

Now in our twenty-fifth year of reaching people who reach people



"Timmy" for 1966 is thirteen year old Paul Picard of North Bay, who lost his right arm after a fall out of a tree. Symbol of all disabled Canadian children, he is fitted with an electrically operated artificial limb and will eventually have very little handicap.



Volume 25 Number 6

March 17, 1966 Toronto

## Timmy is on the Air

Canadian broadcasting is this year celebrating the twentieth anniversary of *Timmy's Easter Parade of Stars*, and with veteran showman Mart Kenney at the wheel and not one but two shows—radio and television — and no less a guest star than Bing Crosby heading the roster of top talent, it bids fair to giving the Crippled Children of Canada the filip their drive needs.

Starting in 1947 with a radio program carried only in Ontario, the broadcasters have extended it to cover the whole country, and the difference must be remarkable to Mart Kenney who first served on the committee nineteen years ago, and this year returns as president.

When television first came into the picture, half the radio show was televised for national viewing. This developed into a one-hour simulcast for both radio and television. Then, last year, the simulcast was replaced by two separate programs, one for each of the electronic media.

As in the past, the CBC produces and distributes the radio show, the final segment, taped March 6 with Bing Crosby, being broadcast on Palm Sunday, April 3. This hour special has been made available to any radio station in Canada.

Supporting Bing Crosby this year are The Four Lads, New Christy Minstrels, Petula Clark, as well as such prominent people as Prime Minister Lester B. Pearson, hockey great Bobby Hull and Miss Canada. Canadian acts, geographically representative, include Katherine MacKinnon from the east coast, Winnipeg's Ted Komar and Lance Harrison's Vancouver jazz combo. For French Canada there is songstress Lucille Dumont. Responsible for the '66 show are CBC staffers Ken Dalziel and Jack Budgell.

The CTV Network is producing the TV show through the facilities of CFTO-TV, Toronto, with the blessing of all its affiliated stations, which are combining with the network to make production costs a contribution of the network and the stations.

CBC has consented to making this CTV-produced show available to its affiliate stations by CBC micro-wave, believed to be the first time the two chains have co-operated in this way with the exception of CFL and Grey Cup games.

This will enable Timmy, symbol of all Canadian disabled children, to be seen with Bing Crosby all over Canada.

In joining hands to produce these two programs, broadcasters, as individuals serving under Mart Kenney on the committee and as officials on stations and networks, are helping all ten Easter Seal Societies across Canada to reach their objectives.

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### In this issue:

Quarterly

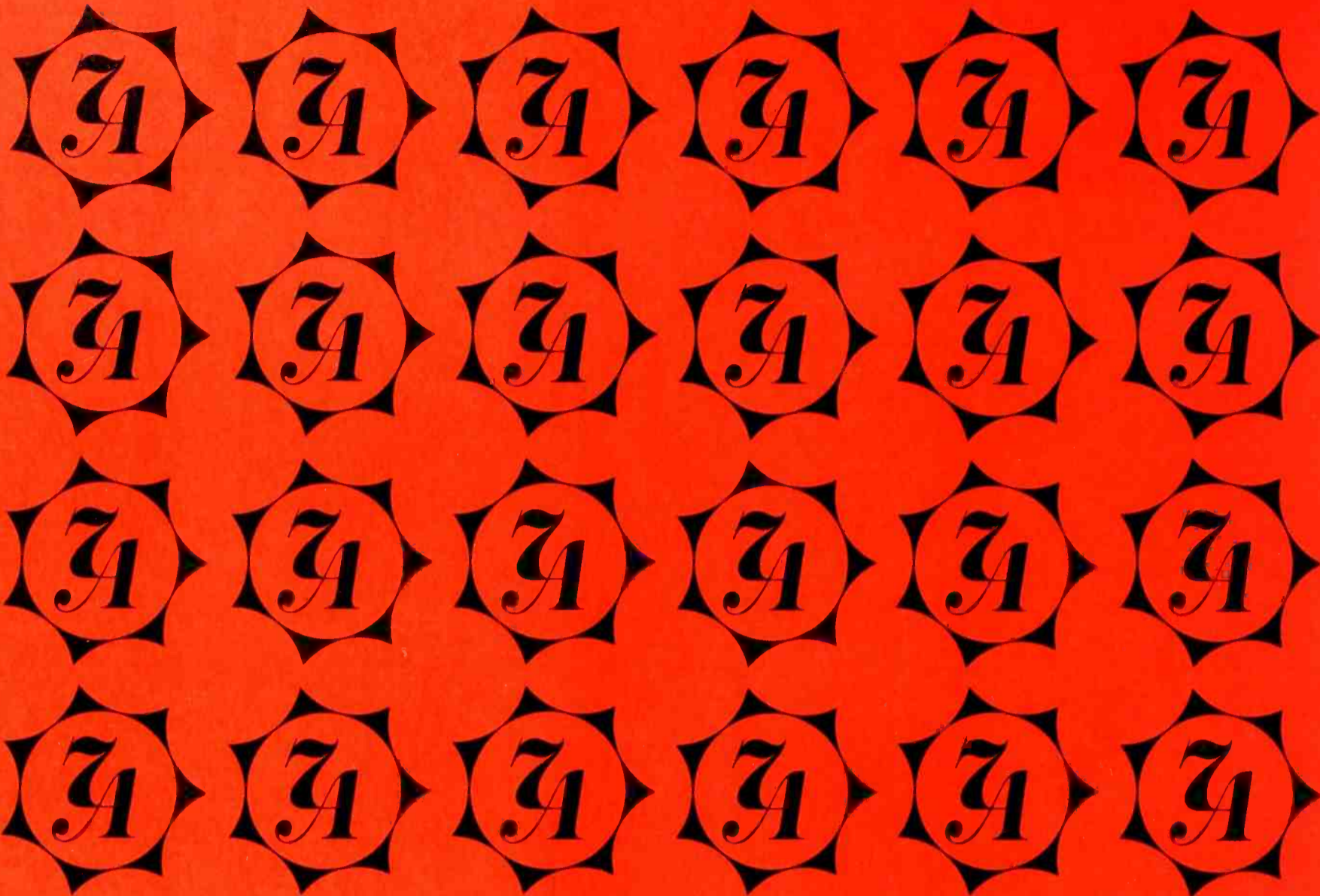
Directory . . . . . 20

Beaver Award —

Nominations . . . . . 59

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# from Seven Arts Television



## TV specials, cartoons and new programming

**THE NUTCRACKER:** A new one-hour Color TV Special produced by Bavaria Studios with music by the Philharmonic Orchestra of Budapest arranged by Franz Allers ("My Fair Lady") and featuring internationally acclaimed premiere dancers from the New York City Ballet, the National Opera of Stuttgart, the National Opera of Munich and the Royal Opera of Copenhagen. Colorcast as a Christmas TV Special on the CBS Television Network.

**MAN IN SPACE:** An exciting and timely series of six one-hour TV Specials (5 in color) of the incredible story of man in space, his trip to the moon and its consequences.

**THE GYPSY ROSE LEE SHOW:** New half-hour daily across-the-board interview program starring Gypsy Rose Lee and various famous guest celebrities including Judy Garland, Robert Goulet, Lee Remick, Arthur Fiedler and Diahann Carroll.

**THE DISCOPHONIC SCENE:** Jerry Blavat, the upcoming international teenage music

idol hosts a variety show series of one-hour TV Teen Programs. Superbly produced with a cast of 100 teenagers, it's 60-minutes a go-go with today's biggest teen music stars in the guest spotlight.

**BEHIND THE SCENES WITH THE ROYAL BALLET:** A beautiful new half-hour TV Special backstage with Rudolf Nureyev and Dame Margot Fonteyn.

**26 BOSTON SYMPHONY CONCERTS:** One-hour TV Concert Specials featuring the world renowned 104-piece Boston Symphony Orchestra and famous guest soloists. The concerts are conducted by Erich Leinsdorf, Charles Munch, Aaron Copland, William Steinberg and Richard Burgin.

**OH, MY WORD:** Famous guest celebrities such as Bob Crosby, Eartha Kitt, Pat Boone and Phyllis Diller try to determine which of four panelists is giving the correct definition to various wild and wacky words. One panel member knows the real definition, the others invent one. 26 very funny half-hours.

**100 "OUT OF THE INKWELL" CARTOONS IN COLOR:** New TV subjects produced by Max Fleischer, the creator of Popeye.

**234 (ORIGINAL) POPEYE CARTOONS:** Rated the very best TV cartoons. 114 available in color.

**337 WARNER BROS. CARTOONS:** Bugs Bunny, Porky Pig and all the other famous Warner Bros. characters. 311 in color.

**191 LOONEY TUNES CARTOONS:** Starring Porky Pig, Daffy Duck and their friends.



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# Delay Ch. 3 shift sine die

The hot potato Channel Three (Toronto) issue was cooled for an indefinite period by the Board of Broadcast Governors last week, a step in advance of a new complication that might make the Barrie channel's proposed migration more difficult - or impossible.

The BBG shelved Channel Three's application with a statement that the proposal would not be considered until the existing "freeze" on added television outlets in markets already served by one or more stations could be lifted.

In the meantime, one strong contender for the frequency - the Ontario Government-excused itself and bowed out. The other fly got in the ointment when the CBC told *Broadcaster* it would probably contest the efforts of Allan Waters, Geoff Stirling and Ralph Snelgrove, co-owners of CKVR-TV Barrie, to transfer their Channel Three licence to Toronto.

(The CBC's plan heightens the significance of a secondary announcement made by the BBG in connection with the Channel Three application. The board referred to "prospective applicants", then reaffirmed its 1961 policy regarding "clear channels" by saying the CBC would be given priority on all 1A and most 1B clear channels still available in Canada.)

The CKVR-TV move would apparently be contingent on switching the Barrie operation to Channel Five - a means of maintaining the local Barrie service envisioned in the original Channel Three licence.

But Ron Fraser, CBC vice-president and assistant to the president, said the public network had a plan in the works to utilize Channel Five for Toronto (barring it to Barrie), and had been preparing the plan "for some years".

He said the CBC hoped to move Channel Six (now used by CBLT-TV) to London, Ontario, for use by a new CBC owned-and-operated station to be constructed there.

The government freeze on new television station development and the CBC's lack of financial resources were two main factors standing in the way of the project, Fraser added.

And where does that leave Channel Three? Glued in Barrie (if the CBC plan wins priority)? Maybe not. Fraser said the publicly-owned network had also conducted preliminary studies indicating another escape hatch for the CKVR group - "the possibility of using Channel 12 for Barrie."

He made no guarantee that Channel 12 was open, but he thought so.

Meanwhile, the Ontario Government Department of Education cleared the Toronto TV-frequency smog somewhat. During January the department had announced it would seek Channel Three (Toronto) for an educational TV station the government hopes to put on the air some time next year.

But on March 10, Ontario's Education Minister, Hon. William Davis, told *Broadcaster* the department had made a firm decision to revert to its original plan - an application for UHF Channel 19 to serve as its Toronto outlet.

The department's strong interest in a regular VHF television channel evidently stemmed from the fact very few existing Canadian TV sets can receive UHF channels (all those numbered above Channel 13).

As a sidelight to his statement on the Channel Three issue, the Minister said the Ontario Government had been "suggesting" the desirability of all-channel capability legislation to the Federal Government.

(In the United States an "all-channel" law was passed in April, 1964, making it mandatory for manufacturers to build UHF tuning facilities into all TV sets assembled from then on. As a result, the percentage of U. S. TV sets able to receive educational UHF channels has already climbed to nearly 40 per cent.)



GEORGE GALLAGHER



MERV PHILLIPS



ED LAURENCE

The Board of Broadcast Governors has recently approved the transfer of ownership of the Yorkton Broadcasting Company Limited, operators of Radio Station CJGX.

Total stock in the Company has recently been acquired by three Yorkton broadcasters. The new President, Mr. George Gallagher, will maintain the office of Manager, which he has held for the past seven years. Mr. Merv Phillips and Mr. Ed Laurence, Vice-President and Secretary-Treasurer respectively, will also act in their present capacities of Sales Manager and Program Director.

Mr. Gallagher and Mr. Laurence were both born and raised in Yorkton. While much of their experience was gathered in Radio Stations in Winnipeg, Regina and Edmonton, they have each spent a good many of their broadcasting years with CJGX.

Mr. Phillips, a native of Regina, while having gained his radio experience in Regina and Calgary, has spent most of his adult life with this station.

Complete take-over by this local group was effective March 1, at which time Mr. Fred Tully, former President, and Mr. Les Ham, Vice-President and Secretary-Treasurer, resigned their positions.

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TODAY**

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VICTORIA**

# B

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**CCAB**

Typography and Make-up by  
Canadian Broadcaster

# Only the CAB can symbolize this industry's unity

This will be *Canadian Broadcaster's* 25th, successive annual convention, and the 41st of the association itself. We are also on the eve of Canada's centenary, and this raises the question as to how Canada got by for the first three quarters of its first century without *Canadian Broadcaster*.

Probably what brought this about was that in this country's early days, the first settlers worked to build Canada shoulder to shoulder. As simple as that. It was each for each and all for all as it had to be.

The same situation existed in the early days of the broadcasting industry. Each station had to sell its time of course, but it went farther than this. All kinds of obstacles reared their heads in radio's road. Among these were the newspapers, angered by (and perhaps a little afraid of) the infant medium; the do-gooders who in short order began taking it on themselves to decide what sounds were good and what were not so good for the people to hear coming out of their loud speakers and then of course the government.

In this area, taxes, duties and other tariffs sometimes seemed to discriminate against broadcasters in favor of their competitors in print. Add to these a discriminatory government regulation, long since overcome, which prohibited the mention of the price of products in radio but in no other advertising.

Finally came the virtual socialization of broadcasting through the establishment, first of the state-owned Canadian Radio Broadcasting Commission, and then of its successor, the present Canadian Broadcasting Corporation. For many years this latter body, operating its growing number of stations and networks, not only competed with the private stations for both audience and advertising but was also called upon to write regulations under which the private stations had to operate and enforce those regulations in the case of infractions.

These were the basic problems which acted as ligaments in binding the private broadcasters into one solid industry; just as their forefathers knit themselves together into one country in the days when progress, survival even, meant facing up with such basic problems as food, shelter and the elements.

In the case of broadcasting, the industry has developed into the gargantuan enterprise it has become. It did this, not in spite of but because of the obstacles which have been perpetually placed

in its way, because this created a united industry, with each individual battling for the good of the whole.

Today there are as many — more even — of these road blocks. But growth — not just in numbers but in power and money as well — has in many cases placed many individual broadcasters in the position where they feel they can cope with the critics and battle bureaucracy on their own, with the result that the familiar phrase, "the good of our industry" tends sometimes to give place to "the good of our station," and the old team spirit has to some extent at least, played itself out.

Almost since private broadcasting began, over forty years ago, the broadcasters have had their own bell wether to lead them. In actual fact they have been their own bell wether themselves, through their association, the Canadian Association of Broadcasters, whose province it has been not just to speak for the members but to symbolize the members, speaking in their own voice, as united a voice as is possible in a democracy.

Notwithstanding the powerful growth of many individual components of the industry, the need for this united voice is greater than ever before. Government's well-known tactic of curbing the phenomenal power of broadcasting — power beyond that of any other communications medium — is not countered by the action of any one station or even group of stations. The only way of curbing it is for the whole industry, through its trade association, to face government with a completely united front, recognizing that government needs it even more than it needs government.

At this year's CAB Convention, it is to be hoped, most fervently, that the industry, every single member of it who belongs to the CAB, will first indicate its desire to convey to government its positive refusal to be subjected to the unreasonable restrictions and limitations with which it has been afflicted for so long, and that it will then instruct the officers and officials of the association, by means of resolutions, to take the necessary steps to fulfill its desires.

One more thought is that, in the past, such steps as this have been frequently taken, but seldom if ever has this been done in such a way that not just the industry, not just the government, but the general public as well has been made aware of the dictatorial behavior which, for years, has been part and parcel of Ottawa's treatment of the broadcasting industry.

### RADIO RIBS



I TELL YOU, MR KILOCYCLE, THE COOLS SWING WITH ME AND THE SQUARES THINK I'M THE GREATEST. I'LL BET IF YOU PUT ME ON STAFF MAN, YOUR RATINGS WOULD ORBIT. I'M HIP WITH THE INS AND MOD WITH THE BIRDS, MR KILOCYCLE. I'LL MAKE IT BIG IF YOU GIVE ME THE BREAK . . . .



YES, BUT WE WANT A BILINGUAL ANNOUNCER. IF YOU COULD ONLY SPEAK FRENCH

HE TALKS SO MUCH ENGLISH THERE AIN'T TIME

by Harkley

## Western Broadcast Sales reps SBS-represented stations in the West

The list of stations served by Western Broadcast Sales Ltd. has been augmented by CFX Radio Victoria, CHQR Radio Calgary and CHQT Radio in Edmonton.

Western is a broadcast sales representative company formed

March 1 to act as sole agent of Standard Broadcast Sales in Vancouver and Winnipeg. The new firm, an associate company of CKNW New Westminster - Vancouver and CJOB in Winnipeg, now reps eleven AM and three FM radio stations.

## DICKtation

Dear Dick:

Your article on page 14, March 3 issue of *The Broadcaster*, deals with the sale of \$800,000 worth of "Plumbicon" cameras to the CBC.

We would like to inform you that the CBC has ordered 16 of our latest color cameras, type TK42. In addition, we have received a large order from CFTO-TV Toronto for seven cameras, at a total value of close to \$1 million. Furthermore, an additional three of our TK42 color cameras will be used in a mobile unit during Expo '67. At the present time these are firm orders for Canada. In addition, several hundred more TK42 orders are in for broadcasters in the United States and the rest of the world.

The TK42 camera is unique inasmuch as it utilizes a 4½" Image Orthicon tube for the black and white portion of the picture and three special Vidicon tubes for color.

Use of an Image Orthicon in this way gives greatly improved detail in color and insures a maximum quality of picture in black and white.

We want your readers to know that RCA Victor has actively promoted the sale of color cameras in Canada, and has in fact been gratifyingly successful.

Sincerely,  
**KEN CHISHOLM,**  
Manager, Sales Planning,  
RCA Victor Co. Ltd.,  
Montreal



We don't want  
to brag, but...

a fact is a fact If you want to sell more in Le Bas St-Laurent, you can do no better than to buy CJBR Radio! For CJBR Radio far outreaches any other radio serving this important region. . . by a margin of 3 to 1.

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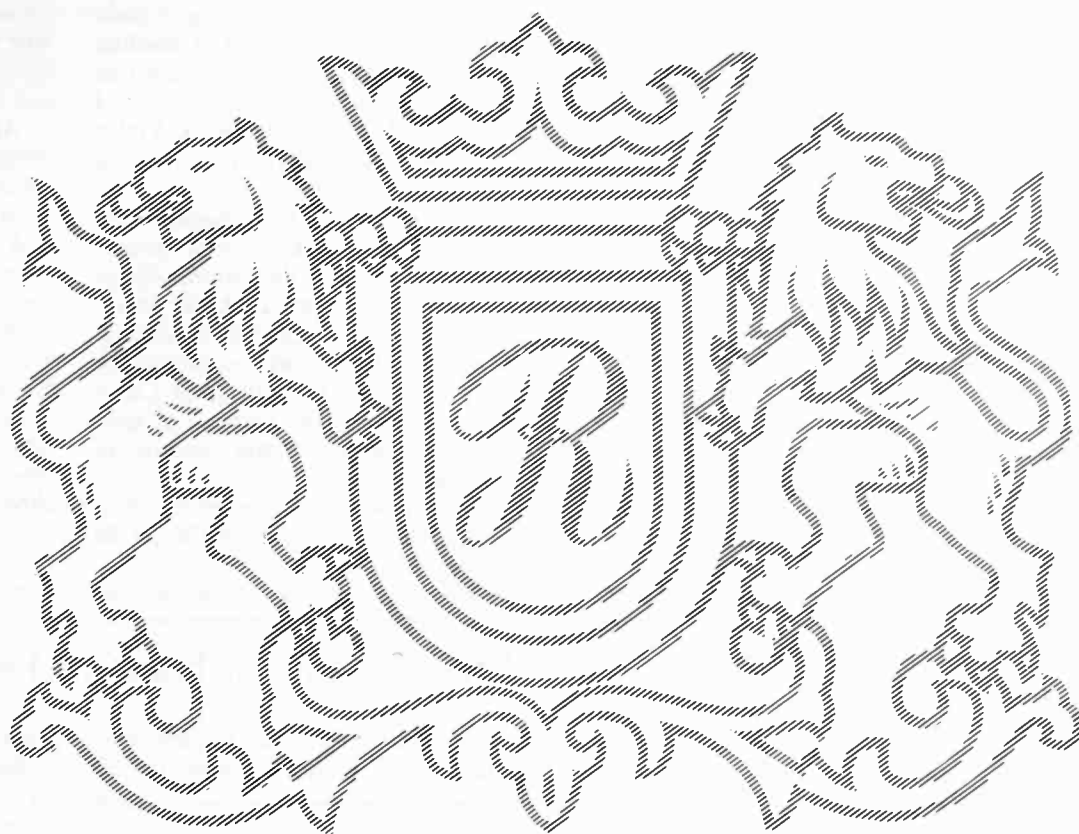
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We appreciate your help and support during 1965 and  
extend our best wishes for a successful convention.

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THE GREATEST NAME IN CIGARETTES

## Dead agencies should lie down

"Dead agencies, unfortunately, won't lie down. They merge with each other.

"A dead agency is one you get used to real soon. There are never any surprises, pleasant or otherwise. All agencies want to please the client. A dead agency wants to please at any cost.

"A dead agency satisfies easily; an OK'd ad is a *good* ad.

"All agencies run; a dead agency runs scared.

Excerpt from a speech delivered by Jerry Goodis, president of Goodis, Goldberg, Soren Ltd., Toronto, to the Canadian Association of Advertising Practitioners Graduate Alumni, at the Canadian Military Institute, February 22, 1966.

"The halls of a dead agency ring with 'after all, it's his money', and 'if that's the way he wants it we'll do it that way'.

"In a dead agency, technique overpowers content.

"A dead agency pays a lot of attention to what the advertisement looks like, but not enough to what it says.

"A dead agency resists change. It has the profitable knowledge that to many clients familiarity breeds content.

"A dead agency studies 'facts' about people; it seldom studies people themselves.

"A dead agency seeks comfort in statistics.

"A dead agency refers to its creative people as 'the boys in the back'.

"A dead agency has Account Executives who are fond of saying, 'I'll have the creative boys dream something up.'

"A dead agency is usually run by men who have never written an advertisement in their life but who manage to become a cluster of approved characteristics held in

place by a desire to be liked and to be successful no matter what.

"A dead agency has three 'C's' tattooed in its corporate armpit - complacency, compliance and compromise. The client stays complacent, the agency complies, and they compromise together. That way, no one gets in trouble.

"A dead agency spends almost as much time filling out prospective client questionnaires as it does in looking after the needs of its present clients.

"A dead agency goes around making speculative presentations, often spending thousands of dollars in its insatiable quest for new business.

"Finally, if you'll forgive me - if your agency management goes around attacking GGS, Y & R and Ogilvy, Mather, and thinks Papert, Koenig, Lois are stockbrokers, and Carl Ally is a street in Copenhagen, and Leber, Katz, Paccione are New York furriers, your agency is probably dying or is dead already."

## CKOM's Hosie wants Saskatoon TV

Technical clearance for a second television station in Saskatoon, Saskatchewan, is being sought by a Western broadcaster in spite of the Canadian government's temporary freeze on second-station services.

R.A. Hosie, president of radio station CKOM, Saskatoon, says the chill means "it could be some time" before the application is referred to the Board of Broadcast Governors for approval.

Hosie's proposed television outlet would bring CTV Television Network service to about 70,000 homes in Saskatoon, North Battleford, Prince Albert and northern Saskatchewan, he says. (Satellite stations would be used to extend coverage beyond Saskatoon.)

## Centennial Project

### RCA discs 32 Canadian composers

A series of 18 long-playing records covering the music of 32 Canadian composers for the past century has been announced as the special Centennial project of RCA Victor Company, Ltd. and the International Service of the CBC.

The project has been made possible through release of recordings made by the International Service during the past 20 years. In this interval CBC International assembled a library amounting to more than 200 recordings of Canadian music, for the purpose of making the works better known in foreign countries.

The discs were never commercially distributed and could not be played in Canada.

RCA now plans to prepare an

anthology of seventeen 12-inch long-playing records of the Canadian works - in both stereo and and monaural versions.

An additional 45 rpm lead-off record will assemble three different renditions of "O Canada" - one version of which will be sung in both French and English by the Toronto Mendelssohn Choir accompanied by the Toronto Symphony.

Altogether, 42 works of Canadian composers will be included in the series. The music will be performed by groups ranging from the Montreal Baroque Trio to the full complement of the Toronto Symphony.

The records will be released on the RCA Victor "Canada-International" label.

## English radio at home in French Canada

The manager of an English-language radio station located in the

heart of a French-speaking population district describes his formula for winning "other-language" listeners as follows:

"The format is tight and light, with a minimum of yack-yack. When a CKTS announcer opens his mouth, he's either reading a commercial or saying something.

"Carefully selected music, news and sports, complete the package."

CKTS Radio, managed by Henry Delorme, is located in Sherbrooke, Quebec - an area described by the station as 87.5 per cent French-speaking.

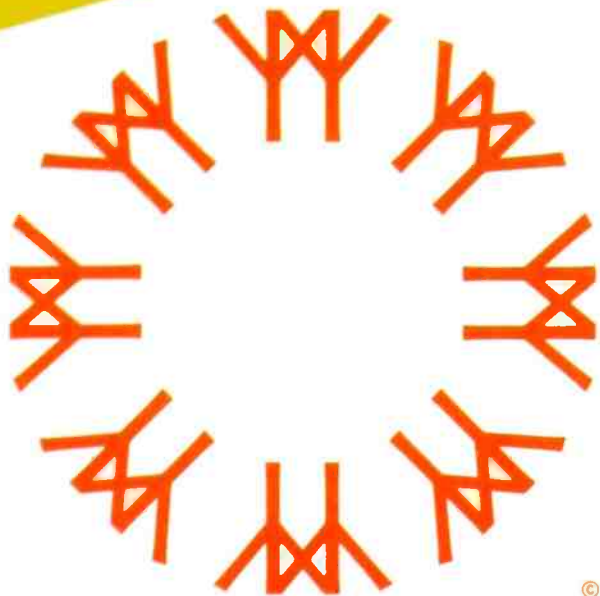
But Delorme says he "has the figures" to prove CKTS has more predominantly French-language listeners (bilingual) than English during the day. "In fact at certain periods French listeners outnumber English four to one," he says.

CKTS bills itself as "Eastern Township Radio with a Bilingual Audience."

**TRY A JOB AD  
IN THE BROADCASTER**

# CKCK RADIO





MONTREAL



MONTREAL



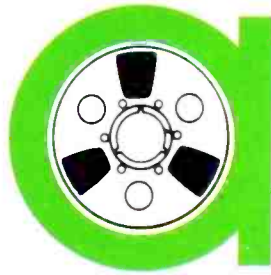
VANCOUVER/VICTORIA



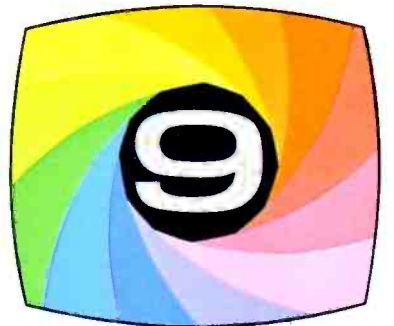
CBWT WINNIPEG



OTTAWA



TORONTO



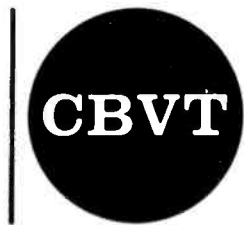
TORONTO



TORONTO



CBLT TORONTO



QUEBEC CITY



OTTAWA



HALIFAX



NOW OVER  
76

**AMPEX**  
high band

VIDEOTAPE\*  
INSTALLATIONS  
ON ORDER  
IN CANADA

## Swinging priest is in with teens

A hipster priest serving up teenage advice and counsel in tandem with the latest hit tunes has become the key to a programming experiment on CJSP Radio, Leamington, Ontario.

Rev. Father J. D. Mercer, a Toronto-born convert to Catholicism, deejays a teen show called *Blowin' in the Wind* on the radio station every Sunday afternoon.

Last August CJSP's Program Director, Lou Tomasi, got together with his long-time reverend friend and originated the unusual teen show. Tomasi had been emceeing a rock 'n roll music show on CHLO



Radio in St. Thomas when he first met Father Mercer, then a St. Thomas theatre manager.

When the friendship jelled into CJSP's new program, 80 letters and much word-of-mouth comment was attracted by the first broadcast. Today, the station says, *Blowin' in the Wind* is one of the most popular shows on its schedule. (Bureau of Broadcast Measurement surveys apparently rate it as having the largest audience of any program on CJSP Sundays.)

*Blowin' in the Wind* draws hundreds of letters from a wide area of Ontario, Michigan, Ohio and Pennsylvania, the station adds.

Tomasi apparently first conceived the program as a public service venture for the community, partly because he didn't expect too much sponsor excitement. But within weeks the sponsors were lining up, the station says.

### Ecumenical advertising

Presently the show is producing considerable revenue, including some from each of three competing florists — one a Salvation Army member, one a member of the United Church, and the third a Catholic. Tomasi asks if CJSP has started a new trend — "ecumenical advertising?"

"Father Doug" as Rev. Mercer is called by many of his teenage listeners, came to Leamington in January 1965. He soon discovered that chats organized for teenagers at his church were reasonably effective in large groupings, but more effective when handled on a

person-to-person basis.

Father Mercer recalled his brief radio experience (he too had once emceed a record show), and looked up his old friend Tomasi. The result was *Blowin' in the Wind*.

Outlining his views on the program, Father Mercer says:

"I thought I might be able to reach out through radio and give the young men and women of today something to think about.

### Teenagers want to know

"I firmly believe they want to know so much — and to judge with an open mind—the many situations that come before them. The young people have problems they perhaps won't confide to anyone face to face, but they want solutions to them," he feels — "so they write in to my radio show."

Father Mercer hopes the few words of advice he can broadcast to the teenagers in their own language and terms can influence their entire lives.

"They want to recognize what is 'cold logical truth'," he says. "And they want it without gimmicks so they can move with confidence.

"Every teenager does not want to be known as a member of a group, really. They have individual ideas they wish to express after individual thinking, and they desire and fully deserve recognition."

The personal nature of the radio medium helps Father Mercer to "answer their letters better than if they stood before me", he believes. "Yet not only do the letter-writers get the message, but so do thousands of others — and you'd be surprised at the mail and comments I get from adults as well."

"That's the 'plus' radio offers," Father Mercer says. "And it is something you can't measure."

## Chilly Calgarians like tamale winters

Ten thousand almost-loyal Calgarians went on record as preferring to winter in Mexico, in a recent contest held by CKXL Radio.

Entry to the contest involved identifying the "Tijuana Brass" as the band featured on several records played each day by the Calgary station.

The competition ran from January 20 to February 18, and awarded a long-playing record daily in addition to the final grand prize of a trip to the balmy South.

Every travel agency in Calgary, with one exception, purchased tags for the contest segments, CKXL said.

It is our pride and privilege  
to represent  
in the United States  
Canada's finest stations.

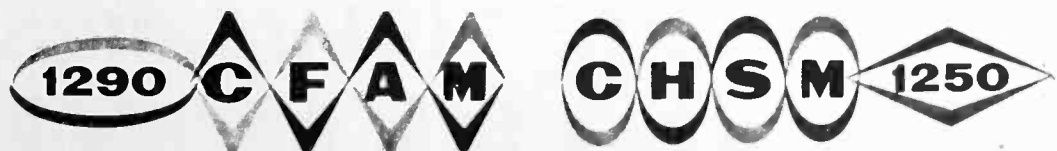
THE DEVNEY ORGANIZATION, INC.



THE  
ADVERTISER'S  KEY  
TO  
SOUTHERN MANITOBA



Elmer Hildebrand,  
Station Manager



Represented nationally by RADIO-TELEVISION REPRESENTATIVES LTD.

TORONTO MONTREAL VANCOUVER WINNIPEG



**NOW OVER  
76**

**AMPEX**  
**high band**

**VIDEOTAPE\*  
INSTALLATIONS  
ON ORDER  
IN CANADA**

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Last August CJSP's Program Director, Lou Tomasi, got together with his long-time reverend friend and originated the unusual teen show. Tomasi had been emceeing a rock 'n roll music show on CHLO



Radio in St. Thomas when he first met Father Mercer, then a St. Thomas theatre manager.

When the friendship jelled into CJSP's new program, 80 letters and much word-of-mouth comment was attracted by the first broadcast. Today, the station says, *Blowin' in the Wind* is one of the most popular shows on its schedule. (Bureau of Broadcast Measurement surveys apparently rate it as having the largest audience of any program on CJSP Sundays.)

*Blowin' in the Wind* draws hundreds of letters from a wide area of Ontario, Michigan, Ohio and Pennsylvania, the station adds.

Tomasi apparently first conceived the program as a public service venture for the community, partly because he didn't expect too much sponsor excitement. But within weeks the sponsors were lining up, the station says.

### Ecumenical advertising

Presently the show is producing considerable revenue, including some from each of three competing florists — one a Salvation Army member, one a member of the United Church, and the third a Catholic. Tomasi asks if CJSP has started a new trend — "ecumenical advertising?"

"Father Doug" as Rev. Mercer is called by many of his teenage listeners, came to Leamington in January 1965. He soon discovered that chats organized for teenagers at his church were reasonably effective in large groupings, but more effective when handled on a

person-to-person basis.

Father Mercer recalled his brief radio experience (he too had once emceed a record show), and looked up his old friend Tomasi. The result was *Blowin' in the Wind*.

Outlining his views on the program, Father Mercer says:

"I thought I might be able to reach out through radio and give the young men and women of today something to think about.

### Teenagers want to know

"I firmly believe they want to know so much — and to judge with an open mind — the many situations that come before them. The young people have problems they perhaps won't confide to anyone face to face, but they want solutions to them," he feels — "so they write in to my radio show."

Father Mercer hopes the few words of advice he can broadcast to the teenagers in their own language and terms can influence their entire lives.

"They want to recognize what is 'cold logical truth'," he says. "And they want it without gimmicks so they can move with confidence.

"Every teenager does not want to be known as a member of a group, really. They have individual ideas they wish to express after individual thinking, and they desire and fully deserve recognition."

The personal nature of the radio medium helps Father Mercer to "answer their letters better than if they stood before me", he believes. "Yet not only do the letter-writers get the message, but so do thousands of others — and you'd be surprised at the mail and comments I get from adults as well."

"That's the 'plus' radio offers," Father Mercer says. "And it is something you can't measure."

## Chilly Calgarians like tamale winters

Ten thousand almost-loyal Calgarians went on record as preferring to winter in Mexico, in a recent contest held by CKXL Radio.

Entry to the contest involved identifying the "Tijuana Brass" as the band featured on several records played each day by the Calgary station.

The competition ran from January 20 to February 18, and awarded a long-playing record daily in addition to the final grand prize of a trip to the balmy South.

Every travel agency in Calgary, with one exception, purchased tags for the contest segments, CKXL said.

It is our pride and privilege  
to represent  
in the United States  
Canada's finest stations.

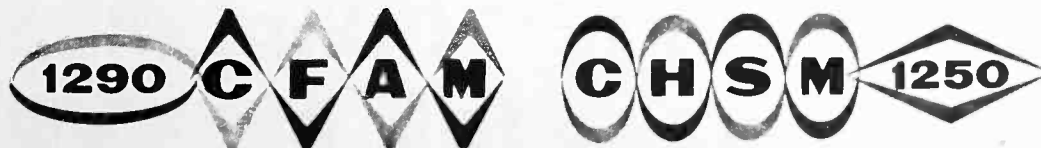
THE DEVNEY ORGANIZATION, INC.



THE  
ADVERTISER'S  KEY  
TO  
SOUTHERN MANITOBA



Elmer Hildebrand,  
Station Manager



Represented nationally by RADIO-TELEVISION REPRESENTATIVES LTD.

TORONTO

MONTREAL

VANCOUVER

WINNIPEG

# Rates stand firm but takeover poses new problems

Approval of the CTV affiliates' bid to buy the private television network has raised a thriving crop of new questions - most of them unlikely to be answered in full before network and station executives return, later this month, from their annual pilgrimage to the fountains of eternal programming in and around Los Angeles.

It's felt the addition of ITO (Independent Television Organization) programming to CTV's schedule could create problems for small or selective-market advertisers, presently buying time on the affiliate stations. Approximately fifteen hours of ITO's 25-odd hours of weekly programming are expected to switch to microwave over CTV for next season. The effect could be to put a squeeze on the time available for local sale by the affiliates.

However Ted Delaney, vice-president (sales), of CFTO-TV

Toronto, expects the CTV schedule to be split closer down the middle into network "option" and "non-option" time segments next season, with a healthy chunk remaining "non-option" to protect the small advertiser's ability to buy effectively on a local station basis.

He feels a very small proportion of the "ITO" programming—perhaps an hour or two—will be added to CTV's schedule for network-only sale.

In any case, chances for the small advertiser to get into year-long CTV network participation have been doubled in one swoop by a new rate card released by CTV early this month. The card will take effect this summer.

In the new tariff, CTV has reduced its network "entry fee" for 52-week exposure to \$140,400—a pittance compared to the exposure season's \$275,000.

CTV has also taken the precaution of getting prior approval of its new card by a committee of the affiliate stations. As a result, the card will apparently stand up in spite of the change in network ownership.

Some radical revisions in sales policy highlight the new CTV price list. In three sales areas the Canadian network has followed U. S. leads.

- Sales emphasis has been changed from program sponsorship to spot participation. Fewer CTV programs will be made available for full or part sponsorship next season. (In the U.S., spot participation accounted for more than half of network time sales last year.)

