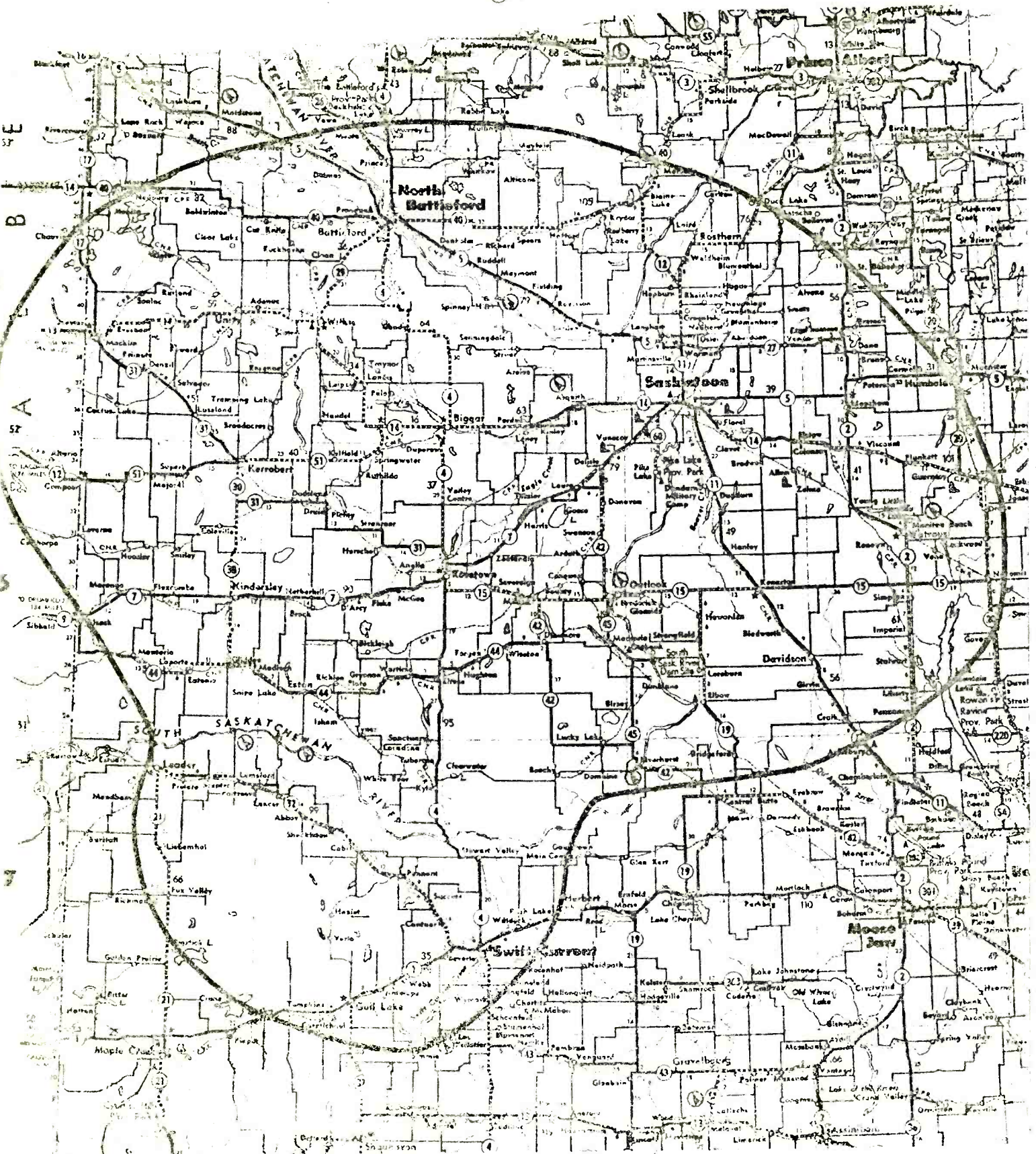


CKKR



DUAL STUDIOS

CKKR - 1330

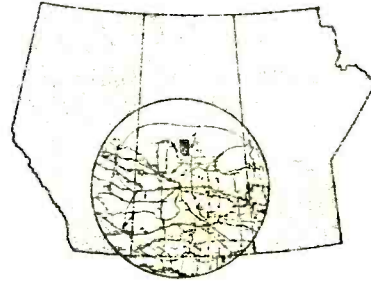
ROSETOWN - KINDERSLEY

10,000 watts

1930 KIPPER

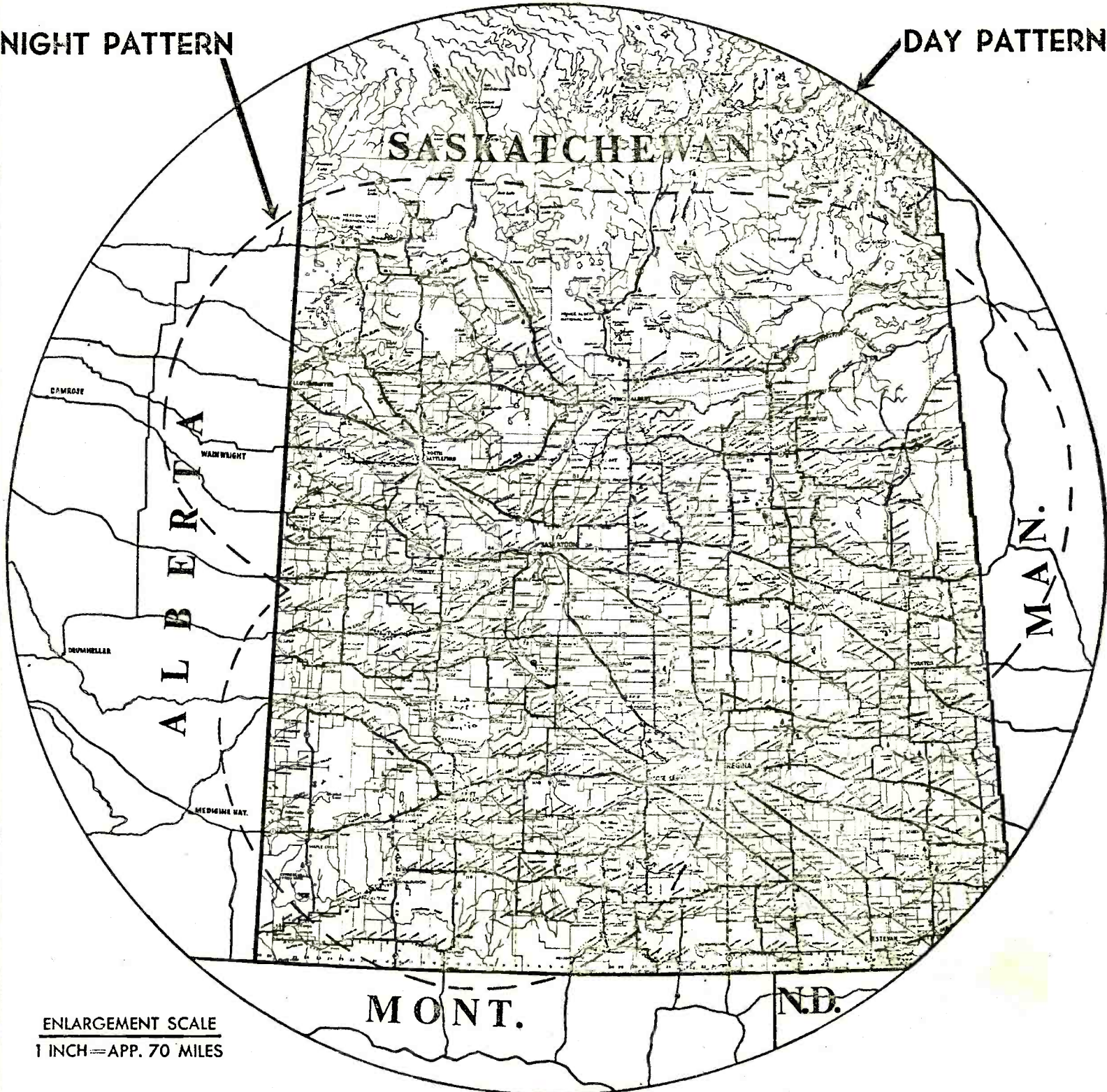
# CFQC RADIO COVERAGE MAP

600 KC ❖ SASKATOON, SASKATCHEWAN ❖ 5,000 WATTS



NIGHT PATTERN

DAY PATTERN



ENLARGEMENT SCALE  
1 INCH = APP. 70 MILES



