

Advertising

Television

Radio



Canadian  
**BROADCASTER**

Vol. 19, No. 23

TORONTO

December 1st, 1960



Merry Christmas

# TO ONE AND ALL

## A Merry Christmas and A Happy New Year

from the CAB Radio Family  
of 164 Community Radio Stations  
from the Atlantic to the Pacific

### CAB MEMBER RADIO STATIONS

#### ATLANTIC AREA (17)

CKDH ..... Amherst, N.S.  
CKBC ..... Bathurst, N.B.  
CKBW ..... Bridgewater, N.S.  
CFCY ..... Charlottetown, P.E.I.  
CFNB ..... Fredericton, N.B.  
CHNS ..... Halifax, N.S.  
CKEN ..... Kentville, N.S.  
CKCW ..... Moncton, N.B.  
CKMR ..... Newcastle, N.B.  
CKEC ..... New Glasgow, N.S.  
CJRW ..... Summerside, P.E.I.  
CFBC ..... Saint John, N.B.  
CHSJ ..... Saint John, N.B.  
CJON ..... St. John's, Nfld.  
CKCL ..... Truro, N.S.  
CJCJ ..... Woodstock, N.B.  
CFAB ..... Windsor, N.S.

#### FRENCH LANGUAGE — ALL PROVINCES (36)

CFGT ..... Alma, P.Q.  
CHAD ..... Amos, P.Q.  
CJMT ..... Chicoutimi, P.Q.  
CFML ..... Cornwall, Ont.  
CHRD ..... Drummondville, P.Q.  
CHFA ..... Edmonton, Alta.  
CJEM ..... Edmundston, N.B.  
CFRG & CFGR ..... Gravelbourg, Sask.  
CKCH ..... Hull, P.Q.  
CKRS ..... Jonquiere, P.Q.  
CKLS ..... LaSarre, P.Q.  
CFLM ..... La Tuque, P.Q.  
CKBL ..... Matane, P.Q.  
CKBM ..... Montmagny, P.Q.  
CJMS ..... Montreal, P.Q.  
CKAC ..... Montreal, P.Q.  
CHNC ..... New Carlisle, P.Q.  
CHRC ..... Quebec, P.Q.  
CKCV ..... Quebec, P.Q.  
CJLR ..... Quebec, P.Q.  
CJBR ..... Rimouski, P.Q.  
CHRL ..... Roberval, P.Q.  
CKRN ..... Rouyn, P.Q.

CFNS ..... Saskatoon, Sask.  
CFKL ..... Schefferville, P.Q.  
CJSO ..... Sorel, P.Q.  
CKSB ..... St. Boniface, Man.  
CKRB ..... St. Georges de Beauce, P.Q.  
CKJL ..... St. Jerome, P.Q.  
CFBR ..... Sudbury, Ont.  
CKLD ..... Thetford Mines, P.Q.  
CHLN ..... Three Rivers, P.Q.  
CFCL ..... Timmins, Ont.  
CKVD ..... Val d'Or, P.Q.  
CFDA ..... Victoriaville, P.Q.  
CKVM ..... Ville Marie, P.Q.

#### CENTRAL CANADA (56)

CKBB ..... Barrie, Ont.  
CJBQ ..... Belleville, Ont.  
CJNR ..... Blind River, Ont.  
CHIC ..... Brampton, Ont.  
CFCO ..... Chatham, Ont.  
CHUC ..... Cobourg, Ont.  
CJSS ..... Cornwall, Ont.  
CJLX ..... Fort William, Ont.  
CKPR ..... Fort William, Ont.  
CFTJ ..... Galt, Ont.  
CJOY ..... Guelph, Ont.  
CHML ..... Hamilton, Ont.  
CKOC ..... Hamilton, Ont.  
CKAR ..... Huntsville, Ont.  
CJRL ..... Kenora, Ont.  
CKLC ..... Kingston, Ont.  
CKWS ..... Kingston, Ont.  
CJKL ..... Kirkland Lake, Ont.  
CKCR ..... Kitchener, Ont.  
CKKW ..... Kitchener, Ont.  
CKLY ..... Lindsay, Ont.  
CJSP ..... Leamington, Ont.  
CFPL ..... London, Ont.  
CKSL ..... London, Ont.  
CKMP ..... Midland, Ont.  
CFCF ..... Montreal, P.Q.  
CJAD ..... Montreal, P.Q.  
CKGM ..... Montreal, P.Q.

CFCH ..... North Bay, Ont.  
CHWO ..... Oakville, Ont.  
CKLB ..... Oshawa, Ont.  
CFOS ..... Owen Sound, Ont.  
CHEX ..... Peterborough, Ont.  
CKPT ..... Peterborough, Ont.  
CFOX ..... Pointe Claire, P.Q.  
CFPA ..... Port Arthur, Ont.  
CJRH ..... Richmond Hill, Ont.  
CHOK ..... Sarnia, Ont.  
CJIC ..... Sault Ste. Marie, Ont.  
CKCY ..... Sault Ste. Marie, Ont.  
CFRS ..... Simcoe, Ont.  
CJET ..... Smiths Falls, Ont.  
CKTB ..... St. Catharines, Ont.  
CHLO ..... St. Thomas, Ont.  
CJCS ..... Stratford, Ont.  
CHNO ..... Sudbury, Ont.  
CKSO ..... Sudbury, Ont.  
CKOT ..... Tillsonburg, Ont.  
CKGB ..... Timmins, Ont.  
CFRB ..... Toronto, Ont.  
CHUM ..... Toronto, Ont.  
CKFH ..... Toronto, Ont.  
CHOW ..... Welland, Ont.  
CKLW ..... Windsor, Ont.  
CKNX ..... Wingham, Ont.  
CKOX ..... Woodstock, Ont.

#### PRAIRIES (33)

CFAM ..... Altona, Man.  
CKX ..... Brandon, Man.  
CFAC ..... Calgary, Alta.  
CFCN ..... Calgary, Alta.  
CFXL ..... Calgary, Alta.  
CFCW ..... Camrose, Alta.  
CKDM ..... Dauphin, Man.  
CJDV ..... Drumheller, Alta.  
CFRN ..... Edmonton, Alta.  
CHED ..... Edmonton, Alta.  
CJCA ..... Edmonton, Alta.  
CFAR ..... Flin Flon, Man.  
CFGP ..... Grande Prairie, Alta.

CJOC ..... Lethbridge, Alta.  
CHEC ..... Lethbridge, Alta.  
CKSA Lloydminster, Sask.-Alta.  
CHAT ..... Medicine Hat, Alta.  
CHAB ..... Moose Jaw, Sask.  
CJNB ..... North Battleford, Sask.  
CKYL ..... Peace River, Alta.  
CKBI ..... Prince Albert, Sask.  
CKRD ..... Red Deer, Alta.  
CJME ..... Regina, Sask.  
CKCK ..... Regina, Sask.  
CKRM ..... Regina, Sask.  
CFQC ..... Saskatoon, Sask.  
CKOM ..... Saskatoon, Sask.  
CKSW ..... Swift Current, Sask.  
CFSL ..... Weyburn, Sask.  
CJOB ..... Winnipeg, Man.  
CKRC ..... Winnipeg, Man.  
CKY ..... Winnipeg, Man.  
CJGX ..... Yorkton, Sask.

#### PACIFIC (22)

CHWK ..... Chilliwack, B.C.  
CFCP ..... Courtenay, B.C.  
CKEK ..... Cranbrook, B.C.  
CJDC ..... Dawson Creek, B.C.  
CFJC ..... Kamloops, B.C.  
CKOV ..... Kelowna, B.C.  
CHUB ..... Nanaimo, B.C.  
CKLN ..... Nelson, B.C.  
CKNW ..... New Westminster, B.C.  
CKLG ..... North Vancouver, B.C.  
CKOK ..... Penticton, B.C.  
CKPG ..... Prince George, B.C.  
CJAV ..... Port Alberni, B.C.  
CFTK ..... Terrace, B.C.  
CJAT ..... Trail, B.C.  
C-FUN ..... Vancouver, B.C.  
CHQM ..... Vancouver, B.C.  
CJOR ..... Vancouver, B.C.  
CKWX ..... Vancouver, B.C.  
CJIB ..... Vernon, B.C.  
CJVI ..... Victoria, B.C.  
CKDA ..... Victoria, B.C.

Agriculture

# "ROYAL" GETS WIDE RADIO-TV COVERAGE



ENJOYING THEMSELVES in a tea garden while watching and listening to a live CFRB radio broadcast proved to be an enjoyable feature for many visitors to the 1960 Royal Agricultural Winter Fair, held in the Coliseum, Toronto, from November 11 to 19. Attractive waitresses in costume served Salada Tea while such prominent Toronto radio personalities as Gordon Sinclair, Betty Kennedy, Eddie Luther and Bill Deegan described events at the Royal over the air.

RURAL RADIO listeners and viewers across Canada heard up-to-the minute reports of highlights, activities and judging results of the world's biggest annual indoor agricultural exhibition, as radio and television stations covered the Royal Agricultural Winter Fair in Toronto last month.

CBLT, Toronto, key station of the CBC's television network, shot various aspects of the "Royal" right from the scene, including the Royal Horse Show, on several occasions. The station also originated several other telecasts from what officials described as "the biggest fair of them all." These latter shows in-

cluded *Country Calendar* and *Open House*.

Other television stations, including CKVR-TV, Barrie; CKNX-TV, Wingham and CHCH-TV, Hamilton covered some of the highlights of the "Royal" by film, while western stations were also represented by cameramen.

Radio Station CFRB, Toronto, had a specially constructed broadcasting booth in the Coliseum, centre of the fair, and broadcast daily throughout the eight days of the exhibition, featuring such name broadcasters as Gordon Sinclair, Wally Crouter, Betty Kennedy, Bill Deegan, Ray Sonin, Jack Dennett and Eddie Luther.

CBC's coast-to-coast *Tommy Hunter Show* was taped at the fair

on three successive days while it played to large crowds in attendance.

A complete list of stations represented was not available, but they included CJOC, Lethbridge, with Gene Lehto; three Calgary stations, CHCT-TV, CFAC and CFCN, re-

presented by Reuben Hamm, John Church and Ross Henry; CJGX, Yorkton in the person of Doug Sherwin; CFRA, Ottawa and CHWO, Oakville.

CFTO-TV, Toronto, scheduled to open January 1, had an elaborate exhibit in the Coliseum.

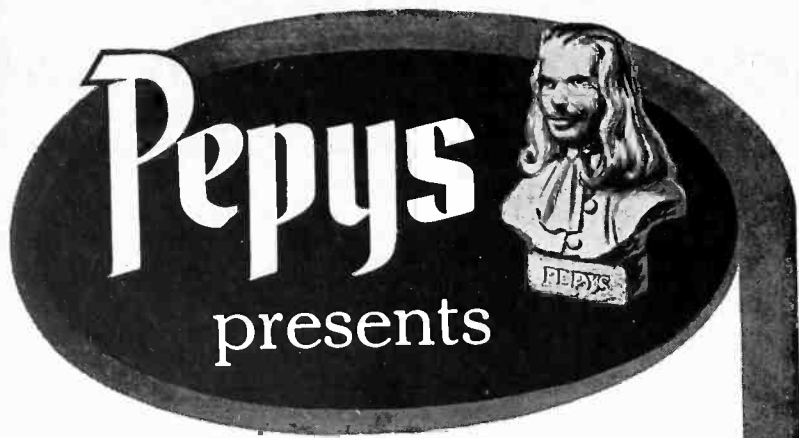
## Cite Four Broadcasters For Agricultural Shows

FOUR CANADIAN broadcasters have received awards in Toronto for their coverage of agricultural subjects. The awards were presented recently at the third annual awards banquet of the Canadian Farm Writers.

The prize for the top agricultural report went to David Innes, farm broadcaster for the CBC, Regina, for his coverage of the 25th anniversary of the Co-Op Refinery at Regina.

To another CBC reporter, George S. Atkins of Toronto, went the award for the best radio feature. Atkins' winner was a broadcast on land use and resources conservation.

A two-man CBC team received the award for the best television production in the field of farm broadcasting. The winners were Keith Russell and Murray Creed, for their production *The Old Road*. It was the story of a farmer who felt he was getting too old to contend with the rapidly changing farm methods.



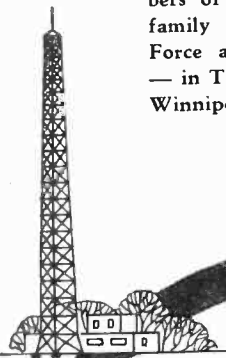
Once More

## It's Christmas

As the hush of the Christmas Season descends across the land, it is pleasant to put aside the hurly-burly of business for a time, and look back over the year . . . to recall many of those good friends with whom we have had the friendliest of business dealings . . . Sponsors and still-to-be Sponsors . . . Agencies — many of whom we have saluted in our "advertising" in the past year . . . the good Stations whom we are proud to represent . . . the ever-helpful Trade Publications . . . to all of them we say a warm "Thank You", and wish to one and all

### A VERY MERRY CHRISTMAS

This Goodwill Greeting comes from all 38 members of the Stovin-Byles family — Office, Sales Force and Management — in Toronto, Montreal, Winnipeg & Vancouver.



# STOVIN-BYLES *Limited*

Radio and Television Station Representatives  
MONTREAL TORONTO WINNIPEG VANCOUVER

#### RADIO STATIONS

- |                    |                 |                       |
|--------------------|-----------------|-----------------------|
| CJOR Vancouver     | CJRL Kenora     | CKLC Kingston         |
| CKLN Nelson        | CHIC Brampton   | CHOV Pembroke         |
| CKXL Calgary       | CFOS Owen Sound | CJLR Quebec City      |
| CJNB N. Battleford | CJBQ Belleville | CKCW Moncton          |
| CKOM Saskatoon     |                 | CJON St. John's Nfld. |
| CJME Regina        |                 | ZBM Bermuda           |

#### TELEVISION STATIONS

- |                                       |                          |
|---------------------------------------|--------------------------|
| KVOS-TV Servino<br>Vancouver-Victoria | CKTM-TV Trois-Rivieres   |
| CKOS-TV Yorkton                       | CJBR-TV Rimouski         |
| CKOS-TV I Dauphin                     | CKCW-TV Moncton          |
| C-JAY-TV Winnipeg                     | CKAM-TV Campbellton      |
| CJSS-TV Cornwall                      | CJON-TV St. John's Nfld. |
| CJOH-TV Ottawa                        | CJOX-TV Argonia          |
| CJOV-TV Pembroke                      | CJCN-TV Central Nfld.    |

ZBM-TV Bermuda

## CKVL-FM, Verdun

### FM BRINGS GOOD MUSIC TO MONTREAL

**M**ONTREAL MUSIC-LOVERS are turning more and more to CKVL-FM for a day-and-night diet of good music of every sort.

Jack Tietolman, president of CKVL, is largely responsible for the success of FM in the Montreal area; and he describes it as "a great and ever-growing entertainment medium."

CKVL maintains one of the most complete record libraries in the country, with access to all important records available. Two librarians work full time taking care of the collection.

The station's programing tends toward light and popular music during the day, with more serious music filling the evening hours.

On Sunday evenings, CKVL features live broadcasts, the world's great music festivals, and complete opera recordings.

Among the soloists who have appeared in live broadcasts are Marthe Létourneau, Nelly Methot, and Collette Boky, sopranos; and Arthur Garami, violinist.

Festival programs broadcast have included the Salzburg Mozart Festival, operas from the Wagner Festival in Bayreuth, Germany; Pablo Casals' Prades Festival; the Edinburgh and Aldeburgh Festivals from the United Kingdom; and all the other major music festivals of Europe.

#### MANUFACTURERS IMPRESSED

Radio and TV manufacturers have shown themselves most impressed with the advance of FM in Montreal. One of them is W. Y. Pratt, Eastern Canada sales manager of Zenith Radio Corp., who is also chairman of the sales training course at the University of Montreal, sponsored by the Advertising and Sales Executives' Club of the city. He said:

"Sales are going along very well in all our FM models. It is no longer possible to sell a console model unless it is capable of receiving FM.

"I enjoy CKVL's FM programs, and the dignity of the FM commercials. CKVL's broadcasting of FM programs has certainly helped FM sales. I foresee a great future for FM and a big increase in FM set

sales before Christmas. The future of FM is indeed very bright."

Another executive opinion — expressed, like Pratt's, at the November meeting of the Quebec Radio & TV Distributors' Association — is that of W. J. Collins, national sales manager of the Fleetwood Corporation. He said:

"FM is definitely coming into its own in this city. You can't sell a console in the over-\$200 bracket unless it has FM on it. Sales are going well on all of this company's FM models.

"Fleetwood brings out TV combination sets with a choice of either AM and short wave bands, or an FM band. In greater Montreal, the FM band is definitely preferred.

"I believe that the splendid programs of CKVL-FM have definitely been a great help in increasing FM set sales."

#### QUALITY ADVERTISERS

The Montreal station has attracted a long list of quality advertisers who want to reach the FM audience. They include: Chrysler Motor Corporation of Canada; Cinerama; the Laurentien Hotel; the Windsor Hotel; RCA Victor; TIME MAGAZINE; Lufthansa German Airlines; the Montreal Forum.

In the MONTREAL STAR of November 10, Pat Pearce's radio and television column quoted a letter which must sum up many Montrealers' feeling towards CKVL: "I'd like to congratulate CKVL on its 14th birthday, and particularly its FM on going on all night. I'm not a good sleeper, and do appreciate uninterrupted music through the night. I can understand nightworkers might like lots of news and chatter and whatnot, but not me! It just reminds me of what I'd rather forget . . . So once again, thanks for music that makes me forget."

Sidney Diamond, marketing manager and public relations officer for the station, says that hundreds of similar letters are received at CKVL. They are supplemented by many phone calls which ask information about the music played, and indicate the intense interest roused in the Montreal listening area by CKVL-FM.

#### INDEX

Radio and TV Cover the Winter Fair	3	CBC Chief Flays False and Dangerous Statements	20
FM Brings Good Music To Montreal	4	Commercials Come Live Or Animated	22
Merchandising Aids Expand Sales	6	Directory Section	
Gifts and Worship Mark Quebec Rejoicing	8	Station Sales Representatives	35
Caldwell is Only Bidder for Second TV Net	11	Radio Network Stations	42
Oh The Tintinnabulation of the Bells, Bells, Bells!	12	Station and Personnel Register (Radio)	43
Gilbert Harding Obituary	14	Station and Personnel Register (FM)	61
They're Back with Mother Goose	16	Advertising Agencies	62
BPA Convention	18	Station and Personnel Register (Television)	66
		CBC Network Stations (TV)	66

(And all the regular departments)

Board of Broadcast Governors

CALDWELL IS ONLY BIDDER FOR SECOND TV NET

A SINGLE APPLICATION for the franchise to operate a second Canadian television network, and consideration of new TV channel allocations in the Alberta-Saskatchewan area, are among subjects scheduled for airing in the public hearings of the Board of Broadcast Governors which opened Tuesday and are continuing as this paper goes to press.

The BBG sent out on request four forms of application for the second-network franchise; but only one was returned — by Spencer W. Caldwell, president of S. W. Caldwell Ltd. Deadline for applications was November 14.

The second network which Caldwell seeks to establish would link all, or some, of non-CBC outlets in operation, or approved, in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton, Calgary, and Vancouver.

Caldwell headed one of eight groups which lost out to Baton Aldred Rogers in the bidding for Toronto's second TV station.

He has said he plans to begin by linking Toronto, Ottawa, Montreal and possibly Winnipeg by microwave, while distributing programs to other centres by videotape.

Independent station owners, who appeared before the BBG in September, are opposed to the Caldwell plan, since they want to set up their own mutual network.

In the matter of TV channel allocations in Alberta — Saskatchewan, the BBG is attempting to close some of the areas not yet covered by TV.

The board has suggested new allocations to the Department of Transport. If they are approved, the governors will re-hear three applications to establish TV satellites which it deferred at an earlier hearing. (CB October 20).

The board said it believes that the lowest channels — those on which technical TV signal propagation is best — should be reserved for areas where stations need the largest possible coverage.

Consequently, the BBG proposes moving Channel 3 from North Battleford, Sask., where it is now assigned under international allocations, to the Coleville-Stanraer-Kindersley region, where it would be available to "cover this large, inadequately-served area."

Earlier this year, CJNB-Radio, North Battleford, in partnership with CFQC-TV, Saskatoon, had sought to use Channel 3 for a North Battleford satellite TV. The BBG has now agreed to hear their deferred application, if it is based on the use of Channel 4.

Competing with the original application was a bid by CKBI-TV, Prince Albert, to set up two satellites, one on Channel 4 at North Battleford and the other an

intermediate relay station on Channel 10. The board is now prepared to reconsider the CKBI application, if it is revised to use Channel 7 at North Battleford.

Farther south, along the inter-provincial border, Channel 3 — now allocated to Pivot, Alta. — would be changed to Channel 4. The BBG would then hear the Pivot satellite application made by CHAT-TV, Medicine Hat.

The board has also recommended to the Transport Department that Channel 10, now allocated to Coronation, Alta., be made available for all applicants who propose to cover "the major part of the inadequately-served area centred on the Stanmore-Coronation region."

Extension of TV services in northern New Brunswick is another problem bedeviling the BBG; and

it has promised a statement dealing with that area after a full-dress board meeting in the near future.

The latest BBG announcement also added to the list of applications to be heard in the current hearing:

Rivière-du-Loup, Que.: by Radio CJFP Ltée; for a licence to establish a TV station, with an ERP of 39 kilowatts, omnidirectional antenna, EHAAT 1,156 feet.

For changes of share ownership which would result in change of ownership or control of the licensees:

1. Transfer of shares of capital stock of Cornwall Broadcasting Ltd. (CJSS-TV), Cornwall, to E. L. Bushnell Associates, Ottawa.

2. Transfer of 51 per cent of all shares of the capital stock of Nash Radio and Television Company Limited (CJNR), Blind River, Ont.

Our 34th Annual

Christmas Greetings

from

CFCO CHATHAM

1000 Watts on 630 Kcs.

JACK BEARDALL, Owner-Mgr.



MUSIC-DOWN-Z-BY

**CHOV  
SELLS  
SELLS  
SELLS  
SELLS**

**The UPPER OTTAWA  
VALLEY MARKET**  
(\$111,540,000 Buying \$\$\$)  
**RADIO . . . PEMBROKE**

# Oh the Tintinnabulation of the Bells, Bells, Bells!

Comes again the festal season,  
When every one can find some  
reason  
To deck the hall with boughs of  
spruce,  
With baubles and bagels — and then,  
cut loose!  
So here come I with tinsel in hair,  
With Yuletide greetings for Alec  
Phare.  
Let Santa sound a loud "Ho! Ho!"  
For Batten, Barton, Durstine, O;  
Have two large jeroboams well  
cooled  
For Muter, Culiner, Frankfurter, and  
Gould.  
Raise your voice on the wintry  
breeze

To Thornton Cran and Ramsay  
Lees,  
And grab a drink as the tray goes  
by —  
Toast CFTM, and CJAY!  
Hide some meaty turkey bones  
For CHAN (not Charlie) and  
Arthur Jones.  
Chant five carols—pure, not pagan—  
For Hughie Horler and Dick  
O'Hagan.  
Let's seal you card with Buck'nam  
Palace on  
And post it off to Carlyle Allison;  
And while you're at it, load up  
horsey  
With loot for Dr. Eugene Forsey,  
For Andy Stewart and Don Munro.  
(It's Christmas, fellows — don't say  
"No".)

(Claire's not in the biz, but is she  
wise?  
She knows it pays to advertise:  
To show exactly what we mean —  
Take a quick squint at Page  
Fourteen.)  
Help get the reindeer into halter,  
You Thomson boys there, Roy,  
J. Walter!  
(I know the names aren't spelt the  
same,  
But typo errors — what a game!)  
And wave the sad Old Year "Addio"  
With one more Thompson, name of  
Reo.  
Get Prancer and Blitzen set to  
trample,  
Likewise Dancer-Fitzgerald-Sample.  
Then round the Yule log sit you  
down,  
T. J. Allard, Murray Brown,  
And Duncan Grant and you, Bert  
Cairns —  
Leave room up close to park the  
bairns —  
Then show your profiles, look your  
best,  
For Yousuf Karsh and Allen Guest.  
(Now while the fete gets corybantic,  
I'll pause for moments sycophantic.)  
To our Dick Lewis, a cup of wine;  
And bells to Mr. Ballantyne!  
(Oops, Dick caught me, threw the  
cup —  
Tore my poetic licence up!)  
So I'll say with a wink and a hint  
of a pout:  
Merry Christmas to all — and over  
— and out.

R. H.

**Merry Scriptmas**  
and a  
**Write**  
**Happy New Year**  
from  
**WALTER A. DALES**  
RADIOSCRIPTS  
270 FORT STREET, WINNIPEG

FULL COVERAGE



FULL PROTECTION



The Hull team in front of CFTO-TV station, now nearing completion.

## INSURANCE in the field of Broadcasting is as specialized as the medium itself

We are proud to have prepared the  
complete insurance program for

### CFTO-TV Channel 9

North America's largest, most modern  
television station.

Call Hull for all your business or personal insurance needs

## THOMAS I. HULL INSURANCE LIMITED

Toronto-Dominion Bank Bldg.  
Toronto 1 — EM. 6-9926

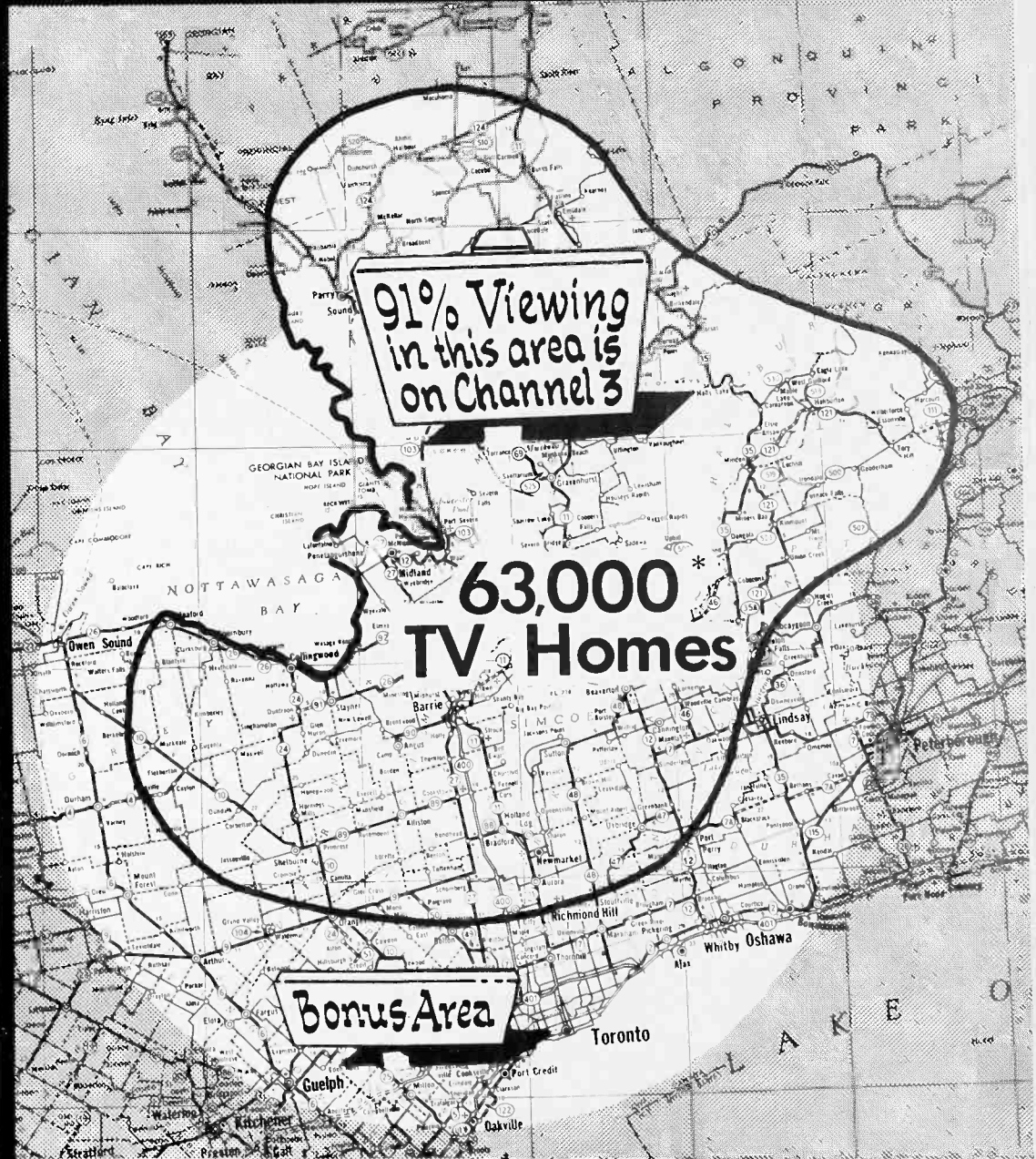
# REMARKABLE MARKET

**MORE TV HOMES**  
than London.  
& Kingston  
**COMBINED**

**MORE Retail Sales**  
than Calgary.  
& Lethbridge  
**COMBINED**

**MORE Drug Sales**  
than Halifax,  
Sydney, St. John  
& Moncton  
**COMBINED**

**MORE Food Sales**  
than London,  
Kitchener  
& Sudbury  
**COMBINED**



\*Average Prime Time DELIVERED Audience In Excess of 40,000 Homes

# CKVR-TV CHANNEL 3 BARRIE

Reps: MULVIHILL — Toronto, Montreal -- MESSNER — Winnipeg -- SCHARF — Vancouver -- YOUNG — U.S.A.

Our best wishes for a

# Merry Christmas

and a

Wonderful Year Ahead  
for ALL

**CLAIRE WALLACE  
TRAVEL BUREAU LTD.**

126-a Cumberland St.,  
Toronto, Ont. WA. 5-4284

(City Parking opposite our door)

## Gilbert Harding

### His Armor of Rudeness Covered a Soft Heart

A MAN WHO MADE his life's work being rude to people and turning it into a profitable vocation has cast his last sling, and his passing is most mourned by the people he insulted most.

Gilbert Harding, once assistant to the BBC representative in Canada, and latterly known in every corner of the UK as an unpredictable panelist on such BBC programs as *What's My Line*, collapsed as he came out of a BBC recording studio

November 16, and never recovered consciousness. He was 53.

To the world in general, Gilbert Harding was obsessed with the idea that rudeness was his main attraction, and he was so right.

When he told a Toronto hostess that he lived on Jarvis Street, on which fact she commented that it

This was the outer Harding.

Inside him was a supreme sensitive person, as evidenced by his deep and abiding devotion to his mother.

When he left Cambridge in 1928, he was planning to go into the Church of England, but a year later became a Roman Catholic.

In 1931 he accepted a year's appointment as professor of English at St. Francis Xavier University, Antigonish.

He returned to Canada in 1945 as assistant to Michael Barkway who was then Canadian representative of the BBC.



was not a very fashionable address, he snapped, "Neither is Toronto".

He told a Vancouver party that rather than being born in that western city, he would choose a water closet.

He commented on the malodorous aura of a certain titled lady to a girl who turned out to be her daughter. When she angrily told him this, he said, without a second's hesitation — "Then you will know exactly what I mean."

### Mother Goose Steps Out

WAYNE AND SHUSTER will be entertaining televisioners on three continents at Christmastime.

The record exposure results from the sale of their *Mother Goose* pantomime to Granada Television in the United Kingdom and to the Australian Broadcasting Commission.

*Mother Goose* is the first CBC-TV variety show ever to be sold overseas. Bill Weston, CBC export sales manager who negotiated the sale, said that both Granada and ABC will use kinescopes of the production.

Australian TV is still without videotape facilities. Granada ordinarily uses videotape, but network executives say that the CBC kine is as good as videotape, which would have to be converted for UK television lineage.

On behalf of the stations we represent  
and the staff of our  
organization

**JOS. A. HARDY & CO. LTD.**

extend

**SEASON'S GREETINGS**

and

**JOYEUX NOEL**

TO OUR FRIENDS IN THE INDUSTRY



Selling  
Alberta's  
Neighborly  
Television  
Audience

Canada's  
Luckiest  
Advertisers  
Use  
Six

*A Merry Christmas to All  
From All of Us*

**CHCA-TV Red Deer**

*THE Window of Western Hospitality*

Get  
the **BIG PLUS**  
on  
**CBC RADIO**  
in  
British Columbia

**PLUS**—more adult listeners per dollar!

**PLUS**—coverage of 220,400 listeners via 35 repeater stations!

**PLUS**—complete competitive protection

Contact your nearest CBC Radio Sales office for details regarding the successful commercial operation of CBU and CFPR in British Columbia!

**CBC RADIO SALES**

**ANSWER-CANADA**  
A National Merchandising  
and Research Service  
*Through the use of telephone facilities, the following service is offered:*

**LOCAL COMPANY IDENTITY**  
You can easily get local identity. Simply subscribe to a telephone, with listing and have the line terminated in an Answer-Canada office. A trained secretary will answer in your name, query the caller and forward a record of calls for completion.

*For full details consult the white pages of your telephone book, ask information, or write . . .*

**ANSWER-CANADA**  
640 Cathcart St. Montreal  
UN 6-2300  
*Affiliate: Answer America Inc.*



# When you think of **CALGARY** you think of



AUDIO

Southern Alberta  
Jubilee Auditorium



AUDIO

Children's activities  
at Allied Arts Centre



AUDIO

The Philharmonic  
orchestra and chorus



AUDIO

Provincial Institute  
of Technology and Art



AUDIO

Active live theatre

and  
**CHCT-TV**  
channel **2**



**First in Calgary**



Wayne & Shuster

DANCER! PRANCER! DONNER! BLITZEN! THEY'RE BACK WITH MOTHER GOOSE

COME CHRISTMAS DAY, when the kiddies have tired of smashing their new toys, and the grown-ups have roused themselves from turkey torpor, they'll all gather around the TV set for one of the biggest of Yuletide treats.

Co-sponsored by General Foods, National Carbon Co. and Canadian Kodak, it will be a re-broadcast of last year's 90-minute fantasy *Mother Goose*, starring (and written by) Canada's star comedians, Johnny Wayne and Frank Shuster.

Thanks to Videotape, this year's Christmas show will be the same spectacle seen last year — a show that brought more fan mail to the CBC than any other W. and S. telecast.

Prominent in the big supporting cast are Bob Goulet — now Broadwaybound in the Lerner-Loewe *Camelot* — and singer Joan Fairfax.

Using a taping of an old show does not mean that Wayne and Shuster have been idle during the past months. They have already done two of seven scheduled CBC hour-long specials; and made one

of their appearances on the *Ed Sullivan Show*.

Not being a sophisticated two-bit weekly like the *NEW YORKER*, the *CANADIAN BROADCASTER* did not have a man Stanley to send along to eye the Messrs. W. and S. in rehearsal. So we did the fifth-best thing, and sent our man Ralph. Herewith his report:

"Went to the CBC building on Sumach Street (no sumachs) . . . very big, converted from something or other . . . Met by Heather Wilson, young, good-looker . . . Led through paint shops — very big, messy, artistic — to the cafeteria . . . Lettuce leaves and things on floor, spattered painters at table.

"Enter Johnny Wayne — shortish, compact, eyes dark and snapping; wearing dark pullover, slacks. Wayne passed up soup — the only good cold soup is vichyssoise, he allowed — settled for coffee . . . Anyway, he said, he was going to dinner and a hockey game with Mrs. W . . . Ten minutes of fast, intense talk about television (the CFTO building on Highway 401 is



MOTHER GOOSE WAYNE AND SON SHUSTER

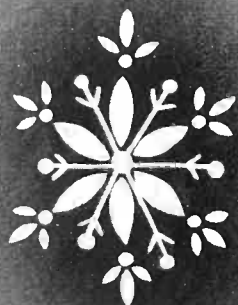
magnificent); about the *BROADCASTER* (plug); about Jack Hulbert and Cicely Courtneidge and Sir Donald Wolfit (up from the table to give an imitation of Wolfit's notorious I've-given - my - all - for - you - lucky - people - in - the - Colonies - pant - pant - curtain - speech).

"Enter Frank Shuster . . . taller, slower-moving, slower-talking than partner; slacks, and cardigan under jacket . . . complained of muscle aches from night-before basketball at University of Toronto's Hart House.

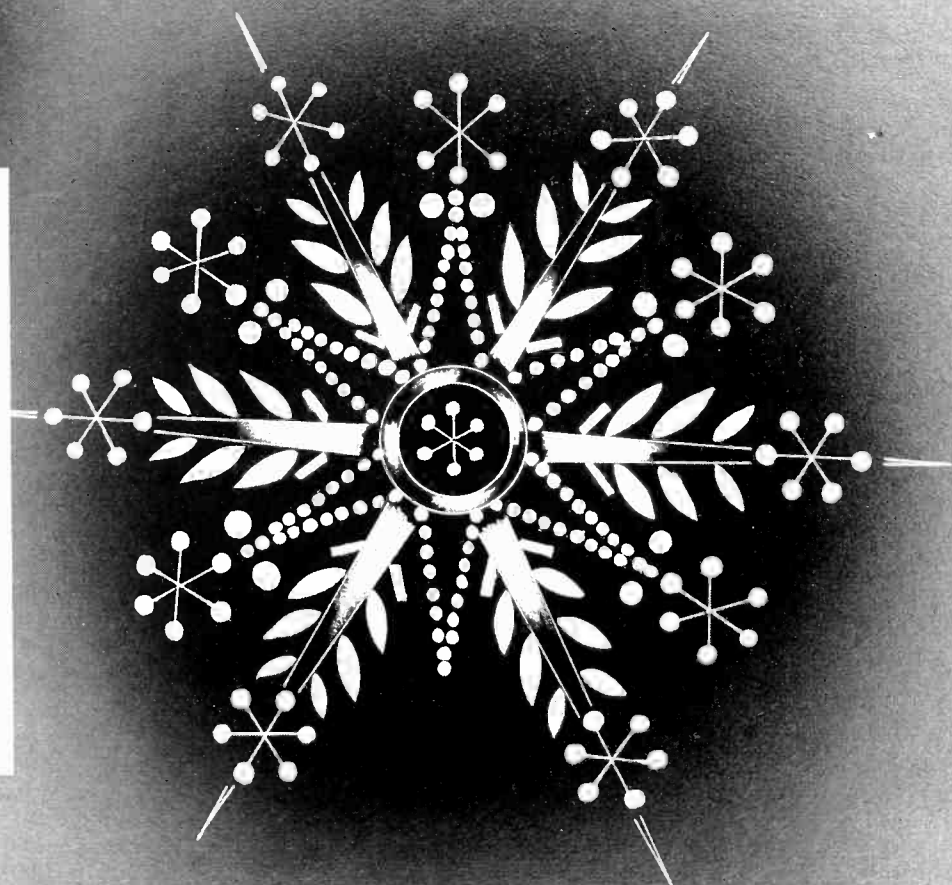
"More talk — this time about early days at the university, when, as Wiregarters and Rooster, the partners wrote for the daily *VARSI* . . . About *The Army Show*, which started as a radio program, then burgeoned onto the stage . . .

"Two o'clock: time to go to the rehearsal room . . . This is show biz? This is glamor? Big, empty room with taped designs on floor (they turned out to be floor plan of the sets for the Nov. 22 show) . . . No chorus girls (alas!), no orchestra,

**CALDWELL EQUIPMENT**  
has ALL the SOUND EFFECTS  
447 JARVIS ST. TORONTO 5 • WA 2-2103



From all of us go forth our warmest wishes for the happiest holiday season that has yet come your way.



***Big Merry Christmas***

***Big Happy New Year***

***Big New TV Station***

***Ernie Bushnell • CJOH • TV***

J. Alphonse Ouimet

# CBC CHIEF FLAYS "FALSE AND DANGEROUS" STATEMENTS

## Program Cost Was Cent And A Half Per Day Per Canadian

CHRONIC ATTACKS against the CBC, on the way it gets and uses its money, are threatening the future of the publicly-owned corporation, J. Alphonse Ouimet, president of the CBC told the Montreal Rotary Club recently.

