

Canadian

BROADCASTER & TELESCREEN

TWICE
A
MONTH

25c a Copy—\$5.00 a Year—\$10.00 for Three Years. Including Canadian Retail Sales Index.

Vol. 13, No. 23

TORONTO

December 1st, 1954

NOVEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
	6	7	1	2	3	4
12	13	14	8	9	10	11
19	20	21	15	16	17	18
26	27	28	22	23	24	25
			29	30	31	



Take It Away!



In extending sincere Greetings for Christmas and the New Year, the 124 member stations of the Canadian Association of Radio and Television Broadcasters pledge to continue their policy of serving the people of Canada with the entertainment and information most of them want to hear most.



CARTB RADIO BROADCASTING STATIONS

ATLANTIC (17)		CENTRAL CANADA (cont.)	
CKBW	Bridgewater	CFCH	North Bay
CKNB	Campbellton	CFOR	Orillia
CFCY	Charlottetown	CKLB	Oshawa
CFNB	Fredericton	CFOS	Owen Sound
CHNS	Halifax	CHOV	Pembroke
CJCH	Halifax	CHEX	Peterborough
CKEN	Kentville	CFPA	Port Arthur
CKCW	Moncton	CKTB	St. Catharines
CKMR	Newcastle	CHLO	St. Thomas
CKEC	New Glasgow	CHOK	Sarnia
CFBC	Saint John	CJCS	Stratford
CHSJ	Saint John	CKSO	Sudbury
CJON	St. John's	CKGB	Timmins
VOCM	St. John's	CFRB	Toronto
CJRW	Summerside	CHUM	Toronto
CKCL	Truro	CKFH	Toronto
CFAB	Windsor	CKLW	Windsor
		CKNX	Wingham
FRENCH LANGUAGE (27)		CKOX	Woodstock
CHAD	Amos	PRAIRIES (26)	
CJMT	Chicoutimi	CKX	Brandon
CHFA	Edmonton	CFAC	Calgary
CHEF	Granby	CFCN	Calgary
CKCH	Hull	CKXI	Calgary
CKRS	Jonquière	CFCW	Camrose
CKLS	LaSarre	CKDM	Dauphin
CKBL	Matane	CFRN	Edmonton
CKBM	Montmagny	CHEM	Edmonton
CHLP	Montreal	CJCA	Edmonton
CKAC	Montreal	CFAR	Flin Flon
CHNC	New Carlisle	CFGP	Grande Prairie
CHRC	Quebec	CJOC	Lethbridge
CKCV	Quebec	CHAT	Medicine Hat
CJBR	Rimouski	CHAB	Moose Jaw
CHRL	Roberval	CJNB	North Battleford
CKRN	Rouyn	CKYL	Peace River
CJSO	Sorel	CKBI	Prince Albert
CHGB	Ste. Anne de la Pocatiere	CKRD	Red Deer
CKRB	St. Georges de Beauce	CKCK	Regina
CFGT	St. Joseph D'Alma	CKRM	Regina
CHNO	Sudbury	CFQC	Saskatoon
CKLD	Thetford Mines	CKOM	Saskatoon
CFCI	Timmins	CKRC	Winnipeg
CKVD	Val D'Or	CJOB	Winnipeg
CFDA	Victoriaville	CKY	Winnipeg
CKVM	Ville Marie	CJGX	Yorkton
CENTRAL CANADA (37)		PACIFIC (17)	
CKBB	Barrie	CHWK	Chilliwack
CJBQ	Belleville	CJDC	Dawson Creek
CFJB	Brampton	CFJC	Kamloops
CFCO	Chatham	CKOV	Kelowna
CKSF	Cornwall	CHUB	Nanaimo
CKFI	Fort Frances	CKLN	Nelson
CKPR	Fort William	CKNW	New Westminster
CJOY	Guelph	CKOK	Penticton
CKOC	Hamilton	CKPG	Prince George
CHML	Hamilton	CJAV	Port Alberni
CJRL	Kenora	CJAT	Trail
CKLC	Kingston	CJOR	Vancouver
CKWS	Kingston	CKWX	Vancouver
CJKL	Kirkland Lake	CKMO	Vancouver
CKCR	Kitchener	CJIB	Vernon
CFPL	London	CKDA	Victoria
CJAD	Montreal	CJVI	Victoria
CFCF	Montreal		

CARTB TELEVISION BROADCASTING STATIONS

ATLANTIC (3)		CENTRAL CANADA (cont.)	
CJON-TV	St. John's	CKCO-TV	Kitchener
CHSJ-TV	Saint John	CFPA-TV	London
CKCW-TV	Moncton	CHEX-TV	Peterborough
		CFPA-TV	Port Arthur
FRENCH LANGUAGE (2)		CKLW-TV	Windsor
CFCM-TV	Quebec	PRAIRIES (5)	
CJBR-TV	Rimouski	CKX-TV	Brandon
CENTRAL CANADA (8)		CHCT-TV	Calgary
CKBB-TV	Barrie	CKCK-TV	Regina
CHCH-TV	Hamilton	CFQC-TV	Saskatoon
CKWS-TV	Kingston	CFRN-TV	Edmonton

SHORT WAVES

OLDEST AGENCY MOVES

J. J. Gibbons Limited, one of Canada's oldest advertising agencies has moved its head office and Toronto branch to the new Gibbons Building at 46 St. Clair Avenue E. With two modern floors specially designed for an agency operation, they will have increased facilities to offer clients. Provision has also been made to allow for future expansion.

• • •

OVER HALF MILLION TV'S

This year, the 575,000 TV receivers which have been manufactured in Canada, brought the grand total since production began in 1948 to over a million units. Television receivers, by this vast growth in production, have thus displaced refrigerators from their second place in the order of value of consumer products purchased by Canadians.

The future shows us color television, transistorized radios and the coast to coast microwave link. The time is not far short when the Bay of Fundy will lap its television waves in every Vancouver household.

• • •

JOINS DOMINION

Dominion Broadcasting Company has announced that F. William Booth has joined their Television Production Department as Technical Director of Photography. In addition to ten years photographic experience, Booth has a wide knowledge of advertising and the graphic arts. He was formerly with Cockfield, Brown and Saturday Night Press, and is a graduate of Ryerson Institute of Technology in Printing and Publishing.

• • •

OSCARS FOR FARMERS

When Canada's First Mechanical Corn Picking Contest was held at the Fourth Annual Cash Crop Day at London, Roy Jewell, CFPL's director of farm services, decided to show the station's interest in a material way. A "Silver Mike Award", CFPL's version of the Hollywood "Oscar", was put up for annual competition. The first winner, Mr. Jack Ripley of Wallacetown, was presented with his award by Dr. J. G. Taggart, Deputy Federal Minister of Agriculture. As a personal trophy Mr. Ripley was given a barometer.

RICHMOND TO R & T S

Emery C. Richmond has been appointed manager of the Montreal office of Radio and Television Sales Inc., which has been moved to expanded quarters at 516 Castle Building, St. Catherine and Stanley Street, announces Andy A. McDermott vice-president and general sales manager.

Richmond, who has been in sales work for a number of years, will have as his associate, André Ran-court, who is well known in French-Canadian radio.

While continuing to specialize in representing French-language stations, they are also planning to invade the English-language field including some United States radio and television stations, close to the border.

A
MERRY
CHRISTMAS
EVERYONE

from
Gord Smith
and all the gang

at

**CFOR
ORILLIA**

S & T SOLD



IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

• • •

They Listen To Sudbury

NORTHERN ONTARIO'S

Greatest

**ADVERTISING
MEDIUM**

CKSO

**NORTHERN ONTARIO'S
HIGH-POWERED
RADIO STATION**

• • •

For AM and TV

**ALL-CANADA RADIO FACILITIES LTD.
IN CANADA**

**WEED & COMPANY
IN THE U.S.A.**



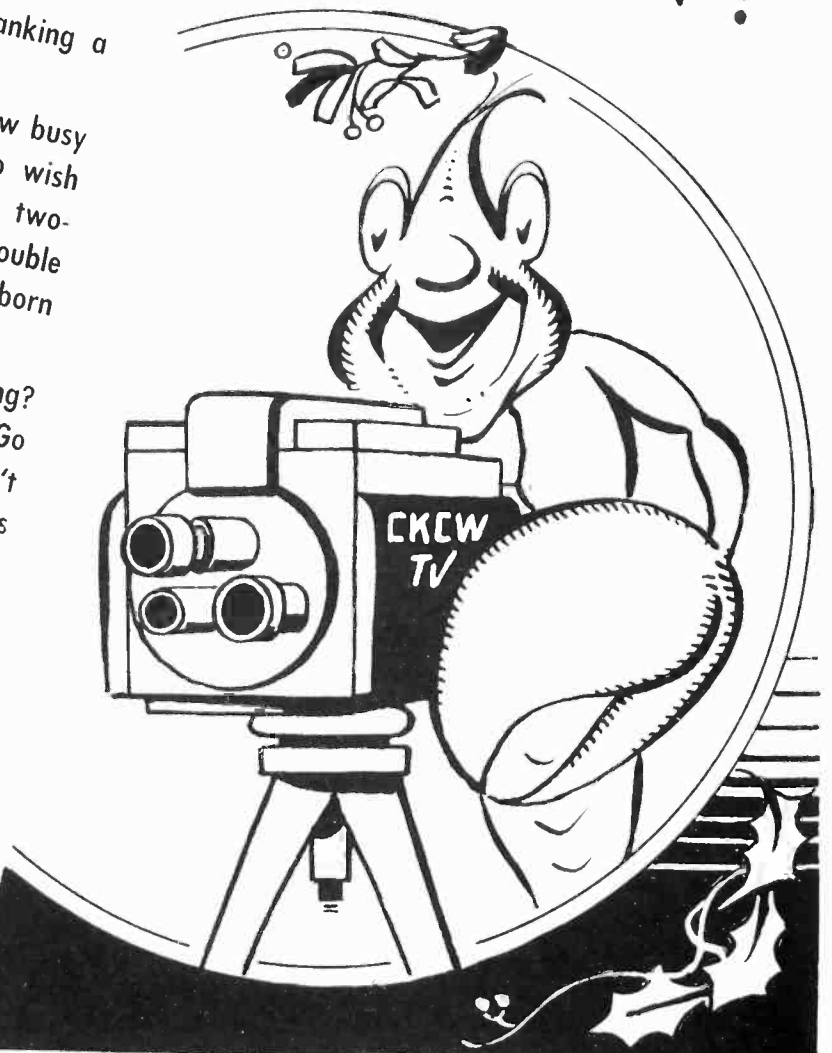
A two-fisted Merry Christmas
from MONCTON!

Look at me — buzzing a mike and cranking a TV Camera!

The boss says, "Lionel, I don't care how busy you are. You've got to take time out to wish our friends the compliments. Make it a two-fisted Merry Christmas to symbolize the double impact of 20-year-old CKCW and new-born CKCW-TV!"

Look at me up there. Notice something? In both pictures, I'm under the mistletoe. Go ahead, kiss me! Snuggle up a little . . . I don't snap. I'm feeling mighty affectionate towards all our friends these days.

So's everybody at CKCW and CKCW-TV. From Fred Lynds and Tom Tonner right down the line to yours truly, we're delighted to say thanks to you for the wonderful relationship that has existed between advertisers and ourselves. We'll work just as hard as ever for you through 1955 — with both fists flying, in both radio and TV. You made it possible for us; we'll work to make it profitable for you! Merry Christmas, all of you!



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Art Editor GREY HARKLEY
Circulation & Accounts . . . THOMAS G. BALLANTYNE
Production Dept. ROBERT G. MOWAT
Research Consultant GEORGE E. RUTTER



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"We wish you a Happy Christmas and a Bright and Prosperous New Year." There isn't anything very startling or novel about these words, that are spoken by millions of people all over the world every December. Other frequently repeated phrases, whether spoken or written are condemned as clichés, old hat, corny, trite. But with this one, spoken by people from every walk of life, from all shades of culture, the melody lingers, and will continue to linger . . . forever. And it is good that this is the case.

Christmas is good for all of us for a wide variety of reasons.

To some of us, it is the annual return to church that makes Christmas an important day. To others, it is marked by family reunions. Some retire into their homes so that their rejoicing may be kept within the family. Others like to ask in an outsider to share the family happiness. For children, it is a day devoted to them, their gifts and their pleasure, by parents who enjoy the excitement and ecstasy they are able to stir. To yet others, it is an opportunity to do a little tangible thanking and rewarding for services rendered. To many, it is a day when people can give things to people because they want to, without feeling self-conscious. But to all of us, Christmas day is a day to stop working, to look at the people who live next door, the one at the next desk, the streetcar conductor, the elevator girl and the waitress at lunch, and see what we like in one another, instead of what we dislike.

Some say that all the religion has gone out of Christmas; that it has changed from a holy day to an international selling spree. But whatever the definition may be, Christmas is good, and through the years of war and death, and the period of armed peace through which we have been passing, it shines like a beacon, because it tokens love in all that hate. Whether that love comes out in singing carols in church, Santa Claus' ribald ho! ho! ho!, decking a tree with presents for little children, or when men and women who work together clink their glasses in token of goodwill to one another, let us cling to the celebration of Christmas from year to year, and cling to it tightly.

This year, as in the years before, the greetings we exchange, the songs we



sing, rituals like Christmas trees and cake, and turkey and plum pudding, will be the same words, the same trees, the same feasts. It is not found necessary to write new copy, compose fresh songs and music, to use new "gimmicks" to insure the success of Christmas.

Whatever the interpretation we put on the day, the same words and the same symbols serve, from year to year, to express the message of Christmas, love and goodwill to our fellow man. So perhaps, after all, an elaborate greeting to our readers, to our advertisers and to our industry might be out of place, and we should rather say: "We wish you a Happy Christmas and a Bright and Prosperous New Year."

Accent On Future

One of the most serious problems confronting practically all kinds of business today is the question of acquiring staff which will join a concern and then, through the years, grow up in stature, and income, with the business.

The situation is that a young man or woman joins the announce staff of a broadcasting station, or the editorial staff of a publication, or the copy department of an advertising agency. The good ones grow quickly through the tyro stage into experienced people. Following the normal sequence of events, some will fall by the wayside, abandon the particular job or bog down in a rut. But many

of them will rise to the top of their respective departments, as a direct result of their industry, ability, originality and other virtues. And then what?

All this is obviously just as it should be under a competitive system. They have chosen their callings, worked hard at them and reaped the rewards. The only thing is, a broadcasting station has only one program director, an advertising agency, one copy chief. There are officials above these people, mainly on the administrative side of the business, who make more money, but a man whose abilities or inclinations indicate that his metier is programs or copy has only two choices. He can stay where he is, at or near the head of his department, and hope that his management's inclinations and resources will permit salary increases, or he can look over the list of competitors and see if he can get a bigger job in his chosen field, with a larger outfit. It is a rare man who can switch from program production to sales management or from copy-writing to account executive. But unless he can, he has to face the fact that there is a ceiling over his head.

The impasse is a formidable one, and the solution is by no means apparent. The only thing that can be said is that, for a company which wants to hold its "creative" staff permanently, there has to be more scope at the top for creative people. Failing this, employee traffic cannot fail to continue to flow in a perpetual stream. Just what the nature of this scope should be must vary with every individual business. The fact is though that after several years with the same organization, a man feels he has earned a proprietary interest in the firm. He doesn't want to switch from his program director or copy chief's office to a slide rule or adding machine. He is not looking for a new title unless it really means something. Even money isn't all he wants, though, with a growing family, he has to have it. What he is looking for is an opportunity to have a hand in shaping the destiny of his company. He wants to keep on with the kind of work he has chosen, and at which he has been signally successful, but besides doing the things he has always done, he wants to have something to say about what these things shall be.

A great many businesses are attaching more and more importance to the men who lay the bricks, stage the programs or write the ads. They feel they have to acknowledge the contribution of these people whose work keeps them on the firing line. They have to increase their responsibilities as well as their incomes.

FARM RADIO CUTS COSTS AND BOOSTS EXPORTS

ALL these years, rural radio has been working on a hit and miss basis. It has met with fabulous success without having the slightest idea where it was going. In point of fact, it has "grewed" — just like Topsy.

So says Omar Broughton, farm director of CJOC, Lethbridge, in town last week to cover the Royal Winter Fair for his Alberta listeners, for the fifth successive season, along with Don Clayton of CJCA, Edmonton and Norm Griffin of CKWX, Vancouver.

"A growing number of stations are starting farm departments," Omar said, "engaging men who are more farmers than broadcasters to head them up. Each of these 'farm directors' puts on the air what he sincerely thinks the farmers want to

hear."

While this sort of service meets with considerable success, he feels certain that stations won't begin to reap anything approaching the potential harvest, either in listeners or advertising revenue, until they combine, through their trade associations or otherwise, to look into the question of the farmer's program preferences and requirements.

CAPITAL — \$30,000

Catering to the farmer is important Broughton continued, far beyond the

normal desire of the sponsor to sell his goods. "The farmer is the head of a big business", he said. "The average capitalization of an Alberta farm being around \$30,000. He lives on the job, away from the city, and he just doesn't have the time — unaided — to keep up to date on all developments connected with his business." Wide-awake broadcasting stations have an opportunity to supply him with and earn his gratitude for something between an agricultural trade paper and a press clipping service, which he can take on the fly, while he is eating a hasty meal, just like his city cousin listens to the noonday news from a drug-store lunch counter.

"Farmers like talking shop" ac-

Hello --- Room Service? ---

Say, we know that it's

Christmas time, and that you're pretty busy . . . but when you get a moment, will you send up a batch of ice, and a flock of mix . . . we've got a bunch of friends up here, and we want to pour one . . . and do a little reminiscing . . . a little thinking back about the year that's ending . . . about the work we've done together and the fun we've enjoyed likewise . . . about business generally and for the future . . . about the CBC and CAPAC and TV and Liberace . . . about box tops and PI's and cost per enquiry . . . about fluffs and make-goods . . . about all the guys and gals we worked with, or wrote to about work . . . about all the fun there is in this business . . . about all the wonderful people there are tied in with it in some way or another . . .

And while you're at it . . . will you phone the other departments in this hotel . . . and tell 'em that we forgive them for all the cold meals . . . phone cut-offs . . . the hours of waiting for rooms . . . the dry cleaning that arrived after the ball was over . . . It's been another interesting year . . . packed full of all the things that make this life worth while . . . and us the types we are . . . and say, could you break a rule just once . . . COME ON UP AND JOIN US !!

Merry Christmas!

CHAT...Whose Privilege It Is To Be Radio in Medicine Hat

Station 600,
CJOR,
the
station
with the
strongest
signal
and
greatest
coverage
in
British
Columbia,
wishes
our
friends,
business
associates
and
competitors
in the
strongest
and
greatest
spirit,
a very
Merry
Christmas
and a
Happy
New Year

cording to this farm broadcaster. "They talk shop to each other. They talk shop to their families. It's a regular, accepted and even appreciated topic of conversation among these businessmen. Their calling compels them to live right in their 'plants', but first last and always they are farmers because they want to be farmers."

Newspapers are fewer in the west and broadcasting stations more plentiful, Omar went on. "Through the years, the radio has become more and more a part of the family circle. without really trying", he said. "Farm people rely on the radio for their news, the weather picture, technical information, and, of course, music and other entertainment," he added. "It is a link between neighborhoods and communities."

But besides being "big business" farming has a political and international significance that puts it in a class by itself.

Canada's well-being depends on her exports with wheat heading the list. To maintain these exports, the Canadian farmer must compete with the Danish bacon producers, Dutch dairymen, New Zealand sheep farmers, Australian and Argentine wheat men. Co-operation between industry and radio in making chemicals, equipment and other cost-reducing devices quickly available to the farmer is a vitally important contribution to Canada's economic supremacy in the world today.

RADIO'S STRENGTH

Broughton lives his calling as a broadcaster, but never for a moment, forgets that he is also a farmer with his own 480 acres of mixed farm near Meeting Creek, Alberta. So, he admits that television could have advantages. "TV could give people pictures of the livestock and produce on display right now at the Royal Winter Fair more effectively than radio does with only sound," he said.

"If we had television in Lethbridge, we could show farmers how a weed killer would react on the stinkweed in their wheatfields, or what a warble spray would do in terms of extra pounds of beef?"

But, TV notwithstanding, the jig is far from being up for radio, according to this enthusiastic broadcaster. "The everyday farmer, who may not have the time or the disposition to sit and watch over a TV set, will eat

his meals to a background of radio every time. Through radio he keeps up with the top agricultural news items, livestock and produce market reports, the vital weather picture, announcements both agricultural and social. That, says Broughton, is where radio's strength lies — putting matters of top interest into small packages at convenient times, not when he goes through the ritual of taking off his boots and pulling up a chair to the stove, radiator, or register, but while he is eating his dinner, shaving or waiting for the phone to ring. "That's radio", he said, "but we are only scratching the surface."

CITY FOLK DON'T UNDERSTAND

The function of a radio farm director, according to CJCA's Don Clayton, is to promote greater understanding between town and country. The reason for a fairly perpetual state of conflict existing between these two segments of society, according to Don, is that city people don't understand that besides man-made financial and other problems, farmers must also face nature in the shape of the elements, or animal and plant diseases.

He feels that "the most important function a radio farm director can perform is to breed between rural and urban listeners an understanding of each other's problems." He considers himself and his department a medium of public relations through which city people are brought to understand the rise and fall in the prices of farm products.

Don says he knows that at least half the listeners to his two daily programs are city people, and he feels that during the five years he has been on the air, the people of Edmonton have gained a complete understanding of the problems of the farming community. As evidence of this, he cites the fact that during this period what used to be the perennial public hearings called in an effort to reduce the price of milk have not occurred.

There has also been a greatly increased attendance on the part of city people at livestock shows and sales. Further, most Edmonton service clubs now give recognition and support to such agricultural youth groups as the 4H Clubs.

Norm Griffin, who has spent the past two years in British Columbia, serving the highly diversified farming communities of the Fraser Valley and Vancouver Island, out of CKWX, Vancouver, feels that the need is great for the dissemination of information about such agricultural technicalities as farm management, chemical weed sprays, new developments in pest controls and so forth.

Norm, who, like Don, has a fifty-fifty town and country audience, feels that his daily output of farm information fulfils the two-fold purpose of handing out the information to the farmers and also of getting across to his city listeners details of the problems that the farmer is called upon to face every day of his life. He feels that the function of a farm director on any station is to use radio as a liaison between farm folk and city folk.