- Commercial time available in half-hour CTV spot vehicles is to be increased from 4:15 minutes to 5:00 minutes. (The ABC Network in the States set a precedent by eliminating billboards and other

clutter to add 45 seconds of commercial time to the *Batman* show.)

- CTV will simplify its discount structure this year by doing away with frequency discounts. (The CBS Network recently issued a new rate card eliminating discounts altogether.)

Other major innovations of the CTV card are as follows:

- Prime Time (Class AA) has been extended to include the 10:30-11:00 pm period weekdays and 6:30-7:00 pm on Sundays.

- Program costs (formerly charged to advertisers on a separate basis) will be lumped with time, distribution and origination costs in a single rate. Program costs therefore become discountable for the first time on CTV.

- Canadian content stipulations are to be dropped for package par-

(Continued on p. 15)

## FROM THE DESK OF .....

ANDY M<sup>C</sup>DERMOTT



IT DOESN'T SEEM POSSIBLE... but it was just something over 20 years ago, along with a lot of others, we got out of airforce blue and back into gray civvies to take up where we'd left off in the station representation business.

IT WAS QUITE A FIGHT to get things into focus, learn the changes the wartime years had brought to stations, agencies and methods of selling. But it was fun too, and a time for making friendships that have stood the test of time. Now, each year at CAB Convention there's a thrill to renewing these moments, and greeting the ever-widening company of newcomers to all phases of broadcasting in this great Canada of ours!

IT IS ONE REASON WHY we'll be at the Queen Elizabeth hotel for this year's meeting, and we'll look forward to seeing you, and the station people we have the pleasure of representing--wonderful, fine people who know that while we chat there will be the most experienced, hard working crew of radio and tv salesmen back in Toronto, and Montreal too, chasing after business, servicing accounts and agencies -- the salesmen who have given this firm the fine reputation for service we enjoy.

Just Ask Any of Our Stations

RADIO  & TELEVISION SALES INC.

## CTV Ruling --Full Text

### *BBG approves with ifs and buts*

The Board of Broadcast Governors has approved the transfer of all outstanding shares in CTV Television Network to its affiliated stations and Canet Holdings Ltd. with the result that each station would hold an equal number of voting shares, subject to the following understandings and conditions:

1. It will be the policy of the Board not to approve (a) any transfer of shares referred to it which would result in one person holding shares directly or indirectly in more than one company licensed to operate an affiliated station; or (b) any arrangement subsequent to this approval whereby any person may, in any other way, participate in the control or management of more than one company licensed to operate an affiliated station.
2. The Board, being concerned with the restrictions contained in the affiliation agreement respecting the inclusion in the operation of the network of stations not now affiliated, may enact regulations to provide for the hearing by the Board of a complaint by any licensee considering itself aggrieved in this respect.
3. The permission to operate a network has been accorded to the CTV Television Network alone, and any regional or temporary networks operated by the stations themselves will require

the approval of the Board as provided by the Act and the Regulations.

4. The Board, being concerned over the past programming practices of CTV Television Network Limited, will review the programming of the network and all other aspects of network operation in the light of the representations made at the hearing on February 23, 1966, at the first public hearing to be held by the Board after October 1, 1967; and at the same public hearing will consider any application that CTV Television Network Limited may wish to make for extension of its permission beyond June 30, 1968, and any applications by other persons for permission to form and to operate a network.

5. The Board is aware of the fact that the manner in which a network of private stations shall be organized and operated in the public interest is currently under review and that decisions of policy in this field may be made. The Board takes the view that its decision in the present application does not in any way interfere with, impair or limit such review.

6. The decision of the Board in this application is without prejudice to the application of Mr. Soble and the Board will proceed with his application in accordance with its normal practices.

ticipations. Previously, one minute of Canadian content time had to be purchased to balance each minute of "foreign" content bought.

• The differential between charges for "foreign" (including U. S.) programming and Canadian programming have been eliminated. Canadian programs will become less expensive than imports on CTV, with a 25 per cent discount offered for 52-week "Canadian" buys as opposed to a 20 per cent discount for 52 weeks of a "foreign" show.

Bob Aitken, sales manager of CTV, says the aim of the new package selling policy is to open the network to advertisers that have "fallen by the wayside" because of the large CTV entry fee, "and open the door to a host of new advertisers".

"We anticipate we can increase our revenue substantially by this means," he says.

The stiff Canadian content "balanced-buy" requirements of the network have been a big sales problem in the past couple of years, Aitken explains, and have kept the CTV "nut" at a high figure.

Overall, he sees the new CTV card as a slight cost increase - "minimal" - to some advertisers. But daytime rates in particular have been reduced to make the package buys more attractive. (The network will be able to offer a 52-week daytime-only package at a net cost of \$607.50 a minute - with discounts - next season. Lowest possible rate on the current year's card is \$700.00 a minute.)

The CTV effort to hold the line or reduce overall rates comes at a time when programming costs are going up, Aitken says. Color will increase show costs, and "the cost of meaningful ('The word comes out of the Fowler Report, I believe,' Aitken says.) Canadian content will definitely be up."

He estimates the average CTV outlay for imported programming at \$2000 - net - per half hour for the coming year, and puts the cost of Canadian shows of the same length at a minimum of \$3000. ("It's Your Move is the only one under \$3000 on CTV," he believes.)

Basis for calculating the new network rates has been established as the Nielsen audience survey of November 1965 - considered a fair yardstick of year-round average audiences by agencies consulted on the matter, Aitken notes.

Using Nielsen, CTV has pegged its 1966-67 rates on "average-homes-reached" figures of:

- Prime time - 542,000 homes
- News - 305,000 homes
- Wide World of Sports - 362,000 homes
- Daytime - 329,000 homes

In the new "packages" developed from the audience projections, CTV has come up with costs-per-thousand-homes as low as \$2.78 (for 52 weeks of a prime time plus two daytime spots), and \$1.84 (for a four-spot daytime-only package)

# Preliminary scrimmage but no tackle

Canadian football fervently hopes to stay out of the public eye this year, until the moment its games start reaching fans via the home television set.

Hamilton Tiger-Cat General Manager Jake Gaudaur, chairman of the Canadian Football League's Television Committee, said he hoped to be able to avoid "all the public noise" that made football a major TV controversy last season.

(In 1965, the first scheduled football telecasts were delayed a couple of weeks. A well-publicized impasse developed between the Canadian TV networks and the Montreal advertising agency that held the football telecast rights.)

### Network negotiations

The committee has been trying almost daily to sit down with representatives from the networks and

get 1966 negotiations into gear, Gaudaur said. "And we are disappointed that we're unable to get together with either network to bring this matter to a head."

Gaudaur felt it was in everybody's interest to "preclude what happened last year." He noted that the Eastern and Western Football Conferences had been anxious to adjust their schedules to the networks' TV requirements - "to make football more acceptable" - but that the moment for 1966 game-date changes had now passed.

Uncertainty over eventual ownership of the CTV Television Network had made it "very difficult to move ahead," Gaudaur admitted.

Three advertising agencies had put out feelers for football TV rights control, he added, but the agencies were somewhat reluctant

to embroil themselves because "they have to go back to the networks, too."

CTV and CBC control the situation because of their agreement (to share Canada's football telecasts)," he said.

### Color interest is high

The color question? Gaudaur said sponsor interest in football seemed to be running high this year. In his opinion the successful bidders would likely go for the extra cost of televising the games in color from October 1 onward.

"Up until the beginning of October, the games are pretty much played at night (under lighting conditions unsuitable for color telecasts)," he said. "After that, they're mostly daytime. The schedule ties in with color very well."

**near, far & away:** wherever news is made, you will hear it reported best - and most often first - on this CBS Radio Network station. Nearby news, from our big reporting staff. Far and away coverage, from world-famous CBS News. This is your station for complete hourly reports, immediate bulletins on major stories, special broadcasts on critical issues, absorbing news analysis. When you want news - local, national and worldwide - always listen here for **the best!**

## CBS RADIO NEWS/CKGM NEWS/980



Charles Collingwood   Walter Cronkite   Douglas Edwards   Richard C. Hottelet   Allan Jackson   Harry Reasoner   Lowell Thomas   Dallas Townsend

**Coming Soon! — The Complete CBS Radio Network on CKGM**

# "Nate" Nathanson passes after long illness

One of the earliest private broadcasters, "Nate" Nathanson, founder of CJC Sydney, N. S., died February 28 after a long illness, leaving his stations, CJC-TV and CJC Radio, in the hands of his sons Marven and Norris. He was 73.

The following eulogy to "Nate" was delivered at the funeral in Sydney by his old friend, Rabbi Israel Kenner.

A bitter experience has come upon us. No longer among us, in his physical being, is Nate Nathanson—a man of renown and respect in our community. This great gathering is ample witness to the immortal place he holds.

To me, personally, this is in-

deed a most painful task. One quotation persists in my mind. Jeremiah, who loved his people so deeply and yet had to witness their destruction said: "Oh, that I were in the wilderness, that I might leave my people and go from them." Forgive me, good people, for these words. For how can I run and not stand here to mourn and weep with you.

Nate was my very dear friend. It was the warmth and the candor and the trust we shared with each other that taught me the real and deep quality of this man. Many of us remember his energy and drive of which the years took their toll. But, he never lost his intellectual hunger. He devoured anything that

was written, and he was never more exasperated than when illness prevented his reading.

To know Nate was to understand that the gruffness in his exterior was strictly a sham. Beneath it was a warm and sensitive human being—at times even a softy. In his friendships and in the generosity of his charity, he was completely non-parochial. The recipient's faith or origin was of no consequence. Only the need mattered. It should be known that in the scale of worth, philanthropy, as explained in Jewish tradition, he was one of the highest levels, for he gave without public utterance. Most of us will never know the full extent and the wide-spread blessings of his giving.

In his own way, Nate was a most unusual man and, in his own way, he was very much like all of us. He put great stock in loyalty and responsibility. His concern for his dear Jennie, his children and grandchildren is unquestioned. His sense of Jewish peoplehood was staunch and unshakeable. Although formalized religion was not of primary concern to him, in his humanity he was more a religionist than he realized.

Though I am deeply pained, yet, I thank God for my friendship with this man—as many of us should be grateful. Perhaps his relationship with me is expressed in something he once wrote in a letter to me: "Ours is a degree of friendship that cannot be found in formalities; I think there has always been something between us greater than I can express in words at this moment. I have an idea that's the way you feel towards us, too."

Dear Nate: With reverence and sorrow we take you now to your final rest — you shall be remembered.

## Nielsen expands daytime measurement

Cumulative audience figures for daytime weekday television are being added to the service offered by the A. C. Nielsen Company with its Nielsen Broadcast Index (Television) reports.

The move is generally regarded as a reflection of the increased advertiser interest in daytime TV apparent since the beginning of the current program season.


Bureau of Broadcast Measurement reports have been supplying a wide variety of weekly and daily station and area cumulative audience statistics for daytime as well as evening television for the past two years or more.

The enlarged Nielsen reports will provide two major demographic breakdowns not yet included in BBM cumulative (or "reach") figures — on homes with and without children, and on homes by number of persons.

In total, the Nielsen Index will supply daytime Monday-through-Friday quarter-hour cumulative audiences in six categories:


- Ratings
- Station total homes
- Homes with and without children
- Homes by number of persons
- Lady-head-of-house viewers
- Man-head-of-house viewers.

Adjacent quarter-hour coverages for number of viewers and number of households will also be included.



**FILM HOUSE**  
LTD.

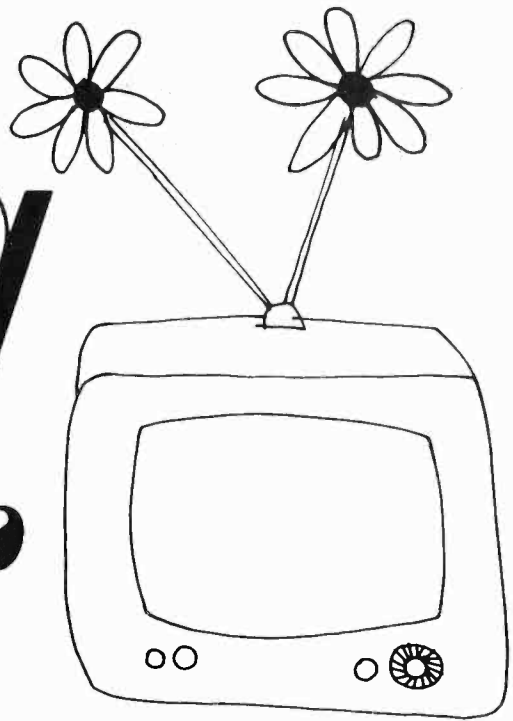
22 Front St.W.,  
Toronto 1



Like there was this witch doctor who might have been able to do it . . . . .  
If you've been bugged by film distribution that misses deadlines, printing that cuts corners on quality you can try Voo Doo or Film House. Being the largest film processing house in Canada we're geared for Quality (that's what built our volume) with speed and efficiency (that's why we're getting bigger). For fast, miraculous film processing and printing and distribution, Call 363-4321.



# Spring is for growing



ABC International Television is growing fast in Canada. This month, as Spring springs into color, we are proud to welcome CKCO-TV, Kitchener, CKRD-TV and CKRD Radio, Red Deer to the blooming family of Canadian stations we represent to advertisers in the United States and around the globe—wherever advertising decisions are made.

Some other flowers in the ABC International bouquet? CFTO-TV, Toronto; CJCH-TV, Halifax; CFTK-TV, Terrace-Kitimat; CKOS-TV,

Yorkton; CKFH Radio, Toronto.

How does our garden grow? There's no secret. We try to do the best job possible of telling the dynamic story of our stations at the right time, in the right place for results. From New York to London, from Los Angeles to Tokyo, ABC International seeks out the men who look to Canada's burgeoning market. We give them the solid facts on the stations we serve. We plant seeds that blossom into budgets. The harvest is yours.

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*consumer dollars flow  
where industries grow!*



Representatives:  
in Canada: Stovin-Byles  
in U.S.A.: All-Canada



#### AUDREY STUFF

Then there's the gal who was so dumb that she went to the convention with due warnings about what she should do if a "wolf" came knocking at her bedroom door during the night, but none did.

#### SUIT FOR PLAGIARISM

Did you hear about the copywriter who sued the advertiser because one whole line of the copy he had written appeared in the final advertisement?

#### DEFINITIONS DEPT.

Humor is the recital of a series of mishaps which happened to somebody else.

#### RETROSPECTIVE PHILOSOPHY

One of the greatest successes a man can crowd into a busy lifetime is to live to learn how wrong he has been.

#### CLIPPED AGAIN

The film had its moments — a few of them — but it was too long. How to cut it was the question, until a junior editor provided a suggestion — "right up the middle."

#### NOTE TO HEAD TABLE-ITES

Would it be possible for head table guests who are *not* addressing the luncheon in progress *not* to look completely bored by the speaker?

#### CAN'T LOSE

Then there's the program director who threw out a teleplay because he couldn't understand it, but who, when his young grandson followed it clearly and completely, wanted to know what they thought he was doing — producing programs for ten-year-olds?

#### UNDERSTATEMENT

Up on the carpet before the sales manager for insulting the clients, the salesman admitted he might be "a little outspoken." "Outspoken", roared the S. M. "Outspoken by whom?"

#### ALL OR NOTHING AT ALL

Bennett Cerf credits George Kauffman with the following Bridge-quip: "May I review the bidding — with the original intonations?"

#### CONVENTION MAIL

Dear Wifey: Having a swell time. Wish you were her.

—D. E. Legate

**For fifty-five years  
we were Baker Advertising.**

**A few weeks ago  
we became Baker-Collyer.**

**But our clients keep calling us Baker.  
And our suppliers keep calling us Baker.  
And we keep calling ourselves Baker.**

**So Baker it is.**

**BAKER ADVERTISING  
LIMITED  
TORONTO • MONTREAL**

# Talent Library a Canadian Showcase

Release of 70 Disks in 3 Years Fosters Native Wax Biz, Cheers Acts, Aids B'casters

Montreal, Feb. 8.

One of the more effective and impressive uses of Canadian performers, as part of the continuing battle to give the Canadian broadcasting industry the strength to stand on its own feet without depending on U.S. talent, is the Canadian Talent Library which has disclosed the release of approximately 70 disks in three years.

The disclosure is not without significance, for it comes at a time when the entire communications industry has the federal government breathing down its back, trying to inspire Canadian content to the highest degree possible in broadcasting across Canada, and the use of French Canadian talent and material in Quebec.

Canadian Talent Library burst on the scene as the result of an idea by J. Lyman Potts, an exec with Standard Radio Ltd., of which Toronto's CFRB and Montreal's CJAD are affiliates. Idea was presented to the Board of Broadcast Governors, which is the rule-maker and enforcer for the broadcasting industry, similar to the Federal Communications Commission in the U.S.

That was in 1962 and the BBG, anxious to encourage the increasing use of Canadian talent, went along with the proposal which provided for CFRB and CJAD to pick up the tab for a record library of top Canadian talent, with only Canadian radio stations being able to use the disks.

Top Canadian musical figures like Denny Vaughan and Nick Ayoub were brought into the fold, with the result that in the fall of 1962 CTL released its first 10 disks. And a few weeks ago, the total was close to 70 with 900 tunes actually waxed.

The really impressive aspect of this project is that it has permitted the recording, by now, of most of Canada's singers, instrumentalists, composers and arrangers. More importantly, it has slanted a seed from which will likely blossom a recording industry with national identity as a central raison d'etre.

Thus far, approximately 45 radio stations from coast-to-coast are subscribing to the service, paying some 25% of the production costs, with CFRB and CJAD—as well as CJFM, the latter's FM outlet — picking up the tab for the balance.

Another feature of the project is that these recordings are not available to the public under any circumstances. This means that the disks have a certain exclusivity about them, and make for a good listener pull whether for Saturday night parties, or in classical programming.

Most important, however, and this is probably the reason why so many stations through Canada have jumped on the idea, is that it helps satisfy the requirement by the BBG for Canadian content to fill the majority listening time in broadcasting.

Rather than have to shell out heavily for live talent, or to run into glares from the BBG for heavy use of disks with non-Canadian talent, the stations can throw on these records, which happen to be of exceptionally high quality both in terms of talent and material, and thus keep everybody happy.

## N.B.:

JUST IN CASE  
YOU MISSED

VARIETY

February 9, 1966

To encourage greater appreciation of Canada's professional musical talent, Radio Station CFRB, Toronto, is pleased to reprint this article with the publisher's permission.

These stations subscribe to the CANADIAN TALENT LIBRARY:

CJVI	Victoria
CKPG	Prince George
CJDC	Dawson Creek
CFJC	Kamloops
CKNL	Fort St. John
CJAT	Trail
CFCN	Calgary
CFRN	Edmonton
CHQT	Edmonton
CKCK	Regina
CFQC	Saskatoon
CKX	Brandon
CJOB	Winnipeg
CFJR	Brookville
CHML	Hamilton
CKOC	Hamilton
CKAP	Kapuskasing
CKWS	Kingston
CKKW	Kitchener
CJRN	Niagara Falls
CKOY	Ottawa
CFOS	Owen Sound
CHOV	Pembroke
CKTB	St. Catharines
CJIC	Sault Ste. Marie
CJET	Smiths Falls
CFRB	Toronto
CHFI	Toronto
CJAD	Montreal
CKSM	Shawinigan
CFNB	Fredericton
CKCW	Moncton
CHSJ	St. John
CHNS	Halifax
CJCB	Sydney
CKCL	Truro
CJRW	Summerside
●	
CKFM-FM	Kamloops
CFRN-FM	Edmonton
CJCA-FM	Edmonton
CKRD-FM	Red Deer
CKX-FM	Brandon
CJOB-FM	Winnipeg
CHML-FM	Hamilton
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Products Sales, D'Alton B. Jolly;

Consumer Audio Product Sales,

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Product Sales, G. Ian Fleming; Tape

Product Sales-Ontario, Paul W. Bart-

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830 Lansdowne Ave., Toronto.

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EDUCATIONAL SALES - P.G. Bowers;

830 Lansdowne Ave. Toronto - (416)-

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Communications Sales Manager -

D. Cornett - Broadcast and Television

Station Equipment Manager - A. B. Clapp

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HALIFAX - 3480 Prescott Street -

423-1325 - D. J. Murphy

MONTREAL - 90 Trenton Ave. -

738-9441 - John Murphy

TORONTO - 1830 Bayview Ave. -

481-5221 - R. J. Gauthier

WINNIPEG - 1501 King Edward Street -

St. James 21 - 775-0348 - W. L.

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CALGARY - 929 - 42nd Ave. S.E. -

CH.3-7751 - A. J. Robinson

EDMONTON - 10524 - 106th St. -

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Manufactures and distributes a full range of AM, FM and TV broadcast equipment.

COLLINS RADIO COMPANY OF CANADA LIMITED

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757-1101. President - John Plant. Broad-

cast Sales Dept. - Phil Wharton

Offers a full audio line, including

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consoles and remote equipment; AM

transmitters up to and including 10

kilowatts, plus phasing equipment;

FM transmitters up to and including

20 kilowatts, plus FM stereo gener-

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FM antennas. Modulation, frequency

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GELECO ELECTRONICS LTD.

DON MILLS - 61 Curlew Drive,

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Manufacturers of coils, switches, and contactors. Complete ATU systems

McCURDY RADIO INDUSTRIES LTD.

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751-6262. President - G.E. McCurdy

General Manager - Graham Fawcett;

Sales Manager - Bill McFadden;

Engineering Manager - Ron Ward.

Designs and manufactures a complete line of audio equipment for the Radio and Television Industry.

R. H. NICHOLS CO. LTD.

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8190. Mailing address - P. O. Box 500,

Downsview, Ont.

MONTREAL - 640 Cathcart St., UN 1-1933.

VANCOUVER - 736 Granville Street, MU 3-0019.

Distributes: Remote Transmitter Controls; Panel Meters; Test Equipment; Stop Watches.

NORTHERN ELECTRIC COMPANY LIMITED

BELLEVILLE - P.O. Box 400, 250 Sidney St. WO.2-4511. Manager Broadcast & Sound Systems - G. I. Baxter

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

TORONTO - P.O. Box 130, Terminal A, 143 Lakeshore Blvd. E., EM.3-8651. M. A. Coyle

WINNIPEG - 590 Berry Street, St. James, Winnipeg 21. SP 5-4431. H.S. Boakes.

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

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

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MONTREAL 9 - 5930 Cote De Liesse Road - RI. 4,5971.

VANCOUVER - 3605 Grandview Highway - HE.1-4411.

The company offers Plumbicon colour TV cameras; Plumbicon and Vidicon black and white cameras; professional audio recorders and mixing consoles.

RCA VICTOR COMPANY LIMITED

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MARITIME PROVINCES - 1001 Lenoir Street, Montreal - 933-7551. Area Manager - C.S. Broad.

ENGINEERING DEPARTMENT - 1001 Lenoir Street, Montreal. - 933-7551 Chief Engineer, Technical Products Engineering - G. B. MacKimmie; Manager, Broadcast & Industrial Products, Engineering - D. R. Dashney; Supervisor, Antenna Group, Engineering, - B. M. Berridge; Leader, Broadcast Group - D. H. Macauley; Leader, Antenna Group - C. A. Gareau.

(Continued on page 22)

Some plain talk from Kodak about tape:

## The meat of the matter... and some boxing news

Undistorted output from a tape—as from any other link in the chain of audio components—is at the very heart of high fidelity enjoyment. Distortion (or the lack of it) is in theory simple enough to evaluate. You start out with something measurable, or worth listening to, and you reproduce it. Everything added, subtracted or modified by the reproduction, that can be measured or heard, is distortion. Since most kinds of distortion increase as you push any component of your system closer to its maximum power capability, you have to label your distortion value to tell whether you did this while coasting or at a hard pant.

### Cry "uncle"

To make the distortions contributed by the tape itself big enough to measure and control, we simply drive the tape until it hollers "uncle" and use that power reference as our benchmark. Here's the procedure. Record a 400-cycle signal (37.5-mil wavelength at 15 ips) and increase its level until in a playback, which is itself pristine, you can measure enough 1200-cycle signal, (third harmonic) to represent

2% of the 400-cycle signal level. This spells "uncle!" We use 400 cycles for convenience but insist upon a reasonably long wavelength because we want to affect the entire oxide depth.

The more output level we can get (holding the reproduce gain constant, of course) before reaching "uncle," the higher the undistorted output potential of the tape.

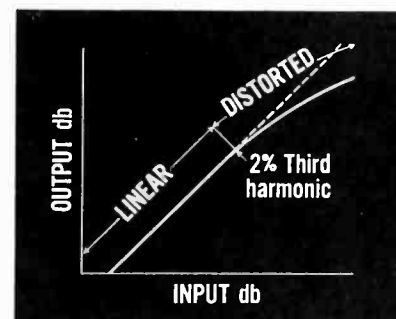
Simple, what?

### "Wadayamean — undistorted output at two percent?"

Two percent third harmonic is a reference point that we like to contemplate for a picture of oxide performance. Since distortion changes the original sound, it becomes a matter of acumen and definition how little a change is recognizable. If you're listening, two percent is a compromise between a trained and an untrained ear. If you're measuring, it comes at a convenient point on the meter. It's like a manufacturer testing all sports cars at 150 mph, even though some cars are driven by connoisseurs and some by cowboys. Same goes for tape. Two percent tells us a lot about a tape even if, on

the average, you never exceed the 0.5% level.

Because undistorted output helps to define the upper limit of the dynamic range, it has a further effect on the realism of the recording. The higher the undistorted output, the easier it is to reproduce the massed timpani and the solo triangle each at its own concert hall level. And this is just another area where Kodak tapes excel... our general-purpose/low-print tape (Type 31A) gives you up to 3 decibels more crisp, clean output range than conventional tapes.

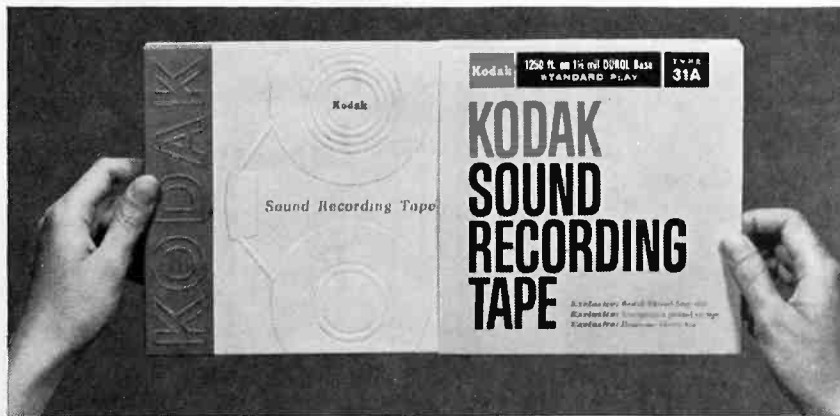


2% third harmonic distortion represents the practical limit to linear recording.

Kodak tapes—in the five- and seven-inch sizes—now look as good as they sound. We've put package identification on a removable sleeve and designed a tape library box with a smart new look. This box features durable one-piece construction, full index space, plus detailed tape use instructions on the inside. Kodak Sound Recording Tapes are available at most camera and department stores.

New 24-page, comprehensive "Plain Talk" booklet covers all the important aspects of tape performance, and is free on request. Write: Canadian Kodak Co., Limited, Toronto 15, Ontario.

The great unveiling — Kodak's new library box with removable sleeve!



CANADIAN KODAK CO., LIMITED, Toronto 15, Ontario

\* **the western canada french radio group covers a french population of 234,622 with a personal income (1963) \$381,399,000 farms operated (french farmers) 14,830**

The French-speaking element in the three Prairie Provinces is a significant section of any advertisers' market . . . Would you by-pass a city of that size?

\* **the following four stations comprise the Western Canada French Radio Group:**

- CKSB**—ST. BONIFACE, MANITOBA • 10,000 WATTS
- CFRG**—GRAVELBOURG, SASKATCHEWAN • 5,000 WATTS
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Represented by: *Hardy Radio & Television Ltd.*  
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# FREDERICTON: Canada's No. 1 Market

- Highest market rating in Canada
- First in retail sales per capita

Market: 179% above national average	
Retail sales, 1964 . . . . .	\$58.9 m.
% Canadian total . . . . .	0.29
Per capita . . . . .	\$2,900
Income: 7% above national average	
Personal disposable inc., '64 . . . . .	\$35.7 m.
% Canadian total . . . . .	0.11
Per capita . . . . .	\$1,760
Current Growth Rate: 10% per decade	
Population (000), July 1, '65 . . . . .	20.5
% Canadian total . . . . .	0.10
% Change, '61-'65 . . . . .	+4.1

(Source: Financial Post, Survey of Markets 1965/66)

no matter how you look at us:  
big market! big listener sales action!

## RADIO ATLANTIC FREDERICTON, N.B.

the strong voice of Atlantic Canada

DAY — 50,000 Watts — NIGHT

Paul Mulvihill & Co. Ltd. • Toronto & Montreal

(Continued from page 21)

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ELECTRONIC COMPONENTS & DEVICES DIVISION- 1001 Lenoir Street, Montreal 30 - 933-7551. Manager, Broadcast

Station Sales, J. Van Vlaardingen. - Technical Representative Broadcast, M.E. Bowles.

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\*Repped West Only.

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"sales" **THAT IS**



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CJEM, Edmundston  
CFCF\*, Montreal  
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CKCV, Quebec  
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CJBM, Causapscal  
CKEY, Toronto  
CKOC, Hamilton  
GOLDEN TRIANGLE  
CKKW, Kitchener  
CJOY, Guelph  
CKMP, Midland  
CKAR, Muskoka -  
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CJCS, Stratford  
CJRN, Niagara Falls  
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CFJC\*, Kamloops  
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CHWK, Chilliwack  
CFVR, Abbotsford  
CKWX, Vancouver  
CJVI, Victoria  
CKPG, Prince George  
CJAT, Trail  
CKCQ, Quesnel  
CKWL, Williams Lake  
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CFYJ-TV, Charlottetown  
CHSJ-TV, Saint John  
CFCF-TV, Montreal  
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CKWS-TV, Kingston  
CHEX-TV, Peterborough  
CHCH-TV, Hamilton  
CFPL-TV, London  
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CKSO-TV, Sudbury  
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Marie  
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CJCA-FM, Edmonton  
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CFWB, Campbell  
River  
CKSW, Swift  
Current  
CJRW, Summerside  
CJNR, Blind River  
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CHGB, Ste. Anne de  
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CKEC, New Glasgow  
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CFSL, Weyburn  
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Current

CHGH-TV, Churchill  
KXLY-TV, Spokane  
KXGO-TV, Fargo  
KXGB-TV, Valley City  
KXMB-TV, Bismarck  
KXAB-TV, Aberdeen  
KXMC-TV, Minot  
KDIX-TV, Dickinson  
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ton

ZBM, Hamilton, Bermuda  
ZNS, Nassau, Bahamas  
JBC, Kingston, Jamaica  
Radio Barbados

The Company represents these stations  
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CFRB, Toronto  
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CFSL, Weyburn  
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CJSO, Sorel  
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CFBC, St. John  
CJCI, Woodstock  
CJCH, Halifax

Television:  
CJDC-TV, Dawson  
Creek  
CFTK-TV, Kitimat-  
Terrace-Prince  
Rupert

CFCN-TV, Calgary  
CFRN-TV, Edmon-  
ton  
CKSA-TV, Lloyd-  
minster  
CFQC-TV, Saskatoon

United States:  
(Radio & Television)  
KARI, Blaine, Wash.  
KFYR, Bismarck,  
N. D.  
KFYR-TV, Bis-  
marck, N. D.  
WDAY, Fargo, N.D.  
WDAY-TV, Fargo,  
N. D.  
KRAD, Grand Forks  
N. D.

Radio:  
CKBB, Barrie  
CKCB, Collingwood  
CKTB, St. Catharines  
CHOK, Sarnia  
CJET, Smiths Falls  
CFCL, Timmins  
CFNB, Fredericton

CJFX, Antigonish  
CHOV, Pembroke  
CKWC, Moncton  
Television:  
CKVR-TV, Barrie  
CKCW-TV, Moncton  
CHOV-TV, Pembroke  
CFCL-TV, Timmins  
WKBW-TV, Buffalo

### LORRIE POTTS & CO. LTD.

TORONTO - 13A St. Clair Ave., W.,  
Walnut 1-8951. Manager - Lorrie Potts.

MONTREAL - 1117 St. Catherine Street,  
W. - Victor 5-6448. Manager - Scotty  
Sheridan



**REPRESENTATIVES**  
(Cont'd.)

Radio:  
CFW, Camrose  
CFAR, Flin Flon  
CFRY, Portage la Prairie  
CKPC, Brantford  
CFML, Cornwall  
CJLX, Fort William  
CKLB, Oshawa  
CJIC, Sault Ste. Marie  
CJWA, Wawa  
CKNX, Wingham  
CKOX, Woodstock,  
CJJC, Woodstock,  
N.B.  
\*CKEN, Kentville  
\*CKAD, Middleton  
\*CFAB, Windsor  
CFMB, Montreal  
CKLB-FM, Oshawa  
CKPC-FM, Brantford  
\*Evangeline Network

**RADIO HOUSE LIMITED**

TORONTO 17 - 45 Overlea Blvd., Suite 3  
Tel. 425-1414. President - J. Richard  
Guest. Vice-President - William R. Hazel

MONTREAL - Suite 14, Laurentian Hotel,  
Tel. 878-1470. Al Thomas, Manager.

Representing:  
CFGM, Toronto CFOX, Montreal

**RADIO-TELEVISION REPRESENTATIVES LTD.**

TORONTO - 2 St. Clair Ave., W. - 927-3221. President - Gordon Ferris  
Executive Vice-President - Bob Quinn

MONTREAL - Suite 2700 Cantlie House,  
1110 Sherbrooke St. W., - 288-1188  
Eric Viccary

VANCOUVER - 1131 Richards Street -  
Mutual 5-0288. Frank Jobs

WINNIPEG - 171 McDermott Avenue -  
Whitehall 3-0574. A. J. Messner

CKEK, Cranbrook  
CJDC, Dawson Creek  
CKNL, Fort St. John  
CHTK Terrace,  
CFTK) Kitimat  
CKTK Prince Rupert  
CHUB, Nanaimo  
CFBV, Smithers  
CKDA, Victoria  
CKCR) Salmon Arm  
CFXR) Revelstoke  
CFCN, Calgary  
CFRN, Edmonton  
CHFA, Edmonton  
CHEC, Lethbridge  
CKSA, Lloyminster  
CKYL, Peace River  
CFRG, Gravelbourg  
CKRM, Regina  
CFNS, Saskatoon  
CFQC, Saskatoon  
CKSW, Swift Current  
CJGX, Yorkton  
CFAM) Altona  
CHSM) Steinbach  
CKX, Brandon  
CKDM, Dauphin  
CFAR, Flin Flon  
CKSB, St. Boniface  
CJOB, Winnipeg  
CHTM, Thompson  
CKBB, Barrie  
CFJR, Brockville  
CFOB, Fort Frances  
CHIQ, Hamilton  
CKSL, London  
CKPC, Brantford  
CHWO, Oakville  
CFML, Cornwall  
CKLB, Oshawa  
CHOV, Pembroke  
CHOK, Sarnia  
CHLO, St. Thomas  
CJIC, Sault Ste. Marie  
CKOT, Tillsonburg  
CFGM, Toronto  
CHOW, Welland  
CJET, Smiths Falls  
CHFI, Toronto  
CKAP, Kapuskasing  
CKML, Mont Laurier  
CFOX, Montreal  
CHRS, Jacques-Cartier  
CKTR, Trois Rivières  
CKX, Brandon  
CHTM, Thompson  
CKAP, Kapuskasing  
CKMP, Midland  
CKAR, Muskegon  
CFJR, Brockville  
CKML, Mont Laurier  
CHRS, Jacques-Cartier  
CHRL, Roberval  
CFBC, St. John  
CKBC, Bathurst  
CFBV, Smithers  
CHRD, Drummondville

**RADIO AND TELEVISION SALES INC.**

TORONTO - 85 Bloor St. E. - Walnut 4-4477. Manager - Andy McDermott  
Keith Kearney, Bill Tierney, Ted Brock, Paul McDermott

MONTREAL - 1104 Windsor Hotel -  
University 6-2749. Manager - Jim McLennan

CKEK, Cranbrook  
CJDV, Drumheller  
CHUC, Cobourg  
CJSP, Leamington  
CHWO, Oakville  
CHLO, St. Thomas  
CFRS, Simcoe  
CKBM, Montmagny  
CKVL, Verdun -  
Montreal  
CFDA, Victoriaville  
CKCN, Sept Iles  
WQDY, St. Stephen,  
N.B.  
CFCB, Corner Brook  
\*CKVL-FM, Verdun -  
Montreal  
CKTR, Trois Rivières  
CFLM, LaTuque

Television:  
CHGH-TV, Churchill, Man.  
WCNY-TV, Watertown, N. Y.  
WICU-TV, Erie, Pa.  
WWJ-TV, Detroit, Mich.  
WMTW-TV, Poland Spring,  
Maine  
WGR-TV, Buffalo, N.Y.  
WPTZ-TV, Plattsburg, N.Y.

Radio & Television Sales Inc. is the major Canadian rep firm handling U.S. stations - AM, FM and TV. The company lists more than 100 major outlets across the nation.

\*Separately programmed and completely bi-lingual.

GEORGE E. SPRACKLIN ASSOCIATES LTD.

TORONTO - P.O. Box 774, Postal Station F, Toronto 5,  
364-9488. President - George E. Spracklin

CHIQ, Hamilton.

**STANDARD BROADCAST SALES COMPANY LTD.,**

TORONTO - 2 St. Clair Ave. W. 924-5721. President - Waldo J. Holden. Vice-President - Arnold W. Stinson. Assistant General Manager - Fred Ursel.

MONTREAL - 1407 Mountain St. 849-2454. Manager - Lionel Morin.