In a fact-packed speech, Ouimet hit back at those who make "dangerous statements" about the corporation for reasons which range "from honest belief — or perhaps even honest prejudice — to deliberately planned propaganda."

Newspaper clippings show, he said, that "with endless repetition" such statements as the following are made about the CBC:

The CBC is too expensive; Canada can't afford it; CBC has huge deficit; expenditures have got out of control and are far greater than ever had been imagined; the CBC is wasteful and inefficient; the CBC ought to be investigated; private enterprise could provide the same service free.

### "FALSE AND DANGEROUS"

In attacking what he called "these false and quite dangerous statements", the president first outlined last year's activities of the CBC.

The corporation spent \$90,000,000. The Federal Treasury provided

\$52,000,000, commercial sources the remaining \$38,000,000.

For that amount, Canada's 18,000,000 people got: two distinct and complete broadcasting services, one English, one French; three national radio networks; seven regional radio networks, with a Northern radio service; two national and five regional television networks. It operated 18 radio stations and 80 low-power relay transmitters, nine TV stations and ten TV satellites.

The CBC last year broadcast more than 100,000 programs. "If we had an assembly line, that figure might not be impressive. But programs are not produced like shoes. Each of them is a custom-made hand tailored creation for a specific audience," Ouimet said.

Cost of the programing came to less than a cent and a half per day per Canadian. Ouimet pointed out further that for every cent of public funds spent on TV programs, the public spends four cents to buy TV receivers.

"These statistics," said Ouimet, "not only show that Canadians can afford their own television service — but also that they cannot afford not to have it."

The CBC executive then turned to what he termed another "finan-

cial virus" — the statement that "every one is aware of the CBC's huge annual deficits." He countered:

### KNOWS NO HUGE DEFICIT

"Well, I have news for you. Every one does not know this. There are some important exceptions. In the first place, I don't know of the CBC's huge annual deficit, and it is my job to run the corporation. The CBC Board of Directors, appointed by the Government to act in public trust, is not aware of any huge deficits. Nor is the Treasury Board. Nor is any Parliamentary Committee or Royal Commission which has ever investigated CBC. Nor is the Auditor-General of Canada, who goes over our books every year and has done so for a quarter-century.

"They know the CBC has never exceeded its financial resources, that we stay within approved expenditures year after year."

The CBC, he explained, tells Parliament how much money it needs to carry on broadcasting services. If Parliament agrees with the estimate, it votes the money. The CBC then lessens the demand on the public purse by selling as much commercial participation as possible without interfering with its basic service as assigned by Parliament. But, he emphasized, "the plain fact is that we must keep within our resources. We have done so consistently over the years, and had we failed to do so we would have been abolished — and quite properly so — years ago."

In 1959, Ouimet said, the corporation had a successful year financially. Commercial sales went \$4,000,000 over the target, and spending of Federal funds was \$2,000,000 lower than expected. This surplus thus realized was returned to the Federal Treasury.

"The implication which arises out of the charge of annual deficits is that the CBC is a commercial enterprise which is poorly run, and therefore must go to the Government to cover its deficiencies and its deficits.

"May I say that the CBC is not a poorly-run commercial business in need of a handout from the

Government, but a public service organization in the happy position of being able to reduce its need for public funds, without reducing its public service, through extensive commercial operations."

### SMALLER THAN FORECAST

Ouimet then attacked the "financial fable" that CBC expenditures have got out of control. On the contrary, they have been smaller than publicly forecast years ago. For example, a 1948 estimate set the cost of maintaining a national TV service at \$15 per TV home. Even today, CBC spending is only \$12.90 per TV home; and more than 90 per cent of the population is being reached.

Of those who cry that the CBC should be investigated, Ouimet asked: "I wonder where they've been! Could we be investigated more often and still carry on our work? Since 1930, broadcasting has had three Royal Commissions and 14 Parliamentary Committees — a major study every 21 months, with CBC right in the middle."

Finally, Ouimet turned to the allegation that private enterprise could give service similar to the CBC's for nothing:

"I don't think I need to take up your time on this one. It is not only unfair to private enterprise, but every responsible body which has ever studied this question has found the suggestion economically impossible. It is precisely because economics alone will not permit private enterprise to do this job that there is a CBC.

"If I am wrong, we should very soon have a second television network going full blast and doing all the things CBC does."

### BBM Will Meet At CAB

THE ANNUAL meeting of the Bureau of Broadcast Measurement for 1961 will take place at the time of the conference of the Canadian Association of Broadcasters in Vancouver. It will be held during a luncheon on Wednesday, March 15.

\*  
**A  
VERY  
MERRY  
CHRISTMAS  
FROM CJIC RADIO  
10,000 WATTS, 1050 KC  
AND CJIC TV, CHANNEL 2**



**Hyland Radio TV Ltd.  
Sault Ste. Marie, Ont. & Mich.**

## Season's Greetings

from

RADIO **CKDA** VICTORIA

1220 kcs. 10,000 watts

and

**CHEK-TV**

CHANNEL SIX — VICTORIA, B.C.

Subscribers to one or more Nielsen Broadcast Division Services number 60. Among these are the following Nielsen Broadcast Index subscribers —

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Baker  
 Benton & Bowles  
 Breithaupt, Milsom  
 Leo Burnett  
 Comstock  
 Foote, Cone & Belding  
 MacLaren  
 McCann-Erickson  
 McConnell, Eastman  
 McKim  
 Needham, Louis & Brorby  
 Robert Otto  
 Spitzer, Mills & Bates  
 J. Walter Thompson  
 Thompson-Petersen  
 Young & Rubicam  
 Vickers & Benson

### **ADVERTISERS:**

Beecham Products  
 Kellogg  
 Lever Brothers  
 Nestlé  
 Procter & Gamble  
 Salada-Shirriff-Horsey

### **NETWORKS:**

Canadian Broadcasting Corporation

### **PRODUCING COMPANIES:**

ZIV International Telefilms

**accurate information  
 on which to base  
 broadcast decisions  
 can now be yours  
 through the . . .**

# **NIELSEN BROADCAST INDEX**

With N.B.I. coverage now across Canada, Nielsen subscribers can use N.B.I. reports efficiently

- To determine number of stations necessary to cover a market or a combination of markets effectively
- To select stations or combinations of stations
- To allocate broadcast expenditures
- To select programs
- To select time periods
- To determine type of audience delivered
- To determine reach and frequency of advertising impact
- To match product advertising with program or time interval delivering type of audience offering best opportunity for sale
- To keep abreast of competitors' activity in the broadcast field.

## **NIELSEN BROADCAST INDEX**

a service of A. C. Nielsen Company of Canada Limited

2436 YONGE STREET, TORONTO 12, ONTARIO HU. 9-1162

Season's



Greetings



from

**CKBI-Radio  
CKBI-TV**

Prince Albert, Sask.

All-Canada in Canada • Weed & Co. in USA

TV Commercials

**COMMERCIALS COME LIVE OR ANIMATED  
THERE'S A PLACE FOR EACH - OR BOTH**

by **RON MARTIN**  
Staff Writer

**I**N TODAY'S television commercials the Canadian advertiser has a choice of two major processes to present his particular story. These are live action commercials and animation. Which process is better, or is there any preference? A visit to all parties concerned, i.e. the film makers, the advertisers and the agencies, brought several ideas to the fore.

impersonal presentation. It shows things that can't be seen. Both serve useful purposes if used wisely. But don't use animation for animation's sake. If the script isn't good the

First of all, animation is more expensive than live action. But on the plus side, animation residuals are much lower. Secondly, animation and live action are being used together in the same commercial more and more. The old rules are being broken.

When asked for a brief technical explanation of the two processes, Dean Peterson, the amiable president of Peterson Productions had this to say: "Live action is photography and animation is still-photography with controlled speed. Objects in the foreground must be seen in relation to something else to convey the idea of speed. Some TV commercials take advantage of trick techniques such as slow motion, which is a series of stills capturing a certain percentage of the action."

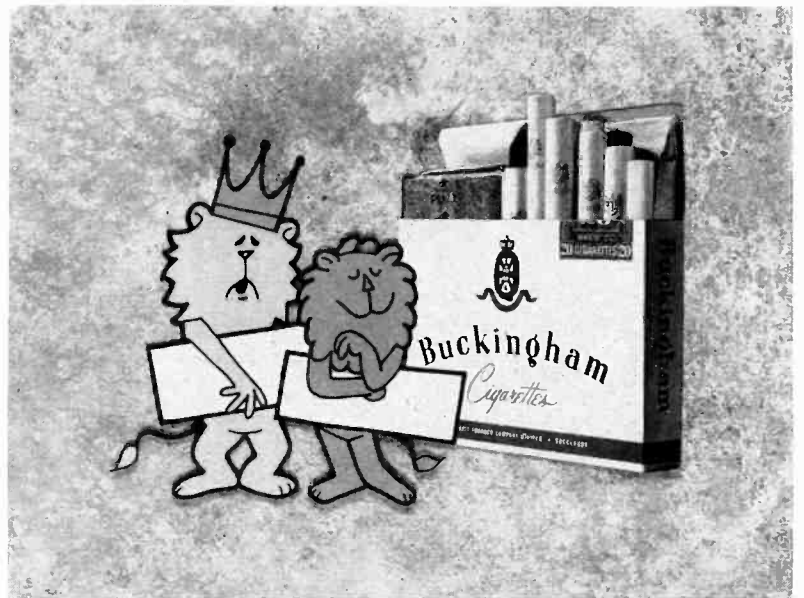
As Peterson sees it, "both animation and live action commercials have their application. But you must decide whether animation or live action is best for your particular story."

Peterson then emphasized that the advantage of animation is the way it can impersonalize the performer. "Too many people can detract from the product", he said. "Animation conveys a concept which could not be done live."

**RESULTS SHOULD RULE**

Turning to live action, which he called a series of "believable situations", Peterson said that the process was more economical and with the smaller potential audience in Canada, the advertiser is concerned with the cost per head.

When they were shooting a series for Molson's Breweries at Peterson Productions, an animation situation in a live action commercial was used. They wanted to get a scene where two people were sitting at a table in front of a window with



A STILL FROM a Buckingham animation commercial made by Spectrum Films.

Niagara Falls in close proximity. As Peterson pointed out, there are no buildings near enough to the Falls to convey this impression.

picture is usually a turkey. Neither live action nor animation can save it."

But rather than spending money to build a set, they shot a background plate of the Falls. The foreground action was filmed in front of a blue backdrop. The two pieces of film were then sent to an optical house where they were "married."

**BOTH SHOULD BE USED**

John Ross, 30-year-old president of Robert Lawrence Productions (Canada) Limited, spoke forthrightly on the subject. "In a national campaign", he said, "an advertiser should use both. Commercials should be shifted every week without necessarily being new ones. The biggest aid to a producer is the agency's confidence in him. The producer and agency should talk things over. The copywriter must have visual and film experience."

Describing animation as "fantasy", he said it should not be used to portray live characters nor should it be too cute.

"Animations are sometimes take-offs on funny people and situations," he said. "However animation should not be used to identify a personality."

Striking out against the school of "hard sell", he said there is so much of it today, that there is difficulty in identifying the product being sold. Ross suggested that there should be more "consideration given to the public's intelligence, through better settings, fewer words and copy points."

Turning to the question of cost he said that if a good live action production costs \$5,000, then a good animation would run about \$7,500. He also emphasized that because each frame for animation is individually drawn, the process is more time consuming than is live action.

"I don't think there is any need to compare the advantages of animation over live action or vice

**Season's Greetings**

from

**CFTJ**

**Galt—Preston—Hespeler**

**"animation could be used more but the two techniques are not in competition"**

versa," Ross said. "They both have such excellent advantages of their own that when used properly they should have equal effectiveness. Perhaps the answer is to use them together more often."

**GOOD ANIMATORS ARE SCARCE**

Speaking from the point of view of an agency was Brian Hawkins, account executive in the radio and television department of Cockfield, Brown, who proved to be enthusiastic about the possibilities of animation but pessimistic about Canadian animators. As he put it, "The animation business overall in Canada is in a pretty depressing state. Good animators are hard to find and two companies produce 90 per cent of all the animation." The companies to which he was referring are Animation Productions and Film Technique.

**"American animation houses are chosen because of their creative style. When you do animation you place yourself in the hands of highly specialized people and you must have confidence in them."**

Hawkins said that animation is used mostly in the diagrammatic presentation of products and is very useful for condensing time or graphically communicating some sort of intricate thought. Animation can reduce a story to its simplest form, he said.

"There is a reluctance to use animation," he said, "because of the unwillingness of clients and agencies to try and understand what is going on and how animation commercials are made. But the effectiveness of a commercial is not whether it is live action or animation; the real test is how well it will sell."

Hawkins also stressed the importance of working emotion and symbolism into commercials so that the viewer can establish character identification.

**"As far as live action is concerned,"** he said, **"the Canadian companies can produce anything that US companies can. However, few directors in Canada have the ability to convey the subtle nuances that give the commercial mood and emotional involvement."**

"There are very few good performers for commercials in Canada and consequently these people are over-exposed. Production time is not available to test and try new performers and correct their mistakes. An experimental budget should be set aside for this purpose."

He charged that live action houses in Canada do not pay enough attention to the visual and few people know how to underscore a commercial properly.

Hawkins summed up: "Animation could be used more, but I also think that the two techniques are not in competition. Rather each one can perform a service for your particular story."

**HOW WELL WILL IT SELL?**

Finally, and perhaps most important, is the client, since he's the one who has to pay the shot. Speaking for Procter & Gamble was White Sonner, manager of copy and productions.

"At Procter & Gamble," he said, "we rely on our agency's recommendation which we later evaluate. The best thing is to judge each type of commercial on its own merits. How well does it sell? How well will it communicate? Production technique again depends on agency recommendation."

With reference to cost, he said that it was looked at strictly on an annual basis. "We have X dollars to spend on a certain story. Based on this story what advertising does the agency recommend?"

When it was mentioned that Tide, one of P & G's biggest washday detergent sellers, was promoted on television through the use of live action, Sonner said:

**"I can see no reason why animation is superior to live action. If you have clean clothes, why not show them live. However, if our agency came up with an animation commercial with the same high level of selling we would not say that we wouldn't use it."**

"A natural approach to animation is our Mr. Clean commercials. Dash on the other hand achieves characterization through live action."

He said that there is quite an art in getting the correct flavor to a commercial in 60 seconds, and advocated the use of humor to make the sales point memorable.

P & G do a lot of production in both the US and Canada and there is more production in Canada now than in recent years. "We will produce commercials anywhere where quality and costs are acceptable, but our standards are high. We are trying to achieve a better end-result and so are the studios," Sonner said.

Of his company's overall and long

range view, he said: "We are looking for quality in all aspects of production and we consider a broad range of techniques valuable to us. We will dump anything that doesn't make sense in terms of its eventual ability to sell. We are constantly striving to get a competitive edge. If we can gain it through a skillful use of production techniques we will go to it!"

Well, that's the story, at least in part. Perhaps the answer to it all is to follow Dean Peterson's example. When a client wants a commercial made in the US, Peterson imports two or three specialists from New York to come to Canada and help make the film, thus giving his Canadian crews an opportunity to learn new techniques.

One thing, however, is certain. Canadian film makers will have to find some way to convince clients and agencies that they can meet the standard of quality that is demanded.



**SEASON'S GREETINGS**

to our Canadian friends from  
**SESAC**  
producers of  
**SESAC RECORDINGS\***  
and  
**"DRUMMERS"\***

\* Trademarks

**SAY YOU SAW IT  
IN THE  
BROADCASTER**

# CUTS & SPLICES



Bob Miller

## NFB Appointments

**G**RANT McLEAN, director of production for the National Film Board, has been appointed one of two senior assistants to the government film commissioner, Guy Roberge.

Pierre Juneau, the Board's executive director, will continue to be the other senior assistant to the commissioner.

The position of director of planning will be filled by Michael Spencer of Ottawa. Spencer has been chief of the Board's liaison division and head of NFB's Ottawa office.

These senior-level changes in the organization of the Board were brought about by the death last August of Donald Mulholland, director of planning and operations.

Grant McLean joined the Board in December, 1941, shortly after its formation. He was successively a cameraman, director, producer, director of photography and executive producer, before becoming director of production in March, 1957.

Pierre Juneau became a film representative of the Board in 1949 and later was assigned to NFB's London office to promote the use of Canadian films in Europe. He was named secretary of the Board in 1954 and executive director in 1957. His duties include responsibility for coordinating all French services in the Board.

Michael Spencer started with the Board in 1940 as a film editor. With the Canadian Army Film Unit during the war, he returned to the Board in 1946 as production secretary. Since then he has been producer, executive producer, chief of the liaison division and head of the Board's Ottawa office.

## Centennial Projects

**C**RAWLEY FILMS has been commissioned by the E. B. Eddy Company to produce a motion picture to show organizations of all kinds how they can select and follow through their own centennial project for 1967.

The film will be made in co-operation with the Canadian Centenary Council and with the Federal-Provincial Government organization, the National Committee on Canada's Centennial.

Over the next few years, the film will be screened by many of the thousands of community groups who are, or will be, planning a special project for 1967.

"This is an extremely interesting project," said Alan Clarke, secretary of the Canadian Centenary Council. "A film of this nature will bring into focus the tremendous interest in the centenary, but more important it will influence the kind of centenary celebrations in 1967, and show individual Canadians that they have an important role to play."

## Air Cadet Ambassadors

**M**ASTER Film Studios in Calgary recently completed *Air Cadet — Ambassador at Large* for the Air Cadet League of Canada.

The film tells the story of an overseas exchange visit to Alberta by cadets of five European countries. The film runs about 20 minutes.

Copies of the 16 mm. color picture are available in Dutch, Finnish, Swedish and Danish versions.

## Medicine 1960

**A** NEW HOUR-LONG taped series, *Medicine 1960*, sponsored by the Maritimes Medical Care, will have its Canadian premiere over the Maritimes Regional TV Network, December 8.

The series shows actual surgical

operations and demonstrates some of the most advanced techniques. It was produced for Screen Gems by Lawrence Wililams in association with the San Francisco Medical Society.

The programs were taped at hospitals in the San Francisco area and every person seen on the screen is a doctor, nurse or patient.

## Filmpro Moves Upstairs

**N**EW PHONE number of Filmpro Ltd. is EM. 3-3191. The company has moved into larger quarters, although it is still located at 44 Wellington St. E., Toronto.

Filmpro specializes in print procurement and distribution, syndicated show editing and importing and exporting.

## Ken Page Made Sales V-P

**K**EN PAGE has been appointed vice-president in charge of sales for S. W. Caldwell Ltd., Toronto.



Ken Page

In 1949, after being demobilized from the RAF, he established a theatrical booking agency in Birmingham, England. In 1953 he joined Caldwell's as a production assistant. After this training in broadcast services, he specialized in television film sales and was appointed general manager in 1958.

## QUALITY FILMS

To Fit Every Budget

### RECENT FILMS:—

- Beer At Its Best — John Labatt Ltd.
- Our Man in Muskoka — Ont. Dept. of Land & Pub. & Publicity
- Nomads of the North — Walt Disney Productions Inc.

### RECENT FILM STRIPS:—

- A Head Start in Life — Dom. Fluoridators Ltd.

Screenings arranged on request

Westminster Films Ltd.

457 Church St., Toronto 5  
WA. 1-3138

## Telefilm of Canada

Over 250 Post-'48 feature films

- Playboy's Penthouse
- Bozo the Clown
- The New Adventures of Pinocchio

Tops for Commercial Products

130 CARLTON ST., TORONTO — WA. 2-2149

## G. N. MACKENZIE LIMITED HAS <sup>the</sup> SHOWS

like the Automotive Sales Library

MONTREAL	TORONTO	WINNIPEG	VANCOUVER
1434 St. Catherine St. W.	433 Jarvis St.	171 McDermott	1131 Richards St.

## FASTEST SELLING TV FILM SERIES TODAY!



The "Saturday Evening Post" is today's showcase of the finest in short stories, read and loved by one million Canadians every week.

"... an unusual amount of production value not often found in a half-hour film series ..."  
— Radio-TV Daily

"destined to be one of the highlights of the season ..."  
— Hollywood Variety

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C

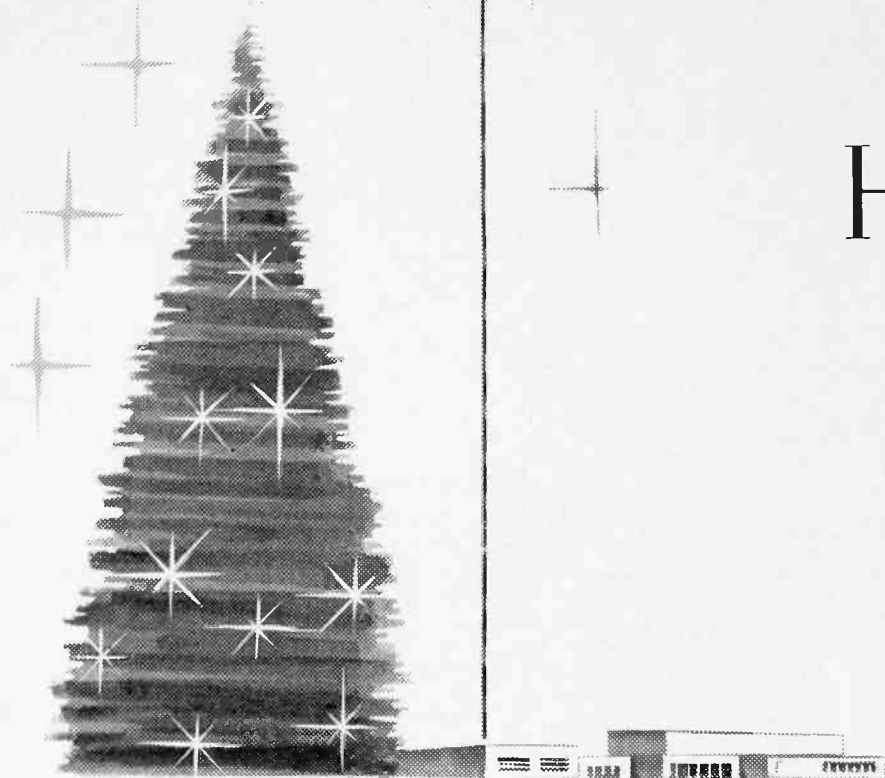
OF CANADA LTD.

100 UNIVERSITY AVENUE, TORONTO 1, ONTARIO  
TELEPHONE: EMPIRE 2-1166



Follow the lead of such major markets as Toronto, Calgary, Winnipeg, Vancouver, Halifax and Ottawa. Phone, wire or write today for the best in programming — BEST OF THE POST.





# Holiday Greetings!

WITH OUR WISH FOR THE  
 HAPPIEST OF HOLIDAYS  
 GOES OUR SINCERE THANKS FOR  
 YOUR FRIENDSHIP AND COOPERATION.

OUR WISH FOR THE NEW YEAR  
 IS THAT IT MAY BE PROSPEROUS,  
 HEALTHY AND HAPPY.

# CHLW

**TV . . CHANNEL 9 . . 325,000 WATTS  
 RADIO . . 800 KC . . . 50,000 WATTS**

REPRESENTATIVES:

CANADA — ALL-CANADA RADIO & TV LTD.  
 U.S.A. — ADAM J. YOUNG JR., INC. — TV  
 U.S.A. — ROBERT E. EASTMAN CO. INC. — RADIO

**WINDSOR, ONT.**

This  
Christmas  
and  
throughout  
1961  
You'll hear

## The Old Sound

good  
sound  
programming

for the  
good  
sound  
citizens

of  
Kingston  
and the area



# CKLC

Represented by:

STOVIN - BYLES LTD.  
in Canada

FORJOE & COMPANY  
in the U.S.



**O**UT OF TOWN station men's cocktail parties and lunches come thick and fast at this time of year. Even at Christmas, though, the old-time office party, sole motive drinking, has gone by the board (or else I've been superannuated off the invitation lists).

These more businesslike functions, often embodying some sort of slide presentation, seem more effectual to me, for other reasons besides the fact that I get invited to them.

For one thing they give the Ivy-Leaguers from the agencies a chance to meet people they deal with from afar. Also they often get a square meal out of them to boot. Besides this, and in serious vain, there are people I never have a chance to meet or chat with except at these "do's".

One such affair, with more than the usual modicum of interest to me, was CFRN-TV, Edmonton's noon-day reception at the Park Plaza. Bruce Alloway, the station's commercial manager, blew into town complete with a 28-minute color movie which he showed to the gathering. (It was movie first and lunch after!)

The film was highly interesting. It told the fantastic story of the growth of Edmonton in a way which was both interesting and, at the same time, informative, two qualities which, generally speaking, are by no means inseparable.

By all the rules — 28 minutes was a long haul, but the audience was attentive right through, and appreciated the fact that CFRN depended on their market story and did not, for a single second, plug the station. For my money, the affair rated way up; I came away better informed about this most interesting part of Canada, and, paradoxically perhaps, CFRN-TV made themselves conspicuous by their abstinence. The film was in the best of taste — and so was the lunch.

### PEOPLE WATCH PEOPLE

Montreal's CFCF-TV played host to the agencies and sponsors at a quite different gathering in the Territories Room at the Royal York Hotel. (I'm not quite sure but I believe Dick Misener chose this room to point up the fact that CFCF-TV includes the Territories in its coverage area.)

This time, they took the market for granted, and sat their guests around facing a number of monitors on which they showed videotapes of their proposed programs and

## OVER THE DESK

personalities. ITV drew up their gargantuan mobile unit outside the eastern entrance to the hotel, and fed the tape into the hotel.

It has always been a pet theory of mine that viewers don't watch stations, but people, and CFCF seems imbued with the same notion, because they devoted their presentation to the people who would be seen by the Montreal audience.

The snatches of programs we watched seemed highly interesting and entertaining and the shenanigans between these brought the house down, and inspired laughter from the middle regions of a bunch of sophisticated agency types is no mean accomplishment. I think it was Lever Brothers' Bill Schmidt who confided in me that he wanted to buy the whole thing — not the programs he hastened to explain, but the pitch.

The tape ended with close-ups of thirteen girls, one of whom will be CFCF-TV's *Pajama Pattie*, hostess of the station's *Pajama Playhouse* (late night movie) and will also model nightwear fashions for Dominion Textiles, the sponsors.

We had to vote for our choice, which was a tough assignment, and had me muttering to myself — "Oh to be fifty again".

All in all, it was quite a month for these pitch-parties, and either I'm finally succumbing to middle-age softening or something has been added. This something, as I see it, is that stations seem to be beginning to use their own commodity, showmanship, as a tool for their own salesmanship. This is all to the good, except for one thing — they must not forget — perish the thought — that showmanship still has a place in the studio too.

### ENGLISH WITHOUT TEARS

**F**OR ALL THAT we abuse it daily, English is an interesting language, and its paradoxes and complexities make it even more so.

Take the word "hotel". According to the dictionary, the *h* is silent. Therefore the correct way to use the word would be to say *an* hotel. I knew this was right. But it sounded so awkward. So I turned to my trusted *Fowler's Modern English Usage*, a very present help in such predicaments by the way, and here is what I learned:

"hotel. The old-fashioned pronunciation with the *h* silent (cf. *humble, humour, humorous, honorarium*) is certainly doomed, and is not worth fighting for."

So that seems to settle it in favor of a hotel. After all I can't be old fashioned, can I? The only thing is, how about the word "honor"? Should we say "It's an honor to meet you" or "Brutus was a honorable man"? How can you win?

I think it was Bernard Shaw who, when someone reflected that "sugar" was the only word in which the letter *s* was pronounced *sh*, replied "Are you sure?" To which I can add that he was probably wandering around at the bottom of the garden where the sumachs grow.

H. W. Fowler, who was joint author with his brother of *The King's English, The Concise Oxford*

*Dictionary* and *The Pocket Oxford Dictionary*, will go down in history as a lexicographer, or dictionaryman if there is such a word, who managed to lace as dull a work as a dictionary with humor. He died at the age 47 in 1918 after service with the British army in the First World War.

One of my favorite bits is his essay, occupying two and a half pages, on the intriguing subject of "The Split Infinitive". I'm not going to recite it, because you should own the book anyhow. But here is his preamble:

"**Split Infinitive.** The English speaking world may be divided into (1) those who neither know nor care what a split infinitive is; (2) those who do not know but care very much; (3) those who know and condemn; (4) those who know and approve; and (5) those who know and distinguish."

Fowler quarrels with speech affections, such as the habit of referring to what he calls "lodgers" as "paying guests", or "buildings" as "edifices". He sums these up in another item, over a page of it, which he starts in this way:

"**Genteelism.** By genteelism is here to be understood the substituting, for the ordinary natural word that first suggests itself to the mind, of a synonym that is thought to be less soiled by the lips of the common herd, less familiar, less plebeian, less vulgar, less improper, less apt to come unhandsonly betwixt the wind and our nobility."

I think that these genteelisms might well be brought to the attention of North Americans, who prefer the word "elevator" to the original English "lift".

It is interesting to see that Fowler designates as genteelisms many words which are quite "everyday" on this continent, such words as "ale", "assist", "dentifrice", "serviette" and "lingerie".

### AND NOW IT IS TIME . . .

#### IT'S CHRISTMAS.

**I**t isn't really. Hell! We haven't even had the Grey Cup Game at the time of writing although you will have had it by now. Unless of course you bet it the right way.

It's Christmas. I have to keep reminding myself of that even though it isn't.

The trouble is this old-fashioned print medium is so slow, you either have to write your Christmas message in November, to get it delivered by Christmas, or else concoct it at a human time or hope it will hold the right sentiment when it is delivered just before St. Valentine's Day.

It's Christmas. We seem to have established this fact even though it isn't. And we hope and trust yours will be a merry one indeed.

And while we're on this hoping and trusting kick, I hope and trust that you will buzz me if you hear anything.

*Dick Lewis*



**SAME TO YOU**

Last year, I made a list of all the people I hated, but I lost the list, so — Happy Christmas EVERYONE.

. . .

**SIGNUS TROUBLE**

"Three Santas. No Waiting"  
—:Cartoon in "Help"

. . .

**DEAR BOSS**

We want a raise for Christmas, and don't give us any of that Ho! Ho! Ho! jazz  
—:The Staff

. . .

**PRACTICAL APPROACH**

Absence makes the heart grow fonder, but presents are a damn sight better.

. . .

**GETTING PERSONAL**

A Merry Christmas to the BEG, and time out in the New Year to enjoy the highly cultural programs they are prescribing for the broadcasting public.

. . .

**RESTRAINT OF TRADE**

Then there's the Scotsman who saves his cards from year to year and returns them to the senders the following Christmas with the notation — "Hoping this brings you the same pleasure that it brought me."

. . .

**CALCULATED RISK**

That you and yours will exchange all manner of priceless gifts of costly jewels, rare perfumes, exotic raiment and luxurious cars is the heartfelt wish of the Axme Finance Company.

—:Advt.

. . .

**WE'D LIKE TO KNOW**

What the Senior Citizens are giving Dr. Emlyn Davies for Christmas.

. . .

**AND FINALLY**

Eat, drink and be merry, for tomorrow ye diet.

# Season's Greetings



.....to all our friends, from CKRC Winnipeg

sculpture by Jan Kamienski

# TOP

tower

954 feet high

power

325,000 watts

channel

TV 13

**CKCO-TV**

KITCHENER - WATERLOO

NOW SERVING YOU BETTER

REPRESENTED BY:

JOS. A. HARDY CO. LTD.,  
TORONTO, EM. 3-9433  
MONTREAL, VI. 2-1101

WEED TELEVISION CORP.  
NEW YORK, PL. 9-4700

SCHARF BROADCAST SALES  
VANCOUVER, MU. 4-6277

# SIGHT & SOUND

News From Advertising Avenue About Radio and Television Accounts, Stations and People

**T**HE SIMONIZ Company has acquired Reddi Starch aerosol and liquid products from Union Starch and Refining Company, Columbus, Indiana. The account is handled by Dancer - Fitzgerald - Sample (Canada) Ltd.

Reddi Starch is now being produced by Simoniz in Toronto for the Canadian market. R. P. Fox, vice president and general manager, says the full advertising and promotional facilities of Simoniz will be placed behind this product.

**T**WENTY-SIX prominently located downtown Toronto billboards last month displayed an advertising message for KVOS Canada Ltd. The billboards carry the message "In Vancouver, all eyes are on KVOS-TV," and coincide with the introduction of CHAN-TV to the Vancouver market.

"We are a unique station in this market, and as such, we chose a unique way to remind the Toronto agencies of what the TV picture was out here," said KVOS president Gordon Reid.

The campaign was directed by the Vancouver office of James Lovick.

**A**S A PROOF of the effectiveness and saleability of night time radio, CHLO, St. Thomas earns 20 per cent of its total revenue in the seven to ten p.m. time period.

"The experiment was begun twelve months ago," said station president John Moore, "to prove to other broadcasters, as well as national advertisers and agencies, that night-time radio can be sold and is a worthwhile buy."

The station's next project will be one of proving the suitability of certain minimal audience periods for advertisers with special marketing and sales problems.

**D**IETER BRUHN has been appointed assistant account executive at Young & Rubicam.

**H**AVING ESTABLISHED bases in Japan, Canada and England, the A. C. Nielsen research organization last month announced that it was moving into West Germany.

In co-operation with the Attwood Group of London, Nielsen said it has concluded an agreement with the principal German research firm, Infratest of Munich, aimed at meter based measurements of German TV audiences.

The new organization, to be known as Infratam GMBH & Co. will be jointly owned by Nielsen, Attwood and Infratest. Aside from TV audience measurement the existing marketing research services of both the Attwood and Nielsen organizations in Germany will be continued separately and independently.

At present, West Germany has one TV service which accepts a limited amount of advertising. A second network, which is expected to carry advertising on approximately the same pattern as independent TV in the United Kingdom, is planned for early 1961.

**L**AST MONTH saw the admission of Canadian Marconi Company to both the Montreal and Toronto Stock Exchanges. CMC common shares have been traded on the Unlisted Section of the Canadian Exchange for many years. The stock went on the board at \$4.75 a share.

**G**RUDD McPHEE has been appointed vice-president and general manager of the affiliated potato chip and snack food operations of Salada-Shirriff-Horsey.

He will direct Made Rite Potato Chips Ltd. of Stratford and Watson Food Products Ltd. of King City and Toronto, which have been acquired by S-S-H.

Annual per capita consumption of potato chips in Canada has risen to two pounds and McPhee says all indications point to a continued expansion of the market in the future.

Also recently appointed at S-S-H is John A. Pearce as assistant advertising manager. The new position has been created as part of a readjustment of the company's advertising organization to take full advantage of changing market opportunities.

**M**cCONNELL, Eastman has picked up three new accounts — Canada Pharmacal Company Ltd., a manufacturer of ethical pharmaceuticals, Union Packing, a division of Swift Canadian Ltd., and Dominion Fabrics Ltd.

Canada Pharmacal Co. previously did all their advertising direct, but they are now embarking on a new policy of placing greater emphasis on marketing and sales promotion.

The company's products are distributed to doctors and hospitals on a national basis. The account will be handled from McConnell, Eastman's London office.

Union Packing produces a complete line of smoked and table ready meats and its distribution areas cover southwestern British Columbia and major Alberta markets.

The account is being directed from McConnell, Eastman's Calgary office.

Dominion Fabrics is a major Canadian manufacturer for terry towels and bedspreads and a line of soft goods. Its products are marketed nationally under the brand name Camtex.

**C**ANADIAN TOBACOFINA Ltd., makers of Belvedere cigarettes, have signed as co-sponsors of *Pays et merveilles* (Lands and Marvels), a travel series presented on the French Television Network Tuesday evenings from 9:30 to 10:00 p.m.

The contract, through McCann-Erickson, was a transfer of Belve-

dere's previous contract to sponsor *Mes Chansons* on two alternate weeks from October 1 to 15.

Belvedere's new contract calls for 26 alternate broadcasts which started October 25. The other sponsor of the show is Procter & Gamble.

**F**OSTER ADVERTISING has been appointed to handle the Whiz Fizz account, a new entry in the soft drink market for Warner-Lambert.

Breithaupt, Milsom will continue to handle Fizzies, Listerine, Super Anahist and Standard Laboratories. McKim's are still handling Bromo Seltzer.

**T**HE NEW telephone numbers of the Toronto branch of the Canadian Association of Broadcasters are WALnut 1-3169 and WALnut 1-3160.

**T**ED GROVE has been appointed media director of Foote, Cone & Belding. He has worked in advertising in both Hamilton and Toronto and comes to the company from Young & Rubicam.

## Leading Radio Station

in large Metropolitan market desires audition tapes of enthusiastic, live, ambitious newscasters and disc jockeys.

Tapes, resume and picture in first letter.

Box A529  
Canadian Broadcaster  
219 Bay St., Toronto, Ont.

## G. N. MACKENZIE LIMITED HAS SHOWS

like the Automotive Sales Library

<b>MONTREAL</b>	<b>TORONTO</b>	<b>WINNIPEG</b>	<b>VANCOUVER</b>
1434 St. Catherine St. W.	433 Jarvis St.	171 McDermott	1131 Richards St.

## LOOKING FOR A BARGAIN

...in a professional tape recorder?

We are offering a number of trade-in Presto Professional Tape Recorders. They are completely reconditioned and carry standard "new machine" warranty.

*Most Attractive Price*

For descriptive literature and prices—no obligation — write, wire or phone:

**INSTANTANEOUS RECORDING SERVICE**  
(A division of E. J. Piggott Enterprises Ltd.)  
40-42 Lombard St., Phone: EMpire 3-5767

# CFCF-TV

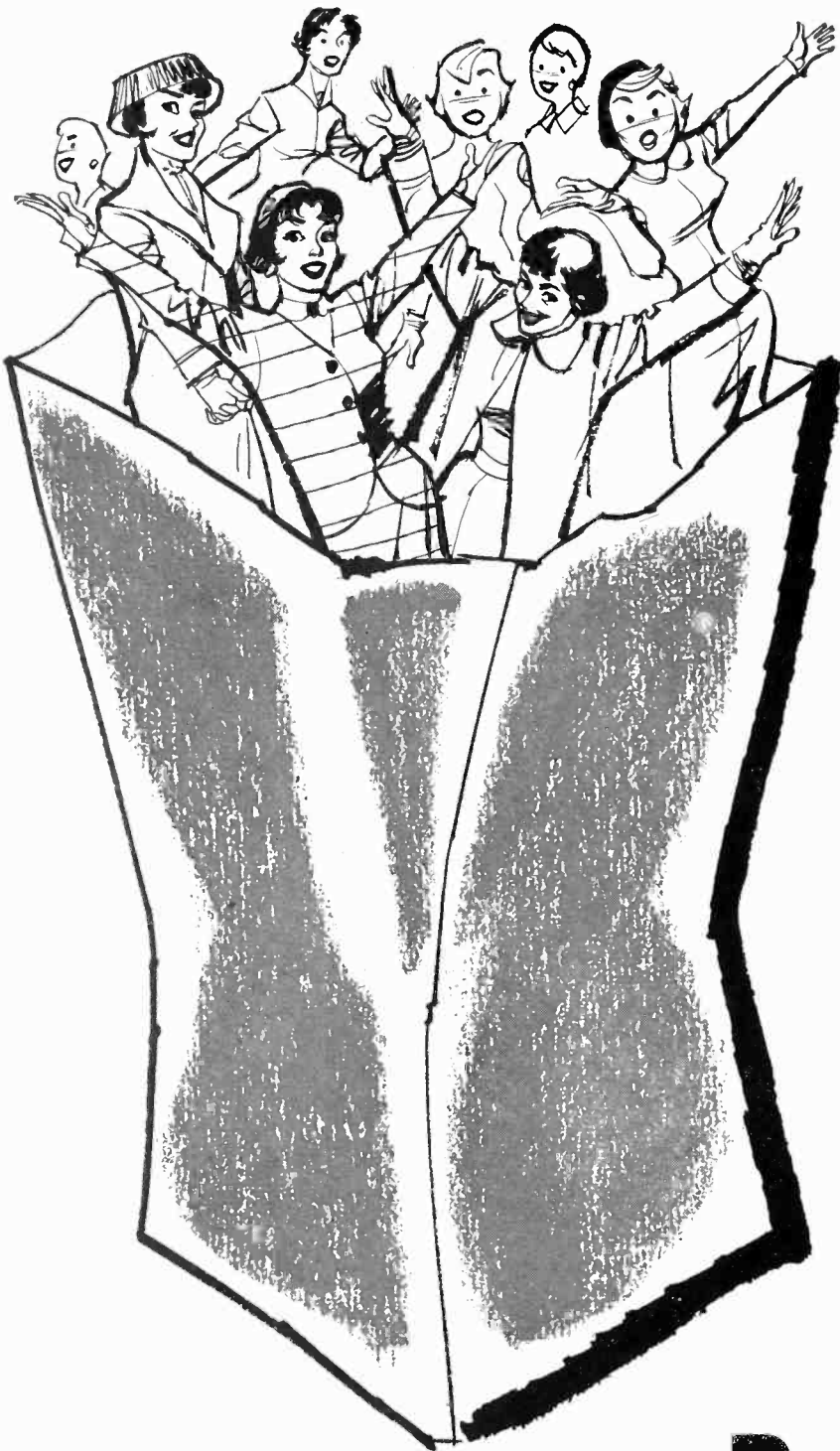
**ADDING MORE TOP  
CREATIVE TALENT—**



Requires:

Thoroughly experienced — PRODUCER-DIRECTORS interested in sharp programming — ready to meet the challenge of Canada's biggest, most exciting market, MONTREAL.