S K A C H E W A N

0.25 MV/M

0.5 MV/M

CHAB  
RADIO  
800

REGINA

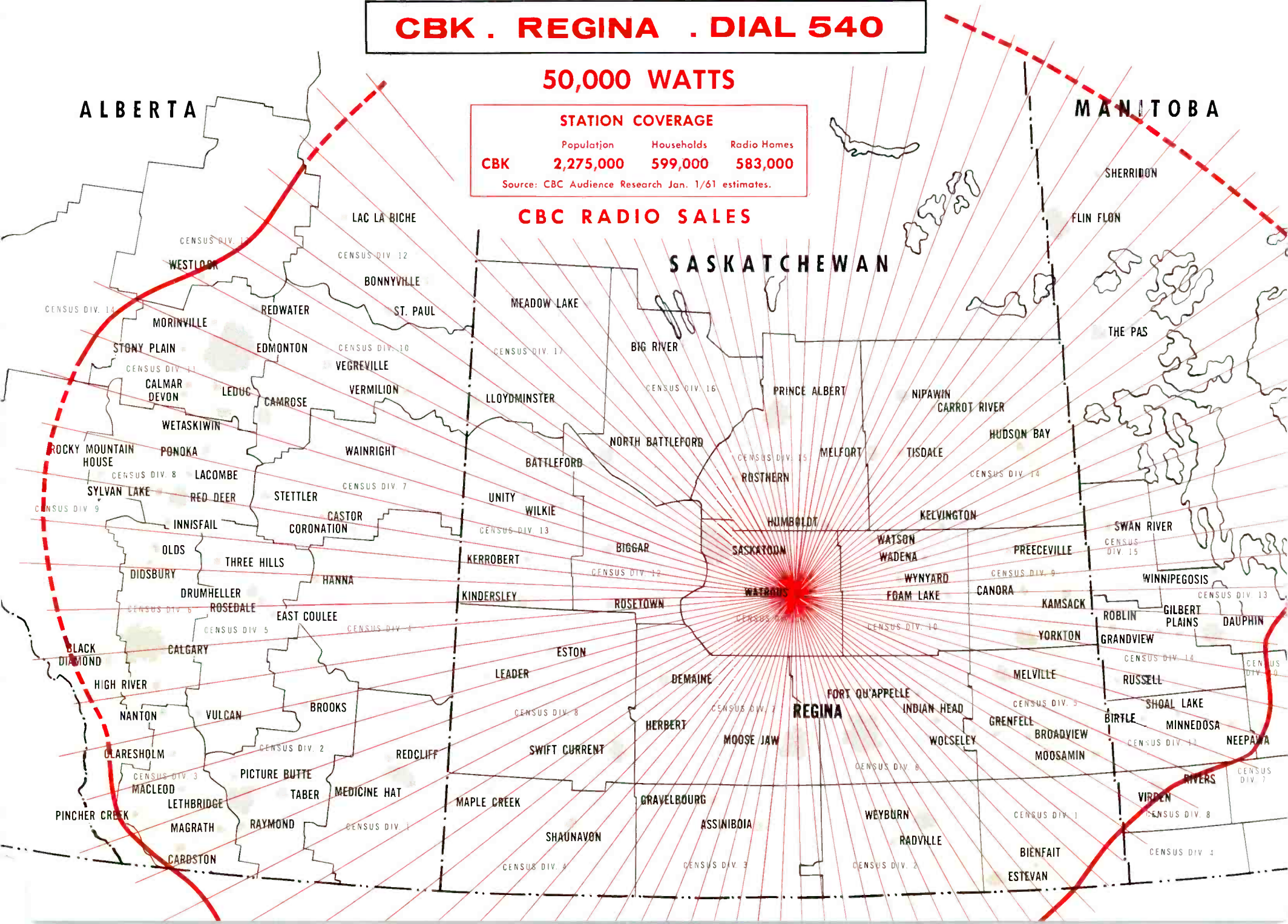
CHAB RADIO 800 10,000 WATTS DAY AND NIGHT

# CBK . REGINA . DIAL 540

**50,000 WATTS**

STATION COVERAGE			
	Population	Households	Radio Homes
<b>CBK</b>	<b>2,275,000</b>	<b>599,000</b>	<b>583,000</b>
Source: CBC Audience Research Jan. 1/61 estimates.			

