definitely subscribes to the idea that windings are wonderful. We also feel conventions can serve a more useful purpose, with the windings thrown in for good measure.

The remaining group, the one that stays home, deserves more attention than it receives.

Why do these people avoid conventions like the plague, but willingly accept the benefit of the work of those who take them seriously?

Are these people just plain ordinary free-loaders, or have they valid reasons for staying away, reasons which, were they to be investigated, might cause changes to be introduced into convention agendas, changes which might not only bring these "no-shows" back into the fold, but also increase the usefulness of the association to the whole industry.

One thing to bear in mind is that, even if there were no trade associations, industries would continue to function. Let us not lose sight of this. However, trade associations offer collective-bargaining facilities to an industry, as do the trade unions to labor. Labor could live without unions, and so could industry without associations. But unions, properly administered, give labor strength just as trade associations can, if they are strong, bolster industry.

RADIO RIBS

by Harkley

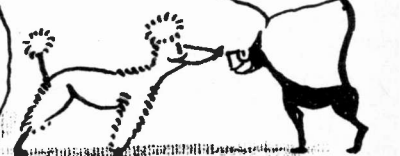
BICULTURALISM
 GRIGSBY!
 THAT'S THE
 THING!



CHATEAU FRONTENAC
BIENVENUE
 HOTEL

I'M ALL FOR IT
 HAMPSTEAD OLD BOY,
 BUT WHAT'S THIS BIENVENUE HOTEL —
 WHERE'S THE CHATEAU FRONTENAC? WHY
 (DON'T THEY HAVE SOME SORT OF WELCOME FOR US

WELCOME!
 OO-LA-LA!





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DON MILLS 5, Ontario

General Motors

First in newspapers - magazines - TV.... ...now comes RADIO

by BEN HOLDSWORTH

GENERAL MOTORS is the largest national advertiser in Canada. It uses all media. It is the first on the list of national advertisers in television, among the top in national advertisers using newspapers, one of the biggest in magazines, heavy user of outdoor - but radio?

Currently, General Motors is using radio nationally on an increasing curve.

Aside from the co-operative encouragement given by the company to its dealers, who are heavy users of local radio across the country, the company itself has selected radio for a major part of two campaigns.

Both of these radio campaigns represent the GM answer to knotty problems in the company's marketing in 1964; these are problems that beset the entire automotive industry.

These two problems are financing and servicing.

The automotive industry as a whole, said one GM executive, has worked itself into the dilemma of offering its products at a given price structure. Normally, the prices are given as the cost of owning the vehicle.

In actual fact, the price quoted by the dealer is the cash price—but most Canadians don't buy for cash. Most cars today are bought on a bank-financed, or comparable plan in which the purchaser provides a

down payment (often his present car), and the balance is paid off on a monthly basis, with the dealer's payment coming from sources such as a finance company, a trust company loan, a chartered bank—or from a company such as Traders Finance, or a company-sponsored finance company such as General Motors Acceptance Corporation.

TWO-FOLD PROBLEM

The problem faced by GM in selling the GMAC concept is two-fold.

First in importance is to convince the buyer of a car through a GM dealer—whether new or used—that he can finance his purchase through GMAC.

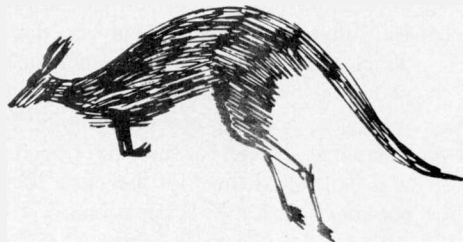
Part of this is to make known to the buyer that his financing can also include insurance. He need not, in other words, go to several sources such as a bank or finance company to get the money to pay for a car, and then go to an insurance agent or firm to be insured. The entire process can be handled by GMAC.

The second problem, however, from the GM point of view, is a bit more tricky. Not all GM franchised dealers are members of GMAC, some preferring to "deal their paper through some other source."

Hence the radio campaign, aimed at both the buyer of the automobile and the dealer himself!

Humor is used. The husband-and-wife situation develops not only the ease of purchase of a GM car through a GM dealer, but the ease of financing and insurance through the GM dealer "using the GMAC Plan."

COMING SOON...



Another leap forward for 'KSL RADIO
Greater coverage and improved reception...
10,000 Watts at 1410

CKSL
1290 *the Sound of London*



MEET "KING PETE"

Symbol of
Ontario's 4th Television Market

**THE KINGSTON-PETERBOROUGH
TV COMBINATION**

CKWS TV

CHEX TV

**THE ONLY SINGLE-PURCHASE MEDIA BUY
TO DOMINATE ONTARIO'S HEARTLAND**

The idea of each commercial in this year-round advertising campaign via national radio is not only to convince the buyers of the GM dealers' value as dealers, but the simplicity of purchase through them, including financing and insurance. One-stop shopping, if you wish. Each commercial is husband-and-wife, with the wife discovering that there's nothing to it. . .! ("Why, I could have done that myself, Harry").

The second purpose of the radio campaign is to convince those GM dealers who use other financing sources to come into GMAC.

The point of this campaign, really, according to banking sources, is to make sure that both buyer and dealer know that the world's biggest corporation is in the banking and insurance business! The campaign on radio is in all key markets across Canada.

SELLING THE WARRANTY

General Motors' other major current radio campaign is designed to solve a far more intricate problem.

Virtually all automotive firms today offer some sort of long-term guarantee or warranty on their cars. Most of these assurances range up to 36 months, or 24 months, or some comparable long-term period. The fact that these warranties do not cover all parts of the vehicle has not, evidently, got through to many of the buying public. Many of the car buyers now expect the new car to last—in the view of one car dealer—"more than forever".

"It is not just a matter of attacking this feeling about the guarantee," said the creative director on the General Motors account at MacLaren Advertising Co., Douglas Murray. "It is a real attack at an emotional block."

The emotional block: People buy a car. They are given a warranty that the car is going to go, no problems or servicing, for the period of the warranty. The fact is, of course, that the warranty covers only the transmission system, or as Chrysler puts it: The power-train.

"So," says Doug Murray, "people buy a car. They expect it to last.

Why bring it back to the dealer? Is there something wrong? What has happened to the warranty?"

The GM plan for servicing is called Guardian Maintenance.

HUMOR WITH SERIOUS INTENT

The problem for the Guardian Maintenance plan is one which cannot be ignored, in the view of General Motors or its agency.

"We felt that this is a very serious matter. Could it be attacked lightly? No," said Doug Murray.

The buyer of automobiles today knows the accident figures. He is buying his new car in the expectation that he will have no worries about machine or mechanical-type failures, when he is given a guarantee or warranty. Why take the car back for service?

"We figured that this serious subject must be attacked in a way that would be acceptable to the listener. Sure, it's a form of humor

or whimsy. . . .but the intent is serious," said Mr. Murray.

The Guardian Maintenance campaign on radio is national—including CBC stations in key markets. No FM is included at this time, but a GM spokesman said this might be a matter for future use.

Stan Freberg, the U.S. comedian, created the first wave of Guardian Maintenance commercials for the radio series.

According to Bill Vernon, account executive at MacLaren Advertising on the GM account, "General Motors are running the Guardian Maintenance program on radio—AM only at this time—but including some basic CBC stations—to get across a message to the seasonal buyers in the Spring period. We also, as a side-effect, want to get to the few dealers who haven't joined GMAC in the metropolitan markets.

"Humor? We've got to use it values in attacking a very serious matter," says Doug Murray. "How else would you do it?"

Toronto Ad. & Sales Club

Sell more with less service

No deliveries, exchanges, refunds, credits or phone orders

IN DIRECT CONTRADICTION to the business principle of giving service to customers, Edwin Mervish, trading under the firm name and style of "Honest Ed", rings up a cool annual \$14,000,000 in his midtown Toronto discount store, (less a round \$180,000 chalked up to "shrinkage", meaning shoplifting) by giving people the least possible service as a matter of policy.

"Better service and low prices do not go together", this quiet-spoken slight and fortyish man told the Advertising & Sales Club of Toronto.

With this underlying thought, he said, "we give only limited service." Further, the conventional turnover of retail merchandise is four times a year, but "we turn over 14 times — often every ten days."

Mervish capsulized his policy with these salient points:

One-unit operation, no branches or warehouses, no stockholders to satisfy when they are after a high return on their investments.

No exchanges, refunds, credits, delivery, phone orders.

"These things would provide temporary advantages," he said, which would only militate, in the long run, as a disservice to the customer in terms of price."

ACCENT ON PEOPLE

One main necessity, he told the admen, is good store personnel. "Merchandising boils down to one thing — people.

"People do not function well when they feel they are mere cogs in a machine, so we make every employee aware of his or her importance."

He spoke of his system of "breaking down jobs — each one with a responsibility. The man who sweeps the floors is a boss. If a shipping clerk has an idea, he is listened to."

Honest Ed's basic principle seems to be to go against the tide.

He started this business in 1941, when merchandise was very scarce and it was a buyer's market. So he offered no down payment and other frills.

By 1949 goods were plentiful again, so Honest Ed cut out all the frills, and started operating as he does today.

Even his store hours are dictated by economy.

"We only keep open during the hours we can keep busy" (1 pm — 10 pm and Saturday 9 am — 6 pm), he said. Staying open when business is slow is a service and "service costs money — raises prices."

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS  SHOWS

MONTREAL 1434 St. Catherine St. W. TORONTO 433 Jarvis St. WINNIPEG 171 McDermott

at Your SERVICE

ADVERTISING SPECIALTIES

Pens • Pencils • Memo Books
Hats • Balloons • Rulers, etc.
FOR TRADE SHOWS—CONVENTIONS,
DEALER MEETINGS
NEIL S. O'DONNELL LTD.
Free Scripto Pen
if you mention this ad with your enquiry
1652 Bayview Ave. Tel. 485-0781
Toronto 17

RESEARCH

CANADA'S MOST COMPREHENSIVE
MARKET RESEARCH SERVICE
Elliott-Haynes
LIMITED
TORONTO — 840 Pape Avenue, 463-1143
MONTREAL — 3290 Bernardin St., RA. 8-5360

FILM SERVICES

THIS SPACE
will deliver your message
TWICE A MONTH
FOR ONE YEAR
for \$5 per insertion.

ATU COMPONENTS

2 Hour Service
GELECO Electronics Ltd.
Phones:
1262 Don Mills Rd., 444-5991
Don Mills, Ont. or BA5-2497

PRINTING

 **IMPERIAL PRESS LIMITED PRINTERS**
We have expanded to serve you better.
New Address
548 King St. W., EM. 4-9261

PRIZES FOR QUIZ SHOWS

COMPLETE PROMOTION
PACKAGES FOR BROADCASTERS
 **Contests Associates**
PRIZE BROKERS
10 Castleknock Rd., Toronto. HU. 8-8601

MISCELLANEOUS

 **CLIFF McKAY Music**
107 Carlton St. Telephone
Toronto EM. 3-3525

**Want a Man?
Want a Job?**
TRY A SMALL AD
in
Canadian Broadcaster

 Telephone
ANSWERING Service

Answers your phone
whenever you are away
from your office or
residence.

Phone for Booklet in

Toronto 924-4471 Montreal UN. 6-6921

'CF makes news

with new news concept

NEWS COMMENTATORS have replaced disc jockeys at CFCF-Radio, Montreal, and three of the six major daytime features are produced by and originate from the CFCF newsroom. Two others are staffed by "telephone jockeys" and the station's only deejay is heard from 10.00 am to noon.

The new manager of CFCF-Radio, Dave Wright's new radio concept hinges basically on two things — John Public's desire to know, immediately, what's going on in the world — and Mrs. P's love of the telephone. Whether she uses it to express an opinion, win a prize, fill a need "to belong" or talk to a celebrity, CF Radio fills Mrs. P's day with surprises.

News and participation are the secret.

NEWSROOM SHOWS

Dave Wright has given his three "newsroom shows" names that indicate the immediacy each conveys — *A. M.*, *P. M.*, *Noon Hour*.

A. M., (6.30 to 8.45) features newsmen Franklin Armstrong and Pete Daniels in an *Our Men in Montreal* format that ties news, music, commentary, weather, traffic and "Hot Line" reports from around the world.

Complementing the Armstrong-Daniels team at the *A. M.* desk are commentators Bert Cannings, Pierre Berton, Tex Coulter, Dick Irvin. They analyze and interpret the "inside" stories; they report and comment on items of personal and public interest, from one man's reaction to a Picasso exhibition to the community's views on fluoridation.

Reporting on anything and everything from all over the metropolis is *A. M.*'s man-in-the-mobile, Richard Earl.

With a similar format, "P.M." (4 to 6) brings the business-man up-to-date on things he's missed while at the office. Featured on this late-afternoon show are Gerry Bascombe and John Elliott, supported by newsmen Dean Kaye and the same group of commentators.

"A.M." and "P.M." place prime importance on items of human interest, on news, and on the stories behind the news. Their flexibility allows them to pack up at any time for action and "live" broadcasting from any hot-spot on the continent.

"Noon Hour" (12 noon to 1 p.m.) presents 15-year broadcasting veteran Franklin Armstrong with Ace Sportscaster, Russ Taylor, and ABC's acid-tongued commentator, Paul Harvey.

As "Noon Hour" anchor man, Franklin Armstrong covers news events, comments on local and national stories, and reports the latest results from the active turfs of St. James, Bay and Wall Streets; Taylor provides the same calibre of sports reporting that highlighted the recent CF-originated 24-station Winter Olympic Radio Network; and news analyst Paul Harvey maintains the pace that has won him, over the past 30 years, six honorary doctorates and countless gold medals and citations from numerous American associations.

A unique aspect of Dave Wright's "News" concept is his "Hot Line" — a telephone line that is wide-open to "anywhere, all the time".

The "Hot Line" has brought Montrealers an instantaneous, unheralded live report from the Jack Ruby jury; it has brought CF's sales manager to the air-waves with a report on a huge fire he spotted en route to the office; it brought CF's audience direct reports from rescue headquarters of the U.S. Coast Guard in Boston when the first seaman was saved from the abandoned British freighter, "The Ambassador".

PARTICIPATION

With *Phone Forum*, *Talk of Montreal* and *Hart House*, CF turns to the telephone.

"A verbal free-for-all" is how David Bassett describes his new *Phone Forum* (8:45 to 10 a.m.) on CF Radio. Utilizing Bell's invention to the full, the program provides Montrealers with an early-morning platform for the airing of views on any subject.

And people call. On all topics. They've called about items they've heard on "A.M."; they've called about the Queen's visit; about Rock 'n' Roll in the Salvation Army; about



HEART OF CFCF'S NEW news sound is this newsroom, where three of the six new programs originate. Surrounded by newsmen and the tools of their trade — telephone, teletype, tape, TV, typewriters — Franklin Armstrong and Pete Daniels (left and right at microphone) keep Montrealers up on news, sports, commentary, weather, traffic, "hot line" reports from around the world, and music, on "A.M."

French-English relations; about Dick and Liz; about Clay and the Black Muslims; about fluoridation; about the Foster Parents' plan; about Women's Rights in Quebec; about the World's Fair.

The idea of "getting it off one's chest", and general interest in topical subjects are obvious factors in *Phone Forum*'s favor, but the program has another important feature — Bassett himself.

The clipped, concise speech of this former British Navy man provides a pleasing contrast to the Canadian accent. He doesn't argue, put down or cajole. He handles each call with characteristically British understatement — drawing out this view, suggesting another outlook, gently closing off a troublesome area, or, when the occasion demands, getting to the heart of a matter in a few apt, well-chosen phrases.

David Bassett, described by the *Montreal Star*'s Pat Pearce as "a wild young man with a Prince Charles haircut", is fast becoming a well-known, highly-respected member of the Montreal broadcasting scene through his new *Phone Forum*, his nightly *British Half Hour* on CF Radio and his numerous appearances as moderator of CFCF-TV's *Forum*. Speaking of the reaction Bassett has on viewers and listeners, Miss Pearce added, "They like him — or loathe him".

"Jolly good," replied Bassett.

Talk of Montreal (1 to 4 p.m.) again relies on the telephone. It allows people to talk to the newsmakers themselves, and not just to express an opinion on the air.

Hosting this innovation is Montreal's Lee Dunbar, who, for many years, was CF's Morning-Man when the DJ format was still in use. Dunbar is obviously a ladies' man from way back. He handles each *Talk of Montreal* guest and caller

with delicacy and finesse, with authority and with genuine interest.

Talk of Montreal calls people in the headlines so that listeners can ask the questions that radio, TV and newspaper news reports have left unanswered. Guests are brought to the studio by local and long distance telephone calls. To date, Dunbar has opened his 5-way 'phone to Helen Gurley ("Sex and the Single Girl") Brown from New York; old-time heart-throb Nelson Eddy from his suite in Montreal's Queen Elizabeth Hotel; Betty ("The Feminine Mystique") Friedan from New York; local lawyer and Bill 16 (Women's Rights in Quebec) expert Rosa Gualtieri; a cab driver and a policeman about Montreal's famous traffic; Toronto interior decorator Mary Ornstein; Yoga instructor Diane Bachley; New York film Producer Stanley ("Lolita", "Dr. Strangelove") Kubrick; Montreal hair stylist Flo Gibson; M. P. Gerard Laniel on his compulsory national service bill; Canadiens' Right-winger Bobby Rousseau and Dr. Norman Vincent ("The Power of Positive Thinking") Peale, with the former explaining how the latter's views have helped his sports career.

The calls are sometimes personal, ("How old are you, Mr. Eddy? Did you ever have a romance with Jeannette Macdonald?"); sometimes inquiring, ("Does Bill 16 mean that my children can have medical treatment without my husband's signature?"); sometimes seeking help, ("Miss Brown, my mother won't let me read your book, I'm 15. Please tell her it's OK"); sometimes seeking advice, ("Mrs. Friedan, just how can I convince my husband that I care about what goes on in the world?")

No matter what the tenor of each call, or what each question may be, *Talk of Montreal* is letting people talk to the newsmakers themselves and letting them ask the questions that they, personally, want to hear answered.

Will announce FM code and TV commercials curb

THE BOARD OF BROADCAST GOVERNORS has announced that it will give further study to the enactment of a regulatory code for FM broadcasting and will announce its decision at its hearings on April 28. At the same time, it will give its decision on a reduction of TV commercials per hour.

As regards relaxation of the 55 per cent Canadian content requirement during the summer, the Board has announced that, this year, between June 21 and September 19, the minimum time to be devoted to "Canadian content" will be reduced to 45 per cent. Consideration is presumably still being given to making this a part of the regulations on a permanent basis.

CHUC, Cobourg, Ontario has been recommended for an FM licence on 103.1 Mcs; erp of 117,000 watts, antenna EHAAT 646 feet.

Also recommended for approval were:

CKOX, Woodstock, Ont. change from 250 watts day and night, omnidirectional to 1,000 watts day and 250 night, DA-O.

Canadian Broadcasting Corporation- authority to operate its short-wave transmitter at Sackville, N. B. with 50,000 watts on 5955 Kcs.

CHNS-FM, Halifax - change from 96.1 Mcs. 250 watts erp, omnidirectional EHAAT 92 feet, to 96.1 Mcs. 5760 watts erp, omnidirectional EHAAT 613 feet.

CKDH, Amherst, N. S. - change from 250 watts on 1400 Kcs, non-directional to 1,000 watts on 900 Kcs., directional - night.

CJFP, Rivière-du-Loup - change from 5,000 watts day and 250 watts

night, non-directional on 1400 Kcs. to 10,000 watts day and 250 watts night, non-directional on 1400 Kcs.

CFAX, Victoria - change from 1,000 watts on 1,000 Kcs, day only, to 1,000 watts on 1070 Kcs, DA-1.

CJVI, Victoria - change of antenna sits on the assigned frequency of 10,000 watts, DA-1, on 900 Kcs.

CHED, Edmonton - change in antenna radiation pattern.

OWNERSHIP CHANGES

Three applications for transfers were recommended for approval:

CKXL, Calgary - for transfer of assets to a company to be incorporated represented by Mrs. Donna M. Pryor.

CHVC, Niagara Falls - transfer of all issued common shares of capital stock to Adanac Broadcast Investments Ltd.

CKRT-TV, Rivière-du-Loup, P. Q. - transfer to ownership from CJFP Ltée to CKRT-TV Ltée.

DISAFFILIATIONS DENIED

Applications by two Ontario stations for disaffiliation with the CBC radio network were recommended for denial, because, in the Board's opinion, these stations are required as part of the CBC Radio Network "to give adequate coverage for the National Service in the area."

An application for a 10 watt AM station at 1450 Kcs. at the RCAF station at Armstrong, Ont., filed by the Dept. of Defence, was recommended for approval.

CBC won a recommendation for approval for a new French-language 40 watt relay transmitter on 1340 Kcs. at Elliott Lake, Ontario.

RADIO INFLUENCES PEOPLE

Radio is everywhere, at all times, influencing people. It cheerfully awakens them in the morning . . . goes to work and school with them . . . and returns with them to share the warmth and companionship of family life.



RADIO PROMOTIONS SELL PEOPLE

S & T station promotions work 'round the clock to stimulate buying action in dealers' stores. They ring cash registers . . . make your advertising dollars go farther!



THE NATION'S GREATEST ADVERTISERS KNOW

Well over a hundred of the fastest selling brands on the Canadian market know S & T's record of outstanding successes from personal experiences.

Stephens & Townsend Ltd.

Representing Canada's Most Successful Radio Stations.

New news concept

cont'd. from page 10

ENTERTAINMENT WITH MERCHANDISING

CF's new *Hart House* show (10 a.m. to noon) is the housewife's and the merchandising man's delight.

Music, prizes, give-aways, contests, reports from New York's Helen Gurley Brown, and Hollywood's Jimmie Fidler, and news with Franklin Armstrong are the furnishings; the landlord is lanky John Hart, a new young man in Montreal radio - a young man who turns his good-natured tones to providing the home-maker with two zesty hours of non-stop features and bonuses.

From the entertainment aspect, Hart plays bright house-work-helping music, offers recipe exchanges, awards gifts, discusses work-saving ideas and generally helps "milady" through those mid-morning hours. Helen Gurley Brown drops in every once in a while with advice on everyone's favorite topic and Jimmie Fid-

ler maintains the "what's-happening-in-Hollywood" pace that he's been doing for the past 30 years.

In the merchandising area, *Hart House* is built to the most exacting manufacturer's specifications. When the show premiered in mid-February, Dave Wright launched The Hart Home Executive Club, the Product of the Week, and what he calls "the Good Neighbor policy".

Mechanically, this concept is simple. Hart names three club members on the air; if they call within a specified time they are awarded the Product of the Week; when it's delivered, the three neighbors on each side are similarly provided with the Product. A gift-card, with the club member's name and address is left.

"A.M.", "Phone Forum", "Hart House", "Noon Hour", "Talk of Montreal" and "P.M." - hinging on News and Participation - these are Dave Wright's and CF's all-new six.

WANTED

"Expansion into another medium large market creates opening for a top modern sound program director. Will assume entire responsibility for the station's programming. Must have proven rating record. Salary and advancement opportunities open."

Write to: Box A-731,
Canadian Broadcaster,
217 Bay Street, Toronto, Ont.

AVAILABLE

3 Years Experience in Radio . . .

- Production
- Operating
- Engineering

Looking for opening in Toronto area.

Available immediately.

GRAHAM NEWTON,
3550 Broadway St. W.,
Lachine, P.Q.,
Phone: 514-637-9165

AVAILABLE

Are You Looking For Someone: Production Manager or Production Man. "Young man, married with two children would like to relocate. I have experience in Television and Radio from news and sports, D J, Telecine and studio work to Production Manager.

I am very conscientious of my work and want only a chance to do more for an organization willing to compensate with wages respective to the position filled.

Write Box A-732,
Canadian Broadcaster,
217 Bay Street,
Toronto 1, Ont.

ENGINEER

Young, married man, 24, with 8 yrs. electronic experience, 2 yrs. as a Saskatchewan radio station and television satellite engineer. Desire technical position with a western Canadian television or radio station, (prefer central B.C. or Alberta.)

Write: Box A-729,
Canadian Broadcaster,
217 Bay Street, Toronto 1.

Put A Winner On Your Team

15 years in major market experience.

Consistant top ratings. Announcing, programming, production, writing, traffic operating. Tape and interview on request.

Box A-726,
Canadian Broadcaster,
217 Bay Street, Toronto.

PROGRAM DIRECTOR COMMERCIAL MANAGER

TV-Radio veteran with senior management experience (7 yrs Radio- 8yrs TV) wishes to relocate with TV or Radio station in medium sized city east or west. Best references. Write for complete resume to:

Box A-734,
Canadian Broadcaster,
217 Bay St., Room 205,
Toronto 1, Ont.

AVAILABLE

22 year eager Beaver wishes to chop words at your site, preferably in western waters. 7 months dam work. Put me in the Beavers seat!! Write:

Skin me
c/o 348 Enniskillen Ave.,
Winnipeg 17, Manitoba.
JU:9-8800.

TRY A JOB AD IN THE BROADCASTER

"Dee Jay"

Five years proven ability in all phases of radio, one year experience in television, specializing in TV teen shows. Have top rated radio afternoon show and top rated television show with large active following. Wish to relocate in Ontario or any city west. I'm looking for a challenge, if you have it, please write:

Box A-730,
Canadian Broadcaster,
217 Bay Street, Toronto.

WANTED

MALE WRITER

MUST BE

EXPERIENCED

CREATIVE

IMAGINATIVE

MUST BE

Capable of taking over and directing. Continuity for an aggressive Midwest Station.

Applications to Bdx A-723
Canadian Broadcaster,
217 Bay Street, Toronto 1, Ont.

"OPPORTUNITY"

Wanted - Experienced broadcaster to assist and become part of group interested in applying for AM station in Prince Rupert, B. C. Some capital required.

Send complete resume to

Box A-733,
Canadian Broadcaster,
217 Bay Street, Toronto 1, Ont.



TEMPUS FUGIT

In the spring, an old man's fancy lightly turns to thoughts of propagating - flowers, vegetables and blooming shrubs.

• • •

CONVENTION MENTION

There is one member of even more importance than the one who seconds the motion and he is the one who proposes it.

• • •

FITNESS RECIPE

"All the exercise I get is by acting as pall-bearer - for my friends who take exercise."

-:George Bernard Shaw

• • •

SALES APTITUDE

One of the most important attributes of a good salesman is having a good product to sell.

• • •

MORE HASTE

The new whiz-bang copywriter landed his job on the strength of his statement that he could turn out thirty spots an hour, but he forgot to mention the days of work entailed in correcting his boo-boos and filling in his facts.

• • •

AUDREY STUFF

Then there's the gal who was so dumb she thought a "call to order" was a telephoned summons to "Room Service".

• • •

AS TIME GOES BY

One thing which grows less important with the passing years is - importance.

• • •

QUEER QUALIFICATIONS

In order to have a president completely representative of a Canadian trade association, he must be both French and English; big operator and small; urban and rural; orator and listener; etc. etc.

• • •

FROM THE CHAIR

"Passed unanimously! I now declare the meeting adjourned for more serious discussions in the suites and bedrooms."

SARNIA BROADCASTING LIMITED APPOINTMENTS



KARL E. MONK



ARTHUR H. J. O'HAGAN

William A. McKenzie, President of Sarnia Broadcasting Limited, announces the appointment of Karl E. Monk as General Manager and Director of National Sales for Radio Station CH"OK". Mr. Monk has been station manager for fourteen years having come to Sarnia in 1950. Mr. McKenzie also announces the appointment of Arthur H. J. O'Hagan as Station Manager and Director of Local Sales. Mr. O'Hagan has been the station's sales and promotion manager for the past fourteen years.

Quarterly

DIRECTORY

*Of Basic Information and Key People
in Broadcasting and Allied Fields*



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BROADCAST EQUIPMENT MANUFACTURERS

AMPEX OF CANADA LIMITED

Toronto — 1458 Kipling Ave., N., Rexdale, Ontario. CH. 7-8285. Vice-Pres. & Gen. Mgr. — Jim Detlor. Audio Products — Hart Kinneer; Video Products — Bob Hinze, Wally Bebenek; Data Products — Ray Henderson. Manager, Engineering — Jean-Louis Major. Manager of Finance and Operations — J. Cartwright.

Ottawa — Suite 800, 77 Metcalfe St. CE. 6-9763. Manager Data Products — Ed Koller.

Distributes: (1) Magnetic tape recorders, tapes for Audio, Video, and instrumentation applications. (2) Richmond Hill Laboratories Solid State Sync Generators, Switchers, Test Signal generators and D.A.'s.

CALDWELL A/V EQUIPMENT CO. LTD.

Toronto — 443 Jarvis St., 927-4822. President — B. C. Emenson. Vice-President — E. A. Galea. Manager, Broadcast Equipment Sales — J. R. (Bud) DeBow. Service Manager — Eric Van Berrendam.

Distributors of a comprehensive line of audio and video equipment for the Broadcast and allied fields.

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

Toronto — 830 Lansdowne Ave., Electronic Equipment & Tube Dept. 534-6511. Vice-President & General Manager, R. M. Robinson — Manager, Marketing, I. A. Mayson — Manager, Sales and Planning, C. E. Spence — Export Sales Manager, R. Groves — Manager, Broadcast Equipment Sales, Edgar J. Gareau — Manager, Broadcast Product Service, A. L. Hames, 722 Caledonia Rd., Toronto.

Broadcast Sales Representatives:
Calgary (Western Region) — CGE Electronic Equipment & Tube Dept., 3603 - 8th St., S.E., High Field. CH. 3-2781, EXT. 355. Jim Alsop.

Toronto (Central Region) — 830 Lansdowne Ave., Electronic Equipment & Tube Dept., 534-6511. Harry Davis.

Montreal (Quebec Region) — CGE Electronic Equipment & Tube Dept., 5000 Jean Talon St. W. RE. 3-9911, EXT. 286, 287. Peter Bowers.

Montreal (Atlantic Region) — CGE Electronic Equipment & Tube Dept., 5000 Jean Talon St. W. RE. 3-9911. Jim Watson.

Export — 830 Lansdowne Ave., Toronto. Electronic Equipment & Tube Dept.; Cable GELECTRON — Bob Groves.

Manufactures and distributes complete AM, FM & TV broadcasting equipment and facilities, including consulting, installation and system planning. Exclusive Canadian distributors for the General Electric Company; Automatic Tape Control Company; EMI Broadcast Equipment; General Electronic Laboratories, plus a complementary list of vendor equipment.

CANADIAN MARCONI COMPANY

Montreal — 2442 Trenton Ave., Montreal 16. RE. 8-9441. President — S. M. Finlayson. General Manager — W. V. George. Marine & Land Communications Division Manager — J. H. Martin. Sales Manager — W. A. Bitcon.

Sales Representatives:
Montreal — 90 Trenton Ave. RE. 8-9441. A. Dubuc.

Toronto — 1830 Bayview Ave. HU. 1-5221. R. Gauthier.

Winnipeg — 1501 King Edward St., St. James 21, Man. 775-0348.

Calgary — 929 - 42nd Ave. S.E. CH. 3-7751. O. H. Cornett.

Vancouver — 3594 Main Street. TR. 6-4174. P. Brinkworth.

Halifax — 3480 Prescott St. 423-1325. W. Morris and D. Coops. Manufactures and distributes a full range of AM, FM and TV broadcast equipment.

COLLINS RADIO COMPANY OF CANADA LIMITED

Toronto — 11 Bermondsey Road, Toronto 16. 757-1101. President — Mr. John Plant. Broadcast Sales Dept. — Phil Wharton.

Distributes a full audio line, including turntables, automatic tape control equipment, consoles and remote equipment; AM transmitters up to and including 10 kilowatts, plus phasing equipment; FM transmitters up to and including 20 kilowatts, plus FM stereo generators, exciters and a full line of FM antennas.

MCCURDY RADIO INDUSTRIES LIMITED

Toronto — 108 Carnforth Rd. 421-0680. President — G. E. McCurdy. Engineering Manager — Ron Ward. Production Manager — Graham Fawcett. Sales Manager — Bill McFadden.

Manufactures and distributes a complete line of audio equipment for radio and television stations, plus sound equipment for the film industry.

NORTHERN ELECTRIC COMPANY LIMITED

Belleville — P.O. Box 400, 250 Sidney St. WO. 2-4511. Manager — Broadcast & Sound Systems — C. E. Rickards.

Montreal — P.O. Box 6125, 1000 Guy St. WE. 7-6071. M. D. McLean.

Toronto — P.O. Box 130, Terminal "A", 143 Lakeshore Blvd. E. EM. 3-8651. Geo. E. Macdonald.

Winnipeg — 590 Berry St., St. James, Winnipeg 21. SP. 5-4431. H. R. Gissing.

Vancouver — P.O. Box 2018, Zone 3, 8325 Fraser St. FA. 5-2211.

The company supplies a complete broadcast service, which includes AM, FM and TV antenna and transmitters from five watts to 50 kw; complete studio facilities, including audio consoles, record reproducing system, amplifiers, microphones, racks, video distribution amplifiers, pulse amplifiers, sync generators, picture monitors and video switching systems.

PYE T.V.T. LIMITED

Canadian Division
Ajax — 97 McMaster Ave., Ajax, Ont. 942-0791. General Manager — William Jones. Sales & Service — R. Hair.

Radio and television transmission equipment, including cameras, mixers, sync pulse generators, telecine equipment, test equipment and audio mixers.

RCA VICTOR COMPANY LIMITED

Montreal — 1001 Lenoir St., Technical Products Division. WE. 3-7551. Manager, Commercial Marketing — B. R. Machum; Manager, Sales

Planning Advertising & Sales Promotion — K. G. Chisholm; Special Accounts, Sales — W. D. West.

BC Area Manager — H. B. Seabrook, 2876 Rupert St., Vancouver. HE. 3-6881.

Man., Sask. and Alta Area Manager — D. E. M. Allen, 2070 Notre Dame Ave., Winnipeg 21 — SP. 4-7489.

Ont. Area Manager — R. J. Norton, 1450 Castlefield Ave. W., Toronto. RO. 2-7311.

Quebec and Ottawa Area Manager — E. W. Miller, 1001 Lenoir St., Montreal. WE. 3-7551.

Maritime Provinces Area Manager — C. S. Broad, 1001 Lenoir St., Montreal, WE. 3-7551.

Engineering Department, 1001 Lenoir St., Montreal. WE. 3-7551. Manager, Technical Products Division — G. B. MacKimmie. Supervisor, Broadcast Group — D. Dashney. Supervisor, Antenna Group — B. M. Berridge; Leader, Broadcast Group — D. H. Macauley; Leader, Antenna Group — C. A. Gareau.

Tube Division, 1001 Lenoir St., Montreal. WE. 3-7551. General Sales Manager — J. Paul Turcotte. Quotations and Order Service — W. R. Smith.

Manufactures and distributes a complete line of broadcast equipment AM, FM & TV stations, including antennas.

BROADCAST CONSULTANTS

List of individuals and firms recognized by the Department of Transport as consultants for the preparation of technical briefs in support of applications for private commercial broadcasting station licences, including television, changes in broadcasting station facilities, installation of control equipment for unattended operation and proofs of performance.

G. A. Bartley, P.Eng.,
Alberta Telecommunication
Consultants Ltd.,
P.O. Box 668,
Red Deer, Alta.

Côté, Leclair, Langlois & Boisvert,
Consulting Engineers,
6865 Western Ave.,
Montreal, Que.

M. O. Boland, P.Eng.,
Canadian Design Service Co. Ltd.,
100 Adelaide St. W.,
Suite 1201,
Toronto 1, Ont.

H. Z. Rogers, P.Eng.,
W. E. Wright, P.Eng.,
Canadian General Electric
Company Ltd.,
830 Lansdowne Ave.,
Toronto 4, Ont.

P. R. G. Cahn, P.Eng.,
Systems (Engineering) Supervisor,
Canadian Marconi Company,
2442 Trenton Ave.,
Montreal, P.Q.

A. G. Day, P.Eng.,
TV & FM Broadcast Consultant,
15 Lakeside Ave.,
Ottawa 1, Ont.

Pierre Demers, P.Eng.,
Consulting Engineer,
4815 Carlton Ave.,
Montreal 26, P.Q.

J. G. Elder, P.Eng.,
Gordon Elder Consulting Service,
129 Manor Road East,
Toronto 7, Ontario.

Eric W. Farmer, P.Eng.,
174 Turgeon Street,
Ste. Therese, Que.

R. S. Grant, P.Eng.,
2303 Henley Street,
Ottawa 14, Ont.

Peter A. Niblock, P.Eng.,
Herbert A. Hoyles, P.Eng.,
Hoyles, Niblock and Associates,
Consulting Telecommunications
Engineers and Attorneys,
1234 Marine Drive,
North Vancouver, B.C.

J. A. Jarvis, P.Eng.,
9 Nanaimo Drive,
P.O. Box 607, R.R. #2,
Bell's Corners, Ont.

Gerald W. Lee and Associates,
Consulting Radio Engineers,
1262 Don Mills Road,
Don Mills, Ont.

M. Levy, P.Eng.,
Levy Associates Co. Ltd.,
Consulting Engineers,
208 Clemow Ave.,
Ottawa, Ont.

Keith A. MacKinnon, P.Eng.,
P.O. Box 3310,
Ottawa, Ont.

George Mather & Associates,
Radio Frequency Engineering,
2051 Russet Road,
Cooksville, Ont.

N. J. Pappas and Associates,
Consulting Engineers & Architects,
5253 Decarie Blvd.,
Montreal 29, P.Q.

G. B. MacKimmie, P.Eng.,
RCA Victor Co. Ltd.,
1001 Lenoir St.,
Montreal 30, P.Q.

Lieut. Col. W. Arthur Steel,
488 Avalon Place,
Riverview Park,
Ottawa, Ont.

D. B. Williamson, P.Eng.,
Consulting Engineer,
Broadcasting-Communications
P.O. Box 42,
Cobourg, Ont.

Recognized by the Department of Transport as consultants for the preparation of technical briefs in support of applications for installations of control equipment for unattended operation of broadcasting stations:

G. A. Richards, P.Eng.,
R. H. Nichols Co. Ltd.,
P.O. Box 500,
Downsview, Ont.

DIRECTORY OF SALES REPRESENTATIVES

Canada

AIR-TIME SALES LTD.

Toronto — 2149 Yonge St. — HUDSON 5-0746. President — Michael J. Callahan. Executive Vice-President — Adrian Egan.

Montreal — 1396 St. Catherine St. W., Room 216 — UNIVERSITY 1-0117. Sales Manager — Michael Mezo.

Represents the following stations:

Radio:
 CFAK, Victoria
 CKRM, Regina
 CKSL, London
 CKDM, Dauphin
 CJCS, Stratford
 CHFI, Toronto
 CKBW, Regina
 Bridgewater
 CFDR, Halifax-Dartmouth

ALL-CANADA RADIO & TELEVISION LIMITED

Toronto — 1000 Yonge St. — WALNUT 5-9361. President — J. Stuart MacKay. Vice-President and General Manager — Reo. C. Thompson. Vice-President and Secretary-Treasurer — Eric Williams. Vice-President, Radio — K. A. Baker. Vice-President, Television — Ross A. McCreath. Vice-President, Client Services — Robt. F. Tait.

Montreal — Dominion Square Bldg. — UNIVERSITY 1-5656. Manager — Ken Baker.

Winnipeg — Electric Railway Chambers — WHITEHALL 2-6861. Manager — Bill Edge.

Calgary — 1230 - 17th Avenue S.W. 244-2455. Manager — Jack Cavanaugh.

Vancouver — 1161 Melville Street — MUTUAL 4-7461. Manager — John E. Baldwin.

The company represents these stations:—

Radio:
 Fraser Valley
 Radio
 CHWK, Chilliwack
 CFVR, Abbotsford
 Okanagan Radio
 CKOK, Penticton
 CKOV, Kelowna
 CJIB, Vernon
 CKPG, Prince George
 CFJC, Kamloops
 CJAT, Trail
 CKWX, Vancouver
 CJVI, Victoria
 CFGP, Grande Prairie
 CJCA, Edmonton
 CFAC, Calgary
 CJOC, Lethbridge
 CHAT, Medicine Hat
 CKBI, Prince Albert
 CKCK-TV, Regina
 CKX-TV, Brandon
 CHCH-TV, Vancouver
 CHCT-TV, Calgary
 CJLH-TV, Lethbridge
 CHAT-TV, Medicine Hat
 CKBT-TV, Prince Albert
 CKCK-TV, Regina
 CKX-TV, Brandon
 CHCH-TV, Vancouver
 CHAM-TV, Hamilton
 CKWS-TV, Kingston
 CFPL-TV, London
 CHEX-TV, Peterborough
 CJIC-TV, Sault Ste. Marie
 CKSO-TV, Sudbury
 CKLW-TV, Windsor
 CKNX-TV, Wingham
 CFCF-TV, Montreal
 CHSJ-TV, Saint John
 CJCW-TV, Sydney
 CFCY-TV, Charlottetown
 CHS, Saint John
 CHNS, Halifax

See All-Canada U.S.

BROADCAST REPRESENTATIVES LTD.

Winnipeg — 211 Dayton Bldg. — WHITEHALL 3-6115. President — J. O. Blick. Office Manager — Mrs. Helen M. Kolomaya.

The company represents these stations:

Radio:
 CFCP, Courtenay
 CKNW, New Westminster
 CKCQ, Quesnel
 CHFA, Edmonton
 CFRG, Gravelbourg
 CKRM, Regina
 CFNS, Saskatoon
 CKSW, Swift Current
 CKSB, St. Boniface
 CJOB, Winnipeg
 CJOB-FM, Winnipeg
 CJSP, Leamington
 CHWO, Oakville
 CKLB, Oshawa
 CKTB, St. Catharines
 CHOK, Sarnia
 CJIC, Sault Ste. Marie
 CKOT, Tillsonburg
 CHFI-FM, Toronto
 CHUM, Toronto
 CKCH, Hull
 CJLM, Joliette
 CJMS, Montreal
 CKGM, Montreal
 CJQC, Quebec
 CKRB, St. Georges de Beauce
 CFNB, Fredericton
 CFAB, Windsor
 KICO, El Centro-Calexico
 KGPC, Grafton
 KNOX, Grandforks
 KEYJ, Jamestown
 KEYD, Oakes
 KOVC, Valley City
 CKJL, St. Jerome
 KBMW, Wahpeton
 KXGO, Fargo
 KGBS, Los Angeles
 KXLY, Spokane
 WCCO, Minneapolis-St. Paul
 KWAD, Wadena
 KRTV, Great Falls
 CJSO, Sorel
 CFLV, Valleyfield
 CFDA, Victoriaville
 CKBC, Bathurst
 CKBW, Bridgewater
 CKEN, Kentville
 CKEC, New Glasgow
Television:
 CJFB-TV, Swift Current
 KCND-TV, Pembina
 KXLY-TV, Spokane
 KNOX-TV, Grand Forks
 KXGO-TV, Fargo
 KXGB-TV, Valley City
 KXMB-TV, Bismarck
 KXAB-TV, Aberdeen
 KXMC-TV, Minot
 KDIX-TV, Dickinson
 WCAX-TV, Burlington

CBC RADIO & TV SALES

Toronto — 354 Jarvis St. — 925-3311. Sales Director Radio and TV — John Malloy; Radio Sales Manager — R. S. Joyn; Supervisor of Radio Sales — Fred Bardeau; Supervisor of TV National Selective Sales (English) — George Epworth; Supervisor of TV Network Sales (English) — Allan Stone.

Represents all CBC Radio and Television (English) stations. There are branch sales offices in: St. John's, Halifax, Moncton, Montreal, Ottawa, Edmonton, Winnipeg and Vancouver.

Montreal — 1600 Dorchester Blvd. W. No toll charge from Toronto — Zenith 6-3500, New York Call Enterprise 6350. Director of Sales — Maurice Valiquette. Manager of Radio Sales — Jean Desmarais. Manager of National Selective TV sales (French) — W. E. Chevrier. Manager of French network TV Sales — J. A. LaPointe.

Represents all CBC Radio and Television (French) stations. There are branch sales offices in: St. John's, Halifax, Moncton, Chicoutimi, Quebec, Ottawa, Toronto, Edmonton, Winnipeg and Vancouver.

HARDY RADIO & TV LTD.

Toronto — 2 Carlton St., Suite 715, — EMPIRE 3-9433. General Manager — Arthur Harrison.

Montreal — 1500 Stanley St., Suite 420 — VICTOR 2-1101. Manager — Marc Legault.

Quebec City — 1143 St. John St. — LAFONTAINE 5-7373.

The company represents these stations:

Radio:
 CHFM-FM, Calgary
 CHFA, Edmonton
 CHIC, Brampton
 CJAF, Cabano
 CKNB, Campbellton
 CKJL, St. Jerome
 CKBS, St. Hyacinthe
 CHEF, Granby
 CJLM, Joliette
 CKRS, Jonquière
 CKLC, Kingston
 CKBL, Matane
 CHNC, New Carlisle
 CHRC, Quebec
 CHRC-FM, Quebec
 CKRN, Rouyn
 CKLS, La Sarre
 * Represented in Toronto only.
Television:
 CKCO-TV, Kitchener
 CKRS-TV, Jonquière
 CKBL-TV, Matane

RALPH J. JUDGE & COMPANY
Montreal — 1405 Bishop St. — VICTOR 9-2076. President — Ralph J. Judge.

Represents the following stations:—
 CJAV, Port Alberni
 CJME, Regina
 CFTJ, Galt
 CKLY, Lindsay
 CKFH, Toronto
 CKMR, Newcastle
 CKDH, Amherst
 CKCL, Truro
 WVMT, Burlington, Vt.
 WCAX-TV, Burlington, Vt.

Also represents for Cam Logan & Associates in Montreal:
 CHNO, Sudbury
 CFBR, Sudbury (French)
 CKCY, Sault Ste. Marie
 CJNR, Blind River
 CFPA, Port Arthur-Fort William

PAUL L'ANGLAIS INC.

Toronto 7 — 2160 Yonge Street — 487-1551. G. W. Bélanger, Manager.

Montreal 24 — 1405 de Maisonneuve St. — LA. 6-9201. Guy Daviault, Manager.

The company represents these stations:—

Radio:
 CHLT, Sherbrooke
 CKTS, Sherbrooke
 CKRB, St. Georges du Beauce
Television:
 CFTM-TV, Montreal
 CHLT-TV, Sherbrooke
 CJPW-TV, Chicoutimi

CAM LOGAN & ASSOCIATES

Toronto — 12 Shuter St. — 366-4443. President — Cam Logan.

Montreal — 1405 Bishop St. — 849-2076.

Represents the following stations:—

Radio:
 CHNO, Sudbury
 CFBR, Sudbury (French)
 CFPA, Port Arthur-Fort William
 CJNR, Blind River
 CKCY, Sault Ste. Marie

A. J. MESSNER & CO. LTD.

Winnipeg — 171 McDermot Ave. E., Winnipeg 2 — WHITEHALL 3-9574. Manager — A. J. "Tony" Messner. Assistant Manager — Murray Messner. Telex — 03-5563.

Represents the following stations in Winnipeg only:—

Radio:
 CKEK, Cranbrook
 CJDC, Dawson Creek
 CKNL, Port St. John
 CKCQ, Quesnel
 CJJC, Langley
 CHUB, Nanaimo
 KARI, Blaine, Wash.
 CFCW, Camrose
 CKCY, Sault Ste. Marie
 CJET, Smiths Falls
 CFBR, Sudbury
 CHNO, Sudbury

CJAV, Port Alberni
 CFBV, Smithers
 CFTK, Terrace-Kitimat
 CKLG, Vancouver
 CKDA, Victoria
 CFCN, Calgary
 CJDV, Drumheller
 CFRN, Edmonton
 CKYL, Peace River
 CKRD, Red Deer
 CKSA, Lloydminster
 CHAB, Moose Jaw
 CFCQ, Saskatoon
 CJGX, Yorkton
 CFAM, Altona
 CKX, Brandon
 CKDM, Dauphin
 CFAR, Flin Flon
 CKBB, Barrie
 CFOB, Fort Frances
 CJLX, Fort William
 CFTJ, Galt
 CHIQ, Hamilton
 CKAR, Huntsville
 CKCR, Kitchener
 CKMP, Midland
 CHVC, Niagara Falls
 CFRA, Ottawa
 CFGM, Richmond Hill
 CHLO, St. Thomas
 CKAC, Montreal
 CJCH, Halifax
 KFYR, Bismarck, N.D.
 CFCL, Timmins
 CJCJ, Woodstock, N.B.
 CFOX, Montreal
 CHLT, Sherbrooke
 CKTS, Sherbrooke
 CHLN, Trois-Rivières
 CFCB, St. John
 WDAY, Fargo, N.D.
Television:
 CJDC-TV, Dawson Creek
 CFTK-TV, Terrace-Kitimat
 CFCN-TV, Calgary
 CFRN-TV, Edmonton
 CKSA-TV, Lloydminster
 CFQC-TV, Saskatoon
 CEM-TV, Thompson
 CKVR-TV, Barrie
 CKCO-TV, Kitchener
 CFCL-TV, Timmins
 CJCH-TV, Halifax
 KFYR-TV, Bismarck, Minot and Williston, N.D.
 WDAY-TV, Fargo, N.D.
 WPTZ-TV, Plattsburg, N.Y.
 KYLY-TV, Spokane, Wash.

PAUL MULVIHILL & CO. LTD.

Toronto — 77 York St. — EMPIRE 3-8814. Paul Mulvihill; Norm Bonnell; Wm. Wallace, Bus Sadler; Bob Dale.

Montreal — 1434 St. Catherine St. W., Room 506 — UNIVERSITY 1-7987. Radio — Sheldon Lodge. TV — Ken Billings.

The company represents these stations:—

Radio:
 CKBB, Barrie
 CKTB, St. Catharines
 CHOK, Sarnia
 CFCL, Timmins
 CFNB, Fredericton
 CJFX, Antigonish
 CHOV, Pembroke
 CJCH, Halifax
Television:
 CKVR-TV, Barrie
 CJCH-TV, Halifax
 CHOV-TV, Pembroke
 CFCL-TV, Timmins

NATIONAL-TIME SALES

Toronto — 2149 Yonge St. — HUDSON 7-3023. Sales Manager — Roy Green.

Montreal — 1396 St. Catherine St. W. — Room 216 — UNIVERSITY 1-0117. Sales Manager — Michael Mezo.

Represents the following stations:—

Radio:
 CFCP, Courtenay
 CKSW, Swift Current
 CFOB, Port Frances
 CFSL, Weyburn
 CJSL, Estevan
 CHVC, Niagara Falls
 CKOT, Tillsonburg
 CJQC, Quebec
 CKBC, Bathurst
 CJRW, Summerside

LORRIE POTTS & CO. LTD.

Toronto — 145a Yonge St. — WALNUT 1-8951. Manager — Lorrie Potts.

Montreal — 1117 St. Catherine St. W. — VICTOR 5-6448. Manager — Scotty Sheridan.