Merry Mathematics!

63 X CHRISTMAS GREETINGS
= BEST WISHES
FOR A JOYOUS SEASON,
FROM ALL AT

CFQC-AM
CFQC-TV

P.S. — Our reps too!

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

REPS —
PAUL MULVIHILL - TORONTO-MONTREAL
ADAM YOUNG U.S.A.



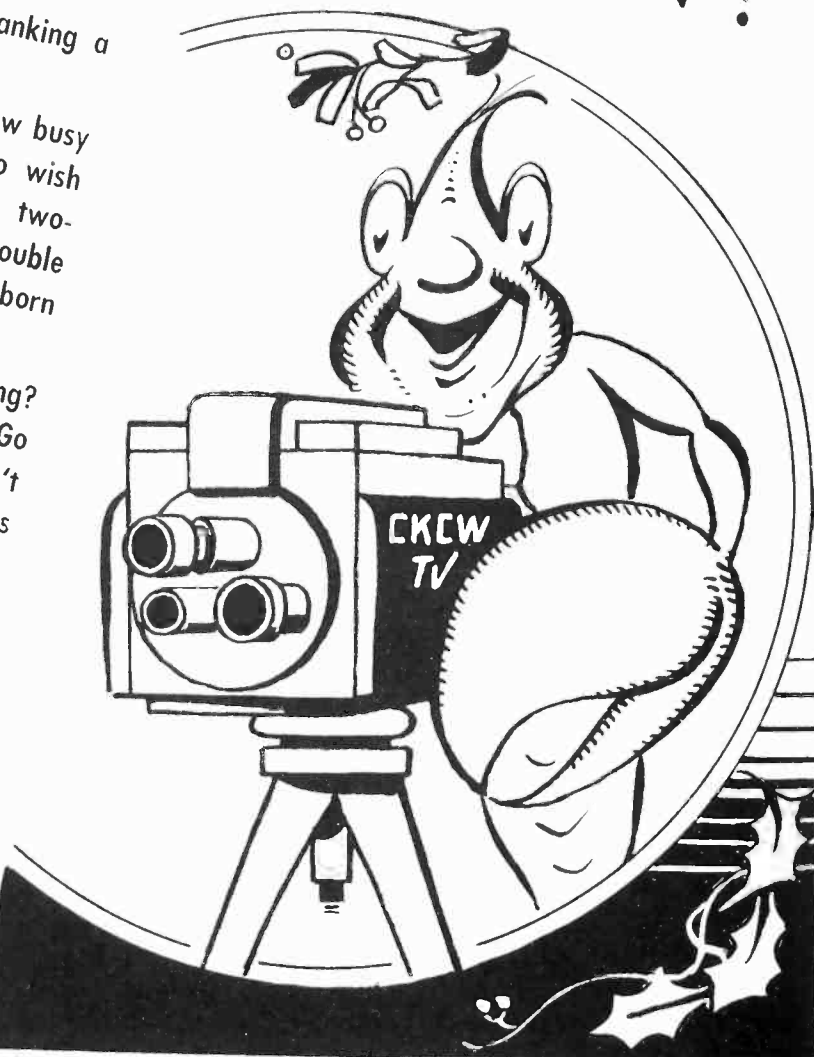
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of them will rise to the top of their respective departments, as a direct result of their industry, ability, originality and other virtues. And then what?

All this is obviously just as it should be under a competitive system. They have chosen their callings, worked hard at them and reaped the rewards. The only thing is, a broadcasting station has only one program director, an advertising agency, one copy chief. There are officials above these people, mainly on the administrative side of the business, who make more money, but a man whose abilities or inclinations indicate that his metier is programs or copy has only two choices. He can stay where he is, at or near the head of his department, and hope that his management's inclinations and resources will permit salary increases, or he can look over the list of competitors and see if he can get a bigger job in his chosen field, with a larger outfit. It is a rare man who can switch from program production to sales management or from copy-writing to account executive. But unless he can, he has to face the fact that there is a ceiling over his head.

The impasse is a formidable one, and the solution is by no means apparent. The only thing that can be said is that, for a company which wants to hold its "creative" staff permanently, there has to be more scope at the top for creative people. Failing this, employee traffic cannot fail to continue to flow in a perpetual stream. Just what the nature of this scope should be must vary with every individual business. The fact is though that after several years with the same organization, a man feels he has earned a proprietary interest in the firm. He doesn't want to switch from his program director or copy chief's office to a slide rule or adding machine. He is not looking for a new title unless it really means something. Even money isn't all he wants, though, with a growing family, he has to have it. What he is looking for is an opportunity to have a hand in shaping the destiny of his company. He wants to keep on with the kind of work he has chosen, and at which he has been signally successful, but besides doing the things he has always done, he wants to have something to say about what these things shall be.

A great many businesses are attaching more and more importance to the men who lay the bricks, stage the programs or write the ads. They feel they have to acknowledge the contribution of these people whose work keeps them on the firing line. They have to increase their responsibilities as well as their incomes.

Station 600,
 CJOR,
 the
 station
 with the
 strongest
 signal
 and
 greatest
 coverage
 in
 British
 Columbia,
 wishes
 our
 friends,
 business
 associates
 and
 competitors
 in the
 strongest
 and
 greatest
 spirit,
 a very
 Merry
 Christmas
 and a
 Happy
 New Year

FARM RADIO CUTS COSTS AND BOOSTS EXPORTS

ALL these years, rural radio has been working on a hit and miss basis. It has met with fabulous success without having the slightest idea where it was going. In point of fact, it has "grewed" — just like Topsy.

So says Omar Broughton, farm director of CJOC, Lethbridge, in town last week to cover the Royal Winter Fair for his Alberta listeners, for the fifth successive season, along with Don Clayton of CJCA, Edmonton and Norm Griffin of CKWX, Vancouver.

"A growing number of stations are starting farm departments," Omar said. "engaging men who are more farmers than broadcasters to head them up. Each of these 'farm directors' puts on the air what he sincerely thinks the farmers want to

hear."

While this sort of service meets with considerable success, he feels certain that stations won't begin to reap anything approaching the potential harvest, either in listeners or advertising revenue, until they combine, through their trade associations or otherwise, to look into the question of the farmer's program preferences and requirements.

CAPITAL — \$30,000

Catering to the farmer is important Broughton continued, far beyond the

normal desire of the sponsor to sell his goods. "The farmer is the head of a big business", he said. "The average capitalization of an Alberta farm being around \$30,000. He lives on the job, away from the city, and he just doesn't have the time — unaided — to keep up to date on all developments connected with his business." Wide-awake broadcasting stations have an opportunity to supply him with and earn his gratitude for something between an agricultural trade paper and a press clipping service, which he can take on the fly, while he is eating a hasty meal, just like his city cousin listens to the noonday news from a drug-store lunch counter.

"Farmers like talking shop" ac-

Hello - - - Room Service? - - -

Say, we know that it's Christmas time, and that you're pretty busy . . . but when you get a moment, will you send up a batch of ice, and a flock of mix . . . we've got a bunch of friends up here, and we want to pour one . . . and do a little reminiscing . . . a little thinking back about the year that's ending . . . about the work we've done together and the fun we've enjoyed likewise . . . about business generally and for the future . . . about the CBC and CAPAC and TV and Liberace . . . about box tops and PI's and cost per enquiry . . . about fluffs and make-goods . . . about all the guys and gals we worked with, or wrote to about work . . . about all the fun there is in this business . . . about all the wonderful people there are tied in with it in some way or another . . .

And while you're at it . . . will you phone the other departments in this hotel . . . and tell 'em that we forgive them for all the cold meals . . . phone cut-offs . . . the hours of waiting for rooms . . . the dry cleaning that arrived after the ball was over . . . It's been another interesting year . . . packed full of all the things that make this life worth while . . . and us the types we are . . . and say, could you break a rule just once . . . COME ON UP AND JOIN US!!

Merry Christmas!

CHAT...Whose Privilege It Is To Be Radio in Medicine Hat

ording to this farm broadcaster. "They talk shop to each other. They talk shop to their families. It's a regular, accepted and even appreciated topic of conversation among these businessmen. Their calling compels them to live right in their 'plants', but first last and always they are farmers because they want to be farmers."

Newspapers are fewer in the west and broadcasting stations more plentiful, Omar went on. "Through the years, the radio has become more and more a part of the family circle. without really trying", he said. "Farm people rely on the radio for their news, the weather picture, technical information, and, of course, music and other entertainment," he added. "It is a link between neighborhoods and communities."

But besides being "big business" farming has a political and international significance that puts it in a class by itself.

Canada's well-being depends on her exports with wheat heading the list. To maintain these exports, the Canadian farmer must compete with the Danish bacon producers, Dutch dairymen, New Zealand sheep farmers, Australian and Argentine wheat men. Co-operation between industry and radio in making chemicals, equipment and other cost-reducing devices quickly available to the farmer is a vitally important contribution to Canada's economic supremacy in the world today.

RADIO'S STRENGTH

Broughton lives his calling as a broadcaster, but never for a moment, forgets that he is also a farmer with his own 480 acres of mixed farm near Meeting Creek, Alberta. So, he admits that television could have advantages. "TV could give people pictures of the livestock and produce on display right now at the Royal Winter Fair more effectively than radio does with only sound," he said.

"If we had television in Lethbridge, we could show farmers how a weed killer would react on the stinkweed in their wheatfields, or what a warble spray would do in terms of extra pounds of beef".

But, TV notwithstanding, the jig is far from being up for radio, according to this enthusiastic broadcaster. "The everyday farmer, who may not have the time or the disposition to sit and watch over a TV set, will eat

his meals to a background of radio every time. Through radio he keeps up with the top agricultural news items, livestock and produce market reports, the vital weather picture, announcements both agricultural and social. That, says Broughton, is where radio's strength lies — putting matters of top interest into small packages at convenient times, not when he goes through the ritual of taking off his boots and pulling up a chair to the stove, radiator, or register. but while he is eating his dinner, shaving or waiting for the phone to ring. "That's radio", he said, "but we are only scratching the surface."

CITY FOLK DON'T UNDERSTAND

The function of a radio farm director, according to CJCA's Don Clayton, is to promote greater understanding between town and country. The reason for a fairly perpetual state of conflict existing between these two segments of society, according to Don, is that city people don't understand that besides man-made financial and other problems, farmers must also face nature in the shape of the elements, or animal and plant diseases.

He feels that "the most important function a radio farm director can perform is to breed between rural and urban listeners an understanding of each other's problems." He considers himself and his department a medium of public relations through which city people are brought to understand the rise and fall in the prices of farm products.

Don says he knows that at least half the listeners to his two daily programs are city people, and he feels that during the five years he has been on the air, the people of Edmonton have gained a complete understanding of the problems of the farming community. As evidence of this, he cites the fact that during this period what used to be the perennial public hearings called in an effort to reduce the price of milk have not occurred.

There has also been a greatly increased attendance on the part of city people at livestock shows and sales. Further, most Edmonton service clubs now give recognition and support to such agricultural youth groups as the 4H Clubs.

Norm Griffin, who has spent the past two years in British Columbia, serving the highly diversified farming communities of the Fraser Valley and Vancouver Island, out of CKWX, Vancouver, feels that the need is great for the dissemination of information about such agricultural technicalities as farm management, chemical weed sprays, new developments in pest controls and so forth.

Norm, who, like Don, has a fifty-fifty town and country audience, feels that his daily output of farm information fulfils the two-fold purpose of handing out the information to the farmers and also of getting across to his city listeners details of the problems that the farmer is called upon to face every day of his life. He feels that the function of a farm director on any station is to use radio as a liaison between farm folk and city folk.



Merry Mathematics!

63 X CHRISTMAS GREETINGS = BEST WISHES FOR A JOYOUS SEASON, FROM ALL AT

CFQC-AM
CFQC-TV

P.S. — Our reps too!

YOU CAN'T COVER SIMCOE COUNTY Without CKBB BARRIE

REPS—
PAUL MULVIHILL—
TORONTO-MONTREAL
ADAM YOUNG U S A

PHONEVISION vs. THEATRE TV

NETWORK television as we know it today cannot survive against the mounting competition of theatre TV and the growing trend toward spot programming by national advertisers, unless subscription television becomes a commercial reality.

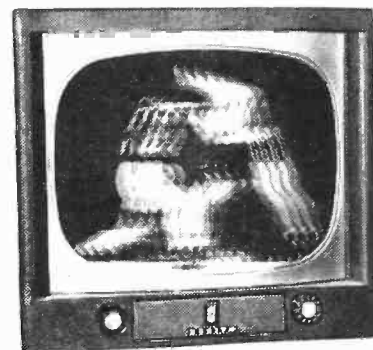
This prediction was made by Dr. Millard C. Faught, economic consultant to Zenith Radio Corporation, in an address before Kiwanis International in Danville, Illinois.

Faught said that the ability to make instantaneous delivery of such major events as championship prize fights was instrumental in building broadcast networks for radio, but that television networks are losing these important events to theatre TV because home TV has no box office and advertisers can't bid successfully against the theatres.

KEY SOURCES

During the freeze on television stations, networks became key sources of the best television programs, he said, because there are few, if any, independent stations with money enough to build programs that will compete with network shows for audience. However, he added, the growth of filmed rather than live programs is rapidly changing this picture.

Faught pointed out that some of the highest rated network shows today are produced on film, and that the majority of filmed entertainment programs on TV are now produced outside the networks.



First the Phonevision picture is scrambled, as in the upper photograph. Put in your money, and presto! There they are!

"We at CKX radio, and CKX-TV in Brandon, arranged for the large white space and this fine, small type, hoping that more of our friends would read it, because we sincerely want all our friends to know that we do wish them a wonderful Christmas, and good health and joy throughout the coming year."

IN KINGSTON— THE BIG SHOWS ARE NOW ON **CKLC!**

"Denny Vaughan Show"
For Players Cigarettes

"Purity Birthday Party"
For Purity Flour

"People Are Funny"
For Kellogg's

"Smiley Burnette Show"
For Ogden's Fine Cut

"Mother Parker's Musical
Mysteries"
For Mother Parker's Tea & Coffee

"Our Miss Brooks"
For Toni Home Permanents

"Voice of the Army"
For Dept. of Nat. Defense

"Singing Stars of Tomorrow"
For C.I.L.

Plus many more big shows and campaigns!

Contact Horace N. Stovin & Co.
Ask them about . . .

CKLC

KINGSTON, CANADA

If this trend develops, as common sense economics indicates it will, the time will come when the only advantage the networks have to offer is their ability to provide instantaneous programs like news, major sports events, the McCarthy hearings, and the like.

Since theatre TV is already taking from the networks those instantaneous programs that carry a box office (championship fights, Metropolitan opera, etc.), Faught said that subscription TV may become the salvation of TV networks.

NO PROBLEM

Technically, this would present no problem for subscription TV because the system is capable of use for network programs whether live or filmed, in color or black and white, for transmission by UHF or VHF stations, he said.

"As a basically new economic ingredient", Faught stated, "subscription TV should be capable of intro-

ARE YOU A NEWS REPORTER? WE NEED YOU.

Maybe you would enjoy working with us. We're located in a medium-sized Eastern Ontario city where living conditions are pleasant. Blue Cross and other extras. WRITE BOX A220, C B & T

Creetings

Our entire staff joins
in wishing you a very
Happy Holiday.

Broadcasting
Station
CKRM

ducing some wholly new and highly dynamic patterns of competition in television."

First, he said, it can restore healthy competition between theatre and network TV for box office events, so that home viewers will have the freedom to see these spectacles in their own homes.

Second, he continued, the competition subscription TV can generate between stations and networks will open up a whole new prospect of increasing the number of locally supportable stations.

As long as local television stations remain primarily dependent on advertising revenue alone for their financial support and on network connections for their major program appeal, he stated, hundreds of American communities will go without TV stations, even though a broadcast channel has been allocated to them.

BETTER SERVICE

By contrast, if home TV sets were equipped with a box office device so that viewers could pay for some new premium quality programs, then many more communities could have TV stations and television could provide better service to all its viewers, whether in large cities or small.

The addition of subscription revenue from home viewers for special programs to the advertising revenue for sponsored shows would give television the much-needed effect of dual carburetion in an automobile, the speaker declared by analogy.

As things now stand, the power and capacity of television to serve the public is far greater than its limited advertising revenue will allow, he declared.

"I do not propose," said the speaker, "that we take the advertising carburetor off TV. In fact, I believe that one will work even more efficiently with help from the new subscription carburetor.

"With more stations and more viewers, plus a second source of revenue for TV itself, the advertisers will have a much more efficient, and I think less costly, vehicle for their own purposes. They can then sponsor more and better shows of their own, especially in the smaller communities who do not now have TV service."

APPROVAL SOON

Reporting that the gadgetry necessary to provide home box office TV service had been perfected and tested by Zenith under the name of "Phonevision", Dr. Faught offered the view that within a year or two it would be approved by the FCC for public use.

"When its added revenue and program service potentials are available, I believe it may in time double the number of TV stations supportable in American communities," said the speaker.

He reported that while more than 2000 stations have been allocated to various communities, only about 400 are on the air, 20 or more have suspended operations and at least 80 permits to build new ones have been returned to the FCC.

GREETINGS

AND

CONTINUED

MARKET

CONQUESTS

Throughout

the Gaspé Peninsula

and the French Maritimes

VIA OUR MAGIC MEDIUM!

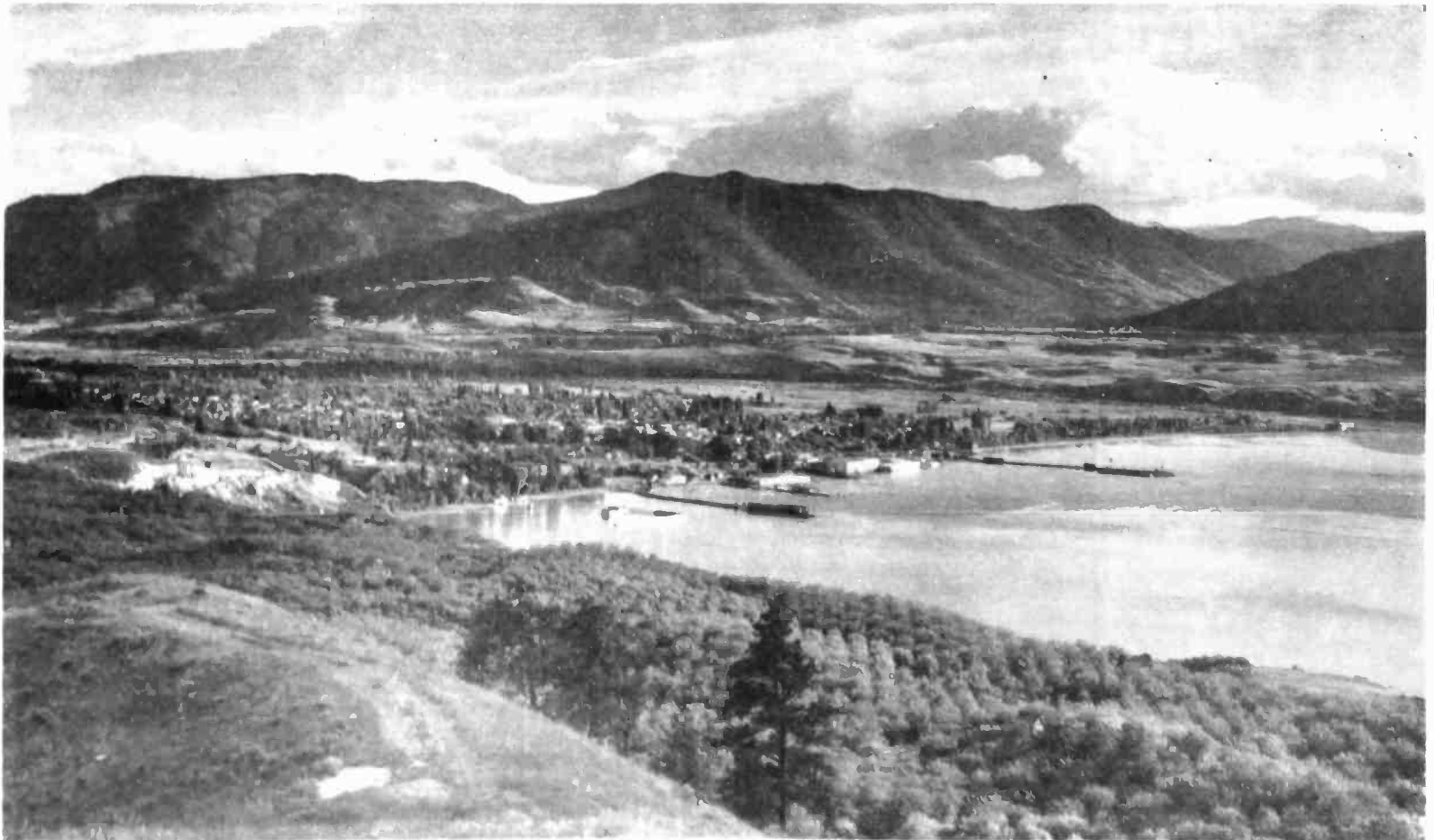
Broadcasting Station CHNC

610 Kcs. NEW CARLISLE, QUE. 5000 Watts

(The Nightmare of Your Competitors)

Here is CKOK-land

• • One of a series



PENTICTON, B.C. FROM MUNSON MOUNTAIN

Photo by Stocks

Served by
RADIO STATION CKOK

SEE PAUL MULVIHILL & CO. IN CANADA

DONALD COOKE INC. IN U.S.A.

Quebec Goes For Local News

DETAILS of a successful pattern for regional news coverage were given in Quebec City November 6th by Jean-Marie Dugas of CKRS, Jonquière.

He said CKRS felt it was serving its community faithfully in its presentation of news, to the tune of 25 newscasts daily.

Dugas spoke at a meeting of 24 news and sports editors from French-language stations subscribing to Broadcast News Limited. Five station managers and the manager of one private television station were also on hand for the meeting with BN executives at the Château Frontenac.

Jean-Paul Lemire of CKCH, Hull, presided over the day-long session which included five papers on news-casting and sportscasting problems; a study of radio's situation in the news field and a scrutiny of the wire service schedule.