## CBC RADIO SALES



**ALBERTA**

**MANITOBA**

**SASKATCHEWAN**

**REGINA**

**CENSUS DIV. 15** WESTLOO, MORINVILLE, STONY PLAIN, CALMAR DEVON, WETASKIWIN, ROCKY MOUNTAIN HOUSE, SYLVAN LAKE, INNISFAIL, OLDS, DIDSBURY, DRUMHELLER, ROSEDALE, EAST COULEE, BLACK DIAMOND, HIGH RIVER, NANTON, CLARESHOLM, MACLEOD, LETHBRIDGE, PINCHER CREEK, MAGRATH, CARBOSTON

**CENSUS DIV. 14** BONNYVILLE, REDWATER, EDMONTON, VEGREVILLE, LLOYDMINSTER, NORTH BATTLEFORD, BATTLEFORD, WAINRIGHT, ST. PAUL, MEADOW LAKE, BIG RIVER, PRINCE ALBERT, MELFORT, TISDALE, HUDSON BAY, SWAN RIVER, WINNIPEGOSIS, ROBLIN, GILBERT PLAINS, DAUPHIN

**CENSUS DIV. 13** VEGREVILLE, VERMILION, WILKIE, HUMBOLDT, KELVINGTON, WATSON, WADENA, WYNYARD, FOAM LAKE, CANORA, KAMSACK, YORKTON, GRANDVIEW, MELVILLE, RUSSELL, SHOAL LAKE, BIRTLÉ, MINNEDOSA, NEEPAWA

**CENSUS DIV. 12** MEADOW LAKE, BIG RIVER, PRINCE ALBERT, MELFORT, TISDALE, HUDSON BAY, BATTLEFORD, NORTH BATTLEFORD, ROSTERN, HUMBOLDT, KELVINGTON, WATSON, WADENA, WYNYARD, FOAM LAKE, CANORA, KAMSACK, YORKTON, GRANDVIEW, MELVILLE, RUSSELL, SHOAL LAKE, BIRTLÉ, MINNEDOSA, NEEPAWA

**CENSUS DIV. 11** MORINVILLE, STONY PLAIN, CALMAR DEVON, WETASKIWIN, ROCKY MOUNTAIN HOUSE, SYLVAN LAKE, INNISFAIL, OLDS, DIDSBURY, DRUMHELLER, ROSEDALE, EAST COULEE, BLACK DIAMOND, HIGH RIVER, NANTON, CLARESHOLM, MACLEOD, LETHBRIDGE, PINCHER CREEK, MAGRATH, CARBOSTON

**CENSUS DIV. 10** VEGREVILLE, VERMILION, WILKIE, HUMBOLDT, KELVINGTON, WATSON, WADENA, WYNYARD, FOAM LAKE, CANORA, KAMSACK, YORKTON, GRANDVIEW, MELVILLE, RUSSELL, SHOAL LAKE, BIRTLÉ, MINNEDOSA, NEEPAWA

**CENSUS DIV. 9** SYLVAN LAKE, RED DEER, STETTNER, CASTOR, CORONATION, HANNA, KINDERSLEY, ROSETOWN, ESTON, LEADER, BEMAINÉ, HERBERT, MOOSE JAW, WOLSELEY, BROADVIEW, MOOSAMIN, VIRDEN

**CENSUS DIV. 8** WAINRIGHT, ST. PAUL, MEADOW LAKE, BIG RIVER, PRINCE ALBERT, MELFORT, TISDALE, HUDSON BAY, BATTLEFORD, NORTH BATTLEFORD, ROSTERN, HUMBOLDT, KELVINGTON, WATSON, WADENA, WYNYARD, FOAM LAKE, CANORA, KAMSACK, YORKTON, GRANDVIEW, MELVILLE, RUSSELL, SHOAL LAKE, BIRTLÉ, MINNEDOSA, NEEPAWA

**CENSUS DIV. 7** VEGREVILLE, VERMILION, WILKIE, HUMBOLDT, KELVINGTON, WATSON, WADENA, WYNYARD, FOAM LAKE, CANORA, KAMSACK, YORKTON, GRANDVIEW, MELVILLE, RUSSELL, SHOAL LAKE, BIRTLÉ, MINNEDOSA, NEEPAWA

**CENSUS DIV. 6** SYLVAN LAKE, RED DEER, STETTNER, CASTOR, CORONATION, HANNA, KINDERSLEY, ROSETOWN, ESTON, LEADER, BEMAINÉ, HERBERT, MOOSE JAW, WOLSELEY, BROADVIEW, MOOSAMIN, VIRDEN

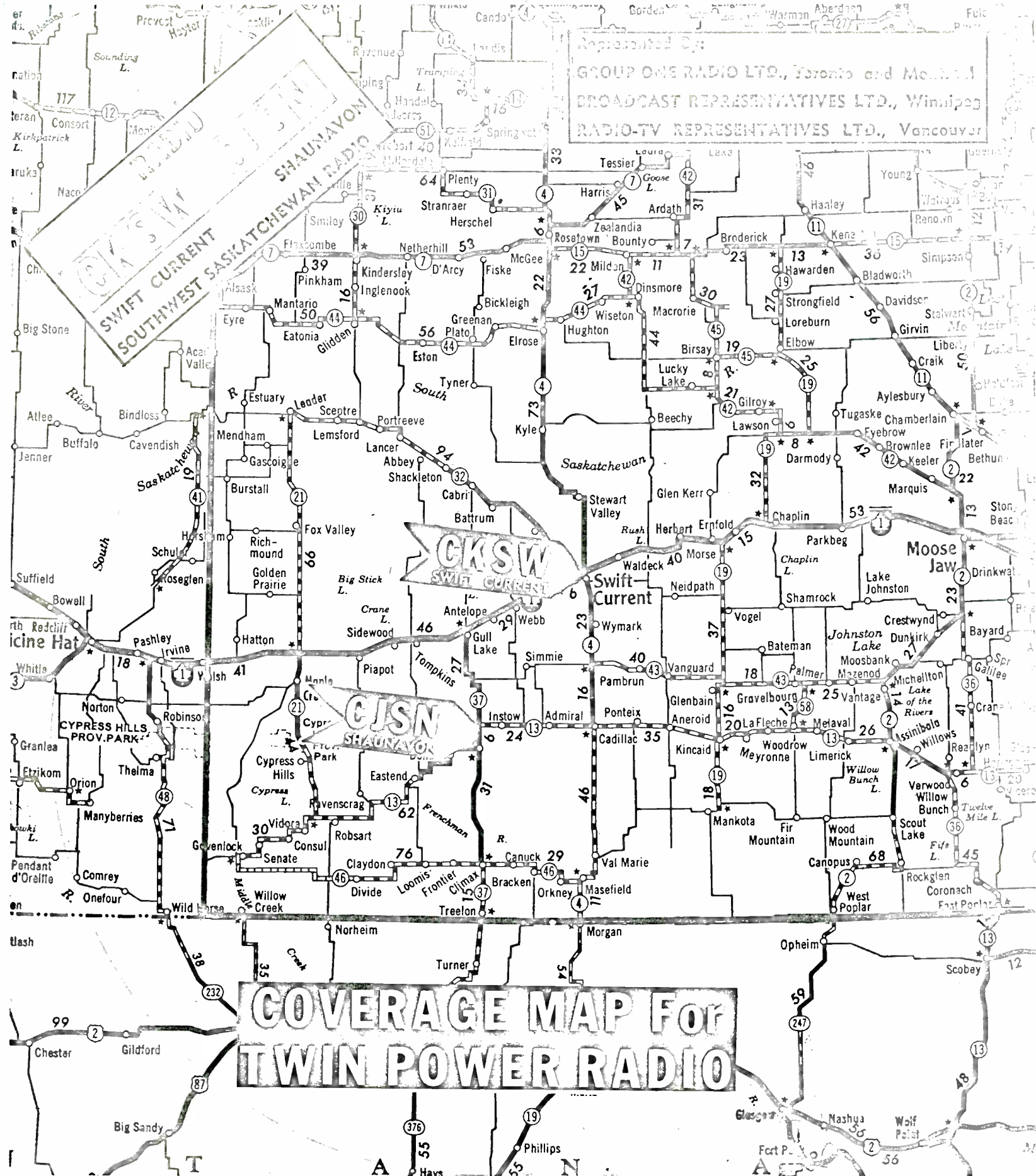
**CENSUS DIV. 5** SYLVAN LAKE, RED DEER, STETTNER, CASTOR, CORONATION, HANNA, KINDERSLEY, ROSETOWN, ESTON, LEADER, BEMAINÉ, HERBERT, MOOSE JAW, WOLSELEY, BROADVIEW, MOOSAMIN, VIRDEN