Radio:  
CFRB, Toronto  
CKFM-FM, Toronto  
CJAD, Montreal  
CJFM-FM, Montreal  
CJOB, Winnipeg  
CJOB-FM, Winnipeg  
CKOY, Ottawa  
CJMT, Chicoutimi  
CHLN, Three Rivers  
CKCH, Hull  
CFGT, Alma  
CKNW, New Westminster

**STEPHENS & TOWNDROW**  
CBS Radio of Canada Ltd.

TORONTO - 1608 Carlton Tower, 2 Carlton St. 363-9391.  
President - Bill Stephens. Manager, FM Division - Don Mackenzie.

MONTREAL: - Ste. 675, 2055 Peel St. Victor 4-3975. Manager - Guy Royal

STEPHENS & TOWNDROW (WESTERN)  
A Service of CBS Radio of Canada Limited  
VANCOUVER 2 - 1006 Richards Street - 684-6277 - Manager - Jim S. Crawford

CHED, Edmonton  
CHAB, Moose Jaw  
CKY, Winnipeg  
CHML, Hamilton  
CFPL, London  
CFRA, Ottawa  
CKPT, Peterborough  
CHUM, Toronto  
CKWW, Windsor  
CFCP, Courtenay  
CFWB, Campbell River  
CJAV, Port Alberni  
CKLG, Vancouver  
CHQM, Vancouver  
CKLG, Vancouver  
CKPT, Peterborough  
KOMO, Seattle  
CKXL, Calgary  
CFCW, Camrose  
CHED, Edmonton  
CHAB, Moose Jaw  
CKY, Winnipeg  
CJLX, Fort William  
CHML, Hamilton  
CFPL, London  
CFRA, Ottawa  
CHUM, Toronto  
CKWW, Windsor  
CJMS, Montreal  
CKGM, Montreal  
Radio Nord:  
CHRC, Quebec  
CHLT, Sherbrooke

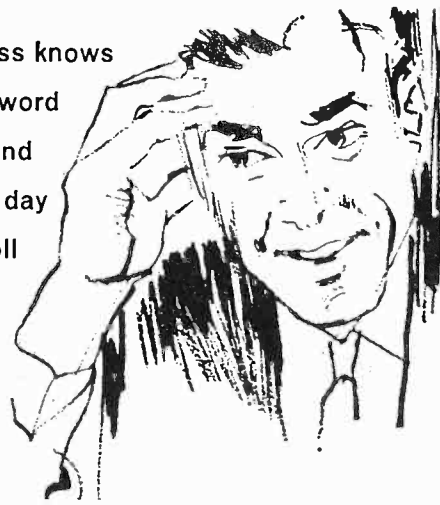
SOUND 55  
10,000 WATTS

CHANNEL 2  
6  
10  
13

**CKPG RADIO & TELEVISION**  
SERVING PRINCE GEORGE AND  
BOOMING NORTH CENTRAL BRITISH COLUMBIA

**"I don't know how they did it, but the colored sales brochures are printed."**

Northern Miner Press knows the meaning of the word "speed". Pick-up and delivery any time of day or night. Presses roll 'round the clock. The job's done fast and done RIGHT.



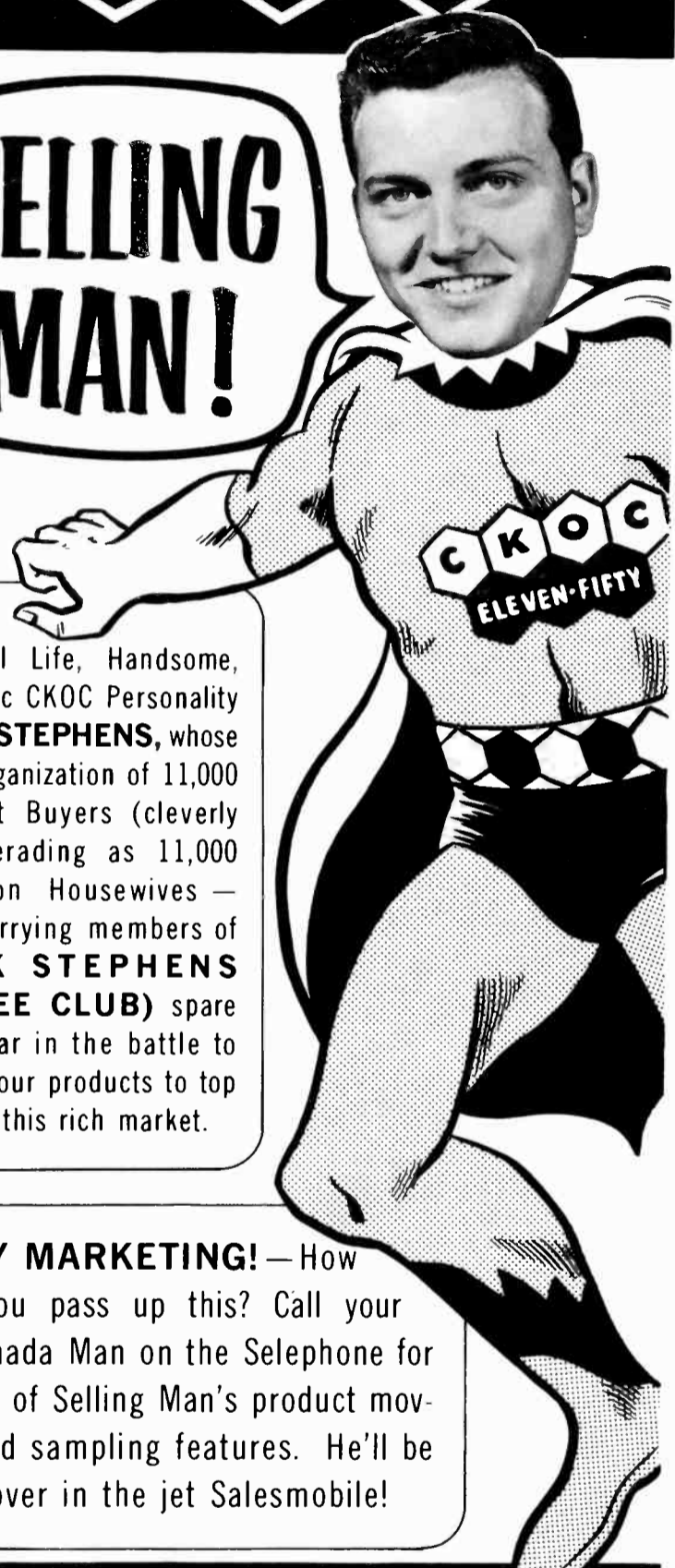
**Northern Miner Press LIMITED**



116 Richmond St. W., Toronto 1  
Telephone 368-3484  
24-hour emergency service 368-3338



**SELLING MAN!**



In Real Life, Handsome, Dynamic CKOC Personality **JACK STEPHENS**, whose vast organization of 11,000 Product Buyers (cleverly masquerading as 11,000 Hamilton Housewives — card-carrying members of **JACK STEPHENS COFFEE CLUB**) spare no dollar in the battle to boost your products to top spot in this rich market.

**HOLY MARKETING!** — How can you pass up this? Call your All-Canada Man on the Telephone for details of Selling Man's product moving and sampling features. He'll be right over in the jet Salesmobile!



**REPRESENTATIVES (Contd.)**

- CKTS, Sherbrooke
- CJCH, Halifax
- CJMS, Montreal
- CKGM, Montreal
- CJCH, Halifax
- CKY-FM, Winnipeg
- CHML-FM, Hamilton
- CPPL-FM, London
- CFMO-FM, Ottawa
- CHUM-FM, Toronto
- CJMS-FM, Montreal
- CKGM-FM, Montreal
- CKLG-FM, Vancouver
- CHQM-FM, Vancouver
- CKY-FM, Winnipeg
- CFMC-FM, Saskatoon
- CHML-FM, Hamilton
- CPPL-FM, London
- CFMO-FM, Ottawa
- CHUM-FM, Toronto
- CJMS-FM, Montreal
- CKGM-FM, Montreal
- CHRC-FM, Quebec
- Television: KOMO-TV, Seattle
- CFCM-TV, Quebec
- CFCL-TV, Timmins
- CKRS-TV, Jonquière
- CKBL-TV, Matane
- CHAU-TV, New Carlisle
- CFCM-TV, Quebec
- CKRT-TV, Rivière-du-Loup
- CKRN-TV, Rouyn
- CHLT-TV, Sherbrooke
- CJCH-TV, Halifax
- CKMI-TV, Quebec

**STOVIN-BYLES TELEVISION LTD.**

**TORONTO** - 400 Jarvis St. - 924-5764 (Area Code 416) President and Managing Director - W. D. Byles. Exec. Vice. - President - W. H. Clark - Vice-Pres. and General Manager - A. E. Stewart Vice-President and Western Manager W. S. MacDonald. Vice-President and Eastern Manager - F. G. Strange. Vice-President and Treasurer - A. A. Panza.

**MONTREAL** - 1500 Stanley St. Room 522 849-7731. (Area Code 514) Vice-Pres. - and Quebec Manager - J. R. Genin

**WINNIPEG** - 365 Broadway - 942-1892 (Area Code 204) - Manager - Harold Olson

**VANCOUVER** - 517 Crown Building, 615 W., Pender St. - 682-6391 (Area Code 604) - Vice-President and Manager J. W. Stovin

- CJCH-TV, North Bay
- CFTO-TV, Toronto (Winnipeg, Vancouver)
- CKPR-TV, Port Arthur, Fort William
- (CJBR-TV, Rimouski)
- (CJBR-TV-1, Edmundston)
- (CJES-TV, Estcourt)
- (CFCV-TV, Clermont)
- CFTM-TV, Montreal (Winnipeg and Vancouver)
- CKTM-TV, Trois Rivières (Toronto, Montreal & Vancouver)
- (CKSS-TV, Dauphin)
- (CKOS-TV-2, Carlyle)
- (CKOS-TV-3, Wynyard)
- KVOS-TV, Vancouver
- CHRE-AB-TV, Moose Jaw - Regina
- CJPM-TV, Chicoutimi (Winnipeg and Vancouver)
- CKOS-TV, Yorkton
- C-JAY-TV, Winnipeg (Toronto, Montreal & Vancouver)
- CJON-TV, St. John's
- (CJOX-TV, Argentia)
- (CJCN-TV, Central Newfoundland)
- (CJON-TV-1, Corner Brook)
- (CJON-TV-2, Bonavista)
- (CJON-TV-3, Grand Bank)
- CJCH-TV, HALIFAX
- United States: WXYZ-TV, Detroit
- WHEC-TV, Rochester
- WEWS-TV, Cleveland
- ZBM-TV, Bermuda
- JBC-TV, Kingston, Jamaica
- CBC-TV, Barbados
- Leeward Islands Television
- Trinidad and Tobago Television

**U. S. A.**

**A B C INTERNATIONAL TELEVISION INC.**

**NEW YORK** - 7 West 66th Street - SU. 7-5000.

- CFTO-TV, Toronto
- CJCH-TV, Halifax
- CKOS-TV, Yorkton
- CFTK-TV, Terrace-Kitimat
- CFTK-TV-1, Prince Rupert
- CFTK-TV-2, Smithers
- CFTK-TV-3, Burns Lake
- CFTK-TV-4, Kildala
- CFTK-TV-5, Kemano
- CKCO-TV, Kitchener

**ALL-CANADA RADIO & TELEVISION LIMITED**

**NEW YORK** - 10 Rockefeller Plaza CI 6-1425. Manager, Eastern Div. - U.S.A. - Bill Townsend; TV Director - Bob Bickerton; Radio Director - Harold Abernethy.

**CHICAGO** - 333 North Michigan Ave. 372-2528 Radio; - Ed Sherinian; TV - Ken Schaefer

**SAN FRANCISCO** - 58 Sutter Street, DO2-7159. Sam Posner

**HOLLYWOOD** - 6331 Hollywood Blvd. HQ 2-6676. James C. Gates

**ATLANTA** - 1371 Peachtree Street, TR 5-6644. Bob Baird

**DALLAS** - 511 North Akard Bldg. RI7-3723. Edgar Robbins Jr.

- Radio Maritime Group: CJVI, Victoria
- CHNS, Halifax
- CJCB, Sydney
- CHSJ, Saint John
- CFCY, Charlottetown
- CJEM, Edmundston
- CFCF, Montreal
- CKLM, Montreal
- CKCV, Quebec City
- CJBR, Rimouski
- CJBM, Causapscal, P.Q. (French)
- (Satellite)
- CKEY, Toronto
- CKOC, Hamilton
- Golden Triangle Group: CKKW, Kitchener-Waterloo
- CJOY, Guelph
- Radio Muskoka: CKMP, Midland
- CKAR, Huntsville-Parry Sound
- CJRN, Niagara Falls
- CJCS, Stratford
- CKNX, Wingham
- Trinor Radio Group: CFCH, North Bay
- CJKL, Kirkland Lake
- CKGB, Timmins
- Ontario Five Group: CHEX, Peterborough
- CKWS, Kingston
- CFCH, North Bay
- CJKL, Kirkland Lake
- CKGB, Timmins
- CKSO, Sudbury
- CJIC, Sault Ste. Marie
- CJWA, Wawa
- CJSS, Cornwall
- CKRC, Winnipeg
- CKBI, Prince Albert
- CKCK, Regina
- Radio Alberta Group: CHAT, Medicine Hat
- CJOC, Lethbridge
- CKRD, Red Deer
- CFAC, Calgary
- CJCA, Edmonton
- CFGP, Grande Prairie
- Okanagan Mainline Radio: CJB, Vernon
- CKOV, Kelowna
- CKOK, Penticton
- CFJC, Kamloops
- Fraser Valley Radio Group: CHWK, Chilliwack
- CFVR, Abbotsford
- CKWX, Vancouver
- CFOM, Quebec
- CHRC & CHRC-FM, Quebec
- CJFP, Rivière-du-Loup
- CKRB, St. George
- De Beauce
- CHLT & CHLT-FM, Sherbrooke
- CKTS, Sherbrooke
- CKLD, Thetford Mines
- CHLN, Trois Rivières
- CKVM, Ville Marie
- CFDA, Victoriaville
- CKRC, Bathurst
- CKCW, Moncton
- CFBC & CFBC-FM, Saint John
- CJFX, Antigonish
- CJCH, Halifax
- CFCB, Corner Brook
- CKCM, Grand Falls
- VOCM, St. John's

**FM Radio:** CHNS-FM, Halifax

**Television:** CJCB-TV, Sydney

**Television:** CJCB-TV, Charlotte-town

**Television:** CKCK-TV, Regina

**Television:** CHCT-TV, Calgary

**CANADIAN STANDARD BROADCAST SALES INC.**

**NEW YORK** - 654 Madison Ave. 10021. Tom F. Malone (Television) and Harold Abernethy (Radio.) 212-838-5774. Telex, 12-6771.

**ATLANTA** - 1182 West Peachtree Street - Manager - Harold M. Parks. 404-873-2564.

**CHICAGO** - Prudential Plaza - Manager - Ken Stratton. -312-642-6190.

**DALLAS** - 1300 Tower Petroleum Bldg. - Manager - Clyde B. Melville. -214-748-5239.

**LOS ANGELES** - 6331 Hollywood Blvd. - Manager - William L. Wallace. -213-462-2289.

**ST. LOUIS** - 1015 Locust Bldg. - Manager - Bruce W. Schneider. -314-621-1424.

**SAN FRANCISCO** - 105 Montgomery St. - Manager - Robert J. Somerville. -415-986-5366.

Boston, Detroit, and Philadelphia business will be handled out of the New York office.

- CKLN, Nelson
- CKNW, New Westminster
- CKDA & CFMS-FM, Victoria
- CFCN, Calgary (Excl. L.A. & San. Fran.)
- CFRN & CFRN-FM, Edmonton (Excl. L.A. & San. Fran.)
- CKRM, Regina
- CFOM, Quebec
- CHRC & CHRC-FM, Quebec
- CJFP, Rivière-du-Loup
- CKRB, St. George
- De Beauce
- CHLT & CHLT-FM, Sherbrooke
- CKTS, Sherbrooke
- CKLD, Thetford
- CFQC, Saskatoon (Excl. L.A. & San. Fran.)
- CJGX, Yorkton
- CKX, Brandon
- CKDM, Dauphin
- CFAR, Flin Flon
- CJOB & CJOB-FM, Winnipeg
- CKBB, Barré
- CJBQ & CJBQ-FM, Belleville
- CFJR, Brockville
- CFOM, Quebec
- CHRC & CHRC-FM, Quebec
- CJFP, Rivière-du-Loup
- CKRB, St. George
- De Beauce
- CHLT & CHLT-FM, Sherbrooke
- CKTS, Sherbrooke
- CKLD, Thetford
- CHLN, Trois Rivières
- CKVM, Ville Marie
- CFDA, Victoriaville
- CKRC, Bathurst
- CKCW, Moncton
- CFBC & CFBC-FM, Saint John
- CJFX, Antigonish
- CJCH, Halifax
- CFCB, Corner Brook
- CKCM, Grand Falls
- VOCM, St. John's

**REPRESENTATIVES**  
(Continued from page 26)

CKPR & CKPR-FM, Fort William  
CHML & CHML-FM, Hamilton  
CKSL, London  
CFOR, Orillia  
CKOV, Ottawa  
CHOV, Pembroke  
CFRB-CKFM-FM, Toronto  
CJAF, Cabano  
CKCH, Hull  
CKRS, Jonquiere  
CJAD & CJFM-FM, Montreal  
CKVL & CKVL-FM, Montreal

**DONALD COOKE INCORPORATED**

NEW YORK - 745 Fifth Ave., New York 22. MURray Hill 8-2190

CHICAGO - 3322 W. Peterson Ave., 478-5544.

KANSAS CITY - 1012 Baltimore Ave., GRant 1-7822

LOS ANGELES - 111 North La Cienega Blvd., Beverly Hills - OLYmpia 2-1313.

SAN FRANCISCO - 690 Market Street, EX 7-0536

CKEK, Cranbrook  
CJDC, Dawson Creek  
CJDC-TV, Dawson Creek  
CKAY, Duncan  
CHUB, Nanaimo  
CJAV, Port Alberni  
CFSL, Weyburn  
CHIC, Brampton  
CFOB, Fort Frances

C-FUN, Vancouver  
CFGM, Richmond Hill, Toronto  
CHOK, Sarnia  
CFOX, Montreal  
CFLM, La Tuque  
CKTR, Trois Rivières  
CKBW, Bridgewater  
CKEC, New Glasgow

**THE DEVNEY ORGANIZATION INC.**

NEW YORK - 347 Madison Ave., New York 17. 212-683-5830  
Manager - E. J. Devney

CHICAGO - 360 North Michigan Ave., Chicago 1. Manager - John Toothill  
312-263-5771

ATLANTA - 1819 Peachtree Road, N. E. Atlanta, Georgia. 404-876-8548.  
Manager - David Carpenter.

LOS ANGELES - 1680 North Vine St., Hollywood 28. Manager - Harlan G. Oakes 213-464-7395

SAN FRANCISCO - 235 Montgomery St. San Francisco 5. Manager Ward Glenn. 415-392-1507

BOSTON - 100 Boylston Street. Manager - George C. Bingham. 617-482-4370

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

ST. LOUIS - 915 Olive Street. Mgr. - Eugene F. Gray. 314-231-9151

SEATTLE - 1001 Tower Bldg., 206-624-6333. Manager - Jack Hauser.

**FORJOE TV INC.**

NEW YORK :- 230 Park Avenue, New York 17 - OREGon 9-6820. President - Joseph Bloom

CHICAGO - 35 East Wacker Drive - SState 2-8196

LOS ANGELES - 6725 Sunset Blvd. 466-6884

SAN FRANCISCO - 955 Russ Bldg. - Ex. 2-1507

DALLAS - Mario Messina Company - 1032 Fidelity Union Life Bldg. Dallas 1, (214) - 742 - 5409.

Television:  
CJPM-TV, Chicoutimi  
CFTM-TV, Montreal

CFCM-TV, Quebec  
CKMI-TV, Quebec  
CJFB-TV, Swift Current

Radio:  
CKXL, Calgary  
CFNS, Saskatoon  
CKSB, St. Boniface  
CFCO, Chatham  
CJLX, Fort William  
CHIQ, Hamilton  
CHUM, Toronto

CJMT, Chicoutimi  
CHFA, Edmonton  
CKSA, Lloydminster  
CKCL, Truro  
CKY, Winnipeg  
CHYM, Kitchener  
CKLB, Oshawa  
CFRA, Ottawa

CKPT, Peterborough  
CKTB, St. Catharines  
CJMB, Regina  
CFRG, Gravelbourg  
CJNB, North Battleford  
CHQM, Vancouver  
CJFP, Riviere-du-Loup  
CJMS, Montreal (after May 1966)

CKBL, Matane  
CKLG, Vancouver  
Television:  
CKSA-TV, Lloydminster  
CKRL-TV, Matane  
CKRT-TV, Riviere-du-Loup.

**E. S. SUMNER CORP.**

NEW YORK - 11 West 42nd St. New York 10036. BR9-7080. President - Gene Sumner; Leonard Ziegel.

CHICAGO - 333 Michigan Ave. N. Chicago, Ill. - ST. 2-0650. Al Parenty.

Television:  
KVOS-TV, Vancouver  
C-JAY-TV, Winnipeg  
CHCH-TV, Toronto-Hamilton  
CHRE-CHAB-TV, Regina - Moose Jaw  
CJOH-TV, Ottawa

**WEED & COMPANY**

NEW YORK 17 - 347 Madison Ave., 212-686-8970. President - Joe Weed. Rita Scarfone.

CHICAGO 11 - 435 N. Michigan Ave., 312-467-7070. C. C. Weed.

ATLANTA - 1819 Peachtree Road N.W., Atlanta, Georgia. - 404-876-8548. David Carpenter.

ST. LOUIS - 149 North Meramac - 314-727-2091. Homer Griffith. - 63105

BOSTON 16 - Statler Building - 617-482-6117. Kay Chille.

DETROIT 26 - 1610 Book Bldg., 313-961-2685. Bernard P. Pearse.

BEVERLY HILLS - 111 N. LaCienega Blvd., 213-652-1313. Lee F. O'Connell, James Walsh.

SAN FRANCISCO - 235 Montgomery St., 415-392-1507. Ward Glenn.

SEATTLE 1 - 1001 Tower Bldg., 206-624-6333. Jack Hauser.

CJOR, Vancouver  
CFAX, Victoria  
CHQR, Calgary  
CHED, Edmonton  
CHEC, Lethbridge  
CKOM, Saskatoon  
CHTM, Thompson  
CFPA, Port Arthur  
CFPL, London  
CHFI, Toronto  
CHLO, St. Thomas  
CKPM, Ottawa  
CHOW, Welland  
CFNB, Fredericton  
CKNB, Campbellton  
CHAB, Moose Jaw  
CJON, St. John's  
CFMO-FM, Ottawa  
CFPL-FM, London  
CHFI-FM, Toronto  
CKGM-FM, Montreal  
CKNR, Newcastle  
CJIS, Yarmouth

CKAK, Huntsville  
CFBR, Sudbury  
CHNO, Sudbury  
CFCL, Timmins  
Noront Radio

CJNR, Blind River  
CKCY, Sault Ste. Marie  
CKWV, Windsor  
CJMS, Montreal  
CKGM, Montreal  
CHNC, New Carlisle  
CKCH, Hull  
Radio Nord, Rouyn

Television:  
CFSM-TV, Thompson  
CKCO-TV, Kitchener  
CFCL-TV, Timmins  
CHAU-TV, New Carlisle  
CKRN-TV, Rouyn  
CJON-TV, St. John's  
CJOX-TV, Argentia  
CJCN-TV, Grand Falls

**NEW REP HOUSE**  
Canada

**GROUP ONE RADIO LTD.**

TORONTO - 100 Maitland Street, Suite 1906, Tel. 923-0919.  
President - Bev. Martin; Doug Newell.

MONTREAL - 1808 Sherbrooke St. W. Manager - Leigh Kelk.  
Stations to be announced.

# WEED & COMPANY

*United States Representatives*

*for the finest Canadian*

*Radio and Television Stations*

Head Office

347 Madison Avenue, New York 17

CHICAGO • ATLANTA • BOSTON • DETROIT • BEVERLY HILLS • St LOUIS • SAN FRANCISCO • SEATTLE

## AIRTIME QUALITY SALES



RAY SUTHERLAND

The appointment of Raymond A. Sutherland to the staff of Airtime Quality Sales is announced by Adrian C. Egan, President.

Ray Sutherland has accumulated a wide media and broadcast knowledge through his experience with Canada's largest advertising agency and as a representative of major stations in Canada. Stations represented by Ray with Airtime Quality Sales are CFDR Halifax, CKPM Ottawa, CHFI FM/AM Toronto, CJQM AM/FM Winnipeg, CHQR Calgary, CHQT Edmonton and C-FAX Victoria.

## AVAILABLE

Young announcer with six months' experience, looking for an all-night spot in Southern Ontario market.

Wayne Rodriguez,  
869 Pape Avenue,  
Toronto 6-461-7307

## Go Go A' go go!

All systems are "GO" in Saskatchewan's 3rd market. Wages are up, sales are up and population on the rapid increase.

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# MBA

MEL BLANC ASSOCIATES, INC.  
A CREATIVE PRODUCTION COMPANY  
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General Production Services is proud to be associated with Mel Blanc, CAB's special guest speaker at their Tuesday afternoon session, "Radio - all ways colourful."

## HONG KONG TELEVISION

Television Broadcasters Ltd., have been awarded the license to establish a wireless UHF television service in Hong Kong. Citizens of a British Commonwealth Country only. Key positions currently being filled.

### General Manager:

Must have experience in like position in competitive commercial station; 3-year contract.

### Chief Engineer:

Experience in all technical phases necessary. Knowledge of UHF desirable; 3-year contract.

### Production Manager:

Intimate knowledge of staging, lighting and directing techniques necessary for proposed heavy live programming schedule; 18-months contract.

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Room 902  
30 Rockefeller Plaza  
New York, N. Y.



# STATION and PERSONNEL REGISTER (Radio)

## KEY

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

### CKWX, VANCOUVER

- 50,000 watts on 1,130 kcs.  
 (1) CKWX Radio Ltd.  
 (2) Arthur Holstead  
 (3) Wm. A. Speers  
 General Sales Manager -  
 Dick Lennie  
 National Sales and Marketing  
 Director - Doug Reid  
 Retail Sales Manager -  
 Keith Bower  
 (6) Ron Robinson  
 (7) John Ansell  
 (9) John Barton  
 (11) Neil Nisbet  
 (12) Jim Robson  
 (16) Jack Hughes  
 (17) Rai Purdy  
 (18) Jim Morris  
 (20) Stan Davis  
 (21 to 25) All-Canada  
 (26) April 1, 1923

### CJIB, VERNON

- (See Okanagan Radio)  
 10,000 watts daytime (1,000  
 watts nighttime) on 940 kcs.  
 CBC  
 (1) Interior Broadcasters  
 Ltd.  
 President & Managing  
 Director - A. G.  
 Seabrook  
 (5) John Tuttle  
 (6) Jim Watson  
 (9) Jim Watson  
 (11) Clare Moody  
 (12) Bob Adshhead  
 (15) Dauphne Brown  
 (16) Mrs. Herta Pospischil  
 (17) Mrs. Belle Rounce  
 (19 & 20) Laurie Wright  
 (21 to 25) All-Canada  
 (26) September 22, 1947

### CFAX, VICTORIA

- 1,000 watts on 1,070 kcs.  
 (1) C-FAX Radio 1070 Ltd  
 (2 & 3) Clare Copeland  
 (4) Charles Smith  
 (5) Hugh Curtis  
 (6) Charles Smith  
 (7) James R. Stoke  
 (8) Bob Arnold  
 (9) Lvall Winlaw  
 (10) Roy Darling  
 (11) Gordon Colledge  
 (12) Keith Dagg  
 (14) Irene Brown  
 (15) Larry Wood  
 (16) Betty Sharp  
 (18) Roy Darling  
 (19) John Mirchel  
 (20) Charlie Smith  
 (21) Quality Broadcast Sales  
 (24) Direct Zenith 6933  
 (25) Weed & Company  
 (26) September 4, 1959

### CJVI, VICTORIA

- 10,000 watts on 900 kcs. CBC  
 (1) Island Broadcasting  
 Co. Ltd.  
 (2 & 3) William M. Guild  
 (5) Bill Allen  
 (6) Dick Batey  
 (7) Walter Cownden  
 (9) Murray Dale  
 (10) Walter Cownden  
 (11) Gordon Williamson  
 (15) Mrs. Lynne Richards  
 (16) Robert McGill  
 (17) John Richards  
 (18) Cheryl Borris  
 (20) Michael G. Doyle  
 (21 to 24) All-Canada  
 (25) All-Canada Radio  
 (26) April 17, 1926

### CKDA, VICTORIA

- 10,000 watts on 1,220 kcs.  
 (1) Capital Broadcasting  
 System Ltd.  
 President & General  
 Manager - David M.  
 Armstrong  
 Executive Vice-President  
 and Sales Manager -  
 Keith G. MacKenzie  
 Secretary-Treasurer-  
 Comptroller -  
 Mrs. Ruby Masters  
 Operations Manager -  
 David G. Hill  
 (9) Douglas Taylor  
 (10) Mrs. Helen Moulton  
 (11) Phil Barter  
 (15) Mrs. Shirley Jefferson  
 (16) Bernice Davies  
 (17) Mrs. Cy Roberts  
 (20) James P. Boudreau  
 (21 & 22) Radio-TV Reps Ltd.  
 (23) A. J. Messner & Co.  
 (24) Radio-TV Reps Ltd.  
 (25) Canadian Standard  
 Broadcast Sales Inc.  
 (26) January 18, 1950

## ALBERTA

### CBR, CALGARY

- 50,000 watts on 1,010 kcs.  
 Owned and operated by the  
 Canadian Broadcasting Corp.

### CFAC, CALGARY

- 10,000 watts on 960 kcs. CBC  
 (1) Calgary Broadcasting  
 Co. Ltd.  
 (2) G. Gaetz  
 (3) Dave F. Penn  
 (6 & 7) Clarence F. Mack  
 (8) Jim Kunkel

- (9) Lorne Ball  
 (11) Peter LaValley  
 (12) Ed Whalen  
 (15) Bev Mannix  
 (16) Mrs. Helen VanVolkenburg  
 (17) Mrs. Barbara Paulin  
 (18) Marion Lawrence  
 (19) Stanley C. Gilbert  
 (20) Earle C. Connor  
 (21 to 25) All-Canada  
 (26) May 2, 1922

### CFCN, CALGARY

- 50,000 watts on 1,060 kcs.  
 (1) The Voice of the Prairies  
 Ltd.  
 (2 & 3) H. Gordon Love  
 Vice-President -  
 Jas. A. Love  
 Operations Manager -  
 Gordon L. Carter  
 (5) Bob Irvine  
 (6) Don Thomas  
 (8) Gordon Kelly  
 (9) Terry Moore  
 (11) William N. Love  
 (12) Henry Viney  
 Promotion & Merchandis-  
 ing Director -  
 Ron Sommerville  
 (16) Louise Tetrault  
 (17) Roy McDonald  
 (18) Joyce Nephin  
 (20) Robert W. Lamb  
 (21 & 22) Radio & TV Reps Ltd.  
 (23) A. J. Messner  
 (24) Radio-TV Reps Ltd.  
 (25) Young Canadian Ltd.  
 (26) West Coast -  
 Harlan Oakes & Assoc.  
 (26) May 18, 1922

### CHQR, CALGARY

- 10,000 watts on 810 kcs.  
 (1) Bentley Broadcasting  
 Co. Ltd.  
 (2 & 3) Ted Soskin  
 (4 & 5) Reuben Hamm  
 (6, 7 & 8) Wilf Sennett  
 (9) Larry Schwartz  
 (10) Wilf Sennett  
 (11) Fred Skelton  
 (12) Russ Peak  
 (13) Fred Skelton  
 (14 & 15) Mrs. Kay Jones  
 (16) Mrs. Norma Hooper  
 (17) Mrs. Karl Wilms  
 (19 & 20) Mel Hoyme  
 (21 & 22) Air-Time Sales  
 Ltd.  
 (23) Broadcast Reps. Ltd.  
 (24) Byles, Gibb & Assoc. Ltd.  
 (25) Weed & Co.  
 (26) November 17, 1964

### CKXL, CALGARY

- 10,000 watts on 1,140 kcs.  
 (1) Bow Valley Broadcasting  
 Co. Ltd.  
 (3) James M. Pryor Jr.  
 (5) Pearl V. Borgal  
 Don Meek  
 (6, 7 & 9) Ned Carrigall  
 (11) Don Carlson  
 (12) Eric Bishop  
 (15) Mrs. Pearl V. Borgal  
 (16) Carol Sproule  
 (17) Marilyn Dorohov  
 (18) Jack Stewart Jr.  
 (20) Bill Martin  
 (22 & 23) Byles, Gibb &  
 Assoc. Ltd.  
 (24) Scharf Broadcast Sales  
 (25) Devney Organization Inc.  
 (26) May 15, 1964

### CFCW, CAMROSE

- 10,000 watts on 790 kcs.  
 (1) Camrose Broadcasting  
 Co. Ltd.  
 (2) H. J. Yerxa  
 (3 & 5) Warren H. Holte  
 (6 & 7) Rich Sims  
 (8) Bev Munro  
 (9) Bev Munro  
 (10) Curley Gurlock  
 (11) Michael Goetze  
 (12) Jim Brown  
 (13) Dennis Ratcliff  
 (14) Joan Henaull  
 (15) Bob Smith  
 (16) Florence Carlson  
 (17) Dan Chomlak  
 (18) Lavonne Switzer  
 (19) Barry Haugan  
 (20) Lyndy Olson  
 (21 & 22) Lorrie Potts &  
 Co. Ltd.  
 (23) A. J. Messner & Co.  
 (24) Scharf Broadcast Sales  
 (26) November 2, 1954

### CJDV, DRUMHELLER

- 5,000 watts on 910 kcs.  
 (1) Dinosaur Broadcasting  
 (1957) Ltd.  
 (2 & 3) Tony Mayer  
 (4) Stan Sparling  
 (5) Tony Mayer  
 (6, 7 & 8) Bill Dowson  
 (9) Stan Sparling  
 (10) Pat O'Connor  
 (11 & 12) Jim Fisher  
 (13) Bill Cameron  
 (14) Mrs. Peg Pinkham  
 (15) Bill Dowson  
 (16) Mrs. Peg Pinkham  
 (17) Ron Munroe  
 (18) Pat O'Connor  
 (19 & 20) John Bruins  
 (21 & 22) Radio & TV Sales  
 Inc.  
 (23) A. J. Messner & Co.  
 (24) Byles, Gibb &  
 Assoc. Ltd.  
 (26) December 1958

### CBX EDMONTON

- 50,000 watts on 740 kcs.  
 Owned and operated by the  
 Canadian Broadcasting Corp.