The delegates recommended that the news meeting be held annually. Next year's session will be in Quebec City in May or June and Guy Rondeau of CHRC, Quebec, was named to work with BN management in planning the meeting.

The meeting concluded a series of five regional meetings inaugurated this year by BN. The others were held in Vancouver, Saskatoon, Toronto and Amherst, N.S. and will be repeated next year.

In addition to the paper on Regional Coverage by Dugas, the following presented papers and led discussions:

Paul Boudreau, CKAC, Montreal, General News Principles and Cover-

age; Marcel Beauregard, CKVL, Verdun, Newscast Make-up;

René Collard, CKCV, Quebec, Sportscast Make-up;

Guy Rondeau, CHRC, Quebec, Local Coverage.

SEMINARY CORRESPONDENT

Dugas said CKRS serves an estimated listening audience of 230,000 some 120 miles distant from other heavily-populated parts of Quebec province.

The station's full-time news staff is composed of a news editor and three newsmen, including a sports reporter. In addition there are four part-time assistants and 12 regional correspondents.

All police chiefs in the region are contacted daily by telephone and every day 40 local organizations are checked on their activities.

Correspondents report by telephone, telegraph or mail, according to the importance of the news story. They are paid for every item sent in.

Community status figures in the choice of a correspondent.

One is a seminary professor and another the permanent secretary of three or four local organizations as well as being a civic employee.

The station has an arrange-

ment with undertakers whereby it is given death notices promptly. All are checked and occasionally the checks lead to development of good items.

Reports on the proceedings of municipal councils in the region are provided as the meetings progress and can be followed by listeners almost as well as if they attended the sessions. School board meetings are covered as well as the courts.

The station's listening audience provides news tips but all are checked for accuracy. In five years, the station has not received a complaint about the accuracy of its reports.

Local news is given precedence in newscasts and the weekly average of local items is 175. Apart from local, national and world news, the station carries a weekly quarter-hour program of religious news, a weekly broadcast of labor news, and a weekly news roundup.

While few of the newscasts are sponsored, there are commercial spots before, after and in the middle of newscasts.

EMPHASIS ON CANADA

Boudreau said news for radio must be written simply and precisely and entertainment values in the news should be sacrificed if accuracy is to suffer. It is radio's duty to the public to present accurate and clear newscasts.

At CKAC, he said, they favored more emphasis on Canadian news.

ANNOUNCEMENT



FRANK W. GILL

whose appointment as Assistant Manager, Sales Promotion-Advertising Department, Shell Oil Company of Canada, Limited, is announced by A. L. Wilson, vice-president, marketing. A native of Toronto, Mr. Gill has a record of 21 years of service with Shell, most of that time being spent in active sales work dealing with all types of products manufactured by the company. His most recent position was Sales Manager of Shell's Toronto Division.

Once again it's Christmas-time,
And time again to say —
Season's Greetings to you all
On this happy holiday!

SESAC'S

Alice J. Heinecke
Bud Prager
Lou Tappe

SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue
New York 17, New York

● THIS LITTLE AD. BRINGS US MANY CUSTOMERS
● OUR WRITING SERVICE KEEPS THEM WITH US

Walter A. Dales
907 KEEFER BUILDING
UN 6-7105 MONTREAL



EVERYONE

at

CKOC

in Hamilton

r-e-a-l-l-y
wishes all readers
of the Broadcaster,
all friends on
Agency Row and in
the Account Field

A VERY

Merry Christmas

and a

Good New Year

And the same goes to
Dick Lewis(ite) and all
the gang at the
Broadcaster



His general formula for newscast make-up included 60 per cent of the newscast devoted to Canadian news. A newscast should take the form of a continued story and not merely enumeration of 12 or 15 different news items, he felt.

Beaugard said CKVL prepares its newscasts according to its listening audience which varies at different times of the day.

From 6 a.m. to 9 a.m., summaries should cover general news; 9 a.m. to noon, summaries should contain news of interest chiefly to women; noon to 2 p.m. is a period for general news; 2 p.m. to 5 p.m. is a second period in which the audience is mainly feminine while the general audience is back again from 5 p.m. to midnight.

Beaugard advocated that top news should be broadcast as soon as available. When a good local, national or international news item is available as CKVL, he notifies the announcer on duty and a cut-in with the news item is arranged.

Collard said the important thing in sportscasting is to present the news in such a manner that it is crystal-clear to the listener. Detailed figures should be avoided in sportscasts.

The result of a contest involving a local team should always be mentioned at the start of the sportscast, he said, even if details of the game are given later.

At CKCV he winds up a sportscast with an oddity, an item for women who are interested in sports, or by greeting a celebrity.

LOCAL NEWS FIRST

Rondeau said CHRC has 15 newscasts daily and almost invariably precedence is given to local news. Contacts are most important to a station specializing in local news and his station has a list of 70 well-informed and reliable news sources. CHRC also has a group of paid suburban correspondents.

Others attending the meeting included Paul Lepage, manager of CKCV, Quebec, and a BN director; Dr. Charles Houde, CHNC, New Carlisle manager; Roger Boulanger, manager of CKBM, Montmagny; Daniel Chan'al, manager of CHRD, Drummondville and Arthur Fitzgibbon, manager of CFCM-TV, Quebec.

BN was represented by Bill Stewart, Montreal, CP Quebec bureau chief, Larry Ouellette, Montreal, chief of the BN French-language service, and Charlie Edwards, Toronto, BN manager.

ASS'D SCREEN NEWS STAGES TELE-SCREEN W'SHOP

Specialists from both Canada and the United States will be in Montreal on December 6, 7 and 8 to present a well rounded program at Canada's first Motion Picture and Television Workshop.

The sessions will be held at the studios of Associated Screen News and, according to Jack J. Chisholm, sales manager, who will be chairman, shirt sleeve sessions will help bring a better understanding of creative problems to those who propose and use motion pictures of all types, particularly films for television.

Gordon Keeble of S. W. Caldwell Ltd, Toronto, will demonstrate the use of the Teleprompter. B. F. Parry, chief sound engineer from Western Electric, New York City, will discuss recording techniques, with emphasis on magnetic sound recording. Don Spring of Canadian Kodak Sales will be on hand to describe new types of films for motion picture and television use. Charles W. Seager, eastern regional sales manager for Anasco in New York City, will present information on films for color television.

Specialists in the field will form a panel to lead a discussion of how to cost a motion picture or television commercial; another panel will seek to increase understanding in industry-trade press understanding and liaison; legal aspects of motion picture and television production will be highlighted in discussions on copyright laws, music clearances, players' releases and production agreements with sample forms for the purpose being provided in the kit supplied to all guests who attend the Workshop.

This concentrated seminar in motion picture production, featuring films for television, is being staged by Associated Screen Studios as a service to the industry, to help bring about a better understanding of film techniques among those who produce and use motion pictures for industrial information or television entertainment, according to Chisholm.

He stressed that the Workshop will not be a convention, but rather a concentrated effort on the part of producers to disseminate information on new techniques and methods to improve film production. A handbook of information will be presented to each guest.

Simple, but very
Sincere ...

SEASON'S GREETINGS

The Management and Staff
Broadcasting Station **CKCK**

Climb in and GO places!

CFCN SELLING WAGON

Out for sales in Alberta? Then climb aboard CFCN's low fare selling wagon. No need to add to your selling costs by changing vehicles every few miles. CFCN covers the Calgary and adjacent markets and talks to more people every day than any other single media in Alberta.

Cash Registers
SURVEYS PROVE CFCN
IS THE BEST RADIO BUY IN ALBERTA

ASK RADIO REPS FOR DETAILS

MERRY CHRISTMAS
AND
HAPPY NEW YEAR

FROM
PETERBOROUGH'S

C H E X

KAWARTHA BROADCASTING CO.



EVEN if my bow tie hadn't gone kaput, I don't think I'd have enjoyed the ACRTA dinner any more than I did. But it did — the tie I mean — and it really was a bit of a handicap having to eat and applaud with one hand, while trying to look as though clutching my Adam's Apple was the most normal thing in the world. Anyone know where I can get a size 18?

I'm not too keen on the union movement, but it was a swell dinner and show. And the awards presentations were carried off well. The winners, selected by and from the 2,200 members of the seven talent unions embraced by the Canadian

Council of Authors and Artists were: The Maurice M. Rosenfeld Memorial Award, presented by the Canadians, Wayne & Shuster, for the smartest newcomer in radio, went to the 17-year-old actress, Toby Tarnow, who broke into stardom as Anne in CBC's *Anne of Green Gables* and is following this success with the same role in *Anne of Avonlea*, now on Trans-Canada.

The S. W. Caldwell Award for an artist conducting him or herself with distinction in the field of television, went to the oft seen and heard English actor who came to Canada two years ago, Barry Morse. Announcement of the winner of

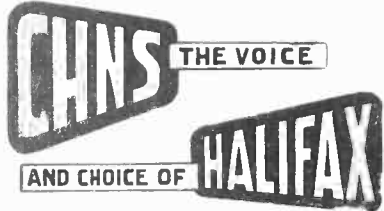
the Benrus Citation for service to artists was met with loud acclaim when it was given to CBC producer and writer and one time network manager, Harry S. Boyle.

Actor Barry Morse was a repeater when he accepted from president Neil LeRoy the gold award of the CCAA. The same organization's silver award went to the French portrayer of Tit Coq, Gratiem Gelinat, or, as he is known to his Quebec fans, Fridolin.

Two CBC producers tied up for the bronze medal. These were Andrew Allan who is also the corporation's national supervisor of drama, and Esse W. Ljungh, Swedish-born producer who started in the booth at CBC, Winnipeg.

There were really two chairmen for this function. First, Bernard Cowan, president of the Association of Canadian Radio and Television Artists presided over the dinner, introducing as guest speaker his opposite number in Montreal, Louis Belanger, president of L'Union des Artistes Lyriques et Dramatiques de Montreal. For the awards, most of which were actually presented by last year's winners, in the respective classes, the chair was occupied by Neil LeRoy, CCAA president.

Following the dinner and presentations there was a ball and floor show, with music under the guidance of Lou Snider. CKFH broadcast the floor show, and CBC aired the awards on Trans-Canada.



In Canada contact the All-Canada Man and Weed & Co. in the U.S.A.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, P.Q.

Here's an interesting fact about the Eastern Townships of Quebec — served by Radio Stations CHLT and CKTS. In the past 2 years the total number of motor vehicles in use has increased by 22.7%. This is due, in part, to increased mining activities; but mainly to individual prosperity. National advertisers can tell their sales story best in the rich Eastern Townships Market on CHLT and CKTS.

Representatives:
CANADA — JOS. A. HARDY & CO. LTD.,
 Montreal and Toronto
U.S.A. — ADAM J. YOUNG JR., INC.

MAILBAG

In the "Dear Editor" department is this letter from an agency man: "Dear Dick: If it wasn't for CBC Television, what would we get be-

Now { Radio-TV Panel of CANADA presents the **FIRST** comprehensive continuing **COMBINATION RADIO-TV REPORTS** On Canada's Big Three Markets



PAUL HAYNES
 President
 Pioneer Market Researcher

- Check These Exclusive Features of the Radio-TV Panel**
- Combined radio and television listening and viewing for the full coverage areas showing TV's impact on radio in leading markets.
 - Ratings which can be projected to total population to reveal total audiences.
 - Daytime, late evening, Sunday — "round-the-clock" data for both TV and Radio.
 - Audience flow to and from programs . . . unduplicated audiences of two or more programs . . . audience characteristics . . . and many more extras.

FREE REPORT

You are invited to write for a complimentary copy of the first monthly Radio-TV report on the **GREATER VANCOUVER MARKET**.

Write: **Dept. B,**
Radio-TV Dept.,
International Surveys Ltd.,
 888 Dupont St.,
 Toronto 4, Ont.



PETER R. CULOS
 Vice-President
 Radio-TV Director

INTERNATIONAL SURVEYS LIMITED
 PRODUCERS OF THE RADIO-TV PANEL OF CANADA

sides American spectaculars? (signed) John Whitehead". To which I should like to reply: "Dear John: If it wasn't for American spectaculars, what would we get besides CBC Television? (Signed) Dick Lewis."

In the same mail came a parcel from Regina, which turned out to be a bottle which looked like Crème de Menthe but was labeled "Channel 2 — Regina". We mixed some up with a little soda water, but found it tasted like dish-water. You should try some, some time. Then we remembered that this is CKCK's TV channel, and decided that as a promotion gag it was good, if you like promotion gags that is.

That's all the mail except for another parcel which was delivered by hand anyhow. It contained a cake — an iced one with eight candles, to celebrate the fact that CKVL, Verdun was celebrating its eighth birthday. We gather around The Desk and washed it down with our afternoon coffee. Old man Harkley commented on the subtle soupçon of something or other you always get in French Canadian baking. Everyone agreed, so I managed to slide an old inkwell over the label which said — "Hunt's — Toronto".



A surprise presentation to Vice-President, W. T. "Bill" Cranston, by the staff of CKOC, Hamilton commemorated Bill's twenty years with the Taylor-Pearson-Carson organization, and his twenty-five years in radio. After the presentation, Bill was toasted in champagne and received the congratulations of staff members with a handsome "executive brief case".

The presentation came as a complete surprise to Bill, as he had no idea that the staff were generally aware of his approaching silver anniversary in radio.

(Continued on page 14)

HERE'S PROOF!

14 SPOTS...

aired over Red Deer's CKRD proved CKRD's pulling power by drawing...

1500 PEOPLE...

to a recent Car-Auction in a central Alberta town. More than effective? Listen to this...

45 UNITS...

were sold in one day! Just another example of CKRD's potent selling Power!

CKRD, Red Deer, is the only daily advertising medium exclusively serving the rich Central Alberta market!

CKRD

850 Kcs. 1,000 Watts

See Radio Reps.

MERRY CHRISTMAS from

EARTHA KITT,
SUNNY GALE, FRANK SINATRA,
GISELE MacKENZIE and . . .



70 other stars
to the listeners of
Canada's Clubtime Stations

The stars are on the right track (voice track, that is!). CLUBTIME stations and Clubtime listeners now enjoy one more exclusive feature — Holiday Voice Tracks to fit in with special seasonal programming. (Clubtime Stations, please note: if you have not yet received your set of holiday voice tracks, wire us at once.)

This is the unique kind of programming aid stations get with radio's first syndicated block show — the voice-track show that lets the local stations own disk jockey talk with all the big stars on record.

For the exclusive CLUBTIME franchise in your market WRITE or WIRE TODAY! We'll send you the special presentation tape and complete details.

S.W. Caldwell LTD.

447 JARVIS STREET — WA. 2-2103
(across from CBC-TV)

MERRY CHRISTMAS

FROM ALL AT

CFJR

BROCKVILLE - ONT.

RADIO DIRECTOR

Thoroughly experienced radio man required to head radio division of established agency in Toronto. Must have fair knowledge of Canadian markets and stations, also some sales and copy writing experience. Excellent salary and profit sharing arrangement. All replies treated in strictest confidence and interviews arranged at our expense. Give full details of experience, references, marital status, present earnings, etc.

WRITE BOX A 221
Canadian Broadcaster and Telescreen
54 Wellington Street W.
Toronto

Time to wish you

A MERRY CHRISTMAS

AND

HAPPY NEW YEAR

FROM

CKWS—KINGSTON

FRONTENAC BROADCASTING CO.

TIME OUT FOR A WORD

from

SANTA

"Happy Christmas"

Jack Dennett



Merry Christmas!

Santa came early this year . . . September 21st to be exact, when Davie and his band of little helpers wrapped up a 10 KW Christmas Present for the Voice of the Sunny South. We'll have it on the air soon.



AN ALL-CANADA STATION

Over The Desk

(Continued from page 13)

LET DODIE DO IT

Here are a couple of items for the *Gifts-We-Could-Scarcely-Do-Without Department*. I found them both nestling snugly in the "Shopping Mart" of the Magazine Section of a recent *NEW YORK TIMES*.

Item No. 1 shows a cut of a girl with her dress open at the back. It says: "don't struggle with your zipper. Live alone and lock it with Magic Dodie Pullup, a device of polished brass — 18" long with a handle that enables a person to zip the back of her dress, evening gown and bathing suit without the aid of someone else. Let Dodie do it for you and your friends. Makes a wonderful Xmas gift—\$1.00. Jewelled one, \$3.50 and P. P.—Dodie, 3653 Shannon Road, Los Angeles 27, California.

Item No. 2 is a novel little number called a "Jonny Planter for Your Bathroom". Here is the story: "New idea! Self-watering decorative planter for the top of toilet fixture. White molded lid with deep planting area made to fit any standard toilet fixture, replacing the porcelain lid. Special absorbent wick hangs in water of tank, and across bottom of planter to constantly and automatically water plants. Complete with adapter to fit any tank. A really new idea in modern decorating. \$4.95 ppd. No COD's. Carol Beatty, Deut. WZ 112, 7410 Santa Monica Bl., Los Angeles 46, California. Free Gift Catalog."

• • •

SIGHT AND SOUND

Members of Parliament may become television stars if recent CBC closed circuit "dry runs" prove acceptable. The results of these tests will determine whether the network will carry a TV version of its radio series *The Nation's Business*.

The dry runs of each speaker will be viewed by members of his party, as it appears likely that the M.P.'s with the most pleasing television personalities will appear. Members of Parliament it seems, are wary of taking part until they know how they will look on a TV screen.

• • •

JOINS RADIO REPS

A new adjunct to the sales department of Radio Representatives Ltd. is Arn Stinson, who started working out of the Toronto office last month. Arn has been in most phases of the business—program director (CHOK), production, announcing and promotion (CKLW). He also worked as salesman at Sarnia.

• • •

STORK MARKET

News announcer Jack Dennett has been making a bit of news himself — with the assistance of his wife that is. November 15th was the date and the event — the arrival of their fourth child (their third daughter). A red head, just like her mother, the new arrival tipped the scales at a cool ten pounds. Everyone concerned seems to be doing exceptionally well.

• • •

And that cleans off *The Desk* . . . wait a moment, there was something else! What was it? Ch, I remember. Happy Christmas! B - - - m - i - y - - h - - - a - - - - - .

Now!

Full Power

at

900

CHNO

SUDBURY

A TREMENDOUS

INCREASE

IN

COVERAGE

AND

NO INCREASE

IN RATES

•

YOUR BEST RADIO

BUY

•

Rep:

OMER RENAUD & CO.



TOPICANA

Santa Claus is the only guy who can go around with a bag all night and not get himself talked about.

• • •

CLOSE ASSOCIATION

The feeling is mucilage. Let's stick together.

A.N.S.

• • •

FINANCIAL STATEMENT

A final word on money matters —money matters.

• • •

ENGLISH LESSON

As President Eisenhower explained to Field Marshal Montgomery, the pronunciation of the word *schedule* depends on what *shool* you went to.

• • •

DEMOCRACY OR BUST

All factions of business are outraged at the government's policy of getting itself monopolies — except of course those businesses upon whom the government has bestowed cosy little monopolies of their own.

• • •

STERN FACTS DEPT.

Flattery is like perfume something to smell but not to swallow.

• • •

TWISTED ADAGE

This is the season when grown ups should be seen and not heard.

• • •

RAISING YOUR BHM

To be effective, a good radio program should reach its women listeners as they recline on their loving room chesterfields

• • •

VERY SINCERELY

The merry day will soon befall! Come laugh and love and sing! And load the board and deck the hall If you like that sort of thing.

YOU CAN'T COVER CANADA'S THIRD MARKET WITHOUT THE 2-STATION MARKET ON THE WEST COAST!

CHUB

Nanaimo, B.C.

CHUB blankets Vancouver Island from Duncan to Campbell River and gives you excellent ALL-DAY RATINGS in the VANCOUVER AREA!

CJAV

Port Alberni, B.C.

CJAV has almost EXCLUSIVE LISTENING in the Alberni Valley and covers the rich MAINLAND area of Powell River

10% Discount for Joint Campaigns!

TALK IT OVER WITH:
Stephens & Towndrow, Toronto & Mont.
Donald Cooke Inc., United States
John N. Hunt & Assoc., Vancouver, B.C.

GIVE BOOKS

Book Dept.
Canadian
Broadcaster & Telescreen
54 Wellington St. W., Toronto

Something missing...

like selling Quebec market without

CKCV
1000 WATTS 1280 K.C.

Representatives
TORONTO MONTREAL
OMER RENAUD & Co
IN U.S.A. WEED & CO.

Alive to Public Interest...

Canada's private stations broadcast comprehensive, up-to-the-minute news to the nation. Broadcast News teletypes chatter day and night in 110 private radio stations and five private television stations with news for broadcast from home and around the world.

Responsibility...

The industry guides Broadcast News policy and progress, decided by station managers and editors at regular, regional meetings. Broadcasters on the BN Board are:

- Paul Lepage . . . CKCV Quebec;
- H. G. Love . . . CFCN Calgary;
- Don Jamieson . . CJON St. John's, Nfld.;
- K. D. Soble . . . CHML and CHCH-TV, Hamilton.

Authoritative Sources...

Broadcast News combines the national and international services of The Canadian Press, The Associated Press and Reuters with BN's special radio coverage of the Canadian scene.

BROADCAST NEWS

Head Office - Toronto

BUREAUS & STAFF CORRESPONDENTS: St. John's; Halifax; Saint John; Quebec City; Montreal; Ottawa; Toronto; London; Windsor; Winnipeg; Regina; Edmonton; Vancouver; Victoria; New York; London, Eng.

What the CAPAC license Means to You!

A SINGLE CAPAC license gives broadcasters the right to use practically all of the world's best loved music of the twentieth century.

Almost two hundred composers, authors and publishers residing in Canada make their music available to broadcasters through CAPAC. Membership in CAPAC entitles Canadians to secure payment for the use of their music not only in Canada but in practically every country in the free world.

Much of the music being broadcast in Canada has its origin in United States. This is particularly true in the case of dance tunes and ballads, and surveys show that composers and authors represented by CAPAC wrote 9 out of 10 of the top tunes of the past 10 years.

Broadcasters also enjoy, through the CAPAC license, the privilege of broadcasting the inspired music from the numerous operettas and musical plays written by world-renowned composers.

British and French music comprise an important part of the daily broadcasting schedule of every radio station. Through its affiliation with the Performing Right Society of Great Britain and the Societe des Auteurs, Compositeurs et Editeurs de Musique of France, CAPAC is able to license broadcasters to perform the distinguished music of Britain and France.