The company represents these stations:—

Radio:
 CFCW, Camrose
 CFAR, Flin Flon
 CFRY, Portage La Prairie
 CKPC, Brantford
 CFML, Cornwall
 CJLX, Port William
 CKLB, Oshawa
 CJIC, Sault Ste. Marie
 CJET, Smiths Falls
 CKNX, Wingham
 CKOX, Woodstock
 CJCJ, Woodstock, N.B.
 *CKEN, Kentville
 *CKAD, Middleton
 *CFAB, Windsor
 CFMB, Montreal
 *Evangeline Network

DIRECTORY OF SALES REPRESENTATIVES

QUALITY BROADCAST SALES

Toronto — Suite 341, Lord Simcoe Hotel, 150 King St. W. — 368-4545. President — W. E. Bellman. General Manager — Terry Bate.

Montreal — Toll free ZENith 5-3530. CHQM, Vancouver CJQM, Winnipeg CHQM-FM, Vancouver CJQM-FM, Winnipeg

RADIO-TELEVISION REPRESENTATIVES LTD.

Toronto — 76 St. Clair Ave. W. — 927-3221. President — Gordon Ferris. Executive Vice-President — Bob Quinn.

Montreal — 1411 Crescent St. — Avenue 8-4257. Bruce Young. Jon Porter.

Vancouver — 1131 Richards St. — Mutual 5-0288. Frank Jobes.

Winnipeg — 171 McDermott St. — Whitehall 3-0574. A. J. Messner.

The company represents these stations:—

Vancouver Radio: CERN, Edmonton
CKEK, CKSA,
Cranbrook Lloydminster
CJDC, Dawson CKYL, Peace
Creek River
CKNL, CKRD, Red Deer
Fort St. John CFQC, Saskatoon
CHUB, Nanaimo CFAM, Altona
CKCO, Quesnel CKX, Brandon
CFTK, Terrance-Kitimat CHIQ, Hamilton
CKDA, Victoria CKCR, Kitchener
CJJC, Langley CKMP, Midland
KPUG, CKAR, Muskoka-
Pary Sound
Bellingham CFBC, Saint John
CFNC, Calgary CFCM, Toronto
CFRN, Edmonton CFOX, Montreal
CKSA, Montreal Radio:
Lloydminster CJDC, Dawson
CKYL, Peace Creek
River CKNL, Fort St.
John
CKRD, Red Deer John
CFQC, Saskatoon CHUB, Nanaimo
CKSW, CKLG,
Swift Current Vancouver
CJGX, Yorkton CKDA, Victoria
CKDM, Dauphin CFTK,
CFMW-FM, Terrance-Kitimat
Winnipeg-St. CFCN, Calgary
Norbert CFNR, Edmonton
CFJR, Brockville CKYL, Peace
CFOB, River
Fort Frances CFQC, Saskatoon
CHIQ, Hamilton CFAM, Altona
CKCR, Kitchener CKX, Brandon
CKMP, Midland CHIQ, Hamilton
CKAR, Muskoka- CKCR, Kitchener
Pary Sound CKMP, Midland
CHWO, Oakville CKAR, Muskoka-
CFOR, Orillia Pary Sound
CFGM, Toronto CFCM, Toronto
CHOK, Sarnia CFBC, Saint John
CJIC, Sault
Ste. Marie
CJCS, Stratford
CKFH, Toronto
CHOW, Welland
CFOX, Montreal
CJQC, Quebec
CKDH, Amherst
Toronto Radio:
CJDC, Dawson
Creek
CKNL, Fort St.
John
CHUB, Nanaimo
CKLG, Vancouver
Spokane

CKDA, Victoria
CFTK, Thompson
Terrance-Kitimat WPTZ,
CFCN, Calgary Plattsburg, N.Y.

RADIO AND TELEVISION SALES INC.

Toronto — 85 Bloor Street East — Walnut 4-4477. Manager — Andy McDermott. Keith Kearney, Bill Tierney, Ted Brock.

Montreal — 1104 Windsor Hotel — University 6-2749. Manager — Jim McLennan.

The company represents these stations:—

Radio: CFDA, Victoriaville
CKEK, Cranbrook CKTR,
CJDV, Drumheller CKTR,
CHUC, Cobourg Trois Rivières
CJSP, Leamington CFLM, La Tuque
CHWO, Oakville CJLR,
CHLO, Quebec City
St. Thomas CKCN, Sept-Îles
CFRS, Simcoe WQDY, St.
CKBM, Stephen, N.B.
CFCB,
Montmagny Corner Brook
CKVL, Verdun- *CKVL-FM,
Montreal Montreal
* Separately programmed.
Radio and TV Sales is the major Canadian rep firm handling US stations — AM, FM & TV. The company lists more than 100 major outlets across the nation.

SCHARF BROADCAST SALES LTD.

Vancouver — 1006 Richards Street, Vancouver 2 — 684-6277. President — C. A. Brian Scharf.

Represents the following stations in Vancouver only:—

Radio: CFCF, Courtenay
CFWB, Campbell River
CJAV, Port Alberni
CKLG, Vancouver
CFAX, Victoria
KOMO, Seattle
CFCW, Camrose
CHED, Edmonton
CHEC, Lethbridge
CHAB, Moose Jaw
CKY, Winnipeg
CKY-FM, Kitchener
Winnipeg
CJLX, Timmins
Fort William CKRS-TV,
Jonquière
CHML, Hamilton CKBL-TV,
CFPL, London Matane
CFPL-FM, London CHAU-TV,
CFRA, Ottawa New Carlisle
CFCM-TV, Quebec
CFRA-FM, CKMI-TV,
Ottawa Quebec
CHUM, Toronto CKRN-TV, Rouyn
CHUM-FM, Quebec
Toronto CHLT-TV, Sherbrooke
CJMS, Montreal CHLT-TV,
CJMS-FM, Sherbrooke
Montreal
CKGM, Montreal
CKGM-FM, Halifax
Montreal.

STANDARD BROADCAST SALES COMPANY LTD.

Toronto — 37 Bloor St. W. — 924-5721. President — Waldo J. Holden. Vice-President — Arnold W. Stinson.

Montreal — 1407 Mountain St. — 824-2454. Vice-President — William V. Stoeckel.

The company represents the following stations:—

Radio: CJOB-FM, Winnipeg
CFRB, Toronto CKAC, Montreal
CKFM-FM, Toronto CJMT, Chicoutimi
CJAD, Montreal CHLN,
CJFM-FM, Three Rivers
Montreal CKH, Hull
CFMO-FM, CJBR, Rimouski
Ottawa CKCV,
CJOB, Winnipeg Quebec City
CJEM, Edmundston, N.B.

STEPHENS & TOWNDROW LTD.

Toronto — 1608 Carlton Tower, 2 Carlton St. — 368-3021. Managers — Bill Stephens and Ernie Towndrow. FM Division — Dick Sheppard.

Montreal — Suite 675, 2055 Peel St. — Victor 4-3975. Manager — Guy Royal.

The company represents these stations:—

Radio: CKNW, New Westminister
CHED, Edmonton Peterborough
CHAB, Moose Jaw CHUM, Toronto
CKY, Winnipeg CHUM-FM,
CKY-FM, Toronto
Winnipeg. CJMS, Montreal
CHML, Hamilton CKGM, Montreal
CFPL, London CKGM-FM,
CFPL-FM, Montreal
London

STOVIN-BYLES LTD.

Toronto — 400 Jarvis St. — 924-5764. Chairman of the Board — H. N. Stovin. President — W. D. "Bill" Byles. Exec. Vice-President — W. H. Clark. Vice-President and General Manager — A. E. Stewart. Vice-President and Manager, Eastern TV Division — F. G. Strange. Vice-President and Sales Manager, Western TV Division — W. S. MacDonald. Vice-President and Manager Radio Division — Jack Turrall.

Montreal — 1500 Stanley St., Room 522 — Victor 9-7731. Vice-President and Manager TV Division — J. R. Genin. Radio Division — J. R. Brooks.

Vancouver — 517 Crown Building, 615 W. Pender St. — Mutual 4-4831. Vice-President and Manager — J. W. Stovin.

Winnipeg — 1440 Rapelje, Polo Park. 772-2714. Manager — Harold Olson.

The company represents these stations:—

Radio: CKLN, Nelson
CJOR, Vancouver
(Toronto, Montreal, Winnipeg)
CKXL, Calgary
CHEC, Lethbridge
CJNB, North Battleford
CKOM, Saskatoon
CFSL, Weyburn (Winnipeg & Vancouver)
CJQB, Belleville
CFCO, Chatham
CKPR, Fort William
Port Arthur
CJRL-CKDR, Kenora-Dryden
CKWS, Kingston
CJKL, Kirkland Lake
CHEX, Peterborough
CFOS, Owen Sound
CFCH, North Bay
CKGB, Timmins
CFRB, Toronto (Winnipeg & Vancouver)
CKWW, Windsor
CFMB, Montreal
CJAD, Montreal (Winnipeg & Vancouver)
CKCW, Moncton
CJON, St. John's
ZBM, Hamilton, Bermuda
ZNS, Nassau, Bahamas
JBC, Kingston
Jamaica

Television: KVOS-TV, Vancouver
CHCA-TV, Red Deer (CHCA-TV 1 — Coronation, CHCA-TV 2 — Banff)
CHRE/AB-TV, Moose Jaw-Regina
CJON-TV, St. John's
(CJOX-TV — Argentina, CJCN-TV — Central Nfld.)
ZBM-TV, Bermuda
JBC-TV, Kingston, Jamaica

TYRRELL & NADON, BROADCAST REPRESENTATIVES LTD.

Toronto — 130 Morton St. — 485-0449. President — John Tyrrell.

Montreal — Suite 12, Palais du Commerce Bldg., 1600 Rue Berri — Victor 5-2616. President — Jean Nadon.

Vancouver — 1900 W. 4th Ave. — Regent 1-6511. — D. Macdonald.

The company represents these stations:—

CKCQ, Quesnel CFBV,
CKCQ-1, Smithers, B.C.
Williams Lake CHRD,
CHOW, Welland Drummondville
CFRG, Gravelbourg CHLC, Baie
CFNS, Saskatoon Comeau
C-FUN, Vancouver CHGB, Ste Anne
CJGX, Yorkton de la Pocatiere
CFTG, Alma CKEC,
CKSB, St. New Glasgow
Boniface

United States

ALL-CANADA RADIO & TELEVISION LIMITED

New York — 10 Rockefeller Plaza — CI, 6-1425. TV Director — Bill Townsend. Radio Director — Lloyd Johnston.

Detroit — Sheraton-Cadillac Hotel — 961-5438. Jack Sitta.

Chicago — 333 North Michigan Ave. — ST. 2-7494. Bob Flanigan.

San Francisco — 58 Sutter Street — DO. 2-7159. Sue Masterson.

Hollywood — 1901 West 8th St. — HU. 3-9671 — J. C. Gates.

Atlanta — 1371 Peachtree St. — RI. 7-3723. Clay Forker.

Dallas — 511 North Akard Building — TR. 5-6644. Allen Hundley.

The company represents these stations:—

Radio: CFAC, Calgary
CJOC, Lethbridge
Radio CHAT,
CHWK, Chilliwack Medicine Hat
CFVR, CKBI,
Abbotsford Prince Albert
Okanagan Radio CKRC, Winnipeg
CKOK, Golden Triangle
Penticton Radio
CKOW, Kelowna CKKW,
CJIB, Vernon Kitchener
CKPG, Prince George CKOJ, Guelph
CJAT, Trail CKOC, Hamilton
CKWX, Vancouver CJKL,
CFGP, Kirkland Lake
CFCH, North Bay
CJCA, Edmonton CKWS, Kingston
Peterborough CHEX,
CHAT-TV, Vancouver
CJIC, Sault Ste. Marie Medicine Hat
CKGB, Timmins CKWS-TV,
CKEY, Toronto Kingston
CKNX, Wingham CFPL-TV, London
CFCE, Montreal CFCH-TV,
CKLM, Montreal North Bay
CKCV, Quebec CHEX-TV,
CFCY, Peterborough
Charlottetown CKNX-TV,
CHSJ, Saint John Wingham
CHNS, Halifax CFCF-TV,
CJCB, Sydney Montreal
Television: CKSJ-TV,
CKPG-TV, Saint John
Prince George
CHAN-TV,

DONALD COOKE INCORPORATED

New York — 145 East 52nd St., New York 19 — Murray Hill 8-2190.

Chicago — 205 W. Walker Drive, ST. 2-5096.

Los Angeles — 111 North La Cienega Blvd., Beverly Hills — Olympia 2-1313.

San Francisco — 690 Market St., EX. 7-0536.

RADIO SALES

6 YEARS EXPERIENCE

Looking For Advancement
Write To

Canadian Broadcaster
Box A-725,
Canadian Broadcaster,
217 Bay Street, Toronto, Ont.

The company represents these stations:—
Radio:
 CKEK, Cranbrook
 CFBV, Smithers
 CHUB, Nanaimo
 CJAV, Port Alberni
 CKCQ, Quesnel
 CFAX, Victoria
 CFSL, Weyburn
 CFAM, Altona
 CHIC, Brampton
 CFOB, Port Frances
 CJRL, Kenora
 CHVC, Niagara Falls

CKOY, Ottawa
 CFGM, Richmond Hill-Toronto
 CHOK, Sarnia
 CFLM, La Tuque
 CKTR, Trois Rivières
 CKBW, Bridgewater
 CKEC, New Glasgow
 CFMB, Montreal

The company represents these stations:—
Radio:
 CKCW, Moncton
 CHFI, Toronto
Television:
 CKCW-TV, Moncton
 CKVR-TV, Barrie

KVOS-TV, Vancouver
 CJAY-TV, Winnipeg
 CHCH-TV, Toronto
 CHRE-TV, Regina

WEED & COMPANY

New York 17 — 535 Fifth Ave. — 212-867-2600. President — Joe Weed. Vice-President — Alfred L. Bonomolo, Rita Scarfone.
 Chicago 11 — 435 N. Michigan Ave. — 312-467-7070. C. C. Weed Senr. C. C. Weed Junr.

Atlanta — 1819 Peachtree Rd. N.W., Atlanta, Georgia — 404-876-8548. David Carpenter.

Boston 16 — Statler Building — 617-482-6117. Kay Chille.

Detroit 26 — 1610 Book Building — 313-961-2685. Bernard P. Pearse.

Beverly Hills — 111 N. LaCienega Blvd. — 213-652-1313. Lee F. O'Connell, James Walsh.

Portland 4 — 807 Wilcox Bldg. — 503-226-3973. H. S. Jacobson.

St. Louis 23 — 8138 Normal Drive. — 314-843-2400. Jack Hetherington.

San Francisco 5 — 681 Market St. — 415-392-1507. Ward Glenn.

Seattle 1 — 1001 Tower Bldg. — 206-624-6333. Jack Hauser.

Radio:
 CFJC, Kamloops
 CFTK, Terrace
 CJVI, Victoria
 CKOM, Saskatoon
 CFPA, Port Arthur
 CFPL, London
 CFRA, Ottawa
 CHOW, Welland
 CKAR, Huntsville
 CKSO, Sudbury
 CJMS, Montreal
 CKGM, Montreal
 CHNC, New Carlisle
 CJBR, Rimouski

CKBI-TV, Prince Albert
CFTK-TV, Terrace-Kitimat
CKX-TV, Brandon
CBWT, Winnipeg
CKCO-TV, Kitchener
CKSO-TV, Sudbury
CBLT, Toronto
CBOT, Ottawa
CBMT, Montreal
CHAU-TV, New Carlisle
CFCR-TV, Kamloops

THE DEVNEY ORGANIZATION INC.

New York — 347 Madison Ave, New York 17 — Murray Hill 3-5830. Manager — E. J. Devney.

Boston — 100 Boylston St. Manager — George C. Bingham. Hubbard 2-4370.

Chicago — 360 North Michigan Ave., Chicago 1. Manager — Ronald J. Durham. 312-263-5771.

Atlanta — 1819 Peachtree Rd. N.W., Atlanta, Georgia. Manager — Paul Carpenter. TRinity 6-8548.

Los Angeles — 1680 N. Vine St., Hollywood 28. Manager — Harlan G. Oakes. 213-464-7395.

San Francisco — 681 Market St., San Francisco 5. Manager — Ward Glenn. 415-392-1507.

Kansas City — 1012 Baltimore Bldg., Kansas City 5. Manager — Eugene F. Gray. 816-471-5502.

St. Louis — 915 Olive Street. Manager — Eugene F. Gray. 314-231-9151.

The company represents these stations:—

Radio:
 C-FUN, Vancouver
 CHFA, Edmonton
 CKSA, Lloydminster
 CFRG, Gravelbourg
 CJNB, North Battleford
 CKAC, Montreal
 CKCL, Truro
 CKY, Winnipeg
 CKCR, Kitchener
 CKLB, Oshawa
 CKPT, Peterborough
 CKTB, St. Catharines

CJET, Smiths Falls
 CJME, Regina
 CFNS, Saskatoon
 CKSE, St. Boniface
 CFCO, Chatham
 CJLX, Ft. William
 CFUL, Timmins
 CHUM, Toronto
 CJMT, Chicoutimi

Television:
 CKSA-TV, Lloydminster
 CFCL-TV, Timmins

**FORJOE-TV, INC. (TV)
 FORJOE & COMPANY,
 INC. (RADIO)**

New York — 230 Park Avenue, New York 17 — OREGON 9-6820. President — Joseph Bloom.

Chicago — 35 East Wacker Dr. — Central 6-7858.

Atlanta — Clarke Brown Co., 1182 W. Peachtree St., N.W. — TRinity 5-9539.

Los Angeles — 1540 North Highland Ave. — HOLLYWOOD 6-7279.

San Francisco — 681 Market St., San Francisco 5 — DOUGLAS 2-6979.

Dallas — Clark Brown Co. — 532 Fidelity Union Life Bldg., Dallas 1. (214) 742-5409.

The company represents these stations:—

Radio:
 CKXL, Calgary
 CHED, Edmonton
 CKLC, Kingston
 CKDA, Victoria

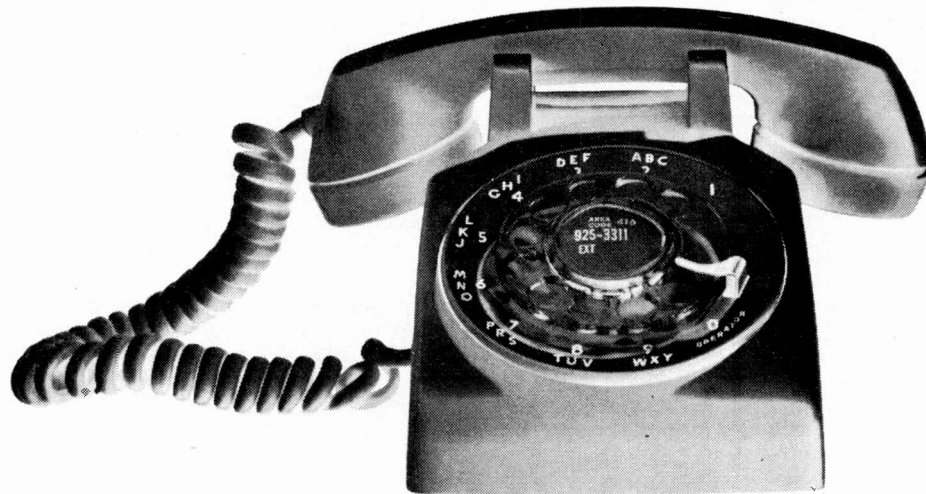
CFM-TV, Montreal
 CHCA-TV, Red Deer
 CJFB-TV, Swift Current

Television:
 CJPM-TV, Chicoutimi

E. S. SUMNER CORP.

New York — 620 Fifth Ave., New York 20 — LT. 1-8330. President — Gene Sumner. Leonard Ziegel.

Chicago — 333 N. Michigan Ave., Chicago, Ill. — ST. 2-0650. Carroll Layman.



**This remarkable device
 can help prevent a 17 billion dollar robbery**

Hurry. The robbery is taking place now. And tomorrow. And the day after tomorrow. But you can stop it if you act quickly. Simply follow these instructions: Phone the CBC. Ask them about availabilities on their 8 owned and operated TV stations. (They're called the Big Seven Plus One and they're located in the major markets across Canada. Plus one station in Corner Brook Nfld.) Jot down some of the more staggering facts. For instance, that these eight CBC O & O stations blanket 60% of the TV households in Canada. And that one phone is all that's needed to fill you in on availabilities for all of the Big Seven Plus One. (Same goes for information on programming. Ratings. Audience information or market data). One Phone call. A few minutes. That's usually all it takes. A CBC rep will have all the facts on your desk that same afternoon. Next, approach your clients. Explain to them that if they're not advertising on the Big Seven Plus One, they're robbing themselves of a share of 17 billion dollars. (The net effective buying income of the area covered by these stations). If more proof is asked for, show them our rating data. (It's very impressive). And, for the finishing touch, produce a list showing the cost per M situations offered by the Big Seven Plus One. (They're ridiculously low). So low in fact, you might even call them . . . a steal.

Oops.



CBC NATIONAL SELECTIVE TV SALES — CBUT Channel 2 Vancouver/CBXT Channel 5 Edmonton/CBWT Channel 3 Winnipeg/CBLT Channel 6 Toronto/CBOT Channel 4 Ottawa CBMT Channel 6 Montreal/CBHT Channel 3 Halifax/CBYT Channel 5 Corner Brook (Nfld.)

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. Some-thing 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.

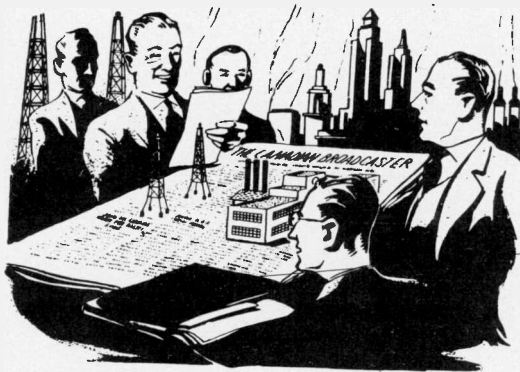
According to figures recently released by the Dominion Bureau of Statistics, the city of Timmins, Ontario, in the last census shows a population of 28,464, an increase of more than double over the previous figure of 14,200.

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 CJOB 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. Lately 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 all the ingredients that are needed to complete a picture. It celebrates the growth of the industry and its contribution to the service it renders.

To advance the interests of the industry, the CANADIAN BROADCASTER provides a platform for the exchange of views and information. It is a medium for the expression of ideas and the advancement of the industry as a whole. It is a publication of uninterrupted publication.

Finally, to our advertisers, we say: Thank you for the blind faith that you have placed in us. Thank you for the support that you have given us. Thank you for the blind faith that you have placed in us.

Richard S. 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 decorated studios and a new transmitter and watt R. C. A. Victor transmitter.

In conjunction with the regular R. C. A. Transmitter, the company operates short-wave station CFRN 2N, with its own gasoline engine power plant, for use where regular current is not available. Also, under the same call letters V D 2 N, 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.

U.S. REPS (Contd.)

- | | |
|-------------------|-------------------------|
| CKCH, Hull | CBXT, Edmonton |
| CKCV, Quebec | CHCT-TV, Calgary |
| Radio Nord, Rouyn | CJBR-TV, Rimouski |
| CFNB, Fredericton | CKMI-TV, Quebec City |
| CJEM, Edmundston | CFCM-TV, Quebec City |
| CKNB, Campbellton | CKRN-TV, Rouyn |
| CJLS, Yarmouth | CKTM-TV, Trois Rivières |
| CJON, St. John's | CBHT, Halifax |
| CFMO-FM, Ottawa | CJON-TV, St. John's |
| CFPL-FM, London | CJOX-TV, Argentina |
| CKGM-FM, Montreal | CJCN-TV, Grand Falls |
| Television: | CBYT, Cornerbrook |
| CBUT, Vancouver | |

YOUNG CANADIAN LIMITED

New York — 3 East 54th St., New York 22 — PLaza 1-4848. President — Adam Young. Vice-President — Thomas F. Malone.

Chicago — Prudential Plaza, Chicago 1 — MICHigan 2-6190. R. John Stella (TV), Earl W. Steil (Radio).

Detroit — 2940 Book Building, Detroit 26 — WOODward 3-6919. Manager — Dick Freeman.

Atlanta — 1182 West Peachtree St., N.W., Atlanta 9 — TRinity 3-2564. Manager — Harold M. Parks.

St. Louis — 915 Olive St. — MAIN 1-5020. Manager — Tom Dolan.

Los Angeles — 6290 Somerset Blvd., Hollywood 28. Manager — William L. Wallace.

Boston — 129 Newbury St. — CON-gress 2-1145. Manager — Wm. A. Queen.

Dallas — 1300 Tower Petroleum Bldg., Dallas 1. RIVERSide 8-5239. Clyde Melville.

San Francisco — 105 Montgomery St. — YUKon 6-5366. Robert Somerville (Radio), John M. Slocum (TV).

The company represents these radio stations:—

- | | |
|------------------------|-----------------------------|
| CKLN, Nelson | CJAF, Cabano |
| CKNW, New Westminster | CKRS, Jonquière |
| CFCN, Calgary | CKBL, Matane |
| CFRN, Edmonton | CKVL, Verdun (Montreal) |
| CKRD, Red Deer | CHRC, Quebec |
| CKRM, Regina | CJQC, Quebec |
| CFQC, Saskatoon | CJFP, Rivière du Loup |
| CJGX, Yorkton | CKRB, St. Georges de Beauce |
| CKX, Brandon | CHLT, Sherbrooke |
| CKDM, Dauphin | CKTS, Sherbrooke |
| CFAR, Flin Flon | CKLD, Thetford Mines |
| CJOB, Winnipeg | CHLN, Trois Rivières |
| CKBB, Barrie | CFDA, Victoriaville |
| CJBJ, Belleville | CKVM, Ville Marie |
| CFJR, Brockville | CKBC, Bathurst |
| CKPR, Fort William | CFBC, Saint John |
| CHML, Hamilton | CJFX, Antigonish |
| CFOR, Orillia | CJCH, Halifax |
| CFOS, Owen Sound | CFCB, Corner Brook |
| CHOV, Pembroke | VOCM, St. John's |
| CKCY, Sault Ste. Marie | |
| CFBR, Sudbury | |
| CHNO, Sudbury | |
| CFRB, Toronto | |

ADAM YOUNG INC.

New York — 3 East 54th St., New York 22 — PL. 1-4848. President — Adam Young. Executive Vice-president — James F. O'Grady Junr. Sales Manager — Arthur W. Scott. (In Chicago, Detroit, Atlanta, St. Louis, Los Angeles, Boston, Dallas and San Francisco, personnel listed under Young Canadian Ltd. also applies.)

Represents the following television stations:—

- | | |
|--------------------|--------------------------|
| CFCN-TV, Calgary | CKPR-TV, Port Arthur |
| CFRN-TV, Edmonton | Fort William |
| CHAB-TV, Moose Jaw | CKRS-TV, Jonquière |
| Regina | CKBL-TV, Matane |
| CFQC-TV, Saskatoon | CKRT-TV, Rivière du Loup |
| CJOH-TV, Ottawa | CHLT-TV, Sherbrooke |
| CHOV-TV, Pembroke | |

-- this is what you are buying
when you use Canadian Broadcaster
for your sales message
to our multi-million dollar market
of advertisers and agencies,
as well as broadcasters,
their reps and suppliers.

STATION and PERSONNEL REGISTER (Radio)

KEY

- | | | |
|-----------------------------|-----------------------|------------------------|
| 1. Owner or Company Name | 10. Music Director | 19. Chief Operator |
| 2. President (if a company) | 11. News Director | 20. Chief Engineer |
| 3. Manager | 12. Sports Director | 21. Toronto Reprs |
| 4. Assistant Manager | 13. Farm Director | 22. Montreal Reprs |
| 5. Commercial Manager | 14. Women's Director | 23. Winnipeg Reprs |
| 6. Production Manager | 15. Promotion Manager | 24. Vancouver Reprs |
| 7. Program Manager | 16. Traffic Manager | 25. U.S. Reprs |
| 8. Chief Announcer | 17. Copy Chief | 26. Station Birth Date |
| 9. Morning Man | 18. Librarian | |

CBC RADIO NETWORK STATIONS

BRITISH COLUMBIA

CFVR, ABBOTSFORD

250 watts on 1,240 kcs, linked with CHWK, Chilliwack, and operating as part-time satellite. Rest of time (40%) independent operation with separate staff. CBC

- (1) Fraser Valley Broadcasters Ltd.
(2 & 3) Murdo MacLachlan
(5) Bill Teetzel
(6) Bill Wolfe
(7) Jack Dodge
(26) 20 August, 1962

CFWB, CAMPBELL RIVER

250 watts on 1,490 kcs.
(1) CFCP Radio Ltd.
(2) Billy Browne
(3) Grant Lawrence
(5) Scott Hunter
(6 & 7) Brian Miles
(9) Grant Lawrence
(11 & 12) Dennis O'Leary
(16 & 17) Mrs Marilyn King
(20) Fred Grant
(21 & 22) National Times Sales
(23) Broadcast Reprs Ltd.
(24) Scharf Broadcast Sales
(26) Sept. 10, 1963

CHWK, CHILLIWACK

10,000 watts on 1,270 kcs. CBC
(1) Fraser Valley Broadcasters Ltd.
(2 & 3) Murdo MacLachlan
(5) Bill Teetzel
(6) Bill Wolfe
(7) Bill Wolfe
(9) Bob Singleton
(11) Keith Tutt
(13) Murdo MacLachlan
(15) Bill Teetzel
(16) Mrs B. Neads
(17) Tom Rennie
(20) Tony Shepherd
(21 to 25) All-Canada
(26) June 23, 1962

CFCP, COURTENAY

1,000 watts on 1,440 kcs. CBC
(1) CFCP Radio Limited
(2 & 3) William G. Browne
(5) Scott Hunter
(6) Barry Bell
(7) Grant Lawrence
(8) Billy Browne
(9) Grant Lawrence
(10) Barry Bell
(11 & 12) Dennis O'Leary
(13) Ron Dini
(14) Mrs Mickey Simms
(15) B. Browne
(16) Mrs Mickey Simms
(17) Myles Murchison
(18) Ron Lemon
(20) Fred Grant
(21 & 22) Air-Time Sales Ltd.
(24) Scharf Broadcast Sales Ltd.
(26) Sept. 1, 1959

CKEK, CRANBROOK - KIMBERLEY

1,000 watts on 570 kcs.
(1) East Kootenay Broadcasting Co. Ltd.
(2) B. Redisky

- (3) Lloyd J. Hoole
(5) Cornel Sawchuk
(9) Dick Mather
(11 & 12) Frank Matovich
(16) Mrs Marion Hume
(17) Jean Laker
(20) Jim Gillespie
(21 & 22) Radio & TV Sales Inc.
(23) A. J. Messner & Co.
(24) Radio & T. V. Reprs (BC) Ltd.
(25) Donald Cooke Inc.
(26) Oct. 19, 1957

CJDC, DAWSON CREEK

1,000 watts on 1,350 kcs.
(1) Radio Station CJDC (Dawson Creek B.C.) Ltd.
(2) H. L. Michaud
(3) Mike Lavem
(5) Bas Jamieson
(9) B. Jamieson
(11, 12 & 13) Al Kelly
(14 & 16) Verna Ophus
(17) Tom Willis
(18) Olga Jacobs
(20) R. Messner
(21 & 22) Radio Reprs.
(23) A. J. Messner & Co.
(24) Radio Reprs
(25) Donald Cooke, Inc.
(26) December 16, 1947

CKNL, PORT ST. JOHN

1,000 watts daytime (500 night) on 970 kcs.
(1) Northern Lights Broadcasting Ltd.
(2) J. Skelly
(3) M. Stevenson
(6 & 9) B. Leoppy
(10 & 11) E. Gould
(12) B. Harrison
(14 & 16) Faye Cowger
(17) B. Leoppy
(20) E. Friend
(21 to 24) Radio Reprs Ltd.
(26) June 21, 1962

CFJC, KAMLOOPS

10,000 watts daytime (1,000 watts nighttime) on 910 kcs. CBC.
(1) Inland Broadcasters Ltd.
(2) Ronald White
(3) Ian G. Clark
(4) Jean C. Ross
(5) Walter Harwood
(6 & 7) Walter Jones
(8 & 9) Neil Morrison
(10 & 11) Gordon Rye
(12) Walter Jones
(13) Gordon Rye
(14) Joan Patterson
(15) Jack Crane
(16) Loretta Schwartz
(17) Joan Patterson
(18) Paul Bickert
(19) Gordon Rye
(20) Kurf Reichenek
(21 to 24) All-Canada
(25) Weed & Company
(26) May 1, 1966

CKOV, KELOWNA

(See Okanagan Radio)
1,000 watts on 630 kcs. CBC
(1) Okanagan Broadcasters Ltd.
(2) Mrs G. T. Browne
(3) James H. Browne
(5) D. Dunn
(7) Blake Ennis
(9) Wayne Barry
(11) Jack Bews
(12) Bob Hall
(13) Mike Halleran
(15) Dave Dunn
(16) Marlene Dittrick
(17) Dave Dunn
(18) Mrs Gloria Mildenerger
(20) Arthur Vipond
(21 to 25) All-Canada
(26) Nov. 4, 1961

CJJC, LANGLEY

1,000 watts on 850 kcs.
(1) City and Country Radio Limited
(2 & 3) Joseph E. Chesney
(4, 5 & 6) Gordon Rose
(8) Gordon Rose
(9) Bob McLelland
(11 & 12) William Fox
(13) Bob Shewan
(14) Gordon Rye
(16) Marybeth Gyurocki
(17) Tom Holub
(18) Marlene Chemy
(20) Dave Pomeroy
(21, 22 & 23) Radio Reprs. Ltd.
(26) January 19, 1963

CHUB, NANAIMO

10,000 watts on 1,570 kcs.
(1) Nanaimo Broadcasting Corporation Limited
(2 & 3) Bob Giles
(5) Joe Lawlor
(6 & 7) Jack Kyle
(9) Lyall Feltham
(10) Jack Kyle
(11) Larry Thomas
(12) Larry Thomas
(15) Joe Lawlor
(16) Bob Golob
(17) Derril Rofsen
(20) John Morgan
(21 to 24) Radio Reprs. Ltd.
(25) Donald Cooke Inc.
(26) May 24, 1949

CKLN, NELSON

1,000 watts on 1,390 kcs. CBC.
(1) News Publishing Co. Ltd.
(3) Alan R. Ramiden
(9) Ken Scheelar
(13) Ian McFarlane
(14) Julia Dawne
(20) A. R. Ramsden
(21 to 24) Stovin-Byles Ltd.
(25) Young Canadian Ltd.
(26) July 15, 1959

CBC English Radio Network

Northwest Territories:

- CFYK Yellowknife
CHAK Inuvik
CFFB Frobisher Bay
CFWH Whitehorse

Atlantic Region:

- CFGB Goose Bay
CBY Cornerbrook
CBG Gander
CBT Grand Falls
CBN St. John's
CFCY Charlottetown
CJFX Antigonish
CKBW Bridgewater
CBH Halifax
CKEC New Glasgow
CBI Sydney
CKCL Truro
CJLS Yarmouth
CKBC Bathurst
CKNB Campbellton
CFNB Fredericton
CKMR Newcastle
CBA Sackville
CHSJ Saint John
CJCJ Woodstock

Mid Eastern Region:

- CBM Montreal
CJQC Quebec
CKTS Sherbrooke
CJBQ Belleville
CJNR Blind River
CFJR Brockville
CFOB Fort Frances
CKAR Huntsville
CJRL Kenora
CKWS Kingston
CJKL Kirkland Lake
CKCR Kitchener
CKLY Lindsay
CFPL London
CFCH North Bay
CFOR Orillia
CBO Ottawa
CFOS Owen Sound
CHOV Pembroke
CHEX Peterborough
CFPA Port Arthur
CHOK Sarnia
CJIC Sault Ste. Marie
CJET Smiths Falls
CJCS Stratford
CKSO Sudbury
CKGB Timmins
CBL Toronto
CBE Windsor

Prairie Region:

- CKX Brandon
CFAR Flin Flon
CHFC Fort Churchill
CBW Winnipeg
CBK Regina
CFAC Calgary
CFGP Grande Prairie
CBX Edmonton
CBXA Edmonton
CJOC Lethbridge
CHAT Medicine Hat

Pacific Region:

- CFVR Abbotsford
CFWB Campbell River
CHWK Chilliwack
CFPC Courtenay
CFJC Kamloops
CKOV Kelowna
CKLN Nelson
CKOK Penticton
CJAV Port Alberni
CKPG Prince George
CFPR Prince Rupert
CJAT Trail
CJU Vancouver
CJIB Vernon
CJVI Victoria

CBC French Radio

- CHAD Amos
CHGB Ville de la Pocatiere
CHLT Sherbrooke
CHNC New Carlisle
CJFP Rivière du Loup
CJAF Cabano
CJBR Rimouski
CKBL Matane
CJBM Causatscal
CKCH Hull
CKLD Thetford Mines
CKML Mont Laurier
CKLS La Sarre
CKRB Ville St. Georges
CKRN Rouyn
CKVD Val d'Or
CKVM Ville Marie
CHLN Trois Rivières
CFLM La Tuque
CHRL Roberval
CBF Montréal
CBV Québec
CBL Chicoutimi
CBAF Moncton
CJEM Edmundston
CFBR Sudbury
CFCL Timmins
CKSB St. Boniface
CFNS Saskatoon
CFRG Gravelbourg
CFGR Gravelbourg
CHFA Edmonton

À DRUMMONDVILLE TOUS SYNTONISENT
CHRD
Naturellement

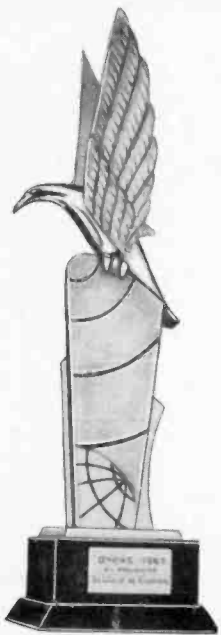
DRUMMONDVILLE, P.Q.

- REGIONAL POPULATION 155,000
- LOCAL MANUFACTURERS 64
- LOCAL SHOP WORKERS 9,320
- BUYING INCOME \$22,500,000
- MANUFACTURED PRODUCTS \$75,000,000

REPRESENTATIVES: TYRRELL & NADON BROADCAST REPRESENTATIVES Ltd.
130 Merton St., Toronto 7, Ont. 1600 Berrie St., Montreal, P.Q.

CHRD has now been serving Drummondville and region for 10 years

Gracias Marquēs!



Station CKVL takes great pride in accepting the latest arrival to its distinguished array of awards in the field of public service . . . THE "ONDAS" TROPHY, recently presented to Mr. Jack Tietolman, president of Station CKVL, by His Excellency Felix de Iturriaga, Marquēs del Romeral, Spanish Ambassador to Canada.

This trophy was awarded to Station CKVL for its original series of 10 half-hour dramatized case histories on "Cancer", prepared in co-operation with medical authorities for The Canadian Cancer Society. The series was presented without charge and broadcast by 22 other French radio stations in Canada. The program, entitled "L'ESPOIR" (HOPE), was judged the best scientific program of 1963 in the Spanish International Radio and Television ONDAS Awards at the Annual Festival in Barcelona.

"L'ESPOIR" is only one example of the more than 50 live programs produced weekly in the studios of CKVL. It is this "live" Radio concept which has brought international recognition to CKVL as one of the great radio stations in North America.

Representatives:

- Radio & Television Sales Inc.
Montreal — Toronto
- Young Canadian Ltd.
New York

*DAY

CKVL

VERDUN—MONTREAL

50,000 watts*

STATION and PERSONNEL REGISTER (Radio)

CKNW, NEW WESTMINSTER

10,000 watts on 980 kcs.
(1) Radio N.W. Ltd.
(2) Frank A. Griffiths, C.A.
(3) Bill Hughes
(4) Hal L. Davis
(5) Len Hopkins
(6) Bob Hutton
(7) Hal L. Davis
(8) Bob Hutton
(9) Len Hopkins
(10) Len Hopkins
(11) Warren Barker
(12) Jim Cox
(13) Glen M. Garvin
(14) Mrs Maureen Shaw
(15) Tony Antonias
(16) Len Hopkins
(17) Leo Haydamack
(18) Leo Haydamack
(19) Leo Haydamack
(20) Leo Haydamack
(21 & 22) Stephens & Towndrow
(23) Broadcast Repts Ltd.
(24) Young Canadian Ltd.
(25) August, 1944

OKANAGAN RADIO

Consists of CKOV, Kelowna; CKOK, Penticton; and CJIB, Vernon. Nationally the three stations are regarded as one. The National Okanagan Radio is staffed by Dave Dunn and Doug Glover. (P.O. Box 100, Kelowna, B.C.)

CKOK, PENTICTON

(See Okanagan Radio)
10,000 watts on 800 kcs. C.B.C.
(1) CKOK Ltd.
(2) Maurice P. Finnerty
(3) Ralph J. Robinson
(4) Harry G. Dane
(5) Dave Gamble
(6) Don Ewart
(7) Mike Mangin
(8) Don Ewart
(9) Bjorn Bjornson
(10) Dave Gamble
(11) Jack Wool
(12) Lou Hohenadel
(13) Mrs Bev Watts
(14) George C. Cameron
(15) Dave Gamble
(16) Jack Wool
(17) Lou Hohenadel
(18) Mrs Bev Watts
(19) George C. Cameron
(20) George C. Cameron
(21 to 25) All-Canada
(26) Sept. 13, 1948

CJAV, SEPT. ALBERN

250 watts on 1,240 kcs.
(1) CJAV Limited
(2 & 3) Kenneth Hutscheon
(4) Maurice Inwards
(5) Bill Gibson
(6) Bill Gibson
(7) Bill Gibson
(8) Zel Richards
(9) Bill Gibson
(10) Bill Gibson
(11) Mrs Irene Maskell
(12) John Horne
(13) Ivan Holloway
(14) Hardy Radio & T.C. Ltd.
(15) Ralph J. Judge & Co.
(16) A. J. Messner & Co.
(17) Scharf Broadcast Sales
(18) Donald Cooke Inc.
(19) April 1, 1946

JKPG, PRINCE GEORGE

250 watts on 550 kcs. CBC
(1) CKPG Limited
(2 & 3) Robert T. Harkins
(4) M. McDonnell
(5) Jack E. Carbutt
(6) & 7) Barry J. Hamelin
(8) Fred M. Morley
(9) Ab. D. Wiebe
(10) Arlene Goodley
(11) Ab. D. Wiebe
(12) Stan W. Davis
(13) & 14) All-Canada
(15) Feb. 8, 1946

JFPR, PRINCE RUPERT

250 watts on 1,240 kcs. Owned and operated by the Canadian Broadcasting Corporation.

CKCQ, QUEENSLAND

1,000 watts on 570 kcs.
(1) Cariboo Broadcasters Ltd.
(2) J. Fred Weber
(3) Dennis Reid
(4) John V. Boates
(5) & 7) G. H. McCall
(6) Bob Leckie
(7) D. Reid
(8) Bob Leckie
(9) Mona Nielson
(10) John V. Boates
(11) Mona Nielson
(12) Shirley Montgomery
(13) Miles Green
(14) Fred Straw
(15) Stan Davis
(16) & 17) Tyrell & Nadon
(18) A. J. Messner
(19) Donald Repe Ltd.
(20) Radio Cooke Inc.
(21) Aug. 28, 1957

CKCQ-1 WILLIAMS LAKE

250 watts on 1,240 kcs. Satellite of CKCQ, Quesnel; same staff. Programs originate from both stations and are carried simultaneously over both transmitters.

CFBV, SMITHERS

1,000 watts on 1230 kcs.
(1) CFBV Limited
(2 & 3) R.A. East
(4) & 5) M. J. Leveque
(6) R. T. Davy
(7) & 8) Tyrell & Nadon

(23) A. J. Messner Co. Ltd.

(24) Radio Repe Ltd.
(25) October, 1963

CFTK, TERRACE

1,000 watts on 1,140 kcs.
(1) Skeene Broadcasters Ltd.
(2) Managing Director - J. Fred Weber
(3) Wayne Seabrook
(4) & 7) Al Parfitt
(5) John Ford
(6) Campbell Lane
(7) Al Parfitt
(8) Hugh McLarty
(9) John McAllister
(10) Mrs Marg VanHerd
(11) John Ford
(12) Mrs Lorraine French
(13) Pat Frank
(14) Bill Simmonds
(15) John Nance
(16) & 17) Radio Repe Ltd.
(18) Weed & Co.
(19) Aug. 5, 1960

CJAT, TRAIL

1,000 watts on 610 kcs. CBC
(1) Koorenay Broadcasting Co. Ltd.
(2) A. S. Mawdsley
(3) Joseph P. Kobluk
(4) Robert W. Meneer
(5) Dave McCrady
(6) Dave Glover
(7) & 8) Al Peles
(9) Dave Townsend
(10) Gordon L. Fairweather
(11) & 12) All-Canada
(13) Dec. 25, 1951

CBU, VANCOUVER

10,000 watts on 890 kcs. Owned and operated by the Canadian Broadcasting Corporation.

C-FUN, VANCOUVER

10,000 watts on 1,410 kcs.
(1) Radio C-Fun Ltd.
(2) Gordon W. Burnett
(3) Douglas S. Greig
(4) & 5) Donald C. Macdonald
(6) Al Jordan
(7) Bob Robinson
(8) Al Jordan
(9) Brian Frost
(10) Mike Nielsen
(11) Mike Davies
(12) Peg Keenan
(13) Mike Hanson
(14) Barbara Tisman
(15) Aubrey Price
(16) Allison Kennedy
(17) Stan Davis
(18) & 19) Tyrell & Nadon
(20) Hardy Radio & T.C. Ltd.
(21) & 22) Devney Organization Inc.
(23) 1952

CHQM, VANCOUVER

10,000 watts on 1,320 kcs.
(1) Vancouver Broadcasting Associates Ltd.
(2 & 3) W. E. Bellman
(4) Gerry Altman
(5) Terry Garner
(6) Ron Grimster
(7) Ralph Daly
(8) Gerry Altman
(9) Mrs Anne Bolton
(10) Lyndon Grove
(11) Garry Gaudet
(12) Stan Davis
(13) & 14) Quality Broadcast Sales
(15) Dec. 10, 1959

CJOR, VANCOUVER

10,000 watts on 800 kcs.
(1) CJOR Limited
(2) Vice-President and Chief Engineer
A. H. Chandler
(3) Mrs G. C. Chandler
(4) Peter Kostick
(5) Roeland Koester
(6) Ron Cooper
(7) Ed Robinson
(8) Hank Bostart
(9) Dolores Grey
(10) Hector MacKay
(11) Mrs Anne McManus
(12) Art Chandler
(13) July 13, 1926

CKLG, VANCOUVER

10,000 watts on 780 kcs.
(1) Moffat Broadcasting Ltd.
(2) Lloyd E. Moffat
(3) Lewis R. Roskin
(4) Don Hamilton
(5) Sam Holman
(6) Frank Callaghan
(7) Monty MacFarlane
(8) Al Davidson
(9) Brad Keene
(10) Nancy Richer
(11) Don McTavish
(12) Lois Redstone
(13) Joy Cormier
(14) Don McKechnie
(15) Helmut Glaser
(16) Peter Mackintosh
(17) & 18) Radio Representatives Ltd.
(19) A. J. Messner & Co.
(20) Scharf Broadcast Sales
(21) Harlan Oakes & Assoc.
(22) Jan. 31, 1955

CKWX VANCOUVER

50,000 watts on 1,130 kcs.
(1) CKWX Radio Ltd.
(2) Arthur Holstead
(3) Wm. A. Speers
(4) General Sales Manager - Dick Lemme
(5) John Ansell
(6) Barrie Clark
(7) Ron Robinson
(8) Neil Nisbet
(9) Jim Robson
(10) Doug Reid
(11) John Berton
(12) Mrs Doreen Janko
(13) Jim Morris
(14) Charles R. Smith
(15) & 16) All-Canada
(17) April 1, 1923

CJIB, VERNON

(See Okanagan Radio)
1,000 watts on 940 kcs. CBC
(1) Interior Broadcasters Ltd.
(2) President & Managing Director - A. G. Seabrook
(3) Harry Gorman
(4) John Lishman
(5) T. J. O'Neill
(6) Bill Williams
(7) Mrs Mabel Johnson
(8) Don Warner
(9) Hannah Wier
(10) Mrs Herta Pospischil
(11) Mrs Belle Rounce
(12) Dell Valar
(13) & 14) Laurie Wright
(15) & 16) All-Canada
(17) Sept. 22, 1947

CFAX, VICTORIA

1,000 watts on 810 kcs.
(1) Saanich Broadcasting Ltd.
(2 & 3) Clare Copeland
(4) Hugh Curtis
(5) & 6) Doug Short
(7) & 8) Miller
(9) & 10) Doug Short
(11) Peter Shewring
(12) Carolyn Millar
(13) Jim McKenna
(14) Susan Clements
(15) Hugh Smith
(16) Garth Millar
(17) & 18) Charles Smith
(19) & 20) Air-Times Sales
(21) Brian Scharf
(22) Donald Cooke Inc.
(23) September 4, 1959

CJVI, VICTORIA

10,000 watts on 900 kcs. CBC
(1) Island Broadcasting Co. Ltd.
(2 & 3) William M. Guild
(4) Dick Batey
(5) Walter Cownden
(6) Joe Easingwood
(7) Gordon Williamson
(8) Mrs Mavis Cownden
(9) William Allen
(10) Robert McGill
(11) Mrs Rae Case
(12) Joe Sommers
(13) & 14) All-Canada
(15) Weed & Co.
(16) April 17, 1926

CKDA, VICTORIA

10,000 watts on 1,220 kcs.
(1) Capital Broadcasting System Ltd.
(2) President and General Manager - David M. Armstrong
(3) Executive Vice-President, National Sales Manager - Keith G. MacKenzie
(4) Local Sales Manager - Lee Hallberg
(5) Blain Fairman
(6) Secretary-Treasurer-Comptroller - Mrs Ruby Masters
(7) Operations Manager - David G. Hill
(8) Blain Fairman
(9) Mrs Anne Welton
(10) Phil Barter
(11) Bob Eillingham
(12) D. E. Taylor
(13) Sharon Williams
(14) Mrs Cy Roberts
(15) James P. Boudreau
(16) & 17) Radio Repe Ltd.
(18) A. J. Messner & Co.
(19) Radio Repe Ltd.
(20) Ted Wadson
(21) & 22) Radio Repe Ltd.
(23) A. J. Messner & Co.
(24) Radio Repe Ltd.
(25) Young Canadian Ltd. and Harlan G. Oakes
(26) Nov. 1, 1946

CFAC, CALGARY

10,000 watts on 960 kcs. C.B.C.
(1) Calgary Broadcasting Co. Ltd.
(2) G. Gatz
(3) Vice-President and General Manager
Don H. Hartford
(4) General Sales Manager and Assistant
Sales Manager - David F. Penn
(5) Retail Sales Manager - Gordon N. Walker
(6) & 7) Clarence F. Mack
(8) Jim Klareck
(9) Clarence Mack and Ned Corrigan
(10) Don McDermid
(11) Eric Bishop
(12) Bev Mannix
(13) Roy Elander
(14) Mrs Barbara Paulin
(15) Marion Lawrence
(16) Stanley C. Gilbert
(17) Earle C. Connor
(18) & 19) All-Canada
(20) May 2, 1922

CFCH, CALGARY

10,000 watts on 1,060 kcs.
(1) The Voice of the Prairies Ltd.
(2 & 3) H. Gordon Love
(4) Vice-President - Jas. A. Love
(5) Operations Mgr. - Gordon L. Carter
(6) Robert F. Irvine
(7) Don Thomas
(8) Gordon Kelly
(9) Bob Bell
(10) William L. Love
(11) Henry Viney
(12) Rosa Henry
(13) Larry Langley
(14) Radio Representatives
(15) Ron Somerville
(16) Louise Tetrault
(17) Frank B. Brand
(18) Don Williams
(19) Robert W. Lamb
(20) & 21) Radio Representatives Ltd.
(22) A. J. Messner
(23) Radio Representatives
(24) Young Canadian Ltd.
(25) May 18, 1922

CFCH, EDMONTON

5,000 watts on 680 kcs. CBC
(1) Radio Edmonton Ltee
(2) A. M. DeChene
(3 & 4) B. J. Gagnon

KEY

1. Owner or Company Name
2. President (if a company)
3. Manager
4. Assistant Manager
5. Commercial Manager
6. Production Manager
7. Program Manager
8. Chief Announcer
9. Morning Man
10. Music Director
11. News Director
12. Sports Director
13. Farm Director
14. Women's Director
15. Promotion Manager
16. Traffic Manager
17. Copy Chief
18. Librarian
19. Chief Operator
20. Chief Engineer
21. Toronto Reprs
22. Montreal Reprs
23. Winnipeg Reprs
24. Vancouver Reprs
25. U.S. Reprs
26. Station Birth Date

(5) Robert F. Irvine

(6) Don Thomas
(7) Gordon Kelly
(8) Bob Bell
(9) William L. Love
(10) Henry Viney
(11) Rosa Henry
(12) Larry Langley
(13) Radio Representatives
(14) Ron Somerville
(15) Louise Tetrault
(16) Frank B. Brand
(17) Don Williams
(18) Robert W. Lamb
(19) & 20) Radio Representatives Ltd.
(21) A. J. Messner
(22) Radio Representatives
(23) Young Canadian Ltd.
(24) May 18, 1922

CKXL, CALGARY

10,000 watts on 1,140 kcs.
(1) CKXL Ltd.
(2 & 3) Alastair R. MacKenzie
(4) Robert L. Knight
(5) E. Conville
(6 & 7) Robert L. Knight
(8 & 9) Donald Carlson
(10) M. Chase
(11) Andrew W. Philip
(12) Donald Carlson
(13) T. Primrose
(14) Mrs Pearl V. Borgal
(15) E. Aho
(16) Martha King
(17) & 18) Melford Hynes
(19) & 20) Melford Hynes
(21) & 22) Stovin-Byles Ltd.
(23) Forje & Co. Inc.
(24) April 29, 1922

CFCW, CAMROSE

10,000 watts on 790 kcs.
(1) Camrose Broadcasting Co. Ltd.
(2 & 3) Hal Yerna
(4 & 5) Warren H. Holte
(6 & 7) Rich Sims
(8) Bill Maxim
(9) Hiram Higby
(10) Curley Gurlock
(11) Tony Cox
(12) Jim Brown
(13) Bill Owen
(14) Shirley Johns
(15) Susan Butler
(16) Florence Carlson
(17) Dan Chomiak
(18) Curley Gurlock
(19) Ralph Allan
(20) Lindey Olson
(21) & 22) Lorrie Potts & Co.
(23) A. J. Messner & Co.
(24) Scharf Broadcast Sales Ltd.
(25) Nov. 2, 1954

CIDV, DRUMHELLER

5,000 watts on 910 kcs.
(1) Dinosaur Broadcasting (1957) Ltd.
(2 & 3) Tony Mayer
(4) Stan Sparling
(5) Tony Mayer
(6, 7 & 8) Bill Dowson
(9) Don Zemaits
(10) Pat O'Connor
(11 & 12) Jim Fisher
(13) Bill Cameron
(14) Mrs Ann Wilton
(15) Bill Dowson
(16) Mrs Peggy Finham
(17) Mrs Ann Wilton
(18) Pat O'Connor
(19) John Briuns
(20) John Briuns
(21 & 22) Radio & TV Sales Inc
(23) A. J. Messner & Co.
(24) Dec. 3, 1958

CBX, EDMONTON

10,000 watts on 1,010 kcs.
Owned and operated by the Canadian Broadcasting Corporation

CBYA, EDMONTON

250 watts on 740 kcs. Owned and operated by the Canadian Broadcasting Corporation.