### CFRN, EDMONTON

- 50,000 watts on 1,260 kcs.  
 (1) Sunwapta Broadcasting  
 Co. Ltd.  
 (2) G. R. A. (Dick) Rice  
 (3) A. J. Hopps  
 (5) National - A. J. Hopps  
 Retail - Tony Coumant  
 (6 & 7) George A. Duffield  
 (9) Irv Shore  
 (10) Harry Farmer  
 (11) Bruce Hogle  
 (12) Al McCann  
 (13) Scott Flewitt  
 (16) Faye Rumpel  
 (17) Jack Hamilton  
 (18) Mrs. Nadia Sinclair  
 (20) Ted Wadson  
 (21 & 22) Radio-TV Reps Ltd.  
 (23) A. J. Messner & Co.  
 (24) Radio-TV Reps Ltd.  
 (25) Young Canadian Ltd. and  
 Harlan G. Oakes  
 (26) November 1, 1934

### CHED, EDMONTON

- 10,000 watts on 630 kcs.  
 (1) Radio Station CHED Ltd.  
 (2) Ed. Rawlinson  
 (3) Jerry Forbes  
 (5) Bill Sysak  
 (7) Keith James  
 (9) Wes Montgomery  
 (10) Dick Tavior  
 (11) Bill Roger  
 (15) Keith James  
 (16) Myrna Shields  
 (17) Natalie Howes  
 (18) Dick Taylor  
 (19) Orville Davidson  
 (20) Clint Nichol  
 (21, 22 & 24) Stephens &  
 Towndrow  
 (25) Weed & Company  
 (26) March 4, 1954

### CHFA, EDMONTON

- 5,000 watts on 680 kcs. CBC  
 French Network.  
 (1) Radio Edmonton Ltée  
 (2) R. Motu  
 (3 & 5) B. J. Gagnon  
 (6) Jacques Boucher  
 (9) Normand Fontaine  
 (11 & 12) T. Forestier  
 (14) J. Theoret  
 (15) Jacques Boucher  
 (16) M. VanDergooten  
 (18) G. Paradis  
 (20) André Rouleau  
 (21 & 22) Hardy Radio & TV  
 (23) Broadcast Reps Ltd.  
 (24) Radio-TV Reps Ltd.  
 (25) Devney Organization  
 (26) Nov. 20, 1949

### CHQT, EDMONTON

- 10,000 watts on 1,110 kcs.  
 (1) Radio Station CHQT Ltd.  
 (2) L. R. Roskin  
 (3) M. D. Dvck  
 (4 & 5) L. R. Roskin  
 (6 & 7) Norm Fisher  
 (10) Dasha Goodv  
 (11) John Bohonos  
 (12) Hal Pawson  
 (14) E. Weiss  
 (17) L. Schulz

- (20) Frank Makepeace  
 (21 & 22) Air-Time Sales Ltd.  
 (23 & 24) Western Broadcast  
 Sales  
 (26) August 19, 1965

### CJCA, EDMONTON

- 10,000 watts daytime (5,000  
 watts nighttime) on 930 kcs.  
 (1) Edmonton Broadcasting  
 Co. Ltd.  
 (2) Gerry Gaetz  
 (3) J. Dalt Elton  
 Assistant Manager and  
 General Sales Manager  
 Ken Goddard  
 Retail Sales Manager -  
 Jack Sayers  
 National Merchandising  
 Manager -  
 Pod Lebbert  
 (7) Harry Boon  
 (9) Jim Hault  
 (10) Harry Boon  
 (11) Walt Rutherford  
 (12) Bryan Hall  
 (14) Peg Miller  
 (15) Dale Partridge  
 (16) Janet Wickenberg  
 (17) Bryan Toews  
 (18) Gerry McDonald  
 (19) Andrew Picard  
 (20) Gordon Skutle  
 (21 to 25) All-Canada  
 (26) May 2, 1922

### CKUA, EDMONTON

- 10,000 watts on 580 kcs.  
 (1) Alberta Government  
 Telephones  
 (3) John W. Hagerman  
 (7) Tony W. Cashman  
 (8) O. H. Gordon Olsen  
 (9) E. G. Evans  
 (11 & 12) Carl Noack  
 (14) Mrs. Marg Eykelbosh  
 (16) A. Douglas Morton  
 (18) Mrs. V. Barber  
 (20) Wm. P. Vinko  
 (26) November 21, 1927

### CFGP, GRANDE PRAIRIE

- 10,000 watts on 1,050 kcs.  
 CBC  
 (1) Northern Broadcasting  
 Corp. Ltd.  
 (2 & 3) C. A. Perry  
 (4) Jack Soars  
 (5) Gordon Pearcev  
 (6) Jack Soars  
 (8 & 9) Barry Hawkins  
 (10) Cecil Morton  
 (11) Lionel Kyle  
 (12) F. Tanner  
 (14) Mrs. Jovce Zasadny  
 (16) Gail Soars  
 (17) Cecil Morton  
 (18) Doug Perry  
 (20) Jim de Roaldes  
 (21 to 25) All-Canada  
 (26) November 2, 1937

### CHEC, LETHBRIDGE

- 5,000 watts on 1,090 kcs.  
 (1) Southern Alberta Broad-  
 casting Ltd.  
 (2 & 3) H. W. Brown  
 Local Sales Manager  
 Ron Bruchet

# CFRA

50,000 watts at 580

## the Big Ottawa member

of the **Stephens & Towndrow** marketing team

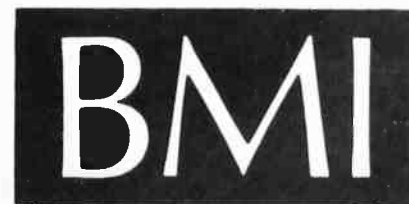
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# CFRA

## Ottawa's CENTENNIAL Station

Today's many worlds of music  
are the result of an opportunity provided  
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writers and publishers to be heard,  
to be treated with dignity and respect,  
and to share impartially  
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ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE



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# STATION and PERSONNEL REGISTER (Radio)

## KEY

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

- (6) Bob Wilson  
(8) Vervl Todd  
(9) Vervl Todd  
(10) Rob Wilson  
(11) Ron Dvck  
(12) Vervl Todd  
(13) Leo Dow  
(15) Doug Marvin  
(16) Margaret Davis  
(17) Betty Shipley  
(20) Rob Macdonald  
(21 to 24) Radio-TV Reps. Ltd.  
(25) Weed & Company  
(26) August 28, 1959
- CJOC, LETHBRIDGE**  
10,000 watts daytime (5,000 watts nighttime) on 1,220 kcs.  
CBC.  
(1) Lethbridge Broadcasting Ltd.  
(2) N. Botterill  
(3) J. McColl  
(5) I. Innes  
(6) Bob Lang  
(9) Iim Elliott  
(10) Radford Whitt  
(11) William Skelton  
(12) Ron Makarenko  
(13) Ron Watmough  
(15) R. Georgeson  
(16) J. Ravnborg  
(17) E. Warmough  
(18) Ray Georgeson  
(20) Douglas Card  
(21 to 25) All-Canada  
(26) May 10, 1926
- CKSA, LLOYDMINSTER**  
10,000 watts on 1,040 kcs.  
(1) Sask-Alta Broadcasters Ltd.  
(2) Arthur F. Shortell  
(3 & 5) James G. Cane  
(6, 7 & 9) Stan Bates  
(11) Harry Smith  
(16) Mrs. Hilda Giebelhaus
- (17) Lillian Johnson  
(20) Howard James  
(21 & 22) Radio-TV Reps Ltd.  
(23) A. J. Messner & Co.  
(24) Radio-TV Reps Ltd.  
(25) Devney Organization Inc.  
(26) April 1, 1957
- CHAT, MEDICINE HAT**  
10,000 watts on 1,270 kcs.  
CBC.  
(1) Monarch Broadcasting Co. Ltd.  
(2) J. H. Yull  
(3) Orv Kope  
(4 & 5) Tom Gunter  
(6) Gerry Givens  
(7) Tom Gunter  
(8) Warner Fieldhouse  
(9) Wayne Craven  
(10) Tom Gunter  
(11) Stan Weiler  
(12) Bob Burns  
(13) Mickey Lynch  
(14) Mrs. Barbara Morrison  
(15) Bill Yull  
(16) Mrs. Barbara Morrison  
(17) Pat McCully  
(18) Wayne Craven  
(20) Sid Gaffney  
(21 to 25) All-Canada  
(26) November 1, 1946
- CKYL, PEACE RIVER**  
10,000 watts daytime (1,000 watts nighttime) on 610 kcs.  
(1) Peace River Broadcasting Corp. Ltd.  
(2 & 3) John Skelly  
(4) Don Ewart  
(5) George Cambridge  
(6) Chuck Benson  
(7) John Skelly  
(9) Don Ewart  
(11) Larry Snelgrove  
(12) Al Adair
- (13) Don Ewart  
(15) John Skelly  
(16) Carol Griep  
(17) Larry Snelgrove  
(20) Les Klement  
(21 & 22) Radio-TV Reps Ltd.  
(23) A. J. Messner & Co.  
(24) Radio-TV Reps Ltd.  
(26) November 12, 1954
- CKRD, RED DEER**  
10,000 watts daytime (1,000 watts nighttime) on 850 kcs.  
(1) Central Alberta Broadcasting (1961) Ltd.  
(2) Gordon E. Spackman Managing Director - Henry Flock  
(6 & 7) Rod Stephen  
(9) Lorne Kassian  
(10) Fod Stephen  
(11) Glen Burston  
(12) Al Hammer  
(13) Rob Brown  
(14) Marlene Brault  
(15) Fod Stephen  
(16) Jerry Tennant  
(17) Marlene Brault  
(20) Ken Martin  
(21 to 24) Radio-Television Reps. Ltd.  
(26) April 30, 1949

## SASKATCHEWAN

- CJSJ, ESTEVAN**  
1,000 watts on 1,280 kcs.  
(3) Norm Williams  
(6) Gary Wolta  
(11) Dennis Hogman  
(16) Sheila Carlson

- CFRG, GRAVELBOURG**  
5,000 watts on 710 kcs. CBC.  
(1) Radio-Gravelbourg Limitée  
(2) J. Edmond Chabot  
(3 & 5) Dumont Lepage  
(6) Leonard Beaudry  
(7) Dumont Lepage  
(8) Benoit Pariseau  
(9 & 10) Benoit Pariseau  
(11) Marcel Moor  
(12) Benoit Pariseau  
(13) Marcel Moor  
(14) Louise Delsie  
(15) Dumont Lepage  
(16 & 17) Jeanne Beaugregard  
(18) Benoit Pariseau  
(19 & 20) Guy Prefontaine  
(21 & 22) Hardy Radio & Television Ltd.  
(25) Devney Organization Inc.  
(26) June 1, 1952

- CFGR, GRAVELBOURG**  
250 watts on 1,230 kcs.  
CBC French Network. Nighttime broadcasting only. Same staff as CFRG.

- CHAB, MOOSE JAW**  
10,000 watts on 800 kcs.  
(1) CHAB Ltd.  
(2) Jack Moffat  
(3 & 5) George Lawlor  
(6) Tony Bast  
(7) Ted Kelly  
(8) Cy Knight  
(9) Ted Kelly  
(10) Joan Lockwood  
(11) Wally Macht  
(12) Ken Newans  
(13) Brian Johnson  
(14) Mrs. Myrna McCombs  
(15) Dick Bourne  
(16) Mrs. G. McNamara  
(17) Mrs. Myrna McCombs  
(18) Joan Lockwood  
(19) Merv Pickford  
(20) Merv Pickford  
(21 & 22) Stephens & Towndrow  
(23) A. J. Messner  
(24) Stephens & Towndrow  
(25) Weed & Co.  
(26) July 7, 1922

- CJNB, NORTH BATTLEFORD**  
10,000 watts on 1,050 kcs.  
(1) Northwestern Broadcasting Co. Ltd.  
(2) E. A. Rawlinson  
(3 & National Commercial Mgr.) - Harry G. Dekker Local Commercial Mgr. - Alex Johnson  
(6) Eldon Elliott  
(9) Harry G. Dekker  
(11) Lorne Cooper  
(12) Eldon Elliott  
(13) Lorne Cooper  
(16) Heather Taylor  
(17) Dorothy Hicks  
(20) Al Ruddell  
(21 to 24) Byles, Gibb & Assoc. Ltd.  
(25) Devney Organization Inc.  
(26) January 28, 1947

- CKBI, PRINCE ALBERT**  
10,000 watts on 900 kcs.  
(1) Central Broadcasting Co.  
(2) E. A. Rawlinson  
(3) F. F. Rawlinson  
(5) B. Prest  
(6) J. Scarrow  
(8) G. Prosser  
(9) Harold Mallwitz and J. J. Cennon  
(11 & 12) N. Roche  
(13) H. Mallwitz  
(14) Mrs. Marion Sherman  
(15) G. Prest  
(16) Mrs. Dora Fuller  
(17) Marie Tremblay  
(18) Mrs. Terry Bremner  
(20) Tom VanNes  
(21 to 25) All-Canada  
(26) 1934

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

- CJME, REGINA**  
1,000 watts on 1,300 kcs.  
(1) Midwest Broadcasters Ltd.  
(2) J. Marsh Ellis  
(3) J. Marsh Ellis  
(4) Mrs. Jessie Ellis  
(5) Terry J. Ennis  
(6) Bob Zaran  
(9) Dee Charles  
(10) Don Patterson  
(12) Bob Zaran  
(14) Mrs. Jessie Ellis  
(15) Terry J. Ennis  
(16) Kay Lazaruk  
(17) Mrs. Jeannie Dewhurst  
(18) Johnny Onn  
(20) Dave Senft  
(21) Hardy Radio & TV Ltd.  
(22) Hardy Radio & TV Ltd.  
(24) Ralph Wickberg  
(25) Devney Organization Inc.  
(26) November 24, 1959

- CKCK, REGINA**  
5,000 watts on 620 kcs.  
(1) Transcanada Communications Ltd.  
(2) M. Sifton  
(3) Jim Struthers  
(5) Ron Lamborn  
(6) Bob Bye  
(9) Johnny Sandison  
(11) Grant Kennedy  
(12) John Badham  
(13) Grant Kennedy  
(14) Mrs. Pam Allen  
(15) Dennis Stafford  
(16) Tom Mahar  
(17) Jim Roberts  
(18) Mrs. Fran Renkas  
(20) Howard Dean  
(21 to 25) All-Canada  
(26) July 29, 1922

- CKRM, REGINA**  
10,000 watts daytime (5,000 watts nighttime) on 980 kcs.  
(1) Cambrian Broadcasting Ltd. (Western Division)  
(2 & 3) James T. Miller  
(5) K. J. Don  
(6 & 7) George Gonzo  
(11) Frank J. Flegel  
(13) Frank Flegel  
(15) Stuart Poole  
(16) Mrs. Freda Morris  
(17) Stuart Poole  
(20) Leonard V. Cozine  
(21 & 22) Air-Time Sales Ltd.  
(23) Broadcast Reps Ltd.  
(24) Radio-TV Reps Ltd.  
(25) Canadian Standard Broadcast Sales Inc.  
(26) August 1, 1926

- CKKR, ROSETOWN-KINDERSLEY**  
10,000 watts on 1,330 kcs.  
On air, June 1, 1966

- CFNS, SASKATOON**  
1,000 watts on 1,170 kcs. CBC French Network.  
(1) Radio-Prairies-Nord Limitée  
(2) Clotaire Denis Sr.  
(3) Raymond J. Marcotte  
(5) Gus Bandet  
(7 & 8) Jacques Landry  
(9) Réal D'Amours  
(10) Mrs. M. A. Papen  
(11) Gilbert Bouchard  
(12) Jacques Landry  
(13) Pierre Jomphe  
(14) Mrs. M. A. Papen  
(16) Mrs. Eva Billo  
(17) Leonette Gareau  
(18) Andrée Audette  
(19 & 20) Jean Lacroix  
(21 & 22) Hardy Radio & TV  
(23) A. J. Messner & Co.  
(24) Radio-TV Reps Ltd.  
(25) Devney Organization Inc.  
(26) November 6, 1952

- CFQC, SASKATOON**  
5,000 watts on 600 kcs.  
(1) A. A. Murphy & Sons Ltd.  
(2) W. A. Murphy General Manager - Vern Dallin  
(3) Roy Currie  
(5) Euclide Bourassa  
(6) Dennis Fisher  
(8) Wally Stambuck  
(9) Denny Carr  
(11) Les Edwards  
(12) Chuck McManus  
(13) Bill Story  
(15) Jack Young  
(16) Mrs. Martha Mills  
(17) Margaret Morrison  
(18) Mrs. Eleanor Cailles  
(20) Jan Van der Tuk  
(21 & 22) Radio-TV Reps Ltd.  
(23) A. J. Messner & Co.  
(24) Radio-TV Reps Ltd.  
(25) Canadian Standard Broadcast Sales Inc.  
(26) July 18, 1923

- CKOM, SASKATOON**  
10,000 watts on 1,250 kcs.  
(1) Saskatoon Community Broadcasting Co. Ltd.  
(2) R. A. Hosie  
(3 to 5) William P. Stovin  
(6) Arnold E. Stilling  
(7) Easten Wayman  
(9) Jack McClung  
(11) Harry Cameron  
(12) Wally Cameron  
(15) Judy Barber  
(16) Mrs. Sandy Machan  
(17) Mrs. Rosemarie Polowick  
(18) Mrs. Inez McGowan  
(20) Maynard Greer  
(21 to 24) Byles, Gibb & Assoc. Ltd.  
(25) Weed & Co.  
(26) June 8, 1951

- CKSW, SWIFT CURRENT**  
1,000 watts daytime (250 watts nighttime) on 1,400 kcs.  
(1) Frontier City Broadcasting Co. Limited  
(2) D. W. Scott  
(3) W. C. Gilbey  
(5) Wm. Friest  
(6) W. C. Gilbey  
(7) W. C. Gilbey

- (9) Larry Michaels  
(10) W. Gilbey  
(11) R. Dooley  
(12) Bob Ridley  
(13) A. Wallman  
(14) Mrs. June Smith  
(15) D. W. Scott  
(16) Mrs. Velma Clark  
(17) Sherman Lyngstad  
(18) Linda Allan  
(20) W. C. Gilbey  
(21 & 22) National Time Sales  
(23) Broadcast Reps. Ltd.  
(24) Radio-TV Reps Ltd.  
(26) June 1, 1956

- CFSL, WEYBURN**  
1,000 watts daytime (250 watts nighttime) on 1,340 kcs.  
(1) Soo Line Broadcasting Co. Ltd.  
(2) T. G. Laing  
(6) Tony Best  
(9) Murray Smith  
(11) Art Babych  
(12) Jim Laing  
(13) Art Babych  
(16) Linda Ebel  
(17) Mrs. Kay Sommerville  
(20) John Mitshack  
(21 & 22) Air-Time Sales Ltd.  
(23 & 24) Byles, Gibb & Assoc. Ltd.  
(25) Donald Cooke Inc.  
(26) August 16, 1957

- CJGX, YORKTON**  
10,000 watts on 940 kcs.  
(1) Yorkton Broadcasting Co. Ltd.  
(2 & 3) George G. Gallagher  
(5) National Sales Manager - Ken M. Dodds Local Sales Manager - Merv Phillips  
(6 & 7) Ed A. Laurence  
(9) Ed. A. Laurence  
(11) Dave Adams  
(12) Jim Keilback  
(13) Doug Sherwin  
(15) Ken M. Dodds  
(16) Mrs. Jean Coleridge  
(17) Mrs. Lorna Reschke  
(18) Ruth Falkenburg  
(19) Tom Moore  
(20) Harry Kerr  
(21 & 22) Radio-TV Reps. Ltd.  
(23) A. J. Messner & Co.  
(24) Radio-TV Reps Ltd.  
(25) Canadian Standard Broadcast Sales Inc.  
(26) August 28, 1927

- CFNS, SASKATOON**  
1,000 watts on 1,170 kcs. CBC French Network.  
(1) Radio-Prairies-Nord Limitée  
(2) Clotaire Denis Sr.  
(3) Raymond J. Marcotte  
(5) Gus Bandet  
(7 & 8) Jacques Landry  
(9) Réal D'Amours  
(10) Mrs. M. A. Papen  
(11) Gilbert Bouchard  
(12) Jacques Landry  
(13) Pierre Jomphe  
(14) Mrs. M. A. Papen  
(16) Mrs. Eva Billo  
(17) Leonette Gareau  
(18) Andrée Audette  
(19 & 20) Jean Lacroix  
(21 & 22) Hardy Radio & TV  
(23) A. J. Messner & Co.  
(24) Radio-TV Reps Ltd.  
(25) Devney Organization Inc.  
(26) November 6, 1952

## MANITOBA

- CFAM, ALTONA**  
10,000 watts daytime (5,000 watts nighttime) on 1,290 kcs.  
(1) Southern Manitoba Broadcasting Co. Ltd.  
(2) Walter E. Kroeker  
(3 & 5) Elmer Hildebrand  
(6 & 9) Bill Kehler  
(11) Jake Elias  
(13) Dr. Peter Olson  
(14) Mrs. Oilly Penner  
(16) Ruth Dueck  
(17) Anne Wiebe  
(18) Hans Andriessen  
(20) John J. Pauls  
(21 & 22) Radio-TV Reps Ltd.  
(23) A. J. Messner & Co.  
(24) Radio-TV Reps  
(26) March 13, 1957

- CHSM, STEINBACH**  
10,000 watts on 1,250 kcs.  
Altona and Steinbach operated as one station, same staff.  
(26) March 13, 1964

- CKX, BRANDON**  
10,000 watts daytime (1,000 watts nighttime) on 1,150 kcs.  
CBC.  
(1) Western Manitoba Broadcasters Ltd.  
(2 & 3) John B. Craig  
(4) Eric Davies  
(5) Ernie Holland  
(7) Frank Bird  
(8) Howard Cooper  
(9) Vince Dodds  
(11) John Harvard  
(12) Mary Saxberg  
(13) Frank Bird  
(15) Cliff Jones  
(16) Wendy Fairbairn  
(18) Heike Brose  
(19) Harold Donogh  
(20) Humphrey Davies  
(21 & 22) Radio-TV Reps Ltd.  
(23) A. J. Messner & Co.  
(24) Radio-TV Reps Ltd.  
(25) Young Canadian Ltd.  
(26) December 1, 1928

## ONE STATION...

GALT, PRESTON and HESPELER

have a population of over 45,000, with Galt accounting for over 30,000 of that figure.

Is this a market to be overlooked or included in some sort of grab bag? ONLY ONE STATION serves this market exclusively... GALT... CFTJ RADIO in GALT...

Represented by:

**HARDY RADIO & TELEVISION LTD.**  
Montreal  
Toronto  
**A. J. MESSNER**  
in Winnipeg

## ...ONE MARKET



**Almost any station  
can get people  
to listen...  
CKVL gets them  
to buy!**

**654,259** letters in three months proves



**CKVL gets action—the  
kind of action that turns  
listeners into buyers.  
Isn't that what you want  
for your clients? Then  
why aren't you on CKVL?**

**CKVL** VERDUN - MONTREAL 850 on  
your dial

*Represented by: Radio and Television Sales Inc. Montreal - Toronto  
Canadian Standard Broadcast Sales Inc., New York*





# STATION and PERSONNEL REGISTER (Radio)

**KEY**

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

**CKOT, TILLSONBURG**  
1,000 watts on 1,510 kcs.  
(1) Tillsonburg Broadcasting Co. Ltd.  
(2 & 3) John Lamers  
(4 & 5) John D. Lamers Jr.  
(6) Paul Hunter  
(9) Murry Porteous  
(10) Sheldon Robb  
(11 & 12) Paul Freeman  
(13) Harry Burkman  
(15) John D. Lamers Jr.  
(16) Mrs. Beth Hunter  
(17) Mrs. Lillian Broad  
(18) Sheldon Robb  
(20) Paul Hunter  
(21 & 22) Air-Time Sales Ltd.  
(23) Broadcast Repts. Ltd.  
(24) Radio-TV Repts. Ltd.  
(26) April 30, 1955

**CFCL, TIMMINS**  
10,000 watts daytime (2,500 watts nighttime) on 620 kcs. CBC French Network.  
(1) J. Conrad Lavigne Enterprises  
(2) J. Conrad Lavigne General Manager - Rene Barrette Station Manager and Sales Manager - Pierre Stein  
(7) Gerald Lefebvre  
(8) Robert Bordeleau  
(9) Jacques Lamothe  
(11) Gerard Jolivet  
(12) Lou Thibault  
(14) Marguerite Bordeleau  
(15) Robert Bordeleau  
(16) Mrs. Yvette Rocheleau  
(17) Yves Bover  
(18 & 19) Douglas Martin  
(20) Rudy Fauteux  
(21 & 22) Paul Mulvihill & Co. Ltd.  
(23) A. J. Messner & Co. Ltd.  
(24) Scharf Broadcast Sales  
(25) Weed & Company  
(26) December 23, 1951

**CKGB, TIMMINS**  
10,000 watts on 680 kcs. CBC  
(1) Timmins Broadcasting Ltd.  
(2) K. R. Thomson  
(3) Gerry Hall  
(5) Art Mousley  
(7) Dan Kelly  
(9) Bill Inglis  
(11) Grant Chevrette  
(12) Mike Doody  
(14) Mrs. Shirley Boyce  
(15) Nick Harris  
(16) Jocelyn Smith  
(17) Ruth Workwich  
(18) Nick Harris  
(20) Andy Andrews  
(21 to 24) Byles, Gibb & Assoc. Ltd.  
(25) All-Canada  
(26) September 15, 1933

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

**CFGM, TORONTO**  
RICHMOND HILL  
10,000 watts daytime (2,500 watts nighttime) on 1,310 kcs.  
(1) Radio Richmond Hill Ltd.  
(2) John O. Graham  
(3) Stewart H. Coxford  
(5) W. A. Mitchell  
(7) Gordon Symons  
(9) Al Fisher  
(11 & 12) Ken Foss  
(15) Gordon Symons  
(16) Karen Davis  
(19) Mickey Brown  
(20) Brian Sawyer  
(21 & 22) Radio House Limited  
(23) A. J. Messner & Co.  
(24) Radio-TV Repts Ltd.  
(25) Donald Cooke Inc.  
(26) July 1, 1957

**CFRB, TORONTO**  
50,000 watts on 1,010 kcs.  
(1) CFRB Limited  
(2) W. C. Thornton Cran General Manager - Don Hartford Station Manager - Jack Dawson Director of Public Relations - Wes McKnight Director of Sales - Bill Brennan Assistant to the President - J. Lyman Potts

(6) Earl Dunn  
(7) Don Inley  
(8) Eddie Luther  
(9) Wally Crouter  
(11) Bill Hutton  
(12) Bill Stephenson  
(13) John Bradshaw  
(14) Mrs. Betty Kennedy  
(15) Jerry Maccabe  
(16) Mrs. Brenda Robinson  
(17) Mrs. Jill Loring  
(18) Art Collins  
(19) Don McEachern  
(20) Clive Eastwood  
(21 to 24) Standard Broadcast Sales Co. Ltd.  
(25) Canadian Standard Broadcast Sales Inc.  
(26) Feb. 19, 1927

**CIHN, TORONTO**  
50,000 watts on 1,540 kcs.  
(1) John B. Lombardi  
(3) Al Boliska  
(4) Joe Crysdate  
(6) Paul Rogers  
(9) Len Carlson  
(9) Al Boliska  
(10) Peter Nordheimer  
(16) Catherine Campbell  
(21 to 24) Byles, Gibb & Assoc. Ltd.  
(26) April 1, 1966

**CHF1, TORONTO**  
50,000 watts on 1,540 kcs.  
(1) Rogers Broadcasting Ltd.  
(2 & 3) Edward S. Rogers Vice-President Vaughn Pjerre  
(4) J. J. Grinsky  
(5) D. E. McRobb  
(6) Roly Koster  
(7) Vaughn Bjerre  
(9) Gerry Herbert  
(10) David Amer  
(11) W. N. Gilmour  
(16) Maria Collins  
(17) Ross Evans  
(18) Susan Prestwich  
(20) Ron Turnpenny  
(21 & 22) Air-Time Sales Ltd.  
(25) Weed & Company  
(26) August 8, 1962

**CHUM, TORONTO**  
50,000 watts on 1,050 kcs.  
(1) Radio CHUM - 1050 Limited  
(2) Allan F. Waters  
(3) Allan Slaight  
(5) Wes Armstrong  
(7) Allan Slaight Sales Promotion Director Mrs. Lyn Rice  
(15) Allen Farrell  
(16) Eileen Taylor  
(17) Larry Solway  
(18) Mary McInnes  
(19) Fred Snyder  
(20) George Jones  
(21 & 22) Stephens & Towndrow  
(23) Broadcast Repts Ltd.  
(24) Stephens & Towndrow  
(25) Devney Organization Inc.  
(26) November 1945

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

**CKEY, TORONTO**  
10,000 watts daytime (5,000 watts nighttime) on 590 kcs.  
(1) Shoreacres Broadcasting Co. Ltd.  
(2) D. Campbell General Manager and Vice-President - Douglas C. Trowell  
(5) Stuart C. Brandy  
(6) Stan Larke  
(7) Gene Kirby  
(9) John Dolan  
(11 & 12) Godfrey Hudson  
(15) Harvey M. Clarke  
(16) Edward Guest  
(17) Stan Larke  
(19) Roy Lyttle  
(20) William R. Onn  
(22 to 25) All-Canada  
(26) August 28, 1944

**CKFH, TORONTO**  
10,000 watts daytime (5,000 watts nighttime) on 1,430 kcs.  
(1) Foster Hewitt Broadcasting Ltd.  
(2) Foster Hewitt  
(3) Bill Hewitt  
(4) Barry Nesbitt

(5) National Commercial Manager - Ralph Judge Local Commercial Manager - Vern Paul  
(6 & 7) Barry Nesbitt  
(8) George Wijnson  
(9) Phil Mackellar  
(11) Jim Ward  
(12) Jerry Morgan  
(15) Frank Somerville  
(16) Margaret McGowan  
(17) Tom Hulse  
(18) Anne Oliver  
(20) Gerald Wilson  
(25) A. B. C. International  
(26) February 21, 1951

**CJWA, WAWA**  
1,000 watts daytime (250 watts nighttime) on 1,240 kcs. CBC  
(1) Hyland Radio & TV Ltd.  
(2) Mrs. Eileen Hyland General Manager - Russ H. Ramsay  
(3) Fred Zimmerman  
(5) R. H. Ramsay  
(7 & 8) Fred Zimmerman  
(11 & 12) Mike Luxton  
(14) Mrs. Bev Zimmerman  
(16) Bob Wood  
(17) Mrs. Bev Zimmerman  
(18 & 19) Norman Blakely  
(20) Dave Irwin  
(21 & 22) Lorrrie Potts & Co.  
(25) All-Canada  
(26) July 1, 1964

**CHOW, WELLAND**  
1,000 watts daytime (500 watts nighttime) on 1,470 kcs.  
(1) Wellport Broadcasting Ltd  
(2) Gordon W. Burnett Managing Director - Doug Manning  
(4) Andy Laughland  
(5) Russ Burnett  
(7 & 9) Bud Reilly  
(11) Tom Whitley  
(14) Mrs. J. Blanchard  
(16) Lorraine Laplante  
(20) Len Whalley  
(21 & 22) Broadcast Media Sales (1965) Ltd.  
(24) Contact Radio C-FUN  
(25) Weed & Company  
(26) June 4, 1958

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

**CKLW, WINDSOR**  
50,000 watts on 800 kcs.  
(1) Western Ontario Broadcasting Co. Ltd.  
(2) S. Campbell Ritchie  
(3) R. J. Buss  
(5) Hal Tower  
(7) Hugh Frizzell  
(9) Dave Shafer  
(11) News Editor - Dick Smyth  
(15) Alden Diehl  
(16) Mrs. Margaret Marshall  
(17) Mrs. Wanda Van Kuren  
(20) Stewart M. Clark  
(21 to 24) RKO General Broadcasting National Sales  
(26) June 1, 1932

**CKWW, WINDSOR**  
500 watts on 580 kcs.  
(1) Radio Windsor Canadian Ltd.  
(2) Geoff Stirling  
(3) George Macdonald  
(5) Bob Willan  
(6) Dick Bordeau  
(7 & 9) Al Shaver  
(10) Ron Burgoyne  
(11) Stan Switzer  
(12) Al Shaver  
(14) Donna Gross  
(15) John Mackey  
(16) Donna Gross  
(17) Colleen Walter  
(18) Ron Burgoyne  
(20) Wally Dowhan  
(21 to 24) Stephens & Towndrow  
(25) Weed & Company  
(26) March 29, 1964

**CKNX, WINGHAM**  
2,500 watts daytime (1,000 watts nighttime) on 920 kcs.  
(1) Radio Station CKNX Ltd.  
(2) W. T. Cruickshank General Manager - G. W. Cruickshank Asst. Gen. Manager John Cruickshank

(7) John Langridge  
(8) Jim Moore  
(9) Jim Swan  
(11) John A. Strong  
(12) John Brent  
(13) Cliff Robb  
(14) Anna McDonald  
(16) Mrs. Lillian Gorburt  
(17) Wayne Brown  
(18) Iona Terry  
(20) Scott Reid  
(21 & 22) Lorrrie Potts & Co.  
(25) All-Canada  
(26) February 20, 1926

**CKOX, WOODSTOCK**  
1,000 watts daytime, 250 watts nighttime, on 1,340 kcs.  
(1) Oxford Broadcasting Co. Ltd.  
(2, 3 & 5) M. J. Werry  
(7) Walter Hulme  
(9) Murray Nelson  
(11) T. Horney  
(12) T. Horney  
(14) Mrs. Alice Munro  
(16) Mrs. A. B. Brown  
(17) Mrs. L. Munro  
(20) D. Zufelt  
(21 & 22) Lorrrie Potts & Co.  
(26) December 6, 1947

## QUEBEC

**CFGT, ALMA**  
1,000 watts on 1,270 kcs.  
(1) Radio Lac St. Jean Ltée  
(2) J. J. Maltais  
(3) France Fortin  
(5) René Gulliot  
(6 & 8) Normand Bergeron  
(11) Vincent Plourde  
(12) Bernard Contant  
(18) Vincent Plourde  
(19) J. Roch Maltais  
(21 & 22) Standard Broadcast Sales Ltd.  
(26) October 26, 1953

**CHAD, AMOS**  
250 watts on 1,340 kcs. CBC French Network.  
(1) Radio Nord Inc.  
(2 & 3) David A. Gourde  
(4, 5, 6 & 7) Franco Capellari  
(15) Franco Capellari  
(16) Mrs. Brigitte Guimont  
(20) Julien Trépanier  
(21 & 22) Hardy Radio & TV  
(24) Scharf Broadcast Sales  
(25) Weed & Co.  
(26) December 1, 1941

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

**CJMT, CHICOUTIMI**  
1,000 watts on 1,420 kcs.  
(1) CJMT-Ltée  
(2 & 3) Pierre Tremblay  
(5) Francois Ranger  
(7) Achille Soucy  
(9) Jacques Cayer  
(11 & 12) Ronald Levesque  
(15) Achille Soucy  
(16) Denise Fortin  
(17) Francois Belley  
(18) Andre Lajoie  
(20) Lucien Simard  
(21 & 22) Standard Broadcast Sales  
(25) Devney Organization  
(26) February 28, 1954

**CHRD, DRUMMONDVILLE**  
250 watts on 1,340 kcs.  
(1) Radio Drummond Ltée  
(2) Maurice Sigouin  
(3) J. A. Savole  
(4) Claude René  
(5) J. A. Savole  
(7, 8 & 9) Jean Denis  
(10) André Gallant  
(11) Hector Ledoux  
(12) André Boulanger  
(14) Mme Raymond Chartier  
(16) Marcelle Turcotte  
(17) André Boulanger  
(20) Raymond Bélanger  
(21 & 22) Hardy Radio & TV Ltd.  
(26) Dec. 23, 1954

**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) Jacques Payette  
(5) J. Henri Champagne  
(6) Jacques Payette  
(7) Henri Champagne  
(9) Guy Cardinal  
(11) Jean M. Malo  
(12) Bernard Brodeur  
(13) Guy Cardinal  
(14) Huguette Chartrand  
(15) Jacques Pavette  
(16) M. A. Daudelin  
(18) Jacqueline Royer  
(19) Armand Papineau  
(20) Raymond Bilocq

(21 & 22) Hardy Radio & TV  
(24) Scharf Broadcast Sales  
(26) March 14, 1946  
**CHLC, HAUTERIVE**  
5,000 watts daytime (2,500 watts nighttime) on 580 kcs.  
(1) Radio Cote Nord Inc.  
(2) J. Claude Tremblay  
(3) Henri Desjardins  
(5) Andre Polier  
(7) Camil St. Pierre  
(11) Robert Boulay  
(12) Claude Roy  
(18) Mlle. Marcelle Carrier  
(20) Gerard Devarenne  
(21 & 22) Broadcast Media Sales Ltd.  
(26) Sept. 15, 1962

**CKCH, HULL**  
5,000 watts on 970 kcs.  
(1) La Compagnie de Radio-diffusion CKCH de Hull Ltée  
(3) Jean-Paul Lemire  
(4 & 5) Henri W. Allard  
(6) Paul Robyn  
(7) Jean-Paul Lemire  
(8) Paul Robyn  
(9) André Gilles  
(10) Aurèle Groulx  
(11) Olivier G. Caron  
(12) Olivier Caron  
(14) Simone Lanctôt  
(15) Henri W. Allard  
(16) S. Lanctôt  
(17) Gilbert Bringué  
(18) Emile Routhier  
(19) André Régimbalud  
(20) Jean-Luis Guérette  
(21 to 24) Standard Broadcast Sales Ltd.  
(25) Canadian Standard Broadcast Sales Inc.  
(26) June, 1933

**CHRS, JACQUES CARTIER**  
10,000 watts on 1,090 kcs.  
(1) Radio Iberville Ltée.  
(2) Jean-Paul Auclair  
(3) Pierre Paul Elie  
(5) Jean Hebert  
(7) Jacques Dufresne  
(8) André Sylvain  
(9) Jean Desmond  
(12) Rolland Ricard  
(16) Alice Paré  
(19) Yvon Rancourt  
(20) Emil Pattermann  
(21 to 24) Radio-TV Repts Ltd.  
(25) April 1, 1957

**CJLM, JOLIETTE**  
1,000 watts on 1,350 kcs.  
(1) Radio-Richelieu Ltée  
(2) Henri Olivier  
(3) Maurice Boulianne  
(5) Cyrille Denis  
(6) Maurice Boulianne  
(7) Claude Rochon  
(8) Aimé Boivin  
(9) Giles Teaster  
(10) Réginald Lambert  
(11) Gilles Loyer  
(12) Michel Rochon  
(14) Mrs. Jacqueline Poirier  
(15) Maurice Boulianne  
(16) Lorenzo Brouillard  
(18) Aimé Boivin  
(20) Joseph Cardin  
(21 & 22) Hardy Radio & TV  
(26) May 8, 1960

**CKRS, JONQUIERE**  
1,000 watts on 590 kcs.  
(1) Radio Saguenay Ltée  
(2) Henri Lepage General Manager - Tom Burham  
(5) Dollard Savoie  
(6) Gerard Lemieux  
(7) Raymond Bourque  
(10) Marcel Perron  
(11) Lionel Tremblay  
(18) Marcel Perron  
(19 & 20) Gerard Gosselin  
(21 & 22) Hardy Radio & TV Ltd.  
(25) Canadian Standard Broadcast Sales Inc.  
(26) June 23, 1947

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

**CLFM, LA TUQUE**  
1,000 watts daytime (250 watts nighttime) on 1,240 kcs. CBC.  
(1) Radio La Tuque Ltée  
(2) J. Trépanier  
(3 & 5) Jean Trépanier  
(7 & 8) Noel Fillion  
(9) Leo Ménard  
(11 & 12) André Dionne  
(14) Mlle Lurette Leclerc

(15) Mlle Hélène Dion  
(18) Léo Ménard  
(20) Jean-Paul Mathon  
(21 & 22) Radio & Television Sales Inc.  
(25) Donald Cooke Inc.  
(26) October 3, 1959

**CKBL, MATANE**  
10,000 watts daytime (5,000 watts nighttime) on 1,250 kcs.  
CBC French.  
(1) La Compagnie de Radio-diffusion de Matane Ltée  
(2 & 3) René Lapointe  
(4) Octave Lapointe  
(5) Octave Lapointe  
(6) George Guy  
(7 & 8) Francois C. Groulx  
(9) Michel Vinet  
(10) Odette Tardif  
(11) Guy Leboeuf  
(12) Guy Leboeuf  
(14) Armand Desrochers  
(15 & 16) Octave Lapointe  
(17) Lisette Bergeron  
(18) Odette Tardif  
(19) Richard Fortin  
(20) Yvan Fortier  
(21 & 22) Hardy Radio & TV  
(24) Scharf Broadcast Sales  
(25) Devney Organization Inc.