**CENSUS DIV. 4** SYLVAN LAKE, RED DEER, STETTNER, CASTOR, CORONATION, HANNA, KINDERSLEY, ROSETOWN, ESTON, LEADER, BEMAINÉ, HERBERT, MOOSE JAW, WOLSELEY, BROADVIEW, MOOSAMIN, VIRDEN

**CENSUS DIV. 3** SYLVAN LAKE, RED DEER, STETTNER, CASTOR, CORONATION, HANNA, KINDERSLEY, ROSETOWN, ESTON, LEADER, BEMAINÉ, HERBERT, MOOSE JAW, WOLSELEY, BROADVIEW, MOOSAMIN, VIRDEN

**CENSUS DIV. 2** SYLVAN LAKE, RED DEER, STETTNER, CASTOR, CORONATION, HANNA, KINDERSLEY, ROSETOWN, ESTON, LEADER, BEMAINÉ, HERBERT, MOOSE JAW, WOLSELEY, BROADVIEW, MOOSAMIN, VIRDEN

**CENSUS DIV. 1** SYLVAN LAKE, RED DEER, STETTNER, CASTOR, CORONATION, HANNA, KINDERSLEY, ROSETOWN, ESTON, LEADER, BEMAINÉ, HERBERT, MOOSE JAW, WOLSELEY, BROADVIEW, MOOSAMIN, VIRDEN



**CKSW**  
SWIFT CURRENT Sask.

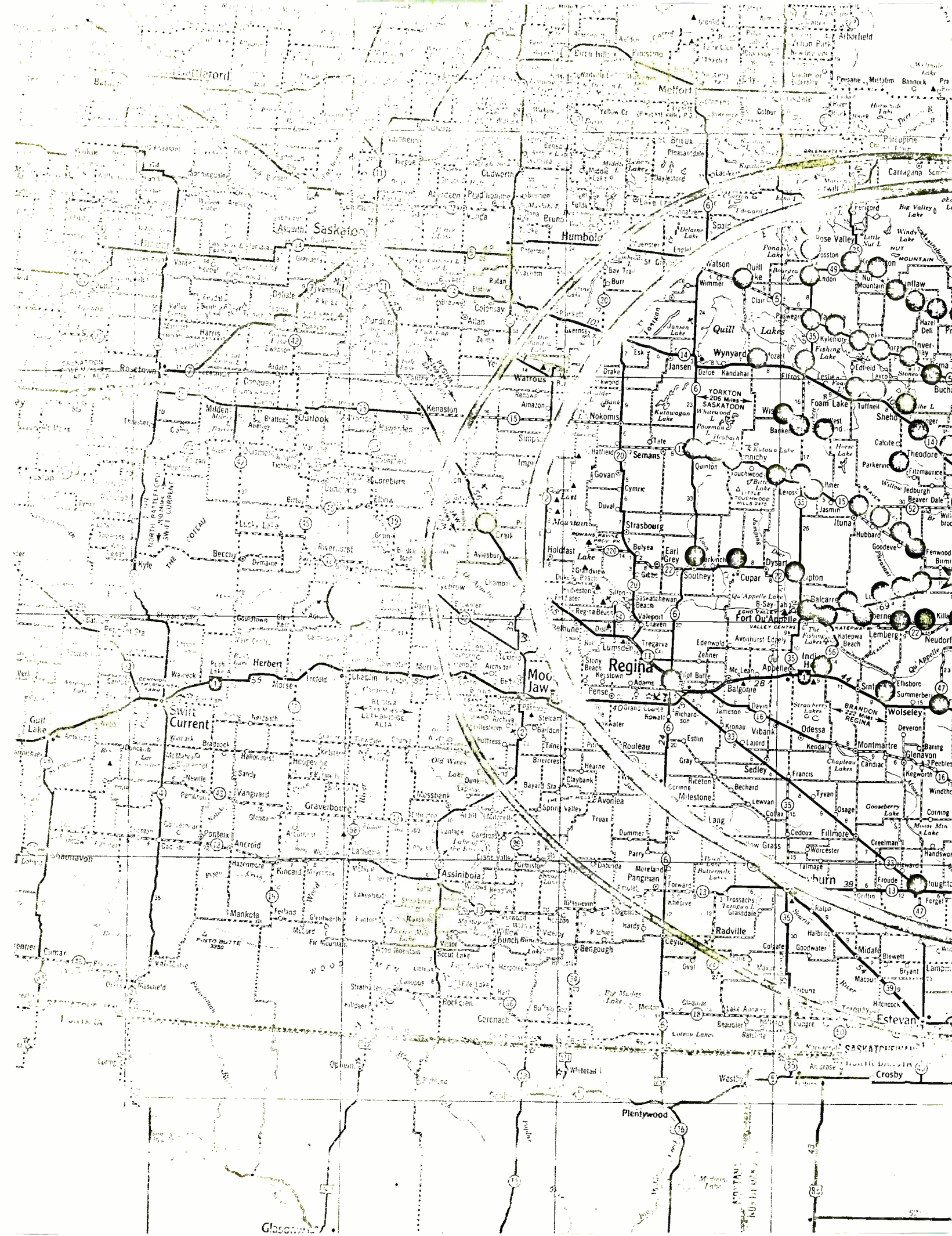
**CJSN**  
SHAUNAVON, Sask.