CFRN, EDMONTON

50,000 watts on 1,260 kcs.
(1) Sunwapta Broadcasting Co. Ltd.
(2) G. R. A. (Dick) Rice
(3) & 4) A. J. (Red) Hopps
(5) & 6) G. A. Duffield
(7) Larry Shore
(8) Harvey Farmer
(9) Wm. (Bill) Hogle
(10) Al McCann
(11) Scott Flewitt
(12) Mrs Corinne Noonan
(13) Dale Rosborough
(14) Mary Collins
(15) John Barron
(16) Mrs Nadia Sinclair
(17) Ted Wadson
(18) & 19) Radio Repe Ltd.
(20) A. J. Messner & Co.
(21) Radio Repe Ltd.
(22) Young Canadian Ltd. and Harlan G. Oakes
(23) Nov. 1, 1946

CHED, EDMONTON

10,000 watts on 630 kcs.
(1) Radio Station CHED Ltd.
(2) Lloyd E. Moffat
(3) Murray D. Dyck
(4) Bill Syaks
(5) Jerry Forbes
(6) Claude Blackwood
(7) John Dolan
(8) Dick Taylor
(9) Wally Strang
(10) Elen Giles
(11) & 12) Radio Repe Ltd.
(13) A. J. Messner & Co.
(14) Radio Repe Ltd.
(15) Devney Organization Inc.
(16) April 1, 1957

CHFA, EDMONTON

5,000 watts on 680 kcs. CBC
(1) Stan Weiler
(2) Bob Burns

(6) Jacques Boucher

(7) A. Rouleau
(8) & 9) T. Forestier
(10) J. Theoret
(11) J. Simon
(12) M. Vandegooten
(13) G. Parada
(14) & 15) Hardy Radio & TV
(16) Broadcast Repe Ltd.
(17) Radio Repe Ltd.
(18) Devney Organizations Inc.
(19) Nov. 20, 1949

CJCA, EDMONTON

10,000 watts daytime (5,000 watts nighttime) on 930 kcs.
(1) Edmonton Broadcasting Co. Ltd.
(2) Gerry Gatz
(3) Rolfe Bames
(4) Ken Goddard
(5) Retail Sales Manager - Jack Sayers
(6) Don McFarlane
(7) Peg Miller
(8) & 9) Dalt Elton
(10) Vik Armen
(11) & 12) Walt Rutherford
(13) Peg Miller
(14) Joe Hawryluk
(15) Martha King
(16) Harry Boon
(17) & 18) Gordon Picard
(19) & 20) Gordon Skemie
(21) & 22) All-Canada
(23) May 2, 1922

CKUA, EDMONTON

10,000 watts on 580 kcs.
(1) Alberta Government
(2) Telephones
(3) John W. Hageman
(4) Tony W. Cashman
(5) O. F. Olson
(6) E. G. Evans
(7) & 8) Carl Noack
(9) Mrs Velda Barber
(10) A. Douglas Morton
(11) Noel Woodman
(12) Wm. Pinko
(13) Nov. 21, 1927

CFGP, GRANDE PRAIRIE

10,000 watts on 1,050 kcs. CBC
(1) Northern Broadcasting Corp. Ltd.
(2) H. E. Pearson
(3) C. A. Perry
(4) Jack Soars
(5) Gordon Pearcey
(6) Jack Soars
(7) & 8) Des Jardines
(9) G. Sprecker
(10) R. Sharples
(11) F. Tanner
(12) Mrs Helene Nyberg
(13) Jack Feka
(14) Mrs Barbara Cook
(15) Cecil Morton
(16) Jim de Roaldes
(17) & 18) All-Canada
(19) Nov. 2, 1937

CHEC, LETHBRIDGE

5,000 watts on 1,090 kcs.
(1) Southern Alberta Broadcasting Ltd.
(2) & 3) H. W. Brown
(4) Bob Wilson
(5) Jim Elliott
(6) Bruce Mitchell
(7) Veryl Todd
(8) Leo Dow
(9) Chris Pionka
(10) Carole Colwill
(11) Bob Macdonald
(12) & 13) Stovin-Byles Ltd.
(14) Scharf Broadcast Sales
(15) Aug. 28, 1959

CJOC, LETHBRIDGE

10,000 watts on 1,220 kcs. CBC
(1) Lethbridge Broadcasting Ltd.
(2) Hugh Pearson
(3) Arthur J. Balfour
(4) Eugene P. Ross
(5) Dan Taylor
(6) Daniel Taylor
(7) Bob Lambie
(8) Mrs Georgeson
(9) William Shelton
(10) Ron Makarenko
(11) Ron Watrough
(12) E. P. Ross
(13) Mrs Joan Couillard
(14) Mrs June Ravnborg
(15) Ray Georgeson
(16) Douglas Card
(17) & 18) All-Canada
(19) May 10, 1926

CKSA, LLOYDMINSTER

10,000 watts on 1,150 kcs.
(1) Sask-Alta Broadcasters Ltd.
(2) Arthur F. Shortell
(3) & 4) J.R.D. Findlay
(5) F. K. Clarke
(6) George Gonzo
(7) Wes Saunders
(8) J. Wood
(9) G. Barber
(10) Elmer Devore
(11) Brian Nielsen
(12) Elmer Jevrove
(13) Larry Gilchrist
(14) Myrna Reid
(15) Larry Gilchrist
(16) Elen Giles
(17) & 18) Radio Repe Ltd.
(19) A. J. Messner & Co.
(20) Radio Repe Ltd.
(21) Devney Organization Inc.
(22) April 1, 1957

CHAT, MEDICINE HAT

10,000 watts on 900 kcs.
(1) Monarch Broadcasting Co. Ltd.
(2) J. H. Yuill
(3) Ove Kope
(4) & 5) Tom Gunter
(6) George Ferguson
(7) Gerry Givens
(8) Tom Gunter
(9) Stan Weiler
(10) Bob Burns

(13) Mickey Lynch

(14) Mrs Barbara Morrison
(15) Bill Yuill
(16) Mrs Barbara Morrison
(17) Jack Hamilton
(18) Wayne Craven
(19) Sid Gaffney
(20) & 21) All-Canada
(22) Nov. 15, 1946

CKYL, PEACE RIVER

1,000 watts on 610 kcs.
(1) Peace River Broadcasting Corp. Ltd.
(2 & 3) John Skelly
(4) George Cambridge
(5) Chuck Benson
(6) John Skelly
(7) John Skelly
(8) & 9) John Skelly
(10) Barry Hawkins
(11) Faye Tanne
(12) John Skelly
(13) Faye Tanne
(14) Mickey Shatline
(15) Terry Nord
(16) Les Klement
(17) & 18) Radio Repe Ltd.
(19) A. J. Messner & Co.
(20) Radio Repe Ltd.
(21) Nov. 12, 1954

CKRD, RED DEER

10,000 watts daytime (1,000 watts nighttime) on 850 kcs.
(1) Central Alberta Broadcasting (1961) Ltd.
(2) Henry L. Flock
(3) Managing Director - Gordon Speckman
(4) General Manager and Commercial Manager - Bill Scott
(5) & 6) Rod Stephen
(7) & 8) Rod Stephen
(9) Rod Stephen
(10) Rod Stephen
(11) Glen Bunton
(12) & 13) Al Hammer
(14) Lee Jackson
(15) Pat Henry
(16) Mrs Marion Rowat
(17) Lee Jackson
(18) Ken Martin
(19) & 20) Radio Repe Ltd.
(21) & 22) Radio Repe Ltd.
(23) & 24) Radio Repe Ltd.
(25) Young Canadian Ltd.
(26) April 30, 1949

CFRG, GRAVELBOURG

5,000 watts on 710 kcs. CBC
(1) Radio-Gravelbourg Limitee
(2) Pierre Lafrance
(3) & 4) Dumont Lepage
(5) Leonard Beaudry
(6) Dumont Lepage
(7) Benoit Pariseau
(8) Benoit Pariseau
(9) Arthur Bouffard
(10) Miss Andre Audette
(11) Marcel Moor
(12) Benoit Pariseau
(13) Marcel Moor
(14) Miss Andree Audette
(15) Dumont Lepage
(16) & 17) Jeanne Beaugard
(18) Andree Audette
(19) & 20) Guy Prefontaine
(21) & 22) Tyrell & Nadon
(23) Devney Organization Inc.
(24) June 1, 1952

CFGR, GRAVELBOURG

250 watts on 1,230 kcs. CBC French Network. Nightime broadcasting only. Same staff as CFRG.

CHAB, MOOSE JAW

10,000 watts on 800 kcs.
(1) CHAB Ltd.
(2) Jack Moffat
(3) & 4) George Lawlor
(5) Dick Boume
(6) Ted Kelly
(7) Ted Kelly
(8) Carlene Budau
(9) Wally Machet
(10) Ken Newans
(11) Wally Machet
(12) Wally Machet
(13) Lillian Beckhold
(14) Mm Myrna McCombs
(15) Lillian Beckhold
(16) Mm G. McNamara
(17) Mrs Myrna McCombs
(18) Carlene Budau
(19) Dick Boume
(20) Mary Pickford
(21) & 22) Stephens & Towndrow
(23) A. J. Messner
(24) Scharf Broadcast Sales
(25) Weed & Co.
(26) July 7, 1922

STATION and PERSONNEL REGISTER (Radio)

KEY		
1. Owner or Company Name	10. Music Director	19. Chief Operator
2. President (if a company)	11. News Director	20. Chief Engineer
3. Manager	12. Sports Director	21. Toronto Reps
4. Assistant Manager	13. Farm Director	22. Montreal Reps
5. Commercial Manager	14. Women's Director	23. Winnipeg Reps
6. Production Manager	15. Promotion Manager	24. Vancouver Reps
7. Program Manager	16. Traffic Manager	25. U.S. Reps
8. Chief Announcer	17. Copy Chief	26. Station Birth Date
9. Morning Man	18. Librarian	

CBK, REGINA
50,000 watts on 540 kcs. Owned and operated by the Canadian Broadcasting Corporation.

CJME, REGINA
1,000 watts on 1,300 kcs.
(1) Midwest Broadcasters Ltd.
(2) J. Marsh Ellis
(3) Roy M. Malone
(4) Mrs. Jessie Ellis
(5) Terry J. Ennis
(6) Bob Zaren
(7) Jim Savage
(8) Hart Kirch
(9) Ron Dyck

(14) Marion Sherman
(15) G. Priest
(16) Mrs. Dora Fuller
(17) A. Diehl
(18) Mrs. Sandra Crook
(19) G. Proser
(20) T. Van Nest
(21 to 25) All-Canada
(26) 1934

CKCK, REGINA
5,000 watts on 620 kcs.
(1) Transcanada Communications Ltd.
(2) M. Sifton
(3) Jim Grzeszta
(4) Ron Lamborn
(5) Bob Bye
(6) Doug Alexander
(7) Johnny Sandison
(8) Jim Struthers
(9) Ken Milton
(10) Jim Struthers
(11) Mrs. Carol Gay Bell
(12) Ken Roland
(13) Mrs. Sylvia Little

(17) Vern Bell
(18) Mrs. Fran Renkas
(19) Howard Dean
(20 to 25) All-Canada
(26) July 29, 1922

CKRM, REGINA
10,000 watts daytime (5,000 watts nighttime) on 980 kcs.
(1) Western Communications Ltd.
(2 & 3) James T. Miller
(4) C. Johnson
(5 & 6) Bob Hill
(7 & 8) Ron Barnes
(9) Roy Brown
(10) Frank J. Flegel
(11) Beattie Martin
(12) Frank J. Flegel
(13) Peter Stenboom
(14) Gail Warwick
(15) Mrs. Lou Blakely
(16) Leonard V. Cozine
(17 & 18) Air-Time Sales Ltd.
(19) Broadcast Reps Ltd.
(20) Radio Reps Ltd.
(21) Young Canadian Ltd.
(22) Aug. 1, 1926

CFNS, SASKATOON
1,000 watts on 1,170 kcs. CBC French Network
(1) Radio-Prames-Nord Limitee
(2) Clotaire Denis Sr.
(3) Raymond J. Marcotte
(4) Gus Sander
(5) Raymond J. Marcotte
(6) Gaetan Deschenes
(7) Michel Sevigny and Jacques Landry
(8) Mrs. M. A. Papen
(9) Yves Beaupre
(10 & 11) Gaetan Deschenes
(12) Raymond J. Marcotte
(13) Mrs. Eva Billio
(14) Leonette Gareau
(15) Rose-Annette Desbiens
(16 & 17) Jean Lacroix
(18 & 19) Tyrrell & Nadon
(20) Radio Reps Ltd.
(21) Devney Organization Inc.
(22) Nov. 6, 1952

CFQC, SASKATOON
5,000 watts on 600 kcs.
(1) A. A. Murphy & Sons Ltd.
(2) W. A. Murphy
General Manager - Vern Dallin
(3) Roy Currie
(4) Euclide Bourassa
(5) Laurie Korchin
(6) Gordon Ross
(7) Denny Carr
(8) Mrs. Eleanor Gales
(9) Les Edwards
(10) Art Henderson
(11) Dennis Fisher
(12) Mrs. Martha Mills
(13) Margaret Morrison
(14) Mrs. Eleanor Gales
(15) Lynn Hoskins
(16 & 17) Radio Reps. Ltd.
(18) A. J. Messner & Co.
(19) Radio Reps. Ltd.
(20) Young Canadian Ltd. and Harlan Oak
(21) July 18, 1923

CKOM, SASKATOON
10,000 watts on 1,250 kcs.
(1) Saskatoon Community Broadcasting Co. Ltd.
President and General Manager - Robert A. Hostie
(2 & 3) William H. Stovin
(4) Arnold E. Stilling
(5) Gordon E. Walburn
(6) Jack McClung
(7) Gordon E. Walburn
(8) Don McDonald
(9) Arnold E. Stilling
(10) Dan Worden
(11) Lolamae Servis
(12) Mrs. Rosemarie Polowick
(13) Mrs. Inez McGowan
(14) Maynard Greer
(15) Wee & Co.
(16) June 8, 1951

CKSW, SWIFT CURRENT
1,000 watts daytime (250 watts nighttime) on 1,400 kcs.
(1) Frontier City Broadcasting Co. Limited
(2) D. W. Scott
(3) W. C. Gilbey
(4) Wm. Fries
(5) W. C. Gilbey
(6 & 7) Vince Dadds
(8) W. Gilbey
(9) G. Colledge
(10) D. Jacobson
(11) A. Wallman
(12) Mrs. June Smith
(13) D. W. Scott
(14) Mrs. Velma Clark
(15) Bonnie Sinclair
(16) Mrs. Joyce Nephin
(17) W. C. Gilbey
(18 & 19) National Time Sales
(20) Broadcast Reps. Ltd.
(21) Radio Reps. Ltd.
(22) June 1, 1956

CFSL, WEYBURN
1,000 watts daytime (250 watts nighttime) on 1,340 kcs.
(1) Soo Line Broadcasting Co. Ltd.
(2 & 3) Tom G. Laing
(4) Clare Moody
(5) John Deadlock
(6) D. Rust
(7) Jim Laing
(8) Terry Scouffer
(9) Mary Emile McGregor
(10) Mrs. Anne McIntyre
(11) Anne Miller
(12) Mrs. Kay Sommerville
(13) John Mitschke
(14 & 15) National Time Sales
(16 & 17) Stovin-Byles Ltd.
(18) Donald Cooke Inc.
(19) August 16, 1957

CJSL, ESTEVAN
1,000 watts on 1,280 kcs. Satellite of CFSL, Weyburn. Same staff.
CJGX, YORKTON
10,000 watts daytime (1,000 watts nighttime) on 940 kcs.
(1) Yorkton Broadcasting Co. Ltd.
(2) Fred K. Tully
(3) George G. Gallagher
(4) Merv Phillips
(5, 7, 8 & 9) Ed A. Laurence
(10) Lorne Harasen
(11) Jim Keilback
(12) Doug Sherwin
(13) Ken A. Dadds
(14) Mrs. Jean Coleridge
(15) Frank Miles
(16) Harry Melville
(17 & 18) Tyrrell & Nadon
(19) A. J. Messner & Co.
(20) Radio Reps Ltd.
(21) Young Canadian Ltd.
(22) August 28, 1927

CFAM, ALTONA
10,000 watts daytime (5,000 watts nighttime) on 1,290 kcs.
(1) Southern Manitoba Broadcasting Co. Ltd.
(2) Walter E. Kroecker
(3) Dennis Barman
(4) Elmer Hildebrand
(5) Leonard Enns
(6) Bill Kehler
(7) Ken Klassen
(8) Dr. B. ter Olson
(9) Mrs. Oilly Penner
(10) Ruth Dueck

(17) Jolene L. Esperance
(18) Hans Andriessen
(19) Roy MacDonald
(20) Reg. Durie
(21 & 22) J. Messner & Co.
(23) A. J. Messner & Co.
(24) Radio Reps. Ltd.
(25) Donald Cooke Inc.
(26) March 18, 1957

CKX, BRANDON
10,000 watts daytime (1,000 watts nighttime) on 1,160 kcs. CBC.
(1) Western Manitoba Broadcasters Ltd.
(2 & 3) John B. Craig
(4) Eric Davies
(5) Ernie Holland
(6) Frank Bird
(7) John Wallace
(8) Henry Stothard
(9) Frank Bird
(10) Wendy Fairbairn
(11) Mrs. Ruth Campbell
(12) Harold Donohue
(13) Humphrey Davies
(14 & 15) Radio Reps. Ltd.
(16) A. J. Messner & Co.
(17) Radio Reps. Ltd.
(18) Young Canadian Ltd.
(19) Dec. 1, 1928

CKDM, DAUPHIN
10,000 watts on 730 kcs.
(1) Dauphin Broadcasting Co. Ltd.
(2) A. T. Wamock, Q.C.
(3) J. Hugh Dunlop
(4) Irvin Wilbush
(5) Mrs. Audrey Mansoff
(6) Al Pascal
(7) Doug Simmons
(8) Al Pascal
(9) Mrs. Audrey Mansoff
(10) Jack Henderson
(11 & 12) Lou Hill
(13) Helen Henderson
(14) Al Pascal
(15) Valerie Kutz
(16) Mrs. Audrey Mansoff
(17) Doug Cooke
(18) Alan W. Watson
(19 & 20) Air-Time Sales Ltd.
(21) A. J. Messner & Co.
(22) Radio Reps. Ltd.
(23) Young Canadian Ltd.
(24) Jan. 7, 1951

CFAR, FLIN FLON
1,000 watts on 590 kcs. CBC.
(1) Arctic Radio Corp. Ltd.
(2) R. F. Mullaney
(3 & 4) K. W. Edmonds
(5) Murray Smith
(6) K. W. Edmonds
(7 & 8) Murray Smith
(9) M. Smith
(10) K. W. Edmonds
(11) Dave Byas
(12) Mrs. B. Figura
(13) Mrs. K. Krezeski
(14) G. Wietenga
(15) Eric Mason
(16 & 17) Lorie Potts & Co.
(18) A. J. Messner & Co.
(19) Radio Reps. Ltd.
(20) Young Canadian Ltd.
(21) Nov. 14, 1957

CHFC, PORT CHURCHILL
250 watts on 1,230 kcs. Owned and operated by the Canadian Broadcasting Corporation.
CFRY, PORTAGE LA PRAIRIE
1,000 watts on 920 kcs.
(1) Portage-De-la-Prairie Broadcasting Co. Ltd.
(2 & 3) Richard D. Hughes
(4 & 5) Jack E. Rollert
(6 & 7) Robert Clare
(8) Bob Love
(9) Curly Irwin
(10, 11, 12 & 13) Bob Love
(14) Nancy Trudeau
(15) Eric Sparke
(16) Mrs. Beulah Follert
(17) Mrs. Winifred Kennedy
(18) Ricky Hughes
(19 & 20) Lorie Potts & Co.
(21 & 22) Stovin-Byles Ltd.
(23) Oct. 18, 1956

CKSB, ST. BONIFACE
10,000 watts on 1,050 kcs. CBC French Network.
(1) Radio-Saint-Boniface Ltée.
(2) Roland Trudeau
(3) Roland Courture
(4) Steve Bohemier
(5) Flore Toupin
(6 & 7) Andre Mart in
(8) Christian Levey
(9) Valmore Gervais
(10) Maurice Leveque
(11) Ronald Courture
(12) Cecile Fredette
(13) Madeleine Painchaud
(14) Mrs. Aimee Simons
(15) Georges Laurent
(16) Roland Brodeur
(17 & 18) Tyrrell & Nadon
(19) Broadcast Reps. Ltd.
(20) Radio Reps. Ltd.
(21) Devney Organization Inc.
(22) May 27, 1946

CBW, WINNIPEG
50,000 watts on 990 kcs. Owned and operated by the Canadian Broadcasting Corporation.
CJOB, WINNIPEG
10,000 watts on 680 kcs.
(1) Radio OB Ltd.
(2) Frank Griffiths
General Manager - Rory MacLennan
National Sales Manager - Richard Moody
Local Sales Manager - Steve French
(3) R. Moody
(4) R. Moody (Nat'l)
(5) S. French (Local)
(6) Cliff Gaudin
(7) George McCloy
(8) Howard Langdale
(9) Dun can Anderson
(10) John McManus
(11) Michael Williams

(15) Ronald Krochuk
(16) Steve Smith
(17) Roy MacDonald
(18) Reg. Durie
(19 & 20) Standard Broadcast Sales Ltd.
(21) Broadcast Reps. Ltd.
(22) Radio Reps. Ltd.
(23) Young Canadian Ltd.
(24) Mar. 11, 1946

CKY, WINNIPEG
50,000 watts on 580 kcs.
(1) Moffat Broadcasting Ltd.
(2) Lloyd E. Moffat
(3) Sid Boyling
(4) Don McDermid
(5) Jim Barrin
(6) Jack Stewart
(7) Jack Wells
(8) Dennis Corrie
(9) Bill Thehill
(10) Jack Wells
(11) Bill Grogan and Dave Lyman
(12) Dick Turnbull
(13) Andy Malowan chuk
(14 & 15) Stephens & Townsend
(16) Scharf Broadcast Sales
(17) Devney Organization Inc.
(18) Dec. 31, 1949

CKRC, WINNIPEG
10,000 watts on 630 kcs.
(1) Transcanada Communications Ltd.
(2) Michael Sifton
(3) Robert J. Ross
(4) George Harper
(5) Robert K. MacDonald
(6) Ken Babb
(7) Don Slade
(8) Doc Steen
(9 & 10) Lee Sage
(11) Olga Chomey
(12) John Cochran
(13) Bill Cochran
(14) Len Giebb
(15) Avril Johnson
(16) Harry Taylor
(17) Bert Hooper
(18 to 25) All-Canada
(26) 1928

CKBB, BARRIE
10,000 watts on 950 kcs.
(1) Barrie Broadcasting Co. Ltd.
(2) Ralph T. Snelgrove
(3 & 4) Robert C. Hunter
(5 & 6) Stan Taylor
(7) Don Kay
(8) Wayne Bjorgan
(9) Bill Bennett
(10) Mrs. Wendy Hicks
(11) Janeen Teigland
(12) Mrs. Paul Henneby
(13) Harold Atkinson
(14 & 15) Marg Mulvihill & Co. Ltd.
(16) A. J. Messner & Co.
(17) Young Canadian Ltd.
(18) Aug. 31, 1949

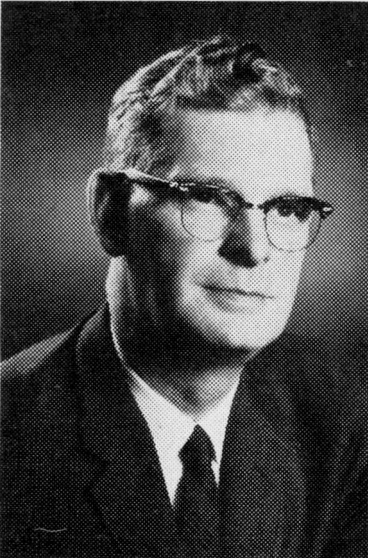
CIBO, BELLEVILLE
1,000 watts on 800 kcs. CBC
(1) Quinte Broadcasting Co. Ltd.
(2) Dr. G. A. Motton
(3) Frank C. Murray
(4 & 5) J. H. MacDonald
(6) Lee Jourard
(7) Frank C. Murray
(8 & 9) Tom Hookings
(10) Frank C. Murray
(11) Dave Sovereign
(12) Jack Devine
(13) Phil Flager
(14) Tom Hookings
(15) Lee Jourard
(16) Mrs. Marcia Wildgen
(17) Mrs. Margie P-H
(18) Mrs. Carol Palmer
(19) John Buchanan
(20 to 24) Stovin-Byles Ltd.
(25) Aug. 12, 1946

CINR, BLIND RIVER
1,000 watts on 730 kcs. CBC
(1) Nash Radio & TV Broadcasting Co. Limited
(2 & 3) Gene Marcon
(4 & 5) Fred Ives
(6 & 7) Paul Leonard
(8) Alan Thom
(9) Paul Leonard
(10) Art Christmas
(11 & 12) Paul Leonard
(13) Alan Thom
(14) Fred Ives
(15) Mrs. E. Fullerton
(16) Evelyn Fullerton
(17) Art Christmas
(18) Ray Rylatt
(19) Cam Logan & Associates
(20) A. J. Messner
(21) Young Canadian Ltd.
(22) March 1, 1958

CHIC, BRAMPTON
1,000 watts daytime (500 watts nighttime) on 730 kcs.
(1) Chic Radio Ltd.
Hemisphere Investments
(2) Leslie Allen
(3) Bruce McLeod - Vice-president and General Manager
(4) John Larke
(5 & 6) Don Gauthier
(7 & 8) Phil Ross
(9) Bette McDermott
(10) Bob Vanstone
(11) Barry Sharpe
(12) Bob Van Stone
(13) Bob Van Stone
(14) Mrs. Terry Beals
(15) Shelley Farter
(16) Bette McDermott
(17) Jack Elston
(18 & 19) Hardy Radio & TV Ltd.
(20) Donald Cook Inc.
(21) Dec. 23, 1953

CKPC, BRANTFORD
10,000 watts on 1,380 kcs.
(1) Telephone City Broadcasting Ltd.
(2) Mrs. Florence Buchanan
(3) Richard Buchanan
(4) Russ Waters
(5) Arnold Anderson
(6) Ken Hodge
(7) Arnold Anderson
(8) Gordon Cook
(9) Arnold Anderson
(10) James Featherston
(11) Mrs. Kit McDermott
(12) Glen Walker
(13) Mike Warren
(14) James Featherston
(15 & 16) Lorie Potts & Co.
(17) 1923

IN MEMORIAM



LLOYD E. MOFFAT

It is with deepest regret that family, friends, and associates in the Broadcasting Industry mark the passing of Lloyd Moffat March 8th, 1964.

Born in Regina in 1909, Lloyd Moffat spent his early years in Prince Albert, Saskatchewan where at the age of 22 he built radio station 10-BI with money saved from earnings as a stage electrician and theatre projectionist. The station which signed on with a power of 25 watts later became radio station CKBI with a power of 10-thousand watts. As an early indication of Lloyd's interest in human relations it was the first western Canadian station to receive a public service award from Variety Magazine.

At the time of his death Lloyd was president of Moffat Broadcasting Limited which owns and operates radio stations CKY in Winnipeg and CKLC in Vancouver. He was also president of radio CHED in Edmonton and Vice-President and Treasurer of CJAY-TV in Winnipeg.

Lloyd's interest in community affairs revealed itself in his many interests outside the Broadcasting Industry as well as in it. During the war years he served on the National War Finance Committee for Saskatchewan. He was a patron of the Boy Scouts Association of Manitoba and a director of the Winnipeg Urban Council of the Canadian Cancer Society.

His pioneering spirit and good works will be a source of inspiration and dedication to his contemporaries and future generations of Broadcasters.

MANITOBA

CFAM, ALTONA
10,000 watts daytime (5,000 watts nighttime) on 1,290 kcs.
(1) Southern Manitoba Broadcasting Co. Ltd.
(2) Walter E. Kroecker
(3) Dennis Barman
(4) Elmer Hildebrand
(5) Leonard Enns
(6) Bill Kehler
(7) Ken Klassen
(8) Dr. B. ter Olson
(9) Mrs. Oilly Penner
(10) Ruth Dueck



Executive — Hugh Clark, Executive Vice-President; Al Panza, Comptroller and Director; Alex Stewart, Vice-President and General Manager; (Seated) W. D. Byles, President; (Inset) Horace N. Stovin, Chairman of the Board.



Radio Division, Toronto
 Foreground: Jack Turrall, Vice-President and Manager; Ken Cooper, Assistant Manager; Ron Rains. Standing: Bill Todd, Bill Smith.



Montreal Office
 Front row, left to right: Dick Genin, Vice-President and Manager; Jack Brooks, Manager Radio Division. Second row, left to right: Pat Swift, Joan McCrory, Stuart Waldo, Patricia Belanger, Betty Saunders.



Television, Eastern Division, Toronto
 Frank Strange, Vice-President and Sales Manager; Brian Case, Don McAughtrie, John German.



Winnipeg Office
 Harold Olson, Manager Prairie Region; Kris Olson, Assistant Manager.



Promotion, Toronto
 Evelyn Crandell, Manager (seated); Gisela Weiss, Anne Harvey.



Television, Western Division, Toronto
 Stu MacDonald, Vice-President and Sales Manager; Dick Cutler, Forbes Calder, Rager Desloges.



Vancouver Office
 Jim Stovin, Vice-President and Manager; Elizabeth Bennett.

STOVIN-BYLES

Limited

Radio and Television Station Representatives
 MONTREAL TORONTO WINNIPEG VANCOUVER



"NOBODY SWEATS"



Read these candid, unexpurgated comments

"It's an absolutely professional unit. Has all the built-in features of a station control room."

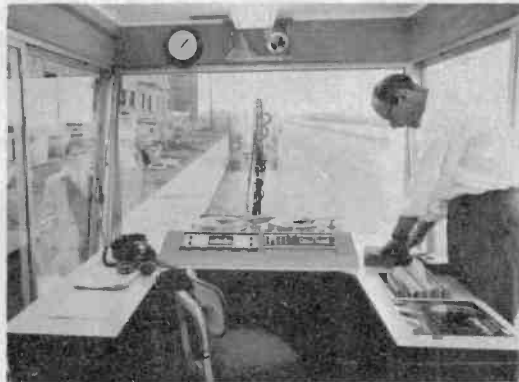
"We made a check-list, then went to all the manufacturers. Nobody had the completely right unit as a standard item — until Northern came up with this one. It has every single item that we specified."

"Best unit I ever worked with. Must have been designed by a broadcaster. All the controls are exactly where they should be."

"Our unit has to take a real pounding on rough roads. But when we get to a remote, we just connect up the lines, plug it in and we're in business."

"Our first unit (of two) is used in our Satellite Studio trailer. Because of its low heat output we saved the cost of extra blowers that other models would have needed."

"Northern are nuts to advertise this only as a remote unit. It would be a natural as a regular studio control room. A smaller



by some of the best pros in broadcasting

station could equip itself with a control room for six to eight thousand instead of up to sixty thousand."

"Maintenance is a snap. Just undo three screws and everything is readily accessible."

"The only thing that can stop this unit is lack of imagination by the station."

**TRANSPORTABLE PRODUCTION CENTRE
DESIGNED, ENGINEERED AND MANUFACTURED IN CANADA BY**

Northern Electric



COMPANY LIMITED

An all-Canadian company with over 17,000 employees.

These HARDY men head these thirty



ROBERT J. WALLACE
CKMR, Newcastle



JEAN POULIOT
CFCM-TV, Québec



J. A. PETE McNABB
CKLY, Lindsay



J. ARTHUR MANNING
CKCL, Truro
CKDH, Amherst



MAURICE BOULIANNE
CJSO, Sorel
CJLM, Joliette



OCTAVE LAPOINTE
CKBL, Matane



DAVID-ARMAND GOURD
CKRN-TV, Rouyn



J. EMILIEN BEAULIEU
CKSM, Showinigon



GUY BOIVIN
CKRS, Jonquière



DOUGLAS YOUNG
CKNB, Campbellton



RENE LAPOINTE
CKBL-TV, Matane



AURELE PELLETIER
CHRC, Québec



KENNETH HUTCHESON
CJAV, Port Alberni



DR. CHARLES H. HOUDE
CHAU-TV, Baie des Chaleurs



PIERRE STEIN
CHMC, New Carlisle



TOM BURHAM
CKRS-TV, Jonquière



JOHN EVANS
CFTJ, Galt



HENRI CHAMPAGNE
CHEF, Granby



LUC SIMARD
CKRT-TV, Rivière du Loup



JEAN LALONDE
CKJL, St. Jerome



RAOUL SAVARD
CJFP, Rivière du Loup



ALLAN BARKER
CHFM-FM, Calgary



ARTHUR P. FITZGIBBONS
CKMI-TV, Québec



FRANCO CAPELLARI
Radio Nord



T. D. TERRY FRENCH
CKLC, Kingston



BRUCE McLEOD
CHIC, Brampton



F. RICHARD THIBODEAU
CHRC-FM, Québec



BERNARD GAGNON
CHFA, Edmonton



JEAN-CLAUDE LEFEBVRE
CFLV, Valleyfield



W. D. MCGREGOR
CKCO-TV, Kitchener



ROY MALONE
CJME, Edmonton

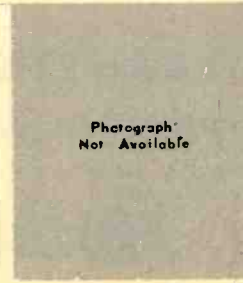


FRANCOIS L'ABBE
CKLD, Thetford Mines



Photograph
Not Available

BEAUCHE LEVESQUE
CHRL, Roberval



Photograph
Not Available

BEAUCHE VANIER
CKBS, St. Hyacinthe



Photograph
Not Available

BERNARD TURCOT
CHRS, St. Jean



Photograph
Not Available

GILBERT DESROSIERS
CKML, Mont Laurier

six* HARDY stations

*Each is a
community station
in the true sense.

*Each has a
prime objective —
to entertain
and inform.

*Each stands
behind its advertisers
whose use
of the station makes
its existence possible.

*Each station is
privately owned
and operated.

*Each station is
represented by—



TORONTO - EM. 3-9433 MONTREAL - VI. 2-1101

KEY		
1. Owner or Company Name	10. Music Director	19. Chief Operator
2. President (if a company)	11. News Director	20. Chief Engineer
3. Manager	12. Sports Director	21. Toronto Reps
4. Assistant Manager	13. Farm Director	22. Montreal Reps
5. Commercial Manager	14. Women's Director	23. Winnipeg Reps
6. Production Manager	15. Promotion Manager	24. Vancouver Reps
7. Program Manager	16. Traffic Manager	25. U.S. Reps
8. Chief Announcer	17. Copy Chief	26. Station Birth Date
9. Morning Man	18. Librarian	

CFR. BROCKVILLE
1,000 watts daytime(250 watts
night time) on 1,450 kcs. CBC
(1) Eastern Ontario Broadcasting
Co. Limited
(2 & 3) John A. Radford
(4) Tom Statham
(5) John A. Radford
(6 & 7) Jim Chapman
(8 & 9) John Larsen
(10) Jim Chapman
(11) Jack Radford
(12) Tom Statham
(13) Lloyd Ker
(14) Norine Kelly
(15) Jim Chapman
(16) Norine Kelly
(17) Tom Statham
(18) Jim Chapman
(20) G. Hinton
(21 to 24) Radio & TV Reps. Ltd.
(25) Young Canadian Ltd.
(26) April 1, 1926

CFCO. CHATHAM
1,000 watts on 630 kcs.
(1) Great Lakes Broadcasting Ltd.
(2 & 3) Don Hildebrand
(4) Robert Wood
(5) Clair Chambers
(6) Bob Bambury
(7) Mark Lade
(8) Earl Bradford
(9) Pat Conolly
(10) Harold Smith
(11) Joan Thompson
(12) Syd Pilkington
(13) Bob Anakin
(14) Gord Brooks
(15) to 24) Stovin-Byles Ltd.
(25) Devney Organization Inc.
(26) Sept. 2, 1926

CHUC. COBOURG
1,000 watts on 1,500 kcs.
(1) Radio CHUC Limited
(2 & 3) D. B. Williamson
(4) Donald Fox
(5) Bill McKay
(6) Doug Whelan
(7) Bill McKay
(8) Mrs Louise Guy
(9) Don Fox
(10) Ken Vinen
(11) Mrs Louise Guy
(12) Gordon Skinner
(13 & 25) Radio & TV Sales
Inc.
(26) Aug. 28, 1957

CFML. CORNWALL
1,000 watts on 1,110 kcs.
(1) Madame Madeleine
Laframboise
(2 & 3) Madeleine Laframboise
(4) Fern Desrosiers
(5) Jean M. Beliveau
(6, 7 & 8) Claude Renard
(9) Jean M. Beliveau
(10) P. Marcotte
(11) R. Thibault
(12) Claude Filion
(13) Guy Vachon
(14) Paul Roy
(15) Claude Filion
(16) Robert Thibault
(17) M. Millet
(18 & 22) Lorie Potts & Co.
(26) November 11, 1959

CJSS. CORNWALL
1,000 watts on 1,220 kcs.
(1) Tri-Co Broadcasting Ltd.
(2) Dr. Elzear Emond, M.D.
(3) G. F. Grady
(4) Bill Galtant
(5) Ron Clingen
(6) Reg McCausland
(7 to 24) All-Canada
(25) Weed & Co.
(26) June 1, 1959

CFOB. FORT FRANCES
1,000 watts on 800 kcs. CBC
(1) Border Broadcasting
Limited
(2 to 7) D. A. (Don) Fawcett
(8) Gordon McBride
(9) Jim Coghill
(10) Keith Vettergreen
(11) Dennis Soar
(12) Don Halling
(13) Dan Rose
(14) Don Halling
(15) Keith Vettergreen
(16) Dolores Fraser
(17) Mrs V. Plummeridge
(18) Don Ryan
(19) Brian Petsnick
(20) Oscar Petsnick
(21 & 22) National Time Sales
(23) A. J. Messner & Co.
(24) Radio Reps Ltd.
(25) Donald Cooke Inc.
(26) Nov. 11, 1944

CJLX. FORT WILLIAM
10,000 watts on 800 kcs.
(1) Lakehead Broadcasting
Company Limited
(2 & 3) R. P. MacGowan
(4) W. J. Clemens
(5) Gary Parkhill
(6 & 7) Gary W. H. Parkhill
(8) Mrs Joan Howrigan
(9) Craig Edwards
(10) Johnny Elder
(11) Dave Carter
(12) Sylvia O'Brien
(13) Russ Simpson
(14) Mrs Mary Smyth
(15) Ray Dee
(16) Wally Raymond
(17) Kurt Mayer
(18 & 22) Lorie Potts & Company
(19) A. J. Messner & Company
(20) Scharf Broadcast Sales Ltd.
(21) Devney Organization Inc.
(23) 1959

CKPR. FORT WILLIAM
5,000 watts daytime (1,000 watts
nighttime) on 580 kcs.
(1) H. F. Dougall Co. Ltd.
(2) H. Fraser Dougall
(3 & 5) George D. Jeffrey
(6 & 7) Wm. G. Moyer
(8) Gerry Godin
(9) Wm. G. Moyer
(10) Wm. G. Moyer
(11) Ron Knight
(12) Hal Lee
(13) Wm. G. Moyer
(14 & 15) Dorothy Hopkins
(16) Mrs Kay Hakala
(17) Betty Johnston
(18) Dorothy Hopkins
(19) W. Thompson Ross
(20) Gerhardt Buetow
(21 to 24) Stovin-Byles Ltd.
(25) Young Canadian Ltd.
(26) Feb. 3, 1931

CFTJ. GALT
250 watts on 1,110 kcs.
(1) The Galt Broadcasting Co. Ltd.
(2 & 3) John V. Evans
(4) A. C. Bond
(5 & 6) John Ebertson
(7) Betty Burke
(8) Mary Lillie
(9) Patrick Stone
(10) Hardy Radio & TV
(11) Ralph J. Judge & Co.
(12) A. J. Messner & Co.
(13) Sept. 17, 1954

JOY. GUELPH
10,000 watts daytime(5,000 watts
nighttime) on 1,460 kcs.
(1) CJOY Limited
(2) W. O. Slatter
(3) General Manager -
F. T. Metcalf
(4) Station Manager -
J. A. Jackson
(5 & 6) J. D. LeBlanc
(7) Gordon Field
(8 & 9) Norman Jary
(10 & 11) Wm Shackleton
(12) Robert Nagvob
(13 to 25) All-Canada
(26) June 14, 1948

CHIQ. HAMILTON
5,000 watts on 1,280 kcs.
(1) CHIQ Limited
(2) Irving Zucker
(3) Jack Schoone
(4) G. Morrato
(5) R. Galt
(6 & 7) G. Forsythe
(8) S. Randazzo
(9) B. A. Rogers
(10) Les Rooke
(11 & 12) Radio Reps. Ltd.
(13) Spot Time Sales
(14) November 14, 1960

CHML. HAMILTON
5,000 watts on 900 kcs.
(1) Maple Leaf Broadcasting Co. Ltd.
(2) Kenneth D. Soble
(3) Vice-President and
Manager - T. E. Darling
(4) Station Manager - Wm. E. Hall
(5) Bill Reid
(6) R. O. Horning Jr.
(7) Don Johnston
(8) Norm Marshall
(9) Mike Thompson
(10) Mrs June Archer
(11) Agnes Anderson
(12) Ed Preston
(13 & 22) Stephens &
Towndrow Ltd.
(14) Scharf Broadcast Sales
(15) Young Canadian Ltd.
(16) May 9, 1927

CKOC. HAMILTON
5,000 watts on 1,150 kcs.
(1) Wentworth Radio Broadcasting
Co. Ltd.
(2) Clifford Sifton
(3) Vice-President and
General Manager -
William T. Cranston
(4) Wm. E. Ballantyne
(5) John M. Hill
(6) John Larocque
(7) Jack Haney
(8) Gary Summers
(9) Lyn Cooper
(10) Mrs Dorothy Howe
(11) Mrs Margaret MacLaren
(12 & 19) Arthur N. Todd
(13) Leslie Horton
(14 to 25) All-Canada
(26) May 1, 1922

CKAR. HUNTSVILLE
1,000 watts on 630 kcs. CBC
(1) Muskoka-Perry Sound
Broadcasting Ltd.
(2) G. Norris MacKenzie
(3) Garth Thomas
(4) Robert Carpenter
(5 & 7) Garth Thomas
(6) Gary McColman
(8) George Grant
(9) King Perry
(10) Garth Thomas
(11) Douglas Tippet
(12) Mrs Melva Halden
(13) Robert Carpenter
(14) Gail Markie
(15) Mrs Melva Halden
(16) Albert Vandersteeg
(17 & 22) Radio & TV Reps.
(18) A. J. Messner
(19) Radio Reps.
(20) Weed & Co.
(21) June 14, 1958

CKAR-1. PARRY SOUND
250 watts on 1,340 kcs. Satellite
of CKAR, Huntsville. Same Staff.

CJRL. KENORA
1,000 watts on 1,220 kcs. CBC
(1) Lake of the Woods
Broadcasting Ltd.
(2 & 3) Stuart King
(4) P. Lawrence
(5 & 9) Denis Belleville
(6) Gordon Cairns
(7) Howard Green
(8) Dorothy Shields
(9) Joan Reynard
(10) Bunny Rickman
(11) Dorothy Shields
(12) Dick Queen
(13 & 24) Stovin-Byles Ltd.
(14) Donald Cooke Inc.
(15) Feb. 18, 1959

CKDR. DRYDEN
1,000 watts on 900 kcs. Sate-
lite transmitter of CJRL, Kenora
(26) August 1963

CKWS. KINGSTON
5,000 watts on 960 kcs. CBC
(1) Frontenac Broadcasting
Co. Ltd.
(2) Sen. Rupert Davies
(3) Roy Hofstetter
(4) Leo Clark
(5 & 7) Carl Cogan
(6) Bryan Olney
(8) Ken Horton
(9) Carl Cogan
(10) Floyd Patterson
(11) Max Jackson
(12) Lloyd Cowie, B.SCA
(13) Arlene Robertson
(14) Chris Davies
(15) Mrs Frances Harvey
(16) Mrs Eva Howard
(17) Deryk Spink
(18) David Travers
(19) Gord Backus
(20) to 24) Stovin-Byles Ltd.
(25) All-Canada
(26) Aug. 31, 1942

CKKL. KIRKLAND LAKE
5,000 watts on 560 kcs. CBC
(1) Kirkland Lake Broad-
casting Ltd.
(2) Mrs Irma Brydson
(3) William King
(4 & 5) Clyde Brydle
(6 & 7) Ron Smith
(8) Al Thomas
(9) Gerry Cochran
(10) Boyd Clowater
(11) Mrs A. Thompson
(12) Mrs Jane Milligan
(13) Fleurette Watson
(14) C. L. Spence
(15 to 24) Stovin-Byles Ltd.
(25) All-Canada
(26) March 30, 1934

CKKR. KITCHENER
10,000 watts on 1,490 kcs CBC
(1) Kitchener-Waterloo
Broadcasting Co. Ltd.
(2) J. Irving Zuckert
(3) J. Schoone
(4) Sales Mgr - Wm Radiff
(5) Jack Schoone
(6 & 9) Ian Byers
(10) Jeannette Lavary
(11) Jon Hartman
(12 & 22) Radio Reps Ltd.
(13) A. J. Messner
(14) Radio Reps Ltd.
(15) Devney Organization Inc.
(16) June 29, 1959

CKKW. KITCHENER
1,000 watts on 1,320 kcs.
(1) Central Ontario Television
Ltd. (Radio Div.)
(2) C. A. Pollock
(3) Len C. Evans
(4) Gordon Hutton
(5) Don Wilcox
(6) Dan Fisher
(7) Stu Kenney
(8) Gary McLaren
(9) Mike Nolan
(10) Don Wilcox
(11) Mrs Elaine Cole
(12) Bill Whiting
(13) Mrs Stella Keller
(14) Larry Cole
(15) Mrs Phyllis Hugill
(16) Paul Turchin
(17 to 25) All-Canada
(26) July 29, 1959

CJSP. LEAMINGTON
1,000 watts on 710 kcs.
(1) Sun Parlor Broadcasters
Ltd.
(2) Robert M. Clark
(3 & 5) John C. Garton
(6 & 7) Lou F. Tomasi
(8, 9 & 10) Craig Cole
(11) Arthur S. Gadd
(12) John C. Garton
(13) Barry E. Chamberlain
(14) Mrs Joanne Fillimore
(15) Arthur S. Gadd
(16) Mrs Effie Roach
(17) R. Helmer
(18) W. McLean
(19) Bob Stevens
(20) Bob Stephens
(21 & 22) Radio & TV Sales
Inc.
(23) Broadcast Reps Ltd.
(24) Geo T. Hopewell Inc.
(25) Feb. 19, 1955

CKLY. LINDSAY
1,000 watts on 910 kcs.
(1) Greg-May Broadcasting
Ltd.
(2 & 3) J. A. McNabb
(4) Don Blakey
(5) Rolland Hunt
(6) Bob Carter
(7) Tony Jock
(8, 11, 12 & 13) Gordon Catt
(9) Gloria Barrett
(10) Jim Bagshaw
(11) Mrs Donna Wardlaw
(12) Mrs Helene Scott
(13) Tony Jock
(14) Rolland Hunt
(15) Hardy Radio & TV
(16) Ralph J. Judge & Co.
(17) Scharf Broadcast Sales
(18) December, 1955

CFPL. LONDON
10,000 watts on 980 kcs. CBC.
(1) The London Free Press
Printing Co. Ltd.
(2) W. J. Blackburn
(3) Ward Cornell
Sales Manager -
Charles N. Knight
(4) John Dickins
(5) Hugh Bremner
(6) Peter James
(7) Roy Jewell
(8) Mrs Jean Barnes
(9) John M. Iltman
(10) Lloyd Wright
(11) Deborah Dennis
(12) Keith Roberts
(13) Glen Robbittie
(14 & 22) Scharf Broadcast Sales
(15) Weed & Co.
(16) Sept. 30, 1922

CKSL. LONDON
5,000 watts on 1,200 kcs.
(1) London Broadcasters Ltd.
(2) F. Vincent Regan
(3) John Funston
(4) Bill Robinson
(5) Jim Alexander
(6 & 7) Hal Gibson

THE HIGHEST AM RADIO TOWERS IN CANADA . . .