Altogether, CAPAC, through its affiliation with composers' organizations in more than thirty countries, represents approximately 100,000 composers, authors and publishers of practically all nationalities. This vast reservoir of music, which is made available to broadcasters under a single CAPAC license, includes most of the music broadcast in Canada.

CAPAC is a central bureau established for the convenience of broadcasters and other music users, as well as music writers and their publishers. If no such central bureau existed, it would be necessary for each broadcaster to negotiate separately for licenses with the individual copyright owners wherever they may reside. All the license fees paid by broadcasters, after deducting the cost of administration, are distributed to composers, authors and publishers in proportion to the extent their music is broadcast.

COMPOSERS, AUTHORS and PUBLISHERS ASSOCIATION

OF CANADA LIMITED

182 ST. GEORGE STREET

TORONTO 5

NETWORK RADIO STATIONS

Trans-Canada Network

Atlantic Region (Basic)

CBI Sydney
CBH Halifax
CFNB Fredericton
CBA Sackville
CHSJ Saint John

Atlantic Region (Supplementary)

CBN St. John's
CBY Cornerbrook
CBG Gander
CBT Grand Falls
CKBW Bridgewater
CKMR Newcastle

Mid-Eastern Region (Basic)

CBM Montreal
CBO Ottawa
CKWS Kingston
CBL Toronto
CBE Windsor
CKSO Sudbury
CFCH North Bay
CJKL Kirkland Lake
CKGB Timmins
CJIC Sault Ste. Marie
CKPR Fort William

Mid-Eastern Region (Supplementary)

CHOK Sarnia
CJQC Quebec
CKOC Hamilton
CHLO St. Thomas

Prairie Region (Basic)

CBW Winnipeg
CBK Watrous
CBX Edmonton
CJOC Lethbridge

Prairie Region (Supplementary)

CKCK Regina
CFAR Flin Flon
CFGP Grand Prairie
CJCA Edmonton
CFAC Calgary
CJDC Dawson Creek

Pacific Region (Basic)

CFJC Kamloops
CKOV Kelowna
CJAT Trail
CBU Vancouver
CFPR Prince Rupert

Pacific Region (Supp.)

CKLN Nelson
CKPG Prince George

Dominion Network

Atlantic Region (Basic)

CJCB Sydney
CJFX Antigonish
CFCY Charlottetown
CHNS Halifax
CKCW Moncton
CKNB Campbellton
CJLS Yarmouth
CFBC Saint John

Mid-Eastern Region (Basic)

CKTS Sherbrooke
CFCF Montreal
CKOY Ottawa
CHOV Pembroke
CFJR Brockville
CJBC Toronto
CHEX Peterborough
CFPL London
CFCO Chatham
CFPA Port Arthur

Mid-Eastern Region (Supplementary)

CKCV Quebec
CKTB St. Catharines
CHML Hamilton
CKPC Brantford
CKCR Kitchener
CKNX Wingham
CJCS Stratford
CFOS Owen Sound
CKSF Cornwall
CJBQ Belleville
CFOR Orillia
CKFI Fort Frances
CKLC Kingston

CHNO
CKLW

Sudbury
Windsor

Prairie Region (Basic)

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

Prairie Region

(Supplementary)

CHAT Medicine Hat
CKRD Red Deer

Pacific Region (Basic)

CHWK Chilliwack
CJOR Vancouver
CJVI Victoria

Pacific Region

(Supplementary)

CJIB Vernon
CKOK Penticton

French Network

(Basic)

CBF Montreal
CBV Quebec
CBIJ Chicoutimi
CBAF Moncton
CHNC New Carlisle

(Supplementary)

CKCH Hull
CHGB Ste. Anne de la
Pocatiere
CJBR Rimouski
*CKRN Rouyn
*CKVD Val d'Or
*CHAD Amos
*CKLS Lasarre
CKLD Thetford Mines
CHLT Sherbrooke
CJEM Edmundston
CJFP Riviere du Loup
CKVM Ville Marie
CKBL Matane
CHNO Sudbury
CFCL Timmins
CKSB St. Boniface
CHFA Edmonton

Subsidiary Networks

French Radio Associates

(Basic)

CKVL Verdun
CKCV Quebec
CHLN Trois Rivieres
CHLT Sherbrooke
CJSO Sorel
CHEF Granby

(Supplementary)

CHGB Ste Anne
de la Pocatiere
CJFP Riviere du Loup
CKBL Matane
CHRL Roberval
CKLD Thetford Mines
CFDA Victoriaville

Trans-Quebec Radio Groupe (Basic)

CKAC Montreal
CHRC Quebec
CKRS Jonquiere-
Kenogami

(Affiliated)

CHNC New Carlisle
CKVM Ville Marie
CKLD Thetford Mines
CKBL Matane

*These four stations sold as a group.

STATION and PERSONNEL REGISTER (Radio)

KEY

- | | | |
|------------------------|------------------------|----------------------|
| 1. Owner | 8. News Director | 15. Chief Operator |
| 2. Manager | 9. Sports Director | 16. Toronto Reprs. |
| 3. Assistant Manager | 10. Womens' Director | 17. Montreal Reprs. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reprs. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reprs. |
| 6. Program Director | 13. Librarian | 20. U.S. Reprs. |
| 7. Music Director | 14. Chief Engineer | |

British Columbia

CHWK, CHILLIWACK: 1,000 watts on 1,270 kcs. Dom. Basic. (1) Jack Pilling and Casey Wells — (2) Jack Pilling — (4) Bill Teetzel — (5) Murdo MacLachlan — (8) James McDonald — (9) Alex Moir — (10 & 12) Mrs. Marg Cormack — (14) Jack Pilling — (16 to 19) All-Canada — (20) Weed & Co.

CJDC, DAWSON CREEK: 1,000 watts on 1,350 kcs. T-Can. Supp. (1) W. P. Michaud — (2) Paul Guy — (5) Michael Laverne — (8) Roy Darling — (9) Chuck Mudrak — (10) Betty Craig — (11) Mrs. Hazel Velandar — (12) Mrs. Ethel Emes — (13) Leroy Tansem — (14) Don Everton — (16 to 19) Radio Reprs — (20) Don Cooke Inc.

CFJC, KAMLOOPS: 1,000 watts on 910 kcs. T-Can. Basic. (1) Kamloops Sentinel Ltd. — (2) Ian G. Clark — (4) Bob Innes — (5 & 6) Walter Harwood — (7) Jean Ross — (8) Gordon Rve — (9) Emmett Cronin — (10) Pat Marini — (11) Walter Harwood — (12) June Pilkington — (13) Gordon Rye — (14) Fred Webber — (15) John Skelly — (16 to 19) All-Canada — (20) Weed & Co.

CKOV, KELOWNA: 1,000 watts on 630 kcs. T-Can. Basic. (1) Okanagan Broadcasters Ltd. — (2) Jim Browne Jr. — (3) Dennis Reid — (6) Mrs. Freda Woodhouse — (8) Robert J. Hall — (9) James H. Panton — (10) Marion Gass — (11) Hugh Caley — (12) Mrs. Freda Woodhouse — (13) J. Patrick Moss — (14) J. Fred Weber — (15) Arthur Vipond — (16 to 19) All-Canada — (20) Weed & Co.

CHUB, NANAIMO: 1,000 watts on 1,570 kcs. (1) Vancouver Sun — (2) C. J. "Chuck" Rudd — (3 & 4) Mrs. Sheila Hassell — (5) Vic Fergie — (6) C. J. "Chuck" Rudd — (7) Al Erskine — (8) Vic Fergie — (9) Larry Thomas — (10 to 12) Mrs. Sheila Hassell — (13) Larry Thomas — (14) Ross MacIntyre — (16 & 17) Stephens & Towndrow — (19) John N. Hunt — (20) Don Cooke Inc.

CKLN, NELSON: 250 watts on 1,240 kcs. T-Can. Supp. (1) News Publishing Co. — (2 & 14) Alan Ramsden — (16 to 19) H. N. Stovin — (20) Adam Young.

CKNW, NEW WESTMINSTER: 5,000 watts on 1,320 kcs. (1) Wm. Rea — (2) Bill Hughes — (3) Hugh Wallace — (4) Bill Hughes — (5) Hal Davis — (7) Jim Morris — (8 & 9) Jim Cox — (12) Stan Buchanan — (13) Jim Morris — (14) Clare Purvis — (16 to 19) National Broadcast Sales — (20) Forjoe & Co. Inc.

CKOK, PENTICTON: 1,000 watts on 800 kcs. Dom. Supp. (1) CKOK Ltd. — (2) Maurice Finnerty — (3) Roy Chapman — (4 & 5) Warren Johnstone — (6 & 7) Russ Richardson — (8 & 9) Dave Roegele — (10) Pat Hanlon — (11 &

12) Ed Britton — (14) George Cameron — (16 & 17) Paul Mulvihill — (19) John N. Hunt — (20) Don Cooke Inc.

CJAV, PORT ALBERNI: 250 watts on 1,240 kcs. (1) CJAV Ltd. — (2) Ken Hutcheson — (4) Geoffrey Holmes — (5) Tom Rannie — (8 & 9) J. Robson — (12) J. Hallersen — (14) Ross McIntyre — (16 & 17) Stevens & Towndrow — (19) John N. Hunt — (20) Don Cooke Inc.

CKPG, PRINCE GEORGE: 250 watts on 550 kcs. T-Can. Supp. (1) CKPG Ltd. — (2) Cecil Elphicke — (4) Jack Carbutt — (5 & 6) Don Eccleston — (8 & 9) Charles Cawdell — (10) Mrs. Marion McDonnell — (12) Jeff Bridges — (13) Ken Ludwig — (14) George Parkin — (16 to 19) All-Canada — (20) Weed & Co.

CFPR, PRINCE RUPERT: 250 watts on 1,240 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation. Represented in Canada by H. N. Stovin.

CJAT, TRAIL: 1,000 watts on 610 kcs. T-Can. Basic. (1) Kootenay Broadcasting Co. — (2) John W. Loader — (4) Lorne V. McLeod — (5) Joseph P. Kobluk — (8) William J. McLoughlin — (12) Mrs. Vivvian Swanson — (13) Lina Fabris — (14) John D. Hepburn — (16 to 19) All-Canada — (20) Weed & Co.

CBU, VANCOUVER: 10,000 watts on 690 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CJOR, VANCOUVER: 5,000 watts on 600 kcs. Dom. Basic. (1 & 2) G. C. Chandler — (4) Don Laws — (5) Vic Waters — (6) Don Laws — (7) Vic Waters — (8 & 9) Jack Webster — (9a) Dorwin Baird — (10) Jaddie Watkins — (12) Wally Knox — (13) Marlon Sinclair — (14) Art Chandler — (15) Vic Waters — (16 to 19) H. N. Stovin — (20) Canadian Station Representatives Inc.

CKMO, VANCOUVER: 1,000 watts on 1,410 kcs. (1) B. C. Broadcasting System Ltd, Mrs. A. E. Sprott, President and Managing Director — (2) Mrs. K. M. Willis — (3) John D. Kemp — (5) S. Lettner — (8) William Pike — (9) Myron Balagno — (13) Mrs. M. Urquhart — (14) David Rogers — (16 & 17) Omer Renaud — (18) A. J. Messner — (20) Don Cooke Inc.

CKLG, NORTH VANCOUVER: 1,000 watts on 1,070 kcs. (1) Gibson Bros. Ltd — (2) R. T. Bowman — (4) John N. Hunt — (5) Jim Thom — (6) Rudy Hartman — (8) John Sharpe — (9) Al Pollard — (10) Mrs. M. Davis — (11) R. T. Bowman — (13) Gaye Shanahan — (14) E. G. T. Payne — (15) Graham Oliver — (16 to 18) Radio Reprs. — (19) John N. Hunt — (20) Don Cooke Inc.

CKWX, VANCOUVER: 5,000 watts on 980 kcs. — Mutual — Don Lee — (1) Western Broadcasting Co.

Ltd. — (2) F. H. "Tiny" Elphicke — (3) Sam. G. Ross — (4) John L. Sayers — (5) Laurie Irving — (6) John E. Ansell — (7) Fred Bass — (8) Bert Cannings — (9) Bill Stephenson — (10) Mrs. Nina Anthony — (11) Norman Griffin — (12) MacIntosh MacDonald — (13) Fred Bass — (14) Charles Smith — (15) Stan Davis — (16 to 19) All-Canada — (20) Weed & Co.

CJIB, VERNON: 1,000 watts on 940 kcs. Dom. Supp. (1) Interior Broadcasters Ltd. — (2) A. G. "Gill" Seabrook — (3) Harry Gorman — (5 & 6) Don Warner — (8) Mabel Johnson — (9) Don Warner — (10) Mrs. Nyra Groves — (12) Martha Isobe — (13) Margaret Manvell — (14) Loren Merriam — (16 to 19) Radio Reprs — (20) Don Cooke Inc.

CJVI, VICTORIA: 5,000 watts on 900 kcs. Dom. Basic. (1) Island Broadcasting Co. Ltd. — (2) William Guild — (4) Lee Hallberg — (5) Verne Groves — (7) Fred Usher — (8) Earl McLeod — (9) Ted Reynolds — (10) Shirley Shea — (12) Hugh Curtis — (13) James Eddy — (14) Joseph Sommers — (15) Cy Beard — (16 to 19) All-Canada — (20) Weed & Co.

CKDA, VICTORIA: 5,000 watts on 1,340 kcs. (1 & 2) David M. Armstrong — (3 & 4) Gordon M. Reid — (5 & 6) David G. Hill — (7) Ernie Pearce — (8) Andy Stephen — (9) Keith MacKenzie — (10) Kaye Grieve — (12) Phil Baldwin — (13) Ernie Pearce — (14) Norman E. Bergquist — (16 & 17) National Broadcast Sales Ltd. — (18) A. J. Messner — (19) John N. Hunt — (20) Forjoe & Co. Inc.

A Growing Market

Prince George's Post Office is now rated the ninth largest in the Province of B.C.

and to all

A MERRY CHRISTMAS

from

CKPG

PRINCE GEORGE, B.C.

550 kcs 250 watts

All-Canada in Canada
Weed and Co. in U.S.A.

A RIGHT MERRY CHRISTMAS

AND

A HAPPY NEW YEAR

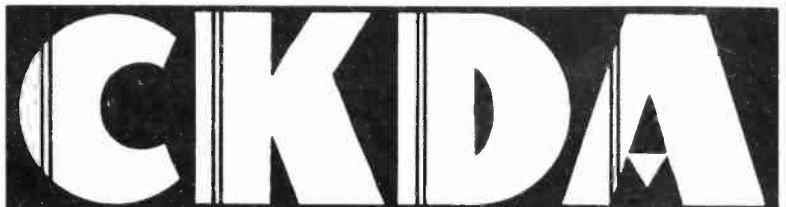
TO YOU ALL

Ernie, Bill, Tom, Marilyn, Diane, Jean.

STEPHENS & TOWNDROW LTD.

TORONTO and MONTREAL

In Victoria



Most Listened to

(Elliott-Haynes)

KEY

- | | | |
|------------------------|------------------------|---------------------|
| 1. Owner | 8. News Director | 15. Chief Operator |
| 2. Manager | 9. Sports Director | 16. Toronto Reps. |
| 3. Assistant Manager | 10. Women's Director | 17. Montreal Reps. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reps. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reps. |
| 6. Program Director | 13. Librarian | 20. U.S. Reps. |
| 7. Music Director | 14. Chief Engineer | |

Alberta

CFAC, CALGARY: 5,000 watts on 960 kcs. T-Can. Supp. (1) Calgary Broadcasting Co. — (2) Bert Cairns — (4) Don Hartford — (5) George Brown — (8) Larry Heywood — (9) Joe Marks — (10) Brenda Cordwell — (11) Ron McCullough — (12) Dick Tregillus — (13) A. Johnson — (14) Earle Connor — (15) Stan Gilbert — (16 to 19) All-Canada — (20) Weed & Co.

CFCN, CALGARY: 10,000 watts on 1060 kcs. Dom. Basic. (1) The Voice of the Prairies Ltd. — (2) H. G. Love — (3 & 4) Lew Roskin — (5 & 6) G. L. Carter — (8) W. N. Love — (9) Hy Viney — (10) Dora Dibney — (11) Ross Henry — (12) James A. Love — (13) Dona Peacock — (14) R. W. Lamb — (15) Frank Irving — (16 to 19) Radio Reps. — (20) Adam Young.

CKXL, CALGARY: 1,000 watts on 1140 kcs. (1) CKXL Ltd. — (2) A. R. MacKenzie — (4) Bruce Alloway — (5 & 8) Peter Edwards — (9) Joe Carbury — (13) Dave Robertson — (14) Gordon Morrison — (16 to 19) H. N. Stovin — (20) Forjoe & Co. Inc.

CFCW, CAMROSE: 250 watts on 1,230 kcs. (1) Camrose Broadcasting Co. Ltd. — (2) Tom Shandro — (4) Hal Yerxa — (5 to 7) Allan Brooks — (10) Julie Tombs — (11) Richard Clements — (12) Tom Shandro — (13) Keith Vettergreen — (14 & 15) Kenneth Anholt.

CBX, EDMONTON: 50,000 watts on 1010 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CFRN, EDMONTON: 5,000 watts on 1260 kcs. Dom. Basic. (1 & 2) G. R. A. "Dick" Rice — (3 & 4) A. J. "Red" Hopps — (5) George Duffield — (6) Jim Findlay — (7) Eric Candy — (8) Laurie Graham — (9) Al Shaver — (10) Eve Henderson — (12) Isobel McDonald — (13) Millie Brown — (14) Frank Makepeace — (15) Dick Bannard — (16 & 17) Radio Reps. (18) A. J. Messner — (19) John N. Hunt — (20) Adam Young.

CHED, EDMONTON: 1,000 watts on 1,080 kcs. (1) CHED Ltd. — (2) Don McKay — (4) Don MacLean — (5 & 6) Jerry Forbes — (8) Alan Slight — (9) J. Bart Gibb — (12) Mrs. C. Noonan — (13) Miss P. Weigle — (14) Clinton A. Nichol — (16 to 19) H. N. Stovin — (20) Forjoe & Co. Inc.

CHFA, EDMONTON: 5,000 watts on 680 kcs. French Net. Supp. (1) Radio Edmonton Ltd. — (2) Leo Remillard — (4) J. Gautron — (6) Leo Remillard — (7) G. Paradis — (8) Tharcis Forestier — (9) Gerarde Lachance — (10) Madeleine Pariseau — (11) Jacques Mayol — (12) Jacques Thibault — (13) G. Paradis — (14) Bob Guy — (15) Laurier Leclair — (16 & 17) Omer Renaud — (19) John N. Hunt — (20) J. H. McGillvra.

CJCA, EDMONTON: 5,000 watts on 930 kcs. T-Can. Supp. (1) Edmonton Broadcasting Co. — (2) Gerry Gaetz — (3) Rolfe Barnes — (4) Cameron Perry — (5) Dalt Elton — (7) Harry Boon — (8) Russ Sheppard — (9) Maurice Carter — (10) Shirley Higginson — (11) Don Clayton — (12) Win Sutton — (14) Frank Hollingworth —

(16 to 19) All-Canada — (20) Weed & Co.

CFGP, GRANDE PRAIRIE: 5,000 watts on 1,050 kcs. T-Can. Supp. (1) Northern Broadcasting Corporation Ltd. — (2) A. J. Balfour — (4) Jack Soar — (5) Gene Ross — (6) Ken Dunstan — (7) Gottfried Sprecher — (8) Gertrude Charters — (10) Mary MacGregor — (11) Ken Dunstan — (12) B. Funsten — (13) Gottfried Sprecher — (14) Jim de Roaldes — (15) Fran Tanner — (16 to 19) All-Canada — (20) Weed & Co.

CJOC, LETHBRIDGE: 5,000 watts on 1220 kcs. T-Can. Basic. (1) H. R. Carson Ltd. — (2) Norman Botterill — (4) Joe Budd — (5) Robert Reagh — (8) Bill Skelton

— (9) Frank Bird — (10) Daphne Manson — (11) Omar Broughton — (12) Bob Ranson — (13) Ron Watmough — (14) Doug Card — (16 to 19) All-Canada — (20) Weed & Co.

CHAT, MEDICINE HAT: 1,000 watts on 1,270 kcs. Dom. Supp. (1) Monarch Broadcasting Ltd. — (2) R. J. Buss — (4) Orv Kope — (5) Ken Lapp — (8) Lorne Thompson — (9) Ed. Ferenz — (10) Barbara Burns — (13) Joan MacLaren — (14) Ian Carson — (15) Hugh Pender — (16 to 19) All-Canada — (20) Weed & Co.

CKYL, PEACE RIVER: 1,000 watts on 630 kcs. (1) Peace River Broadcasting Corp. — (2) W. P. Dunbeck — (4) Robert H. Bruce — (5) John E. Barron — (8) Fred Vickery — (14) Wilf Baker — (16) J. L. Alexander Ltd.

CKRD, RED DEER: 1,000 watts on 850 kcs. Dom. Supp. (1) Central Alberta Broadcasting — (2) Gordon S. Henry — (4) Ken F. Wright — (5) John D. Barton — (8) Jim Younie — (9) Stan Spar-

ing — (10) Lenore Smith — (12) Jim Younie — (14) Kenneth Martin — (16 to 19) Radio Reps. — (20) Adam Young.

AS HOLLY TIME AND
CHEER APPROACHES,
BECKONING THE "FIRST
NOEL",
A DEEP, SINCERE, GOOD
WISH UPON YOU,
FROM THE "NEW" CKYL.

W. P. DUNBECK
General Manager

RADIO STATION CKYL
PEACE RIVER, ALTA.

UNDER
YOUR
TREE
from

CKRC

630 KC - 5000 WATTS
WINNIPEG, MANITOBA



Saskatchewan

CFRG, GRAVELBOURG: 250 watts on 1,230 kcs. French Net Supp. (1) Radio Gravelbourg Ltée. — (2 & 4) Dumont Lepage — (5) Joseph E. DeGagné — (6) Dumont Lepage — (8) Mrs. Josephine Longault — (9) Guy Pariseau — (10) Mrs. Josephine Longault — (11) Guy Pariseau — (12) Dumont Lepage — (13) Madeleine Grenier — (14) Marc Riou — (15) Ernest Pellerin — (16 & 17) Omer Renaud — (18) Roland Couture.