**CKML, MONT LAURIER**  
1,000 watts on 610 kcs. CBC French.  
(1) Radio CKML, Inc.  
(2) Patrick Ryan  
(3, 5 & 7) Jean M. Legault  
(8) Jacques Vallée  
(10) J. Vallée  
(11) Réjeune Champagne  
(16) Mrs. Hélène Vaillancourt  
(17) Réjeune Champagne  
(20) Rejean St. Jean  
(21 & 22) Radio-TV Repts Ltd.  
(26) May 19, 1963

**CKBM, MONTMAGNY**  
1,000 watts on 1,490 kcs.  
(1) Radio Alléghanys Inc.  
(2) Henri Deschênes  
(3 & 5) André Mercier  
(6) Henri Deschênes  
(7) Oliva Poitras  
(11) Oliva Poitras  
(12) Denis Duchaine  
(13) André Corriveau  
(14) Henriette Michon  
(15) André Mercier  
(16) Laurette Couillard  
(17) Oliva Poitras  
(18) Denis Duchaine  
(20) Hector Fortin  
(21 & 22) Radio & TV Sales Inc.  
(26) January 31, 1954

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

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

**CFCF, MONTREAL**  
5,000 watts on 600 kcs.  
(1) Canadian Marconi Co. Ltd.  
(2) W. V. George  
(3) J. D. Wright Retail Sales Manager - Jim McManus  
(6) Jim Kidd  
(7) Gerry Bascombe  
(9) Keith Randall and Derek Lind  
(10) Libby Smyth  
(11) Bert Cannings  
(12) Russ Taylor  
(15) Babs Pitt  
(16) L. Rasberry  
(17) Babs Pitt  
(18) Bob Johnston  
(20) J. E. Thompson  
(21 & 25) All-Canada  
(26) November, 1919

**CFMB, MONTREAL**  
10,000 watts on 1,410 kcs.  
(1) Chateau Broadcasting Co. Ltd.  
(2 & 5) Casimir G. Stanczykowski  
(6) Barry Levine  
(7) Phil Ross  
(9) Bob Dowling  
(11) George Cawdry  
(12) Bob Boulanger  
(14) Marjorie Forrest  
(15) Casimir G. Stanczykowski  
(16) J. Mario Villasante  
(17) Marjorie Forrest  
(18) Alita Emanuele  
(19) Bill Gregory  
(20) Dieter Kuhlmann  
(21 to 24) Lorrrie Potts & Co.  
(25) National Times Sales Harlan G. Oakes  
(26) December 21, 1962

*Spectacular Breakthrough*

# **BBM RESPONSE RATE SOARS**

## **REPORT ON OUT-OF-HOME TUNING**

### **NEARLY 60% RESPONSE IN TEST**

The spectacular response rate of 59.4% was achieved by The Bureau of Broadcast Measurement during one of its recent tests.

For more than two years BBM has been working steadily on the improvement of its techniques under the consultation of Professor D. K. Dale of Carleton University, Ottawa. The Research and Development Committee, under the Chairmanship of Mr. George Murray of Ogilvy & Mather, has participated in all phases of this research with the object of improving and refining the tools to obtain greater precision in the measurement of ratings.

The immediate purpose of the research was the improvement of the response rate to the diaries and a feasibility study of the individual diary to examine Out-of-Home tuning.

A whole battery of incentives and other special techniques were tried out in a series of experiments during the Fall of 1965 and early in this year across the country. The results have corroborated many known factors, such as the value of a 5¢ stamp on a return diary, and also many other techniques with unsuspected pulling powers.

Among the tests were included sweepstake prizes as well as diaries placed by personal interview with attractive incentives.

### **NEW METHOD APPROVED BY BOARD WILL PRODUCE NEARLY 50% RESPONSE**

The BBM Board, at a recent meeting, gave approval to the combination of incentives and techniques which was recommended by the Research and Development Committee. This will be put into practice forthwith, during the next survey, and is expected to pull around 50% response. However, BBM cautiously claims that the current response rate will at least double from 20% to about 40%.

This will, no doubt, have some effect on tuning patterns, particularly for radio and, to a smaller extent, for TV also.

### **OUT-OF-HOME TUNING**

The tests of individual diaries were conducted in Metropolitan Toronto and showed some remarkable results which prove beyond question the large out-of-home audience which is being missed by the In-home diary. This does not mean that the Toronto figures will apply to other cities or rural areas.

### **85% ADDITIONAL AUDIENCE OF MEN IN METRO TORONTO LISTEN TO RADIO IN THE CAR FROM 8:00 TO 8:30 EVERY MORNING**

During an average half-hour in Metro Toronto during the whole day, Monday to Friday, the number of men who listen to radio Out-of-Home constitutes an additional 70% to the men tuning In-Home.

This additional audience of men tuned Out-of-Home between 7:30 and 8:00 a. m. constitutes an additional 64% to the men tuning In-Home.

between 8:00 and 8:30 a. m. constitutes an additional 85% to the men tuning In-Home.

between 8:30 and 9:00 a. m. constitutes an additional 133% to the men tuning In-Home.

### **NEARLY 10% ADDITIONAL AUDIENCE OF WOMEN AND CLOSE TO 7% OF MEN WATCH TV OUT-OF-HOME IN PRIME TIME**

In prime time between 7:00 and 11:00 p. m. Monday to Friday during the average half-hour nearly 10% TV watching done by women and 7% done by men is done Out-of-Home.

The tests reveal that there is also an additional amount of duplicate tuning done in households which have more than one TV set.

### **BOARD APPROVES IN PRINCIPLE IMPLEMENTATION OF INDIVIDUAL DIARIES**

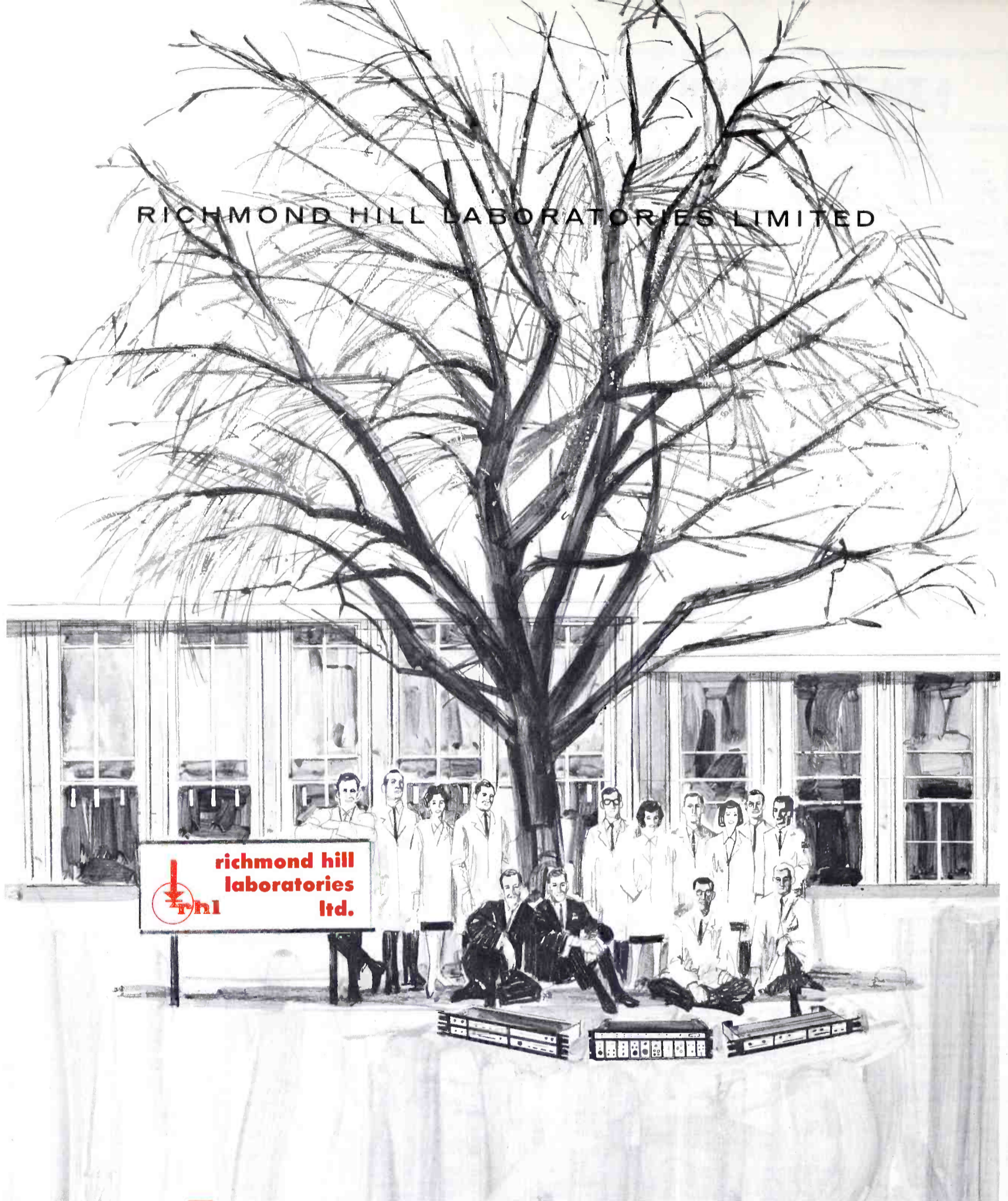
The BBM Board has approved the concept of individual diaries, and authorized that further parallel studies of individual and household diaries should be carried out in limited areas as soon as possible, with a view to complete implementation of individual diaries within about six months if so desired by the members.

**THE BUREAU OF BROADCAST MEASUREMENT**  
75 Eglinton Avenue, East Toronto, Ontario Canada





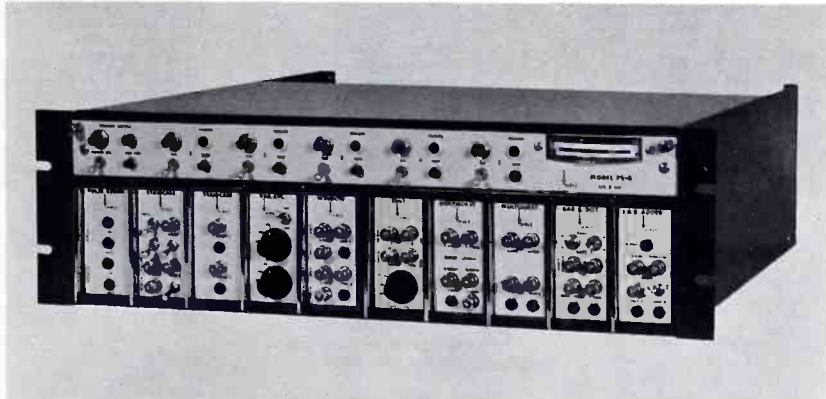
RICHMOND HILL LABORATORIES LIMITED



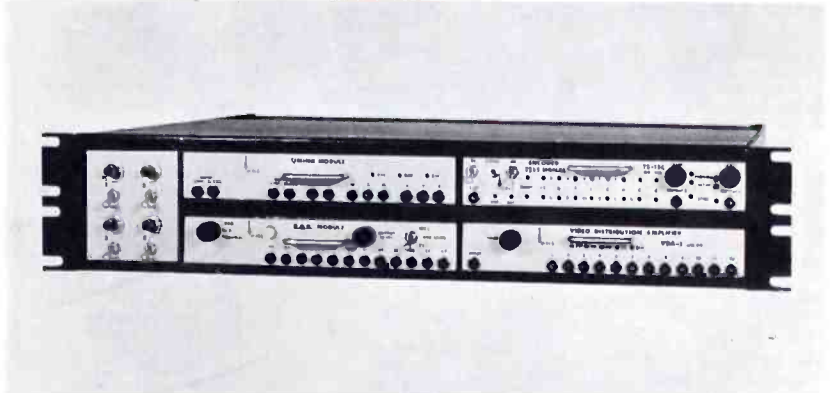
**Our family tree**



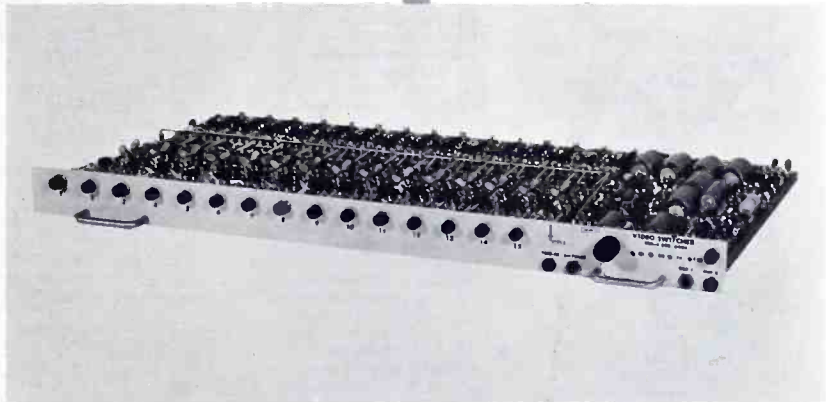
# branch relations



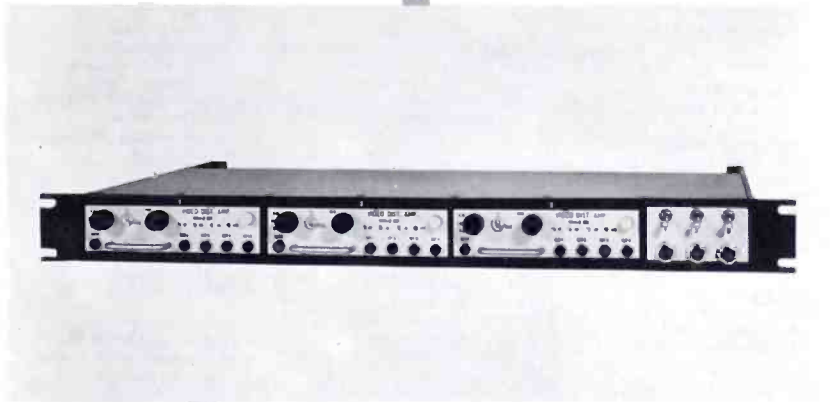
VIDEO TEST SETS



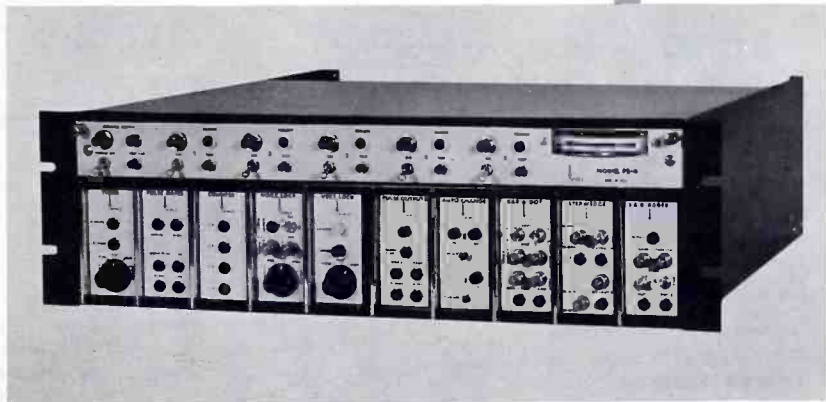
COLOUR BAR GENERATORS



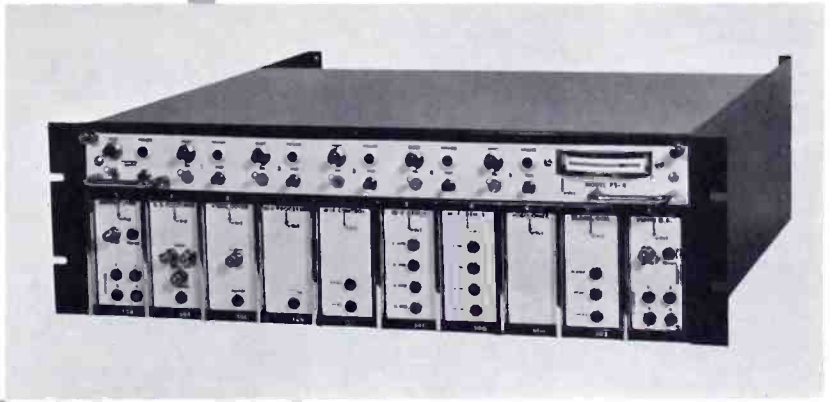
VIDEO SWITCHERS



VIDEO DISTRIBUTION AMPLIFIERS



SYNC GENERATORS



SPECIAL EFFECTS SYSTEMS

Unique full five year warranty

Ampex of Canada Limited  
136 Skyway Avenue  
Rexdale, Ontario  
Branches: Calgary, Ottawa

**AMPEX**

Exclusive Canadian Distributors for Richmond Hill Laboratories Limited

# PERSONNEL REGISTER (FM Radio)

## KEY

- |                          |                      |                                 |
|--------------------------|----------------------|---------------------------------|
| 1. Owner or Company Name | 9. Music Director    | 17. Librarian                   |
| 2. President             | 10. News Director    | 18. Chief Engineer              |
| 3. Manager               | 11. Sports Director  | 19. Chief Operator              |
| 4. Asst. Mgr.            | 12. Women's Director | 20. Date and Year Station Began |
| 5. Commercial Mgr.       | 13. Farm Director    | 21. U.S. Reps.                  |
| 6. Production Mgr.       | 14. Promotion Mgr.   | 22. Canadian Reps.              |
| 7. Program Mgr.          | 15. Traffic Chief    |                                 |
| 8. Chief Announcer       | 16. Copy Chief       |                                 |

## BRITISH COLUMBIA

**CFFM-FM, KAMLOOPS**  
4,000 watts on 98.3 mcs.  
(1) Twin Cities Radio Ltd.  
(2) Ian G. Clark  
(3) Ian G. Clark  
Assistant General Mgr. -  
Jean C. Ross  
(5) Walter Harwood  
(6 & 7) Jack Pollard  
(7 & 8) Norman MacDonald  
(18) Kurt Reichennek  
(20) May 21, 1962  
(21 & 22) All-Canada Radio & TV Ltd.  
Stereo - 6.00 a.m. to 12.00 midnight.

**CJOV-FM, KELOWNA**  
3,000 watts on 104.7 mcs.  
(1) Okanagan FM Broadcasters Ltd.  
(2) Mrs. J. H. Browne  
(3) C. F. Patrick  
(6) Al Jensen  
(10) J. D. Bews  
(14) A. Place  
(15) Wendy Dobbin  
(17) Mrs. G. Mildemberger  
(18) A. E. Vipond  
(20) December 1964  
(21 & 22) All-Canada Radio & TV  
(23) Not Stereo

**CKOK-FM, PENTICTON**  
1,800 watts on 97.1 mcs.  
(1) CKOK Ltd.  
(2) Maurice P. Finnerty  
(3) Ralph J. Robinson  
(9) James Onley  
(17) Mrs. Bev Watts  
(20) June 1, 1965  
(21 & 22) All-Canada  
(23) Stereo four hours daily.

**CBU-FM, VANCOUVER**  
100,000 watts on 105.7 mcs.  
Owned and operated by the Canadian Broadcasting Corporation.

**CHQM-FM, VANCOUVER**  
100,000 watts on 103.5 mcs.  
Issues own rate card and program for 14 hours weekly separately from CHQM-FM.  
(1) Vancouver Broadcasting Associates Ltd.  
(2 & 3) W. E. Bellman  
(5) Brian Scharf  
(6) Maurice Folsy  
(10) Bruce Lowther  
(15) Mrs. Anne Bolton  
(16) Marjorie Gage  
(18) Stan Davis  
(20) August 8, 1960  
(21) Devney Organization Inc.  
(22) Stephens & Towndrow  
Broadcasts Stereo

**CKLG-FM, VANCOUVER**  
100,000 watts on 99.3 mcs.  
(1) Moffat Broadcasting Ltd.  
(2) R. L. Moffat  
(3) Don M. E. Hamilton  
(5) Allan Anaka  
(6, 7 & 9) Ross Mortimer  
(10) Bill James  
(15) Lois Redstone  
(16) Kenn McManus  
(17) Ross Mortimer  
(18) Peter Mackintosh  
(20) September, 1964  
(21) Harlan G. Oakes & Assoc.  
(22) Stephens & Towndrow  
Broadcasts in Stereo.

**CFMS-FM, VICTORIA**  
19,000 watts E.R.P. on 98.5 mcs.  
(1) Capital Broadcasting System Limited  
President & General Mgr. -  
David M. Armstrong  
(3) Rudy Hartman  
(17) Helen Moulton  
(18) James P. Boudreau -  
Director of Engineering  
(20) November 12, 1954  
(21) Canadian Standard Broadcast Sales Inc.  
(22) Radio-TV Reps. Ltd.  
(23) Broadcasts full stereo

## ALBERTA

**CHFM-FM, CALGARY**  
11,000 watts on 95.9 mcs.  
(1) Quality FM Ltd.  
(2 & 3) Allan J. Barker  
(5) Ross L. Craig  
(6 & 7) Gordon R. Morrison  
(12) Natalie Hrudko  
(15) Laura M. Gillie  
(16) Natalie Hrudko  
(18) Gordon R. Morrison  
(20) August 29, 1962  
(21) Hardy Radio & TV Ltd.  
Broadcasts Stereo.

**CFRN-FM, EDMONTON**  
16,200 E.R.P. on 100.3 mcs.  
(1) Sunwapa Broadcasting Co. Ltd.  
(2) G. R. A. Rice  
(3) A. J. Hopps  
(5) J. S. Edwards  
(6) George R. Kelso  
(7 & 8) J. S. Edwards  
(17) George R. Kelso  
(18) Ted Wadson  
(19) George R. Kelso  
(20) November 1, 1947  
Separate programming 88 hours per week. Broadcasts stereo.

**CJCA-FM, EDMONTON**  
400 watts on 99.5 mcs.  
Separate programming Monday through Friday - 5.50 p.m. to midnight; Saturday - 5.50 p.m. to 1.00 a.m.; Sunday - 4.00 p.m. to midnight.

**CKUA-FM, EDMONTON**  
352 watts on 98.1 mcs.  
(1) Alberta Government  
Telephones  
(3) John W. Hagerman  
(7) A. W. Cashman  
(8) O. H. Gordon Olsen  
(10 & 11) Carl Noack  
(12) Mrs. Marg Eykelbosh  
(15) A. Douglas Morton  
(17) Mrs. V. Barber  
(18) W. Pinko

**CHEC-FM, LETHBRIDGE**  
250 watts on 100.9 mcs.  
(1) Southern Alberta Broadcasting Ltd.  
(2 & 3) H. W. Brown  
(6) Bob Wilson  
(8) Veryl Todd  
(9) Bob Wilson  
(10) Ron Dyck  
(11) Veryl Todd  
(13) Leo Dow  
(15) Margaret Davis  
(17) Bruce Seelv  
(18) Bob MacDonald  
(20) August 28, 1959  
No stereo broadcasting  
Three hours separate program ming daily, 7.00 to 10.00 p.m.

**CKRD-FM, RED DEER**  
1,240 watts on 98.9 mcs.  
(1) CKRD-FM LTD.  
(2) Henry L. Flock  
(3) G. E. Spackman  
(6 & 7) Don Arlidge  
(9) Roger Channon  
(10) Don Arlidge  
(11) Al Hammer  
(15) Jerv Tennant  
(16) M. Brault  
(18) Ken Martin  
(20) Feb. 1, 1965  
(21) All-Canada Radio  
(22) Radio-TV Reps. Ltd.

## SASKATCHEWAN

**CFMQ-FM, REGINA**  
5,900 watts on 102.1 mcs.  
(1) Metropolitan Broadcasting Ltd.  
(3) William Stewart  
(5) Bob Hill  
(6) Leonard E.  
(7) Reginald Parker  
(9) Leonard Enns

**CKY-FM, WINNIPEG**  
360,000 watts on 92.1 mcs.  
(1) Moffat Broadcasting Ltd.  
(2 & 3) Randall Moffat  
(5) Don McDermid  
(7) Herb Brittain  
(18) Andy Malowanchuk  
(20) August 1, 1963  
(21) Devney Organization Inc.  
(22) Stephens & Towndrow Ltd.  
Scharf Broadcast Sales  
Separate programming 24 hours daily, and issues separate rate card.  
(23) Broadcasts in Stereo.

(15) Warren Cosford  
(16) Billie McPherson  
(18) David Senft  
(20) Feb. 4, 1966  
(23) Broadcasts Stereo  
18 hours daily

**CFMC-FM, SASKATOON**  
6,020 watts on 103.9 mcs.  
(1) General Broadcasting Ltd.  
(3) Donald MacKenzie  
(4) Harold Ellis  
(5) Donald MacKenzie  
(6) Harold Ellis  
(7) Harold Ellis  
(12) Janet Bradshaw  
(15) Margaret Sturt  
(16) Joyce Olson  
(18) Orland Turrif  
(20) Dec. 12, 1964  
(22) Hardy Radio & TV Ltd.  
Scharf Broadcast Sales  
(23) Stereo Broadcasting

**CJUS-FM, SASKATOON**  
3,800 watts on 89.7 mcs.  
(1) University of Saskatchewan  
(3) Gordon Walburn  
(6) Ron Huebert  
(10) Ed Collin  
(11) Steve Gosse  
(14) Wayne Arcus  
(15) Donna Korchinski  
(17) Dudley Newell  
(18) Douglas A. Freestone  
(19) Dave Pollock  
Non-commercial - Broadcasts Stereo.

## MANITOBA

**CKX-FM, BRANDON**  
29,000 watts on 96.1 mcs.  
(2) John B. Craig  
(2) Eric Davies  
(5) Ernie Holland  
(7) Frank Brill  
(8) Bob Miller  
(15) Wendy Fairbairn  
(18) Humphrey Davies  
(20) December 16, 1963  
(21) Young Canadian Ltd.  
(22) Radio - TV Reps. Ltd.  
Separate programming, full schedule. Broadcasts stereo.

**CJOB-FM, WINNIPEG**  
310,000 watts on 97.5 mcs.  
(1) Radio OB Limited  
(2) F. A. Griffiths  
(3) R. M. MacLennan  
(7) Cliff Gardner  
(8) Dave MacLennan  
(15) Jack Matheson  
(19) R. V. Durie  
(20) March 1948  
(21) Canadian Standard Broadcast Sales Inc.  
Separate programming for 128 hours weekly and issues own rate card.  
Broadcasts Stereo.

**CKQM-FM, WINNIPEG**  
6.5 kw on 94.3 mcs.  
(1) QM Winnipeg Ltd.  
(2) Don Croston  
(3) Roy Priddle  
(5) Bill Konyk  
(6 & 7) George Hellman  
(10) Allan Bready  
(11) Bob Davidson  
(15) Marge Gillies  
(16) Bob Knight  
(18) John Paula  
(20) Nov. 1, 1963  
(22) Air-Time Sales Ltd.  
Broadcasts Stereo

**CKY-FM, WINNIPEG**  
360,000 watts on 92.1 mcs.  
(1) Moffat Broadcasting Ltd.  
(2 & 3) Randall Moffat  
(5) Don McDermid  
(7) Herb Brittain  
(18) Andy Malowanchuk  
(20) August 1, 1963  
(21) Devney Organization Inc.  
(22) Stephens & Towndrow Ltd.  
Scharf Broadcast Sales  
Separate programming 24 hours daily, and issues separate rate card.  
(23) Broadcasts in Stereo.

## ONTARIO

**CJBQ-FM, BELLEVILLE**  
17,400 watts on 97.1 mcs.  
(3) Frank C. Murray  
(5) J. H. MacDonald  
(8) Art. Watkins  
(9) Eugene Lang  
Programs separately 40 hours weekly and issues own rate card. No stereo broadcasting.

**CHIC-FM, BRAMPTON**  
857 watts on 102.1 mcs.  
Same staff as CHIC-AM.  
Separate programming in FM approximately 40 hours weekly

**CKPC-FM, BRANTFORD**  
10,200 watts on 92.1 mcs.  
(8 & 9) Alex Reynolds  
otherwise same staff as CKPC-AM. Broadcasts separate programming:  
Monday to Friday - 4.00 to 10.00 p.m.  
Saturday - 11.00 a.m. to 4.55 p.m.  
Sunday - 5.00 to 11.00 p.m.  
No Stereo.

**CJSS-FM, CORNWALL**  
600 watts on 104.5 mcs.  
Separate FM programming Monday through Friday, and Sunday - 7.00 p.m. to 9.00 p.m. Saturday - 1.00 p.m. to 3.00 p.m.  
(6 to 8) Ian Sutton  
Otherwise, same staff as CJSS-AM.

**CHML-FM, HAMILTON**  
2,900 watts on 95.3 mcs.  
(1) Maple Leaf Broadcasting Co. Ltd.  
(2) Kenneth D. Soble  
Vice-President & General Manager -  
Tom Darling  
(3) Bill Hall  
(5) Bill Reid  
(7) Tony Luciani  
(9) Tony Luciani  
(10) Don Johnston  
(14) Mike Thompson  
(15) Janet Ryding  
(16) Fred Sharpe  
(17) Tony Luciani  
(18) Ed Victor  
(20) Sept. 14, 1964  
(21) Canadian Standard Broadcast Sales Inc.  
(22) Stephens & Towndrow  
Broadcasts in stereo 18 hours daily from 6.00 a.m. to midnight.

**CFRC-FM, KINGSTON**  
1,270 watts on 91.9 mcs.  
(1) Queen's University  
(2) Director of Radio -  
Mrs. Margaret Angus  
(3) Ron Niemi  
(5) Sally Brice  
(7) Ron Niemi  
(8) Duncan Campbell  
(17) Ron Buttery  
(18) Bruce Dingle  
(19) Donald Lay  
(20) October, 1922

**CKLC-FM, KINGSTON**  
1,000 watts on 98.3 mcs.  
Same staff and same programming as CKLC-AM except Monday to Friday, 7.30 a.m. to 2.30 p.m. and 4.00 p.m. to 11.00 p.m. Saturday, noon till 11.00 p.m. and Sunday, 9.00 a.m. to 11.00 p.m.

**CKWS-FM, KINGSTON**  
350 watts on 96.3 mcs.  
Same staff as CKWS-AM.  
Separate programming from 6.00 to 10.00 p.m. daily.  
No stereo.

**CHYM-FM, KITCHENER**  
350 watts on 96.7 mcs.  
(1) Greatlakes Broadcasting System Limited  
(2) Don Hildebrand  
Vice-President and Sales Manager - Clair Chambers  
(3) Robert M. Bambury  
(7) Sandy Hoyt  
(10) Ross Marshall  
(11) Don Cameron  
(14) Mac Lindsay  
(15) Jeannette Lavry  
(16) Robert E. Wood  
(17) Molly Zakrzewski  
(18) Bill Graham  
(20) June 29, 1929  
(21) The Devney Organization  
(22) Byles, Gibbs & Assoc. Ltd.  
Separate FM programming 9.00 A.M. to 12 midnight. Broadcasts 24 hours daily.  
No stereo.

**CFPL-FM, LONDON**  
179,000 watts on 95.9 mcs.  
(1) London Free Press Printing Co. Ltd.  
(2) W. J. Blackburn  
(3) Ward Cornell  
Sales Manager -  
Charles N. Knight  
(6) Geoffrey A. Bingle  
(7) Dave Wilson  
(10) Hugh Bremner  
(11) Peter James  
(13) Roy Jewell  
(14) Tom Trowell  
(15) William Yardy  
(16) Lloyd Wright  
(17) Debbie Williams  
(18) Glen Robitaille  
(19) Keith Roberts  
(20) 1948  
Programs separately for 121 1/2 hours weekly and issues separate rate card. Broadcasts stereo.

**CKLB-FM, OSHAWA**  
14,000 watts on 93.5 mcs.  
(1) Lakeland Broadcasting Company Ltd.  
(2) Gordon G. Garrison  
(3) Dick Trotter  
(20) September 12, 1957  
Programs separately for 133 hours weekly. No Stereo.

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

**CFMO-FM, OTTAWA**  
146,000 watts on 93.9 mcs.  
(1) CFRA Broadcasting Ltd.  
(2) Mrs. Frank Ryan  
(3) Terry Kieley  
(5) Geo. Gowling  
(7) Ray Eckford  
(8 & 9) Gord Atkinson  
(10) Ron Slade  
(11) Ernie Calcutt  
(12) Mrs. Frank Ryan  
(14) Terry McGovern  
(15) Rav Eckford  
(16) Marcrisse Cook  
(17) Roland Brundie  
(20) 1948  
(21) Devney Organization Inc.  
(22) Stephens & Towndrow Ltd.  
Programs separately for 168 hours weekly and issues own rate card.

**CKPR-FM, PORT ARTHUR**  
48,000 watts on 94.3 mcs.  
(1) H. F. Dougall & Co. Ltd.  
(2) H. F. Dougall  
(3 & 5) G. D. Jeffrey  
(6) M. LaCosse  
(7, 8 & 9) Wm. G. Moyer  
(10) Del Archer  
(12) Marion Vickruck  
(13) Jack Owens  
(14) Gerry Isherwood  
(15) Kay Hakala  
(16) E. Johnson  
(17) Mrs. W. G. Moyer  
(18) Gerhard Buetow  
(19) John Coutanche  
(20) 1948  
(21) Canadian Standard Broadcast Sales Inc.  
(22) Byles, Gibbs & Assoc. Ltd.

**CKTB-FM, ST. CATHARINES**  
250 watts on 97.7 mcs.  
(13) Stuart Holloway  
(14) Mrs. Jean Stanway  
(20) 1949  
Same staff, same programming as CKTB-AM, with the exception of two hours separate programming per day.

**CJIC-FM, SAULT STE. MARIE**  
3,600 watts on 100.5 mcs.  
(1) Hyland Radio - TV Ltd.  
(2) Mrs. J. G. Hyland  
General Manager -  
Russell Ramsay  
(3 & 5) Paul Fockler  
(6 & 7) John Wishart  
(8) George Jonescu  
(9) Zoe Dewart  
(10) Lionel McAuley  
(11) Russ Ramsay  
(12) Grace Pitt  
(14) Frank McKay  
(15) Marion Kosteniuk  
(16) Marion Kosteniuk  
(17) Lou Barnes  
(18) Dave Irwin  
(19) Ray Haines  
(20) May 15, 1964  
(21 & 22) All-Canada Radio & TV  
Broadcast Stereo

**CKCY-FM, SAULT STE. MARIE**  
6,760 watts on 104.3 mcs.  
(1) Algonquin Radio & TV Co.  
(2) and General Manager -  
C. P. Greco  
(4 & 5) Harry Wolfe  
(6) Dick Gasparini  
(7) John Meadows  
(10) Russ Hilderley  
(15) Lucille Barsalou  
(16) Mrs. Audrey Ashthorpe

(17) Dick Gasparini  
(18) Ray Rylatt  
(20) May 13, 1964  
(21) Weed & Company  
(22) Broadcast Media Sales

**CKSO-FM, SUDBURY**  
100,000 watts on 92.7 mcs.  
(1) Cambrian Broadcasting Ltd.  
(2) W. B. Plaut  
(3) Ralph Connor  
(5) George Lund  
(7) Jim Waddell  
(9) Peter Allen  
(10) Roy Harnish  
(14) Wayne Cullum  
(16) Peter Allen  
(18) Leo Gilbeau  
(20) September, 1965  
(21 & 22) All-Canada  
Broadcasts in stereo.

**CKGB-FM, TIMMINS**  
425 watts E.R.P. on 94.5 mcs.  
Separate programming 9.00 p.m. to 11.00 p.m. daily.  
(9) Bill Inglis  
(16) Jocelyn Smith  
(17) Mrs. Ruth Workwich

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

**CHFI-FM, TORONTO**  
310,000 watts including 100,000 watts "Vertipower".  
Broadcasts approximately 70 hours weekly separate from AM.  
(1) Rogers Broadcasting Ltd.  
(2 & 3) Edward S. Rogers  
Vice-President -  
Vaughn Bjerre  
(4) J. J. Grinsky  
(5) D. E. McRobb  
(6) Roly Koester  
(7) Vaughn Bjerre  
(9) David Amer  
(10) W. N. Gilmour  
(11) Milt Dunnell  
(15) Maria Collins  
(16) Ross Evans  
(17) Susan Prestwich  
(18) Ron Turpenney  
(20) Feb. 1957  
(21) Weed & Company  
(22) Air Time Sales Ltd.  
Broadcasts Stereo.

**CHUM-FM, TORONTO**  
18,000 watts on 104.5 mcs.  
(1) Radio CHUM-1050 Ltd.  
(2) Allan F. Waters  
(3) Allan Slaight  
(5) Wes Armstrong  
(6) Sjeff Frenken  
(7) Allan Slaight  
(8) Sjeff Frenken  
(15) Eileen Taylor  
(16) Larry Solway  
(17) Helen Patton  
(18) George Jones  
(20) Sept. 15, 1963  
(21) Devney Organization Inc.  
(22) Stephens & Towndrow  
Broadcasts Stereo

**CJRT-FM, TORONTO**  
27,000 watts on 91.1 mcs.  
(1) Ryerson Polytechnical Institute  
(3) Donald C. Stone  
(4) Ron McKee  
(6) Ken Duke  
(7) Ron McKee  
(8) Cam Finley  
(9) Joy MacDonald  
(10) Gerald Farkas  
(12) Joy MacDonald  
(15) Ruth Sokira  
(17) Pat Hasselman  
(18) Andrew Kufstik  
(19) Michael Johns  
(20) April 1946  
(22) Broadcasts Stereo

**CKFM-FM, TORONTO**  
200,000 watts on 99.9 mcs.  
(1) CFRB Limited  
(2) W. C. Thornton Cran  
General Manager -  
Don Hartford  
(5) W. Brennan  
(6 & 7) Bill Ballentine  
(10) Bill Hutton  
(11) Bill Stephenson  
(14) Gerry Maccahe  
(15) Ruth Peachell  
(16) Jill Loring  
(17) Dianne Loyst  
(18) Clive Eastwood  
(20) October, 1940  
(21) Canadian Standard Broadcast Sales Inc.  
(22) Standard Broadcast Sales Co. Ltd.  
Programs separately for 126 hours weekly and issues separate rate card. Broadcasts in stereo 24-hours daily.

**CKLW-FM, WINDSOR**  
50,000 kilowatts on 93.9 mcs.  
Same staff, same programming as CKLW-AM, except at 7.00 to 9.30 p.m. when separate programs take over.