When CJAD increases power to 50,000 watts, its signal will be transmitted from the highest AM radio towers in Canada. Soon the number one English radio station in Canada's largest city will enable advertisers to REACH MORE and SELL MORE.



Represented by
STANDARD BROADCAST SALES LIMITED
Montreal — Toronto
STOVIN-BYLES LIMITED
Winnipeg — Vancouver

- (9) Frank Proctor
 - (11) Ed Blake
 - (12) Tom Dalby
 - (15) Art Barbel
 - (16) Grace Howland
 - (17) Charles Sterne
 - (18) Dan MacDonald
 - (19) Jeff Guy
 - (20) Bill Post
 - (21 & 22) Air-Time Sales
 - (23 & 24) Radio Repts. Ltd.
 - (25) Young Canadian Ltd.
 - (26) June 24, 1956
- CKMP, MIDLAND**
250 watts on 1,230 kcs.
(1) Midland Penetang Broadcasting Ltd.
(2 & 3) R. B. Armstrong
(5) Al Jensen
(7) B. Armstrong
(9) Gary Page
(11) Mike Cranston
(12) Al Jensen
(13) Bruce Armstrong
(14) Mrs Jean Stanway
(16) Mrs Em. Armstrong
(17) Mrs Jean Stanway
(19) Jim Armstrong
(20) Frank Cantow
(21 to 24) Radio Repts. Ltd.
(26) July 1, 1959
- CHVC, NIAGARA FALLS**
10,000 watts on 800 kcs.
(1) Radio Station CHVC Ltd.
(2) James O'Brien
Operations Manager -
Ed Houston
(4) A. W. Blakely
(5) Rick Jeaneret
(12) Ed Felstead
(13) Keith Clay
(14) Mrs Emily Lamb
(16) Mrs Edith Guild
(17) Mrs Alma Miles
(18) Mrs Clara Carr
(19) John Boyrs
(20) Jack Boyrs
(21 to 25) All-Canada
(26) June 1, 1947
- CFCH, NORTH BAY**
10,000 watts daytime (5,000 watts
nighttime) on 800 kcs. CBC
(1) Northern Broadcasting
Limited
(2) Mrs P. A. Campbell
(3) Reg Caine
(5) Clarence Houston
(6 & 7) Bruce Ruggles
(8) Terry Spearin
(9) Terry McInnis
(11) Don Delapante
(12) Pete Handley
(13) Reg Finemore
(14) Mrs Meri Craven
(15) Jeanine Butler
(16) Mrs Melba Rainville
(17) Erna Higgins
(18) Gail Libery
(19) Jim Hadwin
(20) Dave Mee
(21 to 24) Stovin-Byles Ltd.
(25) All-Canada
(26) March 4, 1951
- CHWO, OAKVILLE**
1,000 watts daytime (500 watts
nighttime) on 1,250 kcs.
(1) CHWO Limited
(2 & 3) Howard C. Caine
(5) Victor Tipple
(6) Richard George
(7) Mrs I. Caine
(9) Don Weaver
(10) Richard George
(11) Stan Switzer
Night News Editor - John
Langton
(14) Mrs Jean Caine
(16) Mrs Nell Greensides
(17) Mrs Kai Parker
(20) Ken Weitzel
(21) Direct EM 6-7182
(22) Radio & TV Sales Inc.
(23) Broadcast Repts Ltd.
(24) Radio Repts. Ltd.
(26) Nov. 17, 1955
- CFOR, ORILLIA**
10,000 watts daytime (1,000
watts nighttime) on 1,570 kcs.
CBC
(1) CFOR Ltd.
(2 & 3) Gordon E. Smith
(4 & 5) J. A. (Pete)
McGarvey
(6 & 7) Ken McDonald
(9) Peter Emmerson
(11) Bob Douglas
(12) Ken McDonald
(13) Pete McGarvey
(14) Mrs Wanda Miller
(15) Paul Smith
(16) Mrs Pearl Douglas
(17) Paul Smith
(18) Fred Merritt
(19 & 20) Peter Rowe
(21 & 22) Stephens &
Townsend Ltd.
(25) Young Canadian Ltd.
(26) Sept 3, 1945
- CKLB, OSHAWA**
10,000 watts daytime (5,000
watts nighttime) on 1,350 kcs.
(1) Lakeland Broadcasting
Co. Ltd.
(2) Gordon G. Garrison
(7) Bill Henning
(9) Gary Price
(11) Ross Gibson
(12) Jim Bishop
(14) Mrs Barbara Pollock
(16) Mrs Vicki Millar
(17) Mrs Bemice McWaters
(20) William C. Marchand
(21 & 22) Lorrie Potts & Co.
(23) Broadcast Repts. Ltd.
(24) Radio Repts.
(25) Devney Organization Inc.
(26) October 6, 1946
- CBO, OTTAWA**
5,000 watts on 910 kcs. Owned
and operated by the Canadian Broad-
casting Corporation.
CFRA, OTTAWA
50,000 watts daytime (10,000
watts nighttime) on 580 kcs.
(1) CFRA Broadcasting Ltd.
(2) Frank Ryan
(3) Terry Kietly
(5) George Gowling
(6 & 7) Doug McGowan
(8) Gord Atkinson
(9) General Grant
(10) Joe Brown
(11) Campbell McDonald
(12) Terry Kietly
(13) Frank Ryan
(15) Terry McGovern
(16) Mrs Margaret Bellefeuille
(17) Don Martin
(18) Mrs Carol Vallilee
(19 & 20) George Roach
(21 & 22) Stephens &
Townsend
(23) A. J. Messner & Co.
(24) Scharf Broadcast Sales
(25) Weed & Co.
(26) May 3, 1947
- CKOY, OTTAWA**
50,000 watts on 1310 kcs.
(1) CKOY Ltd.
(2) Irving Cameron
(3) Jack Daly
(7) Bill Lee
(9 & 10) John Murphy
(11) Hal Anthony
(12) Pat Marsden
(13) Harold Leikin
(15) Barry Brazeau
- (16) Millie Stevens
(18) Walter Munroe
(19) Tom Born
(20) Ken Puttock
(21 to 24) All-Canada
(25) Donald Cooke Inc.
(26) June 1, 1949
- CFOS, OWEN SOUND**
1,000 watts on 560 kcs. CBC
(1) Grey & Bruce Broadcasting
Co. Ltd.
(2) C. J. McTavish
(3) W. N. Hawkins
(5) R. Tomlinson
(7) S. Latham
(11) Sharon Hills
(13) L. Phillips
(14) Mrs Lilean Lamb
(16) Mrs Phyllis Amett
(17) R. Wray
(18) Mrs Lois Bowerman
(21 to 24) Stovin-Byles Ltd.
(25) Young Canadian Ltd.
(26) March 1, 1940
- CHOV, PEMBROKE**
1,000 watts on 1,350 kcs. CBC
(1) Ottawa Valley Broad-
casting Co. Ltd.
(2) E. G. Archibald
(3) Bill Kay
Director - Local Sales -
Barrie Sutherland
National Sales Manager -
Bill Kay
(7) Morley McGill
(10) Mrs Lynda Nixon
(11) Jim Wolff
(12) Bill Kay
(13) Harry Praser
(15) Harry Harrington
(16) Florence Brumm
(17) Mrs Joan Stewart
(18) Mrs Lynda Nixon
(19) Murray Matheson
(20) Ed Schmidt
(21 & 22) Paul Mulvihill &
Co. Ltd.
(25) Young Canadian Ltd.
(26) August 21, 1942
- CHEX, PETERBOROUGH**
5,000 watts on 980 kcs. CBC
(1) Kawartha Broadcasting
Co. Ltd.
(2) Senator R. Davies
(3) Wally Rewegan
(5) W. C. Fontaine
(6 & 7) Don O'Neil
(8) John Gilbert
(9) Del Cray
(10) Ken Kaye
(11) Alan Porteous
(12) John Danko
(14) Mrs Gloria Barrett
(15) Michael N. Robinson
(16) Paula Hann
(17) Claire Rochefort
(18) Rosemary Drimmie
(19) Frank Schoates
(20) Bert Crump
(21 to 24) Stovin-Byles Ltd.
(25) All-Canada
(26) March 31, 1942
- CKPT, PETERBOROUGH**
1,000 watts on 1,420 kcs.
(1) Peterborough Broadcasting
Co.
(2) Ralph T. Swelgrove
Vice-President -
Allan F. Waters
(3) Fred G. Sherratt
(5) Joseph E. Potpoo
(6) George Franks
(9) Percy
(11) Cameron Hunter
(12) Bill Spenceley
(13) Cliff Johnson
(15) Keith Randall
(16) Beverly Young
(17) Joe de By
(18) Wm. Spenceley
(20) Fred Owen
(21 & 22) Stephens &
Townsend
(24) Scharf Broadcast Sales
(25) Devney Organization Inc.
(26) Dec. 3, 1959
- CFPA, PORT ARTHUR**
1,000 watts daytime (250 watts
nighttime) on 1,280 kcs. CBC
(1) Ralph H. Parker Ltd.
(2 & 3) Ralph H. Parker
(4) Margaret McGregor
(5) Joe Ulakovic
(6 & 7) John Simpson
(9) Mary Saaberg
(12) Paul Sparrow
(16) Mrs Evelyn Gaynor
(17) Mrs Mary Haskins
(21 & 22) Cam Logan &
Associates
(23 & 24) All-Canada
(25) Weed & Co.
(26) Sept 3, 1944
- CKTB, ST. CATHARINES**
10,000 watts daytime (5,000
watts nighttime) on 610 kcs.
(1) The Niagara District
Broadcasting Co. Ltd.
(2) William B. C. Burgoyne
(3) Mary C. Burgoyne
(5) Richard H. Diesel
(6 & 7) Jack Dawson
(9) Ernie Courtney
(11) Jay Glover
(12) Rex Stivers
(13) Roy Bonisteel
(14) Art Fraser
(15) Roy Bonisteel
(16) Mrs Marion Mosher
(17) Robert Johnston
(18) Mrs Mavis Rodgers
(19) Larry Holleran
(20) William H. Allen
(21 & 22) Paul Mulvihill & Co. Ltd.
(23) Broadcast Repts Ltd.
(24) Scharf Broadcast Sales
(25) Devney Organization Inc.
(26) 1930
- CHLO, ST. THOMAS**
1,000 watts on 680 kcs.
(1) Souwest Broadcasters
Ltd.
(2 & 3) John L. Moore
(5) Peter A. Webb
(6 & 7) Don M. Lumley
(9) Frank McBride
(11) Barry Kenner
(12) Frank McBride
(13) Doug Hinz
(14) Mrs Dorca Ball antyne
(15) Mrs Dorca Ball antyne
(16) Mrs Theima Van Koughnett
(17) Don M. Lumley
(20) William R. Hyson
(21 & 22) Radio & Television
Sales Inc.
(23) A. J. Messner & Co.
(26) May 14, 1948
- CHOK, SARNIA**
5,000 watts on 1,070 kcs. CBC
(1) Samia Broadcasting Ltd.
(2) Claude R. Irvine
(3) Karl E. Monk
Sales Manager -
Arthur O'Hagan
(7) Gene McLaughlin
(9) Robert Taylor
(11) Ian Dunlap
(12) Jerry Daniel
(16) Arthur O'Hagan
(17) Janet Lindsey
(17) Nick O'Beim
(18) Mrs Zaida Wamez
(19) Robert White
(20) Robert Cooke
(21 & 22) Paul Mulvihill &
Co. Ltd.
- (24) Radio Repts. Ltd.
(25) Donald Cooke Inc.
(26) July 28, 1946
- CJJC, SAULT STE. MARIE**
10,000 watts on 1,050 kcs. CBC
(1) Hyland Radio-TV Ltd.
(2) Mrs E. Hyland
General Manager -
Russell Ramsay
(3) E. G. Vance
(5) E. G. Vance
(6) Bob Wood
(7) George Jonescu
(8) John Rhodes
(9) Terry O'Connell
(10) Lou Barnes
(11) Lionel McAuley
(12) Russ Ramsay
(13) Don Ramsay
(14) Mrs Grace Pitt
(15) Ray Haines
(16) Bob Wood
(17) Beth Goodman
(18) Lou Barnes
(19) Ray Haines
(20) David Irwin
(21 & 22) Lorrie Potts & Co.
(23) Broadcast Repts. Ltd.
(24) Radio Repts. Ltd.
(25) All-Canada
(26) Oct. 15, 1954
- CKCY, SAULT STE. MARIE**
10,000 watts on 920 kcs.
(1) Algonquin Radio & TV
Co. Ltd.
(2) C. P. Greco
(3 & 4) Al Bestall
(6) Marcel Lacoste
(7) John Meadows
(9) Marcel Lacoste
(10) Bill Haught
(11) Karl Sepkowski
(12) Harry Wolfe
(14) Clare Bestall
(16) Bill Barrow
(17) Mrs Audrey Ashthorpe
(19) Dick Perlow
(20) Ray Rylatt
(21) Cam. Logan & Associates
(22) Ralph Judge & Co.
(23) A. J. Messner & Co.
(25) Young Canadian Ltd.
(26) May 25, 1955
- CFMS, SIMCOE**
250 watts on 1,560 kcs.
(1) Simcoe Broadcasting
Co. Ltd.
(2 & 3) Ted M. Fielder
(5) Richard T. Maxwell
(6) Robert Whamough
(12) Sonny Lowe
(13) Barry Morden
(14) Betty Barber
(16) Jean Aitken
(17) Mrs Winnie Clark
(20) Robert Wattmough
(21 & 22) Radio & TV-Sales
Inc.
(26) June 23, 1956
- CJFT, SMITHS FALLS**
500 watts on 630 kcs. CBC
(1) Rideau Broadcasting Ltd.
(2 & 3) J. W. Pollie
(7) Don Donald
(9) Hal Botham
(11) Jim Cassidy
(12) Hal Botham
(16) Mrs Blythe Hunt
(17) Stewart Patterson
(18) Stewart McIsaac
(20) Jean Wisemanet
(21 & 22) Lorrie Potts & Co.
(23) A. J. Messner & Co.
(25) Devney Organization Inc.
(26) October 22, 1955
- CJCS, STRATFORD**
500 watts daytime (250 watts
nighttime) on 1,540 kcs. CBC
(1) CJCS Limited
(2) Frank M. Squires
(3 & 5) Stan E. Tapley
(7) Wm. Incol
(8 & 9) Gil Stevens
(11 & 12) Wm. Incol
(13) Gil Stevens
(15) Mrs Elaine Scott
(17) Mrs Joan Kaszner
(20) John Grigg
(21 & 22) Air-Time Sales Ltd.
(23 & 24) Radio Repts. Ltd.
- CFBR, SUDBURY**
1,000 watts on 550 kcs. CBC
French Network.
(1) The Sudbury Broadcasting
Co. Ltd.
(2) F. B. Ricard
(3 & 5) Riel
(7) Robert Grandmason
(11) Kirk Lavillandre
(12) Robert Grandmason
(16) Bernadette Cervais
(18) Mary Poirier
(20) Clyde Turner
(21 & 22) Cam Logan
& Associates
(23) A. J. Messner & Co.
(25) Young Canadian Ltd.
(26) Dec. 8, 1957
- CHNO, SUDBURY**
10,000 watts on 900 kcs.
(1) Sudbury Broadcasting
Co. Ltd.
(2) F. B. Ricard
(3 & 5) Peter Scott
(9) Bruce Anderson
(11) Cec McKnight
(12) Larry Johnston
(14) Mrs Judy Erola
(15) Bruce Anderson
(16) Mrs Helen Grenon
(17) Peter Allan
(18) Pauline Poirier
(19) Allan Aysto
(20) Clyde Turner
(21 & 22) Cam Logan
& Associates
(23) A. J. Messner & Co.
(25) Young Canadian Ltd.
(26) June 24, 1947
- CKSO, SUDBURY**
10,000 watts on 790 kcs. CBC
(1) CKSO Radio Limited
(2) W. B. Plant
General Manager - and
National Commercial
Manager -
Ralph Connor
(6 & 7) Bob Alexander
(8) Jay Fredericks
(9) Reg Madison
(11) Al Nesbitt
(12) Hub Beaudry
(14) Trudy Manchester
(16) Mrs Eileen Forbom
(17) Joyce Harrison
(18) Teresa McPhee
(20) Leo Gilbeau
(21 to 24) All-Canada
(25) Weed & Co.
(26) August 23, 1935
- CKOT, TILLSONBURG**
1,000 watts on 1,510 kcs.
(1) Tillsonburg Broadcasting
Co. Ltd.
(2 & 3) John Lamers
(4 & 5) John D. Lamers Jr.
(6) Paul Hunker
(9) Geo. D'Amboise
(11 & 12) George Edwards
(13) Geo. D'Amboise
(14) Mrs Barbara Rankin
(15) John Lamers Jr.
(16) Mrs Beth Hunter
(17) Mrs Benice Nicholson
(18) Marie Franklin
(20) Paul Hunter
(21 & 22) National Time Sales
(23) Broadcast Repts Ltd.
(24) Radio Repts Ltd.
(26) April 30, 1955

KEY

- | | | |
|-----------------------------|-----------------------|------------------------|
| 1. Owner or Company Name | 10. Music Director | 19. Chief Operator |
| 2. President (if a company) | 11. News Director | 20. Chief Engineer |
| 3. Manager | 12. Sports Director | 21. Toronto Repts |
| 4. Assistant Manager | 13. Farm Director | 22. Montreal Repts |
| 5. Commercial Manager | 14. Women's Director | 23. Winnipeg Repts |
| 6. Production Manager | 15. Promotion Manager | 24. Vancouver Repts |
| 7. Program Manager | 16. Traffic Manager | 25. U.S. Repts |
| 8. Chief Announcer | 17. Copy Chief | 26. Station Birth Date |
| 9. Morning Man | 18. Librarian | |

CFCL, TIMMINS
10,000 watts daytime (2,500 watts nighttime) on 920 kcs.
CBC French Network.
(1) J. Conrad Lavigne Enterprises Ltd.
(2) J. Conrad Lavigne
(3) Rene Barrette
(4) Jean-Michel Legault
(5) Gerald Lefebvre
(6) Robert Bordeleau
(7) Jacques Lamothé
(8) Trefle Metzger
(9) Gaston Bergeron
(10) Marguerite Bordeleau
(11) Robert Bordeleau
(12) Nicole Vachon
(13 & 14) Douglas Martin
(15) Andrew Fautoux
(16 & 17) Paul Mulvihill & Co. Ltd.
(26) Dec. 28, 1951

(11 & 12) Don Watson
(13) Marie Thomson
(14) Mrs Rina Boyle
(15) Ross Evans
(16) Mrs Bette Blake
(17) Brian Avery
(18) Ron Tumpenny
(19 & 20) Air-Time Sales Ltd.
(21) E. S. Sumner Corp.
(22) August 8, 1952

CBE, WINDSOR
10,000 watts on 1,550 kcs.
Owned and operated by the Canadian Broadcasting Corporation.

CKLW, WINDSOR
50,000 watts on 800 kcs.
(1) Western Ontario Broadcasting Co. Ltd.
President and General Manager -
S. Campbell Ritchie
(2) Ed Macfarlane
(3) John Gordon
(4) Bud Davies
(5) Allan Grant
(6) Mary Morgan
(7) George Sperry
(8) Mrs Margaret Marshall
(9) Marion Johnston
(10) Stewart M. Clark
(11 & 12) All-Canada
(13) RKO General Broadcasting National Sales
(28) June 1, 1952

CHRD, DRUMMONDVILLE
250 watts on 1,340 kcs.
(1) Radio Drummond Ltée
(2) Maurice Sigouin
(3) J. A. Savoie
(4) Claude René
(5) J. A. Savoie
(6) H. LeDoux
(7) Jean Denis
(8) André Gallant
(9 & 10) André Boulanger
(11) Austin Grant
(12) Marcelle Turcotte
(13) Reynald Bélanger
(14 & 15) Tyrell & Nadon
(26) Dec. 22, 1954

CKLS, LASARRE
250 watts on 1,240 kcs. CBC French Network.
(1) Radio Nord Inc.
(2 & 3) David A. Gound Capellari
(4, 5, 6, 7, 15) Franco Capellari
(16) Mrs Brigitte Guimont
(20) Julien Trépanier
(21 & 22) Hardy Radio & TV Ltd.
(24) Scharf Broadcast Sales Weed & Co.
(25) Sept. 1, 1950

CFLM, LA TUQUE
1,000 watts on 1,240 kcs. CBC
(1) Radio La Tuque Ltée
(2) Paul Aboué
(3 & 4) Jean Trépanier
(5 & 6) Jules Fiola
(7) Leo Ménard
(8) Jules Fiola
(9) Claude Marier
(10) Mlle Laurette Leclerc
(11) Mlle Hélène Dion
(12) Leo Ménard
(13) René Paillet
(14 & 15) Radio & Television Sales Inc.
(16) Donald Cooke Inc.
(26) October 3, 1959

CKBL, MATANE
5,000 watts on 1,250 kcs CBC French
(1) La Compagnie de Radio-diffusion de Matane Ltée
(2 & 3) René Lapointe
(4) Octave Lapointe
(5) Chas Fradette
(6 & 7) George Guy
(8 & 9) Guy Leboeuf
(10) J. P. Berthiaume
(11) Guy Leboeuf
(12) Guy Leboeuf
(13) Armand Desrosiers
(14 & 15) Octave Lapointe
(16) Madone Gauthier
(17) J. P. Berthiaume
(18) Rodrigue Labrie
(19) Yvon Fortin
(20 & 21) Hardy Radio & TV Ltd.
(22) Scharf Broadcast Sales Ltd.
(23) Young Canadian Ltd.
(26) May 19, 1963

CKML, MONT LAURIER
1,000 watts on 610 kcs. CBC French.
(1) Radio CKML, Inc.
(2) Conrad Prénoeau
(3) Gilbert Desrosiers
(4) Rejean Boivin
(5) Gilbert Desrosiers
(6) Jacques Vallée
(7) Jacques Vallée
(8) Jacques Vallée
(9) Jacques Vallée
(10, 11 & 17) Roland LaFleur
(12) Rejean St. Jean
(13 & 14) Hardy Radio & TV Ltd.
(26) May 19, 1963

CKCH, HULL
5,000 watts on 970 kcs. CBC French Network.
(1) La Compagnie de Radio-diffusion CKCH de Hull Ltée.
(2) Jean-Paul Lemire
(3 & 4) Henri W. Allard
(5) Pierre Dufault
(6) Jean-Paul Lemire
(7) Paul Robyn
(8) Olivier Groulx
(9) Olivier G. Caron
(10) Pierre Dufault
(11) Simone Laucrot
(12) Henri W. Allard
(13) Patrice Côté
(14) Hilda Trudeau
(15) Emile Routhier
(16) André Régimbalud
(17) Jean-Louis Guérette
(18 & 19) Standard Broadcast Sales Ltd.
(20) Weed & Company
(21) June, 1953

CKKM, MONT LAURIER
1,000 watts on 610 kcs. CBC French.
(1) Radio CKML, Inc.
(2) Conrad Prénoeau
(3) Gilbert Desrosiers
(4) Rejean Boivin
(5) Gilbert Desrosiers
(6) Jacques Vallée
(7) Jacques Vallée
(8) Jacques Vallée
(9) Jacques Vallée
(10, 11 & 17) Roland LaFleur
(12) Rejean St. Jean
(13 & 14) Hardy Radio & TV Ltd.
(26) May 19, 1963

CKBM, MONTMAGNY
1,000 watts on 1,490 kcs.
(1) Radio Allighans Inc.
(2) Henri Deschênes
(3 & 4) André Mercier
(5) Henri Deschênes
(6) Hervé Poitras
(7) Hervé Poitras
(8) Claude Simonneau
(9) Olivia Poitras
(10) Michel Duchaine
(11) Hector Fortin
(12 & 13) Hardy Radio & TV Sales Inc.
(26) Jan. 31, 1954

CKM, MONTREAL
50,000 watts on 690 kcs.
Owned and operated by the Canadian Broadcasting Corporation.

CKM, MONTREAL
50,000 watts on 940 kcs.
Owned and operated by the Canadian Broadcasting Corporation.

CFCE, MONTREAL
5,000 watts on 600 kcs.
(1) Canadian Marconi Co. Ltd.
(2) Stewart M. Finlayson
(3) J. D. Wright
Retail Sales Manager -
Harry E. Moil
(4) Jim Kidd &
Gerry Bascombe
(5) Jim Kidd &
Peter Daniels
(6) Bert Canning
(7) Russ Taylor
(8) L. Raspberry
(9) Babs Pitt
(10) H. Grief
(11) Creighton Douglas
(12 & 13) All-Canada
(14) November, 1919

CFMB, MONTREAL
10,000 watts on 1,410 kcs.
(1) Chateau Broadcasting Co. Ltd.

(2 & 3) Casimir G. Stanczykowski
(4) Tom Towner
(5) Casimir G. Stanczykowski
(6) George Ferguson
(7) Bob Walters
(8) Marg Fortest
(9) Sheila Rogers
(10) Marg Fortest
(11) Gay Danereau
(12) Marjorie Forrest
(13) Alita Emanuelie
(14) Bill Gregory
(15 & 16) Lorré Potts & Co. Ltd.
(25) Donald Cooke
(26) Dec. 21, 1962

CFOX, MONTREAL - LAKESHORE
10,000 watts on 1,470 kcs.
(1) Lakeshore Broadcasting Ltd.
(2) Gord Sinclair
(3) Keith Dancy
(4) Danny Dooner
(5 & 6) Stu McQueen
(7) Gord Sinclair
(8) Mel Browne
(9) Dave Knapp
(10) Keith Dancy
(11) Sheila Ramsay
(12) Sandra Maclean
(13) Sheila Ramsay
(14) Mel Browne
(15) Mike Eccles
(16) B. Greenley
(17 & 18) Radio Repts. Ltd.
(26) March 16, 1960

CJAD, MONTREAL
10,000 watts on 800 kcs.
As of May 1, 1964, 50,000 watts.
(1) CJAD Limited
(2) W. C. Thornton Cran Vice-President and General Manager - H. T. McCurdy
Dir. of Sales -
W. Shubat
Operations Manager -
Ralph Kirchen
(7) Len Rowcliffe
(8) Bill Roberts
(9) F. Kiron
(10) Doug Williamson
(11) Don Chevrier
(12) Doris Clark
(13) Charles Waldo
(14) Berthe Poulet
(15) Gerry Bodington
(16) Gordon Hope
(17) Ernest Mott
(18) Ernest Mott
(19) Broadcast Sales Ltd.
(20 & 21) Stovin-Byles Ltd.
(22) Young Canadian Ltd.
(26) Dec. 8, 1945

CJMS, MONTREAL
50,000 watts on 1,280 kcs.
(1) CJMS Radio Montreal Limitée
(2) A. R. Crépault
(3) René Desrosiers
(4) National - Roch Demers
(5) Local - Ted Meunier
(6) B. Payeur
(7) Gilbert Hérand
(8) Yvan Ducharme
(9) National - Roch Demers
(10) Local - Ted Meunier
(11) Gilbert Hérand
(12) Yvan Ducharme
(13) Paul Couche
(14) Rheaume Beisebis
(15) C. Laferrère and R. Bernard
(16) Mrs G. Buteau
(17) Ginette Houle
(18) J. C. Lalancette
(19 & 20) Stephens & Towndrow Ltd.
(21) Broadcast Repts.
(22) Scharf Broadcast Sales Ltd.
(23) Weed & Company
(26) Jan. 14, 1953

CKAC, MONTREAL
50,000 watts on 730 kcs.
(1) La Campagne de Publication de la presse, Limitée
(2) Maurice Charité
(3) Fernand Doré
(4) George Durassa
(5) Jeannette Brouillet
(6) Ferdinand Biondi
(7) Jacques Morency
(8) Jacques Proulx
(9) Jean-Pierre Comeau
(10) Jean-Pierre Comeau
(11) Pierre Prévost
(12) Yvon Blais
(13) Jeannette Brouillet
(14) Paul Gélinas
(15) Mrs Alice Mackay
(16) Normand Gagné
(17) Guy LePage
(18) Roger LePage
(19) Len Spencer
(20 & 21) Standard Broadcast Sales Ltd.
(22) A. J. McInnes & Co.
(23) All Canada
(24) Devney Organization Inc.
(25) August 22, 1922

CKGB, TIMMINS
10,000 watts on 880 kcs. CBC
(1) Timmins Broadcasting Ltd.
(2) K. R. Thomson
(3) Gerry Hall
(4) Art Mousley
(5) Dan Kelly
(6) Don Kolis
(7) Grant Chevrette
(8) Mike Doonan
(9) Mrs Shirley Boyce
(10) Nick Harris
(11) Mrs Molly Millar
(12) Mrs Helen Burak
(13) Roger Hall
(14) Andy Andrews
(15 & 16) Stovin-Byles Ltd.
(17) All-Canada
(26) September 15, 1953

CHUM, TORONTO
5,000 watts on 1,050 kcs.
(1) Radio CHUM - 1050 Limited
(2 & 3) Allan F. Watson
(4) Wes Armstrong
(5) Allan Slaight
(6) Bill Drylie
(7) Bryan Hill
Live Talent and Public Service -
Phil Stone
Sales Promotion Director -
Lyn Salloum
(15) Allen Farrell
(16) Eileen Taylor
(17) Larry Solway
(18) Mary McInnes
(19) Fred Snyder
(20) George Jones
(21 & 22) Stephens & Towndrow Ltd.
(23) Broadcast Repts. Ltd.
(24) Scharf Broadcast Sales Ltd.
(25) Devney Organization Inc.
(26) November 1945

CKWV, WINDSOR
500 watts on 580 kcs.
(1) Radio Windsor Canadian Ltd.
(2 & 3) Royce Frith
(4) Operations and Sales Manager - Walter Dowhan
(5) Stovin-Byles Ltd.
(6) E. S. Sumner Corp.
(26) March 29, 1954

CKNX, WINGHAM
2,500 watts on 920 kcs.
(1) Radio Station CKNX Ltd.
(2) W. T. Cruickshank General Manager
(3) W. Cruickshank Asst. Gen. Manager - John Cruickshank
Operations Manager -
Bruce St. George
(4) John Langridge
(5) Jim Moore
(6) Joel Thompson
(7) John Brent
(8) Cliff Robb
(9) Anna McDonald
(10) Mrs Lillian Gorbott
(11) Pat Renwick
(12) Iona Terry
(13) Scott Reid
(14 & 15) Lorré Potts & Co.
(16) Scharf Broadcast Sales Ltd.
(26) Feb. 20, 1952

CKOJ, WOODSTOCK
250 watts on 1,340 kcs.
(1) Oxford Broadcasting Co. Ltd.
(2 & 3) M. J. Werry
(4) Vem Hesse
(5) Walter Hulpe
(6) Murray Porrege
(7) T. Horney
(8) H. Brooker
(9) Mrs Alice Munro
(10) Mrs A. B. Brown
(11) Mrs L. Munro
(12) Paul Hunter
(13 & 14) Lorré Potts & Co.
(26) Dec. 8, 1947

CKFH, TORONTO
10,000 watts daytime (5,000 watts night time) on 1,430 kcs.
(1) Foster Hewitt Broadcasting Ltd.
(2) Foster Hewitt
(3) Bill Hewitt
(4) Barry Nesbitt
(5) Jim Crawford
(6 & 7) Barry Nesbitt
(8) George Wilson
(9) Phil Mackellar
(10) Jim Ward
(11) Joe Morgan
(12) Mrs Jane Gray
(13) Frank Somerville
(14) Hilary Barry
(15) Peter Murdoch
(16) Hazel Carter
(17) Gerald Wilson
(18) Ralph J. Judge & Co.
(19) A. B. C. International
(20) Feb. 21, 1951

CHOW, WELLAND
1,000 watts on 1,470 kcs.
(1) Wellport Broadcasting Ltd.
(2) Gordon W. Burnett
Vice-President -
R. E. Redmond
Managing Director -
Doug Mannings
(3) Doug Mannings
(4) Andy Laughland
(5) Bud Reilly
(6) Allan Pietz
(7) Dorothy Kadwell
(8) Mrs Gladys Marchand
(9) Len Whalley
(10 & 11) Tyrell & Nadon
(12) Contact Radio C-FUN
(13) Weed & Co.
(26) June 4, 1951

CHAD, AMOS
250 watts on 1,340 kcs. CBC French Network.
(1) Radio Nord Inc.
(2 & 3) David A. Gound
(4, 5, 6 & 7) Franco Capellari
(8) Mrs Brigitte Guimont
(9) Julien Trépanier
(10 & 11) Hardy Radio & TV
(12) Scharf Broadcast Sales Weed & Co.
(26) Dec. 1, 1941

CHGT, ALMA
1,000 watts on 1,270 kcs.
(1) Radio Lac St. Jean Ltée
(2) René Aubé
(3) France Fortin
(4) René Guillet
(5) Normand Bergeron
(6) R. Pelletier
(7 & 8) Rosaire Pelletier
(9) Nicole Plourde
(10) J. Roch Maltais
(11 & 12) Tyrell & Nadon
(26) Oct. 28, 1953

CFB, TORONTO
50,000 watts on 740 kcs. Owned and operated by the Canadian Broadcasting Corporation.

CFGM, TORONTO-RICHMOND HILL
10,000 watts daytime (2,500 watts nighttime) on 310 kcs.
(1) Radio Richmond Hill Ltd.
(2) John O. Graham
(3) Stewart H. Coxford
(4) Geo. McDonald
(5) Gordon Symons
National Sales Manager -
Jim O'Brien
(6) Bob Stoton
(7 & 8) Ken Foss
(9) Gordon Symons
(10) Mrs Theresa Balogh
(11) Russ Ledger
(12) Mrs Karen Davis
(13) Bernie Hartland
(14) Brian Sawyer
(15 & 16) Radio Repts. Ltd.
(17) Donald Cooke Inc.
(26) July 1, 1957

CFRB, TORONTO
50,000 watts on 1,010 kcs.
(1) CFRB Limited
(2) W. C. Thornton Cran
(3) Wes McKnight
(4) Jack Dawson
(5) Bill Brennan
(6) Earl Dunn
(7) Jack Dawson
(8) Eddie Luther
(9) Wally Crouter
(10) Bill Hutton
(11) Bill Stephenson
(12) John Bradshaw
(13) Mrs Betty Kennedy
(14) Jerry MacCabe
(15) Mrs Mary Falconer
(16) Mrs Jill Loring
(17) Art Collins
(18) Don McEachern
(19) Clive Eastwood
(20 & 21) Standard Broadcast Sales Ltd.
(22 & 23) Stovin-Byles Ltd.
(24) Young Canadian Ltd.
(26) Feb. 19, 1957

CFRI, TORONTO
50,000 watts on 1,540 kcs.
(1) Rogers Broadcasting Limited
(2 & 3) Edward S. Rogers
(4) R. A. Leslie
(5) Vaughn Bierre
(6) Gerry Herbert
(7) David Amer

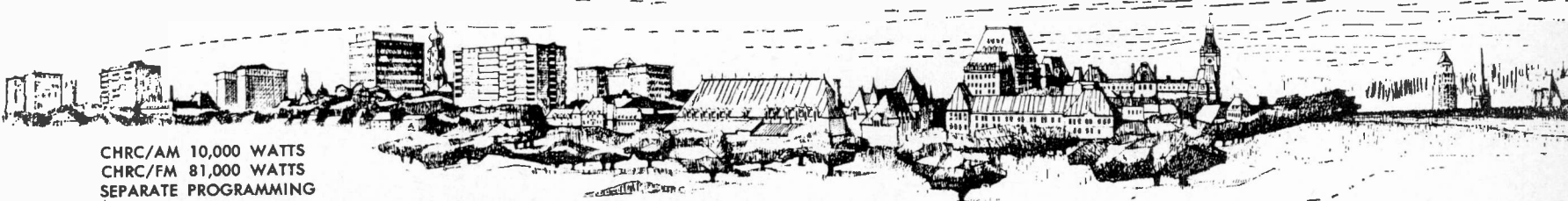
QUEBEC

CHGT, ALMA
1,000 watts on 1,270 kcs.
(1) Radio Lac St. Jean Ltée
(2) René Aubé
(3) France Fortin
(4) René Guillet
(5) Normand Bergeron
(6) R. Pelletier
(7 & 8) Rosaire Pelletier
(9) Nicole Plourde
(10) J. Roch Maltais
(11 & 12) Tyrell & Nadon
(26) Oct. 28, 1953

CHAD, AMOS
250 watts on 1,340 kcs. CBC French Network.
(1) Radio Nord Inc.
(2 & 3) David A. Gound
(4, 5, 6 & 7) Franco Capellari
(8) Mrs Brigitte Guimont
(9) Julien Trépanier
(10 & 11) Hardy Radio & TV
(12) Scharf Broadcast Sales Weed & Co.
(26) Dec. 1, 1941



LISTENING IS WONDERFUL IN METRO QUÉBEC THESE DAYS. SO IS SELLING!



CHRC/AM 10,000 WATTS
CHRC/FM 81,000 WATTS
SEPARATE PROGRAMMING
REPS. HARDY RADIO AND TELEVISION LTD. - CANADA
YOUNG CANADIAN LIMITED

STATION and PERSONNEL REGISTER (Radio)

KEY

- | | | |
|-----------------------------|-----------------------|------------------------|
| 1. Owner or Company Name | 10. Music Director | 19. Chief Operator |
| 2. President (if a company) | 11. News Director | 20. Chief Engineer |
| 3. Manager | 12. Sports Director | 21. Toronto Reps |
| 4. Assistant Manager | 13. Farm Director | 22. Montreal Reps |
| 5. Commercial Manager | 14. Women's Director | 23. Winnipeg Reps |
| 6. Production Manager | 15. Promotion Manager | 24. Vancouver Reps |
| 7. Program Manager | 16. Traffic Manager | 25. U.S. Reps |
| 8. Chief Announcer | 17. Copy Chief | 26. Station Birth Date |
| 9. Morning Man | 18. Librarian | |

CKGM, MONTREAL

- 10,000 watts on 980 kcs.
(1) Maisonneuve Broadcasting Corp.
(2) Geoff Stirling
(3) Don Wall
Office Manager - Doug Wilmut
(5) Barry Savage
(6) Doug Burrows
(8) Dick Varney
(9) Doug Burrows
(10) Dave Grief
(11) Earl Reidy
(12) Al Shaver
(14) Lozie Dempsey
(15) Mary Pert
(16) Mrs Francine Moser
(18) Dave Geddes
(19) John Sykes
(20) Jack Campbell
(21 & 22) Stephens & Towndrow Ltd.
(23) Broadcast Reps Ltd.
(24) Scharf Broadcast Sales
(25) Weed & Company
(26) Dec. 7, 1959

CKJC, QUEBEC

- 250 watts on 1,340 kcs. CBC
(1) The Goodwill Broadcasters of Quebec Inc.
(2) H. LePage
(3) Mrs Mary F. Bush
(5) Jean-Guy Bernier
(7) Bill Paton
(9) Emile White
(11) Sheldon Phaneuff
(12) Bill Paton
(16) L. Dion
(17) Mrs Janet Sharples
(20) Claude Robers
(21 & 22) National Time Sales
(23) Broadcast Reps.
(26) 1949

CKLM, MONTREAL

- 10,000 watts on 1,570 kcs.
(1) Radio-Laval Inc.
(2) Mario Verdon
(3) Roland Saucier
(5) Guy D. Arcy
(6) André Chapdelaine
(7) Roland Saucier
(8) Roger Lebel
(9) Roger Lebel
(10) Lucien Brien
(11) Jean Côté
(12) Jean Pierre Coallier
(14 & 15) Mrs Sylviane Cahay
(16) Mrs R. Giontez
(17) Jacques Antoons
(18) Fernand Gignac
(19 & 20) Jacques St-Pierre
(21 to 25) All-Canada
(26) Aug. 4, 1962

CKCV, QUEBEC

- 10,900 watts daytime (5,000 nighttime) on 1,280 kcs.
(1) CKCV(Québec) Limitée
(2) Gaston Pratte
General Manager - Magella Alain
(3) Marcel Leboeuf
(5) Benoit DeMargerie
(7) Yvan Frenette
(8) Roger Gagnon
(9) Maur. Dionne
(10) Jean Leroy
(11) Guy Lafrance
(12) Daniel Berti
(13) Roland Gilbert
(14) Louise Leclerc
(15) Marie-Paule Vachon
(16) Marie-Paule Vachon
(17) Richard Demeule
(18) Jean Leroy
(19) André Duchesneau
(20) Lucien Gobeil
(21 & 22) Standard Broadcast Sales Ltd.
(25) All-Canada
(26) July 5, 1956

CHNC, NEW CARLISLE

- 5,000 watts on 610 kcs. CBC French Network.
(1) Caspasia Radio Broadcasting Co. Ltd.
(2) J. Alphonse Poirier
(3) Dr. Chas. H. Houde
(5 & 6) Pierre Stein
(15 & 16) Pierre Stein
(19 & 20) Bruce MacDonald
(21 & 22) Hardy Radio & TV Ltd.
(24) Scharf Broadcast Sales Ltd.
(25) Weed & Co.
(26) Dec. 23, 1953

CJBR, RIMOUSKI

- 10,000 watts on 900 kcs. CBC French Network
(1) La Radio du Bas St-Laurent Inc.
(2) Jacques Brillant
(3 & 5) André Lecomte
(7) Sandy Burgess
(8) François Raymond
(9) Jean Brison
(11) Guy Roux
(12) Claude Pearson
(14) Louise Lavallée
(15) Sandy Burgess
(16) André Lecomte
(18) Lorenzo Michaud
(20) Marcel Vallée
(21 & 22) Standard Broadcast Sales
(25) Weed & Company
(26) Nov. 15, 1957

CHRC, QUEBEC

- 10,000 watts on 800 kcs.
(1) CHRC Lée
(2) Col. Hervé Baribeau
(3) Aurélie Pelletier
(5) F. R. Thibodeau
(6) Jacques Morisset
(7) Henri Veilleux
(9) Michel Montpetit
(10) Fernando St-Georges
(11) Guy Lemieux
(12) Maurice Desormeaux
(14) Mx Lucille Després
Georgette Lacroix
(16) Julienne Bélanger
(17) Claude Duguay
(18) Fernando St-Georges
(19) Marcel Huard
(20) Arsène Nadeau
(21 & 22) Hardy Radio & TV Ltd.
(25) Young Canadian Ltd.
(26) April 1, 1926

CJFP, RIVIERE-DU-LOUP

- 5,000 watts on 1,400 kcs. CBC French.
(1) Radio CJFP Limitée
(2) Luc Simard
(3) Raoul Savard
(5) René Viel
(9) Léopold Lévesque
(11) Rémi Beaulieu
(12) Raoul Savard
(13) Paul Simard
(16) Rémi Beaulieu
(20) Raymond Lavoie
(21 & 22) Hardy Radio & TV
(25) Young Canadian
(26) April 13, 1947

CJLR, QUEBEC

- 10,000 watts on 1,060 kcs.
(1) CJLR Inc.
(3) J. LaRoche
(5 & 6) Jean Brousseau

CIJF, CABANO

- 1,000 watts on 1,340 kcs. Satellite of CJFP, Rivière-du-Loup. Same staff.