CHAB, MOOSE JAW: 5,000 watts on 800 kcs. Dom. Basic. (1) CHAB Ltd. — (2) J. S. "Sid" Boyling — (3 & 4) N. S. "Nev" Skingle — Jack Johnson, Business Manager — (6) R. D. "Bob" Giles — (7) Jay Leddy — (8) Earl Barnholden — (12) Mrs. Martha Fidler — (14) Merv Pickford — (16 to 19) H. N. Stovin — (20) Weed & Co.

CJNB, NORTH BATTLEFORD: 1,000 watts on 1,460 kcs. (1) Northwest Broadcasting Co. Ltd. — (2 & 3) Harry Dekker — (4) Bob Barr — (5 & 6) George Garrett — (7) Dorothy Vickery — (8) Lee Sage — (9) Eldon Elliott — (10) Mrs. Chris Dekker — (11) Lee Sage — (12) Mrs. Chris Dekker — (13) Dorothy Vickery — (14) Al Ruddell — (15) Don Brown — (16 to 19) H. N. Stovin.

CKBI, PRINCE ALBERT: 5,000 watts on 900 kcs. Dom. Basic. (1) Central Broadcasting Co. Ltd. — (2) Edward A. Rawlinson — (3) Frank F. Rawlinson — (4) Gerald Prest — (5) Jack J. Cannon — (8) Francis Church — (9) Nick Roche — (10) Mrs. Marion Sherman — (11) Murdock MacKav — (12) Jerry Johnson — (14) Tom van Nes — (16 to 19) All-Can. Radio Facilities — (20) Weed & Co.

CKCK, REGINA: 5,000 watts on 620 kcs. T-Can. Supp. (1) Trans Canada Communications Ltd. — (2) H. A. Crittenden — (3) Don R. Dawson — (4) Roy Malone — (5) Jim Gristhenwaite — (8) Jim McLeod — (9) Lloyd Saunders — (10) Rita Spicer — (12) Al Edwardson — (13) Anne Ferguson — (14) E. A. Strong — (15) Harry Kerr — (16 to 19) All-Canada — (20) Weed & Co.

CKRM, REGINA: 5,000 watts on 980 kcs. Dom. Basic. (1) Western Communications Ltd. — (2) Donald J. Oaks — (4) Harry C. Dane — (5) B. Robert Hill — (8) Geoff Nightingale — (9) Johnny Esaw — (10) Dory Peachey — (11) Art Kennard — (12) Bill Smith — (13) Bill Oaks — (14) Bill McDonald — (15) Len Cozine — (16 to 19) Radio Reps. — (20) Adam Young.

CFNS, SASKATOON: 1,000 watts on 1,170 kcs. French Net Supp. (1) Radio Prairies-Nord Ltée. — (2 & 4) Theodore Préfontaine — (5 to 8) Fernand Ippersiel — (9) Jacques Dallaire — (10) Thérèse Masson — (12) Gerry Bezaire — (13) Thérèse Masson — (14 & 15) Jean Lacroix — (16 to 19) Omer Renaud.

CFQC, SASKATOON: 5,000 watts on 600 kcs. Dom. Basic. (1) A. A. Murphy & Sons Ltd. — (2) Vern Dallin — (3) Blair Nelson — (5) Roy Currie — (8) Godfrey Hulson — (9) Ed Whalen — (12) Marg Morrison — (13) Helen Hase — (14) Lyn Hoskins — (15) Carl O'Brian — (16 to 19) Radio Reps. — (20) Adam Young.

CKOM, SASKATOON: 5,000 watts on 1,420 kcs. (1 & 2) R. A. "Bob" Hosie — (3 & 4) Don Tunnicliffe — (5) A. E. Stilling — (6 & 7)

Gordon Walburn — (8) Dave Bradley — (9) A. Henderson — (10) Joan Reycraft — (12) Beth Macdonald — (13) Joy Harding — (14) W. D. Forst — (16 to 19) H. N. Stovin — (20) Weed & Co.

CBK, WATROUS: 50,000 watts on 540 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CJGX, YORKTON: 1,000 watts on 940 kcs. Dom. Basic. (1) Dawson Richardson — (2) Jack M. Shortreed — (4) George G. Gallagher — (5) Jack C. Goodman — (8) Mervin G. Phillips — (10) Jean Arnett — (13) John Willms — (14) Harry McRae — (16, 17 & 19) H. N. Stovin — (18) Inland Broadcasting Service — (20) Adam Young.

Manitoba

CKX, BRANDON: 1,000 watts on 1,150 kcs. Dom. Basic. (1 & 2) John B. Craig — (4) Ernie Holland — (5) Eric Davies — (8) Jim Struthers — (9) Ken Milton — (12) Archie Olson — (13) Vyvian Williams — (14) Humphrey Davies — (15) H. A. Donogh — (16 to 19) Radio Reps. — (20) Adam Young.

CKDM, DAUPHIN: 250 watts on 1,230 kcs. (1) Dauphin Broadcasting Co. — (2) Mrs. M. G. Peebles — (3 & 4) J. Henderson — (5 & 6) T. Benoit — (8) L. Hill — (9) Lee Sage — (10) Mary McGregor — (11) Bob Dale — (12) Mary McGregor — (13) R. Bashford — (14) Dick Hughes — (16 & 17) Radio Reps. — (18) A. J. Messner — (19) John N. Hunt — (20) Adam Young.

CFAR, FLIN FLON: 1,000 watts on 590 kcs. T-Can. Supp. (1) Arctic Radio Corporation — (2) C. H. Witney — (4) T. Ashmore — (6) Ev. Smallwood — (9) Jim Wardle — (10) J. Broster — (13) Val Joyal — (16 to 19) H. N. Stovin — (20) Adam Young.

CKSB, ST. BONIFACE: 1,000 watts on 1,250 kcs. French Net Supp. (1) Radio St. Boniface Ltd. — (2) Roland Couture — (16 & 17) Omer Renaud — (19) John N. Hunt — (20) J. H. McGillvra.

CBW, WINNIPEG: 50,000 watts on 990 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corp.

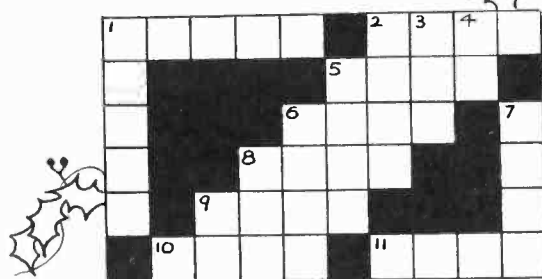
CJCB, WINNIPEG: 250 watts on 1,340 kcs. (1) Blick Broadcasting Ltd. — (2) J. O. Blick — (3) Peggy Sprague — (4) A. J. Messner — (5) George C. Davies — (8) Alan Bready — (9) George McCloy — (12) Jim Gibson — (13) Terry Clark — (14) R. V. Durie — (15) Jack Campbell — (16 to 19) Radio Reps. — (20) Adam Young.

CKRC, WINNIPEG: 5,000 watts on 630 kcs. Dom. Basic. (1) Trans Canada Communications Ltd. — (2) Bill Speers — (4) Bruce Pirie — (5) Jack Hill — (8 & 9) Ev Dutton — (11) Fergus Cook — (12) Mauri Desourdy — (13) Mrs. Wilma Teplitzki — (14) Bert Hooper — (15) Ken Gray — (16 to 19) All-Canada — (20) Weed & Co.

CKY, WINNIPEG: 5,000 watts on 580 kcs. (1 & 2) Lloyd E. Moffat — (3) Wilf E. Collier — (4) Clay F. Hawkins — (5) Jack R. Stewart — (7) Herb Brittain — (9) Jack Wells — (10) Wendy Warren — (12) Harry O. Watts — (13) Josephine Sharman — (14) Andy Malowanchuk — (16 to 19) H. N. Stovin — (20) Don Cooke Inc.

Our Wish to You

1 AND 11 ACROSS



ACROSS

DOWN

- 1. To be happy.
- 2. Prince Albert's favorite radio station.
- 5. It's found in over 50,000 homes daily.
- 6. It serves Sask. Uranium areas.
- 8. It serves the "4-F" Market (Furs, Fishing, Farming and Forests).
- 9. It is represented by All-Canada Radio Facilities.
- 10. It is Northern and Central Saskatchewan's Greatest Booster.
- 11. December 25th.

- 1. Gay or jovial.
- 2. Where a quarter of a million listeners gather daily.
- 3. 5 across no see.
- 4. Other half of 9 down.
- 5. First one in Sask. with 5,000 watts.
- 6. Community Service paramount here.
- 7. Everyone becomes a "Lootenant" this day.
- 8. 9 across with eye out.
- 9. One half of 6 across.

A CHRISTMAS WISH...

FROM:

WESTERN CANADA'S FARM STATION

"May your stocking be filled with everything that is most important to you"



CJGX

YORKTON SASKATCHEWAN

Representatives:

Horace N. Stovin & Co.,
Toronto, Montreal, Vancouver
Inland Broadcasting Service,
Winnipeg
Adam J. Young Jr., Inc. — U.S.A.



P. S. — HAPPY NEW YEAR TOO!

May Your
Christmas
Joys
Be
Quotidian

Ontario

CKBB, BARRIE: 250 watts on 1,230 kcs. (1) Barrie Broadcasting Co. Ltd. — (2) Ralph Snelgrove — (3) H. J. "Bert" Snelgrove — (4) Bob Hunter — (5 & 6) Bob McLean — (8) Bert Snelgrove — (9) Fil Fraser — (10) Mrs. Barbara Wheeler — (11) Bob McLean — (12) Fil Fraser — (13) Mary Ellen Young — (14) Jack Mattenley — (15) Gerry Hancock — (16 to 19) Paul Mulvihill — (20) Adam Young.

CJBQ, BELLEVILLE: 250 watts on 1,230 kcs. Dom. Supp. (1) Quinte Broadcasting Co. Ltd. — (2) Bill Stovin — (3) Frank Murray — (4) Hamie MacDonald — (6) Phil Flagler — (8) Alex MacDonald — (9) Jack Devine — (10) Harriet Stevens — (11) Phil Flagler — (12) Mrs. Muriel Wannamaker — (13) Sylvia Motley — (14) Jack Buchanan — (16 to 19) H. N. Stovin — (20) Adam Young.

CFJB, BRAMPTON: 250 watts on 1090 kcs. (1) CFJB Ltd. — (2) Fenwick Job — (4) Deryk Upton — (6) Stan Larke — (7) Walter Gurd — (8) Tom Willis — (9) Tom Willis — (12) D. Upton — (13) Walter Gurd — (14) E. F. Job — (16 to 19) Radio & TV Sales — (20) Don Cooke Inc.

CKPC, BRANTFORD: 1,000 watts on 1,380 kcs. Dom. Supp. (1) Mrs. F. M. Buchanan — (2) Richard Buchanan — (3) Howard Grey — (4 & 6) Wally Shubat — (7) Frank Holten — (8) Al Chandler — (9) Arnold Anderson — (10) Mrs. Marian George — (11) John Edwards — (12) Wally Shubat — (13) Faith Thorpe — (14) Jim Featherston — (15) Leo Schrader — (16 to 19) J. L. Alexander Ltd.

CFJR, BROCKVILLE: 250 watts on 1,450 kcs. Dom. Basic. (1 & 2) Jack R. Radford — (3) Tom Statham — (4) Jack R. Radford — (5 & 6) Jim Chapman — (7) Ross Dobson — (8) Keith Pelton — (9) Tom Statham — (10) John Vance — (11) Edgar Clow — (12) Jack R. Radford — (13) Jim Chapman — (14 & 15) Sid Penstone — (16 to 19) H. N. Stovin — (20) Adam Young.

CFCO, CHATHAM: 1,000 watts on 630 kcs. Dom. Basic. (1) John Beardall — (2) John Beardall — (4) Peter A. Kirkey — (5) Peter A. Kirkey — (6) Don Hickling — (7) Don Hickling — (8) Eunice Gardiner — (10) Eunice Gardiner — (12) Peter A. Kirkey — (13) Don Hickling — (14) Gordon Brooks.

CKSF, CORNWALL: 250 watts on 1230 kcs. (1) Standard-Freeholder — (2) Fred H. Pemberton — (5) Carl Fisher — (9) Carl Fisher — (12) Alma Larocque — (13) Roly Forget — (14) Mahlon

Clark — (15) Lylal Nixon — (16 to 19) H. N. Stovin — (20) J. H. McGillvra.

CKFI, FORT FRANCIS: 1,000 watts on 800 kcs. Dom. Supp. (1) CKFI Ltd. — (2) Frank Hall — (3) Gordon McBride — (4) Frank Hall — (5 & 6) Gordon McBride — (7) Professor Karl Wolff — (8) Gordon McBride — (9) Richard Whittaker — (10) Margaret McDonald — (11) George Lockhart — (12) Frank Hall — (13) Margaret McDonald — (14) Richard Endseth — (15) Gordon McBride — (16 & 17) Radio Reps. — (18) A. J. Messner — (19) John N. Hunt — (20) Don Cooke Inc.

CKPR, FORT WILLIAM: 1,000 watts on 580 kcs. T-Can. Basic. (1) H. F. Dougall — (4) G. D. Jeffrey — (5 & 8) John P. Friesen — (9) Chuck McManus — (11 & 12) Jack Masters — (13) Miss M. Rattai — (14) W. T. Ross — (15) S. Fernie — (16 & 17) Radio Reps. — (18) H. N. Stovin — (19) All-Canada — (20) Adam Young.

CKGR, GALT: 250 watts on 1,110 kcs. (1) Galt Broadcasting Co. Ltd. — (2) Gerald W. Lee — (4) D. Crossey — (5 & 6) John Meadows — (8) Don Carter — (9) Lloyd Colthorp — (10) Gwynn Mallory — (12) Gerald Lee — (13) Grace Newlands — (14) Gerald Lee — (16 to 19) H. N. Stovin.

CJOY, GUELPH: 250 watts on 1,450 kcs. (1) CJOY Ltd. — (2 & 4) Wally Slatter & Fred Metcalf — (6) Don LeBlanc — (8) Len Evans — (9) Norm Jary — (10) Dorie Mack — (11) Vaughan Douglas — (13) Mrs. Joyce Donnelly — (14) Jack Milligan — (15) Sandy Cameron — (16 to 19) Radio Reps. — (20) Don Cooke Inc.

CHML, HAMILTON: 5,000 watts on 900 kcs. Dom. Supp. (1) Maple Leaf Broadcasting Co. Ltd. — (2) Tom Darling — (4) W. D. Whitaker — (5) Agnes Anderson — (8) Rod Dent — (9) Norm Marshall — (10) Jane Gray — (11) Bill Hall — (12) Staff Habberfield — (13) Eddie Preston — (14) Hugh Potter — (15) Fred Allen — (16) Stephens & Towndrow — (17) National Broadcast Sales — (19) John N. Hunt — (20) Adam Young.

CKOC, HAMILTON: 5,000 watts on 1,150 kcs. T-Can. Supp. (1) Wentworth Radio Broadcasting Co. Ltd. — (2) W. T. "Bill" Cranston — (3 & 4) J. Lyman Potts — (5) Frank D. Fogwell — (6) Harold Gibson — (8) Graham Emslie — (9) Perc Allen — (10) Wendy Williams — (12) Donald H. Watson — (13) Marilyn McCready — (14) Les Horton — (15) Arthur N. Todd — (16 to 19) All-Canada — (20) Weed & Co.



What a Radio Season!

Sure it's busy and it'll get busier. Special holiday shows . . . actualities . . . copy-writing . . . and, of course, as usual we'll be going strong right through the holiday week-end.

We guess that's what makes private radio such a necessary and personal commodity in hundreds of thousands of homes all across Canada.

We're glad to be part of this terrific radio fraternity, and, through good old Canadian Broadcaster & Telescreen, here is our wish to all radio types, especially the ones who are working through the holidays —

THE BEST OF THE SEASON
 TO YOU ALL

FRED METCALF

WALLY SLATTER

CJOY

GUELPH - ONTARIO

Watch For
OFFICIAL ANNOUNCEMENT

CKLB

5000 WATTS

KEY

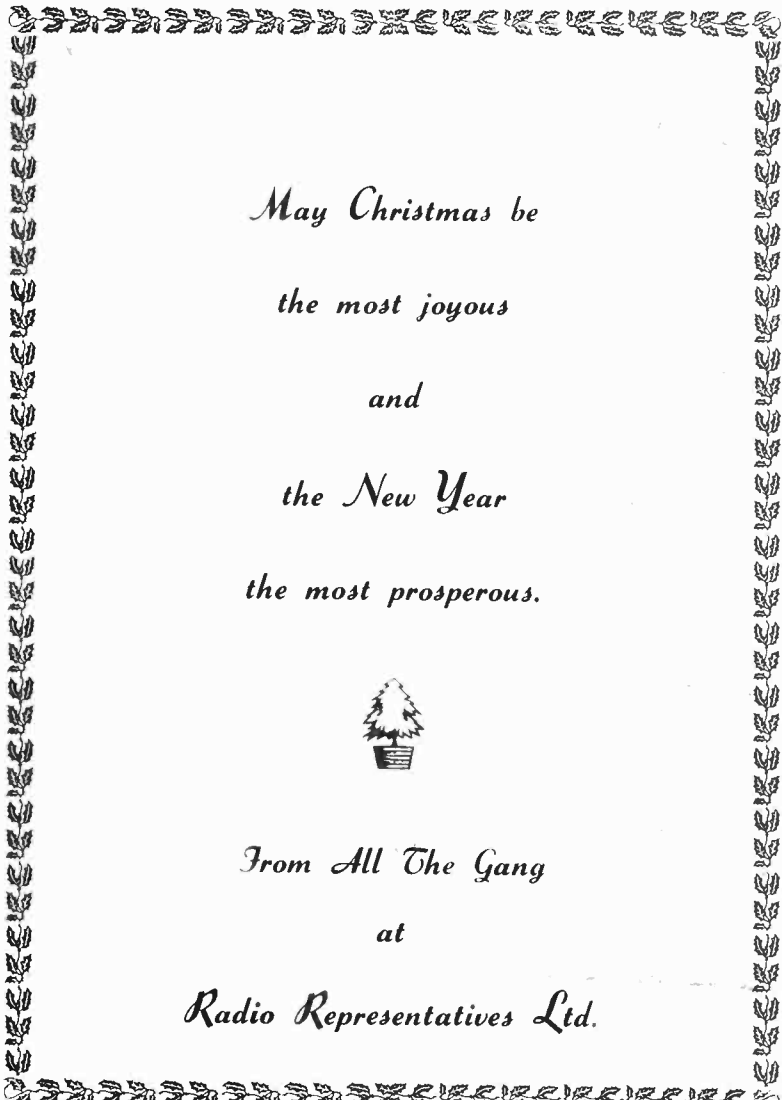
- | | | |
|------------------------|------------------------|---------------------|
| 1. Owner | 8. News Director | 15. Chief Operator |
| 2. Manager | 9. Sports Director | 16. Toronto Reps. |
| 3. Assistant Manager | 10. Womens' Director | 17. Montreal Reps. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reps. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reps. |
| 6. Program Director | 13. Librarian | 20. U.S. Reps. |
| 7. Music Director | 14. Chief Engineer | |

Wishing you
A VERY MERRY CHRISTMAS
and a
HAPPY NEW YEAR



CKGB TIMMINS
CJKL KIRKLAND LAKE
CFGH NORTH BAY

NORTHERN BROADCASTING



*May Christmas be
the most joyous
and
the New Year
the most prosperous.*



*From All The Gang
at*

Radio Representatives Ltd.

CJRL, KENORA: 1,000 watts on 1220 kcs. Dom. Supp. (1) Carl W. Johnson — (2) Jim Thom — (4) Bill Young — (8) George Balcaen — (14) Bill Jones — (16 to 19) H. N. Stovin — (20) Don Cooke Inc.

CKLC, KINGSTON: 1,000 watts on 1,380 kcs. Dom. Supp. (1) St. Lawrence Broadcasting Co. Ltd. — (2) Terry D. French — (4) John F. French — (5 & 6) C. John Bermingham — (8) Alan Saunders — (9) Johnny Kelly — (10) Janet Huxtable — (12) Terry D. French — (13) Carol Cain — (14) Barry Ogden — (15) Kevin Nagle — (16 to 19) H. N. Stovin — (20) Forjoe & Co. Inc.

CKWS, KINGSTON: 5,000 watts on 960 kcs. T-Can. Basic. (1) Frontenac Broadcasting Co. Ltd. — (2) Roy Hofstetter — (3) Doug Scanlan — (4) Weldon Wilson — (6) Bill Luxton — (8) Torben Witttrup — (9) Jim Chorley — (12) Torben Witttrup — (13) Lois Scrutton — (14) Bert Cobb — (15) Dave Travers — (16 to 19) National Broadcast Sales — (20) Weed & Co.

CJKL, KIRKLAND LAKE: 5,000 watts on 560 kcs. T-Can. Basic. (1) Kirkland Lake Broadcasting Ltd. — (2) Gord Burnett — (3 & 4) Jack Weatherwax — (5 & 6) Jesse French — (7) "Mose" Yokum — (8) Bob MacGregor — (9) Ronald Smith — (10) Anita Thompson — (11) Fred Oliver — (12) Bill Binney — (13) "Mose" Yokum — (14) Cy Spence — (15) Frank Oberson — (16 to 19) National Broadcast Sales — (20) Weed & Co.

CKCR, KITCHENER: 250 watts on 1,490 kcs. Dom. Supp. (1) K-W Broadcasting Co. Ltd. — (2) James C. Mitchell — (4) Jack Liddle — (5 & 6) Ken MacKinnon — (8) Paul Freeman — (9) Bill Moyer — (10) Thora Oliver — (12) Reg Sellner — (13) Carol Easton — (14) Ion Hartman — (16 & 17) Omer Renaud — (19) John N. Hunt — (20) Adam Young.

CFPL, LONDON: 5,000 watts on 980 kcs. Dom. Basic. (1) Walter J. Blackburn — (2) Murray T. Brown — (3) Cliff Wingrove — (4) Douglas C. Trowell — (5) John N. Iilman — (8) Hugh Bremner — (9) Ken Ellis — (10) Joan Pritchard — (11) Roy Jewell — (12) Harvey Clark — (13) Peter Somerville — (14) Glenn Robitaille — (15) James Stanley — (16 to 19) All-Canada — (20) Weed & Co.