- ★ Saskatchewan's Oil and Helium Capital
- ★ CKSW-CJSN Provides a Grade "A" Signal to All Southwest Saskatchewan

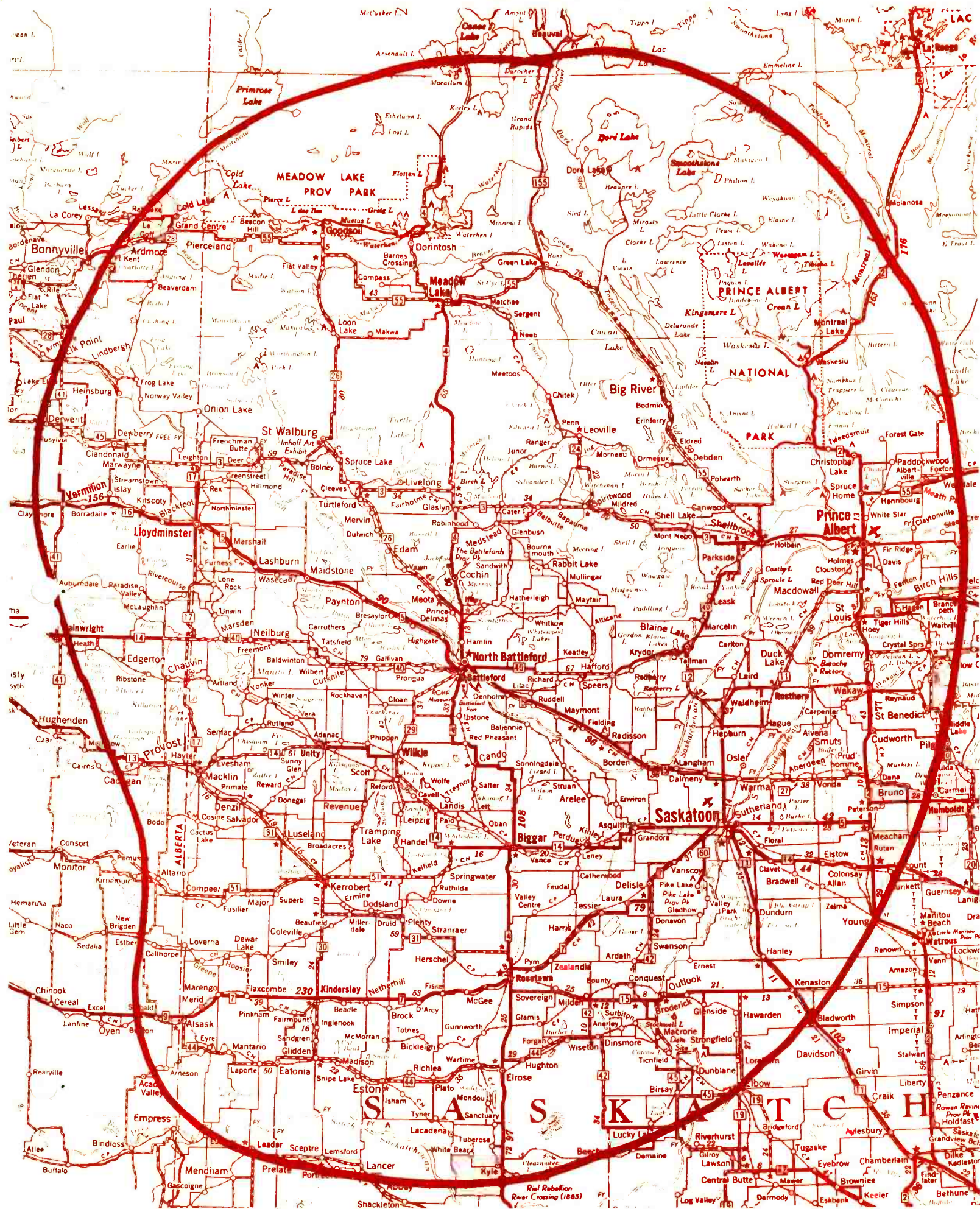
- ★ The Only Stations in a 100-Mile Radius
- ★ This Wealthy Captive Market Served by CKSW CJSN Radio Controls 25% of Saskatchewan's Farm Income



RED DOTS INDICATE MORE THAN ONE HUNDRED BUSINESSES WHERE BUSINESSMEN, LOCAL ORGANIZATIONS, USED GX RADIO'S RETAIL ADVERTISING DURING A RECENT TWELVE MONTH PERIOD.