CHRL, ROBERVAL

- 1,000 watts on 910 kcs. CBC French Network.
(1) Radio Roberval Inc.
(2 & 3) Benoit Lévesque
(4) Nelson St-Pierre
(5) Denise Potvin
(6 & 7) Nelson St-Pierre
(8 & 9) Jacques Martel
(10) Marcel Jean
(11) Claude Allard
(12 & 13) Jacques Martel
(14) Denise Potvin
(15) Nelson St-Pierre
(16) Denise Potvin
(18) Diane Gagnon
(19 & 20) Marcel Bolduc
(21 & 22) Hardy Radio & TV Ltd.
(26) June 1, 1949

CKRN, ROUYN

- 250 watts on 1,400 kcs. CBC French Network.
(1) Radio Nord Inc.
(2 & 3) David A. Gourd
(4, 5, 6, 7, 15) Franco Capellari
(16) Mrs Brigitte Guimont
(17) Julien Trépanier
(18 & 19) Hardy Radio & TV
(24) Scharf Broadcast Sales
(25) Weed & Co.
(26) Feb. 10, 1959

CHGB, ST-ANNE DE LA POCATIÈRE

- 5,000 watts on 1,310 kcs. CBC French Network.
(1) C.H.G.B. Ltd.
(2) G. T. Desjardins
(3) P. E. Hudon
(5) C. Landry
(7 & 8) R. Plante
(9) G. Gosselin
(10) G. Gagnon
(11 & 12) M. Lévesque
(15) M. A. Freve
(16) L. Deschamps
(17) M. Beaudieu
(18) G. Gagnon
(19) R. Hamel
(20) M. A. Freve
(21 & 24) Tyrrell & Nadon
(26) August 1958

CKRB, ST. GEORGES DE BEAUCE

- 10,000 watts on 1,460 kcs. CBC French Network.
(1) Radio Beauce Inc.
(2) Yvon Thibodeau
(3) Charles A. Thibodeau
(4 & 5) Jean Barbeau
(9) Jules Venne
(7, 8 & 9) Gilles Bernier
(10) Jacques Petit
(11) Jules Venne
(12) Gilles Bernier
(13) Claude Rousseau
(14) Yvette Mathieu
(15) Jean Barbeau
(16) Yvette Mathieu
(17) Jules Venne
(18) Claudette Beaudry
(20) Réginald Lafrance
(21 & 22) Paul L'Anglais Inc.
(26) July 20, 1953

CKBS, ST HYACINTHE

- 250 watts on 1,240 kcs.
(3 & 5) Benoit Vanier
(8) Jacques Dufrene
(11) Marcel Theriault
(15) B. Vanier
(18) Lise Ferland
(20) Lucien Caron
(21 & 22) Hardy Radio & TV
(26) Oct. 1, 1959

CHRS, ST. JEAN

- 1,000 watts on 1,090 kcs.
(1) Radio Irberville Limited
(2) Bernard Turcot
(4 & 5) Jack Turcot
(9) A. Giles
(11) J. Menard
(19) Yvon Rancourt
(21 & 22) Hardy Radio & TV
(26) December 6, 1956

CKJL, ST. JEROME

- 1,000 watts on 900 kcs.
(1) Radio Laurentides Inc. President and General Manager - Jean Lalonde
(3) Guy Gosselin
(4) John R. Fox
(8) André Guy
(9) Marcel Gingras
(10) Carole Lanthier
(11) Rene Ladouceur
(12) Jean Neron
(13) Gilles Allain
(14) Micheline Sylvestre
(16) Lise Beauchamp
(17) Rene Ladouceur
(19) André Hebert
(21 & 22) Hardy Radio & TV Ltd.
(23) Broadcast Reps.
(26) March 10, 1956

CKCN, SEPT-ÎLES

- 5,000 watts on 560 kcs.
(1) Radio Sept-Îles Inc.
(2) Louis Paradis
(3 to 5) Benoit Roberge
(6) Ray Perrault
(8) Yvon Lavoie
(9) Ray Perrault
(10) Helaine Dallaire
(11) Gilles Proux
(12) Jean Croteau
(14) Yvon Lavoie
(15) B. Roberge
(16) S. Lamontagne
(17) J. P. Gagnon
(18) H. Dallaire
(19) Georges Lafrance
(20) Georges Lafrance
(21 & 22) Radio & TV Sales Inc.
(26) March 30, 1963

CKSM, SHAWINIGAN FALLS

- 1,000 watts on 1,220 kcs.
(1) Cie de Radio Diffusion de Shawinigan Falls Ltee
(2) Art Lacourrière
(3) Allan Rogerson
(4 & 5) Emilien Beaulieu
(6) Claude Fitzgibby
(7) Alain Charrier
(8) R. Dechorcel
(9) Jacques Dupont
(10) Marc André
(11) J. Dupon
(12) Jean Many
(14 & 16) Helene St. Yves
(17) Alain Charrier
(18) Marc André
(19) Rene Decareful
(20) Rene Comeau
(21 & 22) Hardy Radio & TV
(26) April 30, 1950

CHLT, SHERBROOKE

- 10,000 watts on 630 kcs. CBC French Network.
(1) La Tribune Inc.
(2) Paul Desruisseaux
Vice-President - Jean-Louis Gauthier
(3) Marcel Girard
(5) Lucien LaRoque
(8) Jacques Tremblay
(9) Robert Boulanger
(10) P. M. Robitoux
(11) Marcel Girard
(12) J. M. Bijaodeau
(14) Maryse Fagnan
(15) Jacques Tremblay
(16) Louise Fournier
(17) Rouville Daigneault
(18) Dorothy Belangeur
(20) Paul Cloutherie
(21 & 22) Paul L'Anglais Inc.
(24) Scharf Broadcast Sales
(25) Young Canadian Ltd.
(26) June, 1957

CKTS, SHERBROOKE

- 1,000 watts on 900 kcs. CBC Network.
(1) Telegram Printing & Publishing Co. Ltd.
(2) Sen. Chas. B. Howard
(3) Gordon H. Beerworth
(4) Kenneth Fowler
(5) L. LaRoque
(6 & 7) Kenneth Fowler
(9) Gordon Breen
(9) Charlie Hunter
(11) Gordon H. Beerworth
(12) Gordon Breen
(13 & 15) Gordon H. Beerworth
(16) Pauline Thibault
(17) Aline Cassar
(18) Huguette Vaillancourt
(19) Blanche
(20) Paul Cloutier
(21 & 22) Paul L'Anglais Inc.
(23) A. J. Messner & Co.
(24) Scharf Broadcast Sales
(25) Young Canadian Ltd.
(26) July 1, 1945

CJSO, SOREL

- 10,000 watts on 1320 kcs.
(1) Radio-Richelieu Ltee
(2) Henri Olivier
(3) Maurice Boulianne
(5) Maurice Bénué
(6) Maurice Boulianne
(7) Claude Rochon
(8) Joseph Pélouin
(9) Gilles Tessier
(10) Georges Codling
(11) Claude Rochon
(12) Michel Champagne
(14) Pierrette Salves
(15) Maurice Boulianne
(16 & 17) Lorenzo Brouillard
(18) Thérèse Cardin
(20) Joseph Cardin
(21 & 22) Hardy Radio & TV Ltd.
(26) June 16, 1945

CKLD, THETFORD MINES

- 1,000 watts day, (250 watts night) on 1,230 kcs. CBC. French Network.
(1) Radio Mégantic Ltee
(2 & 3) François Labbé
(4, 5 & 6) Will Dugré
(7) Franée Goulet
(8) Bertrand Potvin
(9) Raymond Cusson
(10) Elizabeth Bolduc
(11 & 12) Irène Goulet

CHLN, TROIS RIVIERES

- 10,000 watts on 550 kcs. CBC French Network.
(1) Radio Trois Rivieres Inc. President and General Manager - Jean Lalonde
(3) Maurice Danereau
(4 & 5) Maurice Duval
(6) Maurice Bourget
(7 & 8) Maurice Bourget
(9) Reynald Journault
(10) Paul Joly
(11) Sylvio St. Amant
(12) Jean Paul Trudel
(14) Nicole St. Pierre
(15) Maurice Duval
(16) Gisele Guilbert
(17) Ernest Lamy
(18) Paul Joly
(19) Yvon Rocheleau
(20) Oric Lefebvre
(21 & 22) Standard Broadcast Sales
(23) A. J. Messner & Co.
(24) Scharf Broadcast Sales
(25) Young Canadian Ltd.
(26) Oct. 17, 1937

CKTR, TROIS RIVIERES

- 10,000 watts on 1,150 kcs.
(1) CKTR(1958) Ltd.
(2) Paul Aboud
(3 & 5) C. Couture
(8) J. Heroux
(7 & 8) André Gaudreault
(10) Michel Thivierge
(11) Jacques Hebert
(12) Real Lamothie and Armand Martel
(15) Jacques Hebert
(16) Claudette Landry
(17) Charles Bourgeois
(18) Jules Héroux & Louise Houle
(19) Femad Lamy
(20) Hervé Lapointe
(21 & 22) Radio & TV Sales Inc.
(25) Donald Cooke Inc.
(26) Feb. 6, 1954

CKVD, VAL D'OR

- 1,000 watts on 1,230 kcs. CBC French Network.
(1) Radio Nord Inc.
(2 & 3) David A. Gourd
(4, 5, 6, 15) Franco Capellari
(16) Mrs Brigitte Guimont
(20) Julien Trépanier
(21 & 22) Hardy Radio & TV
(24) Scharf Broadcast Sales
(25) Weed & Co.
(26) April 1, 1941

CLVL, VALLEYFIELD

- 1,000 watts on 1,370 kcs.
(1) Radio Valleyfield Limited
(2) Adrien Cholette
General Manager - Jean-Claude Lefebvre
(3 & 5) Maurice Legault
(8) Alain Truchet
(9) Roger Bélar
(11) J. D. Girouard
(12) Hubert Lauson
(13) C. Landry
(14) Guylaine Bel Humeur
(16) C. Léger
(17) Lucie Deschamps
(18) J. Letendre
(21 & 22) Hardy Radio & TV
(26) Nov. 10, 1961

CKVL, VERDUN

- 50,000 watts daytime (10,000 watts nighttime) on 850 kcs.
(1) Radio Four Ltd.
(2) Jack Tietolman
Vice-President & Manager
Corey Thomson
(5) Judith Tietolman
(6) Marcel Provost
(7) Marcel Provost
(8) Jacques Duval
(9) Jacques Desbaillets
(10) Pierre Duval
(11) Marcel Beauregard
(12) Bob Rivet(French) and Larry Frederick(English)
(13) Alphonse Lapointe
(14) Pierrette Champoux
(French) and June Warren (English)
(15) Jack Selinger
(16) Jeannot Pelletier
(17) Gaston Saulnier
(18) Laurent Bourdy
(19) Bernard Legault
(20) Maurice Rousseau
(21 & 22) Radio & Television Sales Inc.
(25) Young Canadian Ltd.
(26) Nov. 3, 1946

CFDA, VICTORIAVILLE

- 1,000 watts on 1,380 kcs.
(1) Radio Victoriaville Limitée
(2) L. A. Brison
(3, 5, 6 & 7) Gaston Girouard
(9) Jean Normandeau
(10) Mary Poirier
(11) Claude Godin
(12) Gilbert Fourcault
(13) Claude Godin
(14) Denyse Trottier
(15 & 16) Marie-Claude Dufrene
(17) Denyse Trottier
(18) Mary Poirier
(19 & 20) Pierre Brison
(21 & 22) Radio & Television Sales Inc.
(24) Scharf Broadcast Sales
(25) Young Canadian Ltd.
(26) Oct. 19, 1951

CKVM, VILLE MARIE

- 10,000 watts on 710 kcs. CBC French Network.
(1) Radio Temiscamingue Inc.
(2) Hervé Leblanc
(3) René Legault
(4) J. P. Paquette
(5) René Legault
(7 & 8) Yvon Larivière
(9) Luc Berthelet
(10) Yvon Larivière
(11) J. P. Paquette
(12) Yvon Larivière
(13) P. E. Desjardins
(14) Alice Ethier
(16) Marianne Barrette
(18) Yvon Larivière
(20) Gaston Tasset
(21 & 22) Tyrrell & Nadon
(25) Young Canadian Ltd.
(26) Jan. 7, 1950

NEW BRUNSWICK

CKBC, BATHURST

- 10,000 watts on 1,360 kcs. CBC
(1) Bathurst Broadcasting Co. Ltd.
(2) J. Leo Hachey
(3) William A. Winton
Sales Manager - R. J. Gallagher
(7 & 8) Raymond Macdonald
(9) Al Hebert
(11) Neil McMullen
(12 & 13) Yvon Macdonald
(14) Mrs Mary Elbert
(15) R. J. Gallagher
(16) Mrs Mary Elliott
(17) Terry Mourant
(18) Jack Thompson
(20) Phil Paquet
(21 & 22) Air-Time Sales Ltd.
(23) Broadcast Reps. Ltd.
(25) Young Canadian Ltd.
(26) April 18, 1955

CKNB, CAMPBELLTON

- 10,000 watts daytime (1,000 nighttime) on 980 kcs. CBC
(1) Restigouche Broadcasting Co. Ltd.
(2) John D. Alexander
(3) M. Douglas Young
(5) Kenneth Coughlan
(7) Douglas Young
(8) Terry Adams
(9) Vaughn Sullivan
(10) Donald Hume
(11 & 12) Darrell Cochrane
(17) Ernestine Bourque
(18) Robert Richards
(20) William Freeman
(21 & 22) Hardy Radio & TV Ltd.
(25) Weed & Co.
(26) Dec. 28, 1939

CJEM, EDMUNSTON

- 5,000 watts on 570 kcs. CBC French Network
(1) Edmunston Radio Ltd.
(2) Georges Michaud
(3) Georges A. Lebel
(4) Patrick Gendron
(5) Jean Fournier
(6 & 9) Gilles Bradet
(7 & 8) Richard Giguere
(15) Georges A. Lebel
(16) Marguerite Onge
(17) Patrick Gendron
(18) Huguette Ouellet
(19) Walter Marzin
(20) Marcel Vallée
(21 & 22) Standard Broadcast Sales Ltd.
(25) Weed & Company
(26) Dec. 10, 1944

CFNB, FREDERICTON

- 50,000 watts on 550 kcs. CBC
(1) Radio Atlantic Ltd.
(2) D. Malcolm Neill
Manager and Vice-President - Jack T. H. Fenety
(5) Jack T. H. Fenety
(6 & 7) John W. Richards
(9) Rick Greene
(11) Lawrence Knowles
(12) Mac MacGowan
(14) Mm Joan Watson
(15) Mrs Christine Maxwell
(16) Mrs Margaret Burnett
(17) Frank Eldt
(18) Denys Millar
(20) Glenn D. Love
(21 & 22) Paul Mulvihill & Co. Ltd.
(23) Broadcast Reps. Ltd.
(25) Weed & Co.
(26) Jan. 12, 1928

CBAF, MONCTON

- 5,000 watts on 1,300 kcs. CBC French. Owned and operated by the Canadian Broadcasting Corp.
(1) Moncton Broadcasting Ltd.
(2 & 3) F. A. Lynds
(5) Earl Ross
(7) Bob Reid
(8) Bill McFadden
(10) Jack Reid
(11) Claude Cain
(12) Earl Ross
(13) John Dimick
(15) Lorraine Maillet
(17) Roy Hicks
(18) Ben Hebert
(19) Bob Oke
(20) Keith MacConnell
(21 to 24) Stovin-Byles Ltd.
(25) E. S. Summer Corp.
(26) Dec. 4, 1934

CKMR, NEWCASTLE

- 1,000 watts on 780 kcs. CBC
(1) Miramichi Broadcasting Co. Ltd.
(2) L. W. Flett
(3 & 5) R. J. Wallace
(6) Fred Haining
(7) R. J. Wallace
(11) Dan Leeman
(12) Fred Haining
(14) Mm M. Eileen Sproul
(15) Dan Leeman
(16) Mrs Marion MacDougall
(17) Fred Haining
(19) Blair Trevors
(20) R. J. Wallace
(21) Hardy Radio & TV Ltd.
(22) Ralph J. Judge & Co
(26) April 4, 1949

CFBC, SAINT JOHN

- 10,000 watts daytime (5,000 watts nighttime) on 930 kcs.
(1) Fundy Broadcasting Co.
(2) J. H. Turnbull
(3) R. A. Lockhart
(5) Ralph McLenaghan
(6) Dave Dean
(7) Ron Wilson
(8) Hal Sempel
(9) Jim Morrow
(11) Frank Withers
(12) Ralph McLenaghan
(14) Mrs Marita McNulty
(16) Gloria Dort
(17) Margaret Williams
(18) Kathy Andrews
(20) A. C. West
(21 & 22) Radio Reps. Ltd.
(23) Broadcast Reps.
(24) Radio Reps. Ltd.
(25) Young Canadian Ltd.
(26) Nov. 21, 1946

The CKOC STORY

Bill Ballantyne, our General Sales Manager, will be happy to give you all the facts about CKOC and the rich Hamilton market. Your All-Canada man will arrange it.



CKOC - Hamilton, Ontario

STATION and PERSONNEL REGISTER (Radio)

CHSJ, SAINT JOHN
10,000 wats on 1,150 kcs. CBC
(1) New Brunswick Broadcasting Co. Ltd.
(2) L. F. Daley, Q.C. General Manager - George Cromwell Operations Manager and Commercial Manager - Ken Dobson
(3) Chuck Camroux
(4) Greg Bonner
(5) Munson Wood
(6) John Ross
(7) Ken Dobson
(8) Mrs Ruth Croobie
(9) Frank Doody
(10) Grace Craft
(11) Joan O'Neill
(12) Ernie Earle
(13) Kenny Ogden
(14) Reid Dowling
(15) & 25) All-Canada
(26) April 18, 1954

CBA, SACKVILLE
50,000 wats on 1,070 kcs.
Owned and operated by the Canadian Broadcasting Corporation.

CJCI, WOODSTOCK
1,000 wats on 920 kcs. CBC
(1) Carleton-Victoria Broadcasting Co. Ltd.
(2) R. J. Morrison
(3) Bruce Smith
(4) Ted Jarrett
(5) S. H. Morrison
(6, 7 & 8) Bruce Smith
(9) Walter Tompkins
(10) William Turney
(11) Jim Morrison
(12) Ted Jarrett
(13) Walter Tompkins
(14) Wendy Hill
(15) Jon Sypher
(16) S. H. Morrison
(17) Mary Lou Francis
(18) Wendy Hill
(19) Wayne Struygell
(21 & 22) Lorie Potts & Co.
(23) A. J. Messner & Co.
(26) July 1, 1959.

NOVA SCOTIA

CKDH, AMHERST
250 wats on 1,400 kcs.
(1) Amherst Broadcasting Co. Ltd.
(2) J. A. Langille
(3) William Wall
(4) Ralph Hansen
(5) Sim Simpson
(6 & 7) Ralph Hansen
(8) Henry Austin
(9) Mrs Elsie Harlowe
(10) Harris Taztas
(11) George Lewis
(12 & 22) Hardy Radio & TV Ltd.
(26) October 25, 1957

CJFX, ANTIGONISH
5,000 wats on 580 kcs. CBC
(1) Atlantic Broadcasters Ltd.
(2) Dr. F. J. Givivan
(3) J. Clyde Nunn
(4) Bruce Rafuse
(5) Gus Mackinnon
(6) Steve Emery
(7) Levis Desjardins
(8) Bill Mackinnon
(9) Gus Mackinnon
(10) Al Graham
(11) Al Graham
(12) Dr. Cecil Maclean
(13) Janet Waters
(14) Anne Burchell
(15) Gus Mackinnon
(16) Don Holmes
(17 & 22) Paul Mulvihill & Co. Ltd.
(25) Young Canadian Ltd.
(26) March 25, 1943.

CKBW, BRIDGEWATER
10,000 wats on 1,000 kcs. CBC
(1) Acadia Broadcasting Co. Ltd.
(2) Clarence J. Morrow
(3) John F. Hirtle
(4 & 5) James A. MacLeod
(6 & 7) Robert A. MacLaren
(8) Robert C. Stillwell
(9) Hugh A. Godfrey
(10) Robert A. MacLaren
(11) Derek Shanks
(12 & 13) Robert A. MacLaren
(14) Mrs Virginia Fleming
(15) Ed Boylan
(16) Mrs Pauline Fraser
(17) James A. MacLeod
(18) Hugh A. Godfrey
(19) Douglas B. Hirdle
(21 & 22) Air-Time Sales Ltd.
(23 & 24) Radio Reps. Ltd.
(25) Donald Cooke Inc.
(26) Dec. 24, 1947

CFDR, DARTMOUTH
5,000 wats on 790 kcs.
(1) Radio Dartmouth Limited
(2) C. Arnold Patterson
(3) Clary J. Flemming
(4) Cyril G. Lynch
(5) Vincent P. Gallant
(6) Gerald Parson
(7) Brian Bullock
(8) Mrs Jessie Coade
(9) Mrs Loma M. Bullock
(10) Ralph C. Tingley
(11) Jack Hutchison
(12 & 22) Air Time Sales Ltd.
(26) December 5, 1952

CBH, HALIFAX
10,000 wats on 1,340 kcs.
Owned and operated by the Canadian Broadcasting Corporation.

CHNS, HALIFAX
10,000 wats on 960 kcs.
(1) Maritime Broadcasting Co.
(2) Graham W. Dennis
(3) Fred W. Arenburg
(4) Douglas A. Grant
(5) Orville B. Pulsifer
(6) Mike Mackie
(7) Ray Calder
(8) G. Kendrick
(9) Robert Huggins
(10) Peter Stewart
(11) Orville B. Pulsifer
(12) Mrs Dorothy Thompson
(13) Harry Stephens
(14) Mrs Betty Huckle
(15) Carl Weishever
(16) Arthur W. Greig
(17 & 25) All-Canada
(26) May 12, 1925

CJCH, HALIFAX
10,000 wats on 920 kcs.
(1) CJCH Limited
(2) Finley MacDonald
(3) Bob McGuigan
(4) Ron Findley
(5) Dave Crosby
(6) Ron Findley
(7) Buddy Guilfoyle
(8) Mort Brown
(9) Bob McCleave
(10) Harris Sullivan
(11) Dave Crosby
(12) Howard Gerard
(13) Dorothy Marcanson
(14) Mort Brown
(15) Al Cambell
(16) John Jay
(17 & 22) Paul Mulvihill & Co. Ltd.
(23) A. J. Messner & Co.
(24) Scharf Broadcast Sales
(25) Young Canadian Ltd.
(26) Nov. 14, 1944

CKEN, KENTVILLE
1,000 wats on 1,350 kcs.
(1) Evangeline Broadcasting Co. Ltd.
(2) Frank J. Burns
(3) Willard A. Bishop

Sales Manager - James Crossan
(7) Willard A. Bishop
(8) Al Williamson
(9) Ron Pulsifer
(10) Arnold Edwards
(11) Willard A. Bishop
(12) Carolyn Reece
(13) George Gamble
(14) William A. Schofield
(15) Lorie Potts & Co.
(16) Broadcast Sales Ltd.
(26) Aug. 7, 1948

CKAD, MIDDLETON
1,000 wats daytime (250 wats nighttime) on 1,490 kcs.
(1) Evangeline Broadcasting Co. Ltd.
(2) Frank J. Burns
(3) Willard A. Bishop
(4) James Crossan
(5) Willard A. Bishop
(6) Al Williamson
(7) Ron Pulsifer
(8) Arnold Edwards
(9) Willard A. Bishop
(10) Carolyn Reece
(11) George Gamble
(12) William A. Schofield
(13) Lorie Potts & Co.
(14) Broadcast Sales Ltd.
(26) June 1, 1962

CKEC, NEW GLASGOW
5,000 wats on 1,320 kcs. CBC
(1) Hector Broadcasting Co. Ltd.
(2 & 3) J. M. Cameron
(4 & 6) Paul Houle
(7) J. M. Cameron
(8) Bill McCulloch
(9 & 10) John MacDonald
(11) Doris Ryan
(12) Paul Houle
(13) Don Homes
(14) James McNabb
(15) Tyrnell & Nadon
(16) Paul Houle
(17) Donald Cooke
(26) 1953

CBY, SYDNEY
5,000 wats on 1,140 kcs
Owned and operated by the Canadian Broadcasting Corporation.

CJCB, SYDNEY
10,000 wats on 1,270 kcs.
(1) Cape Breton Broadcasters Ltd.
(2) J. Marvin Nathanson
(3) Norris L. Nathanson
(4 & 5) Mrs Florence Macleod
(6) Robby Robertson
(7) Al Foster
(8) Sylvia Dubinsky
(9 & 10) Don McIsaac
(11) Ann Terry MacLellan
(12) Lloyd Dennison
(13) Winnie MacDonald
(14) Toby Halloran
(15) Sylvia Dubinsky
(16) Al Gibson
(17) Alf Vernon
(18 & 25) All-Canada
(26) Feb. 12, 1929

CKCL, TRURO
1,000 wats on 800 kcs. CBC
(1) Colchester Broadcasting Co. Ltd.
(2 & 3) J. Arthur Manning
(4) H. C. Deryk Upton
(5) W. Frank Harvey
(6) Frank MacDonald
(7) Jack S. Armstrong
(8) Harry Dewar
(9) Mrs Eazy MacKenzie
(10) Mrs Ann Cox
(11) Bob Barlett
(12) Sid Bernasconi
(13) Hardy Radio & TV Ltd.
(14) Ralph J. Judge & Co.
(15) Devney Organisation Inc.
(26) Sep. 10, 1947

- KEY**
- Owner or Company Name
 - President (if a company)
 - Manager
 - Assistant Manager
 - Commercial Manager
 - Production Manager
 - Program Manager
 - Chief Announcer
 - Morning Man
 - Music Director
 - News Director
 - Sports Director
 - Farm Director
 - Women's Director
 - Promotion Manager
 - Traffic Manager
 - Copy Chief
 - Librarian
 - Chief Operator
 - Chief Engineer
 - Toronto Reps
 - Montreal Reps
 - Winnipeg Reps
 - Vancouver Reps
 - U.S. Reps
 - Station Birth Date

CFAB, WINDSOR
250 wats on 1,450 kcs.
(1) Evangeline Broadcasting Co. Ltd.
(2) Frank J. Burns
(3) Willard A. Bishop
(4) James Crossan
(5) Willard A. Bishop
(6) Al Williamson
(7) Ron Pulsifer
(8) Arnold Edwards
(9) Willard A. Bishop
(10) Carolyn Reece
(11) George Gamble
(12) William A. Schofield
(13) Lorie Potts & Co.
(14) Broadcast Sales Ltd.
(26) Nov. 13, 1945

CKLS, YARMOUTH
250 wats on 1,340 kcs
(1) Gateway Broadcasting Co. Ltd.
(2) D. L. M. Smith
(3) W. Inger
(4) Weed & Co.

P. E. I.

CFCY, CHARLOTTETOWN
5,000 wats on 680 kcs. CBC
(1) Island Radio Broadcasting Co. Ltd.
(2) Mrs K. S. Rogers
(3 & 4) R. F. Large
(5) L. MacAuley
(6) R. F. Large
(7) W. B. Carter
(8) Scott MacPherson
(9) Loman MacAuley
(10) Whit Carter
(11) Jane Weldon
(12) Betty Large
(13) E. F. Williams
(14) M. Muxtag
(15) D. V. Moser
(16 & 25) All-Canada
(26) July 1, 1923

CFRW, SUMMERSIDE
250 wats on 1,240 kcs.
(1) Gulf Broadcasting Co. Ltd.
(2, 3 & 4) R. C. (Bob) Schurman
(5) Lowell Huestis
(6) Paul Schurman
(7) Fred MacFarlane
(8) Edward Connelly

(10) Lowell Huestis
(11 & 12) Paul Schurman
(13) Lowell Huestis
(14) Mrs Marjorie Mitchell
(15) Joan Fitzgerald
(16) Mrs Gail Burns
(17) Paul Schurman
(18) Blair Gamble
(19) Fred MacFarlane
(20) Angus MacKie
(21) Nat Time Sales
(22) Broadcast Reps. Ltd.
(23) Radio Reps Ltd.
(24) Nov. 17, 1948

NEWFOUNDLAND

CBY, CORNER BROOK
1,000 wats on 790 kcs. Owned and operated by the Canadian Broadcasting Corporation.

CFCB, CORNER BROOK
1,000 wats on 570 kcs.
(1) Humber Valley Broadcasting Co. Ltd.
(2) Dr. Noel Murphy
(3) Managing Director - Harold Butler
(4) Station Mgr. - Roy M. Pike
(5) Roger Humber
(6) George Buffett
(7, 8 & 9) Cyril Yard
(10) John Penny
(11) Roger Humber
(12) Ada Young
(13) Otto Watson
(14) Murray Campbell
(15) Radio & Television Sales Inc.
(16) Scharf Broadcast Sales
(17) Young Canadian Ltd.
(26) 1960

CBG, GANDER
250 wats on 1,450 kcs. Owned and operated by the Canadian Broadcasting Corporation.

CBT, GRAND FALLS
1,000 wats on 990 kcs. Owned and operated by the Canadian Broadcasting Corporation.

CKCM, GRAND FALLS
10,000 wats on 620 kcs.
(1) Colonial Broadcasting System Ltd.
(2) Walter B. Williams
(3) James M. Murdoch
(4) Edward Connelly

(7 & 8) William C. Squires
(9) Pat Beeson
(10 & 11) Richard O'Neill
(12) Mrs Georgina O'Neill
(13) William C. Squires
(14) Patricia Squires
(15) Maureen Robbin
(16) John Murphy
(17) Walter Williams
(18) All-Canada
(19) Young Canadian Ltd.
(20) July 25, 1962

CHCM, MARYSTOWN
1,000 wats on 560 kcs.
(1) Colonial Broadcasting System Ltd.
(2) Joseph V. Butler
(3) Charles Noseworthy
(4) Donald C. Hollett
(5) Charles Noseworthy
(6) Walter Forney
(7) Anthony Sheppard
(8) Edward Coady
(9) Donald C. Hollett
(10) Walter Forney
(11) Margaret Drake
(12) Geraldine Kelly
(13) W. B. Williams
(14 & 25) All-Canada Radio & TV
(26) Young Canadian Ltd.
(26) May 23, 1962

CBN, ST. JOHN'S
10,000 wats on 640 kcs. Owned and operated by the Canadian Broadcasting Corporation.

CJON, ST. JOHN'S
10,000 wats on 930 kcs.
(1) Newfoundland Broadcasting Co. Ltd.
(2) Geoff Stirling
(3) Don Jamieson
(4) Colin Jamieson
(5) Charles Pope
(6) Gerry Wiggins
(7) Dave Maunder
(8 & 9) Bob Lewis
(10) Jim Thomas
(11) Howie Meeker
(12) Sally West
(13) Peggie McDonald
(14) Emilie Davis
(15) Bill Wescott
(16) Mrs Marg McGinn
(17) Charlie Peddle
(18) Oscar Heithly
(19 & 24) Stovin-Byles Ltd.
(20) Weed & Co.
(21) Oct. 11, 1951

Please help us keep this Directory up to date

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS *the* SHOWS

MONTREAL TORONTO WINNIPEG
1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott

Radio station managers attending the CAB convention have an obligation to the boys and girls on staff back home. They don't expect you to attend ALL sessions, and they can be understanding about a few excursions into Quebec night life, but they do think the least you can do is see Walter A. Dales while you are there and bring back some smart promotion gimmicks, sales ideas, and circulation-building stunts from his service, Morden Broadcast Aids. Dales is at the convention and he's reasonably approachable, so how's about it?

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Harrigan & Son
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(Canada) Ltd.
1000 Yonge Street,
Toronto, Ont.
Phone 925-9155

922 Dominion Sq. Bldg.
Montreal, Quebec.
Phone 866-4397



These People:

CFCN-TV, Calgary Alta.

CKX-TV, Brandon, Man.

CKLW-TV, Windsor, Ont.

CFTO-TV, Toronto, Ont.

CHCH-TV, Hamilton, Ont.

CKRS-TV, Jonquiere, Que.

CHSJ-TV, St. John, N.B.

Advertel Productions

Alberta Government Telephones

Bell Telephone

British Columbia Telephones

Canadian Broadcasting Corp.

Canadian General Electric

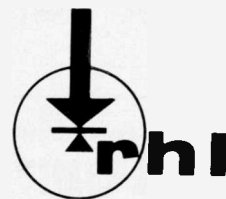
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Canadian Motorola

Robert Lawrence Productions

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"We gave the VR-1100 the complete acid test when the unit arrived from the factory—even before it was checked out. We purposely taped the first half-hour program in one, two and three-minute segments using the Electronic Editor."

"After each segment the recorder was stopped to permit scene and costume changes. Additional video material was inserted into recorded portions to give multiple camera effect. The final result was a show that was completely smooth, with no vertical roll, no evidence of splicing or the fact that the re-

order was stopped numerous times during the recording session."

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PERSONNEL REGISTER (FM Radio)

BRITISH COLUMBIA

CFM-FM, KAMLOOPS
1,000 watts on 98.9 mcs.
(1) Inland Broadcasters Limited
(2) Ronald White
(3) Ian G. Clark
(4) Miss Jean C. Ross
(5) Walter Harwood
(6) Dave Clark
(7) Paul Haines
(8) Dave Clark
(9) Paul Haines
(11) Walter Jones
(12) Loretta Swartz
(15) Loretta Swartz
(18) Kurt Reichenek
(20) May 21, 1962

CBU-FM, VANCOUVER
1,400 watts on 105.7 mcs.
Owned and operated by the Canadian Broadcasting Corporation.

CHQM-FM, VANCOUVER
20,000 watts on 103.5 mcs.
Issues own rate card and program for 14 hours weekly separately from CHQM-AM.

(1) Vancouver Broadcasting Associates Ltd.
(2 & 3) W.E. Bellman General Sales Manager-Gerry Altman
(5) Don Hamilton
(6) Keith Sterling
(10) Ralph Daly
(15) Mrs Anne Bolton
(17) Garry Gaudet
(18) Stan Davis
(20) Aug. 10, 1960

CKDA-FM, VICTORIA
370 watts on 98.5 mcs.
Same staff and same programming as CKDA-AM, except for 8:00 P.M. to 10:00 P.M. Daily, when we program two hours of separate shows.

ALBERTA

CHFM-FM, CALGARY
11,000 watts on 95.9 mcs.
(1) Quality FM Ltd.
(2 & 3) Allan J. Barker
(5) Ross L. Craig
(6 & 7) Gordon R. Morrison
(10) Temple Sinclair
(15) Laura M. Gillis
(18) Gordon R. Morrison

(20) August 29, 1962
(21) Hardy Radio & TV Ltd.

CFRN-FM, EDMONTON
16,200 E.R.P. on 100.3 mcs. Same staff as CFRN-AM. 14 hours separate programming weekly.

CJCA-FM, EDMONTON
400 watts on 99.5 mcs.
Same staff, same programming CJCA-AM.

CKUA-FM, EDMONTON
250 watts on 98.1 mcs.
Same staff as CKUA-AM. Programs separately approximately 20 hours per week.

CHEC-FM, LETHBRIDGE
250 watts on 100.9 mcs.
(1) Southern Alberta Broadcasting Ltd.
(2 & 3) H. W. Brown
(5) Bob Wilson
(10) Paul Preston
(11) Bruce Mitchell
(12) Veryl Todd

(13) Leo Dow
(15) Chris Plonka
(16) Carol Colwill
(17) Paul Preston
(18) Bob MacDonald
(20) Aug. 28, 1959
Same programming as CHEC-AM.

MANITOBA

CFMW-FM, WINNIPEG
354,000 watts on 98.3 mcs.
(1) Radio Fine Music Greater Winnipeg Ltd.
(2) George H. East
(3) George Hellman
(15) Shirley Braun
(18) John J. Pauls
(20) December 10, 1962
(21) Radio-TV Reps. Ltd.
(22) Donald Cooke, Inc.
Programs separately for 117 hours weekly and issues separate rate card.

CJOB-FM WINNIPEG
310,000 watts on 97.5 mcs.
(1) Radio CB Limited
(2) F. A. Griffiths
(3) R. M. MacLennan
(8) Bill Stewart
(9) Reg Parker
(12) Patricia Mumford
(15) Ron Jones
(17) Bob Miller
(18) R. V. Durie
(20) March 1948
(21) Standard Broadcast Sales
(22) Young Canadian Ltd.
Separate program for 128 hours weekly & issues own rate card.

CKY-FM, WINNIPEG
360,000 watts on 92.1 mcs.
(1) Moffat Broadcasting Ltd.
(2) Lloyd Moffat
(3) Randy Moffat
(6) George Dawes
(9) Herb Brittain
(12) Andy Malowanchuk
(19) Bill Martin
(20) August 1, 1963
(21) Stephens & Towndrow; Sharp Broadcast Sales
(22) The Devney Organization
Separate programming 126 hours weekly and issued separate rate card.

ONTARIO

CJBO-FM, BELLEVILLE
17,400 watts on 97.1 mcs.
(9) Eugene Lang
Programs Separately 30 hours weekly and issues own rate card.

CHIC-FM, BRAMPTON
857 watts on 102.1 mcs.
Same staff, same programming as CHIC-AM.

CKPC-FM, BRANTFORD
10,200 watts on 92.1 mcs.
Same staff, same programming as CKPC-AM.

CJSS-FM, CORNWALL
250 watts on 104.5 mcs.
Same staff, same programming as CJSS-AM.

CKPR-FM, PORT WILLIAM
45,000 watts on 94.3 mcs.
Same staff, same programming as CKPR-AM except 8:00 P.M. to 10:00 P.M. daily.
(1) H. F. Dougall Co. Ltd.

CKLC-FM, KINGSTON
250 watts on 95.5 mcs.
Same staff and same programming as CKLC-AM except Monday to Friday, 4:00 P.M. to 11:00 P.M. Saturday, Noon til 11:00 P.M. and Sunday, 9:00 A.M. to 11:00 P.M.

CKWS-FM, KINGSTON
250 watts on 96.3 mcs.
Same staff, same programming as CKWS-AM.

CKCR-FM, KITCHENER
350 watts on 96.7 mcs.
Same staff, same programming as CKCR-AM.

CFPL-FM, LONDON
179,000 watts on 95.9 mcs.
(1) The London Free Press Printing Co. Ltd.
(2) W. J. Blackburn
(3) Ward Comell
Sales Mgr - Charles N. Knight

(5) Lloyd Wright
(6) Geoffrey A. Bingle
(10) Hugh Bremner
(11) Peter James
(13) Roy Jewell
(14) Mrs Jean Barnes
(15) William Yardy
(17) Deborah Dennis
(18) Glen Robitaille
(19) Keith Roberts
(20) 1948
Programs separately for 97 hours weekly and issues separate rate card.

CKLB-FM, OSHAWA
14,000 watts on 93.5 mcs.
(1) Lakeland Broadcasting Company Ltd.
(2) Gordon G. Garrison
(3) Dick Trotter
(20) September 12, 1957

Programs separately for 183 hours weekly.

CBO-FM, OTTAWA
380 watts on 103.3 mcs. Owned and operated by the Canadian Broadcasting Corporation.

CFMO-FM, OTTAWA
148,000 watts on 93.9 mcs.
(1) CFRA Broadcasting Co. Ltd.

(2) Fran Ryan
(3) Terry Kielty
(5) Geo. Gowling
(6 & 7) Richard Gale
(8) Robert Knapp
(9) Richard Gale
(10) Campbell McDonald
(11) Terry Kielty
(14) Terry McGovern
(15) Ray Eckford
(16) Marjorie Cook
(17) Ray Eckford
(19) Roland Brundie
(20) 1948
(21) Standard Broadcast Sales Stephens & Towndrow Ltd.
Programs separately for 120 hours weekly and issues own rate card.

CKTB-FM, ST. CATHARINES
250 watts on 97.7 mcs.
(20) 1948
Same staff, same programming as CKTB-AM.

CKGB-FM, TIMMINS
250 watts on 94.5 mcs.
Same programming, same staff as CKGB-AM.

CBL-FM, TORONTO
11,900 watts on 99.1 mcs.
Owned and operated by the Canadian Broadcasting Corporation.

CHUM-FM, TORONTO
18,000 watts on 104.5 mcs.
(1) Radio CHUM-1050 Ltd.
(2 & 3) Allan F. Waters
(5) Wes Amstrong
(7) Allan Slaight
(8) Sief Frenken
(10) Bill Drylie
(15) Eileen Taylor
(16) Larry Solway
(17) Helen Hatton
(18) George Jones
(20) Sept. 15, 1963
(21) Stephens & Towndrow Ltd.
(22) Devney Organization

FOR

MAJOR MARKET FM COVERAGE

SEPARATE PROGRAMMING

SEPARATE SELLING

Stephens & Towndrow Ltd.

FM DIVISION

Winnipeg	-	CKY-FM
Toronto	-	CHUM-FM
Montreal(English)	-	CKGM-FM
London	-	CFPL-FM
Ottawa	-	CFMO-FM

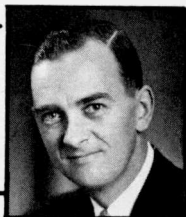
and soon

Hamilton	-	CHML-FM
Montreal (French)	-	CJMS-FM

For complete information telephone or write to:
Dick Sheppard, S & T FM Division.

Toronto
2 Carlton St.
368-2901

Montreal
2055 Peel St.
844-3975

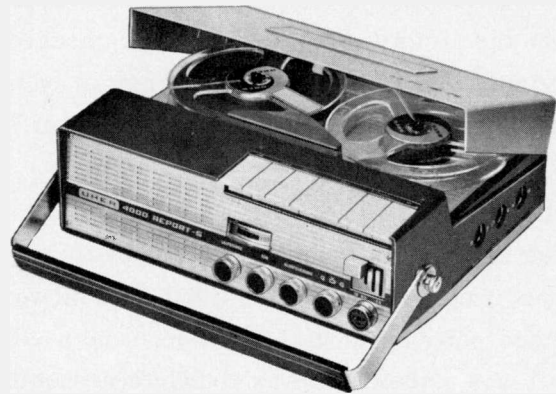


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PROFESSIONAL



8 REASONS WORTH INVESTIGATING!

- All transistor, portable.
- Operates anywhere on 110-250 V (50 or 60 cycles), on its own rechargeable battery, or 6-12-24 DC.
- Trouble-free operation in any position as well as professional speed stability assuring the finest reproduction on studio equipment.
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TORONTO 18

MONTREAL 18

1355

KEY

- | | | |
|--------------------------|----------------------|---------------------------------|
| 1. Owner or Company Name | 8. Chief Announcer | 15. Traffic Chief |
| 2. President | 9. Music Director | 16. Copy Chief |
| 3. Manager | 10. News Director | 17. Librarian |
| 4. Asst. Mgr. | 12. Women's Director | 18. Chief Engineer |
| 5. Commercial Mgr. | 11. Sports Director | 19. Chief Operator |
| 6. Production Mgr. | 13. Farm Director | 20. Date and Year Station Began |
| 7. Program Mgr. | 14. Promotion Mgr. | |

CKFM-FM, TORONTO
200,000 watts on 99.9 mcs.
(1) CPFB Limited
(2) W. C. Thomson Cran
(3) D. W. Inley
(4) W. Brennan
(5 & 7) Peter G. Nordheimer
(10) Bill Hutton
(15) Ruth Peachell
(16) Jill Loring
(17) Joy MacDonald
(18) Clive Eastwood
(20) Oct., 1940
(21) Standard Broadcast Sales
(22) Young Canadian Ltd.
Programs separately for 126 hours weekly and issues separate rate card.

CHFI-FM, TORONTO
210,000 watts on 98.1 mcs.
Broadcasts approximately 70 hours weekly separate from AM.
(1) Rogers Broadcasting Ltd.
(2) Edward S. Rogers
(5) R. A. Leslie
(7) Vaughan Bjerre
(10) David Atter
(11 & 13) Don Watson
(14) Marie Thomson
(15) Mrs Rina Boyle
(16) Ross Evans
(17) Mrs Bette Blake
(18) Ron Turpenny
(19) Brian Avery
(20) Ron Turpenny
(21 & 22) Air-Time Sales Ltd.

CKLW-FM, WINDSOR
50 kilowatts on 93.9 mcs.
Same staff, same programming as CKLW-AM, except at 7:30 to 9:30 p.m. when separate programs take over.

QUEBEC

CBF-FM, MONTREAL
3,860 watts on 95.1 mcs.
Owned and operated by the Canadian Broadcasting Corporation.

CBM-FM, MONTREAL
3,860 watts on 100.7 mcs. Owned and operated by the Canadian Broadcasting Corporation.

CFCF-FM, MONTREAL
41,400 watts on 92.5 mcs.
(1) Canadian Marconi Co.
Same staff, same programming as CFCF-AM.

CJFM-FM, MONTREAL
41,200 watts on 95.9 mcs.
(1) CJAD Limited
(2) W. C. T. Cran
(3) J. Lyman Potts
Director of Sales - Wally Shubat
(5) W. Valentine
(6) Gordon Hope
(7) Len Rowcliffe
(9) Frank Kirton
(10) Doug Williamson
(11) Al Cautley
(12) Doris Clark
(14) Charles Waldo
(15) Gloria Shaborda
(16) Gery Boddington
(17) Anna Watt
(18) Emes Mott
(19) Gordon Hope
(20) October 1, 1962
(21) Standard Broadcast Sales
(22) Young Canadian Ltd.
Programs separately for 126 hours weekly and issues own rate card.

CKGM-FM, MONTREAL
50,000 watts on 97.7 mcs.
(1) Maisonneuve Broadcasting Corp.
(2) Geoff Stirling
(3) Don Wall
(4) Bill Ballentyne
(5) Barry Savage
(6) Bill Ballentyne
(9) Dave Grief
(10) Earl Reidy
(11) Al Shaver
(16) Bill Ballentyne
(20) Aug. 1, 1963
(21) Stephens & Towndrow
(22) Weed & Co.

Separate programming 24 hours daily and issues separate rate card.

CHRC-FM, QUEBEC
81,000 watts on 91.1 mcs.
(1) CHRC Limitée
(2) Col. Hervé Baribeau
(3) Aurèle Pelletier
(5) F. R. Thibodeau
(6) Georgette Lacroix
(7) Henri Veilleux
(17) Georgette Lacroix
(18) Anrê ne Nadeau
(20) February, 1949
Programs separately from 12.00 to midnight, and issues separate rate card.

CJBR-FM, RIMOUSKI
20,000 watts on 101.5 mcs.
(20) November, 1947.
Programs separately for 58 hours weekly.

CHLT-FM, SHERBROOKE
62,000 watts on 102.7 mcs.
(1) La Tribune Inc.
(2) P. Desruisseaux
(3) J. L. Gauthier
(4) M. Girard
(5) L. LaRoque
(7) J. Tremblay
(9) P. M. Robidoux
(12) M. Fagan
(15) L. Fournier
(17) G. Robidoux
(18) Paul Cloutier
(20) Sept 15, 1963
(21) Paul L. 'Anglais Inc.
(22) Young Canadian Ltd.

CKVL-FM, VERDUN
307,000 watts on 96.9 mcs.
(1) Radio Future Ltd.
(2) Jack Tietolman
(3) Corey Thomson
(5) Judah Tietolman
(6) Hal Wardell
(7) Marcel Provost
(9) Hal Wardell and Louis Belanger
(9) Jacques Catudal
(14) Jack Selinger
(15) Jeannot Pelletier
(16) Larry Fredericks
(17) Jacques Catudal
Programs 24 hours a day separate from CKVL-AM and issues its own rate card.

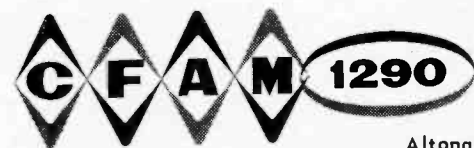
NOVA SCOTIA

CHNS-FM, HALIFAX
250 watts on 96.1 mcs.
(1) Maritime Broadcasting Company
(2) Graham W. Dennis
(3) Fred W. Arenburg
(7 & 17) Robert Oxley
Programs 31 1-2 hours weekly separate from CHNS-AM.

CJCB-FM, SYDNEY
1,000 watts on 94.9 mcs.
(21) All-Canada
Same staff as CJCB-AM. Programs separately for 10 hours weekly and issues separate rate card.

MANITOBA'S COSMOPOLITAN RADIO STATIONS

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Altona

And the NEW



Steinbach

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MONTREAL - TORONTO - WINNIPEG - VANCOUVER

Convention reminder

HOW TO POUR A GLASS OF BEER CORRECTLY

A timely message from O'Keefe on the eve of the C.A.B. Convention

A properly poured glass of beer adds enormously to your pleasure of the brew.

Here are the simple rules that O'Keefe Brewmasters follow:

1. Take a clean, fresh glass. (*Never* store a glass up-side down—the air trapped inside leaves a stale odor. *Never* use the glass for anything but beer. *Never* wash the glass with detergents—some are always left behind which will spoil the head.)
2. Rinse your glass with cold water. Do not dry.
3. Take a bottle of beer chilled between 40 and 45 degrees.
4. Uncrown the bottle with a quick, deft movement. (don't fumble—that shakes up the contents).
5. Hold bottle in your right hand. Pour boldly

across mouth of glass so that beer runs down side *furthest* from bottle. Allow 1½ inch head to form. Then slacken your pouring until the head just peeps over brim of glass.

6. Hold glass of beer at arm's length. Let your eyes enjoy the art of the brewmaster before your palate does.

Practise the fine art of pouring on a brew worthy of your attention.

Play it safe. During the next few days order O'Keefe Ale, or Blended, or Old Vienna, or Holiday.

We brew all of them the *traditional* way. Gently, *Naturally*. Then age them in cool dark cellars.

Thank you.

And enjoy yourself immensely at the Convention.

The O'Keefe Brewing Company Limited



W. D. BYLES, PRESIDENT OF STOVIN-BYLES LIMITED WITH MANAGEMENT GROUP:
 l. to r. A. E. STEWART, VICE PRESIDENT AND GENERAL MANAGER
 W. H. CLARK, EXECUTIVE VICE PRESIDENT
 A. A. PANZA, COMPTROLLER AND DIRECTOR

PARTNERS...

 <p>DON JAMIESON CJON-CJOX-TV, St. John's, Nfld.</p>	 <p>GORDON REID KVOS-TV Serving Vancouver, B.C.</p>	 <p>DAVE MINTZ</p>	 <p>JACK MOFFAT CHAB-RE-TV, Moose Jaw—Regina, Sask.</p>	 <p>COLIN JAMIESON CJCN-TV, Central Nfld.</p>	 <p>G. A. BARTLEY CHCA-TV, Red Deer, Alta.</p>	 <p>W. O. CLARK CFTO-TV, Ont.</p>
 <p>E. L. BUSHNELL CJOH-TV, Ottawa, Ont.</p>	 <p>JACK DAVIDSON C-JAY-TV, Winnipeg, Man.</p>	 <p>ANDRE LECOMTE CJBR-TV, Rimouski, P.Q.</p>	 <p>GARNET CONGER CKPR-TV, Port Arthur, Fort William, Ont.</p>	 <p>HUBERT BUTTON CKCW-TV, Moncton, N.B. (The Lionel Network)</p>	 <p>RON SKINNER CKOS-TV, Yorkton, Sask.</p>	 <p>HENRI ALLARD CKTM- Trois-Rivières</p>



National Sales, both radio and television, rise or fall on the quality of the Station and Representative partnership. We at Stovin-Byles do not consider ourselves as Station Representatives in the true sense of the word . . . but rather the extension of a station's sales department in our four offices across Canada.

STOVIN-BYLES *Limited*
Radio and Television Station Representatives
MONTREAL TORONTO WINNIPEG VANCOUVER



WALTER STASKOW
ZBM and ZBM-TV,
Bermuda



REG. CARNE
CFCH and CFCH-TV,
North Bay, Ont.



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**Numbers alone
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Use the stations that combine
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If you haven't heard of
"The Eternal Triangle",
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or Weed & Co. in the U. S. A.**

**CFCM-TV
CKMI-TV**

Tele 4 & 5

QUEBEC

Your Convention City TV Stations

Agency	City	Phone	Address	Media Director	Broadcast Dept. Director	Radio-TV Time Buyer
La Maison Publicitex Ltée	Montreal	845-1222	550 Sherbrooke St. W.	E. Brown	P. Di Stasio	Miss L. Henuset
	Vancouver	MU. 2-5651	1112 West Pender St.			
	Winnipeg	WH. 2-6321	911 Electric Railway Chambers			
	Montreal		Suite 2620 C.I.L. Bldg.		W. E. Wilson	Tom Woodside
					P. E. Rioux	Y. Saint-Amand
Maquinna Advertising Agency Ltd. McCann-Erickson (Canada) Ltd.	Toronto	921-5169 925-3231	800 Bay Street 151 Bloor Street W.	Mrs. F. Heal D. MacInnes	S. Bennett	A. Sylvia N. Demeda Don Baker Carol Ann Sorenson J. Tait Mary McGowan
McConnell Eastman & Co. Limited	Montreal	849-8341	2055 Peel St.	F. A. Collins Florence Asson D. J. MacMillan	Frank Collins	Joyce Maedel
	Vancouver	MU. 3-5608	1030 W. Georgia St.			
	Toronto	HU. 7-4601	234 Eglinton Ave. E.			
	Montreal	UN. 6-6771	Dominion Square Bldg.			
	Winnipeg	WH. 3-7406	382 Portage Ave.			
	Calgary	AM. 3-7040	512 6th St. S.W.	Chris Shewchuk	Mrs. O. J. Reynolds	Mrs. L. Main
	London	GE. 4-4528	P.O. Box 3477, Terminal A	Miss Wentworth	Mrs. U. McLean	Mrs. D. E. Myles
	Vancouver	MU. 3-2161	1198 West Pender St.	M. Ogilvie	K. W. Hughes	
	Edmonton	GA. 2-5107	10020-109th St.	J. E. Gore		
McKim Advertising Ltd.	Hamilton	529-8245	150 Main St. W.		J. R. McCallum Manager, D. J. Johnstone	J. R. McCallum
	Toronto	927-5200	151 Bloor St. West	Don McCaskill <i>Director, Communications Services</i> H. Roy Chernoff	Geo. Leech Bev Nicholl <i>Program Negotiator</i>	Pat Boulton Jean Buff June Knight
Media Advertising Ltd. Muter, Culiner, Frankfurter & Gould Ltd. Nattal & Maloney Ltd.	Montreal	861-8422	1155 Dorchester Blvd.	H. T. Harbinson (Asst.) Mrs. R. Webb Miss Eileen Fox Acct. Exec's — R. Weiswall Margo Hanna V. Dennis J. Carston Ian B. Campbell	W. L. Charlond	J. R. Matheson Miss J. Campbell Miss Eileen Fox Mrs. L. Wozniak S. Redfean Gerry Rafelman Jan Morris Mrs. Fay-Leslie-Spinkx Denise Curran Sheila Bonfield
	Vancouver	MU. 3-8121	1030 West Georgia St.			
	Winnipeg	WH. 2-3491	379 Broadway			
	Montreal	VI. 2-2739	1460 Union Ave.			
	Toronto	924-5736	89 Avenue Road		Gerry Rafelman	
	Calgary	252-0111	8227 Elbow Drive		Pat McBean	
	Edmonton	HU. 2-1502	12415 Stony Plain Rd.		Mrs. Fay-Leslie-Spinkx	
Needham, Louis & Brorby of Can. Ltd.	Toronto	364-1492	121 Richmond St. W.		D. McLean	
Norman, Craig & Kummel (Canada) Ltd. O'Brien Advertising Ltd. Ogilvy, Benson & Mather Canada Ltd.	Montreal	866-9382	615 Dorchester St. W.	(Through Toronto)		S. B. Sellen
	Toronto	481-5265	123 Eglinton Ave. E.	H. L. Belber	H. L. Belber	S. J. Lilburn
	Vancouver	MU. 1-9174	1030 W. Georgia St.	S. J. Lilburn	S. J. Lilburn	J. M. Brown
	Toronto	362-7711	88 University Ave.	G. B. Murray	G. B. Murray	R. Boychuk K. Colmer P. Pearson J. May L. Channing
Orr, William R. Ltd. Paul, Phelan & Perry Ltd.	Toronto	HU. 5-9367	240 Eglinton Ave. E.	Ann Chalcraft Thomas Reid M. Lalonde	Ann Chalcraft G. P. Vale	Ann Chalcraft Gordon Forsyth
	Toronto	925-3436	6 Crescent Road			
	Montreal	849-8061	1500 Stanley St.			
Payer Publicité Inc. Pennell Advertising Petersen, H. V. Advertising Agency Ltd. Plant, Elton M. Advertising Ltd.	Winnipeg	942-7408	259 Portage Ave.	Paul E. Giguere Mary Barrer Mrs. M. L. Graves Ann Hales	Patrick Madden Gilles Latreille Mary Barrer M. L. Graves Elton M. Plant	L. Tait Paul E. Giguere Mary Barrer M. L. Graves Ann Hales
	Quebec	529-3322	639 8th Avenue			
	Toronto	EM. 4-2079	19 Richmond St. W.			
	Toronto	923-4683	130 Bloor Street W.			
	Windsor	254-1159	Toronto-Dominion Bank Bldg.			
Publicité Chanteclair Ltés. Purkis, Thornton Ltd.	Montreal	845-3133	1420 Sherbrooke St. W.	G. St. Denis	D. Lemieux	
	Toronto	EM. 3-3762	330 Bay Street	Miss G. Race		Mrs. M. Canning Mrs. E. Gledhill
Reimer, C. Advertising Ltd. Ronalds-Reynolds & Co.	Winnipeg	WH. 2-1868	407 Graham Avenue	C. L. Reimer	C. L. Reimer	C. L. Reimer
	Toronto	EM. 2-2381	154 University Ave.	H. Anderson	H. Karpus	E. Y. Leslie V. Hopkins E. Villamere W. Ibsen N. Relf M. Laphkas R. A. Post J. V. Karle
Ross Roy Inc.	Montreal	849-9401	2055 Peel St.	H. E. Rumble	M. Provost N. J. Traynor	R. Hinson
	Detroit	LO. 7-3900	2751 E. Jefferson			
Rowntree, Gordon & Co. Ltd. Sauviat, G. R. & Associates Schneider-Cardon Ltd. Smith, R. C. & Son Ltd. Spitzer, Mills & Bates Ltd. Stanfield, Johnson & Hill Ltd. Stansbury, Gill, Payan & Shanks Ltd. Tames Advertising Agency Ltd. Tandy-Richards Advertising Ltd. Thompson, J. Walter Co. Ltd.	New York	565-3200	500 Fifth Avenue	R. Woodward		
	Vancouver	MU. 2-2231	1198 West Pender St.	Louise McLead		
	Montreal	AV. 84 171	1500 Stanley St.	Mrs. M. Bourdeau	Mrs. M. Bourdeau	Mrs. M. Bourdeau
	Montreal	861-4764	1224 St. Catherine St. W.			
	Toronto	481-2253	140 Merton Street	Mrs. O. J. Taylor	G. A. Phare	W. R. Beecraft
	Toronto	EM. 6-2 811	790 Bay Street	P. I. Judson	R. A. Stevenson	E. M. McCullagh
	Montreal	861-9721	1155 Dorchester Blvd. W.	Media Manager — A. Hollander		
	Toronto	WA. 4-8481	255 Davenport Rd.	T. D. Campbell	T. D. Campbell	Irene Maklary
	Montreal	866-8741	Dominion Square Bldg.	V. Homenak		Diana Stewart
	Montreal	875-5300	1155 Dorchester Blvd. W.			Lorne Stevens
Toronto	481-2291	1395 Bayview Ave.	John Tames		John Tames	
Toronto	EM. 3-6361	20 Carlton Street	Alex Paper	George Alsop	George Alsop	
Montreal	VI. 4-8821	550 Sherbrooke St. West	Manager, H. J. Tingle			
Toronto	362-3471	600 University Ave.	W. Jack Graham	James B. Niosi	Rafe Engle Doris Fairbanks Gerry Levine Richard Kistrya	
Torobin Advertising Ltd. Vamplew-Philip-McGregor-Deaville Advertising Ltd. Vickers & Benson Ltd.	Montreal	931-1331	1600 Dorchester Blvd. W.	J. A. McCrimmon	P. Fisette	Coy Draper S. Torobin
	Westmount	937-3501	4823 Sherbrooke W.	M. Birman	M. A. Isaacs	
	Toronto	923-8481	57 Bloor Street W.		F. J. Deaville	Mary N. Rae
	Toronto	925-9393	980 Yonge Street	D. Sutherland	Gwen Rudolphe	Lorraine King
	Montreal	866-7701	630 Dorchester Blvd. W.		Laurent Jodoin	Jeannine Guerin Diane Loiselle Mrs. J. Frost
Walsh Advertising Co. Ltd.	Toronto	EM. 3-3053	2 Carlton St.	(Through Toronto)	Mrs. M. Logan	
	Montreal	WE. 3-6756	1980 Sherbrooke W.	(Through Toronto)		
	Windsor	CL. 6-2671	586 Ouellette Ave.			
Whitehead, Titherington & Bowyer Ltd. Willis Advertising Ltd. Chris Yoneff Ltd. Young & Rubicam Ltd.	Toronto	925-5544	696 Yonge Street	D. M. Curtis		Miss K. Van Horn
	Toronto	925-3804	165 Bloor Street East	Miss J. Sharpe	Miss J. Sharpe	Miss J. Sharpe
	Toronto	924-6678	119 Isabella Street	Wm. Freedman	Wm. Freedman	W. Pesme
	Toronto	EM. 2-3921	250 University Ave.	Vice-President, Media & Programming: Colin P. Davis		
	Montreal	866-8941	115 Dorchester Blvd. W.	Director French Radio TV	Paul Martel	Ruth McLellan

THE TELEGOONS



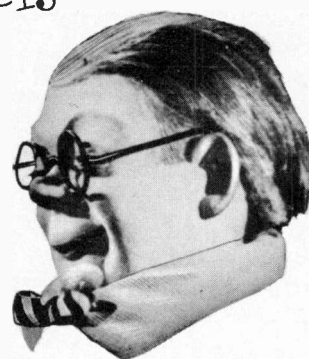
Featuring the many voices of



Mr Peter Sellers



Mr Spike Milligan



Mr Harry Secombe

in 26 enthralling episodes of 15 minutes each, including such incredible adventures as—

as



“The Booted Gorilla” — “The Terrible Revenge of Fred Fu Manchu” — “The Fear of Wages” — “The Whistling Spy Enigma” — “Tales of Old Dartmoor” etc., etc., etc.