CHVC, NIAGARA FALLS: 5,000 watts on 1,600 kcs. (1) CHVC Ltd.

— (2) B. Howard Bedford Pres. — (5) A. W. Blakeley — (8) John Anthony — (9) Droomy Hewett — (10) Faye Burton — (11) J. F. Wilson — (12) Jack A. Haney — (13) Nell Janes — (14) L. H. Rooke — (15) Robert Alexander — (16 to 19) J. L. Alexander Ltd. — (20) Don Cooke Inc.

CFCH, NORTH BAY: 1,000 watts on 600 kcs. T-Can. Basic. (1) Northern Broadcasting Ltd. — (2) Keith Packer — (4) Bill King — (5 & 6) Clarence Houston — (8) John Size — (9) Don O'Neil — (11) John Size — (12) Don O'Neil — (13) Marion Mitchell — (14) Jack W. Barnaby — (15) Joe McCausland — (16) National Broadcast Sales — (20) Don Cooke Inc.

CFOR, ORILLIA: 1,000 watts on 1,570 kcs. Dom. Supp. (1 & 2) Gordon E. Smith — (4) Alec Gilmour — (5) Russ Waters — (6) Pete McGarvey — (7) Russ Waters — (8) Robert Douglas — (9) Grant Forsythe — (10) Nora North — (11) Pete McGarvey — (12) Stuart Brandy — (14) George S. Slinn — (15) Peter Rowe — (16 & 17) Stephens & Towndrow — (20) To be appointed.

CKLB, OSHAWA: 5,000 watts on 1,350 kcs. (1) Al Collins — (2 & 4) Gordon G. Garrison — (6) Ken Philips — (7) Fred Russell — (8) Bert McCollum — (9) Bill Smith — (10) Margot Tilden — (11) Frank Eidt — (13) Margaret McKay — (14) William Marchand — (15) Dave Martin — (16 to 19) J. L. Alexander Ltd. — (20) J. H. McGillvra.

CBO, OTTAWA: 1,000 watts on 910 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CKOY, OTTAWA: 5,000 watts on 1,310 kcs. (1) CKOY Ltd. — (2 & 4) Jack Thompson — (5, 6 & 7) Keith Stirling — (9) Jack Daly — (10) Patricia Kenny — (12) Lew Hill — (13) Jean Trepanier — (14) Ken Puttock — (15) Doug Fraser — (16 to 19) National Broadcast Sales — (20) Don Cooke Inc.

CFRA, OTTAWA: 5,000 watts on 560 kcs. (1 & 2) Frank Ryan — (3) Don Martin — (4) George Gowing — (5) Tom Foley — (6) Terry Kielty — (8) Campbell McDonald — (9) Tom Foley — (10) Joan Baxter — (11) Frank Ryan — (12) Stu Blancher — (13) Vyola Bradley — (14) Harold Peerenboom — (16 to 19) Stephens & Towndrow — (20) Weed & Co.

TO YOU AND YOUR'S

The

SEASON'S GREETINGS

from

The MANAGEMENT and STAFF of

CFCO—630 Kcs—Chatham

KEY

- | | | |
|------------------------|------------------------|---------------------|
| 1. Owner | 8. News Director | 15. Chief Operator |
| 2. Manager | 9. Sports Director | 16. Toronto Reps. |
| 3. Assistant Manager | 10. Women's Director | 17. Montreal Reps. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reps. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reps. |
| 6. Program Director | 13. Librarian | 20. U.S. Reps. |
| 7. Music Director | 14. Chief Engineer | |

CFCL, TIMMINS: 1,000 watts on 580 kcs. French Net. Supp. (1) J. Conrad Lavigne — (2) René F. Barrette — (4) Larry Smith — (6) Jean De Villiers — (8) Albert Aube — (10) Mrs. Madeleine Fournier — (11) Robert Millette — (12) Al Blain — (13) Pauline Bussière — (14) Roch Remers — (15) Jean-Guy Morel — (16 to 18) Omer Renaud — (20) J. H. McGillvra.

CKGB, TIMMINS: 5,000 watts on 680 kcs. T-Can. Basic. (1) Timmins Broadcasting Ltd. — (2) Jack Pollie — (4) Wally Rewegan — (6) Bill Nadeau — (7) Ray Eckford — (8) Dan Doctor — (9) Vic Power — (10) Mrs. Dolly Strickland — (12) Dan Doctor — (13) Ray Eckford — (14) Ernie Mott — (15) Bruce McDonald — (18) H. N. Stovin — (19) John N. Hunt — (20) Weed & Co.

CBL, TORONTO: 50,000 watts on 740 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CFRB, TORONTO: 50,000 watts on 1,010 kcs. (1) Rogers Radio Broadcasting Co. Ltd., Harry Sedgwick Pres. — (2) Lloyd Moore — (4) Waldo Holden — (6) Wes McKnight — (7) Wishart Campbell — (9) Wes McKnight — (11) John Bradshaw — (12) Ken Mars-

den — (13) Jaff Ford — (14) Clive Eastwood — (15) Bill Baker — (17 to 19) All-Canada — (20) Adam Young.

CHUM, TORONTO: 1,000 watts on 1,050 kcs. (1) York Broadcasters Ltd. — (2 & 4) Alan F. Waters — (5 & 6) Mrs. Leigh Lee — (8) Patricia Bennett — (9) Phil Stone — (10) Mrs. Leigh Lee — (12) Phil Stone — (13) Arthur Collins — (14) George Jones — (17) Claude Nadeau — (20) J. H. McGillvra.

CJBC, TORONTO: 50,000 watts on 860 kcs. Dominion Network. Owned and operated by the Canadian Broadcasting Corporation. Represented in Canada by H. N. Stovin.

CKEY, TORONTO: 5,000 watts on 580 kcs. (1) Jack Kent Cooke — (2) Hal E. Cooke — (4) Jack Turrell — (5 & 6) Don Insley — (7) Ed Houston — (8) Angus McLellan — (9) Joe Crysdale — (10) Mrs. Yvonne Vickers — (12) Barry Penhale — (13) Brenda Roth — (14) Al Taylor — (15) Roy Lytle — (17) National Broadcast Sales — (20) Don Cooke Inc.

CKFH, TORONTO: 250 watts on 1400 kcs. (1) Foster W. Hewitt — (2) Howard C. Caine — (3) Bill Hewitt — (4) Keith Davey — (5 to 8) Bob Pugh — (9) Bill Hewitt — (10) Pat Harrison — (12)

Frank Somerville — (13) Mrs. Jean Hunter — (14) Gerald A. Wilson — (15) David Goodyear — (17 to 19) Stephens and Town-drow — (20) Weed & Co.

CBE, WINDSOR: 10,000 watts on 1,550 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CKLW, WINDSOR: 50,000 watts on 800 kcs. Dom. Supp. & MBS (1) Western Ontario Broadcasting Co. Ltd., J. E. Campeau, Pres. — (4) E. Wilson Wardell — (5) S. Campbell Ritchie — (6) John Gordon — (8) Austin Grant — (9) Art Laing — (10) Mrs. Myrtle Labbitt & Mary Morgan — (12) Giles McMahon — (14) William J. Carter — (16 to 19) All-Canada — (20) Adam Young.

CKNX, WINGHAM: 1,000 watts on 920 kcs. Dom. Supp. (1 & 2) Wilford T. Cruickshank — (3) Gerald W. Cruickshank — (4) John Cruickshank — (5) Vincent Dittmer — (7) H. V. Pym — (8) John Strong — (9) Ed Blake — (10) Margaret Brophy — (11) Robert Carbert — (12) Clint Godwin — (13) Iona Terry — (14) Scott Reid — (15) John Langridge — (16 to 19) J. L. Alexander Ltd. — (20) Adam Young.

CKOX, WOODSTOCK: 250 watts on 1,340 kcs. (1) Oxford Broadcasting Co. — (2) M. J. Werry — (4) Rex Brooks — (5 & 6) W. A. Holmes — (8) Jack MacLean — (9) W. A. Holmes — (10) Mrs. Alice Munro — (13) Mrs. J. Musgrave — (14) R. Watmough — (16 & 17) Omer Renaud — (19) John N. Hunt.

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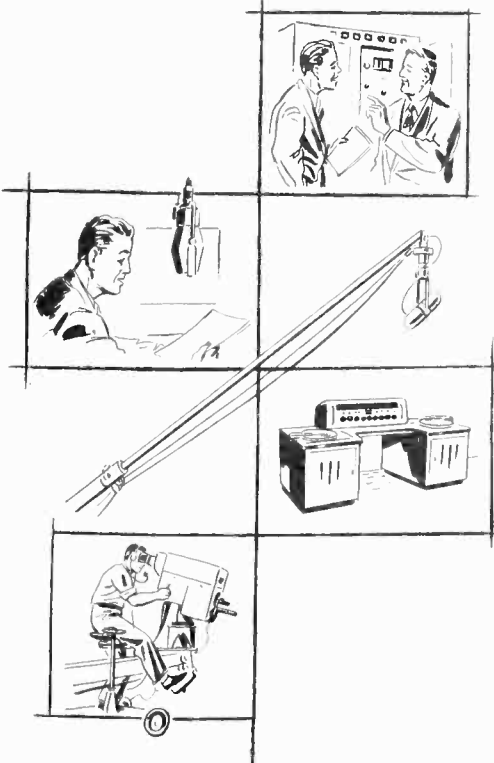
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CFGT, ALMA: 1,000 watts on 1,270 kcs. (1) Radio Lac St. Jean Ltd. — (2) Lionel Morin — (4) Eric Gagnon — (5) Claude Loiseau — (6) J. Jacques Fortin — (7) France Fortin — (8) Guy Angers — (9) Jacques Fortin — (10) Mrs. Therese Gagnon — (13) Olivette Maltain — (14) O. Desbiens — (15) Marius Girard — (16 to 19) Omer Renaud.

CHAD, AMOS: 250 watts on 1,340 kcs. French Net. Supp. (1) Radio Nord. Inc. — (2) David A. Gourd — (6 to 11) Claude Rousseau — (12) D. A. Gourd — (13) Jean Senecal — (14) Jean Senecal — (16 to 19) Omer Renaud — (20) Weed & Co.

CBJ, CHICOUTIMI: 10,000 watts on 1,580 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CJMT, CHICOUTIMI: 250 watts on 1,450 kcs. (1) CJMT Ltée. — (2) Jean Bender — (4) Janine Tremblay — (5 & 6) Philippe Fiset — (7) Gilles Paradis — (8) Philippe Fiset — (10) Lisette Duchaine — (12) Paul-Emile Tremblay — (13) Gilles Paradis — (14) Otto Desbiens — (15) Lucien Simard — (16 to 19) Omer Renaud.

CHEF, GRANBY: 250 watts on 1,450 kcs. French Radio Assoc. (1) Radiodiffusion de Granby Co. Ltd. — (2) Gerrard Laliberte — (3) Ray-Marc Dube — (4) Fernand Normandin — (5 & 6) Ray-Marc Dube — (8) Yvan Proyencher — (9) Marcel Doucet — (10) Pierrette Veilleux — (11) Jean Dutrisac — (13) Pierrette Veilleux — (14) Gerrard Laliberte — (16 & 17) Omer Renaud.

CKCH, HULL: 1,000 watts on 970 kcs. French Net. Supp. (1) Syndicat d'Oeuvres Sociales Ltd. — (2) Jean-Paul Lemire — (4) Henry W. Allard — (5) Gaston Poulin — (6) Yvon Dufour — (7) Aurel Groulx — (8) Lionel Duval — (9) Roger Leger — (10) Monique Champagne — (11) Joseph Haddad — (12) Yvon Dufour — (13) Emile Routhier — (14) J. L. Guérette — (16 to 19) Omer Renaud — (20) J. H. McGillvra.

CKRS, JONQUIERE: 1,000 watts on 590 kcs. Trans Quebec (1) Radio Saguenay Ltd. — (2) Tom Burham — (4) Raymond Maynard — (6) Jean-Marie Dugas — (7) Germaine Cormier — (8) Lionel Tremblay — (9) Jean Martin — (10) Mrs. R. A. Boivin — (14) Gerard Lemieux — (16 to 19) Jos. A. Hardy & Co. — (20) Adam Young.

CKLS, LA SARRE: 250 watts on 1,240 kcs. French Net. Supp. (1) Radio LaSarre Inc. — (2) David A. Gourd — (4) David A. Gourd — (6 to 9) Jacques Tremblay — (12) D. A. Gourd — (13) Jean Senecal — (14) Jean Senecal — (16 to 19) Omer Renaud — (20) Weed & Co.

CKBL, MATANE: 5,000 watts on 1,250 kcs. French Net. Supp. (1) René & Octave Lapointe — (2) René Lapointe — (3) Guy Lange-lier — (4) Octave Lapointe — (5)

Marcel Houle — (6) Jean Daigle — (7) Marcelle Carrier — (8) Jean Desraspes — (9) Jean Berger — (10) Odette Arseneau — (11) Jean Brisson — (12) Jean Desraspes — (13) Marcelle Carrier — (14) Yvan Fortier — (15) Auguste Tremblay — (16 & 17) Joseph A. Hardy & Co. — (20) Adam Young.

CKBM, MONTMAGNY: 250 watts on 1,490 kcs. French Radio Assoc. Supp. (1) Radio Alleghanys Inc. — (2) Roger Boulanger — (3) André Mercier — (4) Bernard Trempe — (5) Henri Deschenes — (6) Olivas Poitras — (13) Lise Laurendeau — (14) Marcel Cou-lobme — (15) Lionel Poitras — (16 & 17) Radio and Television Sales Inc.

CBF, MONTREAL: 50,000 watts on 690 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CBM, MONTREAL: 50,000 watts on 940 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CFCF, MONTREAL: 5,000 watts on 600 kcs. ABC Net. (1) Canadian Marconi Co. — (2) J. A. Hammond — (3) R. E. Misener — (4) Thomas J. Quigley — (6) Michael Wood — (8) Sam Solomon — (9) Keith Dancy — (10) Jean McKinnon — (11) William Petty — (12) Arthur Weinthal — (13) Shirley Van Haarlem — (14) Creighton Douglas — (15) Jack Hemming — (16 to 19) All-Canada — (20) Weed & Co.

CHLP, MONTREAL: 1,000 watts on 1,410 kcs. (1) "La Patrie" Publishing Co. Ltd. — (2) Flavius M. Daniel — (3) Fernand E. Bergevin — (4 to 6) Flavius M. Daniel — (8) Armand Goulet — (9) Roland Giguere — (10) Mrs. Suzanne Piuze — (12) Flavius M. Daniel — (13) Jeannette Daigle — (14) Alphonse Cloutier — (15) Georges Boutin — (16 to 19) J. L. Alexander — (20) J. H. McGillvra.

CJAD, MONTREAL: 10,000 watts on 800 kcs. CBS Net. (1) J. Arthur Dupont — (2) James A. Tapp — (4) Bob Laurion — (6) Mac Macurdy — (8) Hamilton Grant — (9) Danny Gallivan — (12) Jack Curran — (13) Anna Watt — (15) Gordon Hope — (16 to 19) Radio Time Sales — (20) Adam Young.

CKAC, MONTREAL: 10,000 watts on 730 kcs. T-Quebec & CBS (1) Publication de la Presse Co. Ltd. — (2) Phil Lalonde — (3) Roy Malouin — (4) Georges Bourassa — (5) Mario Verdun — (6) Ferdinand Biondi — (7) Jacques Catudal — (8) Paul Boudreau — (9) Yvon Blais — (10) Jeannette Brouillet — (12) Paul Gelin — (13) Guy Lepage — (14) Leonard Spencer — (15) Roger Lepage — (16 & 17) Omer Renaud — (20) Adam Young.

CHNC, NEW CARLISLE: 5,000 watts on 610 kcs. French Net. Basic. (1) Gaspesia Radio Broadcasting Co. — (2) Dr. Charles H. Houde — (3 & 4) Viateur Bernard — (6 & 9) Raoul St-Julien — (14) Gordon S. Coleman — (15) Elie Bérubé — (16 & 17) Joseph A. Hardy & Co. — (20) Adam Young.

CBV, QUEBEC: 1,000 watts on 980 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CHRC, QUEBEC: 5,000 watts on 800 kcs. T-Quebec (1) CHRC Ltd. — (2) Henri Lepage — (3) Aurele Pelletier — (4) Aurele Pelletier — (6) Magella Alain — (8) Guy Rondeau — (9) Maurice Descarreaux — (10) Mrs. Aline Fortier — (11) M. Sevigny — (12) T. Gareau — (13) F. St.-Georges — (14) A. Nadeau — (15) Marcel Huard — (16 to 19) T. J. Hardy — (20) Adam Young.

CJQC, QUEBEC: 250 watts on 1,340 kcs. T-Can. Supp. (1) The Goodwill Broadcasters of Quebec Inc. — (2 to 9) George M. Macdonald — (10) Mrs. U. Delaney — (12) Carol Potter — (13) Mrs. Bep Sequin — (14) Mark Mullins — (15) Fernand Dionne — (16 to 10) Radio & Television Sales — (20) Adam Young.

CKCV, QUEBEC: 1,000 watts on 1,280 kcs. French Rad. Assoc. (1) CKCV Ltd. — (2) Paul Lepage — (3) Marie-Paule Vachon — (4) Paul Lepage — (5) Marcel Leboeuf — (6) Marcel Leboeuf — (7) Gregoire Valin — (8) Roger Bruneau — (9) René Collard — (10) Marie-Paule Vachon — (11) Roger Bruneau — (12) Jean Guy Bernier — (13) Jean Leroye — (14) Lucien Gobeil — (15) Andre Duchesneau — (16 to 19) Omer Renaud — (20) Weed & Co.

CJBR, RIMOUSKI: 10,000 watts (effective from Jan. 1st, 1955) on 900 kcs. French Net. Supp. (1) Jacques Brillant — (2) André Leconte — (3 & 4) Rosario Levesque — (5 & 6) François Raymond — (7) Lorenzo Michaud — (8) Sandy Burgess — (9) Bernard Langlois

— (10) Angèle Landry — (11) Arthur Rioux — (12) Yvan Lelerc — (13) Lorenzo Michaud — (14) F. C. Doak & Marcel Vallée — (15) Louis Morissette — (16 to 19) H. N. Stovin — (20) Adam Young.

CJFP, RIVIERE - DU - LOUP: 250 watts on 1,400 kcs. French Net. Supp. & French Radio Assoc. (1) Radio-Temisouata — (2) Armand Belle — (3) Henri Bourdeau — (4) Yves Marchand — (5) Luc Simard — (6) Raoul Savard — (7) Henri Beaulieu — (8 & 9) Raoul Savard — (10) Odette Dionne — (11) Adrien Martin — (12) Remi Beaulieu — (13) Henri Bourdeau — (14) Raymond Lavoie — (15) René Viel — (16 & 17) Omer Renaud — (20) Adam Young.

CHRL, ROBERVAL: 1,000 watts on 910 kcs. French Radio Assoc. (1) Radio Roberval Inc. — (2) J. Wilfrid Mondoux — (3) J. C. Bordeleau — (4) Roland Gauthier — (5) Norman Gagnon — (6) Norman Gagnon — (7) Jean Neron — (8) Gaston Larue — (9) Harvey Paradis — (10) Mrs. H. Bolduc — (11) Edgar Tremblay — (12) Andre Page — (13) Maurice Herard — (14) Ray Lacombe — (16 to 19) Radio & TV Sales.

CKRN, ROUYN: 250 watts on 1,400 kcs. French Net. Supp. (1) Radio Nord. Inc. — (2 & 4) David A. Gourd — (8) Andy Stuparick — (9) Guy Lauzon — (12) David A. Gourd — (13 & 14) Jean Senecal (16 to 19) Omer Renaud — (20) Weed & Co.



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| 2. Manager | 9. Sports Director | 16. Toronto Reps. |
| 3. Assistant Manager | 10. Womens' Director | 17. Montreal Reps. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reps. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reps. |
| 6. Program Director | 13. Librarian | 20. U.S. Reps. |
| 7. Music Director | 14. Chief Engineer | |

CHGB, STE. ANNE DE LA POCA-TIERE: 1,000 watts on 1,350 kcs. French Net. Supp. (1) G. T. Desjardins — (2) G. T. Desjardins — (4) P. E. Hudon — (5) R. Chevrier — (6) R. Plante — (7) C. Landry — (8) R. Plante — (9) L. Chamard — (11) Ls. de G. Fortin — (12) P. E. Hudon — (13) C. Landry — (14) G. T. Desjardins — (15) A. Dube — (16 to 19) Omer Renaud — (20) J. H. McGillvra.

CKRB, ST. GEORGES DE BEAUCE: 250 watts on 1,400 kcs. (1) Radio Beauce Inc. — (2) Georges Roberge — (4) Fernand Paquette — (6) G. Plante — (8) Guy Morin — (9) Gilbert Foucault — (10) Marie-José Cliche — (11) G. Plante — (12) George Cliche — (13) H. Poulin — (14) T. Desjardins — (15) A. Catellier — (16 & 17) Omer Renaud.

CKSM, SHAWINIGAN FALLS: 1,000 watts on 1,220 kcs. (1) Shawinigan Falls Broadcasting Co. Ltd. — (2) Allan Rogerson — (4) Allan Rogerson — (5) Claude Blain — (6) Gaston Tessier — (7) Jeanne de Cayen — (8) A. Lacoste — (9) Gilles Trudel — (10) Jeanne de Cayen — (11) Roger Dupuis — (12) Allan Rogerson — (13) Jeanne de Cayen — (14) Ernest Brunelle — (15) H. Arcand — (16 to 19) Jos. A. Hardy & Co.

CHLT, SHERBROOKE: 1,000 watts on 900 kcs. French Net. Supp. & French Radio Assoc. (1) La Tribune Ltée. — (2) A. Gauthier — (3 & 4) J. L. Gauthier — (6) R. Caron — (7) P. M. Robidoux — (8) J. Beaudry — (10) M. Leclaire — (12) R. Caron — (13) Mrs. L. Bergeron — (14) R. Paquette — (15) M. Girard — (16 & 17) Joseph A. Hardy & Co. — (20) Adam Young.