Send resume to: **Sam Pitt**  
Executive Producer  
CFCF-TV  
7200 Hutchison  
Montreal, Quebec.



**you bag  
more  
shoppers  
with B.C. RADIO!**

**Complete Coverage** — Radio's your best buy to get maximum coverage in the booming, \$12½ billion B.C. market. No other medium gives you such hard-hitting impact all day, every day . . . such outstanding value for your advertising dollars. To get real coverage in B.C. — schedule B.C. radio.

**THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS**

**"WHEREVER YOU GO THERE'S RADIO"**

# DIRECTORY OF STATION SALES REPRESENTATIVES

**AIR-TIME SALES LTD.**

Toronto — 2149 Yonge St. — HUDSON 5-0746. President — Michael J. Callahan. Sales Manager — John Tyrrell.

Represents the following stations in Toronto only:

- |  |  |
|--|--|
| <b>Radio:</b><br>CFCP, Courtenay<br>CJDC,<br>Dawson Creek<br>CKCQ, Quesnel<br>CFTK,<br>Terrace-Kitimat<br>CKSW,<br>Swift Current<br>CKDM, Dauphin<br>CFOB,<br>Fort Frances<br>CKAR, Huntsville<br>CHWO, Oakville<br>CJCS, Stratford<br>CKOT, Tillsonburg | <b>Television:</b><br>CHOW, Welland<br>CJQC, Quebec<br>CKBC, Bathurst<br>CKBW,<br>Bridgewater<br>CJRW,<br>Summerside<br>KPUG, Bellingham<br>Radio Jamaica &<br>Rediffusion<br>Radio Trinidad<br>B.G.B.S. and Radio<br>Demarara,<br>Br. Guiana<br>Barbados<br>Rediffusion |
|--|--|

**ALLIED BROADCAST SERVICES LTD.**

Toronto — Suite 801, 357 Bay St. — EMPIRE 6-5455. Ted Pepler; Al d'Eon; Alex Stewart; Bruce Masters.

Montreal — Suite 1104, Windsor Hotel — UNIVERSITY 6-2749. Ted Brock.

The company represents these stations:

- |   |   |
|---|---|
| <b>Radio:</b><br>CHQM, Vancouver<br>CJDV, Drumheller<br>CKRD, Red Deer<br>CJSS, Cornwall<br>CFLM, La Tuque<br>CKTR,<br>Trois Rivières | <b>Television:</b><br>CHCA-TV,<br>Red Deer<br>CJFB-TV,<br>Swift Current |
|---|---|

**ALL-CANADA RADIO & TELEVISION LTD.**

Toronto — 1000 Yonge St. — WALNUT 5-9361. President — J. Stuart MacKay. General Manager — Reo C. Thompson. Manager Broadcast Services Division — Peter Harricks. Manager Program Division — Dana S. Murray. Manager Radio Time Sales — Robert F. Tait. Manager Television Time Sales — Ross McCreath.

Montreal — Dominion Square Building — UNIVERSITY 6-9868. Manager — Ken Baker.

Winnipeg — 706 Electric Railway Chambers — WHITEHALL 2-6861. Manager — Bruce Pirie.

Calgary — Taylor, Pearson & Carson Building — AMHERST 2-7691. Sales Manager — Jack Cavanaugh.

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

The company represents these stations:

- |  |   |
|--|---|
| <b>Radio:</b><br>CHWK, Chilliwack<br>CFJC, Kamloops<br>Okanagan Radio<br>CKPG,<br>Prince George<br>CJAT, Trill<br>CKWX, Vancouver<br>CJVI, Victoria<br>CFAC, Calgary<br>CJCA, Edmonton<br>CFCP,<br>Grande Prairie<br>CJOC, Lethbridge<br>CHAT,<br>Medicine Hat<br>CKCK, Regina<br>CKBI,<br>Prince Albert<br>CKRC, Winnipeg<br>CKOC, Hamilton<br>CJKL,<br>Kirkland Lake | <b>Television:</b><br>CKKW, Kitchener<br>CFPL, London<br>CFCH, North Bay<br>CKSO, Sudbury<br>CKGB, Timmins<br>CFRB, Toronto<br>CKLW, Windsor<br>CFCE, Montreal<br>CHSJ, Saint John<br>CHNS, Halifax<br>CJCB, Sydney<br>CJLS, Yarmouth<br>CFCY,<br>Charlottetown |
|--|---|

- CJLH-TV, Lethbridge  
CKBI-TV, Prince Albert  
CKCK-TV, Regina  
CKX-TV, Brandon  
CHCH-TV, Hamilton  
CKWS-TV, Kingston  
CFPL-TV, London  
CHEX-TV, Peterborough  
CFCJ-TV, Port Arthur

**BROADCAST REPRESENTATIVES LTD.**

Winnipeg — 211 Dayton Bldg. — WHITEHALL 2-6631. Manager — Lorne Bignell.

The company represents these stations in Winnipeg only:

- |  |  |
|--|--|
| <b>Radio:</b><br>CFCP, Courtenay<br>CKNW,<br>New Westminster<br>CKCQ, Quesnel<br>CFTK,<br>Terrace-Kitimat<br>CKDA, Victoria<br>CFCN, Calgary<br>CFRN, Edmonton<br>CHEC, Lethbridge<br>CKRM, Regina<br>CFQC, Saskatoon<br>CKSW,<br>Swift Current<br>CJOB, Winnipeg<br>CJOY, Guelph<br>CHWO, Oakville<br>CJRH,<br>Richmond Hill<br>CJCS, Stratford<br>CKOT, Tillsonburg<br>CHFI-FM,<br>Toronto | <b>Television:</b><br>CHUM, Toronto<br>CHOW, Welland<br>CKBC, Bathurst<br>CFBC, Saint John<br>CKBW,<br>Bridgewater<br>CJRW, Summerside<br>KPUG, Bellingham |
|--|--|

**CBC RADIO & TV SALES**

Toronto — 354 Jarvis St. — WALNUT 5-3311. Sales Director Radio and TV — John Malloy. Sales Manager (Radio Sales) — R. S. Joynt. Supervisor of Radio Sales — Fred Bordeau. Supervisor of National Selective Radio Sales — Toronto — W. F. King. Sales Manager (TV Sales) — W. F. Cooke. Supervisor of National Selective TV Sales — Tom Atkins.

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

Montreal — 1425 Dorchester St. W. — UNIVERSITY 6-2571. Commercial Manager — Maurice Valiquette. Supervisor of Radio Sales — Jean Desmorais. Supervisor of TV Sales — W. E. Chevrier.

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

**JOS. A. HARDY & CO. LTD.**

Toronto — 19 Richmond St. W. — EMPIRE 3-9433. General Manager — Arthur Harrison.

Montreal — 2075 Mountain St., Suite 19 — VICTOR 2-1101. Manager — Marc Legault.

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

The company represents these stations:

- |  |   |
|--|---|
| <b>Radio:</b><br>CHFA, Edmonton<br>CKSA,<br>Lloydminster<br>CFJR, Brockville | <b>Television:</b><br>*CJOY, Guelph<br>CKMP, Midland<br>*CJRH,<br>Richmond Hill<br>CJAF, Cabano |
|--|---|

- CKNB, Campbellton  
CKDH, Amherst  
\*Montreal Only

- Television:**  
CHSA-TV, Lloydminster  
CKCO-TV, Kitchener  
CKRS-TV, Jonquiere  
CKBL-TV, Matane  
CHAU-TV, New Carlisle  
CFCM-TV, Quebec  
CKMI-TV, Quebec

**INTERPROVINCIAL BROADCAST SALES LTD.**

Toronto — 199 Bay St. — EMPIRE 4-1197. Executive Vice-President & General Manager — Ken W. Davis. Sales Manager — Bud Munro.

Montreal — Room 600, 1117 St. Catherine St. W. — VICTOR 9-5221. Manager — Lionel Morin.

The company represents these stations:

- |  |  |
|--|--|
| <b>Radio:</b><br>CFRG,<br>Gravelbourg<br>CFNS, Saskatoon<br>CKSB, St. Boniface<br>CFGT, Alma<br>CJMT, Chicoutimi<br>CHRD,<br>Drummondville<br>CKCH, Hull<br>CKAC, Montreal<br>CKCV, Quebec | <b>Television:</b><br>CJBR, Rimouski<br>CKRB, St. Georges de Beauce<br>CHRS, St. Jean<br>CHGB, Ste. Anne de la Pocatiere<br>CHLN,<br>Trois Rivières<br>CJEM,<br>Edmundston<br>CJBR-FM,<br>Rimouski |
|--|--|

**PAUL L'ANGLAIS INC.**

Toronto — 234 Eglinton Ave. East — HUDSON 7-4666. Gaston Bélanger, Karl Steeves.

Montreal — 1405 de Maisonneuve St. — LAFontaine 6-9201. Paul L'Anglais, Guy Daviault, Gilles Loslier.

The company represents these stations:

- |                                   |   |
|-----------------------------------|---|
| <b>Radio:</b><br>CHLT, Sherbrooke | <b>Television:</b><br>CHLT-TV, Sherbrooke<br>CKRN-TV, Rouyn |
|-----------------------------------|---|

**A. J. MESSNER & CO.**

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

Represents the following stations in Winnipeg only:

- |  |   |
|--|---|
| <b>Radio:</b><br>CJDC, Cranbrook<br>CJDC,<br>Dawson Creek<br>CHUB, Nanaimo<br>CJAV,<br>Port Alberni<br>CKLG,<br>North Vancouver<br>CFCW, Camrose<br>CJDV, Drumheller<br>CHED, Edmonton<br>CKYL, Peace River<br>CKRD, Red Deer<br>CKSA,<br>Lloydminster<br>CHAB, Moose Jaw<br>CKOM, Saskatoon<br>CJGX, Yorkton<br>CFAM, Altona<br>CKX, Brandon<br>CKDM, Dauphin<br>CFAR, Flin Flon<br>CFOB,<br>Fort Frances<br>CJLX,<br>Fort William<br>CFTJ, Galt<br>CHML, Hamilton<br>CKCR,<br>Kitchener<br>CHVC,<br>Niagara Falls<br>CFOR, Orillia<br>CKOY, Ottawa | <b>Television:</b><br>CKTB,<br>St. Catharines<br>CHLO, St. Thomas<br>CJET, Smiths Falls<br>CFBR, Sudbury<br>CHNO, Sudbury<br>CFCL, Timmins<br>CKEY, Toronto<br>CKTS, Sherbrooke<br>CJGJ, Woodstock<br>CJCH, Halifax<br>KNOX,<br>Grand Forks,<br>N.D.<br>KSJB,<br>Jamestown, N.D.<br>KCJB, Minot, N.D. |
|--|---|

**PAUL MULVIHILL & CO. LTD.**

Toronto — 77 York St. — EMPIRE 3-8814. Paul Mulvihill; Norm Bonnell; Wm. Wallace.

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

The company represents these stations:

- |   |  |
|---|--|
| <b>Radio:</b><br>CKBB, Barrie<br>CFPA, Port Arthur<br>CKTB,<br>St. Catharines<br>CHOK, Sarnia<br>CFCL, Timmins<br>*CFOX,<br>Pointe Claire<br>CFNE, Fredericton<br>CJFX, Antigonish<br>CJCH, Halifax | <b>Television:</b><br>* Toronto Only<br>CKVR-TV, Barrie<br>CKGN-TV,<br>North Bay<br>CFCL-TV,<br>Timmins<br>CJCH-TV,<br>Halifax |
|---|--|

**NATIONAL BROADCAST SALES LTD.**

Toronto — 160 Eglinton Ave East — HUDSON 5-0377. General Manager — R. A. Leslie.

Montreal — 1396 St. Catherine St. W. — UNIVERSITY 6-1538. Manager — E. F. Kavanagh.

The company represents these stations:

- |  |  |
|--|--|
| <b>Radio:</b><br>C-FUN, Vancouver<br>CFSL, Weyburn<br>CFAM, Altona<br>CHML, Hamilton<br>CKWS, Kingston<br>CKJL,<br>Kirkland Lake | <b>Television:</b><br>CKSL, London<br>CFCH, North Bay<br>CKOY, Ottawa<br>CHEX,<br>Peterborough<br>CKGB, Timmins<br>CKEY, Toronto<br>CKJL, St. Jerome |
|--|--|

**ONTARIO RADIO SALES LTD.**

Toronto — 69 Eglinton Ave. East — HUDSON 3-2992. President — Arnold W. Stinson.

Represents the following stations in Ontario only:

- |  |                        |
|--|------------------------|
| C-JOY, Guelph<br>CKPT,<br>Peterborough | CJRH,<br>Richmond Hill |
|--|------------------------|

**LORRIE POTTS & CO.**

Toronto — 1454a Yonge St. — WALNUT 1-8951. Manager — Lorrie Potts.

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

The company represents these stations:

- |   |  |
|---|--|
| <b>Radio:</b><br>CFCW, Camrose<br>CKYL, Peace River<br>CFAR, Flin Flon<br>CFRY, Portage<br>La Prairie<br>CKPC, Brantford<br>CJLX,<br>Fort William<br>CHIQ, Hamilton<br>CKCR, Kitchener<br>CKLB, Oshawa<br>CJIC,<br>Sault Ste. Marie | <b>Television:</b><br>CJET, Smiths Falls<br>CHNO, Sudbury<br>CFBR, Sudbury<br>*CKFH, Toronto<br>CKNX, Wingham<br>CKOX, Woodstock<br>CKEN, Kentville<br>CKEC,<br>New Glasgow<br>CFAB, Windsor<br>*Montreal, Only. |
|---|--|

**RADIO AND TELEVISION SALES INC.**

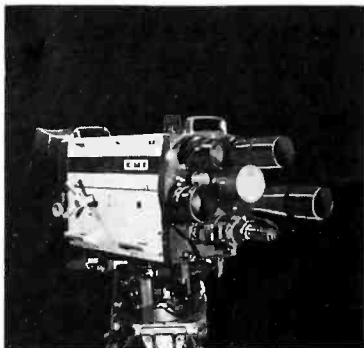
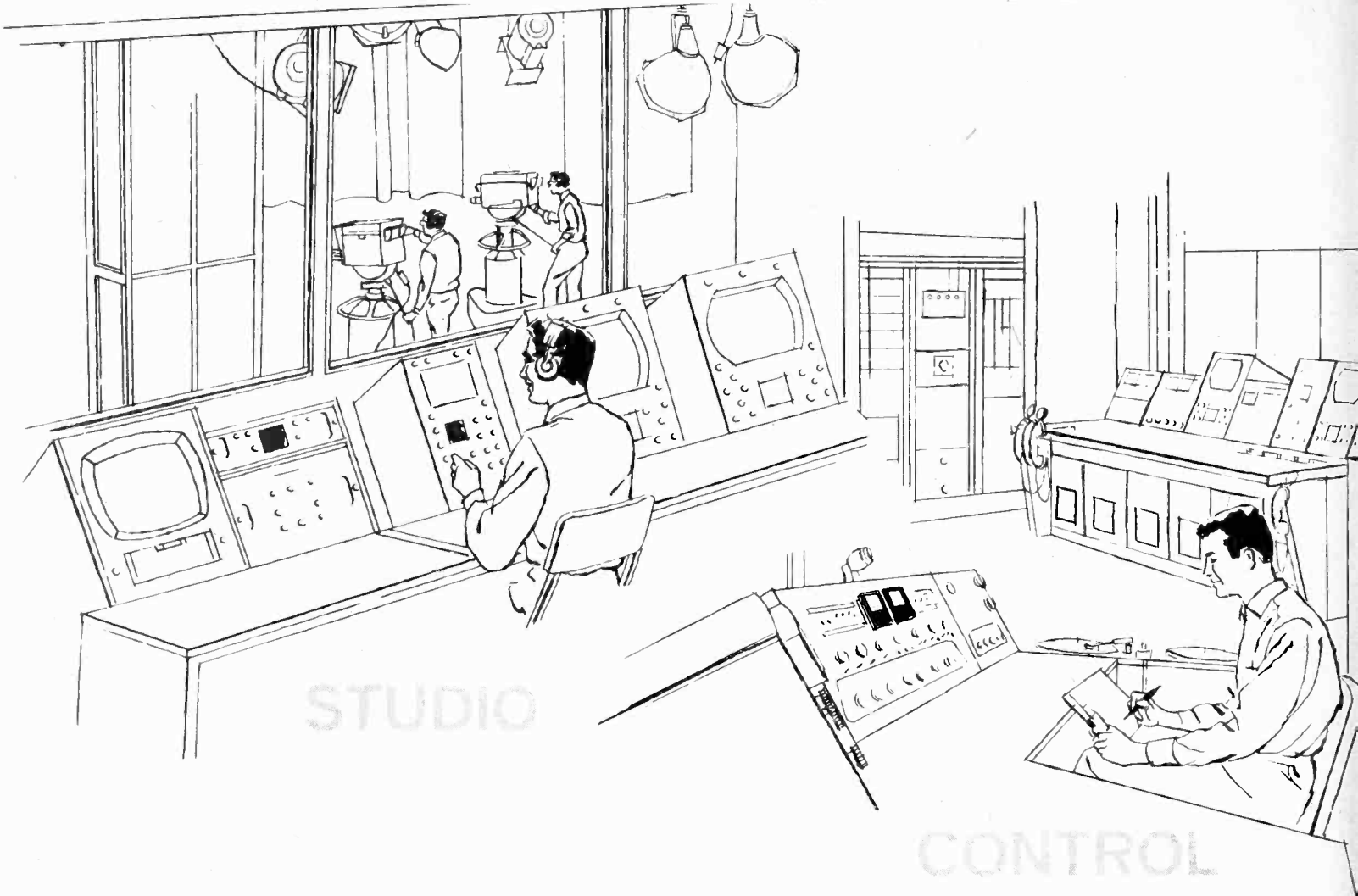
Toronto — 85 Bloor St. East — WALNUT 4-4477. Manager — A. A. McDermott.

Montreal — 1104 Windsor Hotel — UNIVERSITY 6-2749. Manager — Ted Brock.

The company represents these stations:

- |  |
|--|
| <b>Television:</b><br>CJDC-TV,<br>Dawson Creek<br>CHSA-TV,<br>Lloydminster<br>CHCA-TV,<br>Red Deer<br>CKVR-TV, Barrie<br>CKCO-TV,<br>Kitchener<br>CFCL-TV,<br>Timmins<br>CJCH-TV,<br>Halifax<br>KNOX-TV,<br>Grand Forks,<br>N.D. |
|--|

# FOR COMPLETE, INTEGRATED FROM CANADIAN



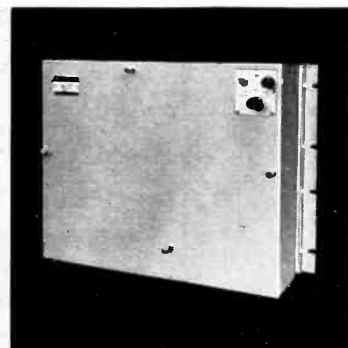
E.M.I. 4 1/2" 1/0 Camera



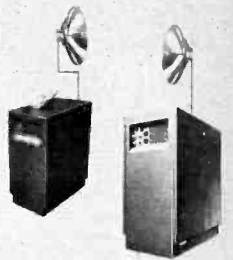
TS-1-A Relay Switching



PE-15-A Color Camera



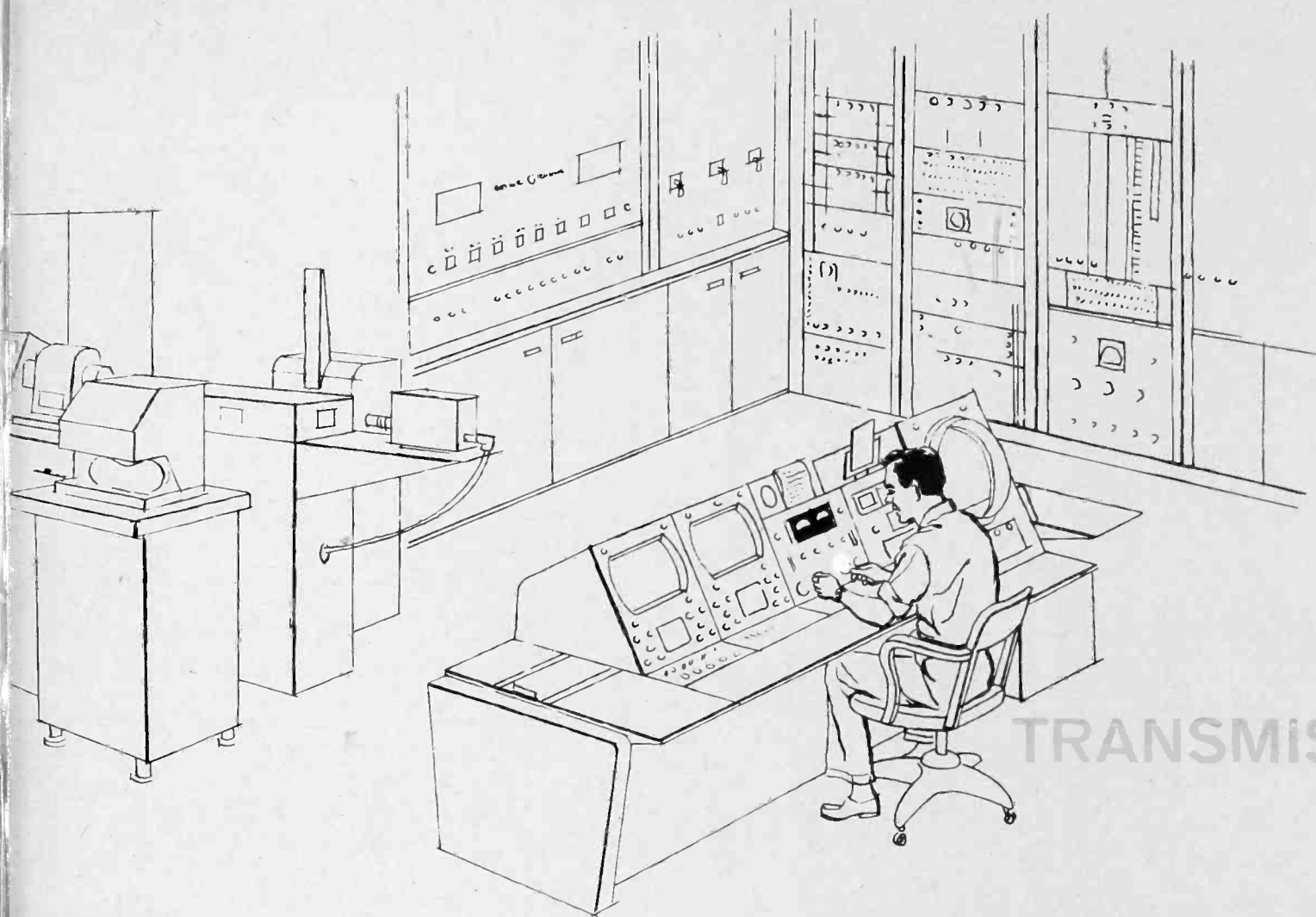
PG-4-B Synchronizing Generator



TL-3-A 2000 MC  
Microwave-TV Relay System

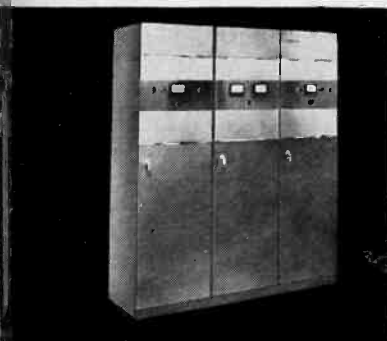


# TELEVISION STATIONS FACILITIES GENERAL ELECTRIC

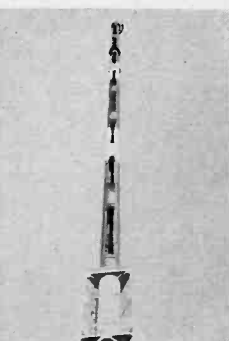


TRANSMISSION

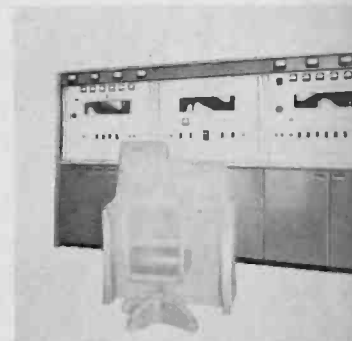
The units pictured here are only a few of the many "customer-oriented" developments from Canadian General Electric's continuing progress in the field of broadcast. For further information on the specific items you need—to perform the functions you require—call your nearest C-G-E Broadcast Sales Representative or write—Electronic Equipment and Tube Department, 830 Lansdowne Avenue, Toronto, Ontario.



5 KW Modular TV Transmitter



Low Channel  
Ultrapower TV Antenna



25 KW High Channel TV Amplifier



CANADIAN GENERAL ELECTRIC COMPANY LIMITED

**Radio:**  
 CKEK, Cranbrook  
 CJNR, Blind River  
 CHUC, Cobourg  
 CJSP, Leamington  
 CHLO, St. Thomas  
 CFRS, Simcoe  
 CKBM, Montmagny  
 CKVL, Verdun-Montreal  
 CFDA, Victoriaville

CFCB, Corner Brook  
 VOCM, St. John's  
 \*CHF1-FM, Toronto  
 \*CFRA-FM, Ottawa  
 \*CKVL-FM, Montreal

\* Separately programed

CKOT, Tillsonburg  
 CHOW, Welland  
 CJQC, Quebec  
 CKBC, Bathurst  
 CFBC, Saint John  
 CKBW, Bridgewater  
 CJRW, Summerside

CKDM, Dauphin  
 CJOB, Winnipeg  
 CFOB, Fort Frances  
 CKPR, Fort William  
 CKAR, Huntsville  
 CHWO, Oakville  
 CJCS, Stratford

CKCV, Quebec  
 CHRL, Roberval  
 CKRB, St. George de Beauce  
 CHGB, Ste. Anne de la Pocatière  
 CKSM, Shawinigan  
 CHLT, Sherbrooke  
 CKTS, Sherbrooke  
 CJSO, Sorel  
 CHLN, Trois Rivieres  
 CFDA, Victoriaville  
 CJEM, Edmundston  
 CKMR, Newcastle  
 CJCJ, Woodstock  
 CKBW, Bridgewater  
 CJGH, Halifax  
 CKEN, Kentville  
 CKC, New Glasgow  
 CKCL, Truro  
 CFAB, Windsor  
 VOCM, St. John's

**Television:**  
 YKCC-TV, Yellowknife, N.W.T.  
 CJDC-TV, Dawson Creek  
 CHEK-TV, Victoria  
 CHSA-TV, Lloydminster  
 CHCA-TV, Red Deer  
 CKVR-TV, Barrie  
 CKCO-TV, Kitchener  
 CKGN-TV, North Bay  
 CFCL-TV, Timmins  
 CKRS-TV, Jonquiere  
 CKBL-TV, Matane  
 CHAU-TV, New Carlisle  
 CFCM-TV, Quebec  
 CKMI-TV, Quebec  
 CKRN-TV, Rouyn  
 CHLT-TV, Sherbrooke  
 CJCH-TV, Halifax

The company represents these stations:—

**Radio:**  
 CKLN, Nelson  
 CJOR, Vancouver  
 CKXL, Calgary  
 CJNB, North Battleford  
 CJME, Regina  
 CKOM, Saskatoon  
 CFSL, Weyburn  
 CJBQ, Belleville  
 CHIC, Brampton  
 CKPR, Fort William  
 CJRL, Kenora  
 CKLC, Kingston  
 CKSL, London  
 CPOS, Owen Sound  
 CHOV, Pembroke  
 CJLR, Quebec  
 CKCW, Moncton  
 CJON, St. John's  
 CJOX-TV, Argentina  
 CJCN-TV, Central Nfld.  
 ZBM, Bermuda

**Television:**  
 KVOS-TV, Bellingham

The company represents these stations in Montreal only:—

CHQM, Vancouver  
 CKRD, Red Deer  
 CJDV, Drumheller

CJSS, Cornwall  
 CKTR, Three Rivers

Radio and TV Sales is the major Canadian rep firm handling US stations — AM, FM & TV. The company lists more than 100 major outlets across the nation.

**RADIO REPRESENTATIVES LTD.**

Toronto — 76 St. Clair Ave. W. — Walnut 4-0727. President — Gordon Ferris. Manager — R. D. Munro. Research — Dick Ring.

Montreal — 1411 Crescent St. — Avenue 8-4257. Manager — Wilf Dippie. Sales Manager — George Carter.

Vancouver — 1131 Richards St. — Mutual 5-0288. Manager — W. E. J. Hall.

Winnipeg — Dayton Bldg. — Whitehall 2-6631. Manager — Lorne Bignell. (See Broadcast Repts.)

The company represents these stations:—

**Vancouver, Radio:**  
 CFPC, Courtenay  
 CKCQ, Quesnel  
 CFTK, Terrace-Kitimat  
 CFCN, Calgary  
 CFRN, Edmonton  
 CKRM, Regina  
 CFQC, Saskatoon  
 CKSW, Fort William  
 Swift-Current  
 CJOB, Winnipeg  
 CFOB, Fort Frances  
 CHWO, Oakville  
 CFOR, Orillia  
 CFRA, Ottawa  
 CJRH, Richmond Hill  
 CHOK, Sarnia  
 CJIC, Sault Ste. Marie  
 CJCS, Stratford  
 CHUM, Toronto  
 CHOW, Welland  
 CJQC, Quebec

**Toronto, Radio:**  
 CKNW, New Westminster  
 CKDA, Victoria

**CFCN, Calgary**  
 CFRN, Edmonton  
 CHEC, Lethbridge  
 CKRM, Regina  
 CFQC, Saskatoon  
 CJGX, Yorkton  
 CKX, Brandon  
 CJOB, Winnipeg  
 CKPR, Fort William  
 CFBC, Saint John

**Montreal, Radio:**  
 CFPC, Courtenay  
 CJDV, Dawson Creek  
 CKNW, New Westminster  
 CKCQ, Quesnel  
 CFTK, Terrace-Kitimat  
 CKDA, Victoria  
 CFCN, Calgary  
 CFRN, Edmonton  
 CHEC, Lethbridge  
 CKRM, Regina  
 CFQC, Saskatoon  
 CKSW, Swift Current  
 CJGX, Yorkton  
 CKX, Brandon

**RADIO TIME SALES (ONT.) LTD.**

Toronto — 147 University Ave. — Empire 6-5471/2. Manager — Norm Brown.

Represents these stations in Toronto only:

**Radio:**  
 CFTJ, Galt  
 CKLY, Lindsay  
 CJAD, Montreal  
 CKMR, Newcastle  
 CKCL, Truro

WJR, Detroit  
 WGAR, Cleveland

**Television:**  
 WCAX-TV, Burlington, Vt.

**RADIO TIME SALES (QUE.) LTD.**

Montreal — Room 517, Keefer Building, 1440 St. Catherine St. W. — University 6-2012. Manager — Ralph Judge.

Represents these stations in Montreal only:

**Radio:**  
 CFTJ, Galt  
 CKLY, Lindsay  
 CJAD, Montreal  
 CKMR, Newcastle

CKCL, Truro  
 VOCM, St. John's  
 WCAX-TV, Burlington, Vt.

**SCHARF BROADCAST SALES LTD.**

Vancouver — 307 Burrard Building, 1030 W. Georgia St., Vancouver 5— Mutual 4-6277. President — C. A. Brian Scharf.

Represents the following stations in Vancouver only:—

**Radio:**  
 CKEK, Cranbrook  
 CJDV, Dawson Creek  
 CHUB, Nanaimo  
 CJAV, Port Alberni  
 CKDA, Victoria  
 CFCW, Camrose  
 CJDV, Drumheller  
 CHED, Edmonton  
 CHFA, Edmonton  
 CHEC, Lethbridge  
 CKYL, Peace River  
 CKRD, Red Deer  
 CFRG, Gravelbourg  
 CKSA, Lloydminster  
 CHAB, Moose Jaw  
 CFNS, Saskatoon  
 CJAY, Yorkton  
 CFAM, Altona  
 CKX, Brandon  
 CKDM, Dauphin  
 CFAR, Flin Flon  
 CKSB, St. Boniface  
 CKBB, Barrie  
 CKPC, Brantford  
 CJLX, Fort William

CFTJ, Galt  
 CHML, Hamilton  
 CKCR, Kitchener  
 CKLY, Lindsay  
 CHVC, Niagara Falls  
 CKLE, Oshawa  
 CKOY, Ottawa  
 CFPA, Port Arthur  
 CKTB, St. Catharines  
 CHLO, St. Thomas  
 CHOK, Sarnia  
 CJIC, Sault Ste. Marie  
 CJET, Smiths Falls  
 CFBR, Sudbury  
 CHNO, Sudbury  
 CFCL, Timmins  
 CKY, Toronto  
 CKNX, Wingham  
 CKOX, Woodstock  
 CJMT, Chicoutimi  
 CKCH, Hull  
 CKRS, Jonquiere  
 CJAD, Montreal  
 CHNC, New Carlisle  
 CHRC, Quebec

**STEPHENS & TOWNDROW LTD.**

Toronto — 1608 Carlton Tower, 2 Carlton St. East — Empire 8-3021. Managers — Bill Stephens and Ernie Towndrow.

Montreal — New Birks Building, Phillips Square — University 1-9756. Manager — L. J. Kennedy.

The company represents these stations:—

**Radio:**  
 CHUB, Nanaimo  
 CKLG, North Vancouver  
 CHED, Edmonton  
 CHAB, Moose Jaw  
 CKY, Winnipeg  
 CHML, Hamilton

CFOR, Orillia  
 CFRA, Ottawa  
 CKCY, Sault Ste. Marie  
 CHUM, Toronto  
 CJMS, Montreal  
 CKGM, Montreal

**STOVIN-BYLES LTD.**

Toronto — 406 Jarvis St. — Walnut 4-5764. Chairman of the Board — Horace N. Stovin. President — Bill D. Byles. Manager Television Division — J. L. Raeburn. Manager Radio Division — J. C. Morris.

Montreal — 608 Keefer Bldg. — University 6-3392. Manager Radio Division — Forbes Calder. Manager Television Division — J. R. Genin.

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

Winnipeg — 655 Viscount Place — Globe 2-1318. George W. Hellman.

**TELEVISION REPRESENTATIVES LTD.**

Toronto — 76 St. Clair Ave. W. — Walnut 4-0727. President — Gordon Ferris. Manager — R. H. Quinn. Research — Ron Pickering.

Montreal — 1411 Crescent St. — Avenue 8-4257. Manager — Wilf Dippie. Sales Manager — Stewart Greene.

Vancouver — 1131 Richards St. — Mutual 5-0288. Manager — W. E. J. Hall.

The company represents these stations:—

**Television:**  
 CFCJ-TV, Port Arthur  
 CJDC-TV, Dawson Creek\*  
 CHEK-TV, Victoria\*  
 CFRN-TV, Edmonton  
 CFCN-TV, Calgary

CKCJ-TV, Port Arthur  
 KCND-TV, Pembina  
 KXLY-TV, Spokane

\*Except Vancouver Office

**DONALD COOKE INCORPORATED**

New York — 666 Fifth Avenue, New York 19 — Judson 2-2727.

Chicago — 205 West Wacker Drive — State 2-5096.

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

San Francisco — 681 Market St.

The company represents these stations:—

**Radio:**  
 CKOY, Ottawa  
 CHLO, St. Thomas  
 CHOK, Sarnia  
 CKY, Toronto  
 CKTR, Trois Rivieres  
 CKVL, Verdun  
 CKVL-FM, Verdun  
 CKBW, Bridgewater  
 CKEC, New Glasgow

**Television:**  
 CJDC-TV, Dawson Creek

**DEVNEY-O'CONNELL, INCORPORATED.**

New York — 535 Fifth Ave., New York 17 — YUkon 6-4390. Manager — E. J. Devney.

Boston — 100 Boylston St. Manager — George C. Bingham.

Chicago — 185 North Wabash Ave., Chicago 1. Manager — John K. Markey.

Los Angeles — 5746 Sunset Blvd., Hollywood 28. Manager—James C. Gates.

San Francisco — 681 Market St., San Francisco 5. Manager — Theo. B. Hall.

**Score!**  
 EVERY TIME  
 With  
**CKCH**

... that's what Molson's Brewery do with the broadcasting of N.H.L. Hockey. ALL 70 E.P.H.L. games are also locally sponsored by:

Georges Benoit Ltée, 65 Maisonneuve, Hull.  
 Spic & Span Cleaners, Ottawa.  
 La Société Gazifière de Hull, 74 Laval, Hull.  
 Bélisle Automobiles Ltée, 444 Montreal Road, Ottawa.

For Results, Ask:  
 Interprovincial Broadcast Sales Ltd., Toronto & Montreal — Weed & Co., U.S.A.



# ACTION RADIO



**KRAFT FOODS LIMITED**  
 1600 DEVONSHIRE ROAD - MOUNT ROYAL, QUEBEC  
 P.Q. Box 6118, Montreal 1 RT-Canada 4-5811

October 17th, 1960

C.K.G.M. Radio Station,  
 1455 Drummond St.,  
 Montreal.

Attention Mr. D. Wall

Dear Sirs:

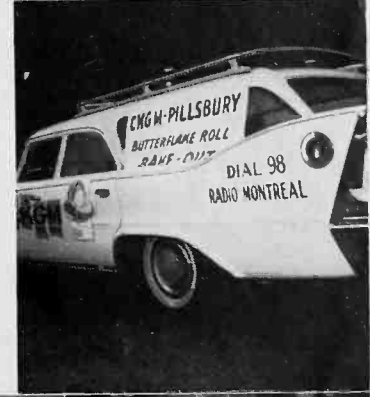
We wish to congratulate you for the way you have carried out our promotion on Pillsbury Butterflake Rolls over CKGM last Saturday. We also wish to thank your announcers for their cooperation.

This certainly was an outstanding advertisement and one that we will not easily forget.

Yours very truly,

KRAFT FOODS LIMITED

P. Desparois  
 Zone Manager,  
 Montreal Sales.



For more such outstanding success stories on CKGM ask Stephens & Towndrow, Toronto, or CKGM's Don Wall in Montreal.