Say you saw it  
in  
The Broadcaster

# (FM Radio)

## QUEBEC

**CBF-FM, MONTREAL**  
24,600 watts on 95.1 mcs.  
Owned and operated by the Canadian Broadcasting Corporation.

**CBM-FM, MONTREAL**  
24,600 watts on 100.7 mcs.  
Owned and operated by the Canadian Broadcasting Corporation.

**CFCF-FM, MONTREAL**  
41,400 watts on 92.5 mcs.  
(1) Canadian Marconi Co.  
(2) W. V. George  
(3) J. D. Wright  
Same staff as CFCF-AM.  
Separate programming 7.00 to 11.00 p.m. weekdays and weekends. Broadcasts Stereo.

**CJMS-FM, MONTREAL**  
40,000 watts on 94.3 mcs.  
(1) Supravox Corporation Ltée  
(2) A. R. Crépault  
(3) Roch Demers  
(4) Serges Raymond  
National Sales Manager - André Rancourt  
Local Sales Manager - Ted Meunier  
(9) Raoul Jobin  
(17) Ginette Houle  
(18) J. C. Lalancette  
(20) May 18, 1964  
(21) Devnev Organization Inc.  
(22) Stephens & Towndrow Ltd.  
Broadcasts stereo, 24 hours daily.

**CJFM-FM, MONTREAL**  
41,200 watts on 95.9 mcs.  
(1) CJAD Limited  
(2) W. C. Thornton Cran  
(3) H. T. McCurdy  
(5) Ron Blair  
(7) Vance Randolph  
(9) George Balcaen  
(10) Doug Williamson  
(11) Al Cauley  
(12) Doris Clark  
(14) Mary Pert  
(15) Gloria Shaborda  
(16) Gerry Boddington  
(17) Anna Watt  
(18) Ernest Mott  
(20) October 1, 1962  
(21) Canadian Standard  
Broadcast Sales Inc.  
(22) Standard Broadcast Sales Co. Ltd.  
Programs separately from CJAD 125 hours weekly in stereo. Simulcasts with CJAD midnight to 6.00 a.m. Issues separate rate card.

**CKGM-FM, MONTREAL**  
50,000 watts on 97.7 mcs.  
(1) Maisonneuve Broadcasting  
(2) Geoff Stirling  
Retail Sales Manager - Barry Martin  
(9) Tom Deachman  
(10) Bob Holiday  
(17) Sheila Connor  
(18) Colin Jarrette  
(20) September 16, 1963

(21) Stephens & Towndrow  
(22) Weed & Company  
Separate programming 23-24 hours a day. Stereo. Issues separate rate card.

**CHRC-FM, QUEBEC**  
81,000 watts on 98.1 mcs.  
(1) CHRC Limitée  
(2) Col. Harvé Baribeau  
Managing Director - Henri Lepage  
General Manager - Aurèle Pelletier  
(5) Yvon Martel  
(6) Georgette Lacroix  
(7) Henri Veilleux  
(9) Georgette Lacroix  
(10) Guy Lemieux  
(11) Maurice Descarreaux  
(16) Georgette Lacroix  
(17) Georgette Lacroix  
(18) Arsène Nadeau  
(19) Marcel Huard  
(20) February, 1949  
(21) Canadian Standard  
Broadcast Sales Inc.  
(22) Hardy Radio & TV Ltd.  
A. J. Messner & Co.

Programs separately from 12.00 to midnight, Monday to Saturday and from 9.00 a.m. to midnight on Sunday. Issues separate rate card. Broadcasts in full stereo

**CJBR-FM, RIMOUSKI**  
20,000 watts on 101.5 mcs.  
(1) La Radio du Bas St. Laurent Inc.  
(2) Jacques Brillant  
(3 & 5) André Lecomte  
(7) Sandy Burgess  
(8) François Raymond  
(9) Jean Brisson  
(11) Guy Ross  
(12) Claude Pearson  
(14) Louise Lavallée  
(15) Sandy Burgess  
(16) André Lecomte  
(18) Lorenzo Michaud  
(20) November 1947  
(21 & 22) All-Canada Radio & TV Ltd.  
Programs separately for 58 hours weekly, and broadcast 25 hours in stereo.

**CHLT-FM, SHERBROOKE**  
62,000 watts on 102.7 mcs.  
(1) LaTribune Inc.  
(2) J. L. Gauthier  
(3) M. Girard  
(5) L. LaRocque  
(7) J. Tremblay  
(9) P. M. Robidoux  
(12) Andree Aube  
(15) Françoise Bolvin  
(18) Gerard Paul  
(20) September 15, 1963  
(21) Paul L'Anglais Inc.  
(22) Young Canadian Ltd.  
Stereo Broadcasting 6.00 p.m. to 11.00 p.m.

**CKVL-FM, VERDUN-MONTREAL**  
307,000 watts on 96.9 mcs.  
(1) Radio Futura Ltd.  
(2) Jack Tietolman  
Vice-President - Corey Thomson  
(5) Judah Tietolman  
(6) Hal Wardell  
(7) Jack Tietolman

(8) H. A. Wardell  
(9) June Warren  
(14) Jack Selinger  
(15) Jeannot Pelletier  
(16) Larry Fredericks  
(21) Canadian Standard  
Broadcast Sales Inc.  
(22) Radio & TV Sales Inc.  
Broadcasts almost 100% in stereo  
Programs 24 hours a day separate from CKVL-AM and issues its own rate card.

## NEW BRUNSWICK

**CFBC-FM, SAINT JOHN**  
5,600 watts on 98.9 mcs.  
(1) Fundy Broadcasting Co. Ltd.  
(2) James Turnbull  
(3) Robert Lockhart  
(4) Ralph McLenaghan  
(5) Jean Foglein  
(7) Bruce Ward  
(10) Dale O'Hara  
(15) Gloria Dort  
(17) Diane Waye  
(18) Angus Weeks  
(20) March 15, 1965  
(21) Canadian Standard  
Broadcast Sales Inc.  
(22) Radio-TV Repts. Ltd.  
(23) Broadcasts Stereo

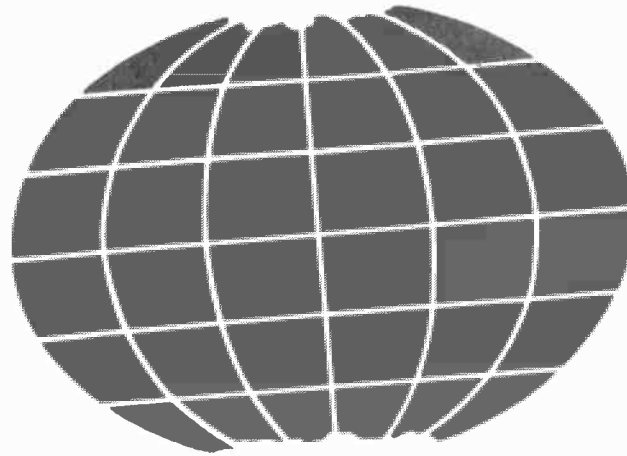
## NOVA SCOTIA

**CHNS-FM, HALIFAX**  
250 watts on 96.1 mcs.  
(1) Maritime Broadcasting Co.  
(2) George C. Piercy  
(3) Fred W. Arenburg  
(7 & 17) Robert Oxley  
Programs 55 1/2 hours weekly separate from CHNS-AM.

**CKWM-FM, ANNAPOLIS VALLEY (KENTVILLE)**  
18,000 watts E.R.P. on 97.7 mcs.  
(1) Evangeline Broadcasting Co. Ltd.  
(2) Frank J. Burns  
(3) Willard A. Bishop  
Sales Manager - James Crossan  
(7) Harold Sproule  
(10) Ron Pulsifer  
(11) Arnold Edwards  
(15) Carolyn Smith  
(16) George Gamble  
(18) William A. Schofield  
(20) March, 1965  
(22) Lorrie Potts & Co. Ltd.

**CJCB-FM, SYDNEY**  
675 watts on 94.9 mcs.  
(20) September 1963  
(21) All-Canada  
No stereo broadcasting.  
Same staff as CJCB-AM. Programs separately 38 hours weekly and issues separate rate card.

**CKCL-FM, TRURO**  
360 watts E.R.P. on 100.9 mcs.  
(1) Colchester Broadcasting Co. Ltd.  
(2 & 3) J. A. Manning  
(5) J. A. Manning  
(7) W. Frank Harvey  
(9) Jack Armstrong  
(10, 11 & 13) Harry Dewar  
(15) Margaret Stevens  
(16) Mrs. Anne Cox  
(18) Sid Bernasconi  
(19) Bob Bartlett  
(20) March 1965  
(21) Devnev Organization Inc.  
(22) Hardy Radio & TV Ltd.  
(23) No Stereo



## it's another world...

since SESAC was founded in 1931. Today's mass communications requires a constant stream of freshly creative music. New writers, new composers and new publishers are providing SESAC licensees with an ever expanding contemporary repertory.

SESAC, one of the world's foremost music licensing organizations, eagerly continues on a course of acquisition and development of tomorrow's music today.

Past, present and future, SESAC's repertory maintains its versatility in every area of public performance.

OUR 35th YEAR



### RADIO-TELEVISION GENERAL ANNOUNCER

25 years old, married, one child, 8 years' experience, wants to locate permanently in southern Ontario - not Toronto.

Warning: He is a family man who hates to move, so employers are warned they are liable to be stuck with him for a long while.

Radio, television or both.

Pat Donelan  
597 MacLaren Avenue  
Fredericton, B. C.

### ART DIRECTOR for TELEVISION STATION

(One of ten top markets . . .)  
We require an experienced and creative man to assume full responsibility for the coordination of art production, set design and promotional advertising.

Please provide, in confidence, complete information and samples of work with first letter.

Box A-848  
Canadian Broadcaster  
217 Bay Street, Toronto 1

The shortest distance between  
a Station and a Time Buyer

# AN AD IN THE BROADCASTER

NEW YORK: / 10 COLUMBUS CIRCLE • NEW YORK, NEW YORK 10019 • 212-586-3450  
NASHVILLE: / 806 16th AVENUE, SOUTH • NASHVILLE, TENNESSEE 37203 • 615-254-5703

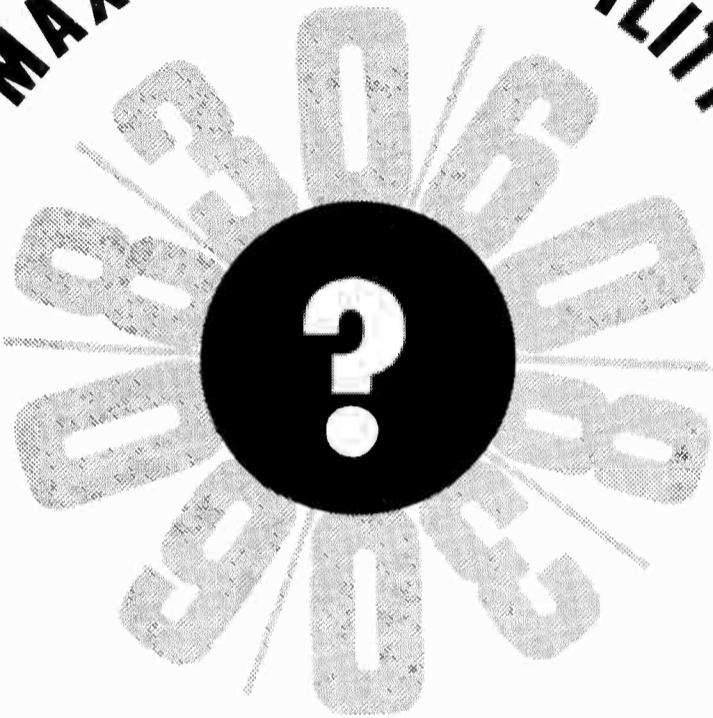
\*trademark

**ONLY**

**SPOT TELEVISION**

**PROVIDES**

**MAXIMUM FLEXIBILITY**



When you buy these stations selectively you can run any commercial, of any length, for any desired duration. You can purchase spots in and around programs which deliver a select audience. This way, you reach the maximum audience—and you achieve maximum sales impact. You just can't beat the flexibility of spot television.

**CKVR-TV BARRIE • CFCL-TV TIMMINS  
 WKBW-TV BUFFALO • CKCW-TV  
 MONCTON • CHOV-TV PEMBROKE**

**ADVERTISING AGENCIES**

- (1) AGENCE DE PUBLICITE NATIONALE
- (2) Montreal 12
- (3) 384-9132
- (4) 110 Place Crémazie, Ste. 320
- (5) Andre M. Allard
- (6) Andre M. Allard
- (7) Andre M. Allard
  
- (1) ARDIEL ADVERTISING AGENCY LTD.
- (2) Toronto 7
- (3) 924-5444
- (4) 4 Lawton Blvd.
- (5) Philip A. Johnson
- (7) D. A. Wilson
  
- (1) ARDIEL ADVERTISING AGENCY LTD.
- (2) Westmount, P. Q.
- (3) 488-2537
- (4) 310 Victoria Ave. Suite 205
- (5) Manager, McC. J. Cooper
  
- (1) ARDIEL ADVERTISING AGENCY LTD.
- (2) Hamilton
- (3) LI 9-2419
- (4) 180 Parkdale Ave. N.
- (5) M. J. Hallas
  
- (1) ARDIEL ADVERTISING AGENCY LTD.
- (2) Ottawa
- (3) 235-9280
- (4) 385 Albert Street
- (5) Miss Joann Hossick
  
- \* (1) BACKMAN ADVERTISING LTD.
- (2) Halifax
- (3) 422-1527
- (4) Lord Nelson Bldg, 5676 Spring Garden Road
- (5) Miss Anne Archibald
- (6) Miss Anne Archibald
- (7) Mrs. Jo-Marie MacKay
  
- (1) BAKER ADVERTISING AGENCY LTD.
- (2) Toronto
- (3) 364-6311
- (4) 20 Toronto Street
- (5) E. M. Klimar.
- (6) N. Pahlen
- (7) I. Neve  
O. Innes  
J. Moore  
D. Schacter
  
- (1) BAKER ADVERTISING LTD.
- (2) Montreal
- (3) 842-8672
- (4) 2100 Drummond St. (After Apr. 1 - 1980 Sherbrooke W.)
- (5) D.O. Kimball
- (6) R.E. Creighton  
L.W. Bellows
- (7) N. Fraser
  
- (1) BATTEN, BARTON, DURSTINE & OSBORNE INC.
- (2) Toronto 2
- (3) EM 3-9461
- (4) 2 Carlton Street
- (5) Mrs. Phyllis Scott
- (7) Mrs. Phyllis Scott
  
- (1) BATTEN, BARTON & DURSTINE & OSBORN INC.
- (2) Montreal
- (3) 868-2655
- (4) 1155 Dorchester Blvd. West
- (5) Mrs. Mildred MacLeod  
John McDonald
- (6) Mrs. Gabrielle Gagnier
  
- \* (1) BEEDHAM, PRENTICE & BASFORD LTD.
- (2) Toronto
- (3) 924-8431
- (4) 76 St. Clair Avenue West
  
- \* (1) BLEASDALE ADVERTISING LTD.
- (2) Victoria
- (3) EV 2-6741
- (4) 642 Burnside Road
- (5) Harry S. Bleasdale
- (6) Harry S. Bleasdale
- (7) Harry S. Bleasdale
  
- (1) B C P ADVERTISING LTD.
- (2) Montreal 2
- (3) 878-1771
- (4) Ste. 444, 1010 St. Catherine W.
- (5) Aimé Lacombe
- (6) Lise LaCasse
- (7) Lise LaCasse-Rita Cloutier
  
- (1) BRAND ADVERTISING LTD.
- (2) Montreal
- (3) 849-6692
- (4) 2100 Drummond St.
- (5) Marion Goldberg
- (7) Marion Goldberg
  
- (1) BURLEY, J. H. LTD.
- (2) Toronto 1
- (3) 362-6847
- (4) 159 Bay Street
- (5) A. L. Drewry
  
- (1) BURNETT, LEO CO. OF CANADA LTD.
- (2) Toronto
- (3) EM 6-5801
- (4) 165 University Ave.
- (5) Mel Norman
- (6) Peter Lighthall  
Jerry O'Flanagan
- (7) Mrs. E. Gray  
Miss B. Gould
  
- (1) BURNS ADVERTISING AGENCY LTD.
- (2) Montreal 25
- (3) WE 5-5257
- (4) 1980 Sherbrooke St. W.
- (5) L. St. Amand
- (7) Mrs. P. Cryer
  
- (1) CAMP, DALTON K. & ASSOC. LTD.
- (2) Toronto 12
- (3) 487-2101
- (4) 43 Eglinton Avenue East
- (5) Norman K. Atkins  
James. E. Colby
  
- (1) CANALINE ADVERTISING AGENCY LTD.
- (2) Toronto 2
- (3) 368-7646
- (4) 790 Bay Street
- (5) W. R. Campbell
  
- (1) CARDON, ROSE LTD.
- (2) Montreal
- (3) 842-8571
- (4) 1411 Crescent Street
- (5) Miss D. Albins
- (6) Norman Cardon
- (7) Mrs. M. Garneau
  
- (1) CARTER, GARRY J. OF CANADA LTD.
- (2) Toronto 5
- (3) 924-2505
- (4) 59 Avenue Road
- (5) Bob Howe
- (7) Bob Howe
  
- (1) LEO CLAVIR PRODUCTIONS LIMITED
- (2) Toronto 12
- (3) 488-1165
- (4) 120 Eglinton Ave. E.
- (5) D. Jones
- (6) Leo Clavir
  
- (1) COCKFIELD BROWN & COMPANY LIMITED
- (2) Toronto 7
- (3) 924-5492
- (4) 2 St. Clair Ave. W.  
(Manager of Media Services - W. C. Townsend)  
(Director of Broadcast Services - J. R. MacRae)  
(Assistant Manager - B. A. Hawkins)
- (7) R. J. Kostyra  
S. H. Lodge  
Miss M. Moran  
G. M. Thomas  
W. C. Thurston  
D. W. Newell

**KEY**

1. Agency
2. City
3. Phone
4. Address
5. Broadcast Media Director(s)
6. Broadcast Account Supervisor(s)
7. Broadcast Media Buyer(s)

# ADVERTISING AGENCIES

An interim 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 for the period ending June 30, 1965.

(1) COCKFIELD BROWN & COMPANY LIMITED

- (2) Montreal
- (3) 861-1771
- (4) Canada Cement Building Phillips Square
- (5) Fernand Corbeil L. G. Hern
- (6) Earl W. Box
- (7) Keith R. Pattenden Mrs. Dorothy Swinton Carol Tobin Ainslie Young

(1) COCKFIELD BROWN & COMPANY LIMITED

- (2) Winnipeg
- (3) WH 2-0811
- (4) 804 Electric Railway Chambers
- (5) Mrs. M. Simons
- (6) H. J. Gibson
- (7) Mrs. M. Simons

(1) COCKFIELD BROWN & COMPANY LTD.

- (2) Vancouver
- (3) MU 1-1111
- (4) 1200 Burrard Building, 1030 - W. Georgia Street
- (7) Miss Marjorie Maddigan

\*(1) COPELAND, DON H. ADVERTISING LTD.

- (2) Scarborough
- (3) OX 1-3331
- (4) 2 Crescentwood Road
- (5) Vera M. Copeland
- (6) Vera M. Copeland
- (7) Vera M. Copeland

(1) CROMBIE ADVERTISING CO. LTD.

- (2) Montreal
- (3) 288-4221
- (4) 355 St. James St. W.
- (5) H.W. McAllister
- (6) Ross Smith

(1) CROMBIE ADVERTISING CO. LTD.

- (2) Toronto 1
- (3) 364-7204
- (4) 188 University Ave.
- (6) S. C. Young
- (7) Miss M. Thompson

(1) CUSACK ADVERTISING ASSOCIATES LIMITED

- (2) Montreal
- (3) 849-5739
- (4) 550 Sherbrooke St. W.
- (5) Reg. Weiswall
- (6) Reg. Weiswall
- (7) Mrs. L. Chapman

(1) DANCER-FITZGERALD-SAMPLE (CANADA) LTD.

- (2) Toronto 7
- (3) 924-8425
- (4) 200 St. Clair Ave. West
- (5) Ruth Pedley
- (6) William R. Cory
- (7) Ruth Pedley

\*(1) DOHERTY, JOHN & CO LTD.

- (2) Ottawa
- (3) 232-9418
- (4) 46 Elgin Street
- (5) Owen G. Grant
- (6) Owen G. Grant Cal C. Smith
- (7) John Doherty Owen G. Grant Cal. C. Smith

\*(1) DOMINION ADVERTISING INC.

- (2) Montreal
- (3) 274-0355
- (4) 753 Jarry St. East.
- (5) A. Desautels

(1) DUBUISSON PUBLICITE & CONSEIL

- (2) Quebec City
- (3) 692-0505
- (4) 71 St. Peter Street

- (5) Jean Brousseau
- (6) Marjorie Gauvreau
- (7) Esther Blouin

(1) DUNDAS ADVERTISING AGENCY LIMITED

- (2) London
- (3) 438-2117
- (4) 200 Queens Avenue
- (5) R. Burns

\*(1) DUNSKY ADVERTISING LTD.

- (2) Montreal
- (3) 482-9680
- (4) 5165 Queen Mary Rd., Suite 400
- (6) M. Dunsky
- (7) Miss C. Baron

(1) ELLIS ADVERTISING CO.

- (2) Buffalo, U.S.A.

- (3) TL.2-6780
- (4) Statler Hilton Hotel
- (5) Beatrice Haniford
- (6) Michael F. Ellis Sr. Michael F. Ellis Jr. Jerome R. Ellis Maxwell E. Ellis Joan Ellis
- (6) K.C. Utley Seymour Goodman
- (7) Arlene Cole

(1) ERWIN WASEY OF CANADA LTD.

- (2) Toronto 7
- (3) 921-5187
- (4) 2 St. Clair Avenue West
- (5) Mr. Lloyd E. Hefford
- (6) E. Karthaus J. Fry C.W. Sharpe
- (7) Miss Joe-Anne Roberts

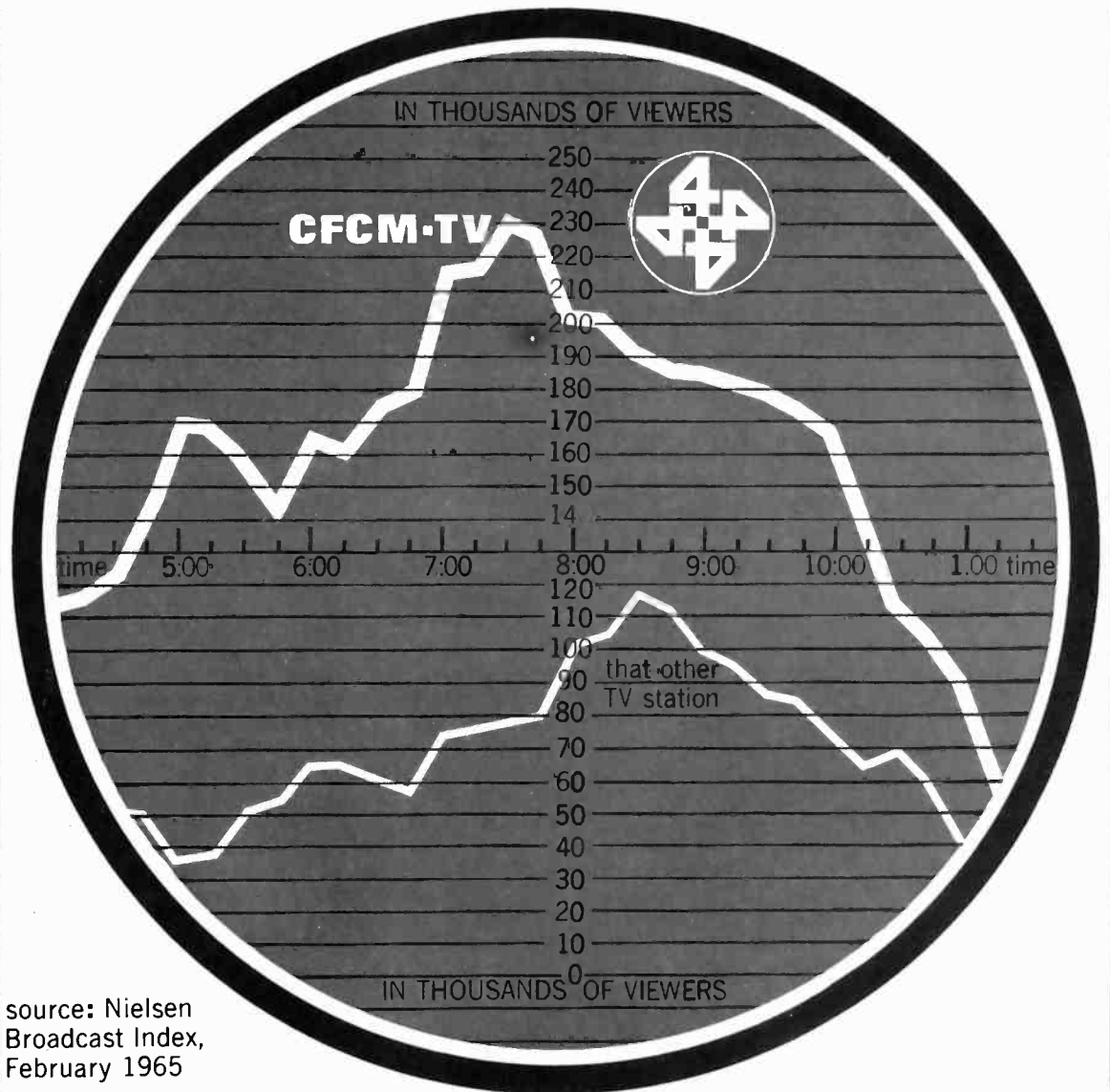
(1) FOOTE, CONE & BELDING CANADA LTD.

- (2) Toronto 5
- (3) 924-9331
- (4) 10 St. Mary Street
- (5) Michael Kennerley
- (6) Warren Cross Mona Harper Marlene Davy
- (7) Olive Dunkley Bet Vaivada

(1) FOOTE, CONE BELDING CANADA LIMITED

- (2) Montreal
- (3) 866-6692
- (4) 3 Place Ville Marie

## AVERAGE WEEKLY AUDIENCE BY THE 1/4 HOUR AFTER HOUR AFTER HOUR AFTER HOUR IN QUEBEC CITY ■ CANADA'S 7th LARGEST MARKET ■



source: Nielsen Broadcast Index, February 1965

# WITH AN ANNUAL BUYING POWER OF \$915,758,000.

Télévision de Québec (Canada) Limitée

REPS: SCHARF BROADCAST SALES, VANCOUVER; A.J. MESSNER & CO. Ltd. WINNIPEG  
HARDY RADIO & TELEVISION TORONTO and MONTREAL FOR JOE-TV, Inc. NEW YORK

# ADVERTISING AGENCIES

An interim 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 for the period ending June 30, 1965.

- (1) FOSTER ADVERTISING LIMITED  
(2) Montreal  
(3) 861-5881  
(4) 3 Place Ville Marie  
Suite 30  
(5) A. D. Clarke  
(7) Miss C. Toupin
- (1) FOSTER ADVERTISING LTD.  
(2) Winnipeg  
(3) 947-0371  
(4) 149 Portage Avenue East  
(5) John Kozak  
(6) Laurie A. Mainster  
(7) Mrs. Brenda Leipsic
- (1) FOSTER ADVERTISING LTD.  
(2) Calgary  
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(4) Suite 315, 608-7th St. S.W.  
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(3) 924-4681  
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(4) 1161 Melville Street  
(5) John Massey  
(7) Darlene Chilton
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(2) Edmonton  
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(7) Eileen Zaharko
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(2) Toronto  
(3) 363-6265  
(4) 159 Bay Street  
(6) Ian Howard
- (1) GOODWIN-ELLIS ADVERTISING LTD.  
(2) Ottawa  
(3) 232-7147  
(4) 606 Fuller Bldg.,  
75 Albert Street
- (1) GREY ADVERTISING, LTD.  
(2) Toronto 1  
(3) EM 2-1321  
(4) 4 King Street W., Suite 1312  
(5) Ken Hicks
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(5) H. J. Pollock  
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(3) HU 7-4371  
(4) 55 Eglinton Ave. E.  
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(2) Vancouver  
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(2) New York
- (3) PL. 1-2800  
(4) 545 Madison Ave.  
(5) Mary Lou Benjamin  
(6) Saul Waring  
Mel Helitzer  
Eugene C. Judd  
(7) Liz Mallon  
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- (1) INDUSTRIAL ADVERTISING AGENCY LIMITED  
(2) Montreal 2  
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(4) 1500 Stanley Street  
(7) A. G. Temple
- (1) INDUSTRIAL ADVERTISING AGENCY LIMITED  
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(4) 177 Russell Ave.  
(5) Donald C. Williamson  
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(5) Yvon Fortier  
(6) Raynald Bergeron  
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- (1) JARVIS, ALBERT LTD.  
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(3) WA.5-3815  
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(4) 627 Main Street East  
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(3) WA 5-8931  
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(6) R. E. Canney  
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R. R. Helwig  
(7) Maureen Phillips  
Ronald Boychuk
- (1) LANCE ADVERTISING LTD.  
(2) Toronto 5  
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(4) 501 Yonge Street  
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- \*(1) LE SIEGE JEAN, & ASSOCIES INC.  
(2) Montreal  
(3) 381-8605  
(4) 10 Place Cremazie  
(5) Denise LeRay  
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(7) Denise LeRay
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(3) 856-1900  
(4) 1 Genesee Street  
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Alice Addison  
Marilyn Moslow  
Jack Greenfield  
(6) Albert Lippman  
(7) Dorothy Burlingame  
Marion Dougherty
- (1) LOVICK, JAMES LTD.  
(2) Vancouver  
(3) 684-6221  
(4) 1178 West Pender Street  
(5) Mrs. A. Bothamley  
(6) Mrs. A. Bothamley  
(7) Mrs. A. Bothamley  
D. Buck
- (1) LOVICK, JAMES LIMITED  
(2) Edmonton  
(3) 424-2181  
(4) 760 Professional Bldg.,  
10830 Jasper Avenue  
(5) Leroy Schulz  
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- (1) LOVICK, JAMES LTD.  
(2) Calgary  
(3) 262-6161  
(4) 1870 Elveden House  
(5) J. McCallum  
(6) R. Ranson  
G. Gunderson  
(7) Mrs. D. Urch
- (1) LOVICK, JAMES LTD.  
(2) Winnipeg  
(3) WH.3-0623  
(4) 604-428 Portage Ave.  
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- (1) LOVICK, JAMES LTD  
(2) Montreal  
(3) 875-5130  
(4) 1000 Dominion Sq. Bldg.  
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(7) W. Avery  
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PIERRE CHAMPAGNE  
Montreal



DICK RING  
Toronto



TED TEVAN  
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CHARLES POWELL  
Toronto

### AM RADIO STATIONS

#### MARITIMES

CKCL Truro  
CKDH Amherst  
CKMR Newcastle  
CKNB Campbellton

#### QUEBEC

CHNC New Carlisle  
CKBL Matane  
CJFP Riviere du Loup  
CJAF Cabano  
CKLD Thetford Mines  
CHRC Quebec City  
CFOM Quebec City  
(English)

#### CKRS

Jonquiere/Chicoutimi

CHRD Drummondville

CKJL St. Jerome

CJSO Sorel

CJLM Joliette

CHEF Granby

CFLV Valleyfield

CKBS St. Hyacinthe

#### RADIO NORD GROUP

CKRN Rouyn

CKVD Val d'Or

CHAD Amos

CKLS La Sarre

#### ONTARIO

CHIC Brampton

CKLC Kingston

CKLY Lindsay

CFTJ Galt

CKFH Toronto

(Montreal Only)

#### PRAIRIES

CJME Regina

#### WESTERN CANADA FRENCH RADIO GROUP

CKSB St. Boniface, Man.  
CFNS Saskatoon, Sask.  
CFRG Gravelbourg, Sask.  
CHFA Edmonton, Alta.

#### PACIFIC

CKAY Duncan  
CJAV Port Alberni

#### UNITED STATES

WWYN Erie, Pennsylvania  
WJTN Jamestown, N.Y.  
WDOE Dunkirk, N.Y.  
WGGO Salamanca, N.Y.

#### FM RADIO STATIONS

CKCL-FM Truro, N.S.  
CHRC-FM Quebec City,  
P.Q.

CHFM-FM Calgary, Alta.

CKLC-FM Kingston, Ont.

CFMC-FM Saskatoon, Sask.

WWFM Erie, Pennsylvania

#### TELEVISION STATIONS

CHAU-TV Baie des  
Chaleurs, P.Q.

CKBL-TV Matane, P.Q.

CKRS-TV Jonquiere/  
Chicoutimi, P.Q.

CFCM-TV Quebec City  
P.Q.

CKRT-TV Riviere du Loup  
P.Q.

CKCO-TV Kitchener, Ont.

CKRN-TV Rouyn, P.Q.

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**HARDY** RADIO & TELEVISION LIMITED  
LIMITÉE

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MONTREAL - 861-5461

# ADVERTISING AGENCIES

An interim 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 for the period ending June 30, 1965.

## KEY

1. Agency
2. City
3. Phone
4. Address
5. Broadcast Media Director(s)
6. Broadcast Account Supervisor(s)
7. Broadcast Media Buyer(s)

### (1) MACLAREN ADVERTISING COMPANY LIMITED

- (2) Toronto
- (3) 363-2244
- (4) 111 Richmond Street West
- (5) F. K. Campbell  
D. C. Linton  
B. C. LeRoyer
- (6) R. S. Baker  
J. J. Cooper  
J. G. Hennelly  
R. Langfield  
F. M. MacPherson
- (7) R. J. Harman  
E. Kaye  
J. D. Murray  
S. T. Russell  
J. V. Szakacs  
I. B. Tod

### (1) MACLAREN ADVERTISING COMPANY LIMITED

- (2) Montreal
- (3) 845-1222
- (4) 550 Sherbrooke Street West
- (5) Mr. E. Brown
- (6) Miss L. Henuset
- (7) Mr. A. Bramble

### (1) MACLAREN ADVERTISING COMPANY LIMITED

- (2) Winnipeg
- (3) 772-0472
- (4) Mall Centre Building,  
Portage Avenue
- (5) W. E. Wilson

### (1) MacLAREN ADVERTISING CO. LIMITED

- (2) Vancouver
- (3) Mu 2-5651
- (4) 1112 West Pender Street
- (6) J. A. Ferry  
T. J. McDowell  
Miss I. Higgins  
Mr. R. Westlake
- (7) Miss S. Foote

### (1) LA MAISON PUBLICITEX LIMITEE

- (2) Montreal
- (3) 866-6551
- (4) C. I. L. House,  
630 Dorchester Blvd.
- (5) Dianne Loiselle
- (6) Charles Letarte
- (7) Patricia Rochon

### (1) MCCANN-ERICKSON OF CANADA LIMITED

- (2) Toronto
- (3) 925-3231
- (4) 151 Bloor Street West
- (5) Duncan MacInnes  
Nick Demeda  
Art Sylvah
- (6) Carol Ann Sorenson  
Ron Hodgson  
Shirley Hulme
- (7) Ann Constantinou

### (1) MCCANN-ERICKSON OF CANADA LIMITED

- (2) Montreal
- (3) 849-8341
- (4) 2015 Peel Street
- (5) J. B. Tomlinson
- (7) Mrs. C. Ray

### (1) MCCANN-ERICKSON OF CANADA

- (2) Vancouver
- (3) MU 3-5608

- (4) 1030 W. Georgia Street
- (5) Miss Mamie Donnelly
- (7) Miss Mamie Donnelly

### (1) McCONNELL EASTMAN LIMITED

- (2) Calgary
- (3) 263-7140
- (4) 512 - 6th St. S. W.
- (5) Miss J. Batista
- (6) D. Bennett
- (7) Miss J. Batista

### (1) MCCONNELL EASTMAN LIMITED

- (2) Montreal
- (3) 842-6431
- (4) 2015 Peel Street
- (5) W. D. Headley
- (6) Una M. McLean
- (7) M. E. Winegarden

### (1) MCCONNELL EASTMAN LIMITED

- (2) Vancouver
- (3) MU.3-2161
- (4) 1198 West Pender
- (7) P. McCre  
D. Haddleton  
B. Longhurst

### (1) McCONNELL EASTMAN LIMITED

- (2) Edmonton
- (3) 422-5107
- (4) 10020 109th Street
- (5) Godfrey Mead

### (1) McCONNELL EASTMAN LIMITED

- (2) Toronto 12
- (3) 487-4601
- (4) 234 Eglinton Ave. E.
- (5) D. M. DeNike
- (6) Gregg Paul  
Gerry Levine
- (7) Joan Bain  
Monica Leonard  
Warren Wright  
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### (1) MCCONNELL EASTMAN LIMITED

- (2) London
- (3) GE. 4-4528
- (4) P.O. Box 3477  
Terminal A.
- (5) J. R. Gore

### (1) MCCONNELL EASTMAN LIMITED

- (2) Hamilton
- (3) 529-8245
- (4) 150 Main Street West

### (1) McCONNELL EASTMAN LIMITED

- (2) Winnipeg
- (3) WH 3-7406
- (4) 382 Portage Avenue
- (5) Ken W. Hughes
- (7) Miss Dee Ferriss

### (1) MCKIM ADVERTISING LTD.

- (2) Toronto
- (3) 927-5200
- (4) 151 Bloor Street W.,
- (5) B. L. Thomas  
H. R. Chernoff
- (6) P. H. Boulbee  
D. C. LaFerle  
Mrs. Jean Kennedy  
Mrs. Ricke Poxon
- (7) Mrs. Jean Butt  
Mrs. Hune Knight

### (1) MCKIM ADVERTISING LIMITED

- (2) Montreal
- (3) 861-8422
- (4) 1155 Dorchester Blvd.
- (5) Media Director -  
H. T. Harbinson

### Associate Media Director -

- M. Fogel
- Radio-TV Director -  
W. L. Charland
- (7) Miss J. Campbell  
J. R. Matheson

### (1) MCKIM ADVERTISING LIMITED

- (2) Vancouver
- (3) MU.3-8121
- (4) 1030 West Georgia Street
- (7) Miss Eileen Fox

### (1) MCKIM ADVERTISING LIMITED

- (2) Winnipeg
- (3) WH.2-3491
- (4) 379 Broadway Ave.
- (5) Mrs. S. A. Taylor
- (6) R. I. Morton  
D. Shalley
- (7) Mrs. D. L. Labossiere

### (1) MEDIA ADVERTISING LTD.

- (2) Montreal
- (3) VI.2-2739
- (4) 1460 Union Avenue
- (5) R. Laurendeau
- (6) R. Laurendeau
- (7) R. Laurendeau

### (1) ARTHUR MEYERHOFF CO. LTD.

- (2) Toronto 12
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- (4) 2200 Yonge Street
- (5) D. Keith Irwin
- (6) Miss Betty Wilkie

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- (6) Refer Toronto Office
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- (2) Toronto
- (3) 924-5736
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- (6) G. A. Rafelman
- (7) Mrs. Laura Jensen

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- (2) Edmonton
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- (2) Toronto
- (3) EM.4-1492
- (4) 121 Richmond Street West
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- (2) Toronto
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- (2) Toronto
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- (4) 88 University Ave.
- (5) G. B. Murray
- (6) J. A. Robertson  
P. Bernardo

### (1) ORR, WILLIAM R. ADVERTISING LIMITED

- (2) Toronto
- (3) 485-9367
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- (6) Mr. William R. Orr
- (7) Mrs. Ann Chalcraft

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- (2) Toronto
- (3) 925-3436
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L. Giguere  
Yves Caron
- (7) G. H. Payeur  
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### (1) PENNELL ADVERTISING

- (2) Toronto 1
- (3) EM 4-2079
- (4) 19 Richmond St. West
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- (6) Miss M. Barrer
- (7) Miss M. Barrer

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- (7) Mary N. Rae

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- (1) RONALDS-REYNOLDS & CO.
- (2) Vancouver
- (3) MU 4-4151
- (4) 1033 Davie Street
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- (4) 1198 W. Pender Street
- (7) Miss Linda Caravan

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ASSOCIATES
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- (3) 861-1581
- (4) Suite 820-1, Dominion  
Square Building
- (5) Mrs. M. Bourdeau
- (6) Mrs. M. Cottel
- (7) Mrs. M. Bourdeau

- (1) SMITH, R. C. & SON LTD.
- (2) Toronto 7
- (3) 481-2253-4-5
- (4) 140 Merton Street
- (5) G. Alec Phare
- (7) O. J. Taylor

- \* (1) SMITH-GENT ADVERTISING LTD.
- (2) Toronto 12
- (3) 487-2401
- (4) 69 Eglinton Ave. E.
- (5) William P. Gent
- (7) John Walsh  
Brian McGrady  
B. Barnett

- (1) SPITZER, MILLS & BATES LIMITED
- (2) Toronto 2
- (3) 366-2811
- (4) 790 Bay Street
- (5) R. A. Stevenson  
A. N. Bressey
- (7) Miss M. T. Poirier  
Mrs. M. Sedlack  
Miss M. E. McCullagh  
Miss J. Maedel

- (1) SPITZER, MILLS & BATES LTD.
- (2) Montreal
- (3) 861-9721
- (4) 1155 Dorchester Blvd. W.
- (5) Mrs. Alice M. Hollander

**C  
K  
L  
B**  
OSHAWA

CKLB AM 1350 KC  
10,000 Watts

**RADIO**



CKLB FM 93.5 MC  
14,000 Watts

**CKLB**  
OSHAWA

SERVING  
SOUTH-CENTRAL ONTARIO

**AN  
INDEPENDENT  
MARKET**

LORRIE POTTS & CO.