Any persons concerned with the whereabouts of the Telegoons may hear of something to their advantage by communicating at once with—

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PERSONNEL REGISTER (Television)

KEY

- | | | |
|-----------------------------|-----------------------|-------------------------|
| 1. Owner or Company Name | 9. Music Director | 17. Copy Chief |
| 2. President (if a company) | 10. News Director | 18. Film Librarian |
| 3. General Manager | 11. Sports Director | 19. Film Editor |
| 4. Operations Manager | 12. Women's Director | 20. Chief Operator |
| 5. Commercial Manager | 13. Farm Director | 21. Dir. of Engineering |
| 6. Production Supervisor | 14. Promotion Manager | 22. Canadian Reps |
| 7. Program Manager | 15. Traffic Manager | 23. U.S. Reps |
| 8. Chief Announcer | 16. Art Director | 24. Station Birth Date |

BRITISH COLUMBIA

CBUT, CRANBROOKE
1.1 kw Video; 505 kw Audio on Channel 10, owned and operated by the Canadian Broadcasting Corporation.
(24) July 1, 1962

CFDC-TV, DAWSON CREEK
10 kw Video; 5 KW Audio on Channel 5, CBC.

(1) Radio Station CJDC (Dawson Creek B.C.) Ltd.
(2 & 3) H. L. Michaud
(4) John Adams
(5) W. R. (Bill) Duncan
(6) Gordon Dohle
(7) H. L. Michaud
(11) Julie Ross
(12) Mrs. Kathy Duncan
(13) Roger Fry
(15) Mrs. Pat Fairchild
(16) Mrs. Ethel Michaud
(17) Al Vaillancourt
(18 & 19) Mrs. Maria Van Berkel
(20) Gordon Dohle
(21) Ralph Messner
(22) TV Representatives Ltd.
(24) January 15, 1959

CFCR-TV, KAMLOOPS
10 kw Video; 5 kw Audio on Channel 4, CBC.

(1) Twin Cities Television Ltd.
(2 & 3) Ian G. Clark
Asst. General Mgr. - Jean G. Ross
(4) Jack Pollard
(5) Walter Harwood
(6) Wayne Roberts
(7) Jack Pollard
(8) Al Davidson
(9) Wayne Roberts
(10) Jack Pollard
(11) Walter Jones
(12) Miss Jean Ross
(13) Bob Wilson
(14) Miss Jean Ross
(15) Shirley Lewis
(16) Fred Koach
(17) Ed Stevens
(18 & 19) Bill Reith
(20) Wayne Roberts
(21) Kurt Recheineck
(22) All-Canada Radio & Television
(23) Weed & Company
(24) April 8, 1957

CFCR-TV, KAMLOOPS has rebroadcasting stations at the following locations in British Columbia.

Savona	Channel 8
Clearwater	Channel 2
North Bend	Channel 5
Queens	Channel 7
Williams Lake	Channel 8
Lytton-Lillooet	Channel 11
100 Mile House	Channel 5
Clinton	Channel 9
Chase	Channel 11
Merritt	Channel 10
MacKort-Cache Creek	Channel 10

CHBC-TV, OKANAGAN TELEVISION SYSTEM
3.7 kw Video; 1.65 kw Audio on Channel 2, CBC.

(1) Okanagan Valley Television Co. Ltd.
(2) Roy G. Chapman
(3) Dick Sharp
(4) Norm Williams
(5) Russ Richardson
(6) Dave Sparrow
(7) Russ Richardson
(8) Lyle Williams
(9) Mrs. Betty Pavie
(10) Bob Wilson
(11) Al Jensen
(12) Mrs. Lucille Travis
(13) Ralph Beausart
(14) Bob McRory
(15) Doug Redekop
(16) Dick Steiner
(17) Tom Wyatt
(18 & 19) All-Canada Television
(20) Dick Steiner
(21) Tom Wyatt
(22 & 23) All-Canada Television
(24) Sept. 21, 1957

CHBC-TV (OKANAGAN NETWORK)
has rebroadcasting stations at the following locations in British Columbia.

Kelowna	Channel 2
Vernon	Channel 7
Penticton	Channel 13
Simons Arm	Channel 5
Oliver-Osoyoos	Channel 8
Lumby	Channel 5
Princeton	Channel 72
Keremeos	Channel 5
Cawston	Channel 5
Peasland	Channel 5
Enderby	Channel 5
Westworld	Channel 12
Falldand	Channel 5
Nakusp	Channel 2
Malakwa	Channel 5

CKPG-TV, PRINCE GEORGE
20 watts Video; 114 watts Audio on Channel 3, CBC.

(1) CKPG Television Ltd.
(2 & 3) Robert T. Harkins
Director of Television - Douglas O. MacGregor
(4) M. McDonnell
(5) Fred M. MacGregor
(6) Steve J. Howe
(7) Barry J. Hamelin
(8) Barry Hamelin
(9) Marlene Carter
(10) Kay McMatheson
(11) Ab D. Wiebe
(12) Arlene Goodkey
(13) Douglas O. MacGregor
(14) Ab D. Wiebe
(15) G. Bryant
(16) Steve J. Howe
(17) Stan W. Davis
(18 & 19) All-Canada Radio & TV.
(20) August 20, 1961

CFTK-TV, TERRACE-KITIMAT
4.3 kw Video; 2.1 kw Audio on Channel 3, CBC.

(1) Skeena Broadcasters Ltd.
(2) J. Fred Weber
(3) Wayne Seabrook
(4) John Ford
(5 & 6) Roy B. Last
(7 & 8) Hugh McLarry
(9) M. Van Herd
(10) Wayne Seabrook
(11) Mrs. Lorraine French
(12) Art Bates
(13) Mrs. Pat Davie
(14 & 15) Mrs. Heny Ebeling
(16) Roy Mitchell
(17) John A. Nance
(18) Television Reps. Ltd.
(19) Weed & Co.
(20) November 15, 1962

CFTK-TV, TERRACE-KITIMAT has rebroadcasting stations at the following locations.

Prince Rupert	Channel 6
Smithers	Channel 5
Burns Lake	Channel 2

CBUT, TRAIL
187 kw Video; 124 kw Audio on Channel 11. Owned and operated by the Canadian Broadcasting Corporation.
(24) November 3, 1960.

CBUT-TV, NELSON
560 watts Video; 362 watts Audio on Channel 9. This satellite of CBUT, Trail is owned and operated by the Canadian Broadcasting Corp.
(24) November 26, 1960

KVOS-TV VANCOUVER-VICTORIA (BELLINGHAM)
214 kw Video; 107 kw Audio on Channel 12.

(1) Wometco Enterprises
(2) Gordon M. Reid
(3) David Mitts
(4) Andy Anderson
(5) H. Burkart
(6) Jack V. Gertles
(7) Andy Anderson
(8) Frank Jank
(9) Al Swift
(10) Dick Desmond
(11) Elaine Hom
(12) Stan Sleeth
(13) Douglas J. Davis
(14) Miss Del Pawliw
(15) Ken Davidson
(16) Miss Leslie Mathers
(17) Mrs. Gretchen Moseley
(18) Keith Cutler
(19) Gil Reeves
(20) John Price
(21) Stovin-Byles Ltd.
(22) Summer Corp.
(23) June, 1954

CBUT, VANCOUVER
47.6 kw Video; 25.4 kw Audio on Channel 2. Owned and operated by the Canadian Broadcasting Corporation.

CBUT-1, COURTENAY
625 kw Video; .332 kw Audio on Channel 9. Satellite of CBUT, Vancouver.
(24) August 1962.

CHAN-TV, VANCOUVER
180 kw Video; 84 kw Audio on Channel 8, CTV.

(1) Vantel Broadcasting Co. Ltd.
(2) J. R. Peters
(3) J. R. Peters
(4) Frank Bond
(5) Dave Norman
(6) Art Hall
(7) L. Coltharp
(8) A. Marquis
(9) Brad Keene
(10) Mrs. Ida Clarkson
(11) Barry Cramer
(12) Ann Collins
(13) Bob Crighton
(14) Jan Hadway
(15) Les Semko
(16) E. G. Rose
(17) E. G. Rose
(18 & 19) All-Canada
(20) October 31, 1960

CHEK-TV, VICTORIA
100 kw Video; 50 kw Audio on Channel 6, CBC.

(1) Frank Broadcasting Co. Ltd.
(2) J. R. Peters
(3) J. R. Peters
(4) Frank Bond
(5) Dave Norman
(6) Art Hall
(7) L. Coltharp
(8) A. Marquis
(9) Brad Keene
(10) Mrs. Ida Clarkson
(11) Barry Cramer
(12) Ann Collins
(13) Bob Crighton
(14) Jan Hadway
(15) Les Semko
(16) E. G. Rose
(17) E. G. Rose
(18 & 19) All-Canada
(20) December 1, 1956

CHEK-TV, VICTORIA has rebroadcasting stations at the following locations:

Squamish	Channel 7
Port Hardy	Channel 2
Sointula	Channel 6
Newcastle Ridge	Channel 7
Kokish	Channel 9

ALBERTA

CFCN-TV, CALGARY
100 kw Video; 50 kw Audio on Channel 4, CTV.

(1) CFCN Television Limited
(2) Jas. A. Love
Executive Vice-President - Gordon L. Carter
(3) Ted Chapman
(4) William N. Love

(11) Henry Viney
(12) Larry Langley
(13) Mrs. Joan Brown
(14) Charles Heine
(15) Wally Kirk
(16) Gary Smith
(17) Robert W. Lamb
(18) Television Representatives Ltd.
(19) John Ford
(20) Roy Mitchell
(21) John A. Nance
(22) Television Reps. Ltd.
(23) Weed & Co.
(24) November 15, 1962

CFCN-TV-1, DRUMHELLER
Satellite of CFCN-TV, Calgary broadcasting on Channel 8. Same staff.
(24) November 1961.

CFCN-TV-2, BANFF
Satellite of CFCN-TV, Calgary broadcasting on Channel 8. Same staff.

CFCN-TV also has a rebroadcasting station at Windermere Valley, broadcasting on Channel 6. It began operation May 27, 1963.

CHCT-TV, CALGARY
100 kw Video; 50 kw Audio on Channel 2, CBC.

(1) Calgary Television Limited
(2) Frederick Shaw
(3) A. M. (Ben) Cairns
(4) Ron Chase
(5) T. H. Inlander (Nat'l) George Brown (Local)
(6) Skip Braun
(7) Ron Chase
(8) Ed Whalen
(9) Reuban Hamm
(10) W. A. (Bill) Smith
(11) Don Wilson
(12) Les Punsell
(13) Sales Services Editor - Miss Mary Ellis
(14) Gordon Warner
(15) Lee Crawley
(16) All-Canada Radio & Television
(17) Weed & Company
(18) October 8, 1954

CHCT-TV-1, DRUMHELLER
Satellite of CHCT-TV, Calgary broadcasting on Channel 12. Same staff.

CBXT, EDMONTON
318 kw Video, 159 kw Audio on Channel 5, CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.
(24) October 2, 1961

CFCN-TV, EDMONTON
180.3 kw Video; 90.4 kw Audio on Channel 3, CTV.

(1) Sunwapta Broadcasting Co. Ltd.
(2 & Gen. Mgr.) G.R.A. Rice
Bruce Alloway
(3) Don Brinton
(4) Gen. Sales Mgr. - D. Field
(5) George Kidd
(6) Ed Kay
(7) Harry Farmer
(8) Sid Lancaster
(9) News and Public Affairs Mgr. - Bill Hogle
(10) Al McCann
(11) Laura Lindsay
(12) Scott Flevitt
(13) Paul Nattall
(14) Peter Leonard
(15) Dan Kauffman
(16) Keith Neale
(17) Bill Radomski
(18) Ted Wadon
(19) Television Representatives Ltd.
(20) Young Canadian Ltd.
(21) Haizan Oakes
(22) October 17, 1954

CFCN-TV-1, CARROT CREEK
Satellite of CFCN-TV, Edmonton, broadcasting on Channel 9.

CFCN-TV-2, EDSON
Satellite of CFCN-TV, Edmonton broadcasting on Channel 12.

CBXAT, GRANDE PRAIRIE
36 kw Video; 18 kw Audio on Channel 10, CBC. Owned and operated by the Canadian Broadcasting Corporation.
(24) July 1962.

CBXAT-1, PEACE RIVER
720 watts Video; 360 watts Audio on Channel 7. This is a satellite of CBXAT, Grande Prairie. It is owned and operated by the Canadian Broadcasting Corporation.

CJLH-TV, LETHBRIDGE
171 kw Video; 85.5 kw Audio on Channel 7, CBC.

(1) Lethbridge Television Limited
(2 & 3) N. Botterill
(4) Dale Nelson
(5) Del Deimage
(6) Ron Makarenko
(7) Ron Wainmough
(8) Mrs. Joan Waterfield
(9) Miss Win Duffy
(10) Vern Young
(11) Jack Mitchell
(12 & 13) Mrs. Betty Glendinning
(14) V. C. Reed
(15) All-Canada Radio & Television
(16) November 20, 1955

CKSA-TV, LLOYDMINSTER
116 kw Video; 58 kw Audio on Channel 2, CBC.

(1) CHSA-TV Limited
(2 & 3) Arthur F. Shortell
(4 & 5) J. R. D. Findlay
(6 & 7) Wes Saunders
(8) Elmer Devore
(9) Brian Nielson
(10) Elmer Devore
(11) Larry Gilchrist
(12) Margaret Sturt
(13) Howard Sturge
(14) Larry Gilchrist
(15) J. B. Morrall
(16) Elden Giles
(17) TV Representatives Ltd.
(18) A.J. Messner
(19) Desney Organization
(20) Sept. 23, 1960

CHAT-TV, MEDICINE HAT
5.7 kw Video; 3 kw Audio on Channel 6, CBC.

(1) Monarch Broadcasting Co. Ltd.
(2) J. H. Yuill
(3) Orville Kope
(4) John David Thibert
(5) Ian Canon

(6 & 7) Jon David Thibert
(8) Glen Yost
(9) Lorne Hayward
(10) Stan Weiler
(11) Stan Weiler
(12) Mrs. Norma Thompson
(13) Mickey Lynch
(14) W. H. Yuill
(15) Steve Oppitz
(16) Peter Soehn
(17) Mrs. Norma Thompson
(18 & 19) Peter Barth
(20) Jim Schafer
(21) Sid Gaffney
(22) All-Canada Radio & Television
(23) September 14, 1957.

CHAT-TV-1, PIVOT
1.37 kw Audio; 2.75 kw Video on Channel 4. Satellite of Chat-TV Medicine Hat. Same staff.

CHCA-TV, RED DEER
27 kw Video; 16 kw Audio on Channel 6, CBC.

(1) CHCA Television Limited
(2) G. A. Bartley

Asst. Mgr. - Sole
Mrs. X. Lang
(4) Mel Lang
(5) Gordon Johns
(6 & 7) David B. Simmons
(8) Bernice Bishop
(9) Bob Wilson
(10) Grant Ulyott
(11) Mary Lou Armstrong
(12) Terry Oldford
(13) Anna McNamara
(14) Brenda Bond
(15) Rick Soehn
(16) Jim Long
(17 & 18) Vic Krushell
(19) Gerry Harrier
(20) Mel Lang
(21) Stovin-Byles Ltd.
(22) Forjoe TV
(23) December 9, 1967

CHCA-TV-1, CORONATION
12.4 kw Video; 6.2 kw Audio on Channel 10. Satellite of CHCA-TV, Red Deer. Same staff.

CHCA-TV-2, BANFF
5 watt pedestal. Channel 10. Satellite of CHCA-TV Red Deer.

TELEVISION NETWORKS

CANADIAN BROADCASTING CORPORATION

Head Office: 1500 Bronson Avenue, Ottawa, P.O. Box 478, Postal Terminal A. (613) 731-3111

Toronto - 354 Jarvis St. Box 500. Walnut 5-3311.

Montreal - 1425 Dorchester St. W. 868-3211. Box 6000.

Principal officers:
President - Alphonse Ouimet.

Vice-President - Capt. W. E. S. Briggs.

Vice-President Programming - E. S. Hallman.

Vice-President Personnel and Operations - J. P. Gilmore.

Vice-President Corporate Affairs - R. C. Fraser.

Comptroller - V. F. Davies.

General Manager English Network Broadcasting - H. G. Walker.

Director of English Network and Toronto Area - A. K. Morrow.

General Manager French Network Broadcasting - Marcel Ouimet.

Director Quebec Region and French Networks - G. Lemarche.

The CBC owns and operates 10 stations, 5 network relay stations and 9 rebroadcasting stations on its English network and has 38 private station affiliates with 50 rebroadcasting stations. On the French network, the CBC owns and operates 4 stations, 1 network relay station and 4 rebroadcasting stations. It has 9 private station affiliates, with 14 rebroadcasting stations.

CTV TELEVISION NETWORK LTD.

42 Charles Street East, Toronto 5.- Walnut 4-5454.

Montreal - 1420 Sherbrooke St. W. Suite 200, Montreal 25.

President - Spence W. Caldwell.

Executive Vice-President - Gordon F. Keeble.

Vice-President, Programming - Michael Hind-Smith.

General Sales Manager - T. B. J. Atkins.

Director of Legal and Business Affairs - Richard P. Morgan.

Director, Network Operations - S. S. Wilson.

Chief Accountant - R. Raisman.

Director of Information and Advertising - R. S. MacPherson.

Sales Representatives - R. A. Aiken, Neil McDonald, Doug MacKinnon.

Research Consultant - John Jenkins.

Executive Producer - Arthur Weinthal.

Assistant to Vice-President, Programming - Gordon Farr.

Production Manager - O. F. Babirad.

Operations Supervisor - Jim Smith.

Operations Co-Ordinator - A. Purcell.

Traffic and Scheduling - Dorene Shanahan.

Business Mgr. - Vincent Dittmer.

Station Relations Mgr. - Gene Plouffe.

Manager, Montreal office - Lincoln Mayo.

The CTV network distributes programming to these ten affiliate stations: CJCH-TV, Halifax (Ch.5); CFCF-TV, Montreal (Ch.12); CJOH-TV, Ottawa (Ch. 13); CFTO-TV, Toronto (Ch. 9); CJAY-TV, Winnipeg (Ch.7); CFCN-TV, Calgary (Ch. 4); CHAN-TV, Vancouver (Ch.8); CHAB-TV, Moose Jaw, Regina (Chs. 4 & 9); CJSS-TV, Channel 8, Cornwall; a satellite of CJOH-TV, Ottawa, and CKCO-TV, Kitchener.

BRITISH BROADCASTING CORPORATION

Ottawa - 1500 Bronson Avenue, (613) 236-0311, S. W. Smithers, BBC Representative in Canada.

Toronto - 354 Jarvis St., Box 500 Terminal A, WA:5-3311, Toronto 5. George Young, Television Manager, BBC. Mrs. Ruth St. Clair, BBC Radio Transcription Manager.

BOOKS By Mail

Book Dept.

Canadian Broadcaster
217 Bay St., Toronto

KEY

- 1. Owner or Company name
- 2. President (if a company)
- 3. General Manager
- 4. Operations Manager
- 5. Commercial Manager
- 6. Production Supervisor
- 7. Program Manager
- 8. Chief Announcer
- 9. Music Director
- 10. News Director
- 11. Sports Director
- 12. Women's Director
- 13. Farm Director
- 14. Promotion Manager
- 15. Traffic Manager
- 16. Art Director
- 17. Copy Chief
- 18. Film Librarian
- 19. Film Editor
- 20. Chief Operator
- 21. Dir. of Engineering
- 22. Canadian Reps
- 23. U.S. Reps
- 24. Station Birth Date

SASKATCHEWAN

CHAB-TV, MOOSE JAW
100 kw Video; 83 kw Audio on Channel 4, CTV.
(1) CHAB Ltd.
(2) Jack Moffat
(3) Jerry Johnson
(4) Bud March
(5) Jerry Johnson
(6) Bruce Pendlebury
(7) James J. Leddy
(8) Gordon McIntyre
(9) Carlene Badiou
(10) Wally Macht
(11) Ken Newans
(12) Mrs Sylvia Stromberg
(13) Wally Macht
(14) Janice Marchessault
(15) Mrs Erma Gates and Marjorie Deyo
(16) Graham Henderson
(17) Mrs Shuttles Cooke
(18 & 19) Miss Ruth Probert
(20 & 21) Merv Pickford
(22) Stovin-Byles Limited
(23) Young Canadian Ltd.
(24) July 7, 1959

CHRE-TV, REGINA
125 kw Video; 260 kw Video on Channel 9, CTV. Satellite of CHAB-TV, Moose Jaw, Sask. Same staff.

CKBI-TV, PRINCE ALBERT
100 kw Video; 50 kw Audio on Channel 5, CBC.
(1) Central Broadcasting Co. Ltd.
(2) Edward A. Rawlinson
(3) Frank F. Rawlinson
(4) Ian Robertson
(5 & 6) J. Jack J. Connon
(7 & 8) Nick Rocher
(9 & 10) Nick Rocher
(11) Marion Sherman
(12) Harold Mallwitz
(13) James Searow
(14) Mrs Sylvia Doodwell
(15) Lillian McKay
(16) Alden Diehl
(17 & 18) Lorraine Hawksworth
(19) T. Van Ness
(20) All-Canada
(21) All-Canada
(22) All-Canada
(23) All-Canada
(24) January 27, 1958

CKBI-TV, PRINCE ALBERT
has rebroadcasting stations at these locations:
Aitcanse Channel 10
North Battleford Channel 2
Niipawin Channel 2
Greenwater Channel 4

CKCK-TV, REGINA
100 kw Video; 53.5 kw Audio on Channel 2, CBC.
(1) TransCanada - Communications Limited
(2) Michael C. Sifton
(3) D. R. Dawson
Assistant Mgr. Lloyd Westmoreland
(4) Don Tunnicliffe
(5) Doug Lee
(6) H. Van Wiebe
(7) Garth Dawley & Bruce Cowie
(8) Mrs Grace Germaine
(9) Jim Strubher
(10) Bruce Cowie
(11) Jerry Joynt
(12) Mrs Ursula Chase
(13) Joe Soehnle
(14) Mel Friesen
(15) Mrs S. Geres
(16) Barry Haddad
(17) Tom Nelson & Len Ross
(18) Lorne McBride
(19 & 20) All-Canada
(21 & 22) All-Canada
(23) All-Canada
(24) July 27, 1954

CKCK-TV-1, COLGATE
15.1 kw Video; 7.5 kw Audio on Channel 12. Rebroadcasting station of CKCK-TV, Regina. Same Staff.

CKCK-TV-2, WILLOW BUNCH
9 kw Video; 4.5 kw Audio. Satellite of CKCK-TV, Regina. Broadcasting on Channel 6.

CFQC-TV, SASKATOON
325 kw Video; 180 kw Audio on Channel 8, CBC.
(1) A. A. Murphy & Sons Limited
(2) W. A. Bill Murphy
(3) G. Blair Nelson
Station Mgr. - Walter Romanow
Sales Mgr. - Will Klein
(4) Greg Bamsley
(5) Les Edwards
(6) Ned Powers
(7) Mrs Sally Merchant
(8) Mrs Pat Baudry
(9) Mrs Vera Fowler
(10) Harvey Bailford
(11) Mrs Lois Parr
(12) Ron Lee
(13) Jim Love
(14) Television Representatives
(15) Young Canadian - Harlan G. Oakes
(16) December 5, 1954

CFQC-TV-1, STRANRAER
10.3 kw Video; 5.4 kw Audio on Channel 3. Satellite of CFQC-TV, Saskatoon. Same staff.

CFQB-TV, Swift Current
13.3 kw Video; 6.65 kw Audio on Channel 5, CBC.
(1) Swift Current Telecasting Co. Ltd.
(2 & 3) William D. Fort
(4) Walter S. Buffam
(5 & 6) Mrs Julie Fort
(7) Gordon Fort
(8) Art Henderson
(9) Mrs Julie Fort
(10) Doug Grant
(11) Mrs Julie Fort
(12) Norma Wallace
(13) George Kushner
(14) Marjorie Schieck
(15) Television Representatives
(16) Forjoe TV Inc.
(17) December 28, 1957

CJFB-TV-1, EAST END
Satellite of CJFB-TV, Swift Current.

CJFB-TV-2, VAL MARIE
Satellite of CJFB-TV, Swift Current.

CKOS-TV, YORKTON
5 kw Video; 2.3 kw Audio on Channel 3, CBC.
(1) Yorkton Television Co. Ltd.
(2) Ronald L. Skinner
(3) Wilbur A. Westby
(4) G. Pepler
(5) Linus Westberg
(6) James Homing
(7) Linus Westberg
(8) Norman Hoebuck
(9) L. Steffensen
(10) Hugh C. Vassos
(11) Sharon Coleman
(12) Ludwig Hocevar
(13) Stovin-Byles Limited
(14) ABC International Television
(15) June 19, 1958

CKOS-TV-1, DAUPHIN
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-2, ESTEVAN
17 kw Audio; 32 kw Video on Channel 7. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-3, WYNWARD
.34 kw Audio; 67 kw Video on Channel 6. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV, YORKTON
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-1, DAUPHIN
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-2, ESTEVAN
17 kw Audio; 32 kw Video on Channel 7. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-3, WYNWARD
.34 kw Audio; 67 kw Video on Channel 6. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV, YORKTON
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-1, DAUPHIN
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-2, ESTEVAN
17 kw Audio; 32 kw Video on Channel 7. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-3, WYNWARD
.34 kw Audio; 67 kw Video on Channel 6. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV, YORKTON
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-1, DAUPHIN
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-2, ESTEVAN
17 kw Audio; 32 kw Video on Channel 7. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-3, WYNWARD
.34 kw Audio; 67 kw Video on Channel 6. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV, YORKTON
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-1, DAUPHIN
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-2, ESTEVAN
17 kw Audio; 32 kw Video on Channel 7. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-3, WYNWARD
.34 kw Audio; 67 kw Video on Channel 6. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV, YORKTON
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-1, DAUPHIN
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-2, ESTEVAN
17 kw Audio; 32 kw Video on Channel 7. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-3, WYNWARD
.34 kw Audio; 67 kw Video on Channel 6. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV, YORKTON
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-1, DAUPHIN
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-2, ESTEVAN
17 kw Audio; 32 kw Video on Channel 7. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV-3, WYNWARD
.34 kw Audio; 67 kw Video on Channel 6. Satellite of CKOS-TV, Yorkton. Same staff.

CKOS-TV, YORKTON
28 kw Audio; 87 kw Video on Channel 8. Satellite of CKOS-TV, Yorkton. Same staff.

CBWAT, KENORA
493 kw Video; 247 kw Audio on Channel 8. Owned and operated by the Canadian Broadcasting Corporation.

CBWAT-1, DRYDEN
8.9 kw Video; 4.45 kw Audio on Channel 9. Owned and operated by the Canadian Broadcasting Corporation.
(24) September, 1962

CBWAT-2, SIOUX LOOKOUT
.005 kw Video; .0025 kw Audio on Channel 12. Owned and operated by the Canadian Broadcasting Corporation.
(24) December, 1962

CKWS-TV, PORT ARTHUR
100 kw Video; 54.5 kw Audio on Channel 2, CBC.
(1) Thunder Bay Electronics Ltd.
(2) Fraser Douglis
(3) G. M. Conner
(4) Bill Moyer
(5) Jack Masters
(6) Don Seath
(7) G. M. Conner
(8) Ron Knight
(9) Hal Lee
(10) R. Nicholson
(11) Mrs Lorraine Alexander
(12) Mrs Rita McGarran
(13) Mrs Mary Ann Bovey
(14) Mrs Betty MacNeil
(15) Lorne Shepherd
(16) Gord Backus
(17 & 18) All-Canada Radio & Television
(19) December 18, 1954

CKCO-TV, KITCHENER
325 kw Video; 160 kw Audio on Channel 13, CTV.
(1) Central Ontario Television Limited
(2) Carl A. Pollock
(3) William D. McGregor
(4 & 5) Bruce Lawson
(6) Pat Ludwig
(7) Gary McLellan
(8) Wayne Turner
(9) John Rhodes
(10) Lionel McAuley
(11) Russ Ramsay
(12) Mrs Bev Zimmerman
(13) Mrs Bev Kovacs
(14) Albert Jones
(15) Dave Irwin
(16) All-Canada Radio & TV Ltd.
(17) All-Canada
(18) November 28, 1954

CKCO-TV, SAULT STE MARIE
28 kw Video; 15 kw Audio on Channel 2, CBC.
(1) Hyland Radio TV Limited
(2) Mrs J. G. Hyland
(3) R. H. Ramsay
(4) Wayne Turner
(5) John Rhodes
(6) Lionel McAuley
(7) Russ Ramsay
(8) Mrs Bev Zimmerman
(9) Mrs Bev Kovacs
(10) Albert Jones
(11) Dave Irwin
(12) All-Canada Radio & TV Ltd.
(13) All-Canada
(14) November 28, 1954

CKCO-TV, SAULT STE MARIE
28 kw Video; 15 kw Audio on Channel 2, CBC.
(1) Hyland Radio TV Limited
(2) Mrs J. G. Hyland
(3) R. H. Ramsay
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(7) Russ Ramsay
(8) Mrs Bev Zimmerman
(9) Mrs Bev Kovacs
(10) Albert Jones
(11) Dave Irwin
(12) All-Canada Radio & TV Ltd.
(13) All-Canada
(14) November 28, 1954

CKCO-TV, SAULT STE MARIE
28 kw Video; 15 kw Audio on Channel 2, CBC.
(1) Hyland Radio TV Limited
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(12) All-Canada Radio & TV Ltd.
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(14) November 28, 1954

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(1) Hyland Radio TV Limited
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(14) November 28, 1954

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(11) Dave Irwin
(12) All-Canada Radio & TV Ltd.
(13) All-Canada
(14) November 28, 1954

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(11) Dave Irwin
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(13) All-Canada
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(11) Dave Irwin
(12) All-Canada Radio & TV Ltd.
(13) All-Canada
(14) November 28, 1954

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(13) All-Canada
(14) November 28, 1954

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(8) Mrs Bev Zimmerman
(9) Mrs Bev Kovacs
(10) Albert Jones
(11) Dave Irwin
(12) All-Canada Radio & TV Ltd.
(13) All-Canada
(14) November 28, 1954

(14) Jane Collard
(15) Mrs Joan Laguer
(16) Wayne Wood
(17) Charles Friend
(18 & 19) Oscar Kohls
(20) Don Chan
(21) Alan Bradley
(22) Paul Mulvihill & Co.
(23) Young TV Ltd.
(24) August 19, 1961

CHEX-TV, PETERBOROUGH
189 kw Video; 83.4 kw Audio on Channel 12, CBC.
(1) Kawartha Broadcasting Co. Ltd.
(2) Senator W. R. Davies
(3) Donald Lawrie
(4) Wally Bewigan
(5) Ian McFarlane
(6 & 7) Gordon Shale
(8) Hugo Tapp
(9) Frederick Barrie
(10) John Porteous
(11) John Danko
(12) Mrs Marie Callaghan
(13) Michael N. Robinson
(14) Marie McTeague
(15) Ken Lehman
(16) Margaret Foley
(17) Brian Banks
(18) Tom Nesbitt
(19) Hal Sloan
(20) Bert Crump
(21 & 22) All-Canada Radio & TV Limited
(23) March 28, 1955

CKPR-TV, PORT ARTHUR
100 kw Video; 54.5 kw Audio on Channel 2, CBC.
(1) Thunder Bay Electronics Ltd.
(2) Fraser Douglis
(3) G. M. Conner
(4) Bill Moyer
(5) Jack Masters
(6) Don Seath
(7) G. M. Conner
(8) Ron Knight
(9) Hal Lee
(10) R. Nicholson
(11) Mrs Lorraine Alexander
(12) Mrs Rita McGarran
(13) Mrs Mary Ann Bovey
(14) Mrs Betty MacNeil
(15) Lorne Shepherd
(16) Gord Backus
(17 & 18) All-Canada Radio & Television
(19) December 18, 1954

CKPR-TV, SAULT STE MARIE
28 kw Video; 15 kw Audio on Channel 2, CBC.
(1) Hyland Radio TV Limited
(2) Mrs J. G. Hyland
(3) R. H. Ramsay
(4) Wayne Turner
(5) John Rhodes
(6) Lionel McAuley
(7) Russ Ramsay
(8) Mrs Bev Zimmerman
(9) Mrs Bev Kovacs
(10) Albert Jones
(11) Dave Irwin
(12) All-Canada Radio & TV Ltd.
(13) All-Canada
(14) November 28, 1954

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28 kw Video; 15 kw Audio on Channel 2, CBC.
(1) Hyland Radio TV Limited
(2) Mrs J. G. Hyland
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(14) November 28, 1954

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(10) Albert Jones
(11) Dave Irwin
(12) All-Canada Radio & TV Ltd.
(13) All-Canada
(14) November 28, 1954

CKPR-TV, SAULT STE MARIE
28 kw Video; 15 kw Audio on Channel 2, CBC.
(1) Hyland Radio TV Limited
(2) Mrs J. G. Hyland
(3) R. H. Ramsay
(4) Wayne Turner
(5) John Rhodes
(6) Lionel McAuley
(7) Russ Ramsay
(8) Mrs Bev Zimmerman
(9) Mrs Bev Kovacs
(10) Albert Jones
(11) Dave Irwin
(12) All-Canada Radio & TV Ltd.
(13) All-Canada
(14) November 28, 1954

CKPR-TV, SAULT STE MARIE
28 kw Video; 15 kw Audio on Channel 2, CBC.
(1) Hyland Radio TV Limited
(2) Mrs J. G. Hyland
(3) R. H. Ramsay
(4) Wayne Turner
(5) John Rhodes
(6) Lionel McAuley
(7) Russ

CBC NETWORK STATIONS (Television)

ATLANTIC REGION
 CBYT, Corner Brook, Nfld.
 CFLA-TV, Goose Bay, Lab.
 CFSN-TV, Stephenville
 CBHT, Halifax, N.S.
 CBHT-1, Liverpool, N.S.
 CBHT-2, Shelburne, N.S.
 CBHT-3, Yarmouth, N.S.

MID-EASTERN REGION
 CBMT, Montreal, Que.
 CBWAT, Kenora, Ont.
 CBWAT-1, Dryden, Ont.
 CBWAT-2, Sioux Lookout, Ont.
 CBOT, Ottawa, Ont.
 CBLT, Toronto, Ont.

PRAIRIE REGION
 CBWBT, Flin Flon, Man.
 CBWBT-1, Le Pas, Man.
 CBWT, Winnipeg, Man.
 CBXT, Edmonton, Alta.
 CBXAT, Grande Prairie, Alta.
 CBXAT-1, Peace River, Alta.

PACIFIC REGION
 CBUBT, Cranbrook, B.C.
 CBUAT, Trail, B.C.
 CBUAT-1, Nelson, B.C.
 CBUT, Vancouver, B.C.
 CBUT-1, Courtenay, B.C.

QUEBEC REGION
 CBAFT, Moncton, N.B.
 CBFT, Montreal, Que.
 CBFT-1, Mont Tremblant, Que.
 CBFT-2, Mont Laurier, Que.
 CBOFT, Ottawa, Ont.
 CBFST, Sturgeon Falls, Ont.
 CBFST-1, Sudbury, Ont.
 CBFST-2, Timmins, Ont.
 CBWFT, Winnipeg, Man.

ATLANTIC REGION
 CJOX-TV, St. John's, Nfld.
 CJOX-TV, Argentea, Nfld.
 CJCNT-TV, Grand Falls, Nfld.
 CFXU-TV, Antigonish, N.S.
 CJCB-TV, Sydney, N.S.
 CJCB-TV-1, Inverness, N.S.
 CFCY-TV, Charlottetown, P.E.I.
 CFCY-TV-1, New Glasgow, N.S.
 CKCD-TV, Campbellton
 CKCW-TV, Moncton, N.B.
 CKAM-TV, Upsalquitch Lake, N.B.
 CKAM-TV-1, Newcastle, N.B.
 CKCD-TV-1, Harrison Brook, Que.

CHSJ-TV, Saint John, N.B.
 CHSJ-TV-1, Bon Accord, N.B.

MID-EASTERN REGION
 CKMI-TV, Quebec City, Que.
 CKVR-TV, Parry, Ont.
 CKVR-TV-1, Barry Sound, Ont.
 CKWS-TV, Kingston, Ont.
 CFPL-TV, London, Ont.
 CFCH-TV, Callander, Ont.
 CHOV-TV, Pembroke, Ont.
 CHEX-TV, Peterborough, Ont.
 CKPR-TV, Port Arthur, Ont.
 CKSO-TV, Sudbury, Ont.
 CKSO-TV-1, Elliot Lake, Ont.
 CJIC-TV, Sault Ste. Marie, Ont.
 CFCL-TV, Timmins, Ont.
 CFCL-TV-1, Kapuskasing, Ont.
 CFCL-TV-2, Kearns, Ont.
 CKLW-TV, Windsor, Ont.
 CKNX-TV, Wingham, Ont.

PRAIRIE REGION
 CKX-TV, Brandon, Man.
 CKX-TV-1, Foxwarren, Man.
 CKX-TV-2, Melita, Man.
 CKBI-TV, Prince Albert, Sask.
 CKBI-TV-1, Alticane, Sask.
 CKBI-TV-2, North Battleford, Sask.
 CKBI-TV-3, Greenwater, Sask.
 CKBI-TV-4, Nipawin, Sask.
 CKCK-TV, Regina, Sask.
 CKCK-TV-1, Colgate, Sask.
 CKCK-TV-2, Willow Bunch, Sask.
 CFQC-TV, Saskatoon
 CFQC-TV-1, Stranraer, Sask.
 CKOS-TV, Yorkton, Sask.
 CKOS-TV-1, Baldy Mountain, Man.
 CKOS-TV-2, Carlyle Lake, Sask.
 CKOS-TV-3, Wynyard, Sask.
 CJFB-TV, Swift Current, Sask.
 CJFB-TV-1, East End, Sask.
 CJFB-TV-2, Val Marie, Sask.
 CHCT-TV, Calgary, Alta.
 CHCT-TV-1, Drumheller, Alta.
 CJLH-TV, Lethbridge, Alta.
 CJLH-TV-3, Burmis, Alta.
 CKSA-TV, Lloyminster, Alta.
 CHAT-TV, Medicine Hat, Alta.
 CHAT-TV-1, Pivot, Alta.
 CHCA-TV, Red Deer, Alta.
 CHCA-TV-1, Concession, Alta.
 CHCA-TV-2, Banff, Alta.

QUEBEC REGION
 CHAU-TV, New Carlisle
 CHAU-TV-1, Ste. Marguerite Marie, Que.
 CHAU-TV-2, St. Quentin, N.B.
 CHAU-TV-3, Port Daniel, Que.
 CHAU-TV-4, Chandler, Que.
 CHAU-TV-5, Perce, Que.
 CHAU-TV-6, Gaspé, Que.
 CKRS-TV, Jonquiere
 CKRS-TV-1, Port Alfred, Que.
 CKRS-TV-2, Chicoutimi, Que.
 CKRS-TV-3, Roberval, Que.
 CKBL-TV, Matane, Que.
 CKBL-TV-1, Mont Clément, Que.
 CFCM-TV, Quebec, Que.
 CKRT-TV, Rivière-Du-Loup, Que.
 CKRT-TV-1, Baie St. Paul, Que.
 CKRN-TV, Rouyn, Que.
 CKRN-TV-1, Senneterre, Que.
 CJES-TV, Rimouski, Que.
 CJBR-TV-1, Estcourt
 CJBR-TV-2, Edmundston, N.B.
 CJBR-TV-3, Sept-Îles, Que.
 CHLT-TV, Sherbrooke, Que.
 CKTM-TV, Trois Rivières, Que.

PACIFIC REGION
 CJDC-TV, Dawson Creek, B.C.

CHBC-TV, Kelowna, B.C.
 CHBC-TV-1, Penficton, B.C.
 CHBC-TV-2, Vernon, B.C.
 CHBC-TV-3, Oliver, B.C.
 CH3C-TV-4, Salmon Arm, B.C.
 CFWS-TV-1, Falkland
 CFEW-TV-1, Kelowna
 CHID-TV-1, Lumberg
 CHKC-TV-1, Keremoes
 CFKB-TV-2, Kokish
 CFKR-TV, Kamloops, B.C.
 CFKR-TV-1, Lillooet, B.C.
 CFKR-TV-2, Ashcroft, B.C.
 CFKR-TV-3, Merritt, B.C.
 CFKR-TV-4, Clinton, B.C.
 CFKR-TV-5, Williams Lake, B.C.
 CFKR-TV-6, Timothy Mountain, B.C.
 CFKR-TV-7, Savona, B.C.
 CFKR-TV-8, Adam's Hill, B.C.
 CFKR-TV-9, Boston Bar, B.C.
 CFKR-TV-10, Clearwater, B.C.
 CFKR-TV-11, Quesnel, B.C.
 CKPG-TV, Prince George, B.C.
 CFTK-TV, Terrace, B.C.
 CFTK-TV-1, Prince Rupert, B.C.
 CHEK-TV, Victoria, B.C.
 CFKB-TV-1, Newcastle Ridge, B.C.
 CHEK-TV-2, Sointula, B.C.
 CFKB-TV-3, Port Hardy, B.C.

QUEBEC REGION
 CHAU-TV, New Carlisle
 CHAU-TV-1, Ste. Marguerite Marie, Que.
 CHAU-TV-2, St. Quentin, N.B.
 CHAU-TV-3, Port Daniel, Que.
 CHAU-TV-4, Chandler, Que.
 CHAU-TV-5, Perce, Que.
 CHAU-TV-6, Gaspé, Que.
 CKRS-TV, Jonquiere
 CKRS-TV-1, Port Alfred, Que.
 CKRS-TV-2, Chicoutimi, Que.
 CKRS-TV-3, Roberval, Que.
 CKBL-TV, Matane, Que.
 CKBL-TV-1, Mont Clément, Que.
 CFCM-TV, Quebec, Que.
 CKRT-TV, Rivière-Du-Loup, Que.
 CKRT-TV-1, Baie St. Paul, Que.
 CKRN-TV, Rouyn, Que.
 CKRN-TV-1, Senneterre, Que.
 CJES-TV, Rimouski, Que.
 CJBR-TV-1, Estcourt
 CJBR-TV-2, Edmundston, N.B.
 CJBR-TV-3, Sept-Îles, Que.
 CHLT-TV, Sherbrooke, Que.
 CKTM-TV, Trois Rivières, Que.

QUEBEC REGION
 CHAU-TV, New Carlisle
 CHAU-TV-1, Ste. Marguerite Marie, Que.
 CHAU-TV-2, St. Quentin, N.B.
 CHAU-TV-3, Port Daniel, Que.
 CHAU-TV-4, Chandler, Que.
 CHAU-TV-5, Perce, Que.
 CHAU-TV-6, Gaspé, Que.
 CKRS-TV, Jonquiere
 CKRS-TV-1, Port Alfred, Que.
 CKRS-TV-2, Chicoutimi, Que.
 CKRS-TV-3, Roberval, Que.
 CKBL-TV, Matane, Que.
 CKBL-TV-1, Mont Clément, Que.
 CFCM-TV, Quebec, Que.
 CKRT-TV, Rivière-Du-Loup, Que.
 CKRT-TV-1, Baie St. Paul, Que.
 CKRN-TV, Rouyn, Que.
 CKRN-TV-1, Senneterre, Que.
 CJES-TV, Rimouski, Que.
 CJBR-TV-1, Estcourt
 CJBR-TV-2, Edmundston, N.B.
 CJBR-TV-3, Sept-Îles, Que.
 CHLT-TV, Sherbrooke, Que.
 CKTM-TV, Trois Rivières, Que.