**CKCK**

**SEASONS GREETINGS**  
FROM THE GANG AT  
**CKCK**

**CKCK-TV**  
Channel 2

**CKCK-RADIO**

Representatives  
All-Canada Radio & TV Ltd.  
Weed & Company, USA

The company represents these stations:—

- |  |   |
|--|---|
| <b>Radio:</b><br>C-FUN, Vancouver<br>CHFA, Edmonton<br>CKSA,<br>Lloydminster<br>CFRG, Gravelbourg<br>CJNB,<br>North Battleford<br>CJME, Regina<br>CFNS, Saskatoon<br>CKSB, St. Boniface<br>CKCR, Kitchener<br>CKSL, London<br>CKLB, Oshawa<br>CKPT,<br>Peterborough<br>CKTB,<br>St. Catharines | <b>CJIC,</b><br>Sault Ste. Marie<br>CJET, Smiths Falls<br>CFCL, Timmins<br>CHUM, Toronto<br>CJMT, Chicoutimi<br>CKAC, Montreal<br>CKCL, Truro |
|  | <b>Television:</b><br>CHSA-TV,<br>Lloydminster<br>CKOS-TV,<br>Yorkton<br>CFCL-TV,<br>Timmins  |

**FORJOE CANADIAN, LTD.**

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

Chicago — 435 N. Michigan Avenue, Chicago 11 — DELaware 7-3504. General Manager — Robert A. Lazar.

Detroit — 1761 National Bank Building, Detroit 26 — WOODward 2-3524. General Manager — Larry Gentile.

Philadelphia — 310 W. Glen Echo Road, Philadelphia 19 — CHEstnut Hill 7-4510. General Manager — Morton Lowenstein.

Atlanta — 1371 Peachtree St., N.E. — TRinity 5-0404. General Manager — Robert W. Jensen.

Los Angeles — 6362 Hollywood Blvd., Los Angeles 28 — HOLLYwood 2-1397. Manager Joe Rolfe.

San Francisco — 681 Market St., San Francisco 5 — SUTter 1-7569. J. A. Hendry, Asst. Man.

The company represents these stations:—

- |   |  |
|---|--|
| <b>Radio:</b><br>CKXL, Calgary<br>CHED, Edmonton<br>CKY, Winnipeg<br>CKLC, Kingston<br>CJMS, Montreal<br>CKGM, Montreal | <b>Television:</b><br>KVOS-TV,<br>Vancouver<br>CHCA-TV,<br>Red Deer<br>CJFB-TV,<br>Swift Current<br>CFTM-TV,<br>Montreal |
|---|--|

**WEED & COMPANY**

New York — 579 Fifth Avenue, New York 17 — PLaza 9-4700. Peter A. McGurk.

Chicago—Prudential Plaza, Chicago 1 — WHitehall 4-3434. Neal Weed, Jr.

Detroit — 1610 Book Building — Woodward 1-2685. Bernard Pearse.

St. Louis — 7603 Forsythe Blvd., St. Louis 5 — PARKview 7-7375. Jack Hetherington.

Atlanta — 1182 Peachtree, N.W., Atlanta 9 — TRinity 5-9539. Richard Walker.

Hollywood — 6331 Hollywood Blvd., Hollywood 28 — HOLLYwood 2-6876. Paul Kennedy, Jr.

San Francisco — 625 Market St., San Francisco 5 — EXbrook 7-0535. Boyd Rippey.

Boston — 1010 Statler Building, Boston 16 — HUBbard 2-5677. Robert Reardon.

Seattle — Tower Building, Seattle 1 — MAin 4-6333. William Wagner.

The company represents these stations:—

- |  |  |
|--|--|
| <b>Radio:</b><br>CHWK, Chilliwack<br>CFJC, Kamloops<br>Okanagan Radio<br>CKPG,<br>Prince George<br>CJAT, Trail<br>CKWX, Vancouver<br>CJVI, Victoria<br>CFAC, Calgary | <b>CJCA, Edmonton</b><br>CFGP,<br>Grande Prairie<br>CJOC, Lethbridge<br>CHAT,<br>Medicine Hat<br>CHAB, Moose Jaw<br>CKBI,<br>Prince Albert<br>CKCK, Regina |
|--|--|

- CKOM, Saskatoon  
CKRC, Winnipeg  
CJSS, Cornwall  
CKOC, Hamilton  
CKWS, Kingston  
CKJL,  
Kirkland Lake  
CFPL, London  
CFCH, North Bay  
CFRA, Ottawa  
CFEX,  
Peterborough  
CFPA, Port Arthur  
CJCS, Stratford  
CKSO, Sudbury  
CKGB, Timmins  
CKOW, Welland  
CKCH, Hull  
CFCE, Montreal  
CKCV, Quebec  
Radio Nord  
CJBR, Rimouski  
CKNB,  
Campbellton  
CJEM,  
Edmundston  
CFNB, Fredericton  
CHSJ, Saint John  
CHNS, Halifax  
CJCB, Sydney  
CFCY,  
Charlottetown  
CJON, St. John's

- Television:**  
CFCR-TV,  
Kamloops  
CHBC-TV,  
Kelowna  
CHAN-TV,  
Vancouver

- CHCT-TV, Calgary  
CJLH-TV,  
Lethbridge  
CHAT-TV,  
Medicine Hat  
CKBI-TV,  
Prince Albert  
CKCK-TV, Regina  
CKX-TV, Brandon  
CJAY-TV,  
Winnipeg  
CJSS-TV, Cornwall  
CKWS-TV,  
Kingston  
CKCO-TV,  
Kitchener  
CFPL-TV, London  
CHEX-TV,  
Peterborough  
CFCJ-TV,  
Port Arthur  
CJIC-TV,  
Sault Ste. Marie  
CKSO-TV, Sudbury  
CFCE-TV,  
Montreal  
CFCM-TV, Quebec  
CKMI-TV, Quebec  
CJBR-TV,  
Rimouski  
CKRN-TV, Rouyn  
CKTM-TV,  
Trois Rivières  
CHSJ-TV,  
Saint John  
CJCB-TV, Sydney  
CFCY-TV,  
Charlottetown  
CJCN-TV,  
Grand Falls  
CJON-TV,  
St. John's

**YOUNG CANADIAN LIMITED**

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

Chicago — Prudential Plaza, Chicago 1 — MICHigan 2-6190. Radio — Robert J. Lobdell. TV — R. John Stella.

Detroit — 2940 Book Building, Detroit 26 — WOODward 3-6919. Manager — William Morgan.

Atlanta — 1182 West Peachtree St., N.W., Atlanta 9 — TRinity 3-2561. Manager — Harold M. Parks.

St. Louis — 915 Olive St. — MAin 1-5020. Manager — Dell Simpson.

Los Angeles — 6331 Hollywood Blvd., Los Angeles 28 — HOLLYwood 2-2289. Manager — William L. Wallace.

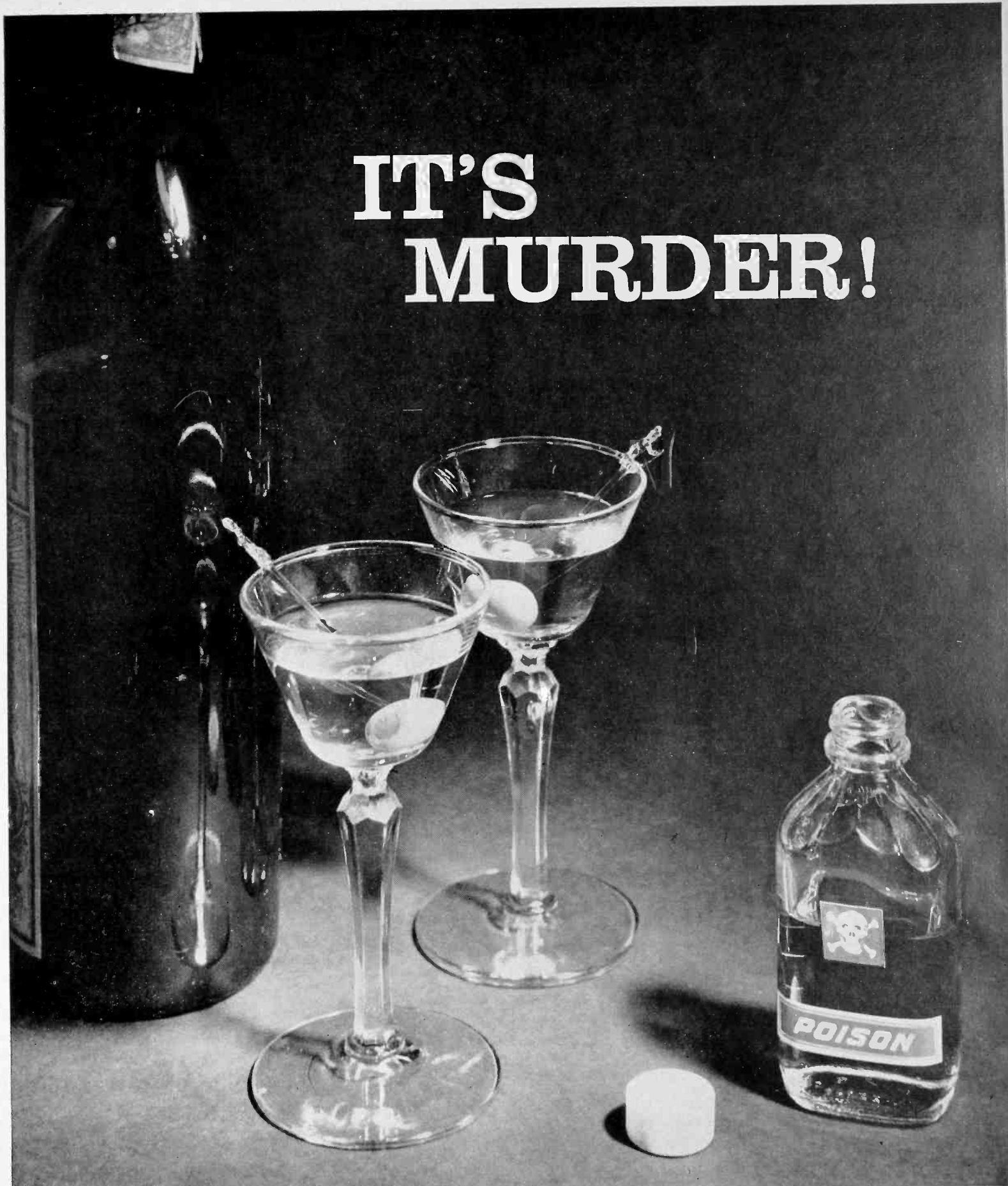
Dallas — 211 North Ervay St. Manager — Fred L. Edwards.

San Francisco — 155 Montgomery St. — YUKon 6-5366. Manager — Frank A. Waters.

The company represents these stations:—

- |  |   |
|--|---|
| <b>Radio:</b><br>CKLN, Nelson<br>CKNW,<br>New Westminster<br>CKDA, Victoria<br>CFCN, Calgary<br>CFRN, Edmonton<br>CKRD, Red Deer<br>CKRM, Regina<br>CFQC, Saskatoon<br>CJGX, Yorkton<br>CKX, Brandon<br>CKDM, Dauphin<br>CFAR, Flin Flon<br>CJOB, Winnipeg<br>CKBB, Barrie<br>CJBQ, Belleville<br>CFJR, Brockville<br>CKPR,<br>Fort William<br>CHML, Hamilton<br>CKKW, Kitchener<br>CFOR, Orillia<br>CFOS, Owen Sound<br>CHOV, Pembroke<br>CKCY,<br>Sault Ste. Marie<br>CHNO, Sudbury<br>CFRB, Toronto<br>CKNX, Wingham<br>CKRS, Jonquière<br>CKBL, Matane<br>CJAD, Montreal<br>CHNC,<br>New Carlisle<br>CHRC, Quebec<br>CJQC, Quebec<br>CJFP,<br>Rivière du Loup<br>CKRB, St. Georges<br>de Beauce<br>CHLT, Sherbrooke<br>CKTS, Sherbrooke<br>CKLD,<br>Thetford Mines | <b>CHLN,</b><br>Trois Rivières<br>CFDA, Victoriaville<br>CKVM, Ville Marie<br>CKCW, Moncton<br>CFBC, Saint John<br>CKBC, Bathurst<br>CJFX, Antigonish<br>CJCH, Halifax<br>CFCB,<br>Corner Brook<br>VOCM, St. John's   |
|  | <b>Television:</b><br>CHEK-TV,<br>Victoria<br>CFCN-TV,<br>Calgary<br>CFRN-TV,<br>Edmonton<br>CHAB-TV,<br>Moose Jaw<br>CFQC-TV,<br>Saskatoon<br>CKVR-TV, Barrie<br>CHCH-TV,<br>Hamilton<br>CKGN-TV,<br>North Bay<br>CKLW-TV,<br>Windsor<br>CKNX-TV,<br>Wingham<br>CKRS-TV,<br>Jonquière<br>CKBL-TV, Matane<br>CHAU-TV,<br>New Carlisle<br>CHLT-TV,<br>Sherbrooke<br>CKCW-TV,<br>Moncton<br>CJCH-TV,<br>Halifax |

# IT'S MURDER!



That's not to say we've got homicidal tendencies. It's just to point up the exciting fact that this season KVOS TV programming is the kind that plays mayhem with everybody else's audience ratings. It's quite an onslaught. And it aims at keeping the *biggest* percentage of viewers in the Vancouver-Victoria market. We don't do it with odd-ball scheduling, but with a powerhouse of CBS network shows: top favourites like Ed Sullivan,

Gunsmoke, Garry Moore, Have Gun, Will Travel, G.E. Theatre, and new blockbusters like Candid Camera, Pete and Gladys, The Aquanauts, The Witness, and Route 66. It's a task force loaded to thrust home your sales message with tremendous impact.

IN VANCOUVER-VICTORIA ALL EYES ARE ON CHANNEL 12



# RADIO NETWORK STATIONS

## CBC Trans-Canada Network

### Atlantic Region (Basic)

CBI Sydney  
 CBH Halifax  
 CFNB Fredericton  
 CBA Sackville  
 CHSJ Saint John

### Atlantic Region (Supp.)

CBN St. John's  
 CBY Cornerbrook  
 CBG Gander  
 CBT Grand Falls  
 CKBC Bathurst  
 CKBW Bridgewater  
 CKEC New Glasgow  
 CFGB Goose Bay  
 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 (Supp.)

CHOK Sarnia  
 CJQC Quebec  
 CKOC Hamilton  
 CHLO St. Thomas  
 CJNR Blind River

### Prairie Region (Basic)

CBW Winnipeg  
 CBK Watrous  
 CBX Edmonton  
 CBXA Edmonton  
 CJOC Lethbridge

## Prairie Region (Supplementary)

CKCK Regina  
 CFAR Flin Flon  
 CFGP Grande Prairie  
 CJCA Edmonton  
 CFAC Calgary  
 CJDC Dawson Creek  
 CHFC Fort Churchill

## Pacific Region (Basic)

CFJC Kamloops  
 CKOV Kelowna  
 CJAT Trail  
 CBU Vancouver  
 CFPR Prince Rupert

## Pacific Region (Supplementary)

CKLN Nelson  
 CKPG Prince George  
 CFYT Dawson  
 CFWH Whitehorse  
 CFYK Yellowknife  
 CBXH Fort Smith  
 CFHR Hay River

## CBC 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  
 CFPC Chatham  
 CFPA Port Arthur  
 CJRL Kenora

## Mid-Eastern Region (Supplementary)

CKCV Quebec  
 CKTB St. Catharines  
 CHML Hamilton  
 CKPC Brantford  
 CKCR Kitchener  
 KKNX Wingham  
 CJCS Stratford  
 CFOS Owen Sound  
 CJSS Cornwall  
 CJBQ Belleville  
 CFOR Orillia  
 CFOB Fort Francis  
 CHNO Sudbury  
 CKLW Windsor  
 CKLC Kingston

## Prairie Region (Basic)

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

## CBC French Network

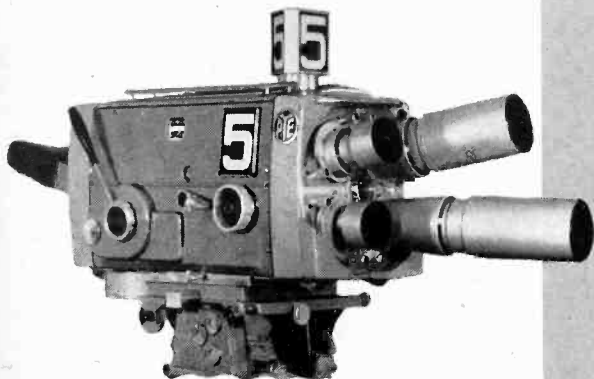
### (Basic)

CBF Montreal  
 CBV Quebec  
 CBJ Chicoutimi  
 CBAF Moncton  
 CHNC New Carlisle

### (Supplementary)

CKCH Hull  
 CHGB Ste. Anne de la Pocatière  
 CJBR Rimouski  
 \*CKRN Rouyn  
 \*CKVD Val d'Or  
 \*CHAD Amos  
 \*CKLS La Sarre  
 CHLT Sherbrooke  
 CJEM Edmundston  
 CJFP Rivière du Loup  
 CKLD Thetford Mines  
 CKVM Ville Marie  
 CKBL Matane  
 CFBR Sudbury  
 CFCL Timmins  
 CKSB St. Boniface  
 CFNS Saskatoon  
 CFRG Gravelbourg  
 CHFA Edmonton  
 CKRB St. Georges de Beauce

\*These four stations sold as a group.



# THE WORLD'S FINEST

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STUDIO

MOBILE

TELEVISION

TEST

ENGINEERING

PYE CANADA LIMITED  
 TRANSMISSION DIVISION  
 AJAX, ONTARIO

# THROUGHOUT THE WORLD

# STATION and PERSONNEL REGISTER (Radio)

## NORTHWEST TERRITORIES

**CFYT, DAWSON:** 100 watts on 1,230 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CFWH, WHITEHORSE:** 250 watts on 1,240 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CFYK, YELLOWKNIFE:** 150 watts on 1,340 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

## BRITISH COLUMBIA

**CHWK, CHILLIWACK:** 10,000 watts on 1,270 kcs. Dom. Basic. (1) Fraser Valley Broadcasters Ltd. — (2) Jack Pilling — (3) Murdo MacLachlan — (5) Bill Teetzel — (7) Bill Wolfe — (10) Keith Tutt — (11) John Bell — (12) Mrs. Betty Neads — (13) Murdo MacLachlan — (14) Bill Wolfe — (15) Mrs. Betty Neads — (16) Tom Rannie — (18) Tony Shepherd — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CFCP, COURTENAY:** 1,000 watts on 1,440 kcs. (1) CFCP Radio Ltd. — (2 & 3) William G. Browne — (5) Dick Drew — (6) George Cowie — (8) Eddie Cliffe — (10) Stan Hofseth — (11) Brian Holder — (12) Mrs. Mickey Simms — (13 & 14) Scott Hunter — (15) Mrs. Irene Burger — (16) Jim McAnena — (17) Al Parfitt — (18) Fred Grant — (20) Air Time Sales — (21 to 23) Radio Reps.

**CKEK, CRANBROOK:** 1,000 watts on 570 kcs. (1) East Kootenay Broadcasting Co. Ltd. — (2) R. S. Inglis — (3) M. W. Reade — (4) J. P. Haines — (5) T. Hogarth — (6 & 7) J. P. Haines — (10) Barry Young — (11) F. J. Matovich — (12) Mrs. Iva McPherson — (13) Barry Young — (14) Genevieve Tournier — (15) J. McNeil — (16) J. Laker — (17) J. McNeil — (18) M. W. Reade — (20 & 21) Radio & TV Sales — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales.

**CJDC, DAWSON CREEK:** 1,000 watts on 1,350 kcs. T-Can. Supp. (1) Radio Station CJDC (Dawson Creek, B.C.) Ltd. — (2) H. L. Michaud — (3 & 5) Mike LaVern.

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

**CFJC, KAMLOOPS:** 10,000 watts daytime (1,000 watts nighttime) on 910 kcs. T-Can. Basic. (1) Inland Broadcasters Ltd. — (2) Ronald White — (3) Ian G. Clark — (5) Walter Harwood — (6 & 7) Art Hall — (8) Michael Adamson — (9) Ron Reusch — (10) Gordon Rye — (11) Ron Reusch — (12) Mrs. Doris Littleton — (13) Gordon Rye — (14) Walter Harwood — (15) Mrs. Peggy Maxim — (16) Mrs. Doris Littleton — (17) Ron Reusch — (18 & 19) Kurt Reichenek — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CKOV, KELOWNA:** (See Okanagan Radio) 1,000 watts on 630 kcs. T-Can. Basic. (1) Okanagan Broadcasters Ltd. — (2) Mrs. J. W. B. Browne — (3) James H. Browne (Station Man. - S. F. Lettner) — (5) Ken Compton — (6) Jack Cooper — (10) Jack Bews — (11) Bob Hall — (14) Walt Gray — (16) Dave Dunn — (17) Mrs. Gloria Mildnerberger — (18) Art Vipond — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CHUB, NANAIMO:** 10,000 watts on 1,570 kcs. (1) Standard Broadcasting Co. Ltd. — (3) C. J. Rudd — (4 & 5) Mrs. Sheila Hassell — (6 & 7) Vic Fergie — (9) Tom Peacock — (10) Vic Fergie — (11) Larry Thomas — (12) Mrs. Sheila Hassell — (13) Hal Wende — (14) Grant Betz — (15) Bob Golob — (16) Judy Almas — (17) Mrs. Laurie Hedberg — (18) Ross McIntyre & Lew Fox — (20 & 21) Stephens & Towndrow — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Donald Cooke Inc.

**CKLN, NELSON:** 1,000 watts on 1,390 kcs. T-Can. Supp. (1) News Publishing Co. — (3) Alan R. Ramsden — (12) Julia Dawne — (13) Ian McFarlane — (18) Alan R. Ramsden — (20 to 23) Stovin-Byles Ltd. — (24) Young Canadian Ltd.

**CKNW, NEW WESTMINSTER:** 10,000 watts on 980 kcs. (1) Radio

NW Ltd. — (2) Frank A. Griffiths, C.A. — (3) Bill Hughes — (4) Hal L. Davis — (5) Mel Cooper (Local Sales - John Donaldson) — (6 & 7) Hal Davis — (9) Len Hopkins — (10 & 11) Jim Cox — (14) Glen M. Garvin — (15) Mrs. Ann Bolton — (16) Tony Antonias — (17) Len Hopkins — (18) Jack Gordon — (20 & 21) Radio Reps — (22) Broadcast Reps — (24) Young Canadian Ltd.

**OKANAGAN RADIO:** Consists of CKOV, Kelowna; CKOK, Penticton; and CJIB, Vernon. Nationally, the three stations are regarded as one. The National Sales Manager is Ken Compton and the National Promotion Director is Ed Boyd. Both are located at the Kelowna offices. (P.O. Box 100).

**CKOK, PENTICTON** (See Okanagan Radio): 10,000 watts on 800 kcs. Dom. Supp. (1) CKOK Ltd.

**CJAV, PORT ALBERNI:** 250 watts on 1,240 kcs. (1) CJAV Ltd. — (2 & 3) K. H. R. Hutcheson — (7)

Maurice Inwards — (10) Ronald Coull — (11) William Gibson — (12) Mrs. Mary Archambault — (13) Maurice Inwards — (14) William Gibson — (15) Mrs. M. D. Douglas — (16) Mrs. Mary Archambault — (18) E. R. McIntyre — (20 & 21) Stephens & Towndrow — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Donald Cooke Inc.

**CKPG, PRINCE GEORGE:** 250 watts on 550 kcs. T-Can. Supp. (1) Radio Station CKPG Ltd. (2 & 3) Robert T. Harkins — (4) Ronald A. East — (5) John W. Barlee — (6 to 10) William R. James — (10) Jack E. Carbutt — (11) Norman Weseen — (12) Jack E. Carbutt — (14) John W. Barlee — (15) Marcel Leveque, Mrs. Maureen Keibel — (17) Mike Thornthwaite — (18) Stan Davis — (19) Tom Davy — (20 to 23) All-Canada Radio — (24) Weed & Co.

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

**CKCQ, QUESNEL:** 1,000 watts on 570 kcs. (1) Cariboo Broadcasters Ltd. — (2) James H. Ritchie — (3) Dennis Reid — (5) John Boates — (6 & 7) Gil McCall — (8) Denny Carr — (10) Robert Leckie — (11) Jim Leith — (12) Mrs. Mona Neilson — (13) Roger Fry — (14) John Boates — (15)

TIME OUT  
FOR A WORD  
from  
SANTA

"Happy Christmas"

Jack Dennett



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**ADVERTISING AGENCY FRIENDS**

FROM: **RADIO CHUB**

THANKS for Your Donation to Another New Hospital in Nanaimo.

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Merry Christmas & Happy New Year!

Chuck Rudd  
MANAGING-DIRECTOR

Mrs. Ruth Stohl — (16) Mrs. Marie Hubensky — (17 & 18) Ted Hopkins — (20) Air Time Sales — (21) Radio Reps — (22) Broadcast Reps — (23) Radio Reps — (24) Donald Cooke Inc.

**CKCQ-1, WILLIAMS LAKE:** 250 watts on 1,240 kcs. Satellite of CKCQ. Same staff. Some programs originated from Williams Lake, most from Quesnel.

**CFTK, TERRACE:** 1,000 watts on 1,140 kcs. (1) Skeena Broadcasters Ltd. — (3) J. Fred Weber — (5) Wayne Seabrook — (6 & 7) Norman MacDonald — (10) Garth Walker — (11) Blake Ennis — (12) Mrs. Ida MacDonald — (13) John Foster — (14) J. Fred Weber — (15) Mrs. Ida MacDonald — (16) Mrs. Vera McKay — (17) Garth Walker — (18) J. Fred Weber — (20) Air Time Sales — (21) Radio Reps. — (22) Broadcast Reps. — (23) Radio Reps. — (24) Weed & Co.

**CJAT, TRAIL:** 1,000 watts on 610 kcs. T-Can. Basic. (1) Kootenay Broadcasting Co. Ltd. — (2) Stan Mawdsley — (3 & 5) Joseph P. Kobluk — (8) Ralph Milton — (9) Dave Glover — (10) Jack Fisher — (11) Harry Berisoff —

**KEY**

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

(12) Ralph Milton — (15) Dave Townsend — (16) Olga Ossing — (17) Mrs. Beatrice Vanderburg — (18) Gordon Fairweather — (20 to 23) All-Canada Radio — (24) Weed & Co.

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

**C-FUN, VANCOUVER:** 10,000 watts on 1,410 kcs. (1) Radio C-FUN Ltd. — (2) Roy Keay — (3) John L. Sayers — (5) Douglas S. Grieg — (7) Alan Jordan — (9) Dave McCormick — (10) Cal Coleman — (12) Jackie Valentine — (14) Robert Ackland — (15) Shirley Madill — (17) Mike Powley — (18) Stan Davis — (20 & 21) National Broadcast Sales — (24) Devney-O'Connell Inc.

**CHQM, VANCOUVER:** 10,000 watts on 1,320 kcs. (1) Vancouver Broadcasting Associates Ltd. — (2 & 3) William E. Bellman — (5) David S. Catton — (6) Terry Garner — (10) Ken McIvor — (15) Audrey Shaw — (16) Mrs. Iris Tickner — (17) Mrs. Joy Cullen — (18) Robert Service — (20 & 21) Allied Broadcast Services.

**CJOR, VANCOUVER:** 10,000 watts on 600 kcs. Dom. Basic (1) CJOR Ltd. — (2 & 3) George C. Chandler — (5) Don Laws — (6) Ross Mortimer — (7) Bruno Cimolai — (9) Alan McNab — (10) Jack McGaw — (11) Bruno Cimolai — (14) Joe Chesney — (15) Mrs. Audrey Smith — (16) Hector MacKay — (17) Alan McNab — (18) Art Chandler — (20 to 22) Stovin-Byles Ltd.

**CKLG, NORTH VANCOUVER:** 10,000 watts on 730 kcs. (1) Lions Gate Broadcasting Ltd. — (2) A. Earson Gibson — (3 & 5) Peter Kosick — (6) Jim Thom — (10) Jack Webster — (11) Bob Pickell — (12) Mrs. Mike Bowman — (14) Terry Bate — (15) Lois Redstone — (16) Lyndon Grove — (17) Merlin Gutensohn — (18) Peter Mackintosh — (20 & 21) Stephens & Towndrow — (22) A. J. Messner & Co. — (24) Donald Cooke Inc.

**CKWX, VANCOUVER:** 50,000 watts on 1,130 kcs. MBS. (1) CKWX Radio Ltd. — (2) Arthur Holstead — (3) William A. Speers — (5) Clare G. Copeland — (6) Ron Robinson — (7) John E. Ansell — (8) Cal George — (9) Jim Morris — (10) Bob Giles — (11) Bill Stephenson — (12) Mrs. Nina Anthony — (15) Jack Hughes (Marketing Director - Doug Reid) — (16) Mrs. Kelly Young — (17) Fred Bass — (18) Charlie Smith — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CJIB, VERNON:** 1,000 watts on 940 kcs. Dom. Supp. (1) Interior Broadcasters Ltd. — (2) Richard Peters — (3) A. G. Seabrooke — (4) Harry Gorman — (5) Ann Gaustin — (6 & 8) Jack Pollard — (10) Mabel Johnson — (11) Don Warner — (12) Mabel Johnson — (13) Don Warner — (14) Dave Gamble — (15) Herta Henne — (16) Belle Rounce — (17) Dale Seabrooke — (18) Laurie Wright — (20 to 23) All-Canada Radio — (24) Weed & Co.

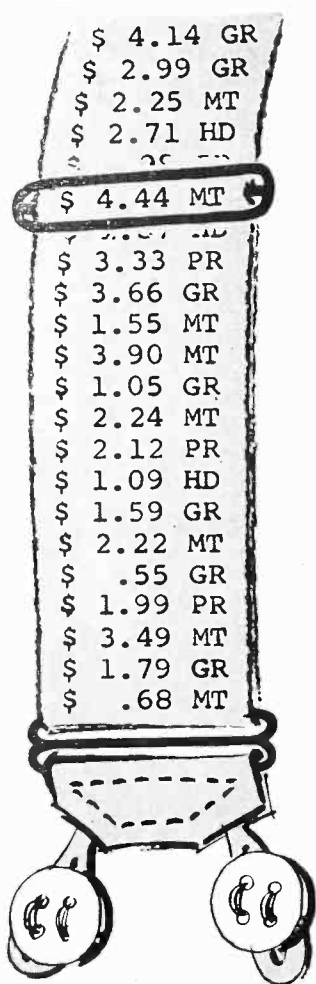
**CFAX, VICTORIA:** 1,000 watts on 810 kcs. (1) Saanich Broadcasting Co. Ltd. — (2, 3 & 5) Roy V. Parrett — (7) David Shearer — (9) Reginald Stone — (10) Graham Thompson — (12) Mrs. Mary Hedley — (15) Garth Miller — (16) Mrs. Mary Hedley — (18) Thomas Davidson — (20 & 21) Allied Broadcast Services — (24) Donald Cooke Inc.

**CJVI, VICTORIA:** 10,000 watts on 900 kcs. Dom. Basic. (1) Island Broadcasting Co. Ltd. — (2 & 3) Bill Guild — (5) Hugh Curtis — (6) Dick Batey — (7) Walter Cownden — (10) Gordon Williamson — (11) Lundy Sanderson — (12) Mavis Cownden — (14) Bill Allen — (15) Bob McGill — (16) Mrs. Eleanor Moilliet — (17) Mrs. Rae Case — (18) Joe Sommers — (19) Cy Beard — (20 to 23) All-Canada Radio — (24) Weed & Co.

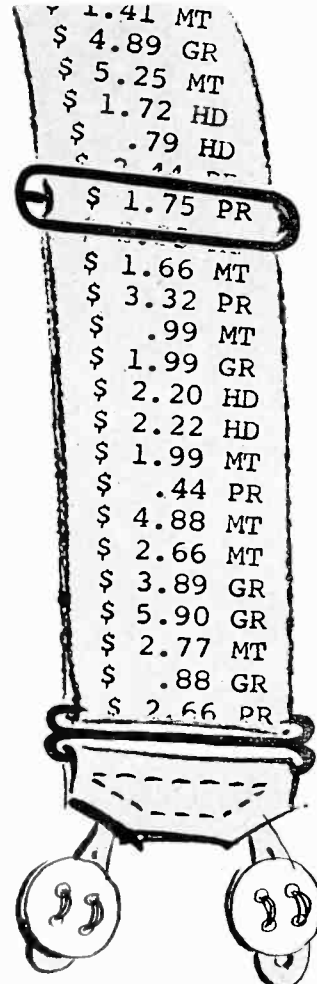
**CKDA, VICTORIA:** 10,000 watts on 1,220 kcs. T-Can. Supp. (1) Capital Broadcasting System Ltd. — (2 & 3) David M. Armstrong (Station Manager - John Loader) — (4) Keith MacKenzie — (5) John Loader — (10) Andy Stephen — (11) Keith MacKenzie — (12) Mrs. Willi Taylor — (14) Ken Hughes — (15) Shirley Reason — (16) Cy Roberts — (17) Anne Welton — (18) Norman E. Bergquist — (20 & 21) Radio Reps — (22) Broadcast Reps — (23) Scharf Broadcast Sales — (24) Young Canadian Ltd.

**ALBERTA**

**CFAC, CALGARY:** 10,000 watts on 960 kcs. T-Can Supp. (1) The Calgary Broadcasting Company Ltd. — (2) Basil Dean — (3) Donald H. Hartford — (5) David F. Penn — (6) George A. Brown — (10) Donald C. McDermid — (11) Eric Bishop — (12) Florence Thorpe — (13) John K. Church — (14) G. Beverley Mannix — (15) Mrs. Mollie Wood — (16) Maureen Murray — (17) Scott Tully — (18) Earle C. Connor — (19) Stanley C. Gilbert — (20 to 23) All-Canada Radio — (24) Weed & Co.



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**CFAC**  
DIAL 960 Calgary



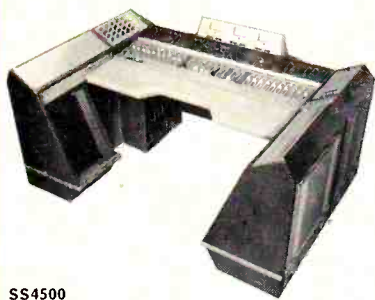
By any survey — Calgary's most listened-to station



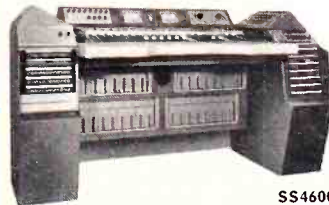
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The increasingly competitive tempo of radio and television broadcasting in Canada has established a whole new set of standards for studio equipment. Extreme operating flexibility and efficiency, as well as high performance, are needed to permit today's sophisticated programming techniques at reduced operating cost.

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SS4500  
TELEVISION AUDIO  
CONTROL CONSOLE



SS4600  
TELEVISION AUDIO  
CONTROL CONSOLE



SS5000  
PACKAGED  
MASTER CONTROL



SS4000  
PACKAGED  
MASTER CONTROL



**CFCN, CALGARY:** 10,000 watts on 1,060 kcs. Dom. Basic. (1) The Voice of the Prairies, Ltd. — (2) H. Gordon Love — (3) James A. Love, vice-president (Operations Manager — Gordon L. Carter) — (5) William E. Davis — (6) Don Thomas — (8) Gordon Kelly — (9) E. W. Chapman — (10) William N. Love — (11) Henry J. Viney — (13) J. Ross Henry — (14) James S. Louks — (15) Marguerite Doggett — (16) Frank B. Brand (17) Shirley Stonehouse — (18) Robert W. Lamb — (20 & 21) Radio Reps — (22) Broadcast Reps — (23) Radio Reps — (24) Young Canadian Ltd.; Harlan G. Oakes & Assoc.

**CKXL, CALGARY:** 10,000 watts on 1,140 kcs. (1) CKXL Ltd. (2 & 3) A. R. McKenzie — (6 & 7) Len Carlson — (8) Fred Skelton — (9) Mrs. Meda Lewis — (10 & 11) Andy Philip — (14) Allan J. Barker — (15) Anne Gillispie — (17) Mrs. Meda Lewis — (18) Gordon R. Morrison — (20 to 23) Stovin-Byles Ltd. — (24) Forjoe & Co.

**CFCW, CAMROSE:** 10,000 watts on 970 kcs. (1) Camrose Broadcasting

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

Co. Ltd. — (2 & 3) Hal Yerxa — (4 & 5) Warren Holte — (6) Ross Arthur — (7) Ron Anderson — (8) Rich Sims — (9) Ron Daley — (10 & 11) Jim Brown — (12) Lee Gotaas — (13) Calvin Ross — (14) Al Harrison — (15) Flo Carlson — (16) Ray Wheeler — (17) Ron Daley — (18) Lindy Olson — (19) Don Bish — (20 & 21) Lorrie Potts & Co. — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales.

**CJDV, DRUMHELLER:** 1,000 watts on 910 kcs. (1) Dinosaur Broadcasting (1957) Ltd. — (2 & 3) Tony Mayer — (4) Alice Patzer — (5) Tony Mayer — (6) Bill Dowson — (7 & 8) Ken Tremain — (10, 11 & 13) Jim Fisher — (15) Alice Patzer — (16) Bill Dowson — (18) John Jonkman — (20 & 21) Allied Broadcast Services — (22) A. J.

Messner & Co. — (23) Scharf Broadcast Sales.

**CBX, EDMONTON:** 50,000 watts on 1,010 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CBXA, EDMONTON:** 250 watts on 740 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CFRN, EDMONTON:** 50,000 watts on 1,260 kcs. Dom. Basic. (1) Sunwapa Broadcasting Company Ltd. — (2) G. R. A. Rice — (3) A. J. Hopps — (5) Bob Irvine — (6) George A. Duffield — (9) Harry Farmer — (10) William Hogle — (11) Al Shaver — (12) Mrs. Megan Smith — (14) Glen O'Reilly — (15) Mary Collins — (16) John Baron —

(17) Mrs. Nadia Sinclair — (18) Ted Wadson (Executive Engineer - Frank Makepeace) — (20 & 21) Radio Reps — (22) Broadcast Reps — (23) Radio Reps — (24) Young Canadian Ltd.; Harlan G. Oakes & Assoc.

**CHED, EDMONTON:** 10,000 watts on 1,080 kcs. (1) CHED Ltd. — (2) Hugh N. Sibbald — (3) Murray Dyck — (4) Lew Roskin — (5) Bill Reid — (6) Jerry Forbes — (7) Claude Blackwood — (9) Dick Taylor — (10) Don Rollans — (11) Brian Hall — (12) Eleanor McDougall — (14) John Barton — (15) Eleanor McDougall — (16) Ernie Mushtuk — (17) Dick Taylor — (18) Clint Nichol — (20 & 21) Stephens & Towndrow — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Forjoe & Co.

**CHFA, EDMONTON:** 5,000 watts on 680 kcs. French Supp. (1) Radio-Edmonton Ltée — (2) André M. Dechene — (3 & 5) Bernadin J. Gagnon — (8) Jacques Boucher — (10 & 11) Tharcis Forestier — (12) Mrs. Margaret Kemper — (17) Gabriel Paradis — (18) Laurier Leclair — (20 & 21) Jos. A. Hardy & Co. — (23) Scharf Broadcast Sales — (24) Devney-O'Connell Inc.

**CJCA, EDMONTON:** 10,000 watts daytime (5,000 watts nighttime) on 930 kcs. T-Can. Supp. (1) Edmonton Broadcasting Co. Ltd. — (3) Rolfe Barnes — (5) Ed Hawkes — (6) Dalt Elton — (9) Harry Boon — (10) Russ Sheppard — (11) Don Chevrier — (12) Peg Miller — (13) Bill Perkins — (14) Bill Heatherington (Sales) & Don Lamb (Station) — (15) Martha King — (16) Peg Miller — (17) Mary Haugland — (18) Frank Hollingworth — (19) Gord Skutle — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CKUA, EDMONTON:** 10,000 watts on 580 kcs. (1) Alberta Government Telephones — (2) Hon. Raymond Reiersen — (3) John W. Hagerman — (7) Patrick F. McDougall — (8) Herbert Johnson — (10) Carl W. Noack — (11) Douglas Morton — (12 & 17) Elaine Conroy — (18) William Pinko.