YOUR "KL RADIO" MAN HAS ALL THE FACTS

TORONTO 921-8951 MONTREAL 845-6448

**Never more....**

**News was never more vital than  
in today's fast-changing world.  
The 279 Broadcast News radio  
and TV stations keep Canadians  
constantly informed.**

**News by Teletype**

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**Voice Reports**

**News Pictures**

*Three Great Services in One*

**THE CANADIAN PRESS REUTERS THE ASSOCIATED PRESS**

**BROADCAST NEWS**

Head Office

Toronto

# ADVERTISING AGENCIES

An interim 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 for the period ending June 30, 1965.

## KEY

1. Agency
2. City
3. Phone
4. Address
5. Broadcast Media Director(s)
6. Broadcast Account Supervisor(s)
7. Broadcast Media Buyer(s)

- |   |  |   |  |
|---|--|---|--|
| (1) STANFIELD, JOHNSON & HILL LTD.<br>(2) Toronto 5<br>(3) WA 4-8481<br>(4) 255 Davenport Road<br>(5) Miss Gillian Robertson  | (5) H. W. Jarand<br>(6) H. W. Jarand<br>(7) H. W. Jarand   | (5) Harry B. Glass<br>(6) Don Wingfield<br>Vangie Lentgis   | (1) WILLIS ADVERTISING LTD.<br>(2) Toronto 5<br>(3) 925-3804<br>(4) 165 Bloor Street E.<br>(5) Mrs. Jane de Munnik<br>(6) Mrs. Jane de Munnik<br>(7) Mrs. Jane de Munnik   |
| (1) STANFIELD, JOHNSON & HILL LTD.<br>(2) Montreal<br>(3) 866-8741<br>(4) Dominion Square Building<br>(5) P. R. Simpson<br>(6) Miss M.E. McNaughton<br>(7) Miss C. Harrison<br>Mrs. R. Tremaine | (1) TANDY ADVERTISING LTD.<br>(2) Toronto 2<br>(3) EM 3-6361<br>(4) 2 Carlton Street<br>(5) George T. Alsop<br>(6) George T. Alsop<br>(7) Madeleine Nugent<br>W. Pirson  | (1) TOROBIN ADVERTISING LTD.<br>(2) Westmount<br>(3) WE 7-3501<br>(4) 4823 Sherbrooke St. W.<br>(5) S. Torobin<br>(7) Mrs. M. Birman  | (1) CHRIS YANOFF LTD.<br>(2) Toronto<br>(3) 924-6677<br>(4) 119 Isabella Street<br>(5) W. Pesme<br>(7) W. Pesme  |
| (1) STANSBURY, PAYAN & SHANKS LTD.<br>(2) Toronto 1<br>(3) 364-2258<br>(4) 159 Bay Street   | (1) TANDY ADVERTISING LTD.<br>(2) Montreal<br>(3) 844-8821<br>(4) 550 Sherbrooke St. W.<br>(5) H. J. Tingle<br>(6) H. J. Tingle  | (1) VICKERS & BENSON LTD.<br>(2) Toronto 5<br>(3) 925-9393<br>(4) 980 Yonge Street<br>(5) Dave Sutherland<br>(6) Miss Joan Bradley<br>Miss Bev Nicholl<br>(7) Mrs. June Frost<br>Miss Irene Maklary<br>Al Shepherd<br>John Hickey | * (1) YOUNG & ROSS ADVERTISING ASSOCIATES LTD.<br>(2) Vancouver<br>(3) 731-4931<br>(4) 2250 Granville St.<br>(5) Fin Anthony<br>(6) Fin Anthony<br>(7) Doria Dunbar  |
| (1) STANSBURY, PAYAN & SHANKS LTD.<br>(2) Montreal<br>(3) 845-6171<br>(4) 630 Sherbrooke St. W.   | (1) THOMPSON, J. WALTER CO. LTD.<br>(2) Toronto<br>(3) 362-3471<br>(4) 600 University Ave.<br>(5) W. Jack Graham<br>(6) G. Thompson<br>D. Fairbanks<br>J. Pasmore<br>(7) D. Nagata<br>H. Reid<br>J. Melnick<br>T. Johnson<br>C. Gamble<br>I. Cowie | (1) VICKERS & BENSON LTD.<br>(2) Montreal<br>(3) 866-7701<br>(4) 630 Dorchester Blvd. W.<br>(5) F. A. Collins<br>(7) Mrs. J. Guerin<br>Mrs. A. Emberg<br>Miss M. McGowan<br>Mrs. M. Turner<br>Miss D. Stewart                     | (1) YOUNG & RUBICAM LTD.<br>(2) Toronto 1<br>(3) EM 2-3921<br>(4) 250 University Avenue<br>C.P. Davis - Vice-President,<br>Media and Programming<br>D. Harrison - Associate Director,<br>Media and Programming.<br>(6) Miss D.C. Dunlop<br>Miss J.M. Macdonald<br>Mrs. R.K. Pinkerton<br>R. P. Seagram |
|   | (1) THOMPSON, J. WALTER CO. LTD.<br>(2) Montreal<br>(3) 931-1331<br>(4) 1600 Dorchester Blvd. West   | (1) WHITEHEAD, TITHERINGTO & BOWYER LIMITED<br>(2) Toronto 5<br>(3) 925-5544<br>(4) 696 Yonge Street<br>(5) W. S. Whitehead<br>(7) Miss A. Zaharchuk  | (1) YOUNG & RUBICAM LTD.<br>(2) Montreal<br>(3) 866-8941<br>(4) 1155 Dorchester Blvd. W.<br>(5) Jacques Brunelle<br>(7) Ruth McLellan  |

# CKX

BRANDON  
MANITOBA

# CJGX

YORKTON-MELVILLE  
SASKATCHEWAN

# CKDM

DAUPHIN  
MANITOBA

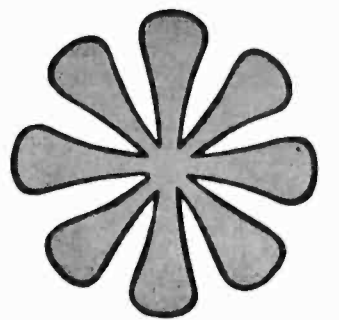
POPULATION  
502,600

**now combined into one**

NET EFFECTIVE  
BUYING INCOME  
\$660,780,000

# GOLDEN WEST MARKET

RADIO-TELEVISION REPRESENTATIVES HAVE ALL THE FACTS—CALL THEM!



# Results



To happen as an effect of some course, action or process

*We sell selective or spot radio and television!*

## WHY?

*Markets are different.*

Selective broadcasting is the only method an advertiser has of reaching people when they are available at different times in different markets. And these people have different tastes, viewing habits, and listening patterns. Selective broadcasting allows the advertiser to maximize prime prospect consumer reach and the advantage of selecting market by market as requirements dictate with a flexibility that allows movement to meet changing product demands in the marketplace.

Advertisers buy nationally to sell locally. Selective broadcasting permits the localizing of a national campaign tailored to fit each specific market.

The only measurement of success of an advertising campaign is Results. Selective broadcasting has a history of delivering Results.

## ASK US!

We have the stations that have a history of delivering Results in the local markets they serve.



*radio-television representatives limited*

Head Office: 2 St. Clair Ave. W., Toronto, Ontario

Telephone 927-3221

MONTREAL • WINNIPEG • VANCOUVER

# PERSONNEL REGISTER (Television)

### KEY

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

## BRITISH COLUMBIA

### CBUT, CRANBROOK

1.1 kw Video; .505 kw Audio on Channel 10, owned and operated by the Canadian Broadcasting Corporation.  
(24) July, 1962

### CJDC-TV, DAWSPM CREELE

50 kw Video; 25 kw Audio on Channel 5. CBC.  
(1) Radio Station CJDC (Dawson Creek B.C.) Ltd.

- (2 & 3) H. L. Michaud
- (4) John Adams
- (5) W. R. (Bill) Duncan
- (6) Gordon Dohle
- (7) H. L. Michaud
- (10) Elmer Devore
- (11) Al Kelly
- (12) Mrs. Kathy Duncan
- (13) Roger Fry
- (15) Marie Van Berkel
- (16) Ethel Ems
- (17) Al Vaillancourt
- (18 & 19) Helen Castle
- (20) Gordon Dohle
- (21) Ralph Messner
- (22) Radio-TV Reps. Ltd.
- (24) January 15, 1959

### CFCR-TV INTERIOR TELEVISION SYSTEM, KAMLOOPS

4,000 watts Video, 2,000 watts Audio on Channel 4. CBC.

- (1) Twin Cities Television Ltd.
- (2 & 3) Ian G. Clark  
Asst. General Manager  
Jean C. Ross
- (4) David Clark
- (5) Walter Harwood
- (6) Wayne Roberts
- (7) David Clark
- (8) Al Davidson
- (9) Wayne Roberts
- (10) Gordon Rye
- (12) Miss Jean Ross
- (13) Bob Wilson
- (14) Miss Jean Ross
- (15) Mrs. Shirlev Bailev
- (16) Fred Roach
- (17) Pat Mills
- (18 & 19) Bill Reith
- (20) Wayne Roberts
- (21) Kurt Reichennek
- (22 & 23) All-Canada
- (24) April 8, 1957

### CFCR-TV INTERIOR TELEVISION SYSTEM, KAMLOOPS

has re-broadcasting stations at the following locations in British Columbia:

- |                      |            |
|----------------------|------------|
| Savona               | Channel 8  |
| Clearwater           | Channel 2  |
| Boston Bar-          |            |
| North Bend           | Channel 5  |
| Quesnel              | Channel 7  |
| Williams Lake        | Channel 8  |
| Lytton-Lillooet      | Channel 11 |
| 100 Mile House       | Channel 5  |
| Clinton              | Channel 9  |
| Chase                | Channel 11 |
| Merritt              | Channel 10 |
| Ashcroft-Cache Creek | Channel 10 |
| Promontory           | Channel 5  |
| Mountain             |            |
| Valemount            | Channel 8  |
| Bralorne             | Channel 3  |

### CHBC-TV, OKANAGAN TELEVISION SYSTEM

3.7 kw Video; 1.65 kw Audio on Channel 2. CBC.  
(1) Okanagan Valley Television Co. Ltd.

- (3) Roy G. Chapman
- (5) Dick Sharp
- (6) Norm Williams
- (7) Russ Richardson
- (8) Dave Sparrow
- (10) Russ Richardson
- (11) Dave Sparrow
- (12) Mrs. Betty Wendall
- (13) Bob Wilson
- (14) Norm Williams
- (15) Mrs. Lucille Travis
- (16) Vic Pauls
- (17) Roy Gardner
- (19 & 20) Henry Irazawa
- (21) T. E. Wyatt
- (22 & 23) All-Canada Television
- (24) Sept. 21, 1957

### CHBC-TV (OKANAGAN NETWORK) has re-broadcasting stations at the following locations in British Columbia:

- |                |            |
|----------------|------------|
| Kelowna        | Channel 2  |
| Vernon         | Channel 7  |
| Penticton      | Channel 13 |
| Salmon Arm     | Channel 9  |
| Oliver-Osoyoos | Channel 8  |
| Lumby          | Channel 5  |
| Princeton      | Channel 5  |
| Keremeos       |            |
| Cawsron        | Channel 5  |
| Peachland      | Channel 5  |
| Enderby        | Channel 5  |
| Westwood       | Channel 12 |
| Falkland       | Channel 5  |
| Nakusp         | Channel 2  |
| Malakwa        | Channel 5  |
| Celista        | Channel 6  |
| Grandrod       | Channel 72 |
| Cherzville     | Channel 10 |
| Midway         | Channel 7  |

### CKPG-TV, PRINCE GEORGE

778 watts Video; 389 watts Audio on Channels 2, 6, 10 & 13. CBC.

- (1) CKPG Television Ltd.
- (2 & 3) Robert T. Harkins  
Director of Television  
R. A. McGavin
- (5) Carole Pow
- (6) A. D. Weibe
- (7 & 8) S. J. Howe
- (9) Steve J. Howe
- (10) Barry J. Hamelin
- (11) Barry Hamelin
- (12) Carole Pow
- (13) J. Carbutt
- (14) Ah D. Weibe
- (15) Steve Howe
- (16) Anne Perry
- (17) Ah D. Weibe
- (18) Anne Perry
- (19) Steve Howe
- (20) Steve J. Howe
- (21) Stan W. Davis
- (22 & 23) All-Canada Radio & TV
- (24) August 20, 1961

### CFTK-TV, TERRACE-KITIMAT

4.1 kw Video; 2.1 kw Audio on Channel 3. CBC.

- (1) Skeena Broadcasters Ltd.
- (3) J. Fred Weber
- (4) Wayne Seabrook
- (5) Walter Wainman
- (6) Robert Calder
- (7) Gordon Leighton
- (9) Jack White
- (10) Keith Tutt
- (11) Allan Parfitt
- (12) M. Van Herd
- (13) Hugh McLarty
- (14) Wayne Seabrook
- (15) Mrs. P. White
- (16) Art Bates
- (17) Pat Thomson
- (18) Mrs. Henry Ebeling
- (19) Don Hampson
- (20) Robert Calder
- (21) John A. Nance
- (22) Radio-TV Reps Ltd.
- (23) A.B.C. International
- (24) November 15, 1962

### CFTK-TV, TERRACE-KITIMAT

has re-broadcasting stations at the following locations:

- |                                    |           |
|------------------------------------|-----------|
| Rupert                             | Channel 6 |
| Smithers                           | Channel 5 |
| Burns Lake                         | Channel 2 |
| Kildala                            | Channel 5 |
| Kemano                             | Channel 2 |
| Ketchikan, Alaska (closed circuit) | Channel 5 |
| Annette Island, Alaska             | Channel 8 |
| Nass Valley                        | Channel 5 |
| Justkatla-Port Clements            | Channel 2 |

### CHUAT, TRAIL

.187 kw Video; .124 kw Audio on Channel 11. Owned and operated by the Canadian Broadcasting Corporation.

- (24) November 3, 1960

### CBUAT-TV, NELSON

560 kw Video; 362 kw Audio on Channel 9. This satellite of CHUAT, Trail is owned and operated by the Canadian Broadcasting Corporation.

- (24) November 26, 1960

### KVOS-TV VANCOUVER-VICTORIA (BELLINGHAM)

214 kw Video; 107 kw Audio on channel 12.

### (1) KVOS-TV (BC) Ltd.

- (2 & 3) David Mintz  
Vice-President and National Sales Director  
Doug Davis  
Merchandising Director  
Jerry Robertson  
Western Sales Manager  
Hermer Burkart  
Assistant to the President  
Andy Anderson
- (4) Dick Dallev
- (5) H. Burkart
- (6) Jack V. Gettles
- (7) Anly Anderson
- (8) Frank Jank
- (9) Bob Hughes
- (10) Duane Trecker
- (11) Rod Hulme
- (12) Elaine Horn
- (13) Stan Steerh
- (14) Marian Bowman
- (15) Miss Del Pawliw
- (16) Tom Ashdown
- (17) Miss Leslie Mathers
- (18) Del Pawliw
- (19) Ken Jubenville
- (20) Duane Johnson
- (21) John Price
- (20) Stovin-Byles Television Ltd.
- (23) Sumner Corp.
- (24) June, 1954

### CBUT, VANCOUVER

47.6 kw Video; 25.4 kw Audio on Channel 2. Owned and operated by the Canadian Broadcasting Corporation.

- (1) British Columbia Television Broadcasting System Ltd.
- (2) J. R. Peters
- (5) Dave Norman
- (6) W. C. Elliott
- (7) L. D. Colthorp
- (10) A. Marquis
- (11) Brad Keene
- (12) Mrs. Jean Cannem
- (14) Barry Cramer
- (15) Lloyd Colthorp
- (16) Bob Crichton
- (17) Brenda Cordwell
- (18) Jan Hadway
- (19) Jim Salikin
- (21) E. G. Rose
- (22 & 23) All-Canada
- (24) October 31, 1960

### CHAN-TV, VANCOUVER

164 kw Video; 81 kw Audio on Channel 8. CTV.

- (1) British Columbia Television Broadcasting System Ltd.
- (2) J. R. Peters
- (5) Dave Norman
- (6) W. C. Elliott
- (7) L. D. Colthorp
- (10) A. Marquis
- (11) Brad Keene
- (12) Mrs. Jean Cannem
- (14) Barry Cramer
- (15) Lloyd Colthorp
- (16) Bob Crichton
- (17) Brenda Cordwell
- (18) Jan Hadway
- (19) Jim Salikin
- (21) E. G. Rose
- (22 & 23) All-Canada
- (24) October 31, 1960

### CHAN-TV-1, CHILLIWACK

199 kw. Audio; 203 kw. Video on Channel 11. Satellite of CHAN-TV, Vancouver.

### CHEK-TV, VICTORIA

100 kw Video; .50 kw Audio on Channel 6. CBC.

- (1) British Columbia Television Broadcasting System Ltd.
- (2) J. R. Peters
- (4) Frank Bond
- (5) Dave Norman
- (6) W. C. Elliott
- (7) L. Colthorp
- (10) A. Marquis
- (11) Brad Keene
- (12) Mrs. Ida Clarkson
- (14) Barry Cramer
- (15) Lloyd Colthorp
- (16) Bob Crichton
- (17) Brenda Cordwell
- (18) Jan Hadway
- (19) Jim Salikin
- (21) E. G. Rose
- (22 & 23) All-Canada
- (24) December 1, 1956

CHEK-TV, VICTORIA has re-broadcasting stations at the following locations:

- |                 |           |
|-----------------|-----------|
| Squamish        | Channel 7 |
| Port Hardy      | Channel 2 |
| Soistula        | Channel 5 |
| Newcastle Ridge | Channel 7 |
| Kokish          | Channel 9 |

## ALBERTA

### CFCN-TV, CALGARY

100 kw Video; 50 kw Audio on Channel 4. CTV.

- (1) CFCN Television Limited
- (2) Jas. A. Love  
Executive Vice-President  
Gordon L. Carter
- (6) Ted Chapman
- (10) William N. Love
- (11) Henry Viney
- (14) Sylvia Gerke
- (15) Mrs. Jean Bown
- (16) Charles Heine
- (17) Wally Kirk
- (19) Garry Smith
- (21) Robert W. Lamb
- (22) Radio-TV Reps. Ltd.
- (23) Young Canadian
- (24) September 9, 1960

### CFCN-TV-1, DRUMHELLER-HAND HILLS - Channel 12

### CFCN-TV-2, Banff, Channel 8

### CFCN-TV-3, Brooks, Channel 9

CFLW-TV, Windermere Valley Channel 6.  
All satellites of CFCN-TV, Calgary. Same staff.

### CHCT-TV, CALGARY

100 kw Video; 50 kw Audio on Channel 2. CBC.

- (1) Calgary Television Limited
- (2) Frederick Shaw
- (3) A. M. (Bet) Cairns
- (4) Ron Chase
- (5) J. N. Inkster (Nat'l)
- (6) George Brown (Local)
- (6) Skip Braun
- (7) Ron Chase
- (10 & 11) Ed Whalen
- (14) Bruce Northam
- (15) Don Wilson
- (16) Les Funtek
- (18 & 19) Gordon Warner
- (21) Lee Crawley
- (22) All-Canada Radio & TV
- (23) All-Canada Radio & TV
- (24) October 8, 1954

### CHCT-TV-1, DRUMHELLER

Satellite of CHCT-TV, Calgary broadcasting on Channel 8. Same staff.

### CBXT, EDMONTON

318 kw Video; 159 kw Audio on Channel 5. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.  
(24) October 2, 1961

### CFRN-TV, EDMONTON

180.3 kw Video; 90.4 kw Audio on Channel 3. CTV.

- (1) Sunwapa Broadcasting Co. Ltd.
- (2 & Gen. Mgr.) G. R. A. Rice  
Manager - Bruce Alloway  
Gen. Sales Manager - D. Field
- (6 & 7) George Kidd
- (8) Ed Kay
- (9) Harry Farmer
- (10) Sid Lancaster  
News and Public Affairs  
Manager - Bruce Hogle
- (11) Al McCann
- (12) Laura Lindsay
- (13) Scott Flewitt
- (14) Alex Semeniuk  
Projects Director - Dan Kaufman
- (15) Joyce Mathews
- (16) Peter Leonard
- (17) Bob Carlyle
- (19) Keith Neale
- (20) Bill Radomski
- (21) Ted Wadson
- (22) Radio-TV Reps Ltd.
- (23) Adam Young Inc.  
Harlan Oakes & Assoc.
- (23) Canadian Standard  
Broadcast Sales Inc.
- (24) October 17, 1954

### CFRN-TV-3, WHITECOURT

Satellite of CFRN-TV, Edmonton, broadcasting on Channel 12.

### CFRN-TV-4, ASHMONT

Satellite of CFRN-TV, Edmonton, broadcasting on Channel 12.

### CBXAT, GRANDE PRAIRIE

36 kw Video; 18 kw Audio on Channel 10. CBC. Owned and operated by the Canadian Broadcasting Corporation.  
(24) July 1962.

### CBXAT-1, PEACE RIVER

.720 watts Video; .360 watts Audio on Channel 7. This is a satellite of CBXAT, Grande Prairie. It is owned and operated by the Canadian Broadcasting Corporation.

### CJLH-TV, LETHBRIDGE

171 kw Video; 85.5 kw Audio on Channel 7. CBC.

- (1) Lethbridge Television Limited
- (2 & 3) N. Botterill
- (7) Dan Taylor
- (10) Brent Seely
- (11) Ron Makarenko
- (12) Mrs. Betty Grigg
- (13) Pad Whir
- (14) Linda Plomp
- (15) Miss Win Duffy
- (16) Corrie Martens
- (17) Gladys Palmer
- (18 & 19) Mrs. Betty Glendinning
- (21) V. C. Reed
- (22) All-Canada Radio & TV
- (23) All-Canada
- (24) November 20, 1955

### CKSA-TV, LLOYDMINSTER

116 kw Video; 58 kw Audio on Channel 2. CBC.

- (1) CHSA-TV Limited
- (2 & 3) Arthur F. Shortell
- (4 & 5) J. G. Cane
- (6 & 7) Wes Saunders
- (10 & 11) Marvin Seibel
- (13) Bill Axelson
- (14) Wes Saunders
- (15) Florence Look
- (16) Howard Sturge
- (17) Lillian Johnson
- (18 & 19) E. Sorenson
- (21) Howard James
- (22) Radio-TV Reps Ltd.  
A. J. Messner
- (23) Devney Organization
- (24) September 23, 1960

### CHAT-TV, MEDICINE HAT

5.7 kw Video; 3 kw Audio on Channel 6. CBC.

- (1) Monarch Broadcasting Co. Ltd.
- (2) J. H. Yuill
- (3) Orville Kope
- (4) Jon David Thibert
- (5) Ian Carson
- (6 & 7) Jon David Thibert
- (8) Lorne Havad
- (9) Lorne Havad
- (10) Stan Weiler
- (11) Len Brown
- (12) Mrs. Deen Hamilton
- (13) Mickey Lynch
- (14) Ian Carson
- (15) Susan Weller
- (16) August Soehn
- (17) Mrs. Deen Hamilton
- (18 & 19) Don Patterson
- (20) Cliff Dacre
- (21) Sid Gaffney
- (22) All-Canada Radio & TV
- (24) September 14, 1957

### CHAT-TV-1, PIVOT

1.37 kw Audio; 2.75 kw Video on Channel 4. Satellite of CHAT-TV, Medicine Hat. Same staff.

### CKRD-TV, RED DEER

13.2 kw Video; 6.6 kw Audio on Channel 6. CBC.

- (1) CHCA Television Ltd.
- (2) H. L. Flock
- (3) G. E. Spackman
- (4) Wendell Wilks
- (5) Jack Reidy
- (6 & 7) Wendell Wilks
- (10) Glen Burston
- (11) Al Hammer
- (12) Mary Lou Armstrong
- (13) Bob Brown
- (14) Mary Lou Armstrong
- (15) Marion Rowat
- (16) Rick Soehn
- (17) Marlene Brault
- (18 & 19) Marie Sheull
- (21) James Colter
- (22) Radio-TV Reps. Ltd.
- (24) Dec. 9, 1957

### CKRD-TV-1, CORONATION

12.4 kw Video; 6.2 kw Audio on Channel 10. Satellite of CHCA-TV, Red Deer. Same staff.

### CKRD-TV-2, BANFF

5 watt pedestal. Channel 10. Satellite of CHCA-TV, Red Deer.

## SASKATCHEWAN

### CHAB-TV, MOOSE JAW

48 kw Video; 25 kw Audio on Channel 4. CTV.

- (1) CHAB Ltd.
- (2) Jack Moffat
- (3) Sid Boyling
- (4) Bud Marce
- (5) Sid Boyling
- (6) Bruce Pendlebury
- (7) Bud Marce
- (8) Bob Bradburn
- (9) Joan Lockwood
- (10) Wally Macht
- (11) Ken Newans
- (12) Mrs. Sylvia Stromberg
- (13) Wally Macht
- (14) Janice Marchessault
- (15) Mrs. Marlene Stuckey  
and Marj Deyo
- (16) Graham Henderson
- (17) Mrs. Shirlee Cooke
- (18 & 19) Dianne Clark
- (20 & 21) Merv Pickford
- (22) Stovin-Byles TV Ltd.
- (23) E. S. Sumner Corp.
- (24) July 7, 1959

### CKBI-TV, PRINCE ALBERT

61 kw Video; 36.5 kw Audio on Channel 5. CBC.

- (1) Central Broadcasting Co. Ltd.
- (2 & 3) Edward A. Rawlinson
- (4) Frank F. Rawlinson
- (5) Ian Robertson
- (6 & 7) Jack J. Cennon
- (10 & 11) Nick Roche
- (12) Mrs. Marion Sherman
- (13) Harold Mallwitz
- (15) Mrs. Sylvia Dodwell
- (16) Cecil Semchuk
- (17) Marie Tremblay
- (18 & 19) Mrs. Lorraine Hawksworth
- (21) T. Van Nes
- (22) All-Canada
- (23) All-Canada
- (24) January 27, 1958

### CKBI-TV, PRINCE ALBERT

has re-broadcasting stations at these locations:

- |                  |            |
|------------------|------------|
| Alticane         | Channel 10 |
| North Battleford | Channel 7  |
| Nipawin          | Channel 2  |
| Greenwater       | Channel 4  |

### CKCK-TV, REGINA

100 kw Video; 53.5 kw Audio on Channel 2. CBC.

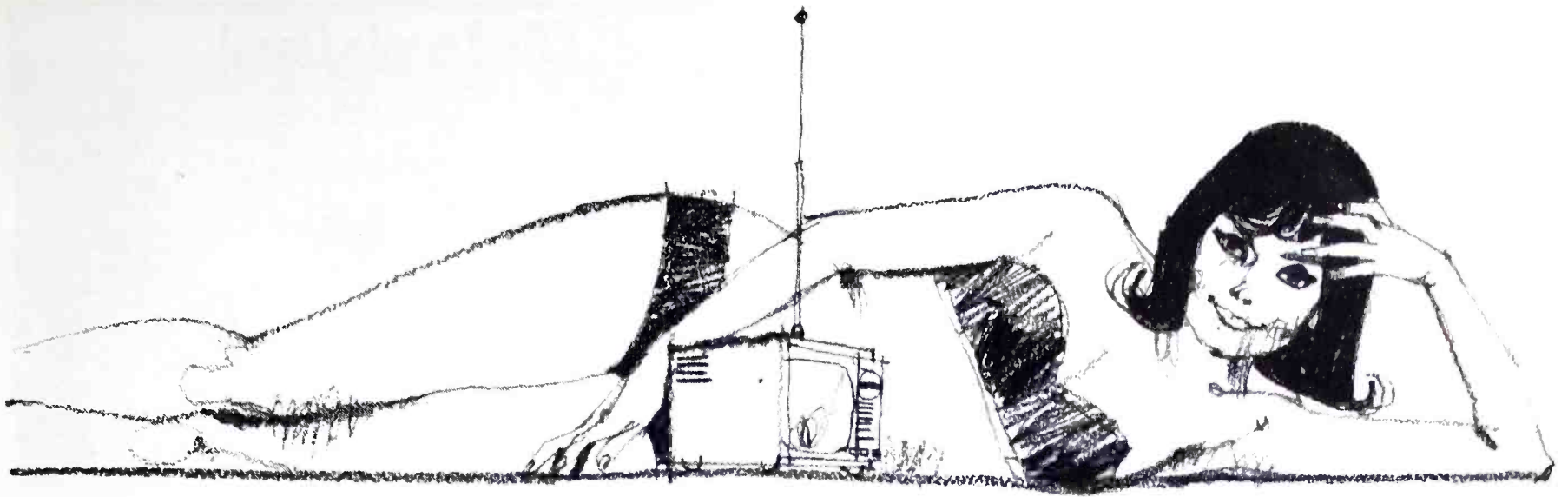
- (1) Transcanada Telecommunications Ltd.
- (2) Michael C. Sifton  
Vice-President & General  
Manager  
H. A. Crittenden
- (3) Don Tunnicliffe  
Assistant Manager  
Lloyd Westmoreland
- (5) Don Tunnicliffe
- (6) Doug Lee
- (8) Garth Dawley and  
Bruce Cowie
- (10) Grant Kennedy
- (11) John Badham
- (14) Jerry Joyn
- (15) Pat Haggerty
- (16) Joe Soehn
- (17) Mel Friesen
- (18) Mrs. S. Geres
- (19) Barry Haddad
- (20) Tom Nelson & Len Ross
- (21) Lorne McBride
- (22 & 23) All-Canada
- (24) July 27, 1954

### CKCK-TV-1, COLGATE

15.1 kw Video; 7.5 kw Audio on Channel 12. Re-broadcasting station of CKCK-TV, Regina. Same staff.

### CKCK-TV-2, WILLOW BUNCH

9 kw Video; 4.5 kw Audio. Satellite of CKCK-TV, Regina broadcasting on Channel 6.



# Do you look at figures..?

CFTM-TV's SUMMER C.P.M.	
Monday	\$3.01
Tuesday	\$2.48
Wednesday	\$3.05
Thursday	\$2.76
Friday	\$3.03
Saturday	\$2.73
Sunday	\$3.09

August 1965

CFTM-TV's WINTER C.P.M.	
Monday	\$2.64
Tuesday	\$2.32
Wednesday	\$2.30
Thursday	\$2.20
Friday	\$2.57
Saturday	\$2.76
Sunday	\$2.79

November 1965

At CFTM-TV we are delivering an audience 52 weeks a year because we program 52 weeks a year, resulting in a year-round cost efficiency.

Compare these average prime time (7.00-11.00 p.m.) C.P.M.'s based on the August and November 1965 B.B.M. reports and Rate Card No. 6 (effective March 1st, 1966)—then get into the 52 week habit. Stay with Channel 10 year 'round.

**CFTM-TV** · CHANNEL MONTREAL QUEBEC **10**

**Representatives:**  
**PAUL L'ANGLAIS INC.**  
**STOVIN-BYLES TELEVISION LTD.**  
**FORJOE TELEVISION INC.**

Toronto: 487-1551    Montreal: 526-9201  
 Winnipeg: 942-1892    Vancouver: 682-6391  
 New York: 679-6820

# (Television)



CLAUDE  
RANALLO



BOB  
MARTIN



CHARLIE  
CAMILLERI

We will be serving coffee  
and sweet rolls in the  
COLUMBIA RECORDS Suite In The  
Queen Elizabeth Hotel

On Tuesday, March 22, 1966

7:30 A.M. - 9:00 A.M.

At the C. A. B. CONVENTION.

You are cordially invited to  
join us at our early morning

"COFFEE KLATCH"

COLUMBIA RECORDS OF CANADA, LTD.

Number 1

1960

1961

1962

1963

1964

1965

1966

and gaining.  
Why not climb  
with us?

C-JAY TV  
WINNIPEG



CHRE-TV, REGINA  
140 kw Video; 75 kw Audio on  
Channel 9. CTV.  
(1) CHAB Ltd.  
(2) Jack Moffat  
(3) Sid Boyling  
(4) Bud Marce  
(5) Sid Boyling  
(6) Bruce Pendlebury  
(7) Bud Marce  
(8) Bob Bradburn  
(10) Wally Macht  
(11) Ken Newans  
(12) Mrs. Sylvia Stromberg  
(13) Wally Macht  
(14) Janice Marchessault  
(15) Mrs. Marlene Stuckey  
and Marj Deyo  
(16) Graham Henderson  
(17) Mrs. Shirlee Cooke  
(18 & 19) Diane Clark  
(20 & 21) Merv. Pickford  
(22) Stovin-Byles TV Ltd.  
(23) E. S. Sumner Corp.  
(24) December 21, 1962

CFQC-TV, SASKATOON  
180 kw Video; 100 kw Audio  
on Channel 8. CBC.  
(1) A. A. Murphy & Sons  
Limited  
(2) W. A. "Bill" Murphy  
(3) G. Blair Nelson  
Station Manager  
Don Brinton  
(5) Ken Hutson  
(6) Herb Ashley  
(10) Les Edwards  
(11) Chuck McMannus  
(13) Bill Story  
(14) Ted Eadinger  
(15) Mrs. Verna Fowler  
(16) Gary Gautier  
(17) Stan Thomas  
(19) Ron Lee  
(21) Jim Love  
(22) Radio-TV Reps.  
(23) Young Canadian  
Harlan G. Oakes  
(24) December 5, 1954

CFQC-TV-1, STRANRAER  
6.8 kw Video; 3.6 kw Audio  
on Channel 3. Satellite of  
CFQC-TV, Saskatoon. Same  
staff.

CFJB-TV, SWIFT CURRENT  
13.3 Kw. Video; 6.65 Kw. Audio  
on Channel 5. CBC.  
(1) Swift Current Telecasting  
Co. Ltd.  
(2 & 3) William D. Forst  
(5) Walter S. Buffam  
(6 & 7) Mrs. Julie Forst  
(10) Gordon Foth  
(11) Art Henderson  
(12) Mrs. Julie Forst  
(14) Mrs. Julie Forst  
(15) Cora Berezan  
(16) George Kushner  
(17) Marjorie Schieck  
(21) George Harwood  
(22) Radio-TV Reps.  
(23) Forjoe TV Inc.  
(24) December 23, 1957

CJFB-TV-1, EAST END  
Satellite of CJFB-TV, Swift  
Current.

CJFB-TV-2, VAL MARIE  
Satellite of CJFB-TV, Swift  
Current.

CJFB-TV-3, RIVERHURST  
Satellite of CJFB-TV, Swift  
Current.