CKTS, SHERBROOKE: 250 watts on 1,240 kcs. Dom. Basic. (1) Telegram Printing & Publishing Co. — (2) A. Gauthier — (3 & 4) J. L. Gauthier — (6) R. Caron — (7) P. M. Robidoux — (8) D. Varney — (9) Gordon Breen — (10) Yolande Champoux — (12) J. Chamberland — (13) Mrs. L. Bergeron — (14) R. Paquette — (15) M. Girard — (16 & 17) Joseph A. Hardy & Co. — (20) Adam Young.

CJSO, SOREL: 1,000 watts on 1,320 kcs. French Radio Assoc. (1) Radio Richelieu Ltd. (2) Maurice Boulianne — (4) Maurice Berube — (5) Lorenzo Brouillard — (6) Claude Rochon — (7) Georges Codling — (9) Gaston Auclair — (10) Suzanne Beaudet — (12) Maurice Boulianne — (13) Lucie St-Martin — (14) J. Cardin — (15) Lionel St-Germain — (16 & 17) Joseph A. Hardy & Co. — (20) Don Cooke Inc.

CKLD, THETFORD MINES: 250 watts on 1,230 kcs. French Net. Supp. (1) Radio Thetford Ltd. — (2) Henri Lagueux — (3) Will Dugre — (4) Guy Vachon — (5) Emile Rousseau — (6) Raymond Buri — (7) Elizabeth Bolduc — (8) Emile Rousseau — (9) Emile Rousseau — (10) Elizabeth Bolduc — (13) Elizabeth Bolduc — (14) Gaston Bilocq — (15) Yvon Laplante — (16 to 19) Jos. A. Hardy & Co. — (20) Adam Young.

CHLN, TROIS RIVIERES: 5,000 watts on 550 kcs. (1) Radio Trois Rivières Inc. — (2) Leon Trepanier — (3 & 4) Maurice Dansereau — (5) André Cartier & Leo Benoit — (6) Antoine Desroches — (7) Jacques Morency — (8) André Payette — (9) Lefty Boisvert — (10) Louise Lajoie — (11) Jacques Morency — (12) Antoine Desroches — (13) Claude Bedard — (14) Oric Lefebvre — (15) Yvon Rocheleau — (16 to 19) Omer Renaud — (20) Adam Young.

CKTR, TROIS RIVIERES: 1,000 watts on 1,350 kcs. French Radio Assoc. (1) J. Fernand Rufange — (2) Lucien St-Amand — (4) Charles Couture — (5) Jules Heroux — (6) Louis Dufresne — (7) Jules Heroux — (8) Jacques Hébert — (9) Jean-Paul Pepin — (10) Jeanne de Cayen — (11) Marcel Ladouceur — (12) Lucien St-Amand — (13) Jules Heroux — (14 & 15) Hervé Lapointe — (16 to 19) Radio & Television Sales — (20) Don Cooke Inc.

CKVD, VAL D'OR: 250 watts on 1 230 kcs. French Net. Supp. (1) Radio Nord. Inc. — (2) David A. Gourd — (4) David A. Gourd — (6 to 11) George Chartrand — (12) David A. Gourd — (13) Jean Senecal — (14) Jean Senecal — (16 to 19) Omer Renaud — (20) Weed & Co.

CKVL, VERDUN: 10,000 watts on 850 kcs. French Radio Assoc. (1) CKVL Ltd. Jack Tietolman Pres. — (2) Corey Thomson — (3) Maurice Thisdel — (4) Judah Tietolman — (5) Omer Duranceau — (6) Marcel Provost — (7) Billy Munroe — (8) Marcel Beauregard — (9) Maurice Desjardins — (10) Pierrette Champoux — (11) Gaston Vover — (12) M. R. Carabine — (13) François Cardin — (14) Maurice Rousseau — (15) John Murphy — (16 to 19) Radio & Television Sales — (20) Don Cooke Inc. — Director of Engineering, J. C. Charlebois.

CFDA, VICTORIAVILLE: 1,000 watts on 1,380 kcs. French Radio Assoc. (1) Radio Victoriaville Ltd. Dr. Charles-Antoine Gilbert Pres. — (3 & 4) R. Gilbert — (6) Marcel Rheault — (7) Paul Lessard — (8) Raymond Perreault — (9) J. M. Bilodeau — (10) Lise Descheneaux — (11) Paul Lessard — (12) R. Gilbert — (13) Marcel Rheault & Berthe Fournier — (14) Pierre Brisson — (16 & 17) Radio & Television Sales.

CKVM, VILLE - MARIE: 1,000 watts on 710 kcs. T-Quebec & French Net. Supp. (1) Radio-Temis-camingue Inc. — (2) Louis Bilodeau — (3) Guy Burelle — (4) Louis Bilodeau — (5) Louis Bilodeau & Guy Burelle — (8) Louis Bilodeau — (9) Gérard Ducharme — (10) Mrs. Alice D. Ethier — (12) Guy Burelle — (13) Julien Fontaine — (14) Gaston Tasset — (16 to 19) Joseph A. Hardy & Co. (20) Adam Young.

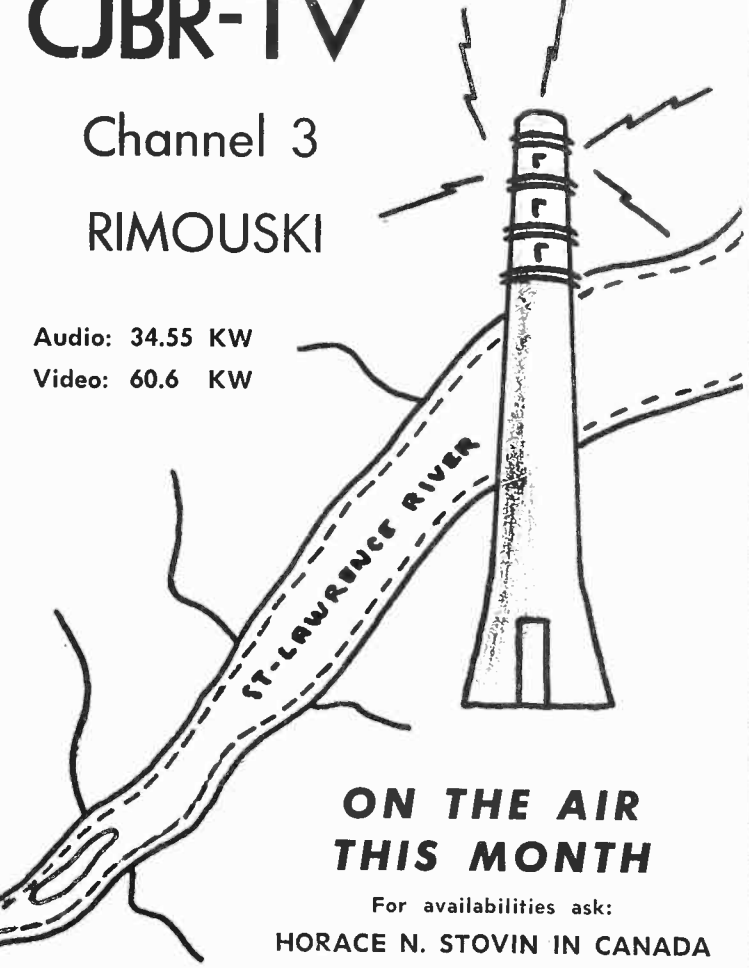


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Video: 60.6 KW



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New Brunswick

CKNB, CAMPBELLTON: 1,000 watts on 950 kcs. Dom. Basic. (1) Restigouche Broadcasting Co. Ltd. — (2) Stan Chapman — (6) Bob Richards — (10) Margaret Taylor — (14) L. P. Paquet — (16 to 19) Joseph A. Hardy & Co. — (20) Weed & Co.

CJEM, EDMUNDSTON: 1,000 watts on 570 kcs. French Net Supp. (1)

Jules Brillant — (2) Maurice Lacasse — (4) Georges Guerrette — (6) Paul-Emile Carrier — (8) Paul-Emile Carrier — (12) Maurice Lacasse — (13) Andrea Beaulieu — (14) Adrien Garceau — (15) Walter Martin — (16 to 19) H. N. Stovin — (20) Adam Young.

CFNB, FREDERICTON: 5,000 watts on 550 kcs. T-Can. Basic. (1) Jas. Neill & Sons Ltd. — (2) Malcolm Neill — (5) Jack Fenety — (6) Jack Fenety — (12) Hymie McFee — (13) Allen Fisher — (14) Glenn Love — (15) Don Weeks — (16 to 19) All-Canada — (20) Weed & Co.

CBAF, MONCTON: 5,000 watts on 1300 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CKCW, MONCTON: 10,000 watts on 1,220 kcs. Dom. Basic. (1) Moncton Broadcasting Ltd. Fred A. Lynds Pres. — (2) Thomas H. Tonner — (6) Bill Fulton — (7) Jack Armstrong — (8) William Hutton — (9) Earl Ross — (10) Joan Nelson — (11) Jim Coulter — (12) Robert Reid — (13) Reg Stockall — (14) Arnold Brewster — (16 to 19) H. N. Stovin — (20) Adam Young.

CKMR, NEWCASTLE: 250 watts on 1,340 kcs. T-Can. Supp. (1) Miramichi Broadcasting Corp. (2, 4, 5 & 6) Bob Wallace — (7) Dan Leeman — (8) Paul Hanen — (9) Fred Haining — (10) Mrs. Phil Sweezy — (14) Bob Wallace

— (15) B. T. Trevors — (16 to 19) Omer Renaud.

CHSJ, SAINT JOHN: 5,000 watts on 1,150 kcs. T-Can. Basic. (1) New Brunswick Broadcasting Co. — (2) George Cromwell — (3) Earl McCarron — (5) Bill Stewart — (6) Cleve Stilwell — (9) Fred Blizzard — (10) Jene Wood — (11) L. C. Rudolph — (12) Frank Doody — (13) Margaret Brown — (14) John Bishop — (15) Reid Dowling — (16 to 19) H. N. Stovin — (20) Adam Young.

CFBC, SAINT JOHN: 5,000 watts on 930 kcs. Dom. Basic. (1) Fundy Broadcasting Co. Ltd. — (2) Hugh T. Trueman — (4) "Cyke" Bedford — (5) Don Armstrong — (6) Bill Tonner — (8) David Orr — (9) Gord Smith — (10) Marg Williams — (12) Dick Gallagher — (13) Mrs. Marita McNulty — (14) Harold Stout — (15) Grace Craft — (16 to 18) National Broadcast Sales — (19) John N. Hunt — (20) Weed & Co.

CBA, SACKVILLE: 50,000 watts on 1070 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

Nunn — (5) Chuck Tierney — (6) Chas. O'Brian — (7) Armand Souci — (8) William MacKinnon — (9) Al Graham — (10) Eileen Landry — (12) Bruce Rafuse — (14) Gordon MacDougal — (16 to 19) Paul Mulvihill — (20) Adam Young.

CKBW, BRIDGEWATER: 1,000 watts on 1,000 kcs. T-Can. Supp. (1) Acadia Broadcasting Co. Ltd. — (2) John Hirtle — (3) James A. MacLeod — (4) Lester Rogers & James Newell — (5) James A. MacLeod — (6 & 7) Max Ramey — (8) James A. MacLeod — (9 & 12) Robert MacLaren — (13) Michael MacNeil — (14) Douglas Hirtle — (16 to 19) Radio Reps. — (20) Don Cooke Inc.

CBII, HALIFAX: 100 watts on 1330 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CHNS, HALIFAX: 5,000 watts on 960 kcs. Dom. Basic. (1) Maritime Broadcasting Co. — (2) Gerald Redmond — (4) Douglas Grant — (6) John Funston — (7) Richard Fry — (8) John Funston — (9) Keith Barry — (12) John Holden — (13) Paul Syberg — (14) A. W. Greig — (15) C. Westhaver — (16 to 19) All-Canada — (20) Weed & Co.

CJCH, HALIFAX: 5,000 watts on 920 kcs. (1) Chronicle Co. Ltd. — (2) Finlay MacDonald — (3 & 4) Clair Chambers — (5) Len J. Chapple — (6) Al Foster — (7) Cy Lynch — (8) Robert McCleave — (9) Pat Connolly — (10) Abbie Lane — (12) Imperial Advertising Ltd. — (13) Hal Mosher — (14) Reg McWilliams — (15) Allan Campbell — (16 & 17) Paul Mulvihill — (19) John N. Hunt — (20) Adam Young.

CKEN, KENTVILLE: 250 watts on 1,490 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) J. A. C. Lewis — (4) Mrs. Eleanor Macmillan — (5, 6 & 7) Willard Bishop — (8) Graham Galloway — (9) Bob Huggins — (10) Diana Bishop — (12) Gordon Mount — (13) Ann Cunningham — (14) Avar M. Bishop — (15) Harold Sproule — (16 to 19) J. L. Alexander Ltd.

CKEC, NEW GLASGOW: 250 watts on 1230 kcs. (1) Hector Broadcasting Co. Ltd. — (2) James M. Cameron — (3) Howard MacLean

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on**



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tape**

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Station

KEY

- | | | |
|------------------------|--------------------------|---------------------|
| 1. Owner | 8. News Director | 15. Chief Operator |
| 2. Manager | 9. Sports Director | 16. Toronto Reps. |
| 3. Assistant Manager | 10. Womens Director | 17. Montreal Reps. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reps. |
| 5. Production Director | 12. Promotional Director | 19. Vancouver Reps. |
| 6. Program Director | 13. Librarian | 20. U.S. Reps. |
| 7. Music Director | 14. Chief Engineer | |

— (4) Howard MacLean — (5) Howard MacLean — (6) Howard MacLean — (8) Robert Hale — (9) John MacDonald — (12) Ross Ingram — (13) Kenneth Betts — (14) Charles Gogen — (16 to 19) Radio Time Sales.

CBI, SYDNEY: 1,000 watts on 1570 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CJCB, SYDNEY: 5,000 watts on 1270 kcs. Dom. Basic. (1) Cape Breton Broadcasters Ltd. — (2) J. M. Nathanson — (4) R. M. Burchell — (6) M. C. MacQuarrie — (8) T. C. Robertson — (9) D. MacIsaac — (10) Ann Terry — (13) E. Smyth — (14) A. Vernon — (16 to 19) All-Canada — (20) Weed & Co.

CKCL, TRURO: 250 watts on 1400 kcs. (1) Colchester Broadcasting Co. — (2) J. Arthur Manning — (4) George B. Moore — (5) Lloyd Cavanagh — (6) Lloyd Cavanagh — (11) Lloyd Cavanagh — (12) George Moore — (13) Mrs. Shirley Connolley — (14) Sidney Bernasconi — (15) Robert Bartlett — (16 to 19) Omer Renaud.

CFAB, WINDSOR: 250 watts on 1,450 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) J. A. C. Lewis — (4) Mrs. Eleanor Macmillan — (5, 6 & 7) Willard Bishop — (8) Graham Galloway — (9) Bob Huggins — (10) Diana Bishop — (12) Gordon Mount — (13) Ann

Cunningham — (14) Avard M. Bishop — (15) Harold Sproule — (16 to 19) J. L. Alexander Ltd.

CJLS, YARMOUTH: 250 watts on 1,340 kcs. Dom. Basic. (1) Gateway Broadcasting Co. Ltd. — (2) Donald L. Smith — (4) Donald L. Smith — (5) Donald L. Smith — (8) Denny Comeau — (9) Denny Comeau — (10) Gene Alton — (11) Gene Alton — (12) William Singer — (14) Donald L. Smith — (16 to 19) All-Canada (20) Weed & Co.

Prince Edward Island

CFCY, CHARLOTTETOWN: 5,000 watts on 630 kcs. Dom Basic. (1) Mrs. K. S. Rogers — (2) Bob Large — (4) Bob Large — (5) John MacEwen — (7) Bill Rogers — (8) Stuart Dickson — (9) Loman McAulay — (10) Jane Weldon — (11) Ches Cooper — (12) Mrs. M. E. Large — (13) Gerald Birt — (14) Lorne Finlay — (15) Paul Williams — (16 to 19) All-Canada — (20) Weed & Co.

CJRW, SUMMERSIDE: 250 watts on 1,240 kcs. (1) Gulf Broadcasting Co. Ltd. — (2) Robert Schurman — (3) Albert Nicholson — (5, 6 & 7) Lowell Huestis — (9 & 11) Robert Schurman — (12) Robert Johnston — (13) Wayne Maclure — (14) Joseph Huestis — (15) Robert Johnston — (16 to 19) Radio Reps.

Newfoundland

CBY, CORNERBROOK: 1,000 watts on 790 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corp.

CBG, GANDER: 250 watts on 1450 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CBT, GRAND FALLS: 1,000 watts on 1350 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CBN, ST. JOHN'S: 10,000 watts on 640 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CJON, ST. JOHN'S: 5,000 watts on 930 kcs. (1) Geoffrey Stirling — (2) Geoffrey Stirling — (3) Donald Jamieson — (4) Emilie Davis — (5) Bob Lewis — (6) Art Harnett — (7) Greg Bonner — (8) Bren Walsh — (9) John Nolan — (10) Mrs. Murial McKay — (11) Jack White — (12) Cathie Yuill — (13) Mary Clark — (14) Oscar Hierlihy — (15) Len Walsh — (16 to 19) All-Canada — (20) Weed & Co.

VOCM, ST. JOHN'S: 1,000 watts on 590 kcs. (1) Colonial Broadcasting System Ltd. — (2) Harold N. Butler — (3) J. V. Butler — (4) Mengie Shulman — (5) James Regan — (6 & 7) J. M. Murdoch — (8) Noel Vinnicombe — (9) Jim Browne — (10) Joan Orton — (11) Anthony Ayre — (12) Denys Ferry — (13) Barbara Bourne — (14) W. B. Williams — (15) Charles Noseworthy — (16 to 19) H. N. Stovin — (20) Adam Young.



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VOCM

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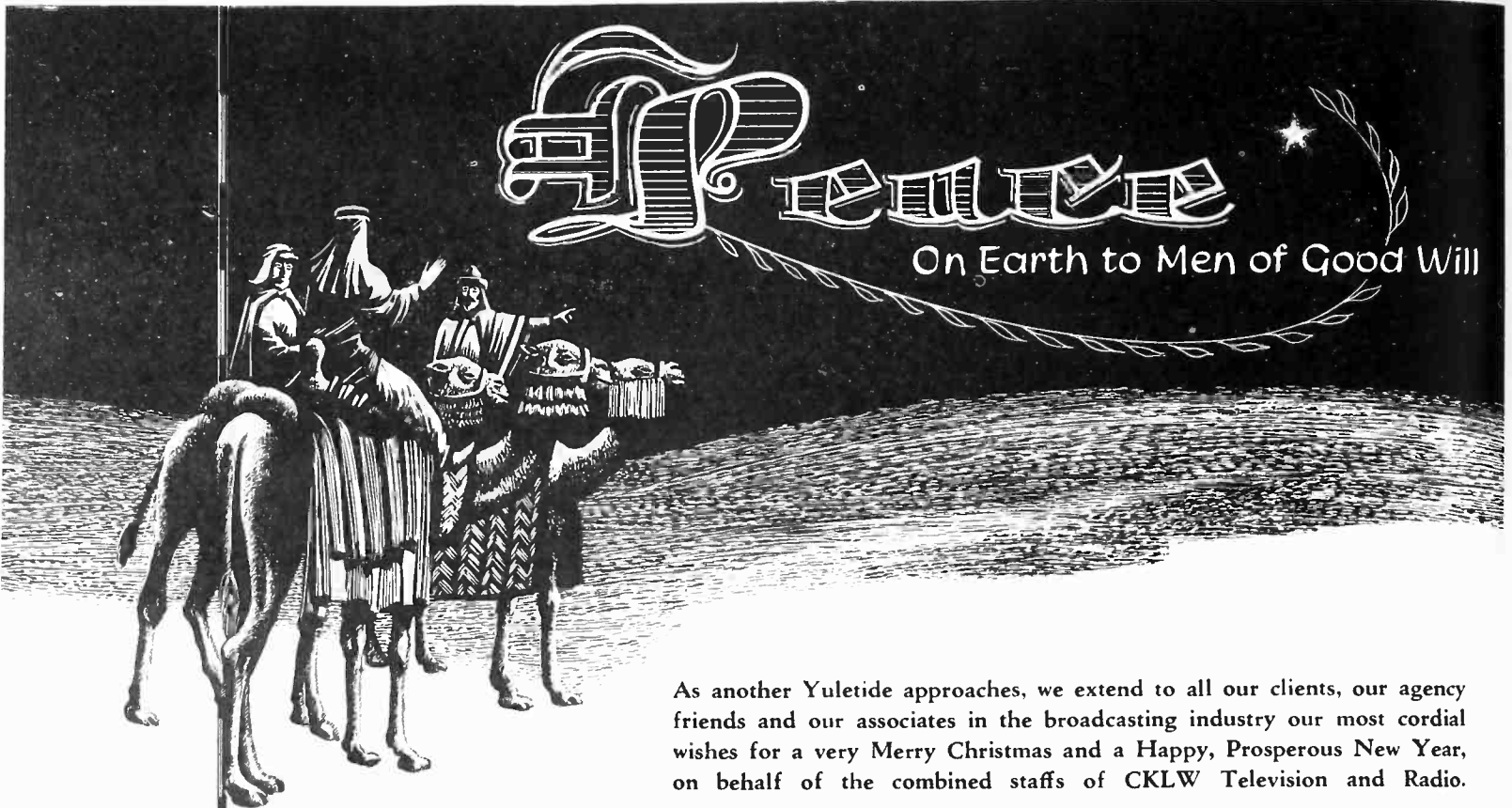


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UNGAVA OR THE HOLYLAND
YELLOWKNIFE OR SOEST
LONDON OR PARIS.....