**CFGP, GRANDE PRAIRIE:** 10,000 watts on 1,050 kcs. T-Can. Supp. (1) Northern Broadcasting Corp. Ltd. — (2) Hugh E. Pearson — (3) Cameron A. Perry — (4) Jack Soars — (5) Gordon Percy — (6 & 8) Colin Fraser — (9) Gottfried Sprecher — (10) Robert Sharples — (11) Frances Tanner — (15) Mrs. Barbara Cook — (16) Mrs. Clara Dalen — (17) Cecil Morton — (18) James deRoaldes — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CHEC, LETHBRIDGE:** 5,000 watts on 1,090 kcs. (1) Southern Alberta Broadcasting Ltd.

**CJOC, LETHBRIDGE:** 10,000 watts on 1,220 kcs. T-Can. Supp. (1) Lethbridge Broadcasting Ltd. — (2) H. E. Pearson — (3) Art Balfour — (4) Gene Ross — (8) Bob Lang — (9) Hal Ivy — (10) Bill Skelton — (11) Al McCann — (13) Gene Lehto — (14) Larry Sherwood — (15) Tony Bates — (16) Jeanne Loetscher — (18) Doug Card — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CKSA, LLOYDMINSTER:** 1,000 watts on 1,150 kcs. (1) Sask. Alta. Broadcasters Ltd. — (2) Arthur F. Shortell — (3) Peter J. Edwards — (5) Frank A. Smith (National Sales Manager - Peter J. Edwards) — (6 & 7) Ron Rosvold — (9) Janet Gurney — (10) Bill Bourne — (11) Wes Montgomery — (13)



**RALPH C. ELLIS**  
President  
Toronto



**JOSEPH A. MORGAN**  
Sales Representative  
Toronto



**J. HENRI TREMBLAY**  
Eastern Sales Supervisor  
Montreal



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Christmas  
and a  
Prosperous  
New Year*  
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TO ALL OF  
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Eddie Kolmas — (14) Mrs. Jean B. McCune — (15) Alice Wagner — (16) Gordon Larson — (17) Janet Gurney — (18) Peter A. Robertson — (20 & 21) Jos. A. Hardy & Co. — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Devney-O'Connell Inc.

**CHAT, MEDICINE HAT:** 1,000 watts on 1,270 kcs. Dom. Supp. (1) Monarch Broadcasting Co. Ltd. — (2) J. H. Yuill — (3) Robert J. Buss — (4 & 5) Orv Kope — (6) Lorne Havard — (7) Ken Hortness — (9) Lorne Havard — (10) Stan Weiler — (11) Slim Cook — (12) Barbara Morrison — (13) Mickey Lynch — (14) Bill Paul — (15) Barbara Morrison — (16) Louise Reiger — (17) Wayne Craven — (18) Sid Gaffney — (19) Joe Bell — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CKYL, PEACE RIVER:** 1,000 watts on 630 kcs. (1) Peace River Broadcasting Corp. Ltd. — (2 & 3) John Skelly — (4 & 5) Bill McNabb — (6) Curley Gurlock — (7) John Skelly — (8) Curley Gurlock — (10 & 11) Jim Gray — (14) Bill McNabb — (15) Sharleen Simmons — (16) Jay Dell — (17) Sharleen Simmons — (18) Ken Anholt.

**CKRD, RED DEER:** 1,000 watts on 850 kcs. Dom. Supp. (1) Central Alberta Broadcasting Co. Ltd. — (2) Len Purnell — (3 & 5) Bill Scott — (6) Joe Meyers — (8) Rod Stephen — (10) Alen Scott — (11) Joe Meyers — (12) Mert Heronemus — (13) Ken Allen — (15) Amy Smith — (16) Ken Allen — (18) Ken Martin — (20 & 21) Allied Broadcast Services — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Young Canadian Ltd.

**SASKATCHEWAN**

**CFRG, GRAVELBOURG:** 5,000 watts on 710 kcs. French Supp. Daytime broadcasting only. (1) Radio-Gravelbourg Ltée. — (2) Rosario E. Morin, M.D. — (3) Dumont Lepage — (5) Joseph E. DeGagné — (6 & 7) Dumont Lepage — (8) Marcel Moor — (9) Miss Andrée Audette — (10) Marcel Moor — (11) Arthur Bouffard — (12) Andrée Audette — (13) Marcel Moor — (14) Dumont Lepage — (15 & 16) Miss Jeanne Beauregard — (17) Miss Andrée Audette — (18) Raymond Lizée — (19) Arthur Bouffard — (20 & 21) Interprovincial Broadcast Sales — (23) Scharf Broadcast Sales — (24) Devney-O'Connell Inc.

**CFGR, GRAVELBOURG:** 250 watts on 1,230 kcs. French Supp. Night-time broadcasting only. Same staff as CFRG.

**CHAB, MOOSE JAW:** 10,000 watts on 800 kcs. Dom. Basic. (1) Radio Station CHAB Ltd. — (2) Jack Moffat — (3) Jack Moffat — (4 & 5) Nev Skingle — (6) Bill Falkner — (10) John McManus — (11) Ken Newans — (12) Mrs. Mickey Lewis — (13) Ted Kelly — (15) Mrs. Genevieve McNamara — (17) Anne Wilson — (18) Merv Pickford — (20 & 21) Stephens & Towndrow — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Weed & Co.

**CJNB, NORTH BATTLEFORD:** 10,000 watts on 1,460 kcs. (1) Northwestern Broadcasting Co. Ltd. — (2) Harry S. Hay — (3 & 5) Harry G. Dekker (Local Sales Manager - Alex Johnson) — (6 & 7) Eldon Elliott — (8) Bob Hildebrande — (10) Lee Sage — (11)

Eldon Elliott — (12) Bob Hildebrande — (13) Lee Sage — (14) Mrs. Chris Dekker — (15 & 16) Arlene Cole — (17) Lillian Schweitzer — (18) Al Ruddell — (20 to 23) Stovin-Byles Ltd. — (24) Devney-O'Connell Inc.

**CKBI, PRINCE ALBERT:** 10,000 watts on 900 kcs. Dom. Basic. (1) Central Broadcasting Co. Ltd. — (2) E. A. Rawlinson — (3) F. F. Rawlinson — (5) I. Robertson — (7 & 9) I. Barrie — (10 & 11) N. Roche — (12) Mrs. M. Sherman — (13) G. Palmer — (14) G. Prest — (15) Mrs. D. Fuller — (16) A. Diehl — (17) Mrs. J. McLeod — (18) T. VanNess — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CJME, REGINA:** 1,000 watts on 1,300 kcs. (1) Midwest Broadcasters Ltd. — (2) J. Marsh Ellis — (3) Roy M. Malone — (4) Mrs. Jessie Ellis — (5) Terry J. Ennis — (6) Bob Zaran — (8) Wally Cameron — (9) Ernest Green — (10) Tom Lewis — (11) Beattie Martin — (12) Mrs. Jessie Ellis — (13) Wally Cameron — (14) J. Marsh Ellis — (15) Ken Roland — (16) Mrs. Jeannie Dewhurst — (18) Ernest Green — (20 to 23) Stovin-Byles Ltd. — (24) Devney-O'Connell Inc.

**CKCK, REGINA:** 5,000 watts on 620 kcs. T-Can. Supp. (1) Transcanada Communications — (2) Michael Sifton — (3) Donald R. Dawson (General Manager - Harold A. Crittenden) — (5) Jim Grisenthwaite — (6) Bob Macdonald — (9) Gordon Hancock — (10) Jim Struthers — (11) Ken Milton — (12) Audrey-Ann Taylor — (13) Jim Struthers — (14) Audrey-Ann Taylor (Retail Sales Manager - Ron Lamborn) — (15) Al Sheridan — (16) Carol Gay Bell — (17) Anne Roland — (18) Ernie A. Strong — (19) Howie Dean — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CKRM, REGINA:** 10,000 watts on 980 kcs. Dom. Basic. (1) Western Communications Ltd. — (2) E. A. McCusker — (3) Wilf Collier — (5) Bob Hill — (6) Art Kennard — (10) Don Marshall — (11) Ed Robinson — (14) Mrs. Martha Fidler — (15) Miss Kae Lazaruk — (18) Len Cozine — (20 to 23) Radio Reps — (24) Young Canadian Ltd.

**CFNS, SASKATOON:** 1,000 watts on 1,170 kcs. French Supp. (1) Radio Prairies-Nord Ltée.

**CFQC, SASKATOON:** 5,000 watts on 600 kcs. Dom. Basic. (1) A. A. Murphy & Sons Ltd. — (2 & 3) Vernon Dallin (Station Manager - Roy Currie) — (4) G. Blair Nelson — (5) E. Clyde Bourassa — (6) Laurie Korchin — (8) Stew Blancher — (9) Bud Haffstein — (10) Bill Cameron — (11) Don Whittman — (12) Miss Margaret Morrison — (13) Warren Wismer — (14) Dennis Fisher — (15) Miss Mabel Lewis — (16) Mrs. Maxine Peterson — (17) Mrs. Eleanor Cailles — (18) Lynn Hoskins — (20 & 21) Radio Reps. — (22) Broadcast Reps. — (23) Radio Reps. — (24) Young Canadian Ltd.; Harlan G. Oakes & Assoc.

**CKOM, SASKATOON:** 5,000 watts on 1,420 kcs. (1) Saskatoon Broadcasting Co. Ltd. — (2 & 3) Robert A. Hosie (Station & Commercial Manager - Bill Stovin) — (6) Arnold E. Stilling — (7 & 9) Gordon E. Walburn — (10) Bill Settaree — (11) Arnold E. Stilling — (13) Dan Worden — (14) Mrs. Pat Baudru — (15) Lolamae

Servis — (16) Mrs. Pat Baudru — (17) Mrs. Inez McGowan — (18) Maynard Greer — (20 & 21) Stovin-Byles Ltd. — (22) A. J. Messner & Co. — (23) Stovin-Byles Ltd. — (24) Weed & Company.

**CKSW, SWIFT CURRENT:** 250 watts on 1,400 kcs. (1) Frontier City Broadcasting Co. Ltd. — (2) Douglas Scott — (3) Wilf Gilbey — (5) William Friest — (6) Wilf Gilbey — (7 to 9) Gordon Ross — (10) John Newlove — (11) Lloyd Halyk — (12) Mrs. June Smith — (13) Jim Toews — (14) Douglas Scott — (15) Mrs. Joyce Honsey — (16) Mrs. Martha Millen — (17) Miss Joan Sykes — (18) Wilf Gilbey — (20) Air Time Sales Ltd. — (21) Radio Reps. — (22) Broadcast Reps. — (23) Radio Reps.

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

**CFSL, WEYBURN:** 1,000 watts daytime (250 watts nighttime) on 1,340 kcs. (1) Soo Line Broadcasting Co. Ltd. — (2) Tom G. Laing — (3) Norman A. Hickey — (4) A. J. Donahue — (5) Norman A. Hickey — (6 & 7) Ron W. Durda — (8) John Deadlock — (9) Jerry Fichtemann — (10) Vince Doods — (11) Ron W. Durda — (12) Mary Emile McGregor — (13) Clare Moody — (14) Mary Emile McGregor — (15) Mrs. Pat Chapman — (16) Gerald Tennant — (17) Murray Dale — (18) Robert McDonald — (20 & 21) National Broadcast Sales — (22 & 23) Stovin-Byles Ltd. — (24) Donald Cooke Inc.

**CJGX, YORKTON:** 10,000 watts daytime (1,000 nighttime) on 940 kcs. Dom. Basic. (1) Yorkton Broadcasting Co. Ltd. — (2) F. K. Tully — (3) George G. Gallagher — (5) Mervyn G. Phillips — (6 & 9) Ed. Laurence — (10) Dick Reynolds — (11) Jim Keilback — (13) Douglas R. Sherwin — (15) Mrs. Jean A. Coleridge — (16) Wm. Graham — (17) Terry Morrison — (18) Harry F. McRae — (20 & 21) Radio Reps. — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Young Canadian Ltd.

**MANITOBA**

**CFAM, ALTONA:** 10,000 watts daytime (5,000 nighttime) on 1,290 kcs. (1) Southern Manitoba Broadcasting Co. Ltd. — (2) Walter E. Kroeker — (3) Dennis Barkman — (5) Elmer Hildebrand — (6) John Simpson — (10) James Neaves — (11) Ken Klassen — (12) Mrs. Oly Penner — (13) Dr. Peter Olson — (14) Dave Friesen — (15) A. N. Braun — (16) Miss Marilyn Martens — (17) Hans Abdiessen — (18) John Pauls — (20 & 21) National Broadcast Sales — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Donald Cooke Inc.

**CKX, BRANDON:** 10,000 watts daytime (1,000 watts nighttime) on 1,150 kcs. Dom. Basic. (1) Western Manitoba Broadcasters Ltd. — (2 & 3) John B. Craig — (4) Eric Davies — (5) Ernie Holland — (6 & 7) Frank Bird — (10) John Wallace — (11) Henry Stothard — (13) Frank Bird — (14) Marv Freeman — (15) Mrs. May Kostenchuk — (16) Don Williams — (17) Mrs. Joan Fisher — (18) Humphrey Davies — (19) Harold Donogh — (20 & 21) Radio Reps. — (22) A. J. Messner &

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**CFAR, FLIN FLON:** 1,000 watts on 590 kcs. T-Can. Supp. (1) Arctic Radio Corporation Ltd. — (2) J. Grey Mundie — (3) J. Everett Smallwood — (7) A. D. Cobben — (11) Karl Edmands — (12) Bunnie Pineault — (14) Dave Watson — (15) Ron Greig — (16) Mrs. Kay Krezeski — (17) George Young — (18) Eric Mason — (20 & 21) Lorrie Potts & Co. — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Young Canadian Ltd.

**CHFC, FORT CHURCHILL:** 250 watts on 1,230 kcs. Owned and operated by the Canadian Broadcasting Corporation.

**CFRY, PORTAGE LA PRAIRIE:** 250 watts on 1,270 kcs. (1) Portage-Delta Broadcasting Co. Ltd. — (2 & 3) Richard D. Hughes — (5) Dolores Kustra — (6 & 7) Jack E. Follett — (10 & 11) Alan Van Alstine — (12) Nancy Layne — (13) Alan Van Alstine — (14) Jack E. Follett — (15) Mrs. Beulah Duncan — (17) Dolores Deanna — (18) Ricky Hughes —

**KEY**

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

(20 & 21) Lorrie Potts & Co. — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales.

**CKSB, ST. BONIFACE:** 10,000 watts on 1,050 kcs. French Supp. (1) Radio-Saint-Boniface Ltée. — (2) Roland Trudeau — (3) Roland Couture — (5) Ralph Normandeau (Program Co-ordinator — Miss Flore Toupin) — (10 & 11) Valmore Gervais — (12) Mrs. Marie Laurencelle — (15) Miss Cecile Fredette — (16) Miss Madeleine Painchaud — (17) Mrs. Aimée Simons — (19) Yves Rémillard — (20 & 21) Interprovincial Broadcast Sales — (23) Scharf Broadcast Sales — (24) Devney-O'Connell Inc.

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

**CJOB, WINNIPEG:** 10,000 watts on 680 kcs. (1) Blick Broadcasting Limited — (2) John O. Blick — (3 & 5) Roderick M. MacLennan — (6) Charles McCartney — (7) Hugh Ingraham — (8) George McCloy — (9) Victor Turland — (10) Alan Bready — (11) Jim Barrie — (12) Heather Keats — (13) Rey Isley — (14) R. R. Moody — (15) Miss Elizabeth Fraser — (16) Hugh Ingraham — (17) Victor Turland — (18) Reg V. Durie — (19) Al Karlen — (20 to 23) Radio Reps. — (24) Young Canadian Ltd.

**CKRC, WINNIPEG:** 5,000 watts on 630 kcs. Dom. Basic. (1) Trans-Canada Communications Ltd. — (2) Michael C. Sifton — (3) J. Al. Hammond — (5) W. T. (Bill) Valentine — (7) Robert T. Bye — (10) Ev. Dutton — (11) Ron Oakes — (13) Garth Taylor — (14) Tom Ashmore — (15) Miss Sandra Mitchell — (16) Len Gzebb — (18) Bert Cooper — (19) Bill Michaluk — (20, 21 & 23) All-Canada Radio — (24) Weed & Co.

**CKY, WINNIPEG:** 50,000 watts on 580 kcs. (1) Broadcasting Station CKY Ltd. — (2) Lloyd E. Moffat — (3) Sid Boyling — (5) Don McDermid — (6 & 7) Jack Stewart — (9) Herb Brittain — (10) Bill Trebliceo — (11) Jack Wells — (12 & 13) Bill Trebliceo — (14) Don Kirton — (15) Mrs. Marj. Gillies — (16) Ken Babb — (17) Herb Brittain — (18) Andy Malowanchuk — (Studio Engineer - Bill Martin) — (20 & 21) Stephens & Towndrow — (24) Forjoe & Co.

**ONTARIO**

**CKBB, BARRIE:** 10,000 watts on 950 kcs. (1) Barrie Broadcasting Co. Ltd. — (2) Ralph T. Snelgrove — (3) Robert Hunter — (5) Vern Furber — (6) Grant Forsythe — (10) Bill Harrington — (11) Bill Bennett — (12) Wendy Hicks — (15) Mrs. Shirley Archer — (16) Mrs. Margaret Henneby — (18) Harold Atkinson

— (20 to 22) Paul Mulvihill & Co. — (24) Young Canadian Ltd.

**CJBQ, BELLEVILLE:** 1,000 watts on 800 kcs. Dom. Supp. (1) Quinte Broadcasting Co. Ltd. — (2) Dr. G. A. Morton — (3) Frank C. Murray — (4 & 5) J. H. MacDonald — (6) Lee Jourard — (7) Frank C. Murray — (8) Tom Hookings — (9) Frank C. Murray — (10) Harry Mulhall — (11) Jack Devine — (12) Harriet Stevens — (13) Phil Flagler — (14) J. H. MacDonald — (15) Miss Diana Paxman — (16) Mrs. Margo Hall — (17) Mrs. Janet Heitschu — (18) J. B. Buchanan — (20 to 23) Stovin-Byles Ltd. — (24) Young Canadian Ltd.

**CJNR, BLIND RIVER:** 1,000 watts on 730 kcs. T-Can. Supp. (1) Nash Radio and Television Broadcasting Ltd.

**CHIC, BRAMPTON:** 250 watts on 1,090 kcs. (1) CHIC Ltd. — (2) Gordon F. Keeble — (3 & 5) John Fox — (8) Bill McCutcheon — (9) Bette McDermott — (10) Bill Shackleton — (12) Les Harrison — (13) Bill Shackleton — (14) Bill McCutcheon — (15) Mrs. Terry Beals — (16) Miss Shirley Panter — (17) Bette McDermott — (18) Bob McBean — (20 to 23) Stovin-Byles Ltd. — (24) Donald Cooke Inc.

**CKPC, BRANTFORD:** 10,000 watts on 1,380 kcs. Dom. Supp. (1) Telephone City Broadcast Ltd. — (2) Mrs. Florence Buchanan — (3) Richard Buchanan — (5) Russ Waters — (7) Arnold Anderson — (8) Charlie Doering — (9) Arnold Anderson — (10) James Harding — (11) Arnold Anderson — (13) James Featherston — (14) Charles Doering — (15) Glen Walker — (16) Mrs. Margaret

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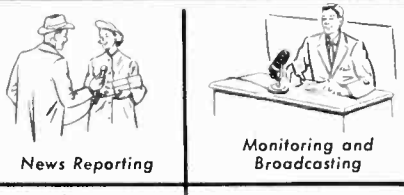
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**CFJR, BROCKVILLE:** 1,000 watts daytime (250 nighttime) on 1,450 kcs. Dom. Basic. (1) Eastern Ontario Broadcasting Co. Ltd. — (2 & 3) Jack R. Radford — (4) Thomas Statham — (5) Keith Pelton — (6 & 7) Jim Chapman — (10) Jack R. Radford — (11) Tom Statham — (12) Wayne Van-Exan — (13) Lloyd Kerr — (15) Miss Norine Kelly — (17) Jim Chapman — (18) Peter Paczynski — (20 & 21) Jos. A. Hardy & Co. — (24) Young Canadian Ltd.

**CFCO, CHATHAM:** 1,000 watts on 630 kcs. Dom. Basic. (1 & 3) John Beardall (Personnel Manager - Gordon Brooks) — (5 & 6) Arch Ferrie — (7 & 8) Bob Anakin — (9 & 10) Mrs. Una Fulcher — (13) Arch Ferrie — (14) Gordon Brooks — (18) Bob Anakin.

**CHUC, COBOURG:** 1,000 watts on 1,500 kcs. (1) Radio CHUC Ltd. — (2 & 3) D. B. Williamson, P. Eng. — (5) Gordon R. Earl — (7) Ken Duke — (10) Pete Blackwell — (11) Dick Trotter — (12) Mrs. Louise Guy — (13) Don Johnson — (15) Lois Snelgrove — (16) Mrs. Beth Larson — (17) Mrs. Louise Guy — (18) Gord Skinner — (19) John Thompson — (20 & 21) Radio & TV Sales.

**CFML, CORNWALL:** 1,000 watts on 1,110 kcs. (1) CFML Inc.

**CJSS, CORNWALL:** 1,000 watts on 1,220 kcs. Dom. Supp. (1) Cornwall Broadcasting Ltd. — (3) Don Martz (Operations Manager - Lee Dunbar) — (5) Robert McGuigan — (6 & 7) Lee Dunbar — (10) Franklyn Smith — (11) Barrie Dunsmore — (13) William La-Salle — (14) William McKadden — (15) Miss Vera Leonard — (16) Mrs. Virginia Jalkenan — (17) Mrs. Elinor Burt — (18) Mahlon Clark — (19) Lyal Nixon — (20 & 21) Allied Broadcast Services — (24) Weed & Co.

**CFOB, FORT FRANCES:** 1,000 watts on 800 kcs. Dom. Supp. (1) Border Broadcasting Ltd. — (2 & 3) D. A. Fawcett — (4) Gordon McBride — (5 to 7) D. A. Fawcett — (8) Kieth Vettergreen — (9) Bob Mattson — (10 & 11) Dennis Soar — (12) Connie Avis — (13) Dick Heard — (14) Kieth Vettergreen — (15) Frances Pelltier — (16) Dave Peterson — (17) Don Ryan — (18) Oscar Petsnick — (19) Jim Coghill — (20) Air-Time Sales — (21) Radio Reps. — (22) A. J. Messner & Co. — (23) Radio Reps. — (24) Donald Cooke Inc.

**CJLX, FORT WILLIAM:** 5,000 watts on 800 kcs. (1) Lakehead Broadcasting Co. Ltd. — (2 & 3) R. P. "Mac" MacGowan — (5) Walter J. Clemens — (6 & 7) Johnny Murphy — (9) Gary Parkhill — (10) Ron Knight — (11) Jack Thomson — (12) Connie Chicorli — (13) Ron Knight — (14) Johnny Murphy — (15) Mrs. Mary Smyth — (16) Connie Chicorli — (17) Fred King — (18) Murray Shields — (19) Don McKenzie — (20 & 21) Lorrie Potts & Co. — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales.

**CKPR, FORT WILLIAM:** 5,000 watts daytime (1,000 nighttime) on 580 kcs. T-Can. Supp. (1) H. F. Dougall Co. Ltd. — (3) Chester M. McKown — (5) Jack Alexander — (10) John Friesen — (11) Joe Kezokowsky — (15) Joan Ellis — (16) Mrs. Mary Ann Papineau — (17) Dorothy Hopkins

— (18) Tom Ross — (20 & 21) Radio Reps. — (22) Stovin-Byles Ltd. — (23) All-Canada Radio — (24) Young Canadian Ltd.

**CFUJ, GALT:** 250 watts on 1,110 kcs. (1) The Galt Broadcasting Co. Ltd. — (2 & 3) John V. Evans — (5) Bert Bond — (10) Jack Etherton — (12) Betty Lee — (15) Carol Haller — (16) Pat Bell — (18) Patrick Stone — (20 & 21) Radio Time Sales — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales.

**CJOY, GUELPH:** 10,000 watts daytime (5,000 watts nighttime) on 1,060 kcs. (1) CJOY Ltd. — (2) Wallace O. C. Slatter — (3) Frederick T. Metcalf — (4) John A. Jackson — (5) Clifford R. Muir — (6) Gordon Field — (7) Donald LeBlanc — (10 & 11) Norman Jary — (13) Robert Cronk — (14) Gordon Field — (15) Miss Sybil Rothwell — (16) Mrs. Jean Kruger — (17) Miss Sharleen Heffernan — (18) Robert Nagyobb — (20) Ontario Radio Sales — (21) Jos. A. Hardy & Co. — (22 & 23) Radio Reps. — (24) Donald Cooke Inc.

**CHIQ, HAMILTON:** 5,000 watts on 1,280 kcs. (1) CHIQ Limited — (2) J. Irving Zucker — (5) Geo. W. Harper — (6) Tom Thomas — (7) John Wilcox — (8) Mervin Stack — (9) John Wilcox — (10) Mervin Stack — (11) Dal Ross — (14) Geo. W. Harper — (15) Mrs. Joan Sollie — (16) Mervin L. Thomas — (18) Leslie Rook — (20 & 21) Lorrie Potts & Co.

**CHML, HAMILTON:** 5,000 watts on 900 kcs. Dom. Supp. (1) Maple Leaf Broadcasting Co. Ltd. — (2) Kenneth D. Soble — (3) T. E. Darling — (5) W. D. Whitaker — (6) W. E. Hall — (10) Don Johnston — (11) Norm Marshall — (12) Agnes M. Anderson — (14) Michael Thompson — (15) June Archer — (16) Frank Fogwell — (17) Ed Preston — (18) Ed Victor — (19) Ross Wilson — (20) Stephens & Towndrow — (21) National Broadcast Sales — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Young Canadian Ltd.

**CKOC, HAMILTON:** 5,000 watts on 1,150 kcs. T-Can-Supp. (1) Wentworth Broadcasting Co. Ltd. — (2) Clifford Sifton — (3) William T. Cranston — (5) Geoffrey V. Lewis — (6) Jack M. Hill — (10) D. Graham Emslie — (11) Joe Carbury — (12) Mrs. Joan Robertshaw — (14) Lyn Cooper — (15) Mrs. Marion Goddard — (16) Mrs. Mrs. Joan Robertshaw — (17) Arthur N. Todd — (18) Leslie Horton — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CKAR, HUNTSVILLE:** 1,000 watts on 590 kcs. (1) Muskoka Parry Sound Broadcasting Ltd. — (2) Lloyd Olan — (3) Garth Thomas — (5) Vic Halden — (6) Garth Thomas — (7 & 8) Roy Switzer — (9) Garth Thomas — (10) Nev Botton — (11) Garth Thomas — (12) Mel Halden — (13) Doug Tipper — (14) Vic Halden — (15) Miss Gail Markle — (16) Nev Botton — (17) Roy Switzer — (18) Albert Vandersteeg — (20) Air Time Sales Ltd. — (21) Radio Reps.

**CKAR-1, PARRY SOUND:** 250 watts on 1,340 kcs. Satellite of CKAR. Same staff.

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**CKLC, KINGSTON:** 5,000 watts on 1,380 kcs. Dom. Supp. (1) St. Lawrence Broadcasting Co. Ltd. — (2) R. S. Grant — (3) Terry French — (5) John French — (6) John Birmingham — (8) Terry Coles — (9) Joe Walters — (10) Ralph Donnely — (11) Bill Hamilton — (12) Marion Earl — (13) Cliff Robb — (14) Mrs. Hope Glenn — (15) Doreen Hewson — (16) Mrs. Kay Maughan — (17) Joe Walters — (18) Bill Grant — (19) Kevin Nagle — (20 to 23) Stovin-Byles Ltd. — (24) Forjoe & Co. Inc.

**CKWS, KINGSTON:** 5,000 watts on 960 kcs. T-Can. Basic. (1) Frontenac Broadcasting Co. Ltd. — (2) Senator Rupert Davies — (3) Wally Rewegan — (5) Bill King — (7) Carl Cogan — (8) Bryan Olney — (9) Betty Martin — (10) Floyd Patterson — (11) Max Jackson — (13) Bryan Olney — (14) Arlene Robertson — (15) Mrs. Frances Harvey — (16) Mrs. Eva Howard — (17) Betty Martin — (18) David Travers — (19) Deryk Sparks — (20) National Broadcast Sales — (22 & 23) All-Canada Radio — (24) Weed & Co.

**CJKL, KIRKLAND LAKE:** 5,000 watts on 560 kcs. T-Can. Basic. (1) Kirkland Lake Broadcasting Ltd. — (2) Mrs. I. Brydson — (3) Harry M. Edgar — (4 & 5) Clyde Brydle — (6, 7 & 11) Don O'Neil — (12) Mrs. Anita Thompson — (13) Tom Gauthier — (14) Bill Inglis — (15) Mrs. Gaye Fennah

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## KEY

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

**CJSP, LEAMINGTON:** 1,000 watts on 710 kcs. (1) Sun Parlor Broadcasters Ltd. — (2) Al A. Bruner — (3 & 5) Stuart C. Brandy (Retail Manager - John C. Garton) — (6) Lou F. Tomasi — (9) Jack Madden — (10) Arthur S. Gadd — (11) John C. Garton — (12) Mrs. JoAnne Fillmore — (13) Ronald Maynard — (14) Stuart C. Brandy — (15) Mrs. Effie Roach — (16) Martin B. Walley — (17) Craig Cole — (18) Donald Thompson — (20 & 21) Radio & Television Sales.

**CKLY, LINDSAY:** 1,000 watts on 910 kcs. (1) Greg-May Broadcasting Ltd. — (2 & 3) E. Neill Gregory — (4) C. A. (Bill) Gregory — (5) Max Tyson — (7) Douglas Whelan — (12) Mrs. Thelma Gibson — (15) Mrs. Millie Langton — (18) C. A. (Bill) Gregory — (20 & 21) Radio Times

Sales — (23) Scharf Broadcast Sales.

**CFPL, LONDON:** 10,000 watts on 980 kcs. Dom. Basic. (1) London Free Press Printing Co. Ltd. — (2) Walter J. Blackburn — (3) Murray T. Brown (Station Manager - Douglas C. Trowell) — (5) Charles N. Knight — (6, 7 & 9) Ward M. Cornell — (10) Hugh Bremner — (11) Peter James — (13) Roy Jewell — (14) Harvey M. Clarke — (15 & 16) Jack N. Illman — (17) Miss Hilde Schuster — (18) Glen Robitaille — (19) Keith Roberts — (20 to 23) All-Canada Radio — (24) Weed & Co.

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(7) Vaughn Bjerre — (9) Mrs. Monica McCarrell — (10 & 11) Ed. Blake — (12) Mrs. Dorca Ballantyne — (14) Patrick Dorey — (15) Grace Howard — (16) Charles Sterne — (17) Mrs. Monica McCarrell — (18) Ron. Turnpenny — (19) Roeland Koster — (20 & 21) National Broadcast Sales Ltd. — (22 & 23) Stovin-Byles Ltd. — (24) Devney-O'Connell Inc.

**CKMP, MIDLAND:** 250 watts on 1,290 kcs. (1) Midland-Penentang Broadcasting Ltd. — (2) Stan Tulk — (3) Bruce Armstrong — (6 & 10) John McCulloch — (12) Miss Arlene Armstrong — (13) Bruce Armstrong — (14) Gil Parenteau — (15) Miss Madeleine Vallee — (16) Bill Braham — (17) Miss Madeleine Vallee — (18) Stan Tulk — (20 & 21) Jos. A. Hardy & Co.

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**CFOR, ORILLIA:** 10,000 watts on 1,570 kcs. Dom. Supp. (1) Radio Station CFOR Ltd. — (2 & 3) Gordon E. Smith — (4 & 5) Pete McGarvey — (6 & 7) Ken McDonald — (9) Mrs. Marg McFarland — (10) Robert Douglas — (12) Mrs. Wanda Miller — (13) Pete McGarvey — (15) Mrs. Peggy Smith — (16) Paul Smith — (17) Mrs. Marg McFarland — (18) Peter Rowe — (19) Mrs. Pearl Graham — (20 & 31) Stephens & Towndrow — (22) A. J. Messner & Co. — (24) Young Canadian Ltd.

**CKLB, OSHAWA:** 10,000 watts daytime (5,000 nighttime) on 1,350 kcs. (1) Lakeland Broadcasting Co. Ltd. — (2) Gordon G. Garrison — (3) Jack A. C. Lewis — (7) Kenneth Cassavoy — (10) Jack Horahan — (12) Mrs. Barbara

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**CHOV, PEMBROKE:** 1,000 watts on 1,350 kcs. Dom. Basic. (1) The Ottawa Valley Broadcasting Co. Ltd. — (2) E. Gordon Archibald — (5) Ramsay F. Garrow — (6) Bill Kay — (8) Morley McGill — (10) Earl Price — (11) Bill Kay — (12) Marion Egan — (14) J. B. "Bun" Scott — (15) Florence Brum — (16) Marion Egan — (17) Mrs. Linda Nixon — (18) Edwin Schmidt — (19) Murray Mathieson — (20 & 21) Stovin-Byles — (24) Young Canadian Ltd.

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draw Ltd. — (24) Devney-O'Connell Inc.

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**CKTB, ST. CATHARINES:** 10,000 watts on 610 kcs. Dom. Supp. (1) The Niagara District Broadcasting Co. Ltd. — (2) William C. Burgoyne — (3) Mary C. Burgoyne — (4 & 5) Vincent A. Lococo — (6 & 7) Jack Dawson — (9) Clarence Colton — (10) Jay Glover — (11) Rex Stimers — (12) Mrs. Norma Raham — (13 & 14) Roy Bonisteel — (15) Mrs. Marion Mosher — (16) Robert Johnston — (17) Mrs. Mavis Rodgers — (18) William Allen — (19) Larry Holleran — (20 & 21) Paul Mulvihill & Co. — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Devney-O'Connell Inc.

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(20) Air Time Sales — (21 to 23) Radio Reps.

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**CFRB, TORONTO:** 50,000 watts on 1,010 kcs. CBS. (1) Rogers Radio Broadcasting Co. Ltd. — (2) W. C. Thornton Cran — (3) Wes McKnight — (5) Waldo J. Holden — (6) Earl Dunn — (7) Jack Dawson — (8) Eddie Luther — (10) Bill Hutton — (11) Bill Stephenson — (12) Mrs. Betty Kennedy — (13) Rex Frost — (14) Kenneth C. Marsden — (15) Mrs. Mary Falconer — (16) Mrs. Jill Loring — (17) Art Collins — (18) Clive Eastwood — (19) Don McEachern — (20 & 21) All-Canada Radio — (24) Young Canadian Ltd.

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**CJBC, TORONTO:** 50,000 watts on 860 kcs. Dominion Network. Owned and operated by the Canadian Broadcasting Corporation.

**CKEY, TORONTO:** 5,000 watts on 580 kcs. (1) Consolidated Frybrook Industries Ltd. — (2) Jack Kent Cooke — (3) Hal Cooke (Station Manager - Don Insley) — (5) Bill Todd — (6 & 7) Mel Miller — (9) Ed Houston — (10 & 11) Hal Kelly — (14) Brian Skinner — (15) Kendrick Crossley — (16) Geraldine Boddington — (18) Fred Cole — (19) Roy Lyttle — (20 & 21) National Broadcast Sales — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales — (24) Donald Cooke Inc.

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**CHOW, WELLAND:** 1,000 watts on 1,470 kcs. (1) Wellport Broadcasting Limited — (2) Gordon W. Burnett — (3) Bob E. Redmond — (4) Doug T. Manning — (5) Bob E. Redmond — (6 & 7) Bill Moyer — (8) Ron Grimster — (9) Mary Jane Tokar — (10) Jack Haney — (11) Mike Marshall — (12) Mary Jane Tokar — (13) Allan Pietz — (14) Doug T. Manning — (15) Mrs. Shirle Vajda — (16) Mrs. Joan Blanchard — (17) Mary Jane Tokar — (18) Gerry Van Amelsvoort — (20) Air Time Sales — (21 to 23) Radio Repts. — (24) 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. (1) Western Ontario Broadcasting Co. Ltd. — (2 & 3) J. E. Campeau (Operations Manager - S. Campbell Ritchie) — (5) Mrs. Marg Marshall — (7) John Gordon — (8) Austin Grant — (9) Wally Townsend — (10) Austin Grant — (11) Jim Van-kuren — (12) Mrs. Myrtle Labitt — (13) Austin Grant — (14) Arthur Gloster — (15 & 16) Mrs. Marg Marshall — (17) Marian Johnson — (18) Stewart Clark — (19) Frank Merrifield, Sr. — (20 to 23) All-Canada Radio & TV — (24) Robert E. Eastman.

**CKNX, WINGHAM:** 2,500 watts on 920 kcs. Dom. Supp. (1) Radio Station CKNX Limited — (2) W. T. Cruikshank — (3) John Cruikshank — (5) T. R. Mathers — (6) Bruce St. George (Program Director - John Langridge) — (8) Roger West — (9) H. V. Pym — (10) John Strong — (11) John Brent — (12) Miss Anne McDonald — (13) Vaughan Douglas — (14) Reg Bitten — (15) Mrs. Lillian Gorbitt — (16) Robert Wood — (17) Iona Terry — (18) Scott Reid — (19) Andrew Stewart (20 & 21) Lorrie Potts & Co. — (23) Scharf Broadcast Sales — (24) Young Canadian Ltd.

**CKOX, WOODSTOCK:** 250 watts on 1,340 kcs. (1) Oxford Broadcasting Co. Ltd. — (2 & 3) M. J. Werry — (5) Lavern Hesse — (7) Crawford Douglas — (10) Clarence Sawyer — (11) Crawford Douglas — (12) Alica Munro — (16) Mrs. Lilian Munro — (18) Paul Hunter — (20 & 21) Lorrie Potts & Co. — (23) Scharf Broadcast Sales.

**QUEBEC**

**CFGT, ALMA:** 1,000 watts on 1,270 kcs. (1) Radio Lac St. Jean Ltée — (2) Dr. Regis Nadeau, O.P. — (3) France Fortin — (5) Jacques Côté — (7) Rosaire Pelletier — (8 & 11) Germain Tremblay — (14) Renée Dallaire — (15) Rosaire Pelletier — (16) Nicole Plourde — (17) Ginette Potvin — (18) Jean Roch Maltais — (20 & 21) Interprovincial Broadcast Sales.

**CHAD, AMOS:** 250 watts on 1,340 kcs. French Supp. (1) Northern

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

Radio - Radio Nord Inc. — (2) D. A. Gourd — (3) F. G. Capellari — (4) Len Rogers — (12) Miss G. Perigny — (15) Mrs. B. Guimond — (18) J. Trepanier — (20 & 21) Jos. A. Hardy & Co. — (23) Scharf Broadcast Sales — (24) Weed & Co.

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

**CJMT, CHICOUTIMI:** 1,000 watts on 1,420 kcs. French Supp. (1) CJMT Ltd. — (2) J. O. Masse — (3) André Jean — (5) François Ranger — (7) Achille Soucy — (8) Raymond Labrecque — (9) André Lajoie — (10) Clair Morin — (11) Raymond Labrecque — (12) Thérèse Tremblay — (15) Denise Fortin — (17) André Lajoie — (18) Lucien Simard — (20 & 21) Interprovincial Broadcast Sales — (24) Devney-O'Connell Inc.

**CHRD, DRUMMONDVILLE:** 250 watts on 1,340 kcs. (1) Radio Drummond Ltée — (2) Maurice Sigouin — (3) Claude René — (5) Raymond Chassé — (6) Claude René — (7 & 8) Hector Ledoux — (9) Carmen Cloutier — (10 & 11) André Boulanger — (14) Hector Ledoux — (15) Marcel Turcotte — (16) André Boulanger — (17) Carmen Cloutier — (18) Gérard Paul — (19) Jean Guy Paul — (20 & 21) Interprovincial Broadcast Sales.