# C J N B North Battleford Coverage Map, 10,000 Watts, 1050 Kcs.





SASKATCHEWAN

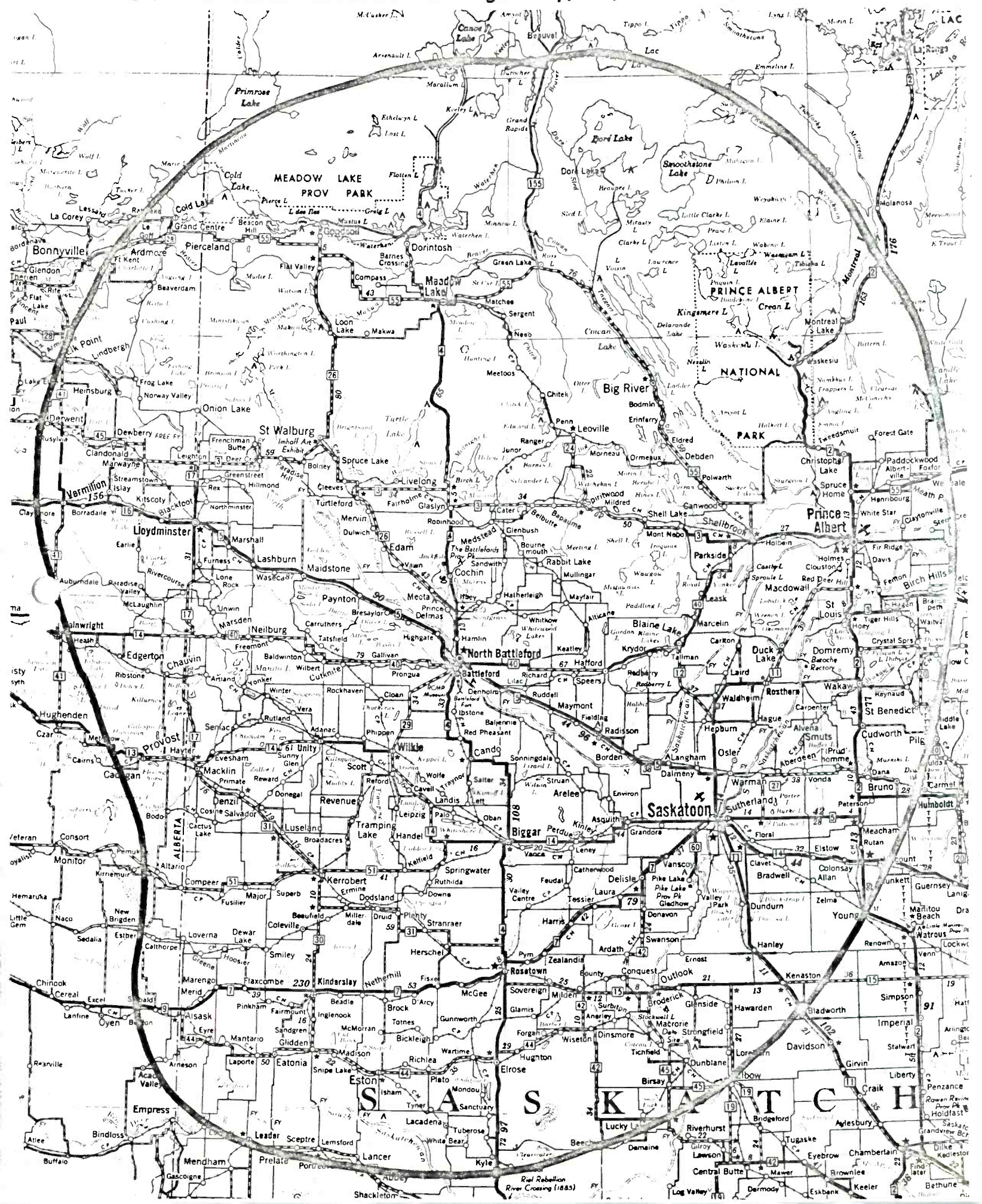
Scale of 1:50,000  
Horizontal Datum: NAD 83  
Vertical Datum: CGVD 85



CJMB  
CONTROLS  
(SASKATCHEWAN)

SOUTH SHEET

# C J N B North Battleford Coverage Map, 10,000 Watts, 1050 Kcs.



# RADIO STATION CKSA

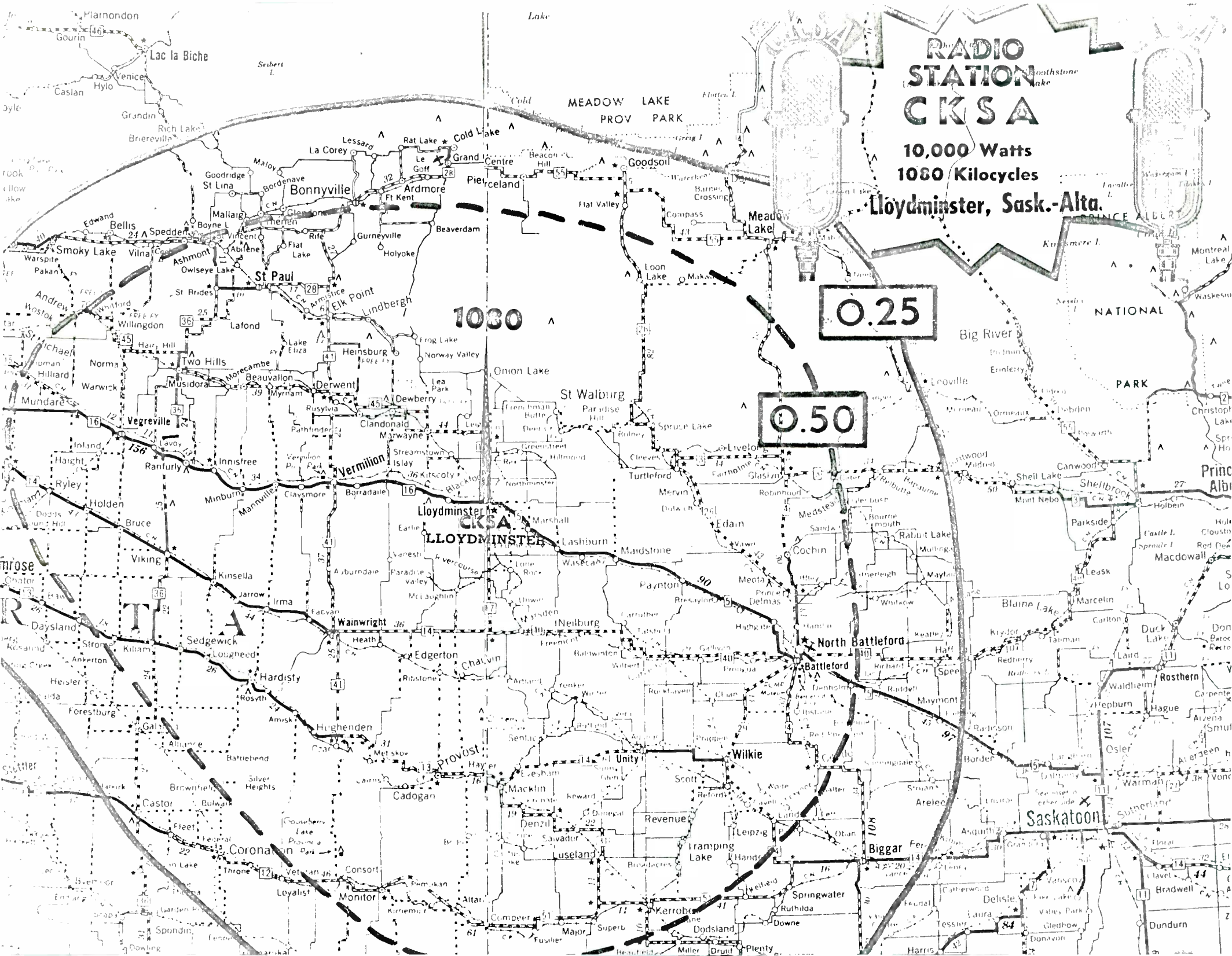
10,000 Watts  
1080 Kilocycles

Lloydminster, Sask.-Alta.