KEY		
1. Owner or Company Name	9. Music Director	17. Copy Chief
2. President (if a company)	10. News Director	18. Film Librarian
3. General Manager	11. Sports Director	19. Film Editor
4. Operations Manager	12. Women's Director	20. Chief Operator
5. Commercial Manager	13. Farm Director	21. Dir. of Engineering
6. Production Supervisor	14. Promotion Manager	22. Canadian Reps
7. Program Manager	15. Traffic Manager	23. U.S. Reps
8. Chief Announcer	16. Art Director	24. Station Birth Date

CFMC-TV, QUEBEC
 100 kw Video; 50 kw Audio on Channel 4, CBC.
 (1) Television de Quebec (Canada Ltee)
 (2) Gaston Pratte
 (3) Jean A. Pouliot
 (4 & 5) Arthur Fitzgibbons
 (6) François Baby
 (10) Henri Cuséne
 (11) Yvon Dufour
 (14) Jean Lenoir
 (15) Mrs Monic Breton Boudreau
 (16) Marcel Labadie
 (17) Louis Tardivel
 (20) Charles E. Gameau
 (21) Gérard Fortin
 (22) Hardy Radio & TV Ltd.
 (23) Weed & Co.
 (24) July 17, 1954

CKMI-TV, QUEBEC
 100 kw Video; 50 kw Audio on Channel 5, CBC.
 (1) Television de Quebec (Canada) Ltee.
 (2) Gaston Pratte
 (3) Jean A. Pouliot
 (4 & 5) Arthur Fitzgibbons
 (6) François Baby
 (7) George Lovett
 (8) Norm Wright
 (10) Henri Cuséne
 (11) Frank Fontaine
 (14) Jean Lenoir
 (15) Mrs Monic Breton Boudreau
 (16) Marcel Labadie
 (17) Louis Tardivel
 (20) Charles E. Gameau
 (21) Gérard Fortin
 (22) Hardy Radio & TV Ltd.
 (23) Weed & Co.
 (24) March 17, 1957

CJBR-TV, RIMOUSKI
 100 kw Video; 50 kw Audio on Channel 3, CBC.
 (1) La Radio de Bas St-Laurent Inc.
 (2) Jacques Brillant
 (3 & 4) André Lecomte
 (5 to 8) François Raymond
 (10) Guy Ross
 (11) Claude Pearson
 (12) Louise Lavallée
 (14 & 15) André Lecomte
 (16) Georges Mercier
 (18) Romeo Côté
 (20) Marcel Vallée
 (21) Claude Hurtubise
 (22) Stovin-Byles Limited
 (23) Weed & Company
 (24) November 21, 1954

CJES-TV, ESTCOURT
 45.1 kw Video; 22.5 kw Audio on UHF Channel 70, Satellite of CJBR-TV, Rimouski
 (1) La Radio de Bas St-Laurent Inc.
 (2) Jacques Brillant
 (3 & 4) André Lecomte
 (5 to 8) François Raymond
 (10) Guy Ross
 (11) Claude Pearson
 (12) Louise Lavallée
 (14 & 15) André Lecomte
 (16) Georges Mercier
 (18) Romeo Côté
 (20) Marcel Vallée
 (21) Claude Hurtubise
 (22) Stovin-Byles Limited
 (23) Weed & Company
 (24) November 21, 1954

CFCV-TV, CLERMONT
 32.9 kw Video; 55.9 kw Video on UHF Channel 75, Satellite of CJBR-TV, Rimouski
 (1) CKRT-TV Limitée
 (2 & 3) Luc Simard
 (5) Vincent Gagnon
 (7) Henri Johnson
 (8, 10 & 11) Raoul Savard
 (12) Lise Lapointe
 (16) Ethelbert Boucher
 (18) Marie-Reine Beaulieu
 (20) Claude Ayotte
 (21) Germain Gélinas
 (22) Hardy Radio & TV Vancouver
 (23) Scharf Broadcast Sales
 (24) Sept. 1, 1957

CKRN-TV-1, SENNETERRE
 Satellite of CKRN-TV, Rouyn.
 (1) La Tribune Inc.
 (2 & 3) David A. Gourd
 (4, 5, 6, 7, 14) Franco Capellari
 (15) Mrs Brigitte Guimont
 (16) Laimon Miris
 (21) M. Julien Trépanier
 (22) Hardy Radio & TV Vancouver
 (23) Scharf Broadcast Sales
 (24) Sept. 1, 1957

CHLT-TV, SHERBROOKE
 300 kw Video; 186 kw Video on Channel 7, CBC French
 (1) La Tribune Inc.
 (2) Paul Desrosiers
 (3) Jean-Louis Gauthier
 (4) Pierre Bruneau
 (5) Jean-Louis Gauthier
 (6 & 7) Pierre Bruneau
 (8) Louis Bilodeau
 (9) Marcel Robideaux
 (10) Dave Bloomberg
 (11) Maurice Bilodeau
 (12) Micheline Poirras
 (14) Marvye Fagnan
 (15) Mrs Laurette LaRoque
 (16) Claude Duchesne
 (17) Colette Dionne
 (18) Madeleine Brodeur
 (19) Lucien Perreault
 (20) Claude Hurtubise
 (21) Robert Thibault
 (22) Paul L'Anglais Inc.
 (23) Adam Young Inc.
 (24) August 12, 1956

CKTM-TV, TROIS RIVIERES
 325 kw Video; 162.5 kw Video on Channel 13, CBC French.
 (1) Television St-Maurice Inc.
 (2 & 3) Henri Audet
 (4) Robert Bonneau
 (5) Jacques Bruneau
 (6 & 7) Aurele Lacoste
 (8) Andre St-Arnaud
 (9) Jean Marcel
 (10) Andre St-Arnaud
 (11) Andre Warren
 (12) Louise Godin
 (14 & 15) Aurele Lacoste
 (17) Andre Bellisle
 (18 & 19) Albert Aubichon
 (21) Robert Bonneau
 (22) Stovin-Byles Ltd.
 (23) Weed & Co.
 (24) April 15, 1958

CBAFT, MONCTON
 5.03 kw Video; 10.06 kw Video on Channel 11, CBC French Network. Owned and operated by the Canadian Broadcasting Corporation
 (24) December 21, 1959

CKCW-TV, MONCTON
 15 kw Video; 25 kw Video on Channel 2, CBC.
 (1) Moncton Broadcasting Limited
 (2) Fred Lynda
 (3) Hubert Button
 (5) Frank Paterson
 (9) Walter Brown
 (7) Joe Irvine
 (8) Bob Steeves
 (10) Claude Gagné
 (11) Earl Ross
 (12) Helen Crocker
 (14) Mrs Phyl. Sweezey
 (15) Mrs Mickey Tait
 (16) Stan Morton
 (17) Bob Steeves
 (18) Mrs Helen Fairweather
 (21) Keith MacConnell
 (22) Stovin-Byles
 (23) E. S. Sumner Corp.
 (24) December 4, 1954

CKAM-TV, NORTH SHORE
 77 kw Video; 141 kw Video on Channel 12, Satellite of CKCW-TV, Moncton.
 (24) September 29, 1980.

CKAM-TV-1, NEWCASTLE
 5 wats Audio; 215 wats Video on Channel 7, Satellite of CKCW-TV, Moncton.
 (21) W. Robert
 (22 & 23) All-Canada Radio & TV
 (24) October 4, 1954

CKKD-TV, CAMPBELLTON
 6 kw Video; 12 kw Video on Channel 7, Satellite of CKCW-TV, Moncton.
 (1) New Brunswick Broadcasting Co. Limited
 (2) L. F. Daley
 (3) George A. Cromwell
 (4) William A. Stewart
 (5) W. A. Stewart
 (6) Gerry Gormley
 (7) Bill Stewart
 (8) Benny Comeau
 (10) Denny Cooper
 (11) Gary Murphy
 (12) Laura Foster
 (13) George McLeod
 (14) Earl McCarron
 (15) Eleanor Stewart
 (16) Joe Kaehefly
 (17) Gerry Gormley
 (18) Marg McGovern
 (19) Herb Sullivan
 (20) Merv Hebb
 (21) John Bishop
 (22 & 23) All-Canada
 (24) March, 1954

CHSJ-TV-1, BON ACCORD
 54.7 kw Video; 27.3 kw. Audio on Channel 4, CBC
 (1) New Brunswick Broadcasting Co. Limited
 (2) L. F. Daley
 (3) George A. Cromwell
 (4) William A. Stewart
 (5) W. A. Stewart
 (6) Gerry Gormley
 (7) Bill Stewart
 (8) Benny Comeau
 (10) Denny Cooper
 (11) Gary Murphy
 (12) Laura Foster
 (13) George McLeod
 (14) Earl McCarron
 (15) Eleanor Stewart
 (16) Joe Kaehefly
 (17) Gerry Gormley
 (18) Marg McGovern
 (19) Herb Sullivan
 (20) Merv Hebb
 (21) John Bishop
 (22 & 23) All-Canada
 (24) March, 1954

CJBR-TV-1, FDMUNDSTON
 42.5 kw Video; 21.25 Audio on Channel 13, Satellite of CJBR-TV, Rimouski.
 (1) Atlantic Television Co. Ltd.
 (2) H. J. Webb
 (3) Charles O'Brien
 (4) Regis Kell
 (5) S. John Cameron
 (6) Bill Graham
 (7) John Kay
 (8) Bill Graham
 (10) Chuck O'Brien
 (11) Gordon MacDonald
 (12) John Forbes
 (16) Gordon MacDonald
 (18) John Bailey
 (19) John Kay
 (20) Regis Kell
 (21) Dr. E. M. Clarke
 (24) June 28, 1981

CJCH-TV, HALIFAX
 100 kw Video; 50 kw Audio on Channel 5, CTV.
 (1) CJCH Limited
 (2) Finlay MacDonald
 (4) George Benwell
 (5) Doug Clarke
 (6) Maurice Jackson
 (7) Larry Knoke
 (10) Joe King
 (11) Harri Sullivan
 (12) Anne Haley
 (14) Murray McIvor
 (15) Mrs Yeta Traak
 (16) Al Viscouni
 (17) Pearson Richardson
 (18) Marg Doggett
 (19) David Ferraz
 (20) Andy McKay
 (21) John Jay
 (22) Paul Mulvihill & Co. Ltd. Toronto & Montreal
 (23) Scharf Broadcast Sales Vancouver
 (24) A. J. Messner & Co. Ltd. Winnipeg
 (25) ABC International
 (24) January 1, 1961

CJCH-TV-1, CANNING
 18.1 kw Video; 9.05 kw Video on Channel 10, Satellite of CJCH-TV, Halifax. Same staff.

CJCH-TV-2, BAYVIEW
 5 watt ped. on Channel 6, Satellite of CJCH-TV, Halifax Same Staff.

CJCH-TV-3, AMHERST
 5 watt ped. on channel 8, Satellite of CJCH-TV, Halifax Same staff.

CBHT, HALIFAX
 56 kw Video; 34 kw Audio on Channel 3, CBC. Owned and operated by the Canadian Broadcasting Corporation.
 (24) December 20, 1954

CBHT-1, LIVERPOOL
 .412 kw Video; 248 kw Audio on Channel 12, Satellite of CBHT, Halifax
 (24) November 24, 1968

CBHT-2, SHELBURNE
 .423 kw Video; .254 kw Audio on Channel 8, Satellite of CBHT, Halifax

CBHT-3, YARMOUTH
 .412 kw Video; .246 kw Audio on Channel 11, Satellite of CBHT, Halifax.

CJCB-TV, SYDNEY
 180 kw Video; 108 kw Audio on Channel 4, CBC.
 (1) Cape Breton Broadcasters Ltd.
 (2 & 3) J. Marven Nathanson
 (4) Mrs M. C. MacQuarrie
 (5) Mrs E. K. Williams
 (6) Bill Holman
 (7) R. G. Smith
 (9) Aubrey Boone
 (10 & 11) Don MacIsaac
 (12) Ann Terry MacLellan
 (14) Ken Boyce
 (15) Mrs M. C. MacQuarrie
 (16) Don Ward
 (17) Max Quinton
 (18) Myra MacGillivray
 (19) Ron Demers
 (20) W. MacTavish
 (21) W. Robert
 (22 & 23) All-Canada Radio & TV
 (24) October 4, 1954

CJCB-TV-1, INVERNESS
 6 kw Video; 3 kw Audio on Channel 6, Satellite of CJCB-TV, Sydney. Same staff.

P. E. I.
CFCY-TV, CHARLOTTETOWN
 79 kw Video; 35.5 kw Audio on Channel 13, CBC.
 (1) Island Radio Broadcasting Co. Ltd.
 (2) Mrs K. S. Rogers
 (3) R. F. Large
 (4) G. M. Tait
 (5) F. Large
 (6) L. MacAulay
 (7) R. F. Large
 (10) Scott MacPherson
 (11) Loman MacAulay
 (12) Jane Weidon
 (13) Whit Carter
 (14) Betty Large
 (15) E. P. Williams
 (16) K. Thompson
 (17) S. Partridge
 (18 & 19) V. MacFarlane
 (20) G. M. Tait
 (21) W. Phillips
 (22 & 23) All-Canada
 (24) July 1, 1956

CFCY-TV-1, NEW GLASGOW
 209 kw Video; 104 kw Audio on Channel 7, Satellite of CFCY-TV, Charlottetown, P.E.I.

NOVA SCOTIA

CFXU-TV, ANTIGONISH
 78 kw Video; 37 kw Audio on Channel 9, CBC.
 (1) Atlantic Television Co. Ltd.
 (2) H. J. Webb
 (3) Charles O'Brien
 (4) Regis Kell
 (5) S. John Cameron
 (6) Bill Graham
 (7) John Kay
 (8) Bill Graham
 (10) Chuck O'Brien
 (11) Gordon MacDonald
 (12) John Forbes
 (16) Gordon MacDonald
 (18) John Bailey
 (19) John Kay
 (20) Regis Kell
 (21) Dr. E. M. Clarke
 (24) June 28, 1981

CJCH-TV, HALIFAX
 100 kw Video; 50 kw Audio on Channel 5, CTV.
 (1) CJCH Limited
 (2) Finlay MacDonald
 (4) George Benwell
 (5) Doug Clarke
 (6) Maurice Jackson
 (7) Larry Knoke
 (10) Joe King
 (11) Harri Sullivan
 (12) Anne Haley
 (14) Murray McIvor
 (15) Mrs Yeta Traak
 (16) Al Viscouni
 (17) Pearson Richardson
 (18) Marg Doggett
 (19) David Ferraz
 (20) Andy McKay
 (21) John Jay
 (22) Paul Mulvihill & Co. Ltd. Toronto & Montreal
 (23) Scharf Broadcast Sales Vancouver
 (24) A. J. Messner & Co. Ltd. Winnipeg
 (25) ABC International
 (24) January 1, 1961

CJCH-TV-1, CANNING
 18.1 kw Video; 9.05 kw Video on Channel 10, Satellite of CJCH-TV, Halifax. Same staff.

CJCH-TV-2, BAYVIEW
 5 watt ped. on Channel 6, Satellite of CJCH-TV, Halifax Same Staff.

CJCH-TV-3, AMHERST
 5 watt ped. on channel 8, Satellite of CJCH-TV, Halifax Same staff.

NEWFOUNDLAND

CJOX, ARGENTIA
 6.70 kw Video; 3.400 kw Audio on Channel 3, Satellite of CJOX-TV, St. John's
 CBYT, CORNERBROOK
 .097 kw Video, .099 kw Audio on Channel 5, Owned and operated by the Canadian Broadcasting Corporation.

CJCN-TV, GRAND FALLS
 6.6 kw Video; 4.3 kw Audio on Channel 4, CBC.
 (1) Newfoundland Broadcasting Co. Ltd.
 (2) Geoff Stirling
 (3) Don Jamieson
 (4) Colin Jamieson
 (5) Charlie Pogo
 (6) Charlie Lang
 (7) Colin Jamieson
 (8) Bob Lewis
 (10) Jim Thom
 (11) Howie Meeker
 (12) Mrs Sally West
 (14) Peggie McDonald
 (15) Emilie Davis
 (16) Bill Locke
 (17) Joan LeClair
 (18) Doreen Hann
 (19) Nelson Squires
 (20) Bill Coffen
 (21) Oscar Hetherly
 (22) Stovin-Byles
 (23) Weed & Company
 (24) September 15, 1955

CFSN-TV, HARMON FIELD
 294 kw Video; 147 kw Audio on Channel 8, Owned and operated by the Canadian Broadcasting Corporation.

CJON-TV, ST. JOHN'S
 100 kw Video; 50 kw Audio on Channel 6, CBC.
 (1) Newfoundland Broadcasting Co. Ltd.
 (2) Geoff Stirling
 (3) Don Jamieson
 (4) Colin Jamieson
 (5) Charlie Pogo
 (6) Charlie Lang
 (7) Colin Jamieson
 (8) Bob Lewis
 (10) Jim Thom
 (11) Howie Meeker
 (12) Mrs Sally West
 (14) Peggie McDonald
 (15) Emilie Davis
 (16) Bill Locke
 (17) Joan LeClair
 (18) Doreen Hann
 (19) Nelson Squires
 (20) Bill Coffen
 (21) Oscar Hetherly
 (22) Stovin-Byles
 (23) Weed & Company
 (24) September 15, 1955



CFCF Radio and CFCF Television set the pace of broadcast/marketing in Montreal with ...

- ★ IN-STORE PROMOTIONS
- ★ PRODUCT SHELF STUDY
- ★ DISTRIBUTION CHECKS
- ★ POINT-OF-PURCHASE DISPLAY
- ★ RETAILER CO-OPERATION
- ★ SPECIFIC PRODUCT RESEARCH

...All handled by a professional field marketing organization —

CREATIVE MARKETING INCORPORATED



PRELUDE to BEAVERS

The remaining pages of this issue are devoted to "Prelude to Beavers", or, in other words, a selection of 17 stories chosen by our staff from those which appeared in this paper during 1963, and which are reprinted here on the strength of the contributions to radio and television broadcasting they represent.

These stories are being closely studied by our Beaver Awards Committee, which will regard them as nominations and select from them from three to nine. To the stations involved in these stories the committee chooses, the 1964 Beaver Awards will be presented.

This year's board of judges consists of Carson Buchanan, retired manager of Station CHAB, Moose Jaw; C. W. "Bill" Wright, former national sales representative, now a speech and sales consultant; Alan Thomas, associate director of the Canadian Association for Adult Education; Mart Kenney, Canadian musician and conductor; Mrs. Beryl Kent, Canadian manager of the Bermuda News Bureau.

In selecting these nominations, our staff has concentrated on stories which point up the power for good of the radio and television media. This may mean the good of the community, in terms of education, meeting of emergencies, public information, public health or just plain entertainment. There is also the important economic function of promoting the sale of merchandise.

We believe that the 17 stories chosen this year are typical of the many services being rendered to people

wherever radio and television stations are heard and seen.

We regret that more such stories have not been made accessible to us, but we hope that "The Beavers" will encourage broadcasters to enhance the fine works they are continuously performing with a better job of proclaiming their accomplishments and so encouraging others to follow their fine examples.

There are no categories or specifications for Beaver Awards. All Canadian stations — radio or television — are eligible, for conduct deemed by the judges to reflect distinction on these two kinds of broadcasting.

Awards take the form of framed copper plaques which go to the station involved. Miniature reproductions of the awards won by the stations are presented to individuals who, in the opinion of the judges, are directly involved in the award-winning enterprise.

Announcement of the year's winners will appear in an early edition of CANADIAN BROADCASTER, and presentations will be arranged in due course in the home areas of the winning stations.

In commending our Beaver Awards project to the industry, the national advertisers and their advertising agencies, we should like to point out that it is designed to enhance the power of radio and television for the good, not only of the industry, but of the audience and the sponsors as well.

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"Films of the 50's- money makers of the 60's" for television

Seven Arts' Volumes 1, 2, 3, 4 and 5

Volumes 1, 2, 3, 4, and 5

from Seven Arts library of "Films of the 50's" are available for television programming. These Volumes are in the tradition of Seven Arts quality feature films that are now in over 150 markets in the U. S. and are extremely popular in Canada's major and minor markets.

Volume 1

consists of thirty-four fine feature films such as Alfred Hitchcock's "Dial M for Murder", "The Flame and the Arrow" starring Burt Lancaster, "A Star Is Born" starring Judy Garland, "Rebel Without a Cause" starring James Dean.

Volume 2

contains forty-one feature films — among them such famous box office attractions as "Young At Heart" with Doris Day and Frank Sinatra, "Captain Horatio Hornblower" starring Gregory Peck, Alfred Hitchcock's thriller, "I Confess".

Volume 3

lists forty-one features including "Mr. Roberts" starring Henry Fonda, "April in Paris" starring Doris Day, "Big Jim McLain" starring John Wayne.

Volume 4

forty great "Films of the 50's" among them: "The Man in the Gray Flannel Suit" starring Gregory Peck, "Kiss Them For Me" with Cary Grant. "Bigger Than Life" featuring James Mason.

Volume 5

has fifty-three top feature films such as "The Prince and the Showgirl" with Marilyn Monroe, "Auntie Mame" starring Rosalind Russell, and "Sayonara" with Marlon Brando.

ADDITIONAL TELEVISION PRODUCT FROM SEVEN ARTS SELECTED BECAUSE OF ITS ALL-FAMILY APPEAL:

The Emmett Kelly Show

A new series of 39 half hour children's programs, starring Emmett Kelly, the international clown, performing 117 different routines (3 per program) with various circus animals and unusual props in addition to hosting the cartoons in each program.

Warner Bros. Features

13 selected groups—58 outstanding attractions in each group plus an additional group of twelve pictures. A total of 766 titles. These include some of the finest motion pictures ever made—academy award-winning pictures. Included are such all-time greats as "Treasure Of Sierra Madre", "Casablanca", "Mildred Pierce", "Jezebel", "Louis Pasteur", "Life Of Emile Zola", "Maltese Falcon" and "Charge of the Light Brigade".

76 Associated British-Pathe Productions

BBC Canadian Content numbers assigned top popularity personalities.

48 Bowery Boys

Tremendously popular family fun features—brand new for TV.

118 Robt. Lippert Productions

Wide variety family type features—includes some features with Canadian Content — Action — Western — Adventure — Drama — Suspense — up to 1955 releases.

13 Boston Symphony Concerts

One hour subjects of the world renowned orchestra, featuring famous guest conductors and soloists. This series is now playing Canadian stations and enjoying great popularity and high ratings.

13 Boston Symphony Concerts Second Series

Critical and popular acclaim urged release of 2nd series of one-hour TV Concert Specials with internationally famed 104-piece Boston Symphony Orchestra brilliantly conducted by Erich Leinsdorf.

234 Popeye Cartoons

Rated the very best TV cartoons. Available in English and French.

337 Warner Bros. Cartoons

Bugs Bunny, Porky Pig and all the other famous characters. Available in English and French.

100 Out of the Inkwell Cartoons

New subjects produced by Max Fleischer, the creator of Popeye. Available in English and French.



Write, wire or phone
Chas. S. Chaplin-Sully Ginsler
11 Adelaide St. West, Toronto 1, Ontario
EMpire 4-7193

MUSIC FOR THE MARKET THAT MATTERS

by KIT MORGAN

Just celebrating its third birthday, CHQM Vancouver lives up to the Gesell Institute of Child Development's analysis of this age group as typically "vigorous, enthusiastic and energetic" but "not easy to have around the house".

CHQM's vigor, enthusiasm and energy are reflected in its quick climb to a close second in seven-station competition in Canada's second-largest English-speaking market — and the six other stations must indeed find it not easy to have this bustling three-year old around.

TIME, in an article on CHQM in its November 30, 1962 issue, said "Vancouver's newest radio station has become a top money maker in Canada's most fiercely competitive radio market. It has also persuaded listeners that it is perhaps the best private radio station in Canada."

President and managing director Bill Bellman, with a small but swinging staff of 28, has charted this success story by programming "the sound of music" to "the market that matters".

The market that 'QM aims at is the less than one-third of Vancouver families who account for more than two-thirds of the total income. To hit this target the station plays music matched to the mood of the moment — light and bright arrangements in the early morning, serious music and classics in the late evening — with just two soft-sell commercials at each quarter hour.

When Bellman, an ex-CBC announcer and producer (and host of CBC-TV's summertime *Some of Those Days* for the past two years), presented his brief to the Board of Broadcast Governors, he vowed to increase the number of sets in use in Vancouver by 25% by wooing non-listeners to the AM station with the FM sound. Before and after BBM reports show that this figure has risen some 25% in the past three years.

Nine months after it went on the air on December 10, 1959, the AM station with the FM sound went FM as well, simulcasting through the 19 hour schedule. A little over a year ago, CHQM pioneered FM multiplex stereo in the west. The next step was the introduction of segments of separate FM programming. September first last year the station went round-the-clock. Last November it broadcast its first "live" stereo concert, a two-hour program by the Vancouver Symphony Orchestra conducted by Sir John Barbirolli, who was flown in from Houston by the station for the benefit concert.

BUILDING AN EMPIRE

In addition to continually expanding and improving its AM and FM broadcasting, CHQM has been empire-building. In March of last year it launched Q Music, a background music service — in November it published the first issue of "Q", a guide to entertainment and the arts in Vancouver — and, also in November, it brought out the first in a series of lp's. All of these allied

enterprises are flourishing under the 'QM midas touch.

Q Music, recorded from the station's own library, is currently piped into some 165 Vancouver supermarkets, including such big chains as Super Valu, Safeway and Shop Easy, and into over 150 restaurants, busi-



"an invitation to the program Candlelight and Wine... with the sparkle of crystal and the gleam of fine silver, we offer a quiet background to add pleasure to the elegance of dining..."

Courtesy Len Norris, Vancouver Sun.

nesses, and doctors' and lawyers' offices.

The first edition of "Q" magazine was delivered free to 150,000 homes, giving listeners and potential listeners day-by-day program line-ups for the month, plus a general guide to entertainment in the city, and columns on music; theatre; gourmet cookery; sports cars; book, movie and record reviews; and advertisements from on-air advertisers.

The station frankly admits that the magazine is patterned after WFMT Chicago's publication, which is so successful that it's said its program guide nets more than the station operations.

'QM's venture into publishing looks like being equally profitable, with the entertainment guide cum program schedule "in the black" on its second issue. Three thousand subscriptions, at \$2 per year, were received before the 34-page-December edition went to press, with the balance of its run of 15,000 copies being sold on newsstands at 25¢ each, or distributed free to more homes on a selective basis.

First lp on the Q label is titled "Candlelight and Wine"; and features Reg Owen and his orchestra in lush string and muted brass arrangements of standards like "You and the Night and the Music", "It's Magic", "September in the Rain", typical fare of

'QM's 6.30 to 9 p.m. program of the same name.

The album is a promotion with Craven A cigarettes, sold through the station at \$1.49 with proof of purchase, or at major supermarkets at \$1.99 for the record and two packs of Craven A. Original plans were for four lp's a year (the next is due early this year); now there's talk of a monthly release.

Record companies advised the station that a top lp in Canada hits

The sound is based on music, with a library of 10,000 records, one-third classical and semi-classical and the other two-thirds light classics, standards, show tunes, film scores, fine jazz and humor.

Except for the 6 to 9 a.m. slot, the music is programmed in uninterrupted 15 minute segments, and announcers are just voices, albeit friendly voices, not chit-chatting personalities.

The station has taken a strong editorial stand since it first went on the air and its three daily editorials (five minutes at 9.05 a.m. and 12.05 noon, and ten minutes at 6.15 p.m.) have been applauded by political leaders, run as guest editorials in the Vancouver press, and quoted in Hansard.

Written by full-time editorial writer Ralph Daly, they are vetted by Bellman and reflect the station's often controversial, almost-always stimulating, opinions on international, national and local issues. Frequently copies of the editorials are sent to people or groups involved or interested in the topic under fire, and reaction from listeners and from this audience-by-mail leads the station to believe that air editorializing has more impact than print.

Newscasts — sans bells, beeps or buzzers — are broadcast every hour on the hour from the newsroom of the VANCOUVER SUN. Stock market reports issue four times daily from the board rooms of one of the leading investment houses.

Separate FM programming is concentrated in three areas, opera, theatre and adventures in stereo sound. *FM Opera House*, every Sunday from 9 to 10 p.m., presents "everything but the Met's gold curtain for the opera lover", according to "Q".

From 9 to 11 p.m. Tuesdays, *FM Theatre* offers "the finest in drama, poetry and prose". Last month, for example, CHQM-FM scheduled Shakespeare's "Troilus and Cressida"; a BBC production of Strindberg's "The Dance of Death"; the New York Pro Musica's performance of the 12th century musical drama "The Play of Daniel"; and Menotti's "Amahl and the Night Visitors" for the Christmas season.

SWEET SOUND OF SUCCESS

The first new station in Vancouver in 32 years, one of CHQM's biggest stumbling blocks is communicating to national advertisers and agencies that they are a station with a different sound — one that, they insist, is unique in spite of other stations' attempts to duplicate it.

RADIO NEWFOUNDLAND

VO 59	CM	CK 62	CM	CH 56	CM
10,000	watts	10,000	watts	1,000	watts

"BEST BUY IN Eastern Canada"
ask the all Canada man

"ACTION STATIONS!"

CFCN
RADIO/TV
CALGARY

VOILA!

**THE WESTERN CANADA FRENCH RADIO GROUP
WILL SELL MORE WHERE MORE CAN BE SOLD**

Groupe des postes français de l'Ouest canadien

- CKSB — St-Boniface, Manitoba
10,000 Watts — 1050 Kilocycles
- CFRG — Gravelbourg, Saskatchewan
5,000 Watts — 710 Kilocycles
- CFNS — Saskatoon, Saskatchewan
1,000 Watts — 1170 Kilocycles
- CHFA — Edmonton, Alberta
5,000 Watts — 680 Kilocycles

**La clé du marché français
des provinces Prairies**

NE L'OUBLIEZ PAS!

Adventures in Sound on CHQM-FM Fridays from 7 to 9 p.m. is listed as a sound spectacular for the stereo enthusiast and subject matter varies from, to take last month as an example, the excitement and noise of an amusement park to a stereo tour through history from biblical times to the present.

Having devoted its all to programming music to match the moods of the market that matters, 'QM refuses to have that mood shattered by shouting, screaming commercials or jangling, screaming jingles.



Photo by Schiffer
President, general manager and driving force behind CHQM, Bill Bellman steps out of the executive suite and into the studio every morning to host "Q on the Aisle", the nine till noon program of light classics, standards, show tunes, jazz and humor, and interviews with visiting celebrities. "The whole station is an extension of Bellman," said one employee.

When an agency or advertiser prefers a commercial that's out of sync with the program policy, the station points out that while it may be an excellent commercial for other stations, there's a better approach to their audience. Then they come up with the better approach, a freshly written and produced commercial at no extra cost.

As Terry Bate, national sales manager, puts it, "we create the problem by operating a specialized station for a specialized audience, so we solve the problem by creating specialized commercials."

Clients for whom 'QM writes and produces special commercials include Craven A, Peter Stuyvesant, Colgate-Palmolive, CPA, BOAC, and The Tea That Dares. Many advertisers give the station carte blanche in creating new commercials.

Often a campaign combines nationally-aired commercials with 'QM-produced ones. For Wildroot, for example, 'QM logged the client's own jingle about Charlie's "whistle, a wink and Wildroot" during the up-tempo hours, then produced its own less exuberant version of Charles' conquests for low-key moods.

Not only does 'QM dictate the quality of commercials, but also the quantity. Aside from the basic ruling of only two spots at each quarter-hour break, no more than nine are logged for any one advertiser in a day, and no one commercial is repeated in less than two hours.

Domination of its audience is possible with just nine commercials a day, the station claims. Under the policy of only two spots every 15 minutes, 'QM believes these two commercials gain maximum attention, competition for that attention is eliminated, comparison with competitors is minimized — and there's little competition from the station itself, which is identified quietly

every quarter hour, separating the commercials.

Bate feels that broadcasters who hammer the station itself at its audience with the "CXXX time", "CXXX weather", "CXXX hit parade number one" are only adding to the confusion of the listener, who submits to some 300 advertising messages a day as it is. "No advertiser has the money it would take to compete with these stations for their listeners' attention", he says.

CHQM's commercial policy has been called "dictatorial", but either because of it or in spite of it (and the station thinks it's because of it) business last year increased 65% over 1961. TIME quoted Bellman as expecting a \$100,000 profit before tax last year, and some consider that a conservative estimate, which doesn't include the Q Music - "Q" Magazine - Q label "empire"

As of September 1, '62, CHQM has offered advertisers a split rate card, offering both AM and FM, or either one separately. Thus far, FM only has attracted such national advertisers as publishers Clarke Irwin & Co., Philips tape recorders and Rootes Motors. At present FM's ratio is 65% local to 35% national, an imbalance that suffers from the lack of "numbers", figures on FM ownership and FM ratings. Overall ratio is approximately 45% national, 55% local.

SNOB APPEAL

Juggling BBM and DBS, CHQM reckons its listeners spend over a million dollars a day. The station programs to please this affluent society, sells advertising on the basis of reaching this stratum, and has a definite snob appeal. One local automobile dealership, in giving its location, qualifies it with "opposite the art gallery".

Promotion is sophisticated, off-beat, tongue-in-cheek. The station occasionally throws in a mock commercial for the Hong Kong and Shanghai Bank, which opens, "When next in Singapore . . ." Since its listeners are the sort that might well take them up on such lines, these commercials-for-fun are carefully researched. Indeed, some listeners did, as the copy suggests, "drop a line to the manager, I. J. O. Cruikshank". Their letters arrived on manager Cruikshank's desk in Singapore, and his letters, in turn, have arrived at CHQM.

Vancouverites give the station a gentle ribbing about its upper crust image. VANCOUVER SUN columnist Jack Wasserman, who refers to Bellman as "the Q-master", once reassured his readers that "it is not true that you have to have an income of over \$10,000 to listen to CHQM."

SUN cartoonist Len Norris took the mickey out of the *Candlelight and Wine* program with a scene of a slovenly housewife and her under-shirted husband at the table, with a loaf of bread, milk bottle, catsup and all plunked upon it, in the midst of a laundry-strewn cold-water flat kitchen. The caption was a take-off on the opening format, ". . . with the sparkle of crystal and the gleam of fine silver, we offer a quiet background to add pleasure to the elegance of dining . . ."

The dig had Bellman crying all the way to the bank, as they say. Brightened by the balance there, perhaps, 'QM reproduced the cartoon on the back of the "Candlelight and Wine" record jacket.

January 3, 1964



Tailored- to-measure radio? It's yours!

RADIO CANADA'S FRENCH NETWORK AND CBF offer availabilities, market coverage to fit any marketing needs. Tailored-to-audience program sponsorship:
full • half • third • quarter • or sixth
spots: network or selective.

COSTS—\$170 worth of network programming, for instance, reaches 40% or **255,000** of Québec's radio homes at peak 11:30 a.m. listening time. A **\$19.60** CBF spot at this time delivers **170,000** homes—at an amazing **12¢ per M.** (B.B.M.—Nov. 1963)

AUDIENCE REACH—Take news, for instance. Radio-Canada is recognized as the **most authoritative news medium** ...and to get it **first**, listeners turn to **Radio-Canada radio**. **The only news and advertising medium that covers simultaneously all French Canada.**

Discuss it with your Radio-Canada sales representative, network or selective.

Montréal : 868-3211
Toronto : Zenith 6-3500
New York: Enterprise 6350



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and

Music Publishers

Members of CAPAC and
of affiliated societies
throughout the world

EXTEND

BEST WISHES

FOR A

SUCCESSFUL CONVENTION

to

The Canadian Association of Broadcasters

At Toronto, Ont.

COMPOSERS
AUTHORS AND PUBLISHERS
ASSOCIATION
OF CANADA LIMITED

1263 BAY STREET, TORONTO, ONTARIO

CKLG, Vancouver

SERIES AIRS DRUG THREAT

THE POWERS THAT be, Members of Parliament and other officials in Ottawa, have been listening to CKLG Vancouver, via tape, and hearing a dramatic documentary series titled *Narcotics Exposé*.

The series of ten programs — presented at 9.30 a.m. and repeated at 10.05 p.m. Monday through Friday for two weeks — developed from a general discussion of the narcotics problem on LG's nightly *Voice of Vancouver* show. Following the broadcast, producer Don Wilson received a telephone call from a man whose daughter had become an addict and turned to prostitution to earn money for drugs.

The caller offered his services as a contact with a number of addicts, whom he was hoping to help rehabilitate — and he and CKLG joined

forces to arouse public opinion and bring the situation to the attention of the government.

A number of interviews with anonymous addicts uncovered startling facts. Intelligent, attractive women were turning to prostitution to earn the thousands of dollars a month it costs to buy drugs on the illicit market. Male addicts were engaged in theft, of cash or goods, to a staggering extent.

Interviews revealed that an addict with a "six a day" habit must have \$90 a day for drugs. Disposing of goods through fences, who pay only about 30% of retail value, a man would steal \$9,000 worth of merchandise a month to support his habit. At a conservative estimate of 500 male addicts in the lower mainland area, thefts would total four and a half million a month.

In addition to this cost to society, the series pointed out, there is the expense of narcotics law enforcement, the judicial and penal systems, rehabilitation efforts.

Narcotics Exposé also presented interviews with an ex-drug squad officer, a lawyer experienced in defending addicts, and several addicts who had "kicked the habit".

One interview, not recorded, took place between Wilson and the narcotics detail of the police department, as he was apprehended leaving the home of known addicts after taping material. It took a few minutes of fast talking and presenting of credentials to convince police the interviews were not a cover-up for the distribution of drugs.

The final program was a "remote", as Wilson visited an east end cafe where addicts make contact with the "runners" who act as go-betweens for the "pushers" of drugs.

With a battery-operated tape recorder concealed and the mike hidden under his raincoat, he recorded an addict trying to sell a stolen TV set, details of passing heroin capsules in midnight movie houses.

Winding up the series, Dr. Robert Halliday, director of B.C.'s Narcotics Foundation, appeared on *Voice of Vancouver*.

The station reports that listener reaction was "impressive", and the mail response was forwarded to Ottawa with the tapes. "in the hope that these men will come to grips with the problem and use their powers to take some definite steps toward eliminating the criminal element from the disease of drug addiction."

Complete
your
sales job!

Cover the
ottawa valley
from ottawa
to north bay
127,415,000.00
buying dollars
with OY-TV
PEMBROKE

call Paul
Mulvihill—that is!

RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280
CJMS
LA VOIX DU CANADA FRANÇAIS À MONTRÉAL *
THE VOICE OF FRENCH CANADA IN GREATER MONTREAL
RADIO-1280 RADIO-1280 RADIO-1280 RADIO-1280



Saskatchewan Government Photo.

IN A PLANNING CONFERENCE on CKCK-TV's new industrial television series are (left to right) T. L. Hill, Associate Deputy Minister, Industry and Information Department; Fred Mullin, CKCK-TV industrial sales representative; Russ Brown, Saskatchewan's Minister of Industry and Information; and Morley Wilson, CKCK-TV producer.

Industrial Television

SERIES SHOWS LOCAL INDUSTRY

CKCK TELEVISION, Regina, has embarked on a new programming series designed to tap new sources of television advertising revenue while providing station viewers with local documentary programming.

The series, to be seen monthly, features the industrial progress of the Regina area. The first show, telecast in December, was *The Library Story*, a production on the building of the Regina Central Library, recently completed at a cost of over a million dollars.

The show was sponsored by the architects, contractors and suppliers involved in the construction of the library. Sponsors received silent credits superimposed over film of the new building at the open and close of the show, in addition to a name mention for each sponsor at an appropriate time in the program. There were no formal commercials throughout the thirty minutes.

The program was the first opportunity many of the sponsors have had to display their services and products in a mass communication medium.

The program opened with a history of Regina's Library system, with graphics from the Saskatchewan Provincial Archives showing Regina's first library in 1908 and the partial destruction of the Regina Library by a cyclone in 1912.

The story progressed to the campaign for a new library, the vote on the money by-law, opening the cornerstone of the old building, its demolition, construction of the new library and a film tour of the new building.

Most of the show was film with commentary and there were pre-filmed interviews with the chairman

of the Library Board, the design architect and the chief librarian.

The arrangements for the programs in the series are handled by Fred Mullin, a member of the Regina City Council who is CKCK-TV's industrial sales representative.

The Saskatchewan Power Corporation has taken this month's program which will feature the industrial development made possible in Saskatchewan with the recent introduction of Natural Gas to the province.

The February show will document the province's steel industry. Other programs planned for the series include the forty million dollar Potash plant recently completed at Esterhazy, the use of agricultural by-products for secondary industries, and a number of major construction projects currently under way in Regina and vicinity.

The Saskatchewan Department of Industry and Information is participating in the series financially, as well as assisting the station's production department in the research involved in the project.

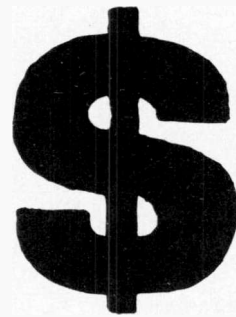
Each show is produced on video tape and the sponsors have the option of having the program telecast on other Saskatchewan stations with video tape facilities.

CKCK Television sales manager, Don Tunnicliffe, claims the new series is a natural for television, yet it's never been successfully explored by the medium.

"We anticipate", said Tunnicliffe, "that this series of programs will provide a valuable community service, in addition to a vehicle for institutional advertising for companies who have a limited opportunity to reach the public".

January 3, 1964

WESTWARD HO!



Name the richest province in Canada for the next 12 months. That's right. Saskatchewan. Little old Saskatchewan, producer of two-thirds of the nation's wheat...the province that has nosed out Ontario as Canada's richest in terms of per capita income due to the recent staggering sale of wheat to Russia. Westward ho, indeed.

Quote *Time*, Sept. 27th: "As it filters into the economy, the Russian wheat money will also seed orders for farm equipment, autos, clothing fabrics, refrigerators, TV sets." Selling any of these things? Your best bet is CFQC, the only radio station heard for hundreds of miles around in the rich farm lands outside Saskatoon.

CFQC
radio — Saskatoon



You Can't Cover
NORTH-WESTERN QUEBEC

without
RADIO NORD Inc.
operating

CKRN-TV, ROUYN
CKRN-RADIO, ROUYN
CKVD-RADIO, VAL D'OR
CHAD-RADIO, AMOS
CKLS-RADIO, LaSARRE

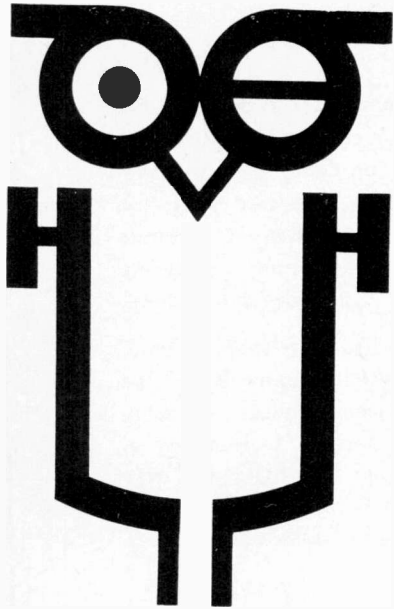
Radio Nord's network of 4 stations gives you the most comprehensive coverage of the ABITIBI and TEMISCAMINGUE counties . . . where buying income and retail sales per household are among the highest in the Province of Quebec.

Represented by:-
HARDY in Toronto & Montreal
SCHARF in Vancouver
WEED & CO. in the U.S.A.

AIMS AT THOSE WITH INTEREST AND CAPACITY TO LEARN

by KIT MORGAN

WITH "ANY AGE CAN BE the learning stage" as a motto and a stylized wise old owl cum microphone as a symbol, CJBC Toronto is now devoting two prime-time evening hours every weeknight, 7 to 9 pm, to adult education programming.



The Learning Stage, produced by Murray Edwards and hosted by Ken

Haslam, was launched October 1, 1962, when CJBC was cut loose from network affiliation with the formation of the new consolidated CBC Radio Network.

"This is a new project in adult education, a major move to use radio for individual development on a mass scale," says program organizer Art Stinson. "It is experimental in that it is an all-out trial to see if a significant minority audience can be attracted."

Obviously he is confident in the success of the venture for, although the program is only budgeted to the end of the fiscal year, he is planning in terms of a two-year development.

The program is designed to appeal to intelligent, interested individuals of almost any age. "Individuals" is the key word here, as Stinson believes that radio has become a personal medium, and the program takes a personal approach, visualizing the individual and communicating directly to him or her.

"The listener must be interested in self-improvement, in mental stimulation, in deeper understanding of himself and his environment," he says. "We visualize primarily the adult who did not go to university, may not even have gone past grade

eight, but who has the interest and capacity, by inclination or experience, to continue learning in an informal way."

The Learning Stage is flexible within a general framework that focuses on literature and sociology on Mondays; science, labor relations and philosophy, plus music, on Tuesdays; ecology and creative processes on Wednesdays; theatre arts and music Thursdays; and political science, ethics and French on Fridays.

Four months before the program went on the air Stinson wrote, through the International Exchange Office, to almost every nation in the world in search of educational English language programs. While basic sources (aside from CBC productions, which account for approximately 50% of the program content) are the BBC and various U.S. outlets, other countries have contributed worthwhile material that is re-worked for the program.

Material not available elsewhere is developed by free-lance writers and producers specially for The Learning Stage and its audience.

A good example is *The Face of Ontario*, in which Miller Stuart weaves together geography, history, archeology, agriculture and geology in exploring land forms within CJBC's contour, encouraging Sunday drivers to explore Ontario themselves.

Dimensions of Freedom, a 12-week series of lectures on aspects of freedom and determination by philosophers at the University of Toronto was another original production for *The Learning Stage*. "The program talks down to no one," Stinson says proudly, but at the same time, on series such as this, advice and editing for radio is given to lecturers to see that the program does not talk over the listener's head. "We choose our people carefully for an ability to express the most abstract thoughts and theories in layman's language."

The series exploits CBC's backlog of educational material, re-using pro-

grams that were not widely enough heard when originally produced, from the *University of the Air* series; school broadcasts; *CBC Wednesday Night*; the *Project and Venture* series; the public affairs and northern affairs departments.

An eight-week series of half-hour lectures on *The Growth of the Novel*, by Paul West of Newfoundland's Memorial University, was repeated from the *University of the Air* series, and embellished by additional production. The lectures were preceded by material from BBC's *Spirit of an Age* with music, homilies and readings from diaries or speeches from the period to be dealt with, and the talks were followed by readings from books mentioned by West.

"This is the beauty of having this full two-hour block of time to work within," says Stinson. "We can give a topic the time it warrants, and surround it with complementary material to present a cohesive whole, whereas in the past such endeavors have had only limited time and have been isolated islands amidst newscasts and popular music."

The National Association of Educational Broadcasters, an organization of some 50 members in which the CBC participates, has proved an excellent source of material. Operating on an exchange basis, NAEB offers a catalogue of program availabilities and sample tapes, from which *The Learning Stage* can choose the best of educational programming at a token fee.

The program also exchanges material with the University of Chicago, reaping such series as *World of the Paperback*, 15-minute programs featuring literary authorities discussing works available in paperback, from Freud's 'Psychopathology of Everyday Life' to Henry Miller's "Tropic of Cancer".

A network of New England educational stations, led by WGBH in Boston, has also contributed a wealth of worthwhile programs. One, a series of 20 interviews with famous contemporary creative artists and

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"Democracy in America", 14 half-hour programs originally produced by the CBC for the National Educational TV and Radio Centre and aired last year on the Trans-Canada Network and the NBC Radio Network in the U.S., is now a Friday night feature of "The Learning Stage". Produced by Andrew Allan (right), directed by American historian George E. Probst (centre), with original music composed and conducted by Lucio Agostini (left), the programs are introduced on "The Learning Stage" by Lister Sinclair, who wrote the series. These dramatized studies of America in the 1830s, which were six years in preparation and production and had a cast of 87 Canadian performers, won the coveted National School Bell Award in the U.S. and were highly praised in both countries.

scientists, has been particularly well received. *The Learning Stage* has produced a reading list to accompany this series (and several others) so that the listener fascinated by, for example, the interview with Lee Strasberg of the Actors' Studio, can follow up by reading Stanislavski or Strasberg's own books.

"All institutions that endeavor to provide people with enriching and broadening opportunities have found that sequence and continuity is important in learning," says Stinson. "For this reason most of our programs are in series, with a built-in development of thought and theme. So we must make great efforts to encourage regular listening habits, to develop a kind of commitment to continued participation."

**AUDIENCE WANTED —
APPLY CJBC**

To reach prospective listeners, *The Learning Stage* originally wrote and sent promotional material to 858 university presidents, school principals and educational institutions, to some 500 members of the Canadian Association for Adult Education, 300 members of the Canadian Institute of Public Affairs, and to about 700 ministers, women's associations, cultural groups and house organs.

Special promotional material goes

out frequently to universities, schools, libraries, galleries and other centres where potential listeners might gather. In return, *The Learning Stage* gives on-air promotion to activities its audience might find interesting — university extension courses, language classes, art gallery lectures, library exhibitions, theatre programs, YMCA activities — though these might be in direct competition with the program for the time and attention of the listener.

The Learning Stage is also heard in a one-hour version, produced by Jim Kent, on CBC-FM Toronto weekday mornings from 9 to 10. Much of the material cannot be repeated; *Theatre Workshop* for example, is produced with special union dispensation to mix professionals and amateur actors for one performance only. As the FM excerpts did not begin until November, however, there is a backlog of material to program.

REWARDING RESPONSE

Audience reaction to the program has been "very favorable, very rewarding" says Stinson. In its first month, October, it drew 145 letters and 80 phone calls, most of them asking for material. "Set more minds on fire" one writer urged them on — "I know I'm going to be stimulated" a bedridden listener

wrote — "I never expected radio to rise to such a level of sanity" another complimented them — "adventures for the mind" one man commented.

Complaints and criticisms have been encouragingly few. One person felt that an interviewer was disrespectful in calling the late Frank Lloyd Wright by his Christian name; another felt that a woman should have been included in a three-way discussion of abortion on *Meeting of the Minds*.

Stinson found this latter comment a heartening one as it was the only criticism of an exchange on the controversial topic of abortion. "We strive for mature programming, in context and treatment, and it appears that we have won a mature audience," he says.

"Radio is the ideal medium for the communication of ideas," he believes. "Vivid language, colorful verbal illustrations and image-provoking phraseology can overcome the lack of visual stimuli. Radio drama proved a stimulus to the imagination, and learning is curiously close to imagination."

"This need not be a local story," says Stinson, "although *The Learning Stage* is on only one station, it does have national significance. Private radio can perhaps learn from what we're doing, and our progress should be watched with some interest by stations across the country."

"Some of what we have learned and will learn can apply to other stations, who can take the general theory and principles and apply them with variations to suit the local situation." *January 17, 1964*

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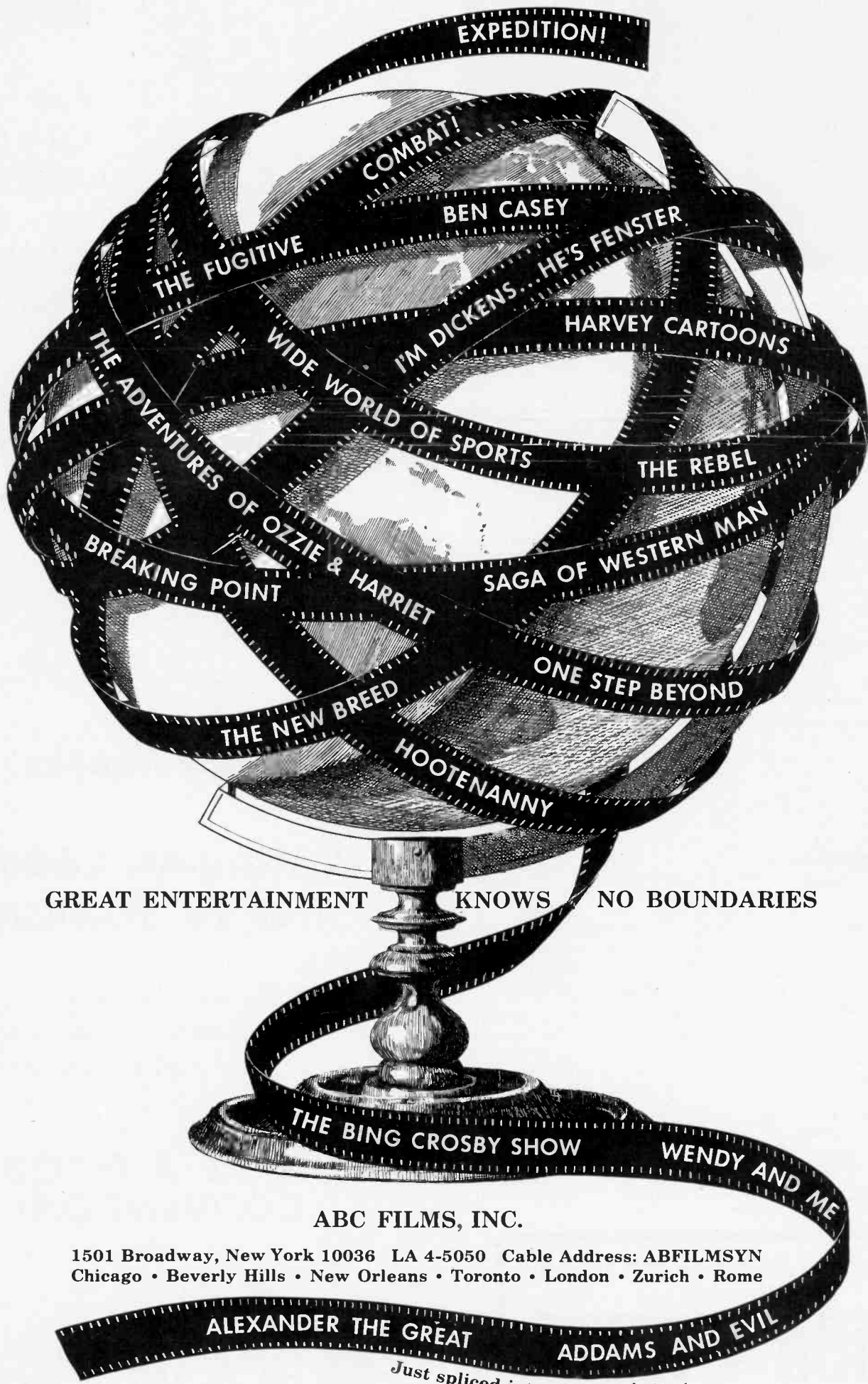


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TONSILLECTOMIES CAN BE FUN



BEN CASEY? DR. KILDARE? No, it's CFPL-TV London's *Sunshine School* and cameraman Dennis Goulden (left) is filming the Donnie of young twins Tommy and Annie for the first in a series of sequences designed to explain away children's fears of doctors and hospitals. *Sunshine School's* "Miss Dorothy" (centre) went with the twins, step by step from the examination in the office of Dr. Bob Greenway (right) through to their post-operative ice cream treat, to show the program's young viewers that a tonsillectomy isn't as terrifying as their imaginations might make it.