**CHEF, GRANBY:** 1,000 watts daytime (250 watts nighttime) on 1,450 kcs. (1) La Voix de l'Est Ltée — (2) Aimé Laurion — (3) J. Henri Champagne — (4 & 5) André Lague — (7) Ray-Marc Dubé — (10) Robert l'Heureux — (11) Ben Brodeur — (12) Mrs. Pierrette Laffeur — (13) Gilles Lajoie — (14 & 15) Ray-Marc Dubé — (17) Muriel Flibotte — (18) Raymond Block — (19) Armand Papineau — (20 & 21) Jos. A. Hardy & Co.

**CKCH, HULL:** 5,000 watts on 970 kcs. French Supp. (1) La Compagnie Radiodiffusion CKCH de Hull (Ltée) — (2) Wilfrid Carr — (3) Jean-Paul Lemire — (4 & 5) Henri W. Allard — (6) Bernard Charbonneau — (7) Jean-Paul Lemire — (8) Pierre Dufault — (9) Aurèle Groulx — (10) Oligiver G. Caron — (11) Pierre Dufault (12) Simone Lanctôt — (14) Henri W. Allard — (15) Parise Côté — (16) Hilda Trudeau — (17) Emile Routhier — (18) Jean-Louis Guérette — (19) André Régimbald — (20 & 21) Interprovincial Broadcast Sales — (24) Weed & Co.

**CJLM, JOLIETTE:** 1,000 watts on 1,350 kcs. (1) Radio-Richelieu Ltée — (2) Henri Olivier — (3) Maurice Boulianne — (5) Cyrille Denis — (7) Claude Rochon — (8) Joseph Péloquin — (10) Gilles Loyer — (11) Jacques Mondor — (15) Lorenzo Brouillard — (17) Bernard Contant — (18) Joseph

Gardin — (20 & 21) Jos. A. Hardy & Co.

**CKRS, JONQUIERE:** 1,000 watts on 590 kcs. (1) Radio Saguenay Ltée — (2) Henri Lepage — (3 & 5) Guy Boivin (General Manager - Tom Burham) — (7) Noel Fillion — (10) Lionel Tremblay — (11) Jean Martin — (12) Bernadette Dufresne — (14) Maurice Petit — (15) Réjean Bilodeau — (17) Marcel Perron — (18) Gérard Lemieux — (20 & 21) Jos. A. Hardy & Co. — (23) Scharf Broadcast Sales — (24) Young Canadian Ltd.

**CKLS, LASARRE:** 250 watts on 1,240 kcs. French Supp. (1) Northern Radio - Radio Nord Inc. — (2) D. A. Gourd — (3) F. G. Capellari — (4) Len Rogers — (12) Miss G. Perigny — (14) Mrs. B. Guimond — (18) J. Trepanier — (20 & 21) Jos. A. Hardy & Co. — (23) Scharf Broadcast Sales — (24) Weed & Co.

**CFLM, LA TUQUE:** 1,000 watts on 1,240 kcs. (1) Radio La Tuque Ltée.

**CKBL, MATANE:** 5,000 watts on 1,250 kcs. French Supp. (1) Cie de Radiodiffusion de Matane Ltée — (2 & 3) René Lapointe — (4 & 5) Octave Lapointe — (6) Georges Guy — (7) Claude Guenette — (8) André Watters — (9) Marcelle Deschênes — (10) Nap Garipey — (11) André Watters — (12) Laurent Jourdain — (13) Jean Marie Provost — (14 & 15) Georgette Lavoie — (16) Germaine Boulianne — (17) Marcelle Carrier — (18) Yvan Fortier — (19) Auguste Tremblay — (20 & 21) Jos. A. Hardy & Co. — (22) Scharf Broadcast Sales — (24) Young Canadian Ltd.

**CKBM, MONTMAGNEY:** 250 watts on 1,490 kcs. (1) Radio Alléghanys Inc. — (2) Henri Deschênes — (3 & 5) André Mercier — (6) Henri Deschênes — (7 & 10) Oliva Poitras — (11) José Rettino — (14) André Mercier — (15) Claudia Simonneau — (16) Oliva Poitras — (17) Jean-Pierre Mercier — (18) Hector Fortin — (20 & 21) Radio & TV Sales.

**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. Dom. Basic. (1) Canadian Marconi Company — (2) S. M. Finlayson — (3) Vic George (General Man.), Richard E. Mise-

ner (Broadcast Man.), John A. Funston (Station Man.) — (5) Ken Dobson — (6) Dean Kaye & Hal Gibson — (7) Laurie Irvine — (9) Russ Griffith — (10) Clell Bryant — (11) Russ Taylor — (12) Pat Marini — (14) Barry Z. Schachter — (15) Jim McManus — (16) Eileen Ferrier — (17) Russ Griffith — (18) Harry MacLellan — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CJAD, MONTREAL:** 10,000 watts on 800 kcs. CBS. (1) CJAD Ltd. — (2) J. Arthur Dupont — (3) H. T. "Mac" McCurdy — (6) Lyman Potts — (10) Doug Williamson — (11) Al Cauley — (12) Doris Clark — (14) Charlie Waldo (Sales) & Gerry Brown (Station) — (15) Berthe Poulet — (17) Frank Kirton — (18) Aurèle Boisvert (Transmitter) & Lloyd Sharkey (Studio) — (20 & 21) Radio Time Sales — (24) Young Canadian Ltd.

**CJMS, MONTREAL:** 10,000 watts daytime (5,000 watts nighttime) on 1,280 kcs. (1) CJMS Radio Montreal Ltée — (2) A. R. Crepault — (3) Jean Nadon — (4) Roch Demers — (5) Jean Nadon — (6 & 7) Roch Demers — (11) J. J. Fortin — (12) Mrs. Germaine Buteau — (14) Louise de Broin — (17) Bernard Tremblay — (18) Jean Provost, P.Eng. — (20) Stephens & Towndrow — (24) Forjoe & Co.

**CKAC, MONTREAL:** 50,000 watts on 730 kcs. (1) La Compagnie de Publication de la Presse Ltée — (2) Mrs. Angelina DuTremblay — (3) Phil Lalonde — (4) Roy Malouin — (5) George Bourassa — (6) Jeannette Brouillett — (7) Ferdinand Biondi — (8) Roger Lebel — (9) Jean Pierre Comeau — (10) Paul Boudreau — (11) Yvon Blais — (12) Jeannette

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for a

**Merry  
Christmas**

and a

**Happy  
New Year**

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

Barbeau — (6 to 8) Gilles Bernier — (9) Jacques Quiron — (10) Jacques Pépin — (11) Gilles Bernier — (12) Raymonde Poulin — (15) Yvette Mathieu — (17) Jacques Pépin — (18 & 19) Armand Catellier — (20 & 21) Interprovincial Broadcast Sales.

**CKGM, MONTREAL:** 10,000 watts on 980 kcs. (1) Radio CKGM — Maisonneuve Broadcasting — (2) Geoff Stirling — (3) George C. Davies — (5) Don Wall — (6) Dan Tyler — (7) George C. Davies — (8) Dan Tyler — (9) John Rourke — (10) Herb Manning — (11) Dan Doctor — (12) Eleanor Boykovich — (14) Mary Pert — (15) Mrs. Elizabeth Thorpe — (16) Eleanor Boykovich — (17) John Rourke — (18 & 19) Jack Campbell — (20) Stephens & Towndrow — (24) Forjoe & Co.

**CBV, QUEBEC:** 5,000 watts on 980 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

**CKCV, QUEBEC:** 5,000 watts on 1,280 kcs. (1) CKCV Ltée — (2) Gaston Pratte — (3) Paul Lepage (Station Manager — Marcel Leboeuf) — (4) Marie-Paule Vachon — (5) Jean-Guy Bernier — (6 to 8) Michael Gariépy — (9) Roger Lachance — (10) Roger Bruneau — (11) Jean Pouliot — (12) Marie-Paule Vachon — (13) Roger Bruneau — (14) Jean-Guy Bernier — (15) Marie-Paule Vachon — (16) Richard Demeule — (17) Jean Leroy — (18) Lucien Gobeil — (19) J. André Duchesneau — (20 & 21) Interprovincial Broadcast Sales — (24) Weed & Co.

**CKBS, ST. HYACINTHE:** 250 watts on 1,240 kcs. (3) Benoit Vanier. (No further information available).

**CHNC, NEW CARLISLE:** 5,000 watts on 610 kcs. French Basic. (1) The Gaspesia Radio Broadcasting Co. Ltd. — (2) Dr. Charles Dumont — (3) Dr. Charles H. Houde — (5) Pierre Stein — (8) Jean Néron — (14) Pierre Stein — (17) Géraldine Paquet — (18 & 19) Bruce MacDonald — (20 & 21) Jos. A. Hardy & Co. — (24) Young Canadian Ltd.

**CHRC, QUEBEC:** 10,000 watts on 800 kcs. (1) CHRC Ltd. — (2) Col. Hervé Baribeau — (3) Henri Lepage (Station Manager—Aurèle Pelletier) — (5) Richard D. Thibodeau — (6) Magella Alain — (7) Henri Veilleux — (10) Guy Lemieux — (11) Maurice Des-carreaux—(12) Mrs. A. Fortier — (14) Richard D. Thibodeau — (15) Julienne Bélanger — (16) Guy Tremblay — (17) Fernando St-Georges — (18) Arsène Nadeau — (19) Marcel Huard — (20 & 21) Jos. A. Hardy & Co. Ltd. — (24) Young Canadian Ltd.

**CHRS, ST-JEAN:** 1,000 watts on 1,090 kcs. (1) Radio-Iberville Ltée — (2 & 3) Bernard Turcot — (4 & 5) Jack Turcot — (7 & 8) Fernand Robidoux — (10) Pierre Beaulac — (11) Claude Montpetit — (13) Pierre St-Jacques — (15) Yvon Rancourt — (17) Mrs. Anne-Marie Renaud — (18) Guy de Valter — (19) Yvon Rancourt — (20 & 21) Interprovincial Broadcast Sales.

**CFOX, POINTE CLAIRE:** 1,000 watts on 1,470 kcs. (1) Lakeshore Broadcasting Ltd. — (3) Keith Dancy (Station Manager - Gord Sinclair) — (5) Danny Dooner — (8) Ron Bertrand — (9) Mel Browne — (10) Alan Saunders — (11) John Wood — (12) Mrs. Lois Grant — (14) Roger Wiltshire — (15) Sandra MacLean — (16) Roger Wiltshire — (18) Bernard Greeley — (19) Vern Eccles — (20) Paul Mulvihill & Co.

**CJLR, QUEBEC:** 5,000 watts on 1,060 kcs. (1) CJLR Inc. — (2 & 3) Jacques LaRoche — (4) Guy Langelier — (5) Gerry Fortin — (6 & 7) Jean Brousseau — (8) Jean Boileau — (12) Michelle Duclos — (14) Jean Brousseau — (15) Rolande LaBerge — (16) Marthe Theriault — (17) Suzanne Bernier — (18) Gilles St-Pierre — (19) Denis Gantin — (20 & 21) Stovin-Byles Ltd.

**CJBR, RIMOUSKI:** 10,000 watts on 900 kcs. French Supp. (1) La Radio du Bas St-Laurent Inc. — (2) Jacques Brillant — (3) André Lecomte — (4) François Raymond — (5) Robert Cote — (6 & 7) Sandy Burgess — (8) Jean Brisson — (9) Aline Gagné — (10) Guy Ross—(11) Claude Pearson—(12) Louise Lavallée — (13) Arthur Rioux — (14) Jean Chabot — (15) Miss C. Marmen — (16) Florian Bernard — (17) Lorenzo Michaud — (18) Marcel Vallée — (19) Jean Castonguay — (20 & 21) Interprovincial Broadcast Sales — (24) Weed & Co.

**CKJL, ST. JEROME:** 1,000 watts on 900 kcs. (1) Radio Laurentides Inc.

**CJQC, QUEBEC:** 250 watts on 1,340 kcs. T-Can. Supp. (1) Goodwill Broadcasters of Quebec Inc.

**CJFP, RIVIERE DU LOUP:** 1,000 watts on 1,400 kcs. French Supp. (1) Radio-CJFP Ltée.

**CKSM, SHAWINIGAN FALLS:** 1,000 watts on 1,220 kcs. (1) Shawinigan Falls Broadcasting Co. Ltd. — (2) Alex Gelin — (3) Allan Rogerson — (4 & 5) Emilien Beaulieu — (6 & 7) Alain Chartier — (8) Roger Belair — (9) Claude Lemyre — (10) Jacques Dupont — (11) Jean Many — (12) Marie Rogerson — (13) André Houde — (14) Roland Vallières — (15) Marie Rogerson — (16) Alain Chartier — (17) Jean Normandeau — (18) Ernest Brunelle — (19) Jacques Dupont — (20) Jos. A. Hardy & Co.

**CJAF, CABANO:** 250 watts on 1,340 kcs. Satellite of CJFP. Same Staff.

**CHLT, SHERBROOKE:** 10,000 watts on 630 kcs. French Supp. (1) La Tribune Ltée.

**CHRL, ROBERVAL:** 1,000 watts on 910 kcs. (1) Radio Roberval Inc. — (2) Rod Lefebvre — (3) J.-Chs. Bordeleau — (5) Normand Gagnon — (7 to 9) Harvey Paradis — (10) Jacques Cossette — (11, 14 & 15) Normand Gagnon — (17) Claudette Gagnon — (18) Yvon Souchon — (19) Caroll Tremblay — (20 & 21) Jos. A. Hardy & Co.

**CKTS, SHERBROOKE:** 1,000 watts on 900 kcs. Dom. Basic. (1) Telegram Printing & Publishing Co. — (2) Sen. C. B. Howard — (3) Alphée Gauthier (Station Manager - Morris C. Austin) — (5) J. L. Gauthier — (6 & 7) Dick Varney — (8) Gordon Breen — (9) Lise Lamontagne — (10) Gordon Beerworth — (11) Gordon Breen — (12) Aline Cassar — (13) Don MacMillan — (14) Gordon Beerworth — (15) Doris Belanger — (16) Aline Cassar — (17) Dorothy Belanger — (18) Leo Gilbeau — (19) Marcel Girard — (20 & 21) Allied Broadcast Services — (23) Scharf Broadcast Sales — (24) Young Canadian Ltd.

**CKRN, ROUYN:** 250 watts on 1,400 kcs. French Basic & English Supp. (1) Northern Radio - Radio Nord Inc. — (2) David A. Gourd — (3 to 6) Franco Capellari — (7) David A. Gourd — (8) Claude Picard — (9) Lionel Forestier — (10) Jacques Desormeaux — (11) Berl Dewar — (12) Ghislaine Périgny — (14) David A. Gourd — (15) Mrs. Brigitte Guimont — (17) Denise Gervais — (18 & 19) Julien Trépanier — (20 & 21) Jos. A. Hardy & Co. — (24) Weed & Co.

**CJSO, SOREL:** 1,000 watts on 1,320 kcs. (1) Radio-Richelieu Ltée — (2) Henri Olivier — (3) Maurice Boulianne — (5) Maurice Bérubé — (6) Maurice Boulianne — (7) Claude Rochon — (8) Joseph Péloquin — (9) Georges Codling — (11) Michel Champagne — (15) Lorenzo Brouillard — (17) Thérèse Cardin — (18) Joseph Cardin — (20 & 21) Jos. A. Hardy & Co.

**CHGB, STE-ANNE DE LA POCA-TIERE:** 1,000 watts on 1,350 kcs. French Supp. (1) CHGB Ltd. — (2 & 3) G. T. Desjardins — (5) P. E. Huron — (6 & 7) R. Plante — (8) C. Landry — (11) G. Brandette — (15) Ginette Levesque — (18) R. Hamel — (20 & 21) Interprovincial Broadcast Sales.

**CKLD, THETFORD MINES:** 250 watts on 1,230 kcs. French Supp. (1) Radio-Mégantic Ltée — (2 & 3) François Labbé — (4) Will Dugré — (5) Bertrand Potvin — (6) Raymond Buri — (7) Irené Goulet — (8) Bertrand Potvin — (9) Elizabeth Bolduc — (10) Raymond Cusson — (11) Daniel Loignon — (12) Elizabeth Bolduc — (13) Raymond Buri — (14) Donat Morency — (15) Mrs. Jeanne

**CKRB, ST-GEORGE DE BEAUCE:** 10,000 watts on 1,460 kcs. French Supp. (1) Radio Beauce Inc. — (2) Yvon Thibaudeau — (3) Charles A. Thibaudeau — (5) Jean

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and friends

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and a

**Happy New Year**

**David A. (Bobby) Gourd**  
President

**FRANCO CAPELLARI**  
Operations Manager

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\*1959 Financial Post "Survey of Markets"

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## KEY

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

Martin — (16) Will Dugré — (17) Elizabeth Bolduc — (18) Paul Cloutier — (19) Reginald Lafrance — (20 & 21) Jos. A. Hardy & Co. — (24) Young Canadian Ltd.

**CHLN, TROIS RIVIERES:** 5,000 watts on 550 kcs. (1) Radio Trois-Rivieres Inc. — (2) Honoré Dansereau — (3) Léon Trépanier — (5) Maurice Duval — (6) Maurice Dansereau — (7 & 8) Louis Dufresne — (10) Sylvio St-Amant — (11) Jean P. Trudel — (12) Lise Bonneville — (14) Maurice Duval — (15) Gisèle Guilbert — (16) Ernest Lamy — (17) Paul Joly — (18) Oric LeFebvre — (19) Yvon Rocheleau — (20 & 21) Interprovincial Broadcast Sales — (23) Scharf Broadcast Sales — (24) Young Canadian Ltd.

**CKTR, TROIS RIVIERES:** 10,000 watts on 1,150 kcs. (1) CKTR (1958) Ltd. — (2) Paul About — (3) J. Fernand Ruffange — (5) Charles Couture — (6) Jules Heroux — (7 & 8) Jean Deny — (9) Jules Heroux — (10) Jacques Hebert — (11) Armand Martel — (14) Jean Deny — (15) Madeleine Larivière — (16) Robert Levesque — (17) Jules Heroux — (18) Hervé Lapointe — (19) Fernand Lamy — (20 & 21) Allied Broadcast Services.

**CKVD, VAL D'OR:** 250 watts on 1,230 kcs. French Basic. (1) Northern Radio - Radio Nord Inc. — (2) D. A. Gourd — (3) F. G. Capellari — (4) Len Rogers — (12) Miss G. Perigny — (15) Mrs. B. Guimond — (18) J. Trepanier — (20 & 21) Jos. A. Hardy & Co. — (23) Scharf Broadcast Sales — (24) Weed & Co.

**CKVL, VERDUN:** 50,000 watts on 850 kcs. (1) Radio Station CKVL Ltd. — (2) Jack Tietolman — (3) Corey Thomson — (5) Judah Tietolman — (7) Marcel Provost — (8) Roland Bayeur — (10) Marcel Beauregard — (11) Robert Rivet — (12) Pierrette Champoux & June Warren — (13) Alphonse Lapointe — (14) Corey Thomson — (15) Judah Tietolman — (16) Gaston Saulnier — (17) Laurent Broudy — (18) Maurice Rosseau — (19) Bernard Brisset — (20 & 21) Radio & TV Sales — (24) Donald Cooke Inc.

**CFDA, VICTORIAVILLE:** 1,000 watts on 1,380 kcs. (1) Radio-Victoriaville Ltée — (2) Pierre Brisson — (3, 5 & 6) Léo Benoit — (7) Gilbert Foucault — (14) Léo Benoit — (15) Claire Martel — (16) Denise Trottier — (17) Monique Côté — (18) Pierre Brisson — (20 & 21) Radio & TV Sales — (24) Young Canadian Ltd.

**CKVM, VILLE MARIE:** 1,000 watts on 710 kcs. French Supp. (1) Radio Témiscamingue Inc. — (2) Hervé Leblanc — (3 & 5) René Legault — (6) Yvon Larivière — (7) J. P. Paquette & Yvon Larivière — (8 & 10) Marcel Ladouceur — (11) Yvon Larivière — (13) P. E. Desjardins — (14) René Legault — (15) Pierrette Cholette — (16) Marcel Ladouceur — (17) Pierrette Cholette — (18) Gaston Tasset — (20 & 21) Jos. A. Hardy & Co.

## NEW BRUNSWICK

**CKBC, BATHURST:** 250 watts on 1,400 kcs. T-Can. Supp (1) Bathurst Broadcasting Co. Ltd. — (2) J. Leo Hachey — (3) W. A. Winton — (5) R. J. Gallagher — (7 to 10) Ray Bourque — (11) Ray MacDonald — (12) Mrs. Marty Elliott — (13) Ray J. Bourque — (14) R. J. Gallagher — (15) Terry Mourant — (16) Mrs. Marty Elliott — (17) Gary Crowell — (18) Phil Pacquet — (20) Air Time Sales — (21 to 23) Radio Reps. — (24) Young Canadian Ltd.

**CKNB, CAMPBELLTON:** 1,000 watts on 950 kcs. Dom. Basic. (1) Restigouche Broadcasting Co. Ltd. — (2) John D. Alexander — (3) M. Douglas Young — (5) Kenneth Coughlan — (7) Douglas Young — (9) Vaughan Sullivan — (11) Garth Cooper — (15) Miss Ernestine Bourque — (16) Robert B. Richards — (18) William Freeman — (20 & 21) Jos. A. Hardy & Co. — (24) Weed & Co.

**CJEM, EDMUNSTON:** 1,000 watts on 570 kcs. French Supp. (1) Edmunston Radio Limited — (2) Georges Michaud — (3) Georges Guerette — (4) Robert Beaulieu — (5) Georges Guerette — (7) Robert Beaulieu — (9) Georges Guerette — (10 & 11) Hermel Dumont — (14) Georges Guerette — (15) Miss Marguerite St. Onge — (16) Pat Gendron — (17) Hugette Ouellette — (18) Marcel Vallee — (19) Walter Martin — (20 & 21) Interprovincial Broadcast Sales — (24) Weed & Co.

**CFNB, FREDERICTON:** 50,000 watts on 550 kcs. T-Can. Basic. (1) James S. Neill & Sons Ltd. — (2) J. Stewart Neill — (3) D. Malcolm Neill (Station & Commercial Manager - Jack T. H. Fenety) — (7) Harold L. McFee — (8) John W. Richards — (10) Lawrence Knowles — (11) Mac MacGowan — (12) Mrs. Joan Watson — (13) Jim Coulter — (14) Mrs. Christine Maxwell — (15) Mrs. Margaret Burnett — (16) Frank Eidt — (17) Denys Millar — (18) Glen D. Love — (19) Edward Everett — (20 & 21) Paul Mulvihill & Co. — (24) Weed & Co.

**CBAF, MONCTON:** 5,000 watts on 1,300 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

**CKCW, MONCTON:** 10,000 watts on 1,220 kcs. Dom. Basic. ABC. (1) Moncton Broadcasting Ltd. — (2) F. A. Lynds — (3 & 5) Tom Tonner — (7) Bob Reid — (8) Earl Ross — (9) Jack Reid — (10) Claude Caine — (11) Earl Ross — (12) Mrs. Joy McAughtry — (13) Bob Reid — (14) Ken Gratton — (15) Miss Gloria Terris — (16) Roy Hicks — (17) Bert Hebert — (18) Keith McConnell — (19) Bob Oke — (20 to 23) Stovin-Byles Ltd. — (24) Young Canadian Ltd.

**CKMR, NEWCASTLE:** 1,000 watts on 790 kcs. T-Can. Supp. (1) Miramichi Broadcasting Co. Ltd. — (2) L. Warren Flett — (3 & 5) Robert J. Wallace — (6) Fred Haining — (7) R. J. Wallace — (11) Fred Haining — (12) Mrs. Eileen Sproul — (14) Fred Haining — (15) Mrs. Marion McDougall — (16) Fred Haining — (18) R. J. Wallace — (19) Blair Trevors — (20 & 21) Radio Time Sales — (23) Scharf Broadcast Sales.

**CFBC, SAINT JOHN:** 10,000 watts on 930 kcs. Dom. Basic. (1) Fundy Broadcasting Co. — (2) Dr. A. M. A. McLean — (3) Robert T. Bowman — (4) R. Gordon Smith — (5) J. Vincent Saunders — (6) R. Gordon Smith — (7 & 8) Donald H. Armstrong — (10) William Smith — (11) R. Gordon Smith — (12) Margaret Williams — (14) Mrs. Ruth G. Likely — (15) Mrs. Sally-Jo Baird — (16) Arthur Menier — (17) Hellen Govang — (18) Harold M. Stout — (19) Angus Weeks — (20 & 21) Radio Reps. — (22) Broadcast Reps. — (23) Radio Reps. — (24) Young Canadian Ltd.

**CHSJ, SAINT JOHN:** 10,000 watts on 1,150 kcs. T-Can. Supp. (1) New Brunswick Broadcasting Co. Ltd. — (3) Earl McCarron — (5) C. H. Smith — (7) C. Robertson Tabor — (10) Reg Murphy — (11) Bill Bailey — (12) Mrs. Ruth Crosbie — (13) Len Rudolf — (15) Grace Craft — (17) Mrs. Frances Godin — (18) J. G. Bishop — (19) Peter Arsenaault — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CBA, SACKVILLE:** 50,000 watts on 1,070 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CJ CJ, WOODSTOCK:** 1,000 watts on 920 kcs. (1) Carleton-Victoria Broadcasting Ltd. — (2) R. J. Morrison — (3) Bob Morrison — (5) Al Morrison — (6) Neil MacMullen — (9) Al Morrison — (10) Bruce Smith — (11) Ted Jarrett — (12) Wendy Hill — (13) Walter Tompkins — (14) Don Peabody — (15) Al Morrison — (16) Ted Jarrett — (17) Lillian Davies — (18) Bob Morrison — (19) Bruce Smith — (20 & 21) Lorrie Potts & Co. — (22) A. J. Messner & Co. — (23) Scharf Broadcast Sales.

### NOVA SCOTIA

**CKDH, AMHERST:** 250 watts on 1,400 kcs. (1) Amherst Broadcasting Co. Ltd. — (2) Dr. J. A. Langille — (3) J. Hugh Dunlop — (5) Eastwood Ives — (10 & 11) William Mitchell — (12) Alma Hebert — (13) Henry Austin — (15) Alma Hebert — (17) Dave Moore — (18) George Lewis — (20 & 21) Jos. A. Hardy & Co.

**CJFX, ANTIGONISH:** 5,000 watts on 580 kcs. Dom. Basic. (1) Atlantic Broadcasters Ltd. — (2) Dr. F. J. Ginyan — (3) J. Clyde Nunn — (9) Levis Desjardins — (10) W. F. MacKinnon — (11) B. A. Graham — (15) Janet Waters — (16) Bruce Rafuse — (18) Gordon MacDougall — (20 & 21) Paul Mulvihill & Co. — (24) Young Canadian Ltd.

**CKBW, BRIDGEWATER:** 1,000 watts on 1,000 kcs. T-Can. Supp. (1) Acadia Broadcasting Co. Ltd. — (2) Clarence J. Morrow — (3) John F. Hirtle — (4 to 6) James A. MacLeod — (7) A. Maxwell Ramey — (8) Robert C. Stillwell — (9) A. Maxwell Ramey — (10 & 11) Robert A. MacLaren — (12) Mrs. Virginia Fleming — (13 & 14) Hugh A. Godfrey — (15) Mrs. Pauline Fraser — (16) James A. MacLeod — (17) Hugh A. Godfrey — (18) Douglas B. Hirtle — (20) Air Time Sales — (21) Radio Reps. — (22) Broadcast Reps. — (23) Radio Reps. — (24) Donald Cooke Inc.

**CBH, HALIFAX:** 100 watts on 1,330 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CHNS, HALIFAX:** 10,000 watts on 960 kcs. Dom. Basic. ABS. (1) Maritime Broadcasting Co. Ltd. — (2) Graham W. Dennis — (3)

Gerald J. Redmond — (5) Douglas A. Grant — (6) Clive Schaefer — (7) Fred W. Arenburg — (8) Clive Schaefer — (10) Orville Pulsifer — (11) Robert Huggins — (12) Helene Nickerson — (14) John Holden — (15) Joan Hiltz — (16) Harry A. L. Stephen — (17) Mrs. Emily Blight — (18) Arthur W. Greig — (19) Carl Westhaver — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CJCH, HALIFAX:** 10,000 watts on 920 kcs. (1) CJCH Limited — (2 & 3) Finlay MacDonald — (4) Don Hildebrand — (5) Clair Chambers — (6) Bob Bambury — (7) Gerry Parsons — (8) Jack Pineo — (9) Richard L. Fry — (10) Joe King — (11) Pat Connolly — (12) Mrs. Abbie Lane — (14) Al Grayston — (15) Howard E. Gerard — (16) Syd. Pilkington — (17) Cy Lynch — (18) John Jay — (19) Allan G. Campbell — (20 & 21) Paul Mulvihill & Co. — (24) Young Canadian Ltd.

**CKEN, KENTVILLE:** 1,000 watts on 1,350 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) F. J. Burns — (3) W. A. Bishop — (5) Mrs. Eleanor MacMillan — (6) Hal Sproule — (10) Ron Pulsifer — (11) Bill Wall — (12) Ann Ramey — (13) W. A. Bishop — (15) Anne Cunningham — (16) Dave Schofield — (18) A. M. Bishop — (20 & 21) Lorrie Potts & Co.

**CKEC, NEW GLASGOW:** 1,000 watts (soon 5,000) on 1,320 kcs. T-Can. Supp. (1) Hector Broadcasting Co. Ltd. — (2 & 3) J. M. Cameron — (4 & 5) Paul Hould — (7 & 8) Bob MacDonald — (9) Don Fraser — (10) Bill McCulloch — (11) John MacDonald — (12) Dorothy Ross — (13) George MacLaren — (14) Paul Hould — (15) Dorothy Ross — (17) Cam MacKay — (18 & 19) Don Holmes — (20 & 21) Lorrie Potts & Co. — (24) Donald Cooke Inc.

**CBI, SYDNEY:** 5,000 watts on 1,140 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CJCB, SYDNEY:** 5,000 watts on 1,270 kcs. Dom. Basic. (1) Cape Breton Broadcasters Ltd. — (2) J. Marven Nathanson — (3) Norris L. Nathanson — (5) Mrs. Mary Grant — (6) Mrs. F. M. MacLeod — (7) Lloyd MacDonald — (8) T. C. Robertson — (10) Don McIsaac — (11) Clayton Campbell — (12) Ann Terry MacLellan — (14) Mrs. F. M. MacLeod — (15) Mrs. Lorna MacQuarrie — (16) Toby Halloran — (17) Pat McSweeney — (18) Alf Vernon — (19) Al Gibson — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CKCL, TRURO:** 1,000 watts on 600 kcs. (1) Colchester Broadcasting Co. Ltd. — (2 & 3) J. Arthur Manning — (5) H. C. Deryk Upton — (6 to 9) Jack S. Armstrong — (10, 11 & 13) Harry Dewar — (15) Mrs. Ecxly MacKenzie — (16) Mrs. Ann Cox — (18) E. Sidney Bernasconi — (19) Robert Bartlett — (20 & 21) Radio Time Sales — (23) Scharf Broadcast Sales — (24) Devney-O'Connell Inc.

**CFAB, WINDSOR:** 250 watts on 1,450 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) F. J. Burns — (3) W. A. Bishop — (5) Mrs. Eleanor MacMillan — (6) Hal Sproule — (10) Ron Pulsifer — (11) Bill Wall — (12) Ann Ramey — (13) W. A. Bishop — (15) Anne Cunningham — (16) Dave Schofield — (18) A. M. Bishop — (20 & 21) Lorrie Potts & Co.

**CJLS, YARMOUTH:** 250 watts on 1,340 kcs. Dom. Basic. (1) Gateway Broadcasting Co. Ltd.

### PRINCE EDWARD ISLAND

**CFCY, CHARLOTTETOWN:** 5,000 watts on 630 kcs. Dom. Basic. (1) Island Radio Broadcasting Co. Ltd. — (2) Mrs. K. S. Rogers — (3 & 5) R. F. Large — (6) Loman McAulay — (10) Allison MacKinnon — (11) Loman McAulay — (12) Jane Weldon — (13) W. B. Carter — (14) M. E. Large — (15) E. P. Williams — (18) J. G. Jay — (19) G. M. Tait — (20 to 23) All-Canada Radio — (24) Weed & Co.

**CJRW, SUMMERSIDE:** 250 watts on 1,240 kcs. (1) Gulf Broadcasting Co. Ltd. — (2 & 3) R. C. Schurman — (7 & 9) L. E. Huestis — (11) Paul Schurman — (12 & 13) Bob Schurman — (14) Charles Hickey — (15) Mrs. Jane Murphy — (16) Charles Hickey — (17) Florence Ann Cameron — (18) Angus MacKie — (19) Fred MacFarlane — (20) Air Time Sales — (21 to 23) Radio Reps.

### NEWFOUNDLAND

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

**CFCB, CORNERBROOK:** 1,000 watts on 570 kcs. (1) Humber Valley Broadcasting Co. Ltd. — (2) Dr. Noel Murphy (Managing Director - Harold N. Butler), (Station Manager - Roy Pike) — (7) William C. Squires — (8) Gordon Tizzard — (10) Frank Cullen — (17) Carol Fradsham — (18) Jim Butler — (19) Cyril Ward — (20) Radio & Television Sales — (21) Radio Time Sales — (23) Scharf

Broadcast Sales — (24) Young Canadian Ltd.

**CBG, GANDER:** 250 watts on 1,450 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CBT, GRAND FALLS:** 1,000 watts on 990 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:** 10,000 watts on 930 kcs. (1) Newfoundland Broadcasting Co. Ltd. — (2) Geoff Stirling — (3) Don Jamieson (Operations Manager - George Macdonald) — (5) Charlie Pope — (6) Jerry Wiggins — (8) Bob Lewis — (10) Jim Thoms — (11) Howie Meeker — (12) Mrs. Bea Dingle — (14) Betty Piercy — (15) Emilie Davis — (16) Mrs. Joan LeClair — (17) Mrs. Shirley Smallwood — (18) Oscar Hierlihy — (19) Albert Ryan — (20 to 23) Stovin-Byles Ltd. — (24) Weed & Co.

**VOCM, ST. JOHN'S:** 10,000 watts on 590 kcs. (1) Colonial Broadcasting Co. Ltd. — (2) Walter B. Williams — (3) Joseph V. Butler — (5) Denys Ferry — (7) Jim Murdock — (8) Bill Allen — (10) Noel Vinicombe — (11) Bob Cole — (12) Miss Lorraine Kenny — (14) Jim Browne — (15) Jim Murdock — (16) Mrs. Mary Codner — (17) Irene Maher — (18) W. B. Williams — (19) Harold Noseworthy — (20) Radio & Television Sales — (21) Radio Time Sales — (23) Scharf Broadcast Sales — (24) Young Canadian Ltd.

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Holiday Greeting  
from **CFNB Fredericton**—the **big** audience—**big** market station  
...the only **50,000**-watt independent station in the Maritimes!



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Bravo! A vital new audience created through the Force of quality Music at CHFI-FM. Never a humdrum audience, always sensitive to the finest music, always influential in taste. Up, up goes their number in the fastest-growing city-area in North America racing ahead with commerce, arts and letters. Up, up goes their buying power, more concentrated than ever in the dynamic metro Toronto area—the all-important CHFI-FM coverage area. And they're really special people who set the trends, buy with a flair and flourish, create excitement wherever they are. Call them discriminating... call their response pre-conditioned to important products... call them the CHFI-FM audience, for they know the best. Talk to them directly today with effect and authority through the impact voice of CHFI-FM—more enjoyable for listening, more profitable for selling to the largest single quality market. There's no substitute for the selling Force of Music at **CHFI-FM**. 98.1 megacycles. Andy McDermott, Toronto, WA 4-4477; Don Wright, President, Toronto, EM 3-1317; Ted Brock, Montreal, UN 6-2749.



# PERSONNEL REGISTER (FM Radio)

## BRITISH COLUMBIA

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

**CHQM-FM, VANCOUVER:** 20,000 watts on 103.5 mcs. Same staff as CHQM-AM. Programs separately at certain times from CHQM-AM.

## ALBERTA

**CKDA-FM, EDMONTON:** 279 watts on 100.3 mcs. Same staff, same programming as CFRN-AM.

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

**CKUA-FM, EDMONTON:** 250 watts on 98.1 mcs. Same staff, same programming as CKUA-AM.

**CHEC-FM, LETHBRIDGE:** 245 watts on 100.9 mcs. Same staff, same programming as CHEC-AM.

## MANITOBA

**CJOB-FM, WINNIPEG:** 250 watts on 97.5 mcs. (3, 6 & 7) Hugh A. Ingraham — (8) Joe Grant — (15, 16 & 17) Mrs. F. Taylor — (19) Ted Allam. **CJOB-FM** programs separately from **CJOB-AM** and issues a separate rate card.

## ONTARIO

**CHIC-FM, BRAMPTON:** 857 watts on 102.1 mcs. Same staff, programs separately from **CHIC-AM** at night.

**CKPC-FM, BRANTFORD:** 250 watts on 92.1 mcs. Same staff, same programming as **CKPC-AM**.

**CJSS-FM, CORNWALL:** 600 watts on 104.3 mcs. Same staff, same programming as **CJSS-AM**.

**CKPR-FM, FORT WILLIAM:** 250 watts on 93.4 mcs. Same staff, same programming as **CKPR-AM**.

**CKLC-FM, KINGSTON:** 250 watts on 99.5 mcs. Same staff, same programming as **CKLC-AM**.

Stations shown in heavy type have their own program schedules.

### KEY

- |                             |                       |                         |
|-----------------------------|-----------------------|-------------------------|
| 1. Owner or Company name    | 9. Music Director     | 17. Copy Chief          |
| 2. President (if a company) | 10. News Director     | 18. Film Librarian      |
| 3. General Manager          | 11. Sports Director   | 19. Film Editor         |
| 4. Operations Manager       | 12. Women's Director  | 20. Chief Operator      |
| 5. Commercial Manager       | 13. Farm Director     | 21. Dir. of Engineering |
| 6. Production Supervisor    | 14. Promotion Manager | 22. Canadian Reps       |
| 7. Program Manager          | 15. Traffic Manager   | 23. U.S. Reps           |
| 8. Chief Announcer          | 16. Art Director      |                         |

## QUEBEC

**CBF-FM, MONTREAL:** 3,860 watts on 95.4 mcs. Owned and operated by the Canadian Broadcasting Corporation.

**CBM-FM, MONTREAL:** 3,860 watts on 103.3 mcs. Owned and operated by the Canadian Broadcasting Corporation.\*

**CFCF-FM, MONTREAL:** 7,700 watts on 106.5 mcs. Same staff, same programming as **CFCF-AM**.

**CHRC-FM, QUEBEC:** 595 watts on 98.1 mcs. Same staff, same programming as **CHRC-AM**.

**CJBR-FM, RIMOUSKI:** 20,000 watts on 101.5 mcs. Same staff, programs separately from **CJBR-AM**.

**CHLT-FM, SHERBROOKE:** 57,000 watts on 102.7 mcs. (No further information available.)

**CKVL-FM, VERDUN:** 10,200 watts on 96.9 mcs. Same staff except for (8) Hal Wardell & Louis Belanger and (17) G. Cornfield. **CKVL-FM** programs separately from **CKVL-AM** and issues a separate rate card.

## NOVA SCOTIA

**CHNS-FM, HALIFAX:** 250 watts on 96.1 mcs. Same staff, same programming as **CHNS-AM**.

\* These three stations make up the

*CBC's bilingual FM network, which programs separately from the AM network at certain hours.*

# CKCR



# A D I

# 1490

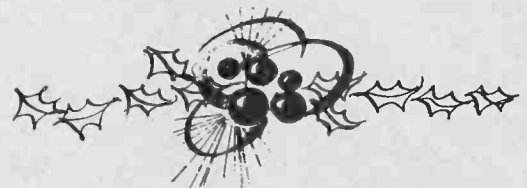
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# WATERLOO COUNTY

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Jean Labrosse ♦ Edith Ste. Croix  
Keith Kearney ♦ Ted Brock  
Bill Tierney ♦ Andy McDermott



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TORONTO

MONTREAL

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U.S. TELEVISION STATIONS

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# ADVERTISING AGENCIES

A list of Advertising Agencies enfranchised by the Canadian Association of Broadcasters together with their addresses, telephone numbers, broadcast department directors and radio and television time buyers.