0.25

0.50

1080



AN ALL-CANADA RADIO COVERAGE MAP

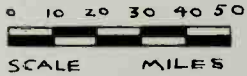
# CKCK RADIO

REGINA, SASKATCHEWAN

5,000 WATTS — 620 KC.

0.5 M/V DAYTIME CONTOUR





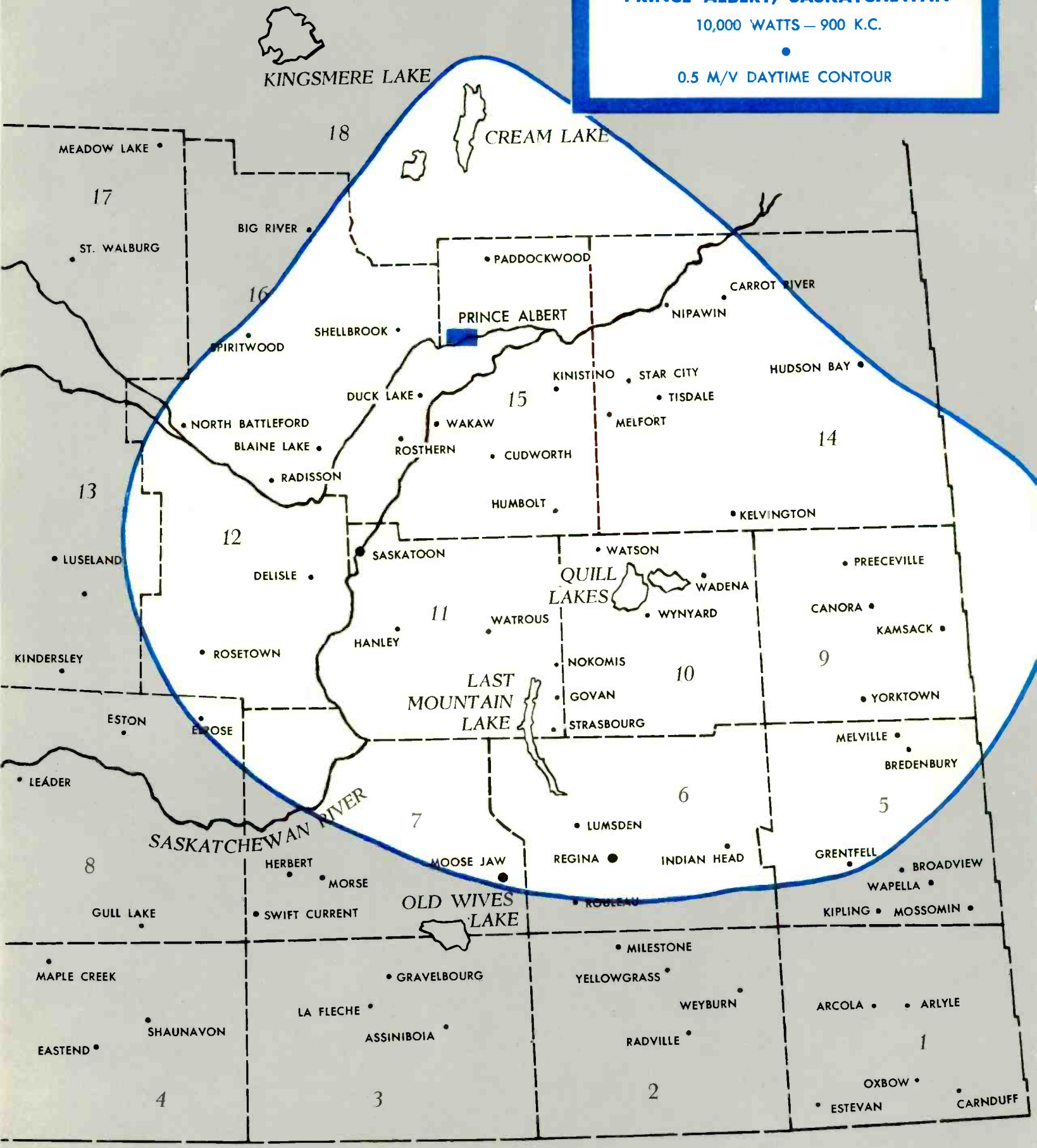
AN ALL-CANADA RADIO COVERAGE MAP

# CKBI RADIO

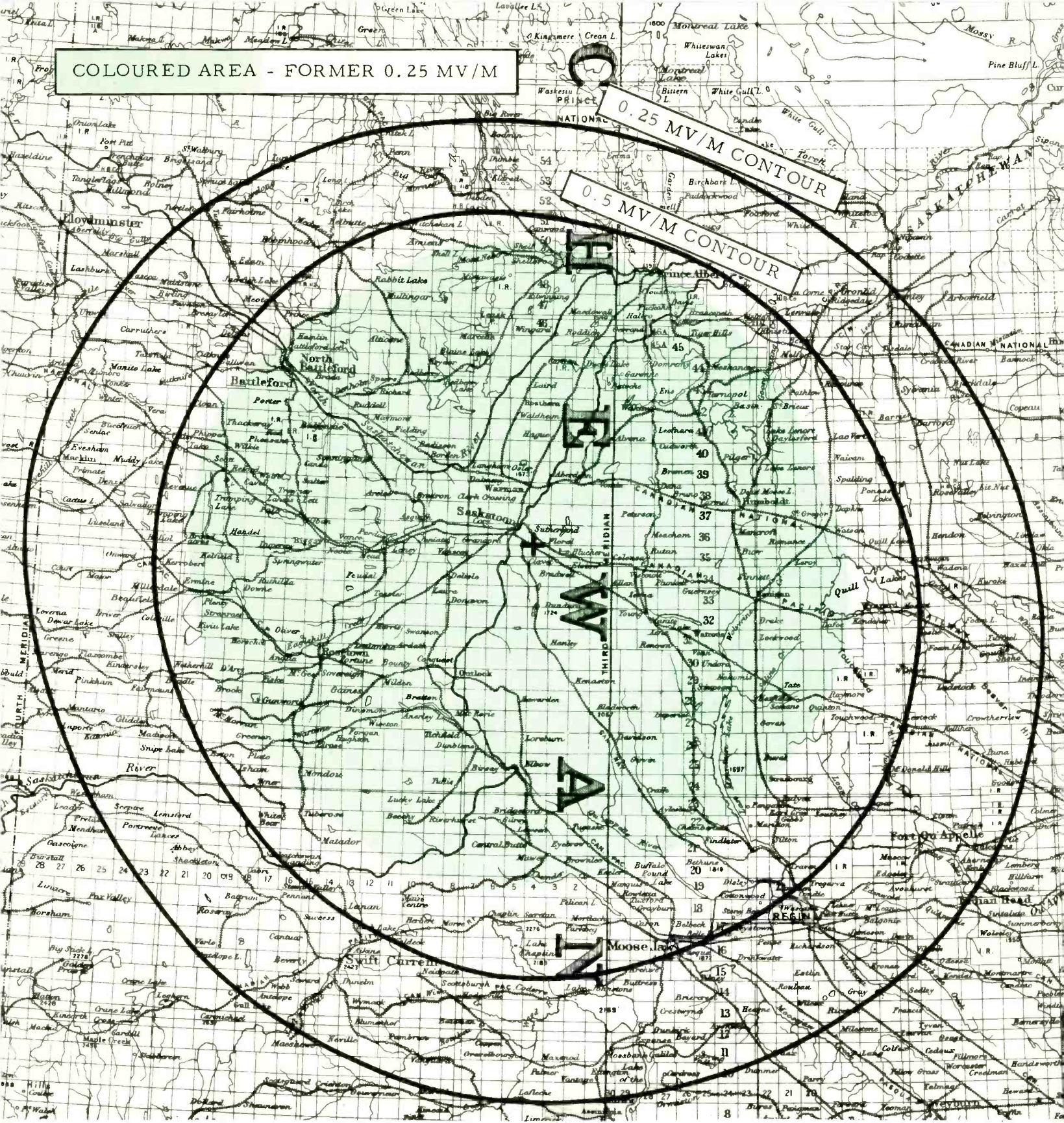
PRINCE ALBERT, SASKATCHEWAN

10,000 WATTS — 900 K.C.

0.5 M/V DAYTIME CONTOUR



COLOURED AREA - FORMER 0.25 MV/M