With the co-operation of Dr. Greenway and London's War Memorial Children's Hospital, *Sunshine School* producer Peter Somerville took his staff and crew into the doctor's office, the admitting office of the hospital, the children's hospital room, followed the route of the stretcher to the operating room and, duly capped and gowned, into the o.r. itself, then back to the hospital room and a speedy recovery, making a series that highlighted two weeks of the daily program.

Also in aid of familiarizing the show's pre-schoolers with doctors and their work, "Miss Dorothy" and her assistants "Mr. Don" and "Mr. Jim" were given their polio booster shots on camera. Another day, the supervisor of the hospital visited the show for an informal chat about what-it's like to be a patient.

Having banished the "doctor bogey-man", *Sunshine School* scheduled a visit to a dentist's office for Dental Week. In the past it has taken its young fans to visit farms, ride trains and planes and even a fire engine, as well as such basic fare as drawing and painting, good manners and exercises, and coverage of such essentials as how to tie shoes.

The show is a local production, seen Monday through Friday from 11 a.m. to 12 noon. April 25, 1964

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Our continuous expansion into all phases of broadcasting results in a constant need to search for creative Canadian radio talent that wants to move up — so why not move up with CKGM — Montreal, by putting your name confidentially on file now, for top-paying future openings . . . professional air work, professional creative writing, professional production, professional newscasting, professional news writing. Tell us your story in confidence now. Write Don Wall, Vice President, CKGM — Montreal, CKGM Building, 1455 Drummond St., Montreal 25, P.Q.

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. . . for CGE Broadcast Engineers. For example, moving a 2-ton, 36-foot Ultrapower broadcast antenna two miles "in air" up a mountain.

CGE engineers handled this "big lift" efficiently and economically . . . with a helicopter!

This is forward planning, typical of CGE service. Essential in emergencies; ask CKRT-TV, Rivière-du-Loup, P.Q.

They'll agree.

When misfortune left this station with only the tower and antenna intact, CGE received the emergency call. Within four days, a new CGE 5kw modular television transmitter was on the way. On its arrival, CGE engineers, working a 16-hour day, put CKRT-TV back "on air" in just over a week!

Service is only a part of the total broadcast concept. Canadian General Electric provides the most complete package ever offered to Canadian broadcasters. From Canadian production to complete system design, from technical briefs to construction supervision . . . these and many more make a total broadcast service from CGE.

A service that sent CGE broadcast engineers to the tropics with the new 10kw Ultrasound AM transmitter for Radio Calendario at Maracaibo, Venezuela; to the 1kw AM transmitter sent to the most northerly broadcasting station at CHAK, Inuvik, Yukon.

There's a lot more to this story of product and service; and one of our Broadcast Specialists will be happy to tell you all about it. Just write to Canadian General Electric, Section 28, 830 Lansdowne Avenue, Toronto 4, Ontario.

CGE engineers used a helicopter to hoist a 2-ton, 36-foot Ultrapower TV broadcast antenna to the top of Mt. Tremblant, P.Q., to be set atop a 76-foot tower. This "big lift" encompassed a distance of 2 miles from the base of the mountain to its top.



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Offers Cancer Show To Other Stations

AN UNUSUAL CONTRIBUTION to the Canadian Cancer Society was made this year by CKVL Verdun-Montreal as the station "donated", at a cost of some \$5,000.00, a series of ten half-hour dramatized radio programs dealing with cancer.

Titled *L'Espoir* (Hope), the series was the idea of CKVL president Jack Tietolman. The programs were produced by CKVL and tapes were offered free to other French-language stations, 14 of which have programmed the series. The national office of the Canadian Cancer Society is now planning English-language versions.

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The programs are described as "dramatic and realistic, emotional but not sentimental, informative but not technical, serious but not grim". The scripts, by well-known French-Canadian writer Jean Laforest, were based on actual case histories and were approved by the Medical Advisory Committee of the Society as "of impeccable authenticity". The shows featured leading French-Canadian actors and actresses, directed by Albert Cloutier.

Case histories covered in the series ranged from that of a new-born baby with congenital cancer of the abdomen to that of a man whose cancer was discovered when he was 72 and who lived to 84. They included the case of a woman who, after much needless anxiety, was found not to have the disease at all. The final two programs in the series told the story of the Research Laboratory of the Cancer Institute of Montreal, which was founded with a budget of \$150 in a discarded elevator cage in the old School of Veterinary Medicine.

"These programs have helped considerably in cancer education and have given hope to those who are struck by this disease," wrote the president of the Quebec Division of the Society to CKVL. "We are convinced these programs have been a great help in our fight against cancer."
July 4, 1964

MANITOBA GETS UNIFORM TIME FROM EDITORIAL CAMPAIGN



Glen Robinson, Winnipeg

DENNIS BARKMAN, manager of CFAM, Altona, takes considerable satisfaction in setting the studio clock after his station's editorial campaign helped bring uniform time right across Manitoba.

URBAN AND RURAL districts across Manitoba are "in time" with each other this summer for the first time since the end of World War II and CFAM Altona's editorial campaign for uniform time across its province played no small part in bringing about the legislation.

In its first editorializing step beyond the boundaries of local interest, the station launched a three-week campaign for uniform time on February 22, several days before the provincial legislature convened and announced plans to take action on the question. The station was informed of these plans in a letter from Premier Duff Roblin in which he complimented the station on its "enlightened approach" to the problem.

"In the public interest, CFAM believes there should be a uniform time system in Manitoba . . . listeners are asked to write to this station in support of uniform time . . ." the station broadcast, and well over a thousand listeners responded.

Individuals, families, Chambers of Commerce, co-operative groups, Farm Organizations, school and church organizations, petitions from small communities, all supported the station's stand. Only one letter argued the point.

Backed by the wholehearted interest of CFAM's listeners, manager Dennis Barkman presented a brief based on the editorials and the mail response to the Law Amendments

Committee. Former Premier Douglas Campbell called it a "noteworthy" brief, and NDP leader Russ Paulley said he was in "substantial agreement" with it.

"The ideal solution would be the introduction of year-round uniform time across Canada . . . we would encourage the Manitoba Legislature to spear-head a move in this direction," said the brief. And Premier Roblin has announced that he will indeed introduce this subject at the annual conference of Provincial Premiers in Halifax in August.

DIVIDED AUDIENCE

CFAM has been broadcasting on Central Standard Time throughout the year since it went on the air in 1957, and its audience is divided about evenly between the city of Winnipeg (which has gone on daylight time each summer) and rural southern Manitoba (which has stayed on standard time the year around). But listening habits were not a major factor in the editorial campaign, the station says.

"CFAM has always had the conscious aim of creating better harmony between country and city and the time difference between rural districts and Winnipeg was causing resentment, irritation, inconvenience and tension. CFAM management felt this was an ideal opportunity to correct an obvious anomaly and take the initiative in seeking a solution," it says.

And so Manitoba now has province-wide daylight time from the Sunday prior to the Victoria Day weekend to the weekend following Labor Day. standard time the remainder of the year.
July 4, 1964

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CKCK BACKS MUSIC FESTIVAL

ONE OF THE THREE largest international band competitions on the continent, the annual Moose Jaw Kinsmen International Band Festival, was "immensely successful" this year and "CKCK must take the lion's share of the credit for making it so" says the festival chairman.

In January chairman Murray Dubinsky, a Moose Jaw lawyer, and two of his committeemen told CKCK management their sad story. After 13 years, in only one of which they showed a profit, the service club might have to give up its pet project for lack of funds. Could CKCK help?

CKCK could. General manager Hal Crittenden offered strong support. The station contributed a \$300 cash scholarship, purchased the radio rights for a three-year period, and gave the festival full promotion.

CKCK-TV aired 13 promotion spots, 26 flashes and 36 IDs. It carried six interviews with Kinsmen members and visiting performers, and launched "Festival Week" with a showing of the film *Stars and Stripes Forever*, the story of John Phillip Sousa.

CKCK Radio, too, carried a promotional campaign, laced programming with more martial music and featured numbers by clarinetist Buddy DeFranco, guest artist at the festival.

The station's chief TV announcer, Garth Dawley, was "donated" to emcee two evening band performances.

And wow! Attendance at all three evening performances broke records, with Saturday night's concert sold out for the first sell-out in the 14-year history of the event. The collection taken during the big parade totalled \$100 over last year, despite bad weather.

"Basically, our festival this year was the same as in recent years," said Kinsmen chairman Dubinsky. "Our guest artists were of the same calibre and there were even fewer bands. The only thing we did differently was to visit CKCK."

"The ingenuity and enthusiasm of the staff for this project was a revelation to all of us and it must rank with the finest promotions ever done in this country."

The 65 service club members, who work the year round to arrange for adjudicators and guest artists and up to 50 bands from Western Canada and north-central U.S., are confidently planning next year's festival with CKCK's support already pledged.

To promote the festival, the Kinsmen now have a 15-minute color film of "Festival Week", produced by CKCK.

July 18, 1964

**Canadian Broadcasters
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The Home of The Beatles

You've helped us become the No. 1 record company in this country. By disc-overing The Beatles and other Canadian-Capitol artists first in North America A million thanks from "THEM", CLIFF RICHARD, THE SHADOWS, VERA LYNN, DAVE CLARK, MRS. MILLS, RICH LITTLE and all the others.

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MONTREALERS SEE COPS AT WORK IN 'CF SERIES

FROM THE TRADITIONAL ice cream cone for a lost child to the unique police patrol on skis. CFCF-TV Montreal is exploring all facets of the Montreal Police Department in a series of five-minute film features. *Police in Action*.

Hosted by personable young Constable George Springate, the programs are a regular feature of the Monday edition of *Pulse 6:30*, the early evening round-up of news, weather and sports.

"These programs not only inform the public of our services, but also help to promote a better understanding between the citizen and the police officer," wrote Montreal Police Chief J. Adrien Robert to program director Sam Pitt.

Each show delivers a safety message, outlines steps to take towards accident-free living, discusses crime prevention measures and precautions, or shows a specific division of the Police Department in action.

In the area of crime prevention, the program has discussed such topics as closing one's home for the



STAGING A MURDER SCENE for CFCF-TV's "Police in Action" series, Mr. Poirier of the Montreal Police Department Photo Bureau plays dead for cameraman Jim Grattan, while Sgt. Detective Forcier takes notes and Constable Bolduc dusts the telephone for fingerprints. This episode outlined the role of the Identification Bureau in solving crimes.

summer holidays. *Police in Action* has covered the operations of the Crime Prevention Squad, the Mounted and Canine Divisions, the Fingerprinting and Photography Bureau, the Missing Persons Bureau and the Ski Squad, policemen who patrol the slopes of Mount Royal in the winter.

The station is also running a series of ten-second IDs on the Police Department, illustrating the services of the police and urging Montrealers to support their law enforcement officers.

CFCF-TV is planning to produce several half-hour documentaries on the police force for fall and winter programming, examining in more detail the work of the different divisions.

"We feel that this education helps the Police Department, in that the public, being aware of what the Police Department is doing, will be more co-operative and thereby allow the Department's operations to be carried out more efficiently and effectively," explains CFCF-TV senior producer Don Forsyth.

August 1, 1964

Toronto
April 2, 1964



"April 6 - 8 will be an occasion for French and English-speaking Canadians to get together with one common objective - to build a better broadcasting industry."

It is encouraging that historic Quebec City plays host to the 1964 CAB Annual Conference, for the time to strengthen the bonds that link our twin cultures to a common heritage is NOW. All-Canada is proud to represent English and French-speaking communities, and is equally proud to count among its staff Canadians from every segment of our multi-racial society.

We look forward to saying 'Nous vous souhaitons la bienvenue' to all our friends at the 38th CAB Annual Conference April 6 - 8th. Visit us in the Chateau Suite. Any time."

Sincerely,

Stuart MacKay, President



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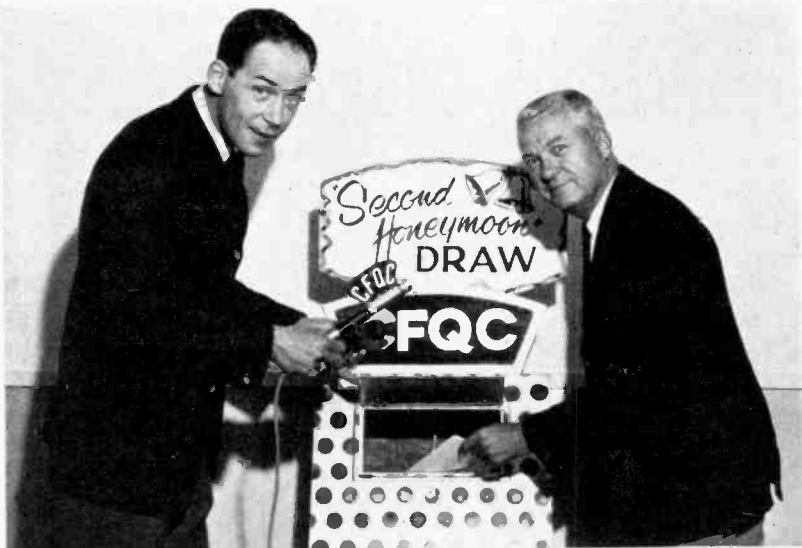
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LIFE BEGINS AT FORTY



CFQC GENERAL MANAGER VERN DALLIN draws the winning entry in the Saskatchewan station's 40th anniversary "Second Honeymoon Contest" while announcer Gordon Ross holds the mike to carry the winner's name onto the air. Below, Mr. and Mrs. Robert McIntyre, married in 1923, the year CFQC started are seen with Gordon Ross, as he tells them they have won the "Second Honeymoon Contest", an all-expense paid trip to Hawaii.

IN 1923 a new radio station went on the air for the first time in Saskatchewan, Saskatchewan. Also in 1923, a young couple were married in Medicine Hat, Alberta.

Ross went out that afternoon to visit the excited McIntyres and discuss plans for their trip. The McIntyres decided they wanted to visit Hawaii,

July 22, 1963, 40 years later, the radio station, call letters CFQC, and the couple, Mr. & Mrs. Robert McIntyre, celebrated their 40th anniversaries together.

CFQC's celebrations included a "Second Honeymoon Contest", open to couples married in 1923, a lucky couple to be awarded a week's second honeymoon wherever they wanted to go.

Over 300 entries were received, among them one from the McIntyres who, 40 years and four children later, were living on their grain farm about 120 miles south west of Saskatoon, near D'Arcy, Sask.

When all the entries were placed in the contest drum and radio station manager Vern Dallin picked one out in the on-air draw in CFQC's control room, a phone call went out to Robert and May McIntyre at D'Arcy to inform them they were the lucky winners of the "Second Honeymoon Contest."

CFQC's promotion manager Dennis Fisher and chief announcer Gord

and a departure date was set for August 3.

The date and hotel reservations were confirmed and the couple have now started on their "Second Honeymoon" trip. They are also planning a stopover to visit relatives in Vancouver on their way back to Saskatchewan.

August 1, 1963

Next year's Beavers are based on this year's news stories



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Memo

from Radio-Television Reps Ltd
to All Radio-Television Reps
stations.

Welcome to la belle Province for the annual Broadcasters' Convention. Be sure to attend the Monday luncheon for the Radio & Television Executives Club and meet broadcasting's new cabinet minister, the Honorable Maurice Lamontagne, secretary of state.

GORDON FERRIS
Radio-Television Reps Ltd.

RCA announces three (3)

High-performance quadruplex equipments



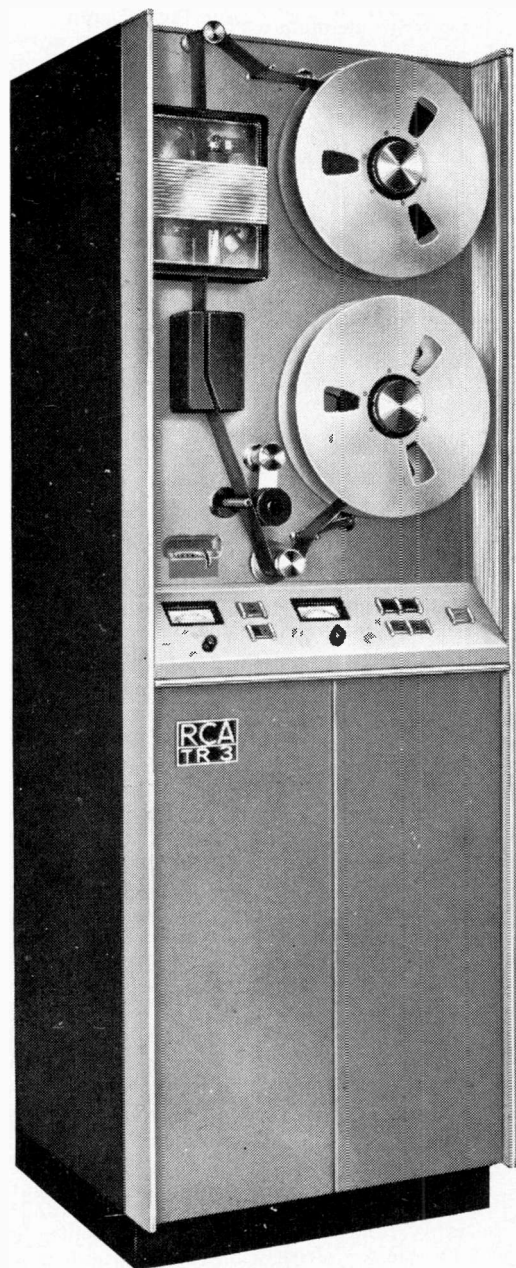
Compact Recorder

A complete fully transistorized, budget-priced quadruplex equipment that's compatible with all standard quadruplex recorders. Uses standard modules (like those used in RCA's de luxe TR-22 Recorder). Has space for color modules. Complete in 33" x 22" x 66" unit.

Important These new machines provide the same kind of tapes (quadruplex) and the same proven superior quality recordings as RCA's de luxe TR-22 Recorder. They use many of the same modules and components. There is no compromise on either quality or compatibility.

brand-new TV tape recorders!

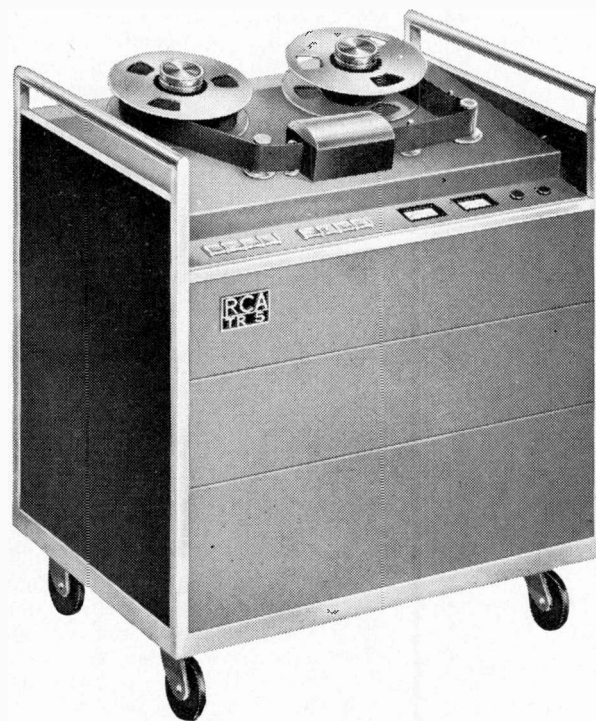
.. compact, fully transistorized, standard modules



Playback Special

A simple low-cost high-quality quadruplex machine for playback of all standard tapes. Ideal for on-air playback, for editing, for checking tapes for client-agency previews, etc. Allows present recorders to be used full time for recording. Space for color modules. All in one 22" x 22" x 66" unit.

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CJAY-TV Winnipeg TR3
CKPR-TV Port Arthur TR3, TR5
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Transistorized high-quality quadruplex recorder with limited playback feature for checking purposes. Small size (28" x 22" x 32" with casters). Can be transported in a station wagon. Makes tapes in the field that you can play back on your standard recorders. Space for color modules.



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KNOW THE MEDIUM... MEET THE PEOPLE

By BEN HOLDSWORTH

"I'D LIKE YOU TO MEET a friend of mine. This is a happy, well-adjusted garbage can. Like most North Americans, he consumes a little too much..."

Allen Farrell, promotion director of CHUM Radio, Toronto, used these words first in November, 1960. They were used to arouse the public relations people of the 200 public service organizations which supply Toronto's broadcasting industry with pleas and charitable requests.

The place was a meeting room in a downtown Toronto hotel. CHUM's Phil Stone and Allen Farrell had determined that the time was ripe for some education of the charities and public service organizations.

The problem?

Said CHUM vice-president Phil Stone: "Every radio station is expected to provide a certain amount of public service time. Most radio stations, we believe, do much more than a bare minimum — and we're no exception. But, so much of the original material that comes in from the various organizations we want to help is just fit for the garbage can — nothing more!"

Since every broadcaster is faced with much the same problem, the CHUM plan is of universal interest. Since the points made in the CHUM "seminar" presentation are directed at the professional PR people as well as the volunteers of the Ladies' Aid Societies, the station's experience in the past two years is significant. (Advertising agencies may also pay attention!)

Key points in the presentation by the station are:

- Radio copy must be for radio — not for newspapers or handbills.
- Know the right people and the right procedures at each station.
- Follow up with a personal "Thank You."

FAR AFIELD

Since the first presentation of the seminar, CHUM's efforts have gone far beyond the station's signal area. On each occasion the message has been the same; some of the seminars have been for "local" groups, some for national organizations.

In each case, the script has been the same, usually presented by the basic cast of Phil Stone and Allen Farrell.

Since the first effort, which was to a group of organizations invited by the station, the seminar has been presented to a number of other meetings — to which CHUM was in-

vited. As recently as one month ago, the CHUM seminar was presented in Winnipeg to the United Appeal officials of Western Canada. On this one occasion the Canadian Association of Broadcasters footed the bill.

During the past two years, CHUM's public service seminar has been given to such widely differing interests as Easter Seal, the Salvation Army (for its officers-in-training for overseas missionary activity), the Canadian Arthritic Society, several groups from the Canadian Red Cross, and for the national directors of the United Appeal (given in Windsor — well beyond the CHUM signal!). Besides Toronto, Windsor and Winnipeg it has been presented in the Ottawa area.

BOOST FOR RADIO

What has the seminar to say?

The presentation points up the importance of radio:

"There are more than 200 private stations on the air in Canada now... this year... Canadians will buy more than one-and-a-half million radio sets (1½ million new sets!)."

"Canadians are buying more than four times more radio sets than television sets. There are now three radios in use for every family in Canada... plus 2,273,500 car radios..."

The seminar script goes on to point out that Canadians spend more time with radio than they spend with newspapers and magazines combined.

"In fact," says the CHUM presentation, "the average Canadian home listens to radio more than four hours daily!"

STATIONS AND STATIONS

The station goes on to point out to each seminar that radio stations differ widely in size, and in staff facilities: "We now have a staff of over 70 people at CHUM... we work hard. We want to help you, but we have an interest in profit... in running a good business... so when we have to waste time, or use up valuable manpower in the production of a public service message that we want to broadcast just because we haven't received material from you that we can use right away... you can see our problem..."

The seminar says, in effect: "Radio stations vary a great deal in size and personnel... we have 70, and we are a big-city station... some may have only a dozen..."

"Some stations are frankly music stations; others want talks and interviews. Some feature frequent news breaks; some have personality programs into which interviews can be interjected for public service... they all differ:

- Some will use only one-minute announcements.
- Some will want a personality for interview.
- Some will aid local causes; some will favor national causes.
- Some have the manpower and facilities and the interest to produce a "special" for certain causes in which they are convinced that this extra effort is worthwhile.
- Some just don't have the time to help you unless your material is ready to be used..."

CHUM broadcasts more than 13,000 public service announcements a year, says Phil Stone, and these make up more than 140 hours of donated time in a year.

"This is comprised of 140 hours of public service time — all of announcements of one minute or less," he said.

"We can't accurately state exactly how much time each station contributes to its community's causes... but if they all did the same as we do... it would be more than 28,000 hours!" states the CHUM presentation.

"If one station were to do it in one city, broadcasting only in one city in Canada... it would take three years to put on all these public service messages!" says Mr. Stone.

In round numbers, Canada's private stations are giving upwards of \$10,000,000 worth of time each year to community campaigns.

DOS AND DON'TS

"The key point, however, is that many good causes — whether the local church or an organized charity — do not send in the kind of material which we can use! The easier you make it for us... the better your chance of having your material used on radio... in the smaller stations, there simply is not the manpower to re-do your material... and remember radio wants to help you!"

"Very few stations have a full-time public service director on staff... at a great many stations the material should go to the program director... but send the right material... we are not a newspaper... and we can't use the same release you may send to the local paper..."

"If you send to the station any material addressed personally, make sure you have the right name... not somebody who retired a few years ago!"

"Phone the station yourself... it does nothing but good to find out how the station wants material submitted... when it should be in... and so on. There is nothing that will lose you ground faster than making sure that the public service director or the program director knows that you never listen to his station... or that you know absolutely nothing about it..."

"Some public service groups have been known to buy space in newspapers to advertise their campaigns... then become belligerent if a radio station doesn't give greatly and freely of its time..."

"Remember: the radio stations don't have to donate air time to your cause or crusade..."

"Don't expect stations to agree to interview the chairman or chairlady of your committee... you have to ask yourself: 'Do I honestly think that this would really interest the majority of the people listening?'"

MORE TO COME

Plans for the CHUM Seminar in the near future depend in large part on the present plans of the Canadian Association of Broadcasters... who sponsored the trip to Winnipeg. Invitations have come in from both coasts, and from points in between.

The Canadian Association of Broadcasters is looking at the possibility of working with CHUM on the project and is currently querying member stations in other parts of the country.

From Winnipeg, in response to the June presentation by the CHUM group (sponsored by the CAB) for the Community Chest, the following comment has been received by the CAB's executive director, Jim Allard, from George N. Barker, executive director of the Community Chest of greater Winnipeg.

"The directors passed a motion expressing the thanks of the board of the Community Chest and its finance-members, for the presentation by Messrs. Stone and Farrell, and for the understanding and thoughtfulness of your association in covering the expenses for these people, to make it possible for the public service presentation on June 20..."

The station feels it cannot take on the job of correcting a situation that exists in most communities, all by itself.

"We have to think of ourselves, too," says Phil Stone, "but we want to help and we will. It just means we don't have the resources to go everywhere in Canada just at an invitation, although we're always willing to put on the show in and around Toronto."

"The interesting thing to me is that the material is not only better when it is sent to us, but we're getting more requests for help..." says Allen Farrell, "and this was the purpose of the seminar, wasn't it?"

August 1, 1963

The trend is to balanced programming
G. N. MACKENZIE LIMITED HAS  SHOWS
MONTREAL TORONTO WINNIPEG
1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott

ARMED FORCES WILL HEAR CFRA'S "SKY SHIELD"

AN ESTIMATED million servicemen will hear a four-part radio documentary *The Sky Shield, Life or Death for North America*, produced by CFRA Ottawa and requested by the RCAF for re-broadcast on 14 Armed Services radio stations in Northern Canada, Europe and the Middle East.

The Minister of National Defence, National Defence Headquarters, and several Members of Parliament have requested tapes of the series. Dozens of CFRA's listeners phoned or wrote to ask for copies of the script. Group Captain William Lee, special assistant to Defence Minister



CFRA OTTAWA NEWSMAN Sandy Morrison (left) interviewed Voodoo pilot Keith Inkster (centre) and navigator Mel Kenney of the 410 Fighter Squadron at RCAF Station Uplands about their role in NORAD for his four-part documentary "The Sky Shield, Life or Death for North America".

Paul Hellyer has commended the series as "excellent".

CFRA newsman Sandy Morrison produced the programs, which dealt with all aspects of Canadian participation in the North American Air

Defence Command and the role of the Strategic Air Command in the defence of North America.

The series was based on a five-day visit to NORAD Headquarters in Colorado Springs, Colorado and SAC

Headquarters in Omaha, Nebraska, plus research in Canada at NORAD installations. Newsman Morrison made the five-day tour with NATO delegates from 15 member countries following the NATO Ministerial Conference in Ottawa in May. 'RA was the only private station to send a reporter on the trip.

The series brought listeners the sounds of NORAD in operation at the Combat Operations Centre in Colorado Springs — the eerie ping of alarm bells when unknown aircraft appear over North America; the impersonal voice of the duty officer scrambling jet interceptors from Canadian and U.S. air bases; the high frequency probes of the Ballistic Missile Early Warning System; radar picket ships on the east and west coasts making routine communications checks; the constant reports fed in on Soviet fishing trawler movements.

The programs included frank interviews with the Commander-in-Chief of NORAD, USAF General John K. Gerhart and the Deputy Commander, Canada's Air Marshall Roy Slemon. Technical aspects of the operation were clarified by other NORAD officers from Canada and the U.S. The series was aired by CFRA in June and July. *September 5, 1964*

ONLY FARM STATION
IN RICH SOUTHWEST ONTARIO
CHLO RADIO
ST. THOMAS-LONDON, ONT.
Farmers in 12 counties
tune Doug Hinzl
CALL
Radio & Television
Sales Inc.
TORONTO MONTREAL

Covering Canada's

GREATEST VACATION PLAYGROUND

71,000 Summer Homes 4.5 Million Vacationists

in the popular areas of Lake Simcoe, Wasaga Beach, Georgian Bay, Muskoka, Parry Sound and Haliburton districts. Add to this the regular year 'round population and you have a Summer Market unsurpassed in Canada. It's a Bonus Buy for any Advertiser. Call our reps for availabilities and the full story.

CKBB
Dial 950
Barrie

CKVR-TV
Channel 3 Barrie
Channel 11 Parry Sound
Channel 8 Huntsville

* Reps: Mulvihill - Toronto - Montreal

Messner - Winnipeg

Radio-TV Reps - Vancouver

BEAVER AWARDS are presented each year by Canadian Broadcaster, "for distinguished service to Canadian radio and television broadcasting". Awards are based only on news stories, articles and other material which has appeared in the paper. Formal presentations and other submissions are not considered for awards.

Educational

STUDENTS STATE VIEWS ON C-FUN "COMMENT SHOW"

"THIS PROGRAM is the dream of every student who thinks and who has ideas about the world . . .". The program is *High School Views on the News of the Week*, which was started last fall on C-FUN Vancouver and returns to the air this month with the opening of school.

The show was originally planned by Roy Jacques, who does the station's regular editorials, as a soapbox for any student who wanted to submit an editorial on any subject. The Vancouver School Board, however, suggested it might be made a school project, and the station expanded the program idea accordingly so that each high school would submit the editorials for a month.

Each program, aired Saturdays at 6.30 p.m. and Sunday afternoons at

12.30, includes student editorials on the past week's news and Jacques' comment on their views. His comments, he invariably finds, remark on the soundness of the teenagers' thinking on national and international issues.

So sound are these student views, in fact, that when Jacques was planning a spring vacation this year ten students, whose earlier contributions to the series were considered best, were chosen to replace him on the station's daily *Comments*. These are two five-minute editorials, aired at 8.05 a.m. and 6.05 p.m. with repeats at noon and 10 p.m.

THINKING YOUNGSTERS

The students' *Comments* were a resounding success. Harley Mackoff of Hamber high school charged that the primary purpose of the United Arab Republic is to create a war machine to destroy Israel, and warned that "the situation in the Middle East is comparable to Berlin, Cuba and Laos in its potential danger to world peace."

Closer home, Mary White of Magee high school examined the problem of the Indians on the Musquam Reserve in Vancouver. "The Indians are not a dying race and they will not conveniently disappear," she said. "Segregation is not the answer. If successful integration is to be achieved, it must be preceded by education."

Peter Smith of Gladstone high school dealt with the space race versus the need for humanities, questioning "the policy that requires billions of dollars worth of equipment to be burned up on launching pads while people in undeveloped countries starve to death."

"This program is the dream of every student who thinks and who has ideas about the world, ideas that have been kept to the occasional classroom discussion or a friendly discussion with friends. This program gives us a larger audience and a chance to express ourselves," said Nevan Brail of Hamber in his *Comment*.

FORWARD STEP

"These students were listened to, I grant that, and it is a tremendous step forward that they were allowed to voice their opinions over the air," he said, "but were they really heard? . . . You listened, but did you consider?" he asked.

"Yes," answers the station, judging by phone calls, letters and personal comments about the 28-week series. "Yes" echoes the Vancouver School Board, which re-printed the ten guest *Comment* editorials done by the students in May, with the front-page admonition "they are worth your reading".

High School Views on the News of the Week was highly praised in a letter from the Vancouver School Board to C-FUN manager Douglas Greig, as were *Behind the Chalkboard*, the student *Comments*, and musical programs which featured five choral and orchestral groups from the schools.

September 5, 1963

Too often when a woman goes on a reducing diet all she loses is her temper.

"ACTION STATIONS!" **CFCN**
RADIO-TV
CALGARY

Informing the Nation . . .

Broadcast News serves 255 private Canadian radio and television stations around the clock with regional, national and international news.

Specialized Teletype Service

Comprehensive Voice Reporting

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The private stations direct and develop BN's all-round service for broadcasting.

Three Great Services in One

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS

BROADCAST NEWS

Head Office

Toronto

WORKS WITH MUSIC LEADERS FOR LIVE STEREO

MONTREAL'S NEW WAVE of interest in sophisticated entertainment was reflected concretely in two positive ways this fall with the birth of a new radio station—CKGM-FM Stereo—and the opening of the glamorous new Place Des Arts concert hall.

CKGM-FM began broadcasting September 16, with a 24 hour a day stereo schedule of quality music, sophisticated talk programs, and a commercial policy which limits interruptions to four times per hour. The new station is evidence of the fantastic growth of FM listening in the Montreal area—from less than 90,000 sets in 1961, to almost 200,000 sets in 1963.

Programming is completely separate from the AM operation, with no simulcasting at any time.

The station's first week of programming bore out the station's promise of sophisticated entertainment. Listeners heard a wide variety of serious and light classical music, well-known show tunes, good jazz, a full length opera, and an uninterrupted two-hour stereo presentation of Shakespeare's "Macbeth"

The station's first "live" stereo show was a remote broadcast of the opening night of Montreal's new Place Des Arts, sponsored by Philips Tape Recorders.

CKGM-FM's music policy reflects another interesting FM pattern in Montreal. FM is the first medium which seems to have crossed all language barriers in Montreal, and CKGM-FM, playing basically instrumental music, with four brief interruptions per hour, gives added weight to the trend.

Because most FM listeners demand the best possible fidelity in music, the station has taken extra precautions to keep the "Sound" technically perfect. Operators, for example, are required to wear white, lint-free gloves when handling discs.

The station plans to work closely with leaders in the field of music in Montreal to develop a special series of "live" stereo programs.

The first step was the donation of a scholarship of \$550.00 to the Faculty of Music at McGill, to be awarded to a promising performer studying with the Faculty.

PROGRAMS ON CKGM-FM

Some of the "special" programs broadcast regularly on CKGM-FM include features for children, as well as sophisticated adult tastes.

A one-hour weekly production, titled "Introductions", introduces young listeners to the world of music and literature. Each program features a single composer, examines his life, reviewing highlights of his music, and discusses

his work in relation to his contemporaries in the fields of art and literature. A printed study guide is being prepared to accompany the series.

Another series, *The Spoken Arts*, is currently tracing highlights in the development of English literature, from Chaucer to Tennessee Williams. Although the material is presented in chronological order, the series is intended as pure entertainment, rather than education.

Sunday evenings on CKGM-FM are devoted to a series under the general title, *FM Theatre*, which, on alternate Sundays, presents a complete Shakespeare play of a full length opera.

Several leading figures in the world of music have already taken part in CKGM-FM's good music programming. Disc-jockey chores on the station's classical music showcase, *FM Festival*, have been handled by Erich Leinsdorf, renowned conductor of the Boston Symphony Orchestra, and also by famed violinist Yehudi Menuhin.

Further personal appearances lined up include folk singer Odetta, and members of Les Grands Ballets Canadiens, and jazzman Miles Davis.

COMMERCIAL POLICY

In order to maintain a distinctive program schedule to appeal to the more demanding FM audience, the station recognized from the outset the need to limit the number of commercial interruptions, and to impose rigid controls on commercial copy approaches.

It was decided, therefore, to sell time only in program blocks, rather than spots. During the day, the minimum commercial availability was set at a one-hour block, on a rotating basis, from 7 a.m. to 4 p.m. During the evening, time was sold in a minimum of half-hour blocks, rotating from 4 p.m. until midnight.

The result was immediate acceptance, on the part of both audience and sponsors.

PERSONNEL

CKGM-FM operates under the over-all supervision of Geoff Stirling, president and Don Walls, vice-president and general manager.

The actual operation of the FM division is under Assistant Manager Bill Ballentine, formerly production manager of the AM operation, and previous to that a member of the Communications Department of the University of British Columbia.

November 7th, 1963

The best way to always remember your anniversary date is to forget it just once!

"ACTION STATIONS!" **CFCN**
RADIO-TV
CALGARY

For **FILM MUSIC** that really puts life in your picture and **JINGLES** that sell and sell!
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BUSINESS is BOOMING...
with the 14 Radio Stations
repped by Tyrrell & Nadon

Radio is the entire business of this two year old rep house, which spends all its time carrying the messages of the fourteen radio stations it represents to agencies and clients in Toronto and Montreal.

See you at the CAB

TYRELL & NADON Broadcast Representatives Ltd.

REPRESENTING

- CHOW Welland, Ont.
- CFUN Vancouver, B.C.
- CKCQ Quesnel, B.C.
- CFBV Smithers, B.C.
- CJGX Yorkton, Sask.
- CFNS Saskatoon, Sask.
- CFRG Gravelbourg, Sask.
- CKSB St. Boniface, Man.
- CHRD Drummondville, P.Q.
- CKVM Ville Marie, P.Q.
- CFGT Alma, P.Q.
- CHLC Baie Comeau, P.Q.
- CHGB Ste. Anne de Pocatière, P.Q.
- CKEC New Glasgow, N.S.

FATSOS PROMOTE NU-V DIET BAR



ONE WOMAN tries out her prize of a set of bathroom scales as members of the winning team in the Nu-V Diet Bar Calorie Counting Contest on CKSL London celebrate their combined weight loss of 67 pounds. The ladies were identified only by their initials and in the back row (left to right) are B.L., J.F. and A.B., Bob Leslie of Air-Time Sales Ltd., creator of the contest; John Funston, CKSL manager; and Art Bartel, program and promotion manager.

ADD TO YOUR LIST of radio sales slogans, "Overweight people listen to radio." Nu-V Corp. Ltd., makers of the Nu-V Diet Bar, proved this in test marketing using CKSL London this summer, and confirmed it with further testing in Kitchener-Waterloo and Guelph. Now the company plans national distribution, using radio all the way and recommending that one station in each market follow the pattern of the successful CKSL promotion.

"SL's reps, Air-Time Sales Ltd., created the promotion for Nu-V and advertising manager Bert Foster says it is "ideal, since it creates awareness of the product, demonstrates its values and sells it in quantity."

The promotion is a calorie counting contest in which each of four announcers heads a team of four overweight listeners in a six-week weight control plan using Nu-V Diet Bars. Announcers weigh in once a week and the 16 participating listeners are phoned for their weekly scale-reading.

Slim-along became very popular in London, as 350 listeners wrote in

for a Nu-V sample, a calorie counter, and a progress chart to slim-along at home.

"Wherever you went in London people were talking about the Calorie Count Contest," says Vern Birt-whistle, Nu-V account executive at Maquinna Advertising. "It says a great deal for the effectiveness of radio as a major medium in this country."

The prize-winning team, which lost a total of 67 pounds over the contest, was presented with a set of bathroom scales for each member from CKSL. The station provided the prizes, promotional letters to drug and grocery outlets, calorie and progress charts. Nu-V provided sample bars and sufficient diet bars for the four teams taking part in the contest.

"We've captured a major share of the market for diet foods in London," says Foster. "I've been delighted with the results of the promotion." Other stations, too, are delighted with the result, which is a new advertiser for radio.

September 5th, 1963

Victoria
BRITISH COLUMBIA

IN CANADA'S 10TH MARKET

RADIO
CKDA Sells!

Urges Kids to Stay in School

SOME OF CANADA'S leading business executives are urging teenagers to complete their educations in a "stay in school" radio campaign created by Northern Broadcasting Ltd. The spots are being run on a saturation basis of ten or twelve daily on the Northern stations — CHEX Peterborough, CKWS Kingston, CFCH North Bay, CJKL Kirkland Lake, and CKGB Timmins — and have been offered to other stations across the country through the CAB Program Exchange.

"Each of our stations had recorded 'stay in school' messages from local businessmen, civic dignitaries and educators," says Jack Weatherwax, national sales director for Northern. "Then we felt that a word from top executives of national companies would add weight and prestige to the campaign. We found most of the men we approached were very interested in the school drop-out problem and they were very cooperative."

The campaign includes messages from E. H. Walker, president of General Motors Products of Canada Ltd.; J. Herbert Smith, president of Canadian General Electric Co. Ltd.; Ralph Sewell, president of Coca-Cola Ltd.; W. O. Twaits, president of Imperial Oil Ltd.; George St. L. McCall, president of Christie Brown & Co. Ltd.; Ken Winter, vice-president of Canadian Kodak Co. Ltd.; Gib Mackie, general advertising manager of Abitibi Power & Paper Co. Ltd.; Ralph Hart, manager of marketing services of Lever Bros. Ltd.; and Bill Inch, manager of advertising services, General Foods Ltd.

The spots were taped at Dominion Broadcasting Studios in Toronto through the co-operation of Cy Strange.

September 5th, 1963

Are you reading
The Broadcaster
over our shoulder?

Be a regular!

\$5.00 a year

\$10.00 for 3 years



QUALITY RECORDS LIMITED

extends to the

Canadian
ASSOCIATION OF BROADCASTERS

best wishes

for a

SUCCESSFUL CONVENTION



**CKTM-TV
13**

**TOP
POWER
BETTER
SALES
IMPACT**



In Trois-Rivières Industrial Complex CKTM-TV with its new TOWER now delivers maximum IMPACT to your sales message. Channel 13 is the only medium that can assure full POWER for your advertising dollars in the 3rd largest French Market in Canada.

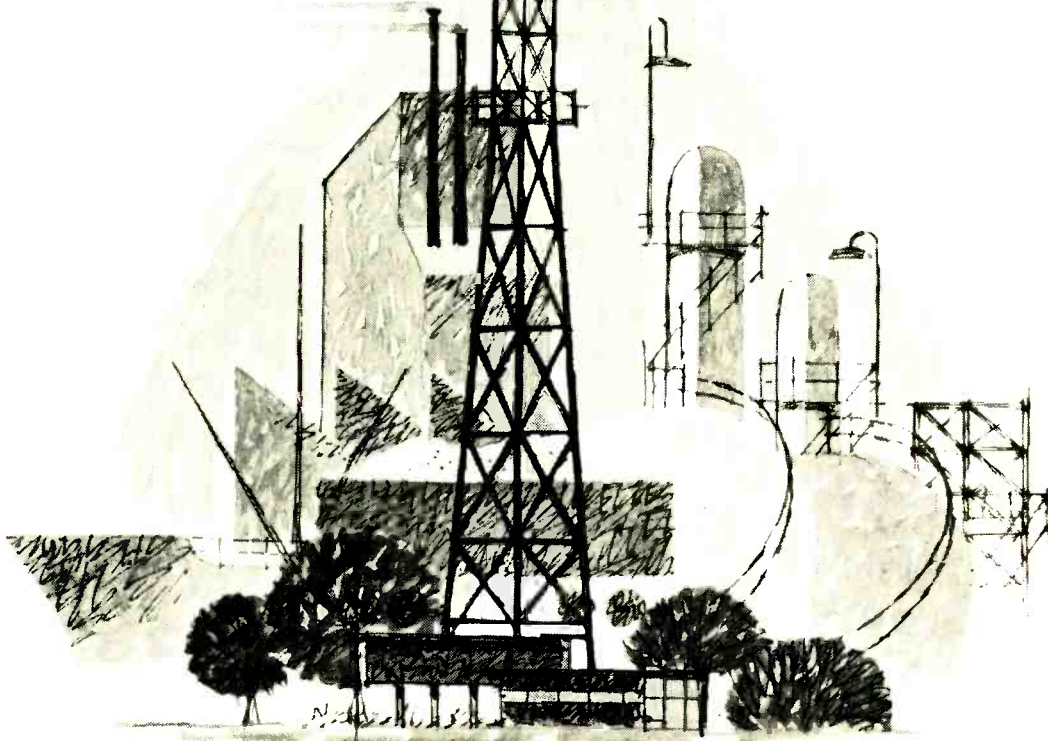
Population: 842,000
(A & B contours)

Households: 201,500
(A & B contours)

Total Retail Sales: \$524,255,000

Representatives:

in Canada: Stovin-Byles
in U.S.A.: Weed & Co.



Summer Programming

Wins Viewers And Sponsors

THIS PAST SUMMER CFQC-TV undertook two hours of live programming from 1:00 pm to 3:00 pm on a Monday through Friday basis and called it "Summer Fare" - a program described by a viewer as a "Razzle Dazzle" for grown-ups."

This positive approach to summer programming paid off in big dividends. Besides being a shot in the arm for the summer schedule, CFQC-TV's commercials continued on a regular basis. As an example, Saskatoon's largest chain drug outlet, Pinder's Drug Store, purchased "Cradle Club" and included it as a "Summer Fare" feature.

"Summer Fare" had a dual purpose. It proved that summertime TV is excellent for both viewers and station personnel. Outstanding response from viewers was evident by studio, mail and telephone participation.

As an experiment, CFQC-TV did not offer expensive prizes to attract viewers. Once a month, an RCA Victor console model TV set was awarded. Other prizes included long play recordings, RCA Victor transistor-clock radios, footballs, food hampers donated by participating sponsors and "Summer Fare" balloons. Audience response was good.

OPPORTUNITY FOR PERSONNEL

From the personnel standpoint, most of the television staff had an opportunity to appear on live TV. Normally unused native talent suddenly became alive. It proved an outlet for zany yet sensible ideas and uncovered touches of ingenuity which could never have come to light.

"Summer Fare" was filled with future programming possibilities. To begin each day's program, "Cliff Hangers" were featured such as *Buck Rogers*, *Tim Tyler's Luck* and *Desperadoes of the Old West*. One day, due to a banquet being televised in the studio, "Summer Fare" was late getting on the air. CFQC-TV's switchboard was flooded with calls - people wanting to know if *Buck Rogers* would be telecast. Fortunately, it was.

Another feature was "Your Town." For months before, station photographers and production staff had travelled 3,000 miles through the coverage area, putting interviews on sound-on-film of people and places of interest. Over three miles of sound-on-film were processed for this feature.

Jokes, news from the women's world and entertainment field were featured on "This Day", along with information on minor city sport's leagues; sandlot news and playground activities; skits; bands; sing-a-longs in the studio with prizes for studio and viewing audience took place each day.

One of the regular features was a review of past news film from 1955 to the present. News Editor Les Edwards commented.

Weekly features included "Gardening Tips" with prominent local horticulturists; "Fashion World" with Continuity Editor Lois Parr as hostess; "Car Care" with Audio Man Frank Sabo discussing how the layman can improve and maintain his car's performance; "Roger the Handyman", hosted by CFQC-TV's carpenter Roger Flory; "Astronomy" with Announcer Dave Rodger outlining facts on the solar system and Universe. Other weekly features included "Golf Tips" with Peter Semko, professional from Saskatoon's Holiday Park Golf Club; "Travel and Fishing Reports"; "Panel Discussion" where a University Professor, High School teacher and local businessman discussed current controversial topics.

A "Tom Swiftie Contest" produced this winning gem, "My bird is sick, she said ill-eagely".

"Hobby Corner" produced discussions on stamp collecting, taxidermy, arrowhead collecting, old and rare books, archery plus a four-week pottery series.

The Saskatoon Real Estate Board conducted a 4-week series on *When, How and What to buy or sell*. In addition, the Real Estate Board carried advertisements in the local paper promoting this series.

The Sons of the Pioneers, Ray Charles group, *Magician's Convention* and *Pionera* personalities were featured guests.

A banquet held in CFQC-TV's main studio honoring the surviving members of the original Saskatoon settlers, the Barr Colonists, in conjunction with *Pionera* was televised live.

During Fair Week, a live Holstein appeared in studio, much to the surprise of the viewers. This was arranged in conjunction with the National Holstein competition held during the Saskatoon Industrial Exhibition.

"Carpet Bowling" became a tri-weekly feature, a competition of teams made up of Saskatoon's Senior Citizens. Army, Navy and Air Force Veterans took part twice a week in "Dart Competitions".

As station Manager Romanow sees it:

"All these features within 'Summer Fare' produced a wealth of hidden talent and material for future programming. 'Summer Fare' created activity with personnel, viewers and sponsors."

CFQC-TV Management are more convinced than ever before that summertime television--particularly daytime television--can maintain top viewing audience.

"This positive approach to daytime summer programming revitalized this Station's public service 'home town' image and created additional sales potential," the station says, adding;

"It calls for a repeat performance in '64."

HERE, AT RIGHT, are four samples of CFQC's "Summer Fare", from the top, Pro Bowler Joe D'Orazio is interviewed; Carpet Bowling winners; the Ray Charles Group; the Little Leaguers

December 19, 1964