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Algie, William E. Ltd.	Toronto	WA. 5-5997	46 St. Clair Ave. E.	William E. Algie	Dorothy Marshall
Ardiel Advertising Agency Ltd.	Hamilton Ottawa Toronto	LI. 9-2419 CE. 5-9280 HU. 5-6541	180 Parkdale Ave. N. 389 Albert St. 4 Lawton Blvd.	J. N. Elliott Gordon Fairbairn P. A. Johnson	J. N. Elliott Joann C. Hossick P. A. Johnson
Backman Advertising Ltd.	Halifax	3-8164	Sovereign Bldg.	G. P. Backman	(Miss) A. Archibald
Baker Advertising Agency Ltd.	Montreal Toronto	VI. 5-2191 HU. 7-1511	1420 Sherbrooke St. W. 670 Bayview Ave.	Gerry St. Denis N. Pahlen	Loraine Lavigne Gwen Rudolphe Ivy Neve
Batten, Barton, Durstine & Osborn Inc.	Montreal Toronto Windsor	UN. 8-2655 EM. 3-9461 CL. 2-7757	823 Dominion Sq. Bldg. 2 Carlton Street Suite 402, Canada Trust Bldg.	Philippe Garcia S. Ramsay Lees J. F. Newby, Manager	Mrs. Mildred MacLeod John R. Jenkins
Bingham, John McKenney Ltd.	Toronto Montreal Kitchener Winnipeg	EM. 2-2641 HU. 1-5032 SH. 5-1601 42-2564	32 Front St. W. 4645 Cavendish Blvd. 1083 King St. E. 257 Osborne St.	J. H. Titherington (Through Toronto) (Through Toronto) (Through Toronto)	J. H. Titherington (Through Toronto) (Through Toronto) (Through Toronto)
Bleasdale Advertising Ltd.	Victoria	EV. 2-6741	1104 Douglas St.	Harry Bleasdale	Harry Bleasdale
Bradley, Venning, Hilton & Atherton Ltd.	Toronto	WA. 5-3801	11 Yorkville Ave.	John Bradley	Shirley Sellen
Breithaupt, Milsom Ltd.	Toronto	HU. 3-3531	120 Eglinton Ave. E.	Ev Palmer	Irene Wray
Breithaupt, Milsom (Western) Ltd.	Vancouver	MU. 5-8455	1075 Melville St.		
Brooks Advertising Ltd.	Toronto	EM. 8-2396	21 Dundas Square	Jack Mackey	(Mrs.) J. deMunnick
Brown, Mitchell & Wright Ltd.	Vancouver Calgary Winnipeg	MU. 4-7277 AM. 2-4767 WH. 3-5575	735 Davie St. 539 - 8th Ave. S.W. Suite 200, 336 Portage Ave.	John Blundell A. D. Wood R. M. Black	John G. Service Vic Foster Sue Struthers
Burley, Norman Craig & Kummel Ltd.	Toronto	EM. 4-9226	159 Bay Street	J. H. Burley	A. L. Drewry
Burnett, Leo Co. of Canada Ltd.	Toronto	EM. 6-5801	133 Richmond St. W.	James B. McRae	John DeNike Doris Reay
Burns Advertising Agency Ltd.	Montreal Toronto Ottawa	WE. 5-5257 EM. 8-2377 CE. 5-5682	1980 Sherbrooke St. W. 181 Bay St. 3 Frederick Place	W. R. Beecroft	Jacqueline Morin
Camp, Dalton K. & Assoc. Ltd.	Toronto	HU. 7-2101	600 Eglinton Ave. E.	F. J. Boyer	F. J. Boyer
Canadian Advertising Agency Ltd.	Montreal Toronto Vancouver	VI. 2-8061 EM. 8-7646 MU. 4-4151	1454 Mountain St. 790 Bay St. 1131 Richards St.	M. Fontaine Irvin Teitel K. L. Johnson	M. Fontaine Irvin Teitel (Miss) S. Oliver
Cardon, Rose Ltd.	Montreal	VI. 2-9581	1411 Crescent St.	Norman Cardon	
Carter, Garry J. of Canada Ltd.	Toronto	WA. 4-2505	59 Avenue Rd.	Bob Howe	Bob Howe
Cockfield, Brown & Co. Ltd.	Montreal Toronto Winnipeg Vancouver	UN. 1-1771 WA. 4-5492 WH. 2-3528 MU. 1-1111	Canada Cement Bldg. 185 Bloor St. E. Elec. R'l'wy Chambers 1200 Burrard Bldg.	R. W. Harwood Alan Savage Jim Gibson	Earl Box Cam Logan Jim Cameron Miss M. Maddigan
Collyer Advertising Ltd.	Montreal Toronto	VI. 2-8672 EM. 3-2647	2100 Drummond St. 20 Carlton St.	K. S. Chase Adele Ward	N. Fraser Adele Ward
Copeland, Don H. Advertising Ltd.	Toronto	WA. 2-5969	442 Sherbourne St.	(Mrs.) V. Copeland	(Mrs.) V. Copeland
Crombie Advertising Co. Ltd.	Toronto Montreal	EM. 4-7204 VI. 9-5246	100 Adelaide St. W. 391 St. James St. W.	Miss M. Bray Vic Gray	Miss M. Bray Vic Gray
Dancer-Fitzgerald-Sample (Canada) Ltd.	Toronto	WA. 4-8425	200 St. Clair Ave. W.	Gilbert Nunns	Ruth Pedley
Daniel & Charles, Inc.	New York	MU. 6-7288	185 Madison Ave.	Bernice Gutmann	Isabelle Stannard
Desbarats Advertising Agency	Montreal	UN. 6-4835	485 McGill St.	John Desbarats	Dudley Tasker
Dominion Broadcasting Co.	Toronto	EM. 3-3383	4 Albert St.	Hal B. Williams	Hal B. Williams
Ellis Advertising Agency	Buffalo	TL. 2-6780	Statler Hilton Hotel	Barbara Blinderman	Beatrice Haniford
Erwin Wasey, Ruthrauff & Ryan (Can.) Ltd.	Toronto	WA. 1-5187	610 Church St.	Lloyd Hefford	Lloyd Hefford
Ferres Advertising Ltd.	Hamilton	JA. 9-1116	63 Duke St.	Boyd Heaven	Colin MacGregor
Ferguson Mann Ltd.	Montreal		1478 St. Catherine St. W.		
Foote, Cone & Belding Canada Ltd.	Montreal Toronto	VI. 2-8781 WA. 5-5961	1255 Phillips Square 10 St. Mary St.	Robert L. Simpson Arthur Sylvah	
Foster Advertising Ltd.	Montreal Ottawa Toronto	VI. 9-5343 CE. 6-5909 WA. 4-4681	550 Sherbrooke St. W. 77 Metcalfe St. 149 Alcorn Ave.	Pierre Petel	C. Toupin
Gibbons, J. J. Ltd.	Winnipeg Regina Montreal Winnipeg Calgary Toronto Vancouver	WH. 3-1680 LA. 7-6688 UN. 6-7482 WH. 2-7373 AM. 2-5437 WA. 4-8391 MU. 1-0157	370 Donald St. 2070 Albert St. 1440 St. Catherine St. W. 272 Main St. 513 - 8th Ave. W. 46 St. Clair Ave. E. 1533 West Pender St.	Alex. MacKay Mary Newton L. A. Mainster Harold Ellis R. L. Burdick Bruce Johnson Alf Bell Dorothy Marshall (Mrs.) Hazel Bakes	Sheila Wright Jon Porter J. I. Zrudlo R. L. Burdick Bruce Johnson Alf Bell Dorothy Marshall
Goodis, Goldberg, Dair Ltd.	Toronto Calgary Montreal	RU. 9-1101	288 Lawrence Ave. W. 901 - 8th Ave. S.W. Birks Bldg. Phillips Sq.	Samuel Goldberg J. Joffe	Samuel Goldberg Barbara Kirkpatrick J. Joffe

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Lever Bros.  
Salada-Shirriff-Horsey Ltd.

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**BEAT**  
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**MR. ADAMS AND EVE**  
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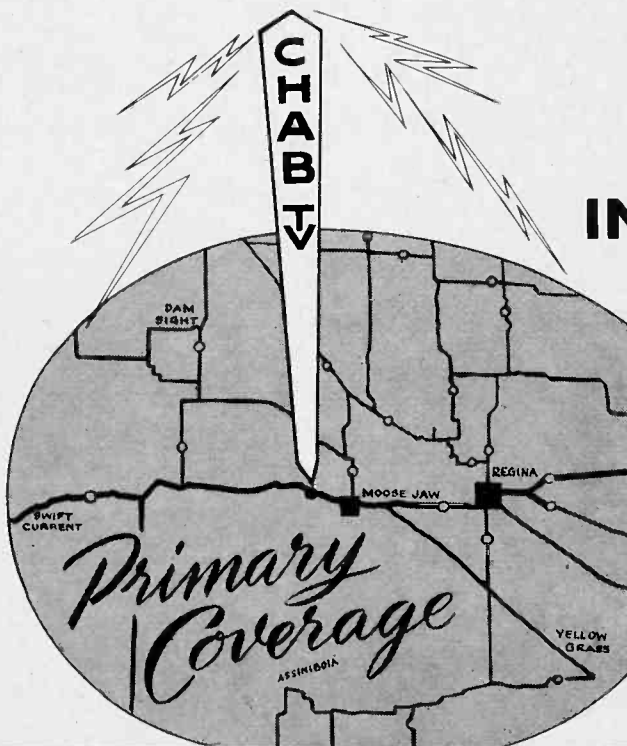
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## ADVERTISING AGENCIES (continued)

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Goodwin-Ellis Advertising Ltd.	Vancouver Calgary	MU. 1-3474 AM. 2-4262	1161 Melville St. 208 Bamlett Bldg.	T. M. Taylor G. S. Menzies	T. M. Taylor G. S. Menzies
Grant Advertising of Canada Ltd.	Toronto	EM. 3-2144	170 University Ave.	Joan G. King	Joan G. King
Grosberg, Pollock & Gwartzman Ltd.	Toronto	WA. 4-9211	78 Charles St. W.	H. J. Pollock	J. E. MacIntyre
Hayhurst, F. H., Co. Ltd.	Montreal	VI. 5-0251	1420 Sherbrooke St. W.	—	E. Brown Joan Johnson Pat Hepburn Manny Brown
	Toronto	HU. 7-4371	55 Eglinton Ave. E.	Robert D. Amos	John Chilman
Heggie Advertising Co. Ltd.	Toronto	HU. 1-5125	97 Eglinton Ave. E.	John Chilman	John Chilman
Huot Advertising Ltd.	Montreal	VI. 2-9011	353 St. Nicholas St.	Paul Vermet	Paul Vermet
Hutchins Advertising of Canada Ltd.	Toronto	WA. 4-3753	35 Hayden St.	William Bounsall	Pat Hennessy
Imperial Advertising Ltd.	Halifax	3-9373	38 Blowers St.	J. B. Regan	J. B. Regan
Industrial Advertising Agency Ltd.	Montreal St. Catharines Toronto	VI. 2-5281 MU. 4-8736 WA. 4-6671	1500 Stanley St. P.O. Box 481 385 Madison Ave.	— — —	A. G. Temple D. C. Williamson (Mrs.) Vera Percival
Inter-Canada (Que.) Adver. Agency Ltd.	Montreal	WE. 4-1874	3488 Cote des Neiges Rd.	Yvon Fortier	Yvon Fortier
Jarvis, Albert Ltd.	Toronto Montreal	WA. 5-3815 AV. 8-9234	1000 Yonge St. 1466 Crescent St.	Godfrey Jarvis	Godfrey Jarvis George Turner
Kastor, Hilton, Chesley, Clifford & Atherton (Canada) Ltd.	Toronto	EM. 2-4231	481 University Ave.	Joan Jackson	Joan Jackson
Kelley, Russell T. Co. Ltd.	Hamilton	JA. 2-1155	627 Main St. E.	F. F. Rose	—
Kenyon & Eckhardt Ltd.	Toronto Montreal	WA. 5-8931 VI. 2-2534	321 Bloor St. E. 550 Sherbrooke St. W.	John A. Winter Robert McCausland	Dorothy Gill
Lippman Advertising Assoc., Inc.	Buffalo	TL. 6-1900	1910 Liberty Bank Bldg.	(Mrs.) Bonnie Roberts	(Mrs.) Bonnie Roberts
Johnny Lombardi (Italian-Canadian) Advertising Agency	Toronto	LE. 1-1144	637 College St.	Johnny Lombardi	Johnny Lombardi
Lovick, James & Co. Ltd.	Montreal Toronto Calgary Edmonton Halifax Regina	UN. 6-8391 WA. 1-1121 AM. 2-6161 GA. 4-2181 3-8800 LA. 3-7570	623 Dominion Sq. Bldg. 800 Bay St. 629-7th Ave. S.W. 10014-107th St. 183 Hollis St. 103 Toronto-Dominion Bank Bldg.	Stella Slattery Ralph Freeman J. Armstrong Jim Younie Walter L. Browne George R. Bothwell	Stella Slattery Walter L. Browne — Walter L. Browne George R. Bothwell
	Vancouver Winnipeg	MU. 4-6221 WH. 3-0623	1178 W. Pender St. 307 Power Bldg.	— Alan B. Jenkins	(Mrs.) A. M. Bothamley Nora Thorvaldson
MacLaren Advertising Co. Ltd.	Montreal Toronto Vancouver Winnipeg	VI. 5-1222 EM. 3-2244 MU. 5-6268 WH. 2-6321	550 Sherbrooke St. W. 111 Richmond St. W. 1240 W. Pender St. 911 Elec. R'l'y Chambers	R. Saucier Hugh Horler J. Hoyland	R. Kirkwood Keith Campbell J. Hoyland W. E. Wilson
McCann-Erickson (Canada) Ltd.	Toronto Montreal Vancouver	WA. 5-3231 VI. 9-8341 MU. 3-5608	200 Bloor St. E. 2055 Peel St. 1030 W. Georgia St.	Don MacMillan W. G. (Bill) Munro Florence Asson	Mel Norman Sheldon Lodge Florence Asson
McConnell, Eastman & Co. Ltd.	Toronto Montreal Vancouver Winnipeg Calgary London Edmonton	HU. 7-4601 UN. 6-6771 MU. 3-2161 WH. 3-7406 AM. 3-7040 GE. 4-4528 GA. 2-5107	234 Eglinton Ave. E. Dominion Sq. Bldg. 1198 W. Pender St. 382 Portage Ave. 337-8th Ave. W. Northern Life Bldg. 10020-109th St.	T. R. Hart (Miss) Cay Draper — Brian C. Jupe (Miss) Pat Lundie — J. R. McCallum	(Mrs.) O. J. Sinclair (Miss) Cay Draper — Gladys M. Ulinder (Miss) Pat Lundie J. Gore J. R. McCallum
McCracken, W. A. Ltd.	Montreal Toronto	VI. 4-9591 WA. 4-0721	2100 Drummond St. 153 St. Clair Ave. W.	— (Mrs.) Marjorie Graves	(Mrs.) Bernice Watson (Mrs.) Marjorie Graves
McGregor-Deaville Advertising	Toronto	WA. 2-4864	1175 Bay St.	Frank Deaville	Art. McGregor
McKim Advertising Ltd.	Toronto Montreal Vancouver Winnipeg	WA. 4-0981 VI. 9-4152 MU. 3-8121 WH. 2-3491	1407 Yonge St. 2100 Drummond St. 1030 W. Georgia St. 250 Portage Ave.	G. W. Leech Wilf Charland A. B. Perry R. I. Morton	Beverly Nicholl (Mrs.) Rotha Webb Miss E. Fox R. I. Morton
Muter, Culiner, Frankfurter & Gould Ltd.	Toronto	WA. 4-5736	1121 Bay St.	Eddie Gould	Gerry Rafelman
Nattall & Maloney Ltd.	Calgary Edmonton	AM. 9-3054 GA. 4-4910	108-12th Ave. S.W. 10666-103rd St.	(Mrs.) Pat McVean J. R. McCallum	(Mrs.) Pat McVean
Needham, Louis & Brorby of Can. Ltd.	Toronto	EM. 4-1492	121 Richmond St. W.	Ray Arsenault	Denise Curran
O'Brien Advertising Ltd.	Edmonton Ottawa Vancouver	GA. 2-5450 RE. 3-9778 MU. 1-9174	117 LaFleche Bldg. 2034 Alta Vista Drive 1455 W. Georgia St.	A. E. Nightingale — George F. Sayers	— R. A. Hay (Mrs.) M. Albrecht
Ogilvy, Benson & Mather (Canada) Ltd.	Toronto	EM. 8-4694	88 University Ave.	George Murray	Joan Bain
Orr, William R. Ltd.	Toronto	HU. 5-9367	240 Eglinton Ave. E.	—	Mona H. Harper
Otto, Robert & Co. (Canada) Ltd.	Toronto	EM. 6-9266	2 Carlton St.	Wib Perry	Wib Perry
Paul, Phelan & Perry Ltd.	Montreal Toronto	UN. 1-5437 WA. 5-3436	1501 Shell Tower 6 Crescent Rd.	George P. Vale George P. Vale	Barry Kinnon Gordon Forsyth
Payeur Publicité Inc.	Quebec	LA. 9-3322	639-8th Ave.	P. E. Giguere	G. H. Payeur
Pennell Advertising	Toronto	EM. 4-2079	145 Yonge St.	Mary Barrer	Mary Barrer
Plant, Elton M. Advertising Ltd.	Windsor	CL. 4-1159	Toronto-Dominion Bank Bldg.	E. M. Plant	Ann Hames
Purkis, Thornton Ltd.	Toronto	EM. 3-3762	330 Bay St.	Gladys Race	Gladys Race
Reimer, C. Advertising Ltd.	Winnipeg	WH. 2-1868	407 Graham Ave.	C. L. Reimer	C. L. Reimer
Ronald-Reynolds & Co.	Toronto Montreal	EM. 2-2381 UN. 6-9471	154 University Ave. 1440 St. Catherine St. W.	Henry E. Karpus Art Wienthal	Vera Hopkins Mary Lapkas

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Ross Roy of Canada Ltd.	Toronto Windsor	EM. 6-0759 CL. 6-2371	481 University Ave. Canada Trust Bldg.	—	Rosalind Burrow R. A. Post
Sauviat, G. R. & Assoc.	Montreal	AV. 8-4171	1500 Stanley St.	Simon Langlais	L. LaCasse
Schneider Cardon Ltd.	Montreal Quebec	UN. 1-4764 MU. 3-0788	1224 St. Catherine St. W. 329 Route De L'Eglise	H. A. Bedford	H. A. Bedford
Smith, R. C. & Son Ltd.	Toronto	HU. 1-2253	140 Merton St.	G. Alec Phare	G. Alec Phare
Spitzer & Mills Ltd.	Toronto Montreal	EM. 6-2811 HU. 1-0344	790 Bay St. 3405 Addington Ave.	Bob Stevenson	Susie McCullagh Louis MacKay
Stanfield, Johnson & Hill Ltd.	Toronto Montreal	WA. 4-8481 UN. 6-8741	255 Davenport Rd. Dominion Sq. Bldg.	William R. Ross	Irene Maklary Diana Stewart
Stansbury, J. E. & Co. Ltd.	Montreal	UN. 6-4473	1070 Bleury St.	—	C. Dumontier
Stevenson & Scott Ltd.	Montreal Toronto Halifax Vancouver	UN. 6-9361 EM. 3-5773 3-8279 MU. 3-5696	1260 University St. 100 Adelaide St. W. 95 Dresden Row 402 West Pender St.	(Miss) Jean Sweeney (Mrs.) E. Fisher C. Emerson Howard Sherrill Adair	(Miss) Jean Sweeney (Mrs.) E. Fisher Ronald Kitley Sherrill Adair
Tames Advertising Agency Ltd.	Toronto	HU. 1-2291	1395 Bayview Ave.	John G. Tames	John G. Tames
Tandy-Richards Advertising Ltd.	Toronto Montreal	EM. 3-6362 VI. 4-8821	20 Carlton St. 550 Sherbrooke St. W.	A. A. Pape Don A. Hawley	D. Prudham Don A. Hawley
Thompson, J. Walter Co. Ltd.	Montreal Toronto	WE. 4-1331 EM. 2-3471	1600 Dorchester St. W. 600 University Ave.	Phillippe Fisette Jack Lingeman	Mary Cardon Mary Moran
Thompson-Petersen Adver. Agency Ltd.	Toronto Montreal	EM. 8-8091 VI. 2-1881	215 Victoria St. 1121 St. Catherine St. W.	Edward Bowman	Walter Reeves
Torobin Advertising Ltd.	Montreal	HU. 9-5331	4920 Western Ave.	I. N. Itzkovitch	Simon Torobin
Vamplew-Colby Advertising Ltd.	Toronto	WA. 3-5589	1175 Bay St.	Thomas Vamplew	Thomas Vamplew
Vickers & Benson Ltd.	Montreal Toronto	UN. 6-7701 EM. 8-3421	Keefer Bldg. 110 Church St.	Laurent Jodoin D. T. Hardman	(Mrs.) Jeannine Guérin (Mrs.) Laura Jensen
Walsh Advertising Co. Ltd.	Toronto Montreal Windsor	EM. 3-3053 WE. 3-6756 CL. 6-2671	2 Carlton St. 1980 Sherbrooke St. W. Canada Bldg.	(Mrs.) Muriel Murray	(Mrs.) June Frost
Weill, R. K. Canada Ltd.	Toronto	WA. 2-3115	67 Yonge St.	—	—
Whitehall Broadcasting Ltd.	Montreal	VI. 9-4156	2100 Drummond St.	Wilf Charland	(Mrs.) Rotha Webb
Willis Advertising Ltd.	Toronto	EM. 3-2073	67 Yonge St.	Clarence Kenney	Clarence Kenney
Young & Rubicam Ltd.	Toronto	EM. 2-3921	250 University Ave.	W. H. Clark	Doreen Dunlop Ian Campbell Dave Hunter
	Montreal	UN. 6-8941	1255 University St.	Gaby Lalande	—



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# PERSONNEL REGISTER (Television)

## CBC NETWORK STATIONS (TELEVISION)

### BRITISH COLUMBIA

**CJDC-TV, DAWSON CREEK:** 106 kw. Audio; 212 kw. Video on Channel 5. CBC Supp. (1) Radio Station CJDC (Dawson Creek, B.C.) Ltd. — (2 & 3) H. L. Michaud — (10) Gary Allbright — (11) Chuck Mudrak — (12) Mrs. Freda Woodhouse — (14) Ethel Emes — (15) Mrs. Freda Woodhouse — (16) Ethel Emes — (17) Bob Carlyle — (18 & 19) Evelyn Edinger — (20) Wayne Roberts — (21) Ralph Messner — (22) TV Reps. Ltd., A. J. Messner & Co., Scharf Broadcast Sales Ltd. — (23) Donald Cooke Inc.

**CFCR-TV, KAMLOOPS:** .35 kw. Audio; .75 kw. Video on Channel 4. CBC Supp. (1) Twin Cities Television Ltd. — (2 & 3) Ian G. Clark — (5) Walter Harwood — (6 & 7) Frank Harris — (8) Bob Malcolm — (10) Gordon Rye — (11) Blain Fairman — (12) Mrs. Vivian Hunt — (13) Gordon Rye — (14) Jean Ross — (15) Shirley Page — (16) Mrs. Vivian Hunt — (17) Mrs. Jackie Panagrot — (18) Blain Fairman — (19) Bill Reith — (21) Kurt Reichenek — (22) All-Canada Television Ltd. — (23) Weed & Company.

**CHBC-TV, OKANAGAN NETWORK, KELOWNA:** 1.6 kw. Audio; 3.7 kw. Video on Channel 2. CBC Supp. (1) Okanagan Valley Television Co. Ltd. — (2 & 3) Roy G. Chapman — (5) R. L. Dick Sharp — (6) Norman Williams — (7, 8 & 10) Russ Richardson — (11) Dave Sparrow — (12) Edna Olive — (13) Bob Wilson — (14) Norm Williams — (15) Lee Hoffman — (16) Terry Bennett — (17) Bob McRory — (18 & 19) Peter Mugford — (20) Ian Ross — (21) Tom Wyatt — (22) All-Canada Television Ltd. — (23) Weed & Company.

**CHBC-TV-1, PENTICTON:** .27 kw. Audio; .54 kw. Video on Channel 13. Satellite of CHBC-TV. Same Staff.

**CHBC-TV-2, VERNON:** .31 kw. Audio; .62 kw. Video on Channel 7. Satellite of CHBC-TV. Same staff.

**CHBC-TV-3, OLIVER-OSOYOOS:** .11 kw. Audio; .22 kw. Video on Channel 8. Satellite of CHBC-TV. Same staff.

**CHBC-TV, PRINCETON:** .019 kw. Audio; .03 kw. Video on Channel 72 (UHF). Independent Satellite of CHBC-TV. Same staff.

### KEY

- |                             |                       |                         |
|-----------------------------|-----------------------|-------------------------|
| 1. Owner or Company name    | 9. Music Director     | 17. Copy Chief          |
| 2. President (if a company) | 10. News Director     | 18. Film Librarian      |
| 3. General Manager          | 11. Sports Director   | 19. Film Editor         |
| 4. Operations Manager       | 12. Women's Director  | 20. Chief Operator      |
| 5. Commercial Manager       | 13. Farm Director     | 21. Dir. of Engineering |
| 6. Production Supervisor    | 14. Promotion Manager | 22. Canadian Reps       |
| 7. Program Manager          | 15. Traffic Manager   | 23. U.S. Reps           |
| 8. Chief Announcer          | 16. Art Director      |                         |

**CBUAT, TRAIL:** .082 kw. Audio; .164 kw. Video on Channel 11. Owned and operated by the Canadian Broadcasting Corporation.

**CBUAT-1, NELSON:** .280 kw. Audio; .560 kw. Video on Channel 9. Satellite of CBUAT. Owned and operated by the Canadian Broadcasting Corporation.

**CHAN-TV, VANCOUVER:** .94 kw. Audio; .180 kw. Video on Channel 8. (1) Vantel Broadcasting Co. Ltd. — (2 & 3) Art Jones — (4) Ken Bray — (7) Merv Stone — (8) Rudy Hartman — (10) Roy Jacques — (11) Brad Keene — (13) Norm Griffin — (14) Blair Paterson — (15) Lloyd Colthorp — (16) Hilary Stewart — (18) Mrs. Ruth Levy — (19) Don Cumming — (21) Ernie Ross — (22) All Canada Television — (23) Weed & Company.

**KVOS-TV, BELLINGHAM-VANCOUVER:** 112 kw. Audio; 224 kw. Video on Channel 12. CBS (1) KVOS (Canada) Ltd. — (2 & 3) Gordon M. Reid — (4) Andy Anderson — (5) Herman Burkart — (6) Jack Gettles — (7) Andy Anderson — (8) Frank Janke — (10) Bill Hoyt — (11) Haines Fay — (12) Elaine Horn — (13) Hal Reeves — (14) Marian Boylan — (15) Del Pawliw — (16) Ken Davidson — (17) Leslie Mathers — (21) W. Evans — (22) Stovin-Byles Ltd. — (23) Forjoe Canadian Ltd.

**CBUT, VANCOUVER:** 254 kw. Audio; 47.6 kw. Video on Channel 2, CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**COURTENAY:** .375 kw. Audio; .625 kw. Video on Channel 7. Satellite of CBUT. Owned and operated by the Canadian Broadcasting Corporation.

**CHEK-TV, VICTORIA:** 50 kw. Audio; 100 kw. Video on Channel 6. CBC Basic. (1) CHEK-TV Limited — (2 & 3) David M. Armstrong (Station Manager) - Richard L. McDaniel — (5) Douglas J. Taylor (Senior Announcer) - Bob McGavin — (10) Andy

Stephen — (11) Keith McKenzie — (12) Mrs. Willi Taylor — (14) Ken Hughes — (15) Anne Penner — (16) Clifford Kadatz — (21) Norman E. Berquist — (22) TV Reps. Ltd., Broadcast Sales Ltd., Scharf Broadcast Sales — (23) Young Canadian Ltd.

### ALBERTA

**CFCN-TV, CALGARY:** 50 kw. Audio; 100 kw. Video on Channel 2. CBC Basic. (1) CFCN Television Ltd. — (2) Jas. L. Love (Exec. Vice-President) - Gordon L. Carter — (7) Hugh E. Edmonds — (8) Larry Langley — (9) E. W. Chapman — (10) Wm. N. Love — (11) Henry J. Viney — (14) James S. Louks — (15) Mrs. Jean Bown — (16) Charles Heine (Photography) - Gerald W. Moir — (19) Gary T. Smith — (21) Robert W. Lamb — (22) TV Reps. Ltd. — (23) Young Canadian Ltd.

**CHCT-TV, CALGARY:** 50 kw. Audio; 100 kw. Video on Channel 2. CBC Basic. (1) Calgary Television Ltd. — (2) F. R. Shaw — (3) A. M. Cairns — (4) Ron Chase — (5) J. Norman Inkster — (6) Charles Moore — (10 & 11) Ed Whalen — (13) Reuben Hamm — (14) Bill Smith — (15) Edith Garbutt — (16) Les Funtek — (17) Mary Ellis — (19) Gordon Warner — (21) Lee Crawley — (22) All Canada TV — (23) Weed & Company.

**CBXT-TV, EDMONTON:** 159 kw. Audio; 318 kw. Video on Channel 5. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CFRN-TV, EDMONTON:** 90.4 kw. Audio; 180.3 kw. Video on Channel 3. CBC Basic. (1) Sunwapta Broadcasting Co. Ltd. — (2) G. R. A. 'Dick' Rice — (3) S. S. 'Sid' Lancaster — (4) Frank Makepeace — (5) B. D. 'Bruce' Alloway — (6) Don Brinton — (7) George Kidd — (8) Ed. Kay — (9) Harry Farmer — (10) Ab Douglas — (11) Al Shaver — (12) Mrs. Laura Kennedy — (14) Ross Langmaid — (15) Mrs. Olive Pope — (16) Peter Leonard — (17) Dan Kaufman — (18 & 19) Keith Neale — (20) Herb Ashley — (21) Ted Wadson — (22) TV Reps. Ltd. — (23) Young Canadian Ltd., Harlan Oakes & Assoc.

**CJLH-TV, LETHBRIDGE:** 85.5 kw. Audio; 171 kw. Video on Channel 7. CBC Basic. (1) Lethbridge Television Ltd. — (2 & 3) Norman Botterill — (5) Lloyd Crittenden — (10) Del Delmage — (11) Al McCann — (12) Mrs. Kay MacLeod — (15) Win Dufty — (16) Walter Nishida — (18 & 19) Mrs. Betty Glendenning — (21) Victor Reed — (22) All-Canada Television — (23) Weed & Co.

**CHSA-TV, LLOYDMINSTER:** 7.3 kw. Audio; 14.63 kw. Video on Channel 2. CBC Supp. (1) CHSA-TV Limited — (2 & 3) Arthur F. Shortell (Station Manager) - Peter J. Edwards — (5, 6 & 7) Ron Watmough — (9) Janet Gurney — (10) Bill Bourne — (11) Wes Montgomery — (13) Eddie Kolmas — (14) Mrs. Jean B. McCune — (15) Donna McKay

### Basic

#### ATLANTIC REGION

- \*CBHT Halifax, N.S.
- \*CJCB-TV Sydney, N.S.
- \*CKCW-TV Moncton, N.B.
- \*CHSJ-TV Saint John, N.B.
- \*CJCN-TV Grand Falls, Nfld.
- \*CFNS-TV Harmon Field, Nfld.
- \*CJON-TV St. John's, Nfld.
- \*CBYT Cornerbrook, Nfld.
- \*CFCY-TV Charlottetown, P.E.I.

#### MID-EASTERN REGION

- \*CBLT Toronto, Ont.
- \*CHEX-TV Peterborough, Ont.
- \*CKWS-TV Kingston, Ont.
- \*CBOT Ottawa, Ont.
- \*CBMT Montreal, Que.
- \*CHCH-TV Hamilton, Ont.
- \*CKCO-TV Kitchener, Ont.
- \*CFPL-TV London, Ont.
- \*CKLW-TV Windsor, Ont.
- \*CKSO-TV Sudbury, Ont.
- \*CJIC-TV Sault Ste. Marie, Ont.
- \*CFCJ-TV Port Arthur, Ont.
- \*CKVR-TV Barrie, Ont.
- \*CKNX-TV Wingham, Ont.
- \*CKGN-TV North Bay, Ont.
- \*CFCL-TV Timmins, Ont.
- \*CBWAT Kenora, Ont.

#### PRAIRIE REGION

- \*CBWT Winnipeg, Man.
- \*CKX-TV Brandon, Man.
- \*CKCK-TV Regina, Sask.
- \*CFQC-TV Saskatoon, Sask.
- \*CHCT-TV Calgary, Alta.
- \*CFRN-TV Edmonton, Alta.
- \*CJLH-TV Lethbridge, Alta.
- CHSA-TV Lloydminster, Alta.
- \*CKOS-TV Yorkton, Sask.
- \*CHAB-TV Moose Jaw, Sask.
- \*CKBI-TV Prince Albert, Sask.
- \*CJFB-TV Swift Current, Sask.
- \*CHAT-TV Medicine Hat, Alta.
- \*CHCA-TV Red Deer, Alta.

#### PACIFIC REGION

- \*CFCR-TV Kamloops, B.C.
- \*CHBC-TV Kelowna, B.C.
- CJDC-TV Dawson Creek, B.C.
- \*CBUT Vancouver, B.C.
- \*CHEK-TV Victoria, B.C.

#### QUEBEC REGION

- \*CBFT Montreal, Que.
- \*CKMI-TV Quebec, Que.
- \*CFQM-TV Quebec, Que.
- \*CJBR-TV Rimouski, Que.
- \*CBOFT Ottawa, Ont.
- \*CKRS-TV Jonquière, Que.
- \*CHLT-TV Sherbrooke, Que.
- \*CKTM-TV Three Rivers, Que.
- \*CKBL-TV Matane, Que.
- \*CKRN-TV Rouyn, Que.
- CHAU-TV New Carlisle, Que.
- \*CBAFT Moncton, N.B.
- CBWFT Winnipeg, Man.

### Supplementary

- \*CKMI-TV Quebec, Que.
- \*CHAT-TV Medicine Hat, Alta.
- \*CHCA-TV Red Deer, Alta.
- \*CKBI-TV Prince Albert, Sask.
- \*CHAB-TV Moose Jaw, Sask.
- \*CJFB-TV Swift Current, Sask.
- \*CKOS-TV Yorkton, Sask.
- CJDC-TV Dawson Creek, B.C.
- \*CFCR-TV Kamloops, B.C.
- \*CHBC-TV Kelowna, B.C.
- \*CJSS-TV Cornwall, Ont.

\* Indicates stations on the Microwave Link.

— (16) Rolf Sodeman — (17) Gordon Larson — (18 & 19) Don Hoefling — (20) Moe La Croix — (21) Peter A. Robertson — (22) Jos. A. Hardy Ltd., A. J. Messner & Co., Scharf Broadcast Sales Ltd. — (23) Devney-O'Connell Inc.



**Dominates  
Town &  
Country  
in Western  
Ontario**

**CHANNEL 8 — WINGHAM**

repped by ALL-CANADA TELEVISION

**CHAT-TV, MEDICINE HAT:** 3 kw. Audio; 5.7 kw. Video on Channel 6. CBC Supp. (1) Monarch Broadcasting Co. Ltd. — (3) Robert J. Buss — (4) Larry Glover — (5) Jon Thibert — (10) Stan Weiler — (11) Slim Cook — (12) Lois Lavers — (13) Keith Newman — (15) Joanne Halliday — (16) Peter Soehn — (17 & 18) Cliff Dacre — (19) Ed Geisinger — (21) Sid Gaffney — (22) All-Canada Television Ltd. — (23) Weed & Co.

**CHCA-TV, RED DEER:** 13 kw. Audio; 26 kw. Video on Channel 6. CBC Basic. (1) CHCA Television Ltd. — (2 & 3) G. A. Bartley (Assistant Manager)-Mrs. Audrey Sale—(5) Douglas Clarke — (7) Garnet Anthony (Photography Director) - Don McRae—(10) Morley Jaeger — (11) Ron Roberts — (12) Wanda Kanton — (13) Terry Olford — (14 & 15) Donna-Mae Wyrozub — (16) Howard Smith — (17) Marilyn Davies — (18) Denis Sicohe — (20) Don Arychuk — (21) John Jonkman — (22) Allied Broadcast Services, Scharf Broadcast Sales — (23) Forjoe Canadian Ltd.

### SASKATCHEWAN

**CHAB-TV, MOOSE JAW:** 53 kw. Audio; 100 kw. Video on Channel 4. CBC Supp. (1) Radio Station CHAB Ltd. — (2 & 3) Jack Moffat — (5) Joe Lawlor — (6) Terry McBurney — (10) John McManus — (11) Ken Newans — (15) Mrs. Donaleen Young — (16) Graham Henderson — (17) Gary Cormack — (18) Ruth Probert — (22) Television Reps. Ltd. — (23) Young Canadian Ltd.

**CKBI-TV, PRINCE ALBERT:** 61 kw. Audio; 100 kw. Video on Channel 5. CBC Supp. (1) Central Broadcasting Co. Ltd. — (2 & 3) E. A. Rawlinson — (5) Ian Robertson — (6 & 7) J. J. Cennon — (9) Ian Barrie — (10 & 11) Nick Roche — (12) Mrs. Marion Sherman — (13) Gerry Palmer — (14) Gerald Prest — (18) Mrs. Lorraine Hawksworth — (20) Jim Scarrow — (21) Tom VanNess — (22) All-Canada Television — (23) Weed & Co.

**CKCK-TV, REGINA:** 53.5 kw. Audio; 100 kw. Video on Channel 2. CBC Basic. (1) Transcanada Communications Ltd. — (2) Michael Sifton — (3) Harold Crittenden (Asst. Manager) - Lloyd Westmoreland — (5) Don Tunnicliffe — (6) Doug Lee — (7) Harold Van Wiebe — (10) Murray Masterson — (11) Ken Milton — (12) Lillian Senton — (13) Morley Wilson — (14) Bill Rees — (15) Mrs. Marion Kelly — (16) Joe Soehn — (17) Les McDiarmid — (18) Doris Gresdal — (19) Mrs. Jean Harrison — (21) Lorne McBride — (22) All-Canada TV — (23) Weed & Co.

**CFQC-TV, SASKATOON:** 180 kw. Audio; 325 kw. Video on Channel 8. CBC Basic. (1) A. A. Murphy & Sons Ltd. — (2) W. A. 'Bill' Murphy (Vice-Pres.) - G. Blair Nelson — (Station Manager) - Walter Romanow — (5) Will W. Klien — (7) Greg Barnsley — (10) Bill Cameron — (11) Don Wittman — (12) Mrs. Sally Merchant — (13) Warren Wismer — (14) Mrs. Jean Korchin — (15) Grace Dafeo — (16) Nick Semenoff — (17) John Simms — (19) Leslie Semko — (21) Lyn Hoskins — (22) TV Reps. Ltd. — (23) Young Canadian Ltd.; H. G. Oakes & Associates.

**CJFB-TV, SWIFT CURRENT:** 6.65 kw. Audio; 13.3 kw. Video on Channel 5. CBC Supp. (1) Swift Current Telecasting Co. Ltd. —

(2, 3 & 4) William D. Forst — (5) Walter S. Buffman — (6 & 7) Julie Forst — (8) Garry Gibney — (9) Verda Towne — (10) Garry Gibney — (11) Alex Maxwell — (12) Julie Forst — (13) Gordon Foth — (14) Julie Forst — (15) Margaret Forrester — (16) George Kushner — (17) Muriel deCruyenaers — (18) Brent Germain — (19) Clint Forester — (20) Ron Nordquist — (21) Jim Coulter — (22) Allied Broadcast Services, Broadcast Reps. Ltd., TV Reps. Ltd. (23) Forjoe Canadian Ltd.