0.25 MV/M CONTOUR

0.5 MV/M CONTOUR

RADIO STATION CKOM

Saskatoon, Sask.

MEASURED CONTOURS - 1250 Kcs - 10 KW

GERALD W. LEE & ASSOCIATES

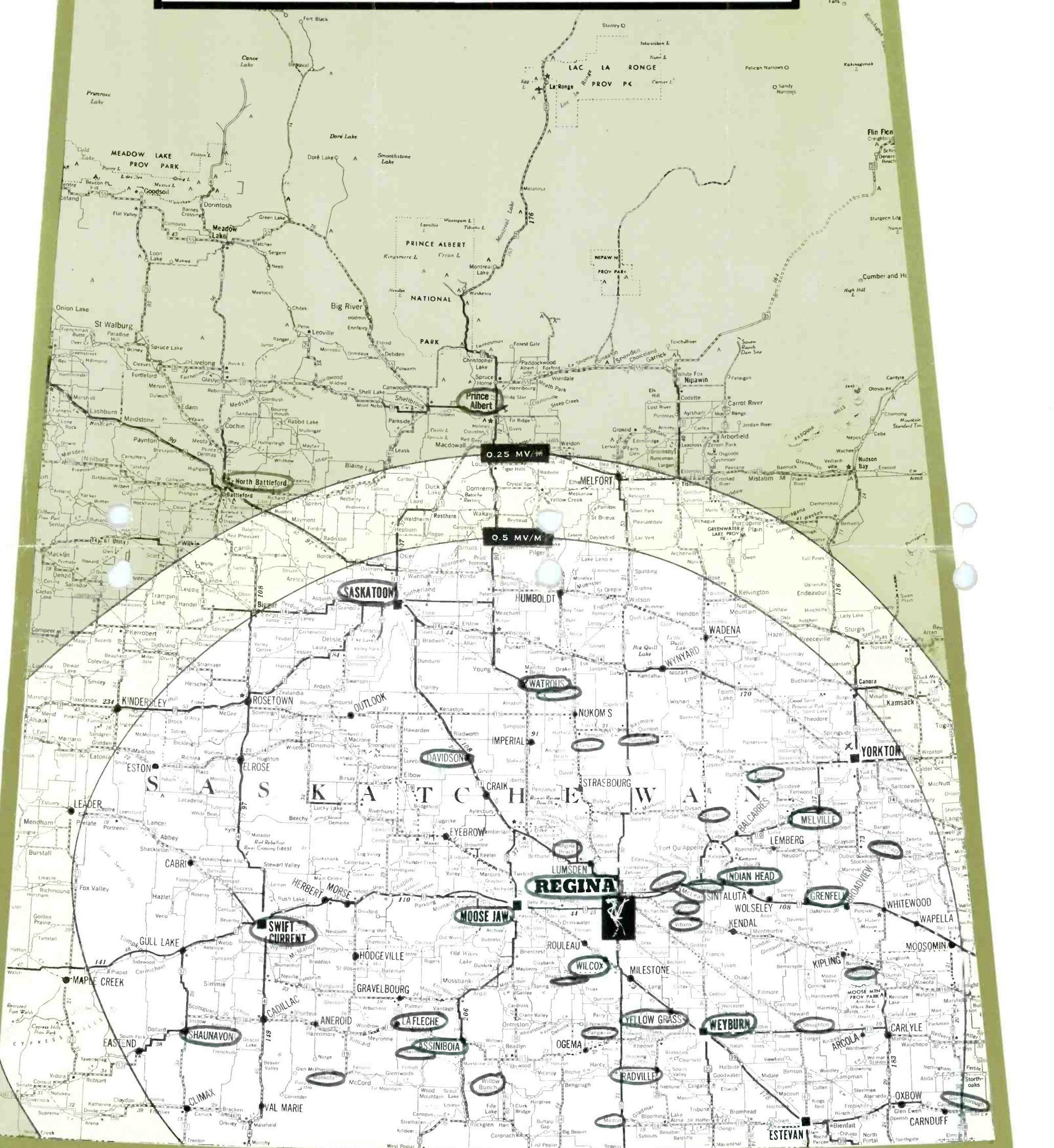
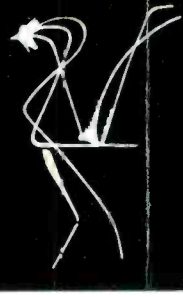
G. W. LEE, P. Eng.

Miles 25 0 25 50 75 100 125 150 Miles

Station Location - 52° 04' 45" N - 106° 30' 38" W.

# CK 98 R M

TOTAL NEWS - TOTAL RADIO



**RADIO REGINA**

SCOBEY, MONTANA

BIG DADDY Promotion  
June 16th, 1968