WHEREVER
OUR NEWSGATHERING TRIP TAKES US
EACH CHRISTMAS



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MERRY CHRISTMAS AND A HAPPY NEW YEAR FROM KATE AITKEN

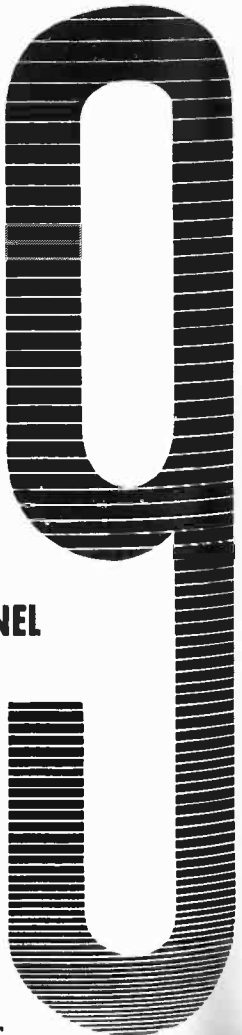


As another Yuletide approaches, we extend to all our clients, our agency friends and our associates in the broadcasting industry our most cordial wishes for a very Merry Christmas and a Happy, Prosperous New Year, on behalf of the combined staffs of CKLW Television and Radio.

More **POWER** to you!

When you put this great team to work for you you're getting the most powerful Radio-TV team in North America. CKLW-TV covers the 90,000 television homes in South-Western Ontario with maximum power of 325,000 watts video, producing a clear picture even in fringe areas. CKLW Radio with 50,000 watts power provides saturation coverage of the same area — and considerably further. CKLW intends to pursue its 22 year policy of presenting top-flight entertainment to suit the entire family, of rendering good public service, and providing resultful advertising and goodwill for our clients and their products.

CKLW-TV



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325,000 WATTS

WINDSOR, ONTARIO

AM and FM
800 KC
50,000 WATTS



Representatives — All-Canada **T**elevision and **R**adio — Adam J. Young, Jr., Inc. U.S.A.

STATION and PERSONNEL REGISTER (Television)

KEY

- | | | |
|------------------------|------------------------|---------------------|
| 1. Owner | 8. News Director | 15. Chief Operator |
| 2. Manager | 9. Sports Director | 16. Toronto Reps. |
| 3. Assistant Manager | 10. Womens' Director | 17. Montreal Reps. |
| 4. Commercial Manager | 11. Farm Director | 18. Winnipeg Reps. |
| 5. Production Director | 12. Promotion Director | 19. Vancouver Reps. |
| 6. Program Director | 13. Librarian | 20. U.S. Reps. |
| 7. Music Director | 14. Chief Engineer | |

British Columbia

CBUT, VANCOUVER: E.R.P. 100 kw. on channel 2. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

Alberta

CHCT-TV, CALGARY: E.R.P. Video 100 kws. Audio 50 kws. on channel 2. CBS. (1) Calgary Television Ltd. — (2) John H. Battison — (16 to 19) All-Canada TV — (20) Weed & Co.

CFRN-TV, EDMONTON: E.R.P. 27.4 kws. on channel 3. CBC KINE. (1) Sunwapta Broadcasting Co. Ltd. — (2) G. R. A. Rice — (5) Ken Powell — (6) Sid Lancaster — (8) Don Brinton — (9) Al Shaver — (12) Isobel McDonald — (13) Bob Day — (14) Frank Makepeace — (15) Ted Wadson — (16 & 17) Radio Reps. — (18) Broadcast Reps. — (19) John N. Hunt — (20) Adam Young.

Saskatchewan

CKCK-TV, REGINA: E.R.P. 20 kws. on channel 2. (1) Trans-Canada Communications Ltd. — (2) Harold A. Crittenden — (4) Lloyd Westmoreland — (6) L. G. Glover — (8) Jim McLeod — (9) Lloyd J. Saunders — (10) Rita Spicer — (12) Bill Rees — (13) Jean Harrison — (14) Ernest A. Strong — (15) Alex White — (16 to 19) All-Canada TV — (20) Weed & Co.

CFQC - TV, SASKATOON: E.R.P. video 100 kws. audio 60 kws. on channel 8. CBC. (1) A. A. Murphy & Sons Ltd. — (2) Blair Nelson — (3) Vernon Dallin — (5) Walter Romanow — (8) Godfrey Hudson — (12) Margaret Morrison — (14) Lyn Hoskins — (16 to 19) Radio Reps. — (20) Adam Young.

Manitoba

BWT, WINNIPEG: E.R.P. 52.7 kw. on channel 4. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

Ontario

HCH-TV, HAMILTON: E.R.P. 42.9 kws. on channel 11. CBC Basic. (1) Niagara Television Ltd. — (2) Kenneth D. Soble — (3) S. J. Bibby — (4) J. R. Peters — (5) Thomas J. Sutton — (8) Dave Rogers — (14) William Jaynes — (16 to 19) All-Canada TV — (20) Adam Young.

CKWS-TV, KINGSTON: E.R.P. 250 kws. on channel 11. (1) Frontenac Broadcasting Co. Ltd. — (2) R. W. Hofstetter — (4) Harry Edgar — (6) William Luxton — (14) Bert Cobb — (16 to 19) All-Canada TV — (20) Weed & Co.

CFPL - TV, LONDON: E.R.P. 117 kws. on channel 10. CBC Basic. (1) London Free Press Printing Co. Ltd. — (2) Murray T. Brown — (3) Robert Reinhart — (5) Kevin Knight — (8) Ron Laidlaw — (10) Mary Ashwell — (11) Roy Jewell — (12) Dorothea Belcher — (14) Glen Robitaille — (15) Dale Duffield — (16 to 19) All-Canada TV — (20) Weed & Co.

CHEX - TV, PETERBOROUGH: E.R.P. 102 kws. on channel 12. (1) Kawartha Broadcasting Co. Ltd. — (2) Don Lawrie — (14) Bert Crump — (16 to 19) All-Canada TV — (20) Weed & Co.

CFPA-TV, PORT ARTHUR: E.R.P. 5.10 kws. on channel 2. CBC Basic (1) Ralph H. Parker Ltd. — (2) Ralph H. Parker — (16 to 19) All-Canada TV — (20) Weed & Co.

CJIC-TV, SAULT STE. MARIE: E.R.P. Video 5.16 kws. Audio 2.5 kws. on channel 2. (1) Hyland Broadcasting Co. Ltd. (H. G. Hyland Pres.) — (2) Sam Pitt — (4) Gene Plouffe — (16 to 19) All-Canada TV — (20) Weed & Co.

CKSO-TV SUDBURY: E.R.P. 2 kws. on channel 5. CBC Basic. (1) CKSO Radio Ltd. — (2) Wilf Woodill — (5 & 6) Jim Boyd — (9) Cam Church — (13) Jeannine Patry — (14) Jim McRea — (16 to 19) All-Canada TV — (20) Weed & Co.

CKLW-TV, WINDSOR: E.R.P. 325 kws. on channel 9. CBC & DUMONT. (1) Western Ontario Broadcasting Co. Ltd. — (2) J. E. Campeau — (4) R. J. Johnston — (5) S. C. Ritchie — (8) Austin Grant — (9) H. Arthur Laing — (10) Mrs. M. Labbitt — (11) Austin Grant — (12) Giles McMahon — (14) W. J. Carter — (16 to 19) All-Canada TV — (20) Adam Young.

Quebec

CBFT, MONTREAL: E.R.P. 15.7 kw. on channel 2. CBC (French) basic. Owned and operated by the Canadian Broadcasting Corporation.

CBMT, MONTREAL: E.R.P. 21.5 kw. on channel 6. CBC basic. Owned and operated by the Canadian Broadcasting Corporation.

CFCM-TV, QUEBEC: E.R.P. 1.27 kws. on channel 4. CBC, NBC, & CBS. (1) Television de Quebec (Can.) Ltd. — (2) Ernest W. Miller — (4) A. P. Fitzgibbons — (6) Suzanne Guinard — (8) J. P. Bégin — (9) Richard Garneau — (10) Charlotte Fortin — (12)

Helène Roberge — (14) Marcel Chabot — (15) Albert Duberger — (16 to 18) Joseph A. Hardy — (19) John N. Hunt — (20) Weed & Co.

CJBR-TV, RIMOUSKI: E.R.P. Video 60.6 kws. Audio 34.55 kws. on Channel 3. CBC French. (1) Jacques Brillant — (2) André Lecomte — (5 & 6) François Raymond — (7) L. Michaud — (8) Raymond Fafard — (9) Claude Pearson — (10) Angèle Landry — (12) Yvan Leclerc and Sandy Burgess — (13) Lina Cote — (14) F. C. Doak & Marcel Vallée — (15) Gilles Fournier — (16 to 19) H. N. Stovin — (20) Adam Young.

CHLT-TV, SHERBROOKE: E.R.P. 27 kws. on channel 7. (French).

New Brunswick

CHSJ-TV, SAINT JOHN: E.R.P. 27.8 kw. on channel 4. CBC basic. (1) New Brunswick Broadcasting Co. Ltd. — (2) George Cromwell — (6) Earl McCarron — (10) Jene Wood — (14) J. G. Bishop — (15) T. R. Dowling — (16 to 19) All-Canada TV.

CKCW - TV, MONCTON: E.R.P. 5 kws. on channel 2. C.B.C. (1) Moncton Broadcasting Ltd. — (2) Fred Lynds — (3 & 5) Hubert Button — (7) Jack Armstrong — (8) Bill Hutton — (9) Earl Ross — (10) Joan Nelson — (11)

Jim Coulter — (13) Helen Savage — (14) Arnold Brewster — (16 to 19) H. N. Stovin — (20) Adam Young.

Nova Scotia

CJCB-TV, SYDNEY: E.R.P. Video 180 kws, Audio 80 kws, on Channel 4. (1) Cape Breton Broadcasting Ltd. N. Nathanson, president — (2) J. Marven Nathanson — (6) Norris L. Nathanson — (14) Robert J. Norton — (16 to 19) All-Canada TV — (20) Weed & Co.



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CKTB—St. Catharines
CKBB—Barrie
CHOK—Sarnia

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ADVERTISING AGENCIES

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

- Aikin-McCracken Ltd.
- Ardiel Advertising Agency Ltd.
- Associated Broadcasting Co. Limited
- Baker Advertising Agency Ltd.
- Bleasdale Advertising Ltd.
- Burns Advertising Agency Ltd.
- S. W. Caldwell
- Canadian Advertising Agency Ltd.
- Garry J. Carter of Canada Ltd.
- Cockfield, Brown & Co. Ltd.
- Crombie Advertising Co. Ltd.
- Dancer-Fitzgerald-Sample (Canada) Ltd.
- A. J. Denne & Co. Ltd.
- Dominion Broadcasting Co.
- Erwin Wasey of Canada Ltd.
- Ferres Advertising Ltd.
- James Fisher Co. Ltd.
- Foster Advertising Ltd.
- J. J. Gibbons Ltd.
- F. H. Hayhurst Co. Ltd.
- Heggie Advertising Co. Ltd.
- Publicite J. E. Huot Ltée
- Hutchins Advertising Co. of Canada Ltd.
- Imperial Advertising Ltd.
- Industrial Advertising Agency Ltd.
- Albert Jarvis Ltd.
- Russell T. Kelley Ltd.
- Kenyon & Eckhardt Ltd.
- Locke, Johnson & Co. Ltd.
- James Lovick & Co. Ltd.
- MacLaren Advertising Co. Ltd.
- McCann-Erickson Inc.
- McConnell Eastman & Co. Ltd.
- McGuire Advertising Ltd.
- McKim Advertising Ltd.
- Muter, Culiner, Frankfurter & Gould Ltd.
- Nattall & Maloney Ltd.
- O'Brien Advertising Ltd.
- Wm. Orr Ltd.
- Paul-Taylor-Phelan Ltd.
- Elton M. Plant Co.
- Alford R. Poyntz Advertising Ltd.
- E. W. Reynolds Ltd.
- Ronalds Advertising Agency Ltd.
- Ross Roy of Canada Ltd.
- Ruthrauff & Ryan Inc.
- Schneider, Cardon Ltd.
- Allan R. Sills & Co.
- R. C. Smith & Son Ltd.
- Spitzer & Mills Ltd.
- Harold F. Stanfield Ltd.
- Stevenson & Scott Ltd.
- Stewart-Bowman-Macpherson Ltd.
- Fandy Advertising Agency Ltd.
- J. Walter Thompson Co. Ltd.
- Vainplew Advertising
- Vickers & Benson Ltd.
- Walsh Advertising Co. Ltd.
- Whitehall Broadcasting Ltd.
- Willis Advertising Ltd.
- Woodhouse & Hawkins
- Young & Rubicam Ltd.
- 33 Hayden St., Toronto
- 4 Lawton Blvd., Toronto
- 37 James St. South, Hamilton
- 1139 Bay St., Toronto
- 1315 Yonge St., Toronto
- 1557 Mackay St., Montreal
- Douglas St., Victoria, B.C.
- 1500 St. Catherine St. W., Montreal
- 447 Jarvis St., Toronto
- Sun Life Bldg., Montreal
- 80 King St. W., Toronto
- Dominion Bldg., Vancouver
- 59 Avenue Rd., Toronto
- Canada Cement Bldg., Montreal
- 185 Bloor St. E., Toronto
- Electric Railway Chambers, Winnipeg
- 1164 Melville St., Vancouver
- 391 St. James St. W., Montreal
- 24 King St. W., Toronto
- Royal Bank Bldg., Toronto
- 90-92 King St. W., Toronto
- 4 Albert St., Toronto
- 1440 St. Catherine St. W., Montreal
- 610 Church St., Toronto
- 63 Duke St., Hamilton
- 215 Victoria St., Toronto
- Sun Life Bldg., Montreal
- 149 Alcorn Ave., Toronto
- 138 Sun Life Bldg., Montreal
- 2582 West Broadway, Vancouver
- 612 Barrington St., Halifax
- 165 McDermot Ave., Winnipeg
- 200 Bay St., Toronto
- Dominion Square Bldg., Montreal
- 272 Scott Block, Winnipeg
- Province Bldg., Vancouver
- Renfrew Bldg., Calgary
- Credit Foncier Bldg., Edmonton
- Leader Bldg., Regina
- 7 King St. E., Toronto
- 1510 Drummond St., Montreal
- 57 Bloor St. W., Toronto
- 353 St. Nicholas St., Montreal
- 33 Hayden St., Toronto
- 407 Barrington St., Halifax
- 631 Spadina Ave., Toronto
- 94 Yonge St., Toronto
- 447 Main St. E., Hamilton
- Royal Bank Bldg., Vancouver
- 480 Lagauchetiere W., Montreal
- 80 King St. W., Toronto
- Harbor Commission Bldg., Toronto
- 789 West Pender, Vancouver
- 800 Bay St., Toronto
- Dominion Square Bldg., Montreal
- Toronto General Trusts Bldg., Calgary
- Lafleche Bldg., Edmonton
- Canada Permanent Bldg., Regina
- Montreal Trust Bldg., Winnipeg
- 111 Richmond St. W., Toronto
- Dominion Square Bldg., Montreal
- Electric Railway Chambers, Winnipeg
- 1240 W. Pender St., Vancouver
- 111 Sparks St., Ottawa
- 200 Bloor St. E., Toronto
- 147 University Ave., Toronto
- Huron & Erie Bldg., London
- Dominion Square Bldg., Montreal
- 173 Portage Ave. E., Winnipeg
- 1198 West Pender, Vancouver
- Bank of Commerce Bldg., Windsor
- 1520 Mountain St., Montreal
- 1510 Drummond St., Montreal
- 47 Fraser Ave., Toronto
- 205 Portage Ave., Winnipeg
- 591 Burrard St., Vancouver
- 1121 Bay St., Toronto
- 223 - 7th Avenue E., Calgary
- 928 West Pender St., Vancouver
- 464 Yonge St., Toronto
- 169 Yonge St., Toronto
- 303 Bartlett Bldg., Windsor
- 95 King St. E., Toronto
- 4109 St. Catherine St. W., Montreal
- 355 King St. W., Toronto
- 985 Sherbrooke St. W., Montreal
- Keefer Bldg., Montreal
- 108 Peter St., Toronto
- Canada Trust Bldg., Windsor
- 80 Richmond St. W., Toronto
- 2024 Peel St., Montreal
- 137 Wellington St. W., Toronto
- 80 King St. W., Toronto
- 50 King St. W., Toronto
- 3405 Addington Ave., Montreal
- Dominion Square Bldg., Montreal
- 67 Richmond St. W., Toronto
- 1260 University St., Montreal
- 100 Adelaide St. W., Toronto
- 402 West Pender St., Vancouver
- Province Bldg., Vancouver
- 337 West 8th Ave., Calgary
- 120 - 109th Street, Edmonton
- 88-90 Richmond St. W., Toronto
- 333 Somerset, Winnipeg
- 20 Carlton St., Toronto
- Dominion Square Bldg., Montreal
- 600 University Ave., Toronto
- 1175 Bay St., Toronto
- Keefer Bldg., Montreal
- 110 Church St., Toronto
- New Guaranty Trust Bldg., Windsor
- 1020 University Tower, Montreal
- 44 King St. W., Toronto
- 1510 Drummond St., Montreal
- 220 Richmond St. W., Toronto
- 1175 Bay St., Toronto
- University Tower Bldg., Montreal
- 44 King St. W., Toronto
- Phyllis Judson
- William Campbell
- S. P. Westaway
- Gordon Allen
- Jack Horler
- Gabriel Langlais
- Harry Bleasdale
- Ralph Novak
- Norris Mackenzie
- Frank Collins
- Irvin Teitel
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- V. P. Gray
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- K. McKeown
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- Ian Laidlaw
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- David Fenn
- Godfrey Humphrys
- Mary Newton
- Bob Perrault
- Leagh Webster
- Ervin Murray
- E. G. V. Evans
- Walter Reeves
- (Through Toronto)
- A. B. Johnston
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- K. Schneider
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- Stuart MacDonald
- (Through Toronto)
- Jean Monte
- Jean Leslie
- Wilf Charland
- Victor Snack
- A. McGregor
- Jean F. Pelletier
- W. D. Byles

have a jolly Christmas



It seems to me a goodly thing, as the festive season comes again, to put aside ink-horn and quill, and reflect quietly on the year gone by. For then heartwarming thoughts do come—of many good friends, of kindly courtesies enjoyed, of work done in harmony of minds. So it is also good to say "thank you" to the proven Stations we do represent, to Sponsors and their staffs, and to many friends in their Advertising Agencies.

May they—and theirs—keep Christmas well, and find the New Year kindly.



HORACE N. STOVIN

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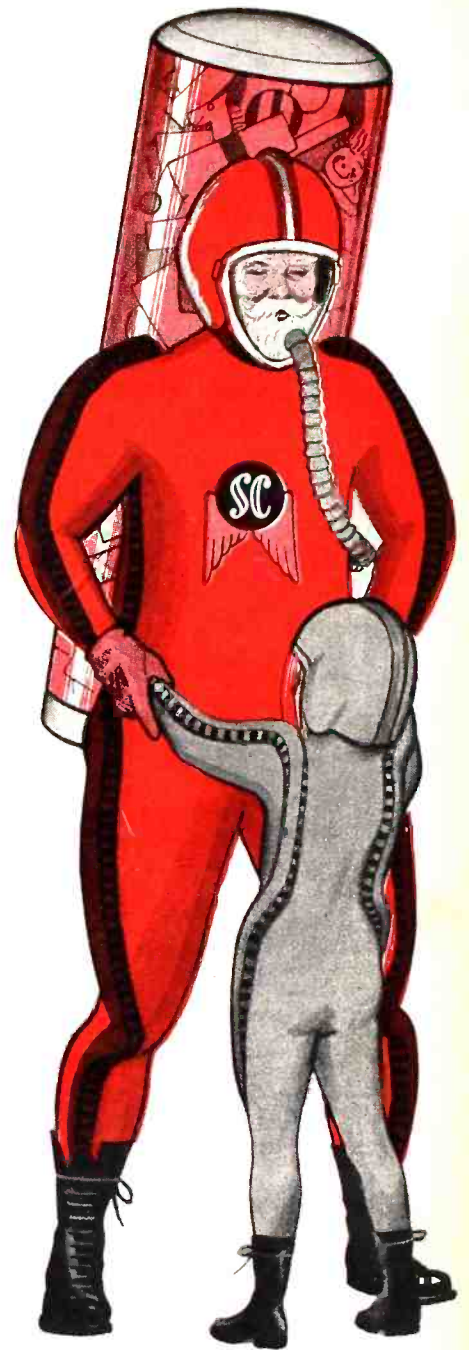
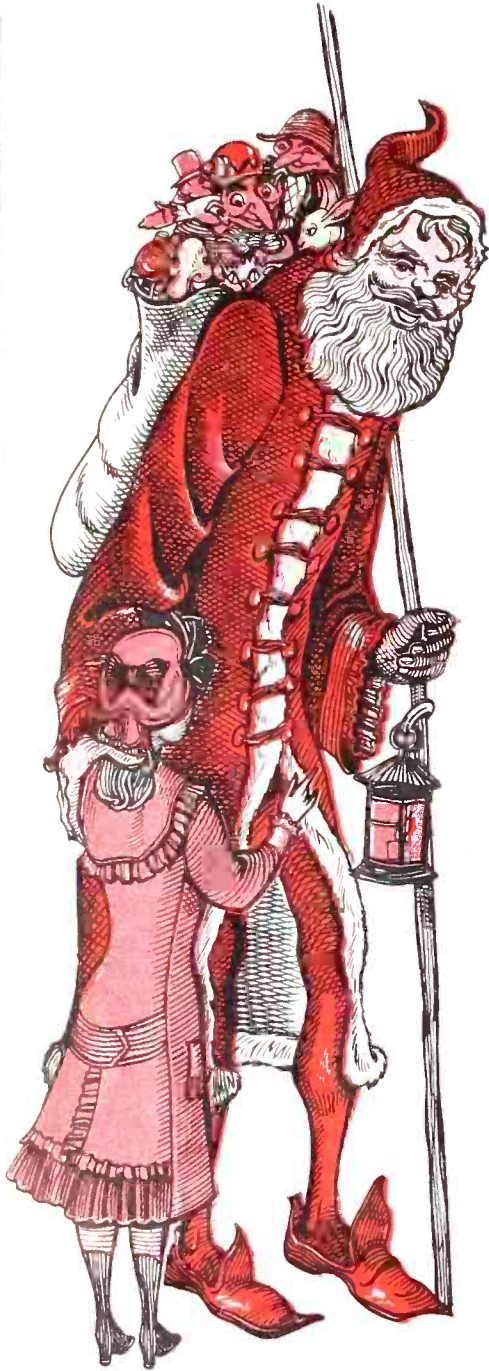
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