**CKOS-TV, YORKTON:** 2.5 kw. Audio; 5 kw. Video on Channel 3. CBC Supp. (1) Yorkton Television Co. Ltd. — (2) Norman Roebuck — (3) Ronald L. Skinner — (5) Harold Olson — (7) Kristin Olson — (10) Gerald D. Birch — (11) Linus Westberg (13 & 14) Norman Roebuck — (15) Mrs. Geraldine Pepler — (16) Hugh C. Vassos — (17) Joseph P. Laurans — (18 & 19) Roger Bruneau — (21) George S. Skinner — (22) Stovin-Byles Ltd. — (23) Devney-O'Connell Inc.

### MANITOBA

**CKX-TV, BRANDON:** 9.65 kw. Audio; 19.3 kw. Video on Channel 5. CBC Basic. (1) Western Manitoba Broadcasters Ltd. — (2 & 3) John B. Craig — (5) Archie Olson — (6) Don Williams — (7) Stuart Craig — (10) John Wallace — (11) Harry Stothard — (13) Frank Bird — (14) Marvin Freeman — (15) Miss Elaine Murray — (16) Mrs. Ann Smith — (17) Don Williams — (19) Harold Pullaw — (20) Tom Stacey — (21) Al Gomez — (22) All-Canada Television — (23) Weed & Co.

**CBWT, WINNIPEG:** 34.7 kw. Audio; 57.8 kw. Video on Channel 3. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CBWFT, WINNIPEG:** 1.72 kw. Audio; 2.87 kw. Video on Channel 6. CBC French Network. Owned and operated by the Canadian Broadcasting Corporation.

**CJAY-TV, WINNIPEG:** 180 kw. Audio; 325 kw. Video on Channel 7. (1) Channel Seven Television Ltd. — (2) R. S. Misener — (3) Jack M. Davidson — (4) Joe Gibson — (5) Jerry Johnson — (6) Barry Gordon — (7) Stewart MacPherson — (9) Dick Seaborn — (10) Bud Sherman — (13) Don McLean — (14) Barry Nicholls — (15) Phillis Valentine — (16 & 17) Don Nairn — (20) Bud Marce — (21) A. G. 'Bert' Cobb — (22) Stovin-Byles Ltd. — (23) Weed & Co.

### ONTARIO

**CKVR-TV, BARRIE:** 50 kw. Audio; 100 kw. Video on Channel 3. CBC Basic. (1) Ralph Snelgrove Television Ltd. — (2) Ralph T. Snelgrove — (3) Bert Snelgrove — (4) Jack Mattenley — (5) Charles Tierney — (6) Richard Clarke — (7) Everett Smith — (8) Donald Gray — (9) Everett Smith — (10) Bill Harrington — (11) Bill Bennett — (12) Mrs. Wendy Hicks — (13) Everett Smith — (14) Charles Tierney — (15) Philip Sheridan — (16) Frank Fog — (17) Stanley Carter — (18) Margo Kelcey — (19) Mrs. Beverley Kennedy — (20) Roger Kennedy — (21) Harold Atkinson — (22) Paul Mulvihill & Co. Ltd., A. J. Messner & Co., Scharf Broadcast Sales — (23) Young Canadian Ltd.

**CJSS-TV, CORNWALL:** 130 kw. Audio; 260 kw. Video on Channel 8. CBC English & French Supp.

(1) Cornwall Broadcasting Ltd. (General Manager) - D. W. G. Martz — (7) William Ellison — (10) Doug. Johnson — (11) Barrie Dunsmore — (15) Alma Laroque — (16) Al Viscount — (17) Lou Piper — (19) Rod Rabey — (20) Wayne Harrison — (21) Bill Still — (22) Stovin-Byles Ltd. — (23) Weed & Co.

**CHCH-TV, HAMILTON:** 90 kw. Audio; 150 kw. Video on Channel 11. CBC Basic. (1) Niagara Television Ltd. — (2) Ken. D. Soble (Asst. Gen. Mgr.) - Sydney J. Bibby — (5) Harold G. Burley — (6) Jack O. Burghardt — (7) James S. Purvis — (9) Joseph M. Carlo — (10) David C. Rogers — (11) Norman S. Marshall — (14) Hugh T. Trueman — (15) Mrs. Marlene Bodden — (16) William F. Garnett — (17) Donald Pilcher — (19) Douglas Gale — (21) William E. Jeynes — (22) All-Canada TV Ltd. — (23) Young Canadian Ltd.

**CBWAT, KENORA:** 247 kw. Audio; 493 kw. Video on Channel 8. Owned and operated by the Canadian Broadcasting Corporation.

**CKWS-TV, KINGSTON:** 154 kw. Audio; 257 kw. Video on Channel 11. CBC Basic. (1) Frontenac Broadcasting Co. Ltd. — (2) Senator W. R. Davies — (3) Don Lawrie — (4) Roy Hofstetter — (5) Tom Tomkow — (6) Bill Luxton — (7) Gord Shale — (8) Bill Luxton — (10) Floyd Patterson — (11) Max Jackson — (12) Mrs. Claire Leonard — (13) Lloyd Cowle — (14) Mrs. Joy Villeneuve — (15) Mrs. Audrey Sutton — (16) Martha Jamieson — (17) Mrs. Marion Fleming — (18 & 19) Mrs. Lois Scrutton — (20) Bill Swaffield — (21) Gord Backus — (22) All-Canada TV Ltd. — (23) Weed & Co.

**CKCO-TV, KITCHENER:** 325 kw. Audio; 160 kw. Video on Channel 13. CBC Basic. (1) Central Ontario Television Ltd. (2) Carl A. Pollock — (3) William D. McGregor (Executive Director) - Eugene E. Fitzgibbons — (7) Bruce Lawson — (10) Gary McLaren — (11) Tom Rafferty — (12) Mrs. Elaine Cole — (14) William Whiting — (15) Rita Glennie — (16) Don Bowen — (17) Rick Lafferty — (19) Lorne Cole — (20) Paul Turchan — (22) Jos. A. Hardy & Co. Ltd., Scharf Broadcast Sales Ltd. — (23) Weed & Co.

**CFPL-TV, LONDON:** 195 kw. Audio; 325 kw. Video on Channel 10. CBC Basic. (1) London Free Press Printing Co. Ltd. — (2) Walter J. Blackburn — (3) Murray T. Brown — (4) R. A. 'Bob' Reinhart — (5) W. Cliff Wingrove — (6) Kevin L. Knight — (7) R. A. 'Bob' Reinhart — (8) Jas. A. Plant — (10) Ron Laidlaw — (11) Ward Cornell — (12) Mrs. Hope Garber—(13) Roy Jewell—(14) W. Thomas Daley — (15) Warren H. Blahout — (16) John Andrew—(17) Thomas W. Bird—(18 & 19) Pat Walker—(20) Dale Duffield — (21) Glen A. Robitaille — (22) All-Canada TV Ltd. — (23) Weed & Co.

**CKGN-TV, NORTH BAY:** 25.75 kw. Audio; 51.5 kw. Video on Channel 10. CBC Basic. (1) Tel-Ad Co. Ltd. — (2) Mrs. P. A. Campbell — (3) Harvey Freeman — (5) Jim Gibson — (6 & 7) Dave Mee — (8) John Size — (9) Tom Boland — (10) Bob Lewis — (11) Norris Whitfield — (12) Betty Nicholls — (13) Tom Boland — (14) Al Fofal — (15) Mrs. Isla Rochette — (16) Mrs. Terry Lewis — (18 & 19) Mrs. Eleanor Berry — (20) Barry Galvin — (21) Gord Ballantyne — (22)

# Christmas

and

# New Year

# Greetings

From

all

Of Us

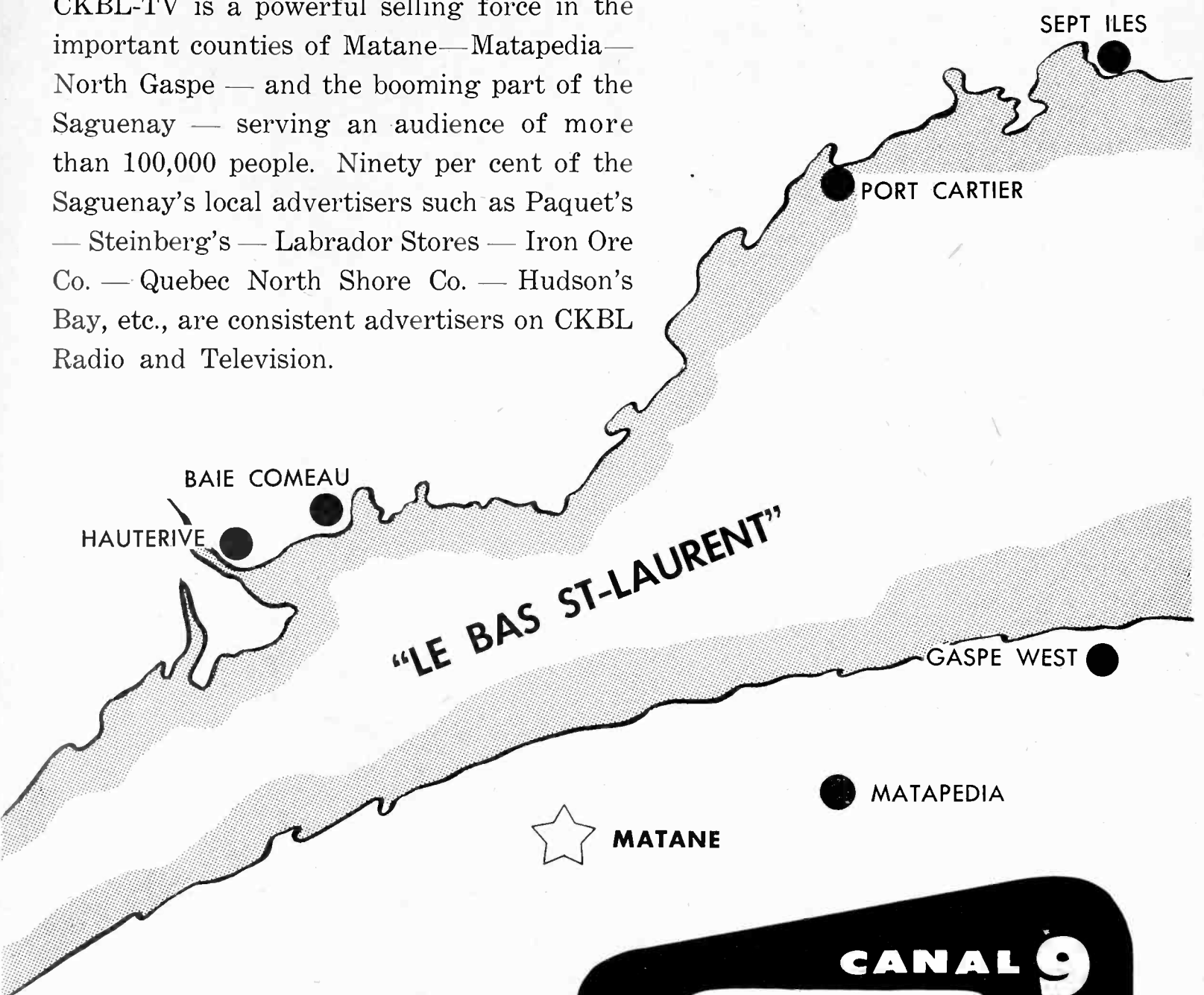
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in the Province of Quebec"*



Paul Mulvihill & Co. Ltd. — (23) Young Canadian Ltd.

**CJOH-TV, OTTAWA:** Owned by E. L. Bushnell Associates Ltd., CJOH-TV will be on the air March 1961.

**CBOT, OTTAWA:** 26.7 kw. Audio; 50.1 kw. Video on Channel 4. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CBOFT, OTTAWA:** 17 kw. Audio; 31 kw. Video on Channel 9. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CHOV-TV, PEMBROKE:** Owned by Ottawa Valley Broadcasting Co. Ltd., CHOV-TV will be on the air early in the new year.

**CHEX-TV, PETERBOROUGH:** 61.2 kw. Audio; 102 kw. Video on Channel 12. CBC Basic. (1) Kawartha Broadcasting Co. Ltd. — (2) Senator Rupert Davies — (3) Donald Lawrie (Station Mgr.) — Keith Packer — (5) Robert E. Kinsman — (7) Don. J. Alexander — (8) W. Lloyd McQuiggin — (9) Hugo Tapp — (10) Alan Porteous — (11) Dave Devall — (12) Mrs. Marie Callaghan — (14) Eleanor McBrien — (15) Marnie McTeague — (16) Ronald Wilson — (17) John Browman — (18 & 19) Paul Devlin — (20) Fred Barrie — (21) Bert Crump — (22) All-Canada TV Ltd. — (23) Weed & Co.

**CFCJ-TV, PORT ARTHUR:** 30 kw. Audio; 55 kw. Video on Channel 2. CBC Basic. (1) Thunder Bay Electronics Ltd. — (2) Mrs. Clara F. Dougall — (3 & 4) Garnet N. Conger — (5) Jack Masters — (6) Dave Ruskin — (10) John Friesen — (11) Joe Kozokowsky — (12) Mrs. Audrey Neish — (15) Mrs. Joan Cochrane — (16) Bruce McNally — (18) Brian Vance — (19) Lorne Delinsky — (20) Don Glover — (21) Gerhard Buetow — (22) All-Canada TV Ltd. (Effective January 1-61 - TV Reps. Ltd.) — (23) Weed & Co.

**CJIC-TV, SAULT STE. MARIE:** 15 kw. Audio; 28 kw. Video on Channel 2. CBC Basic. (1) Hyland Radio TV Co. Ltd. — (2) Mrs. J. G. Hyland — (3 & 4) Russell H. Ramsay — (5) Gene Plouffe — (6) Frank Gardi — (7) Paul F. Fockler — (8) John Rhodes — (9) Ted Cunningham — (10) Lionel McAuley — (11) Russell H. Ramsay — (12) Mrs. Grace Pitt — (14) Frank Gardi — (15) Mrs. Rita Purdy — (16) Murray MacGillivray — (17) Mrs. Beverley Zimmerman — (18) Mrs. Beverley Kovacs — (19) Margie McMillan — (20) Joseph Boyle — (21) David Irwin — (22) All-Canada TV Ltd. — (23) Weed & Co.

**STURGEON FALLS:** 5.25 kw. Audio; 8.75 kw. Video on Channel 7. CBC French Network. Owned and operated by the Canadian Broadcasting Corporation.

**SUDBURY:** 361 kw. Audio; 601 kw. Video on Channel 13. Satellite of Sturgeon Falls. Owned and operated by the Canadian Broadcasting Corporation.

**CKSO-TV, SUDBURY:** 16 kw. Audio; 30 kw. Video on Channel 5. CBC Basic. (1) CKSO Radio Ltd. — (2) W. J. Woodill — (3) Ralph Connor — (4) Wayne Cullum — (5) Ian Laidlaw — (6) Randy Martin — (7) Wayne Cullum — (8) Basil Scully — (10) Tom Kerwin — (11) Hub Beaudry —

KEY

- |                             |                       |                         |
|-----------------------------|-----------------------|-------------------------|
| 1. Owner or Company name    | 9. Music Director     | 17. Copy Chief          |
| 2. President (if a company) | 10. News Director     | 18. Film Librarian      |
| 3. General Manager          | 11. Sports Director   | 19. Film Editor         |
| 4. Operations Manager       | 12. Women's Director  | 20. Chief Operator      |
| 5. Commercial Manager       | 13. Farm Director     | 21. Dir. of Engineering |
| 6. Production Supervisor    | 14. Promotion Manager | 22. Canadian Reps       |
| 7. Program Manager          | 15. Traffic Manager   | 23. U.S. Reps           |
| 8. Chief Announcer          | 16. Art Director      |                         |

(12) Trudy Manchester — (15) Mrs. Betty Sellars — (16) Nick Nyckulchuk — (17) Mrs. Shirley Malcolm — (18) Mrs. Noreen Ede — (19) Jim O'Grady — (20) Bill Renaud — (21) Wallace Robert — (22) All-Canada TV Ltd. — (23) Weed & Co.

**CKSO-TV-1, ELLIOT LAKE:** 2 kw. Audio; 4 kw. Video on Channel 3. Satellite of CKOS-TV. Same staff.

**CFCL-TV, TIMMINS:** 50 kw. Audio; 100 kw. Video on Channel 6. CBC Basic. (1) J. Conrad Lavigne Enterprises Ltd. — (2) J. Conrad Lavigne — (3) René Barrette — (5) Harry Charbonneau — (7) Jean DeVilliers — (9) Mrs. Georgette Barrette — (10) Bob Brown — (11) Gaston Bergeron (14) Mrs. Isabella Appleby — (15) Mrs. Denise Philbert — (16) Michael J. Duncan — (17) Lois Hurst — (18) Hazel Clermont — (21) Rudy Fauteux — (22) Paul Mulvihill & Co. Ltd., Scharf Broadcast Sales Ltd. — (23) Devney-O'Connell Inc.

**CFCL-TV-1, KAPUSKASING:** .0225 kw. Audio; .045 kw. Video on Channel 3. Satellite of CFCL-TV. Same staff.

**CFCL-TV-2, ELK LAKE:** 1.8 kw. Audio; 3.5 kw. Video on Channel 2. Satellite of CFCL-TV. Same staff.

**CBLT, TORONTO:** 53.5 kw. Audio; 99.5 kw. Video on Channel 6. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CFTO-TV, TORONTO:** 325 kw. Video on Channel 9. (1) Baton Aldred. Rogers Broadcasting Ltd. — (2) Joel W. Aldred — (3) Charles Baldour (Sales Manager) — Al Bruner — (Production Co-Ordinator) — Len McColl — (Program Director) — Rai Purdy — (10) Ron Poulton — (11) John Esaw (Supervisor of Woman's Affairs) — Jeann Beattie — (13) Doug Robinson — (14) Kevin Holen — (15) Vera Bayrak — (18) Don Williamson — (21) Tom Reynolds — (22) TV Reps. Ltd.

**CKLW-TV, WINDSOR:** 180 kw. Audio; 325 kw. Video on Channel 9. CBC Basic. (1) Western Ontario Broadcasting Co. Ltd. — (2 & 3) J. E. 'Ted' Campeau — (4) S. C. Ritchie — (5) Bruce Chick — (6) Thomas Sutton — (7) S. C. Campbell Ritchie — (9) Wally Townsend — (10) Austin Grant — (11) Art Laing — (12) Mrs. Myrtle Labbitt — (13) Austin Grant — (14) Arthur Gloster — (15) Bruce Chick — (16) Charles Knight — (18) Violet Chapman (Film Manager) — Arthur McColl — (20) Kenneth Stewart — (21) Stewart Clark — (22) All-Canada TV Ltd. — (23) Young Canadian Ltd.

**CKNX-TV, WINGHAM:** 100 kw. Audio; 180 kw. Video on Channel 8. CBC Basic. (1) Radio Station CKNX Ltd. — (2) W. T. Cruikshank — (3) G. W. Cruikshank — (4) Bruce St. George — (5) Ross Hamilton — (6) Doug McGowan — (7) Bill Harris — (8) Monte Snider — (9) Reg Bitton — (10) John Strong — (11) Johnny Brent — (12) Anna McDonald — (13) Vaughn Douglas — (14) Reg Bitton — (15) Mrs. Helen Fleury — (16) Bob Wolfenden — (17) Ian

MacLaurin — (18 & 19) Hap Swatridge — (20) Jack Caesar — (21) S. C. Reid — (22) All-Canada TV Ltd. — (23) Young Canadian Ltd.

QUEBEC

**CKRS-TV, JONQUIERE:** 21 kw. Audio; 42 kw. Video on Channel 12. CBC French Basic. (1) Radio Saguenay Ltée. — (2) Henri Lepage — (3) Tom Burham — (4 & 5) Paul J. Audette — (6, 7 & 8) Claude Colbert — (10) Lionel Tremblay — (11) Jean Martin — (14) Maurice Petit — (15) Jeanne Rattie — (18 & 19) Eugene Michaud — (21) Gerard Lemieux — (22) Jos. A. Hardy & Co. Ltd. — (23) Young Canadian Ltd.

**CKBL-TV, MATANE:** 170 kw. Audio; 280 kw. Video on Channel 9. CBC French Basic. (1) La Cie de Radiodiffusion de Matane Ltée. — (2, 3 & 4) Rene Lapointe — (5) Octave Lapointe — (6 & 7) Roger Bergeron — (8) Jacques Proulx — (9) Marcelle Deschênes — (10) Nap Garipey — (11) Andre Watters — (12) Lauren Jourdain — (13) Jean Marie Provost — (14) Claude Guenette — (15) Georgette Lavoie — (16) Jean Marie Provost — (17) Georgette Lavoie — (18 & 19) Jules Chouinard — (20) Yvan Fortier — (21) Jos. Thibeau — (22) Jos. A. Hardy & Co. Ltd. — (23?) Young Canadian Ltd.

**CBFT, MONTREAL:** 50 kw. Audio; 100 kw. Video on Channel 2. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CBMT, MONTREAL:** 26.2 kw. Audio; 43.8 kw. Video on Channel 6. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CFCF-TV, MONTREAL:** 160 kw. Audio; 325 kw. Video on Channel 12. (1) Canadian Marconi Co. — (2) S. M. Finlayson — (3) R. E. 'Dick' Misener — (4) Jim Boyd — (5) R. J. 'Bob' Johnston — (7) S. B. 'Bud' Hayward — (10) A. G. 'Bert' Cannings — (11) Brian McFarlane — (14) Pat Tweedie — (15) Joe Cjates — (16) Joel Barg — (17) John Wylie — (19) Molly Alderson — (21) J. C. 'Creighton' Douglas — (22) All-Canada TV Ltd. — (23) Weed & Co. (Due to commence operations early in 1961).

**CFTM-TV, MONTREAL:** 162 kw. Audio; 325 kw. Video on Channel 10. (1) Tele-Metropole Corporation — (2) J. A. DeSève — (3) André Ouimet — (4) Roland Giguere — (6 & 7) Jean Paul Ladouceur — (14) Jean Marion — (15) Mrs. Françoise Cochrane — (19) Maurice Bastien — (21) Maurice Doucet — (22) Paul L'Anglais Inc. — (23) Forjoe & Co. (Due to commence operating in 1961).

**CHAU-TV, NEW CARLISLE:** 52 kw. Audio; 100 kw. Video on Channel 5. CBC French Basic. (1) Télévision de la Baie des Chaleurs Inc. — (2) J. Léo Hachey — (3) Dr. Charles H. Houde — (4) Yves Tardiff — (5) Pierre Stein — (8) Yves Tardiff — (12) Danielle Joli — (14) Pierre Stein — (15) Yves Tardiff — (16) Marcel Decarie — (18) Yvon Cassari — (21) Marcel

Chabot — (22) Jos. A. Hardy & Co.; Scharf Broadcast Sales — (23) Young Canadian Ltd.

**CFCM-TV, QUEBEC:** 6.35 kw. Audio; 12.7 kw. Video on Channel 4. CBC French Basic. (1) Télévision de Quebec (Canada) Ltée. — (2) Gaston Pratte — (3) Jean A. Pouliot — (4 & 5) Arthur P. Fitzgibbons — (7) Louis Leclerc — (8) Jacques Larochelle — (9) George Lovett — (10) Gerard Fecteau — (11) Yvon Dufour — (12) Helene Roberge — (14) Jean Riopel — (15) Monic Breton — (16) Marcel Labadie — (17) Louis Tardivel — (19) Gerald Ross — (20) Lucien Coté — (21) Gerard Fortin — (22) Jos. A. Hardy & Co. Ltd.; Scharf Broadcast Sales Ltd. — (23) Weed & Co.

**CKMI-TV, QUEBEC:** 2.8 kw. Audio; 5.6 kw. Video on Channel 5. CBC Supp. (1) Télévision de Quebec (Canada) Ltée. — (2) Gaston Pratte — (3) Jean A. Pouliot — (4 & 5) Arthur Fitzgibbons — (7) George Lovett — (8) Gene Alton — (9) George Lovett — (10) Gene Alton — (11) Wally Trudeau — (12) Mrs. Rosemary Cannon — (14) John Riopel — (15) Monic Breton — (16) Marcel Labadie — (17) Louis Tardivel — (19) Gerald Ross — (20) Lucien Coté — (21) Gerard Fortin — (22) Jos. A. Hardy & Co. Ltd.; Scharf Broadcast Sales Ltd. — (23) Weed & Co.

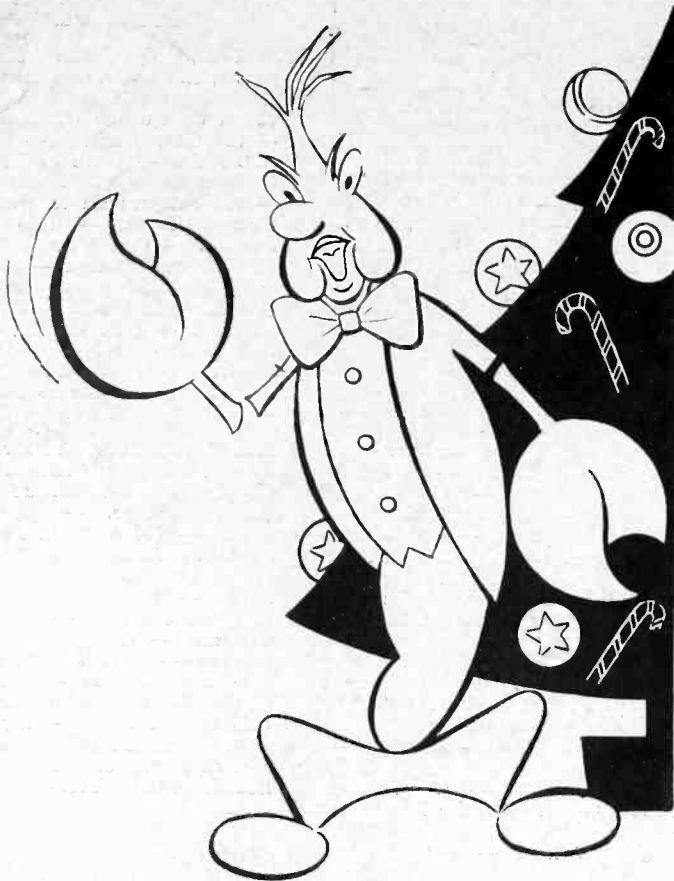
**CJBR-TV, RIMOUSKI:** 56.9 kw. Audio; 100 kw. Video on Channel 3. CBC French Basic. (1) La Radio du Bas St.-Laurent Inc. — (2) Jacques Brillant — (3) André Lecomte (P. R. Officer — Harry A. Willis — (5) Robert Côté — (6 & 7) François Raymond — (8) Jean Brisson — (9) Aline Gagné — (10) Guy Ross — (11) Claude Pearson — (12) Louise Lavallée — (14) Jean Chabot — (15) A. Vaillancourt — (16) Georges Mercier — (17) Jean Chabot — (18 & 19) Denis Malenfant — (20) Gilles Fournier — (21) Marcel Vallée — (22) Stovin-Byles Ltd. — (23) Weed & Co.

**CJES-TV, ESTCOURT:** 22.5 watts Audio; 45 watts Video on UHF Channel 70. Satellite of CJBR-TV. Same staff.

**CFCV-TV, CLERMONT:** 22 watts Audio; 45 watts Video on UHF Channel 75. Satellite of CJBR-TV. Same staff.

**CKRN-TV, ROUYN-NORANDA:** 25 kw. Audio; 50 kw. Video on Channel 4. CBC French Basic & CBC English Supp. (1) Northern Radio-Radio Nord Inc. — (2 & 3) David A. Gourd — (4) Franco G. Capellari — (5) David A. Gourd — (6) Ernest Chartrand — (7) David A. Gourd — (12) Lise Aubé — (14) David A. Gourd — (15) Franco G. Capellari — (16) Laimon Mitris — (19) Robert Montemurro — (21) J. G. Langevin — (22) Paul L'Anglais Inc.; Scharf Broadcast Sales — (23) Weed & Co.

**CHLT-TV, SHERBROOKE:** 186 kw. Audio; 300 kw. Video on Channel 7. CBC French Supp. (1) La Tribune Ltée. — (2) Paul Desruisseaux — (3) Alphonse Gauthier — (4 & 5) John Gauthier — (6 & 7) Pierre Bruneau — (8) Louis Bilodeau — (9) Paul Marcel Robidoux — (10) Henri Crusène — (12) Lorraine Duguay — (14) Georges L'Ecuyer — (15) Mrs. Lucien Larocque — (16) Saro Belomia — (17) Rita Oullette — (18) Lucien Perreault — (19) Madeleine Brodeur — (20) Claude Hurtubise — (21) Leo Guilbault — (22) Allied Broadcast Services — (23) Young Canadian Ltd.



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 GREETINGS**  
 from the  
**GANG....**

at Christmas  
 and throughout  
 the Year

**CKCW-TV and RADIO**  
 MONCTON, NEW BRUNSWICK

**CKAM-TV** CAMPBELLTON, N.B.

REPRESENTATIVES:  
 Stovin-Byles in Canada • Young Canadian in U.S.A.

## KEY

- |                             |                       |                         |
|-----------------------------|-----------------------|-------------------------|
| 1. Owner or Company name    | 9. Music Director     | 17. Copy Chief          |
| 2. President (if a company) | 10. News Director     | 18. Film Librarian      |
| 3. General Manager          | 11. Sports Director   | 19. Film Editor         |
| 4. Operations Manager       | 12. Women's Director  | 20. Chief Operator      |
| 5. Commercial Manager       | 13. Farm Director     | 21. Dir. of Engineering |
| 6. Production Supervisor    | 14. Promotion Manager | 22. Canadian Reps       |
| 7. Program Manager          | 15. Traffic Manager   | 23. U.S. Reps           |
| 8. Chief Announcer          | 16. Art Director      |                         |

**CKTM-TV, TROIS RIVIERES:** 42.5 kw. Audio; 84.5 kw. Video on Channel 13. CBC French Basic. (1) Television St-Maurice Inc. — (2, 3 & 5) Henri Audet — (6) Claude Blain — (8 & 10) Andre St-Arnaud — (11) Robert Henri — (12) Claire Boucher — (14) Fernand Paquette — (15) Nicole Trudel — (16) Richard Normandin — (17) Lise Lamothe — (18 & 19) Albert Aubichon — (21) Robert Bonneau — (22) Stovin-Byles Ltd. — (23) Weed & Co.

## NEW BRUNSWICK

**CKCW-TV, MONCTON:** 16 kw. Audio; 25 kw. Video on Channel 2. CBC Basic. (1) Moncton Broadcasting Ltd. — (2) Fred A. Lynds — (3) Murray Goldsborough — (5) Bill Tingley — (6) Walter Brown — (7) Joe Irvine — (9) Syd Wartman — (10) Claude Cain — (11) Earl Ross — (12) Shirley Cameron — (14) Murray Turner — (15) Mrs. Mickey Tait — (16) Stan Morton — (17) Bob Steeves (18 & 19) Gwen MacDonald — (21) Keith MacConnel — (22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CKAM-TV-1, CAMPBELLTON:** 77 kw. Audio; 141 kw. Video on Channel 12. Satellite of CKCW-TV. Same staff.

**CBAFT, MONCTON:** 324 kw. Audio; 6 kw. Video on Channel 11. CBC French Network. Owned and operated by the Canadian Broadcasting Corporation.

**CHSJ-TV, SAINT JOHN:** 50 kw. Audio; 100 kw. Video on Channel 4. CBC Basic. (1) New Brunswick Broadcasting Co. Ltd.

## NOVA SCOTIA

**CJCH-TV, HALIFAX:** 50 kw. Audio; 100 kw. Video on Channel 5. (1) C J C H Ltd. — (2) Finlay MacDonald — (3) Don Hildebrande (TV Supervisor - Don Blois) — (5) Cliff Chambers — (6) Dennis Benwell — (10) Joe King — (11) Pat Connolly — (12) Mrs. Abbie Lane — (14) Al Grayston — (15) Howard Gerard — (17) Syd Pilkington — (19) Rod MacDonald — (21) John Jay (22) Paul Mulvihill & Co. Ltd.; A. J. Messner; Scharf Broadcast Sales — (23) Young Canadian Ltd.

**CBHT, HALIFAX:** 34 kw. Audio; 56 kw. Video on Channel 3. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CBHT-1 LIVERPOOL:** 248 kw. Audio; 412 kw. Video on Channel 12. Satellite of CBHT.

**CBHT-2, SHELBURNE:** 248 kw. Audio; 412 kw. Video on Channel 8. Satellite of CBHT.

**CBHT-3, YARMOUTH:** 248 kw. Audio; 412 kw. Video on Channel 11. Satellite of CBHT.

**CJCB-TV, SYDNEY:** 108 kw. Audio; 180 kw. Video on Channel 4. CBC Basic. (1) Cape Breton Broadcasters Ltd. — (2 & 3) J. Marvin Nathanson — (5) Mrs. Effie Williams — (6) J. C. McVicar —

(7) Mrs. M. C. MacQuarrie — (9) C. E. Doucet — (10) Nick Hollinrake — (11) Pete Daniel — (12) Ann Terry MacLellan — (14) C. M. Quinton — (15) Mrs. Lorraine Carroll — (16) Horst Paufler — (17) H. R. MacDonald — (18) Dolores Thompson — (19) Ron Demers — (20) W. E. McTavish — (21) M. E. Bowles — (22) All-Canada TV Ltd. — (23) Weed & Co.

**CJCB-TV-1, INVERNESS:** 2.3 kw. Audio; 6 kw. Video on Channel 6. Satellite of CJCB-TV. Same staff.

## PRINCE EDWARD ISLAND

**CFCY-TV, CHARLOTTETOWN:** 38.5 kw. Audio; 79 kw. Video on Channel 13. CBC Basic. (1) Island Radio Broadcasting Co. Ltd. — (2) Mrs. K. S. Rogers — (3 & 5) R. F. Large — (6) Loman McAulay — (10) Allison MacKinnon — (11) Loman McAulay — (12) Jane Weldon — (13) W. B. Carter — (14) M. E. Large — (15) E. P. Williams — (16) Henry Purdy — (18 & 19) Vern McFarlane — (20) G. M. Tait — (21) J. G. Jay — (22) All-Canada TV Ltd. — (23) Weed & Co.

## NEWFOUNDLAND

**CBYT, CORNERBROOK:** 32 watts Audio; 64 watts Video on Channel 5. Owned and operated by the Canadian Broadcasting Corporation.

**CJOX-TV, ARGENTIA:** .097 kw. Audio; 19 kw. Video on Channel 10. Satellite of CJON-TV. Same staff.

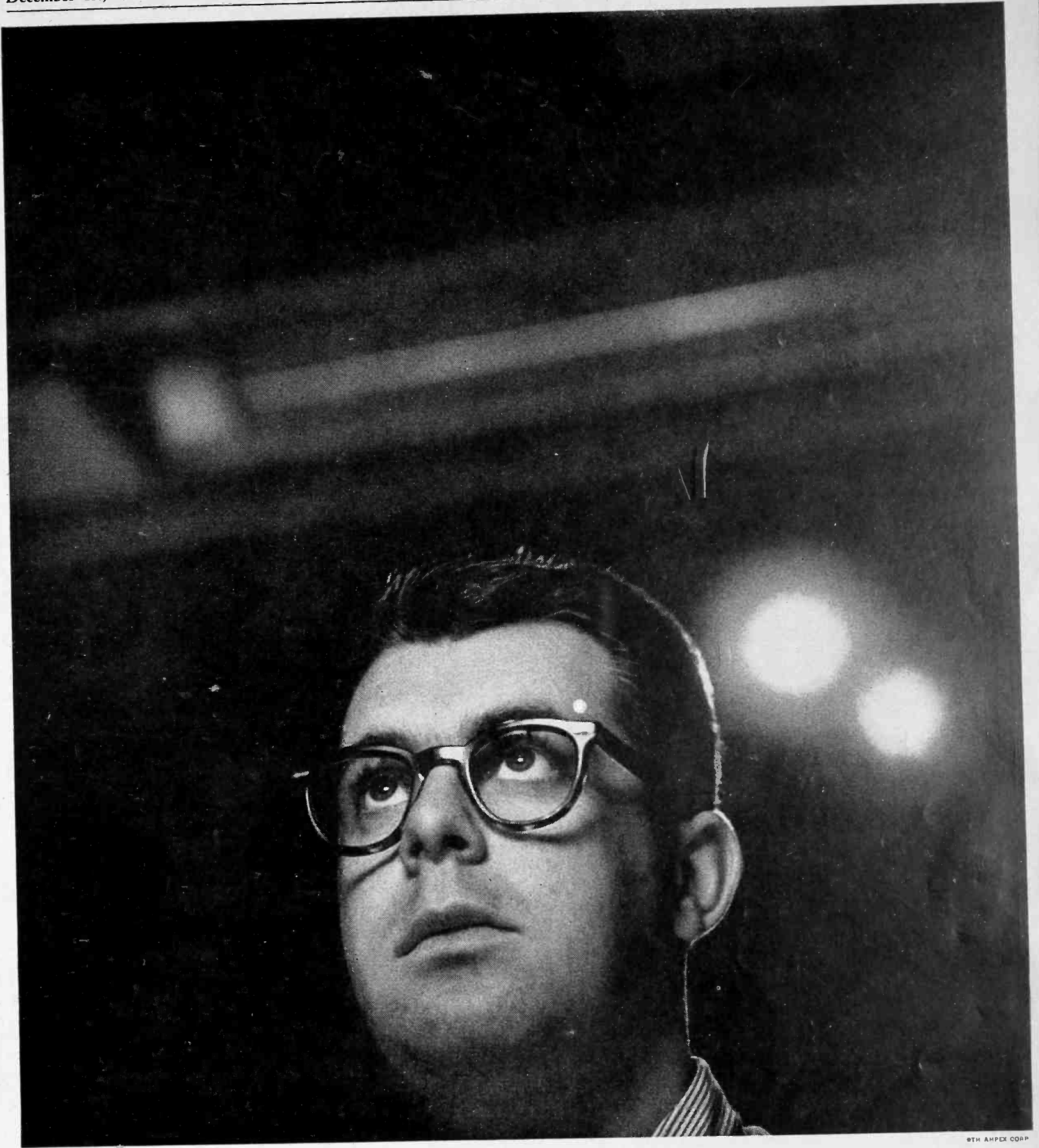
**CJCN-TV, GRAND FALLS:** 7.4 kw. Audio; 14.8 kw. Video on Channel 4. CBC Basic. (1) Newfoundland Broadcasting Co. Ltd. — (2) Geoff Stirling — (3) Don Jamieson — (4) Colin Jamieson — (5) Charlie Pope — (6) Mrs. Neila Griffin — (7) Colin Jamieson — (8) Art Andrews — (10) Gordon Fillier — (11) Howie Meeker — (14) Betty Piercey — (15) Barbara Andrews — (16) Frank Sturge — (17) Mrs. Joan LeClair — (20) Bruce Allen — (21) Oscar Hierlihy — (22) Stovin-Byles Ltd. — (23) Weed & Co.

**CFSN-TV, HARMON FIELD:** 245 kw. Audio; 49 kw. Video on Channel 8. Owned and operated by the Canadian Broadcasting Corporation.

**CJON-TV, ST. JOHN'S:** 54 kw. Audio; 108 kw. Video on Channel 6. CBC Basic. (1) Newfoundland Broadcasting Co. Ltd. — (2) Geoff Stirling — (3) Don Jamieson — (4) Colin Jamieson — (5) Charlie Pope — (6 & 7) Colin Jamieson — (10) Jim Thoms — (11) Howie Meeker — (14) Catherine Praught — (15) Ellie Davis — (16) Frank Sturge — (17) Joan LeClair — (21) Oscar Hierlihy — (22) Stovin-Byles Ltd. — (23) Weed & Co.

## LABRADOR

**CFLA-TV, GOOSE BAY:** 174 kw. Audio; 348 kw. Video on Channel 8. Owned and operated by the Canadian Broadcasting Corporation.



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