CKOS-TV, YORKTON  
5 kw Video; 2.5 Audio on  
Channel 3. CBC.  
(1) Yorkton Television  
Co. Ltd.  
(2 & 3) R. L. Skinner  
Vice-President and Asst  
General Manager  
George S. Skinner  
(5) J. V. Birt  
(6) Doug Popowich  
(7) Wilbur A. Westby  
(8) Linus Westberg  
(10) James Horning and  
Don Seel  
(11) Linus Westberg  
(13) Norman Roehuck  
(14) Jay Leddy  
(15) Mrs. Cavell Pirinton  
(16) Dennis McNeil  
(17) Twila Marshall  
(19) Sharon Coleman  
(21) Ludwig Hocevar  
(22) Stovin-Byles TV Ltd.  
(23) ABC International  
Television  
(24) June 19, 1958

CKSS-TV, BALDY MOUNTAIN  
28 kw Audio; 57 kw Video on  
Channel 8. Satellite of CKOS-TV  
Yorkton. Same staff.

CKOS-TV-2, ESTEVAN  
17 kw Audio; 32 kw Video on  
Channel 7. Satellite of CKOS-TV,  
Yorkton. Same staff.

CKOS-TV-3, WYNWARD  
34 kw Audio; 67 kw Video on  
Channel 6. Satellite of CKOS-TV,  
Yorkton. Same staff.

## MANITOBA

CKX-TV, BRANDON  
100,000 watts Video; 49,100  
watts Audio on Channel 5. CBC.  
(1) Western Manitoba Broad-  
casters Limited  
(2 & 3) John B. Craig  
(4) Stuart Craig  
(5) Archie Olson  
(7) Ron Katzin  
(10) John Harvard  
(11) Mary Saxberg  
(13) Frank Bird  
(14) Cliff Jones  
(15) Marsha Harrowen  
(16) Mrs. Ann Smith  
(19) Harold Pullaw  
(20) Lawrence Dubois  
(21) Tom Stacey  
(22) All-Canada  
(23) All-Canada  
(24) January 28, 1955

CKX-TV has rebroadcasting  
stations at: Foxwarren: 6.4 kw  
Video; 3.48 kw Audio on  
Channel 11. Melita: .118 kw  
Video; .094 kw Audio on  
Channel 9.

CBWBT, FLIN FLON  
6.8 kw Video; 3.4 kw Audio  
on Channel 10. Owned and  
operated by the Canadian Broad-  
casting Corporation.  
(24) June 25, 1962

CBWBT-1, LE PAS  
260 watts Video; 130 watts  
Audio on Channel 7. This  
satellite of CBWBT, Flin Flon is  
owned and operated by the  
Canadian Broadcasting Corpora-  
tion.  
(24) June 25, 1962

CBWT, WINNIPEG  
57.8 kw Video; 34.7 kw Audio  
on Channel 3. Owned and  
operated by the Canadian Broad-  
casting Corporation.  
(24) April 24, 1960

CBWFT, WINNIPEG  
2.87 kw Video; 1.72 kw Audio  
on Channel 4. CBC French Net-  
work. Owned and operated by  
the Canadian Broadcasting Cor-  
poration.  
(24) April 24, 1960.

C-JAY-TV, WINNIPEG  
325 kw Video; 180 kw Audio  
on Channel 7. CTV.  
(1) Channel Seven Television  
Ltd.  
(2) Ralph S. Misener  
(3) Jack M. Davidson  
(4) Joe Gibson  
(5) R. E. Allan  
(6) Joe Gibson  
(7) Jim Purvis  
(8) Ray Torgrud  
(10) Al Vickery  
(11) Jack Wells  
(12) Sheila Knowles  
(13) Don Maclean  
(14) Al Johnson  
(15) Gerry Probert  
(16) Mac Drope  
(17) Rod Webb  
(19) Howard McMillan  
(21) Bert Cobb  
(22) Stovin-Byles TV Ltd.  
(23) E. S. Sumner Inc.  
(24) November 12, 1960

## ONTARIO

CKVR-TV, BARRIE  
100 kw Video; 50 kw Audio on  
Channel 3. CBC.  
(1) Ralph Snelgrove Television  
Limited  
(2 & 3) Ralph Snelgrove  
Assistant Manager  
H. J. Snelgrove  
(4) Jack Mattenley  
(5) C. M. Tierney  
(6) Jerry Robertson  
(7) Edna King  
(8) Milt Conway  
(9) Doug Garroway  
(10) Wayne Bjorgan  
(11) Bill Bennett  
(12) Edna King  
(14) Frank Tooke  
(15) Bob Locke  
(16) Ernest Barker  
(17) Janet Robertson  
(19) Tom Locke  
(20) Bert Verwey  
(21) Harold Atkinson  
(22) Paul Mulvihill & Company  
(23) Canadian Standard  
Broadcast Sales Inc.  
(24) 1955

CKVR-TV-1, PARRY SOUND  
5 kw on Channel 11. Satellite  
of CKVR-TV, Barrie.

CKVR-TV-2, HUNTSVILLE  
15 watts Video; 49 watts  
Audio on Channel 8. Satellite of  
CKVR-TV, Barrie.

CKVR-TV-3, HALIBURTON  
100 watts Video; 50 watts  
Audio on Channel 5. Satellite  
of CKVR-TV, Barrie.

CHCH-TV, HAMILTON  
230 kw Video; 143 kw Audio on  
Channel 11.  
(1) Niagara Television  
Limited  
(2 & 3) K. D. Soble  
Assistant Manager  
S. J. Bibby  
Dir. of Sales & Marketing  
Al. A. Bruner  
(4) F. P. DeNardis  
Production Supervisor  
D. F. Martin  
(7) D. C. Gale  
(21) W. E. Jeynes  
(22) All-Canada  
CHCH Marketing Div.  
(23) E. S. Sumner Corp.  
(24) June, 1954

CBWAT, KENORA  
9.3 kw Video; 5.5 kw Audio  
on Channel 8. Owned and  
operated by the Canadian Broad-  
casting Corporation.

CBWAT-1, DRYDEN  
8.9 kw Video; 4.45 kw Audio  
on Channel 9. Owned and  
operated by the Canadian Broad-  
casting Corporation.  
(24) September, 1962

CBWAT-2, SIOUX LOOKOUT  
.005 kw Video; .0025 kw Audio  
on Channel 12. Owned and  
operated by the Canadian Broad-  
casting Corporation.  
(24) December, 1962

CBWAT-3, FORT FRANCES  
20.2 kw Video; 10.1 kw Audio  
on Channel 5. Owned and  
operated by the Canadian Broad-  
casting Corporation.

CBWAT-4, RED LAKE  
ATIKOKAN  
5.7 kw Video; 2.85 kw Audio  
on Channel 10. Owned and  
operated by the Canadian Broad-  
casting Corporation.

CKWS-TV, KINGSTON  
250 kw Video; 150 kw Audio  
on Channel 11. CBC.  
(1) Frontenac Broadcasting  
Co. Ltd.  
(2) Sen. W. R. Davies  
(3) Roy Hofstetter  
(5) A. J. Brooks  
(6 & 7) Cliff Tomlinson  
(10) Floyd Paterson  
(11) Max Jackson  
(12 & 14) Shirley Gould  
(15) Mrs. Rita McGratten  
(16) Neil Carter  
(18 & 19) Pam Cooper  
(20) Lorne Shepherd  
(21) Gord Backus  
(22 & 23) All-Canada  
(24) December 18, 1954

CKCO-TV, KITCHENER  
325 kw Video; 160 kw Audio  
on Channel 13. CTV.  
(1) Central Ontario Tele-  
vision Limited  
(2) Carl A. Pollock  
(3) William D. McGregor  
(6 & 7) Bruce Lawson  
(9) Pat Ludwig  
(10) Gary McLaren  
(11) Reg Sellner  
(12) Mrs. Elaine Cole  
(14) William Whiting  
(15) Mrs. Alice Ellis  
(16) Don Brown  
(17) William Snuck  
(18 & 19) Lorne Cole  
Supervisor of Technical  
Operations - Jim Smith  
(21) Paul Turchan  
(22) Hardy Radio & TV  
Toronto and Montreal  
A. J. Messner -  
Winnipeg;  
Radio-TV Reps Ltd -  
Vancouver  
(23) ARC International TV  
(24) March 1, 1954

CFPL-TV, LONDON  
325 kw Video; 195 kw Audio  
on Channel 10. CBC.  
(1) London Free Press  
Printing Co. Ltd.  
(2) Walter J. Blackburn  
(3) Murray T. Brown  
(4) Bob Reinhart  
(5) Cliff Wingrove  
(6 & 7) James Plant  
(9) Ed. Manning  
(10) Ron Laidlaw  
(11) Alex Kelman  
(13) Roy Jewell  
(14) Tom Daley  
(15) Warren Blahout  
(16) John Andrew  
(17) Tom Bird  
(18 & 19) Pat Walker  
(20) Dale Duffield  
(21) Glen Rohitaille  
(22 & 23) All-Canada  
(24) November 28, 1953

CFCH-TV, NORTH BAY  
28.5 kw Video; 14.25 kw Audio  
on Channel 10. CBC.  
(1) Tel Ad Company Ltd.  
(3) Reg Carne  
(5) Jim Gibson

**THE MOST EXCITING PROGRAMS  
COME FROM 20<sup>TH</sup> CENTURY-FOX TV!**

BATMAN



BLUE  
LIGHT



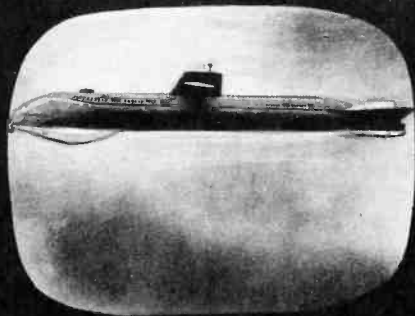
PEYTON  
PLACE



LOST IN  
SPACE



VOYAGE TO  
THE BOTTOM  
OF THE SEA



12 O'CLOCK  
HIGH



DANIEL  
BOONE



THE LEGEND  
OF JESSE JAMES



THE  
LONER



THE LONG  
HOT SUMMER



PLUS . . .

ONE HOUR PROGRAMS

adventures in paradise  
bus stop  
follow the sun  
hong kong  
five fingers

HALF HOUR PROGRAMS

the big bands  
valentine's day  
dobie gillis  
margie  
my friend flicka  
broken arrow  
crusade in europe

QUARTER HOUR PROGRAMS

the greatest drama  
three guesses

ONE HOUR SPECIALS

anatomy of crime  
the war to end all wars

**Twentieth Century-Fox TV International, Inc.**

444 WEST 56TH STREET NEW YORK, N.Y. 10019 PHONE 212 957 5000/CABLE CENTFOX NY  
110 Bond Street Toronto 2, Ontario Phone 416 364 3471



# PERSONNEL REGISTER (Television)

## KEY

- |                             |                       |                         |
|-----------------------------|-----------------------|-------------------------|
| 1. Owner or Company Name    | 9. Music Director     | 17. Copy Chief          |
| 2. President (if a company) | 10. News Director     | 18. Film Librarian      |
| 3. General Manager          | 11. Sports Director   | 19. Film Editor         |
| 4. Operations Manager       | 12. Women's Director  | 20. Chief Operator      |
| 5. Commercial Manager       | 13. Farm Director     | 21. Dir. of Engineering |
| 6. Production Supervisor    | 14. Promotion Manager | 22. Canadian Reps       |
| 7. Program Manager          | 15. Traffic Manager   | 23. U.S. Reps           |
| 8. Chief Announcer          | 16. Art Director      | 24. Station Birth Date  |

(7) Sid Tomkins  
(8) John Size  
(10) Norris Whitfield  
(11) Pete Handley  
(12) Meri Craven  
(14) Richard Adams  
(15) Meri Craven  
(16) Richard Lea  
(17) Patricia Bacon  
(18) Tony Marceau  
(20) Jerry Milan  
(21) Ken Houzer  
(22) Stovin-Byles TV Ltd.  
(23) All-Canada  
(24) December 19, 1955

Satellite - CJTK-1  
Temiskaming, Que.

**CJOH-TV, OTTAWA AND THE SEAWAY**  
152 kw Video; 76 kw Audio on Channel 13. 130 kw Video; 78 kw Audio on Channel 8. CTV.  
(1) Bushnell TV Co. Ltd.  
(2) E. L. Bushnell  
(3) Stuart W. Griffiths  
(4) Harold Mantay  
(5) W. O. Morrison  
(6 & 7) Peter Francis  
(9) Champ Champagne  
(10) Joe Gibson  
(11) Joe Spence  
(12) Marion Dunn  
(14) W. E. Joffe  
(16) Dave Leigh  
(18) John Beveridge  
(19) Eric Tomlinson  
(21) A. G. Day  
(22) Independent Canadian TV Sales  
(23) E.S. Summer Corporation  
(24) March 12, 1961

**CBOT; OTTAWA**  
50.1 kw Video; 26.7 kw Audio on Channel 4. Owned and operated by the Canadian Broadcasting Corporation.  
(24) June 2, 1953

**CBOFT, OTTAWA**  
31 kw Video; 17 kw Audio on Channel 9. Owned and operated by the Canadian Broadcasting Corporation.  
(24) June 24, 1955

**CHOV-TV, PEMBROKE**  
19.1 kw Video; 9.5 kw Audio on Channel 5. CBC.  
(1) Ottawa Valley Television Co. Ltd.  
(2 & 3) E. Gordon Archibald  
(5) Ramsay F. Garrow  
(6) Brooke Duval  
(10) Jack Derouin  
(14) Jane Collard  
(15) Mrs. Carol Kitteridge  
(16) Wayne Wood  
(17) Charles Friend  
(18 & 19) Oscar Kohls  
(20) Don Chant  
(21) Alan Bradley  
(22) Paul Mulvihill & Co.  
(23) Canadian Standard Broadcast Sales Inc.  
(24) August 19, 1961

**CHEX-TV, PETERBOROUGH**  
139 kw Video; 83.4 kw Audio on Channel 12. CBC.  
(1) Kawartha Broadcasting Co. Ltd.  
(2) Senator W. R. Davies  
(3 & 4) Wally Rewegan  
(5) Ian McFarlane  
(6 & 7) Gordon Shale  
(8) Hugo Tapp  
(9) Frederick Barrie  
(10) Morley Overholt  
(11) John Danko  
(12) Mrs. Marle Callaghan  
(14) Arlene Robertson  
(15) Mrs. Mamie Tapp  
(16) Ken Lehman  
(17) Margaret Foley  
(18 & 19) Tom Nesbitt  
(20) Hal Sloan  
(21) Bert Crump  
(22 & 23) All-Canada  
(24) March 28, 1955

**CKPR-TV, PORT ARTHUR**  
100 kw Video; 54.5 kw Audio on Channel 2. CBC.  
(1) Thunder Bay Electronics Limited  
(2) Fraser Dougall  
(3) Garnet Conger  
(5) Jack Masters  
(6) Jon Ogden  
(8) Graham Thompson  
(10) Del Archer  
(11) Hal Lee  
(12) Marion Vickruck  
(14) Darlene Daniels

(15) Mrs. Sheila Shipston  
(16) Bruce McNally  
(17) Linda Cassan  
(18) T. Ross  
(19) Mike Wolowich  
(21) Gerhard Buetow  
(22) Stovin-Byles TV Ltd.  
(23) Adam Young Inc.  
(24) October, 1954

**CJIC-TV, SAULT STE. MARIE**  
28 kw Video; 15 kw Audio on Channel 2. CBC.  
(1) Hyland Radio TV Limited  
(2) Mrs. J. G. Hyland  
(3) R. H. Ramsay  
(5) Wayne Turner  
(6) Frank Gardi  
(8) John Rhodes  
(10) Lionel McAuley  
(11) John Rhodes  
(12) Mrs. Grace Pitt  
(14) Frank McKay  
(15) Mrs. Rita Purdy  
(16) Bob Jenkins  
(17) Nancy Miller  
(18 & 19) Hazel McKibbin  
(20) Albert Jones  
(21) Dave Irwin  
(22) All-Canada  
(23) All-Canada  
(24) November 28, 1954

**CBFST, STURGEON FALLS**  
9.75 kw Video; 5.27 kw Audio on Channel 7. French Network. Owned and operated by the Canadian Broadcasting Corporation.  
**CBFST-1, SUDBURY**  
601 watts Video; 361 watts Audio on Channel 13. Rebroadcasting station of CBFST, Sturgeon Falls.

**CBFST-2, TEMISKAMING, Que.**  
7.08 kw Video; 3.54 kw Audio on Channel 12. Rebroadcasting station of CBFST, Sturgeon Falls.

**CKSO-TV, SUDBURY**  
30 kw Video; 16 kw Audio on Channel 5. CBC.  
(1) Cambrian Broadcasting Ltd.  
(2) W. B. Plaunt  
(3) Ralph Connor  
(4) Mike Connor  
(5) George Lund  
(6) Bill Hart  
(7) Mike Connor  
(10) Roy Harnish  
(11) Hub Beaudry  
(14) Wayne Cullum  
(15) Mrs. Betty Sellars  
(16) Nick Nyklichuk  
(17) Bruce Bresnahan  
(18) Mrs. Betty Sellars  
(22 & 23) All-Canada  
(24) October 25, 1953

**CKSO-TV-3, ELLIOTT LAKE**  
3.4 kw Video; 1.7 kw Audio on Channel 3. CBC. Satellite of CKSO-TV, Sudbury. Same staff.

**CFCL-TV, TIMMINS**  
100 kw Video; 50 kw Audio on Channel 6. CBC.  
(1) J. Conrad Lavigne Enterprises  
(2) J. Conrad Lavigne  
(3) Rene Barrette  
(5) Gaston Malette  
(6) Conrad Carriere  
(7) Terry Coles  
(10) James Prince  
(11) Lou Thibault  
(14) Frank Burnik  
(15) Jos. Virc  
(16) Clement Berini  
(17) Mrs. Joan Wallingford  
(18 & 19) Mrs. Hazel Clermon  
(21) Rudy Andy Fauteux  
(22) Paul Mulvihill & Co.  
(23) Weed & Company  
(24) July 1, 1956

**CFCL-TV-2, KIRKLAND LAKE**  
5.03 kw Video; 2.51 kw Audio on Channel 2. Satellite of CFCL-TV, Timmins. Same staff.

**CFCL-TV-3, KAPUSKASING**  
1.088 kw Video; .044 kw Audio on Channel 3. Satellite of CFCL-TV, Timmins. Same staff.

**CFCL-TV-4, HEARST**  
402 kw Video; .201 kw Audio on Channel 4. Satellite of CFCL-TV, Timmins. Same staff.

**CFCL-TV-5, VAL D'OR**  
17.1 kw Video; 9.35 kw Audio on Channel 5. Satellite of CFCL-TV, Timmins. Same staff.

**CBLT, TORONTO**  
99.5 kw Video; 53.5 kw Audio on Channel 6. Owned and operated by the Canadian Broadcasting Corporation.

**CFTO-TV, TORONTO**  
325 kw Video; 162 kw Audio on Channel 9. CTV.  
(1) Baton Broadcasting Limited  
(2) John Bassett  
Vice-President and General Manager  
W. O. Crampton  
Vice-President - Programming - Murray Chercover  
Vice-President - Sales  
E. J. Delaney  
Vice-President - Finance  
L. M. Nichols  
(4) Don Davis  
(10) Doug Johnson  
(11) Johnny Esaw  
(14) John Hudson  
(15) Howard Maclean  
Director of Film Operations - Des Brooks  
Director of Engineering - H. Berger  
(22) Montreal Sales Office  
Winnipeg, Vancouver - Stovin-Byles TV Ltd.  
(23) ABC International Television  
(24) January 1, 1961

**CKLV-TV, WINDSOR**  
178 kw Video; 107 kw Audio on Channel 9. CBC.  
(1) Western Ontario Broadcasting Co. Ltd.  
(2) S. Campbell Ritchie  
(3) E. C. Metcalfe  
(5) Lee Redfield  
(6) Frank Quinn  
(7) Eugene Roper  
(9) Wally Towneend  
(10) Jim VanKuren  
(12) Mary Morgan  
(14) George Sperry  
(16) Charles Knight  
(17) Mrs. Wanda VanKuren  
(18 & 19) Donald Sharon  
(21) Stewart M. Clark  
(22 & 23) RKO General Broadcasting National Sales  
(24) September 16, 1954

**CKNX-TV, WINGHAM**  
90 kw Video; 55 kw Audio on Channel 8. CBC.  
(1) Radio Station CKNX Limited  
(2) W. T. Cruickshank  
(3) G. W. Cruickshank  
(5) Ross Hamilton  
(6) George Walling  
(7) G. W. Cruickshank  
(8) Jim Moore  
(10) John Strong  
(11) John Brent  
(12) Ann McDonald  
(13) Cliff Robb  
(14) Larry Taylor  
(15) Mrs. Helen West  
(16) Gunther Heim  
(17) Ian MacLaurin  
(18 & 19) Hap Swatridge  
(20) Earl Knox  
(21) S. C. Reid  
(22 & 23) All-Canada  
(24) November 18, 1955

**CKNT-TV, WINGHAM**  
90 kw Video; 55 kw Audio on Channel 8. CBC.  
(1) Radio Station CKNX Limited  
(2) W. T. Cruickshank  
(3) G. W. Cruickshank  
(5) Ross Hamilton  
(6) George Walling  
(7) G. W. Cruickshank  
(8) Jim Moore  
(10) John Strong  
(11) John Brent  
(12) Ann McDonald  
(13) Cliff Robb  
(14) Larry Taylor  
(15) Mrs. Helen West  
(16) Gunther Heim  
(17) Ian MacLaurin  
(18 & 19) Hap Swatridge  
(20) Earl Knox  
(21) S. C. Reid  
(22 & 23) All-Canada  
(24) November 18, 1955

## QUEBEC

**CJPM-TV, CHICOUTIMI**  
61 kw Video; 36.5 kw Audio on Channel 6.  
(1) CJPM-TV Inc.  
(2) Paul Murdoch  
(3) Paul J. Audette  
(4) Claude Blain  
(5) Paul J. Audette  
(6 & 7) Claude Blain  
(10) Roch Côté  
(11) Noël Gauthier  
(15) Luc Harvey  
(16) Michel Martin  
(17) Luc Harvey  
(18) Dianne Tremblay  
(20) Yves Champagne  
(21) Roger Hudon  
(22) Paul L'Anglais Inc.  
(23) Forjoe TV Inc.  
(24) April 14, 1963

**CKRS-TV, JONQUIERE**  
42 kw Video 21 kw Audio on Channel 12. CBC.  
(1) Radio Saguenay Limitée  
(2) Henri LePage  
(3) Tom Burham  
(4) Gerard Lemieux  
(5) Dollard Savoie  
(7) Raymond Bourque  
(9) Marcel Perron  
(10) Lionel Tremblay  
(18 & 19) Eugène Michaud  
(20 & 21) Gerard Gosselin  
(22) Hardy Radio & TV Ltd. Montreal & Toronto Scharf Broadcast Sales - Vancouver  
(23) Canadian Standard Broadcast Sales Inc.  
(24) December 1, 1955

**CKRS-TV-1, PORT ALFRED**  
E.R.P. 19 w Video; 9.5 watts Audio on Channel 9. Satellite of CKRS-TV, Jonquiere.

**CKRS-TV-2, CHICOUTIMI**  
E.R.P. 40 watts Video; 20 watts Audio on Channel 2. Satellite of CKRS-TV, Jonquiere.  
**CKRS-TV-3, ROBERVAL**  
23.6 kw Video; 11.8 kw Audio on Channel 8. Satellite of CKRS-TV, Jonquiere.

**CKBL-TV, MATANE**  
153 kw Video; 92 kw Audio on Channel 9. CBC.  
(1) La Campagne de Radio-diffusion de Matane Ltée  
(2 & 3) René Lapointe  
(4) Octave Lapointe  
(5) Octave Lapointe  
(6 & 7) Roger Bergeron  
(8) François C. Groulx  
(9) Odette Tardif  
(10) Guy Leboeuf  
(11) Guy Leboeuf  
(12) A. Desrosiers  
(14 & 15) Octave Lapointe  
(16) Gillies LaJole  
(17) Lison Bélanger  
(18 & 19) Clément Thibault  
(20) Jos. Thibault  
(21) Yvan Fortier  
(22) Hardy Radio & TV  
(23) Devney Organization Inc.  
(24) August 19, 1958

**CBFT, MONTREAL**  
100 kw Video; 50 kw Audio on Channel 2. Owned and operated by the Canadian Broadcasting Corporation.  
(24) September 6, 1952

**CBFT-1, MONT TREMBLANT**  
6 kw Video; 3 kw Audio on Channel 11. Satellite of CBFT, Montreal.  
(24) February 15, 1962

**CBFT-2, MONT LAURIER**  
5.54 kw Video; 2.8 kw Audio on Channel 3.  
CBFT, Montreal.  
(24) March 15, 1962

**CBMT, MONTREAL**  
100 kw Video; 60 kw Audio on Channel 6. Owned and operated by the Canadian Broadcasting Corporation.  
(24) January 10, 1954

**CFCF-TV, MONTREAL**  
325 kw Video; 160 kw Audio on Channel 12. CTV.  
(1) Canadian Marconi Company  
(2) W. V. George  
(3) D. Martz  
Vice-President, Broadcast Division - S. B. Hayward  
(4) Kevin Knight  
(6) Don Forsyth  
(7) Sam Pitt  
(8) Ted Murphy  
(9) Elizabeth Smyth  
(10) Bert Canning  
(11) Dick Irvin  
(14) Mrs. Babs Pitt  
(15) Bill Lappin  
(16) Steve Yuranyi  
(17) Mrs. Babs Pitt  
(18) Gordon Rodgers  
(19) Anthony Mamo  
(21) J. Thompson  
(22 & 23) All-Canada  
(24) January 20, 1961

**CFTM-TV, MONTREAL**  
325 kw Video; 160 kw Audio on Channel 10.  
(1) Tele-Metropole Corporation  
(2 & 3) J. A. DeSève  
Technical Director - Maurice Doucet  
(4) Roland Giguere  
(5) Paul L'Anglais  
(6) Jean-Paul Ladouceur  
(7) Robert L'Herbier  
(10) Claude Lapointe  
(11) Pierre Proulx  
(14) Jean Marion  
(15) Pierre Aumais  
(16) Jean-Paul Ladouceur  
(19) Maurice Bastien  
(20) Maurice Doucet  
(22) Paul L'Anglais Inc.  
(23) Forjoe TV Inc.  
(24) February 19, 1961

**CHAU-TV, NEW CARLISLE**  
52.5 kw Video; 26.25 kw Audio on Channel 5. CBC French.  
(1) Television de la Baie des Chaleurs Inc.  
(2) J. Leo Hachey  
(3) Dr. Charles H. Houde  
(8) Marcel Gingras  
(10 & 11) Mrs. Marcel Gingras  
(14 & 15) Mrs. Anita Tardif  
(16) Gerard Marcoux  
(18 & 19) Myrella Degrasse  
(20) Gilles St. Pierre  
(21) Marcel Chabot  
(22) Hardy Radio & TV Ltd.  
Scharf Broadcast Sales  
(23) Weed & Company  
(24) October 17, 1959

**CHAU-TV, NEW CARLISLE**  
has rebroadcasting stations at the following locations:  
Ste. Marguerite-Channel 2  
St. Quentin, N.B.-Channel 10  
Port Daniel, P.Q.-Channel 10  
Chandler, P.Q.-Channel 7  
Perce, P.Q.-Channel 2  
Gaspe, P.Q.-Channel 10  
Rivière-au-Channel 7  
Renard, P.Q.-Channel 7

**CBVT, QUEBEC**  
173 kw Video; 73 kw Audio on Channel 11. Owned and operated by the Canadian Broadcasting Corporation.

**CFCM-TV, QUEBEC**  
100 kw Video; 50 kw Audio on Channel 4.  
(1) Television de Quebec (Canada) Ltée.  
(2) Gaston Pratte  
(3) Jean A. Pouliot  
(4 & 5) Arthur Fitzgibbons  
(7) Paul Chamberland  
(8) André Jean  
(10) Henri Cursène  
(11) Yvon Dufour  
(14) Guy Drouin  
(15) Andrée Cyr  
(16) Marcel Labadie  
(19) Charles E. Garneau  
(21) Gérard Fortin  
(22) Hardy Radio & Tv.Ltd. Stephens & Townsend. A. J. Messner & Co Ltd.  
(23) Forjoe TV Inc.  
(24) July 17, 1954

**CKMI-TV, QUEBEC**  
13.85 kw Video; 6.77 kw Audio on Channel 5. CBC.  
(1) Television de Quebec (Canada) Ltée  
(2) Gaston Pratte  
(3) Jean A. Pouliot  
(4 & 5) Arthur Fitzgibbons  
(7) George Lovett  
(8) Norm Wright  
(10) Henri Crusène  
(11) Frank Fontaine  
(14) Guy Drouin  
(15) Andrée Cyr  
(16) Marcel Labadie  
(17) Henri Crusène  
(19) Charles E. Garneau  
(21) Gérard Fortin  
(22) Radio-Television Reps Ltd  
(23) Forjoe TV Inc.  
(24) March 17, 1957

**CJBR-TV, RIMOUSKI**  
100,000 watts Video; 56,900 watts Audio on Channel 3. CBC.  
(1) La Radio de Bas St-Laurent Inc.  
(2) Jacques Brilliant  
(3 & 5) André Lecomte  
(6 to 8) François Raymond  
(10) Guy Ross  
(11) Claude Pearson  
(12) Louise Vallée  
(14 & 15) André Lecomte  
(16) Georges Mercier  
(18) Romeo Côté  
(20) Marcel Vallée  
(21) Marcel Vallée  
(22) Stovin-Byles TV Ltd.  
(23) All-Canada Radio & TV  
(24) November 21, 1954

**CJES-TV, ESTCOURT**  
45.1 kw Video; 22.5 kw Audio on UHF Channel 70. Satellite of CJBR-TV, Rimouski.

**CFCV-TV, CLERMONT**  
32.9 kw Video; 65.9 kw Video on UHF Channel 75. Satellite of CJBR-TV, Rimouski.

**CJBR-TV-1, EDMUNSTON**  
1.43 kw Video; .714 kw Audio on Channel 13. Rebroadcasting station of CJBR-TV, Rimouski.

**CKRT-TV, RIVIERE DU LOUP**  
49 kw Video; 24.5 kw Audio on Channel 7. CBC.  
(1) CKRT TV Limitée  
(2 & 3) Luc Simard  
(4) Germain Gélinas  
(5 & 6) Vincent Gagnon  
(7) Grégoire Thibault  
(8, 10 & 11) Raoul Savard  
(12) Danielle Desjardins  
(15) Marie-Reine Beaulieu and Lise Caron  
(16) Ethelbert Boucher  
(18) Marie-Reine Beaulieu

(19) Chislain Berube  
(20) Gilbert Plourde  
(21) Germain Gélinas  
(22) Hardy Radio & TV Ltd.  
(23) Devney Organization Inc.  
(24) January 14, 1962

**CKRN-TV, ROUYN**  
57.5 kw Video; 115 kw Video on Channel 4. CBC French  
(1) Radio Nord Inc.  
(2 & 3) David A. Gourd  
(4, 5, 6, 7, 14) Franco Capellari  
(15) Mrs. Brigitte Guimont  
(16) Laimon Mitris  
(21) M. Julien Trépanier  
(22) Hardy Radio & TV Vancouver - Scharf Broadcast Sales  
(23) Weed & Co.  
(24) September 1, 1957

Satellites of CKRN-TV:  
Val D'Or-Channel 6  
Senneterre-Channel 7  
Matagami-Channel 7  
Ville-Marie-Channel 8

**CHLT-TV, SHERBROOKE**  
170 kw Video; 100 kw Audio on Channel 7. CBC French.  
(1) La Tribune Inc.  
(2) Jean-Louis Gauthier  
(3) Jean-Louis Gauthier  
(4) Pierre Bruneau  
(5) Jean-Louis Gauthier  
(6) Gary Longchamp  
(7) Gary Longchamp  
(8) Marcel Rheault  
(9) Hercule Gagné  
(10) André DeSève  
(11) Maurice Bilodeau  
(12) André Aubé  
(14) Danielle Matiloux  
(15) Mrs. Laurette LaRocque  
(16) Claude Duchesne  
(17) Madeleine Bouffard  
(18) Suzanne Boisvert  
(19) Lucien Perrault  
(20) Roger Lemaire  
(21) Robert Thichaut  
(22) Paul L'Anglais Inc.  
(23) Canadian Standard Broadcast Sales Inc.  
(24) August 12, 1956

**CKTM-TV, TROIS RIVIERES**  
162.5 kw Video; 81.2 kw Audio on Channel 13. CBC French.  
(1) Television St-Maurice Inc  
(2 & 3) Henri Audet  
(4) Robert Bonneau  
(5) Gilles Dussault  
(6 & 7) Fernand Paquet  
(9) Guy Madore  
(9) André Bellefeuille  
(11) André Watters  
(12) Marielle Gouin  
(14) Gilles Dussault  
(15) J. Lemay  
(16) Jules Jobin  
(17) Justine Jobin  
(18 & 19) Albert Aubichon  
(20) Gilles Nadeau  
(21) Robert Bonneau  
(22) Stovin-Byles TV Ltd.  
(23) All-Canada Radio & TV  
(24) April 15, 1958

## NEW BRUNSWICK

**CBAFT, MONCTON**  
5.03 kw Audio; 10.06 kw Video on Channel 11. CBC French Network. Owned and operated by the Canadian Broadcasting Corporation.  
(24) December 21, 1959

**CKCW-TV, MONCTON**  
15 kw Audio; 25 kw Video on Channel 2. CBC.  
(1) Moncton Broadcasting Limited  
(2) Fred Lynds  
(3) Hubert Button  
(5) Frank Paterson  
(6) Walter Brown  
(7) Joe Irvine  
(8) Bob Steeves  
(10) Claude Cain  
(11) Earl Ross  
(12) Helen Crocker  
(14) Mrs. Phyl. Sweezy  
(15) Mrs. Mickey Tait  
(16) Stan Morton  
(17) Bob Steeves  
(21) Keith MacConnell  
(22) Paul Mulvihill & Co. Ltd. Toronto & Montreal  
A. J. Messner & Co. Ltd. Winnipeg  
(23) Canadian Standard Broadcast Sales Inc.

**CKAM-TV, NORTH SHORE**  
77 kw Audio; 141 kw Video on Channel 12. Satellite of CKCW-TV, Moncton.  
(24) September 29, 1960.

**CKAM-TV-1, NEWCASTLE**  
5 watts Video; 2.5 watts Audio on Channel 7. Satellite of CKCW-TV, Moncton.

**CKCD-TV, CAMPBELLTON**  
465 kw Video; .433 kw Audio on Channel 7. Satellite of CKCW-TV, Moncton.



**CHSJ-TV, SAINT JOHN**  
100 kw Video: 50 kw Audio  
on Channel 4. CBC.  
(1) New Brunswick Broadcasting Co. Limited  
(2) L. F. Daley  
(3) George A. Cromwell  
(4) William A. Stewart  
(5) W. A. Stewart  
(6) Gerry Gormley  
(7) Bill Stewart  
(8) Denny Comeau  
(9) Bill Cooper  
(10) Ken Dobson  
(11) Laura Foster  
(12) George McLeod  
(13) Earl McCarron  
(14) Elcanor Stewart  
(15) Joe Kashtevsky  
(16) Gerry Gormley  
(17) Marg McGivern  
(18) Herb Sullivan  
(19) Merv Hebb  
(20) John Bishop  
(21) John Bishop  
(22 & 23) All-Canada  
(24) March, 1954

**CHSJ-TV-1, BON ACCORD**  
54.7 kw Video: 27.3 kw Audio  
on Channel 6. Satellite of CHSJ-TV, Saint John.

**NOVA SCOTIA**

**CFXU-TV, ANTIGONISH**  
73 kw Video: 37 kw Audio  
on Channel 9. CBC.  
(1) Atlantic Television Co. Ltd.  
(2 & 3) H. J. Webb  
(4) Regis Kell  
(5) Bill Taylor  
(6) Bill Graham  
(7) John Bailey  
(8 & 10) Bill Graham  
(11) Bill Graham  
(14) Gordon MacDonald  
(15) Martina Walsh  
(16) Gordon MacDonald  
(18, 19 & 20) John Bailey  
(21) Regis Kell  
(24) June 28, 1961

**CJCH-TV, HALIFAX**  
52.8 kw Video: 26.4 kw Audio  
on Channel 5. CTV.  
(1) CJCH Limited  
(2) Finlay MacDonald  
(3) George Benwell  
(4) Andy McKay  
(5) Doug Clarke  
(6) Andy McKay  
(7) Larry Knoke  
(10) Joe King  
(14) Anne McNamara  
(15) Elizabeth Brooks  
(16) Al Viscount  
(18) Marg Doggett  
(19) David Ferraz  
(20) Vic Perry  
(21) John Jay  
(22) Stovin-Byles Television Ltd. - Toronto, Montreal, Winnipeg and Vancouver  
(23) ABC International  
(24) January 1, 1961

**CJCH-TV-1, CANNING**  
9.05 kw Video: 4.53 kw Audio  
on Channel 10. Satellite of CJCH-TV, Halifax.

**CJCH-TV-2, BAYVIEW**  
5 watt ped. on Channel 6.  
Satellite of CJCH-TV, Halifax.

**CJCH-TV-3, AMHERST**  
5 watt ped. on Channel 8.  
Satellite of CJCH-TV, Halifax.

**CBHT, HALIFAX**  
56 kw Video: 34 kw Audio  
on Channel 3. CBC. Owned and operated by the Canadian Broadcasting Corporation.  
(24) December 20, 1954

**CBHT-1, LIVERPOOL**  
.412 kw Video: .248 kw Audio  
on Channel 12. Satellite of CBHT, Halifax.  
(24) November 24, 1958

**CBHT-2, SHELBURNE**  
.423 kw Video: .254 kw Audio  
on Channel 8. Satellite of CBHT, Halifax.

**CBHT-3, YARMOUTH**  
.412 kw Video: .248 kw Audio  
on Channel 11. Satellite of CBHT, Halifax.

**CBHT-4, SHEET HARBOUR**  
.660 kw Video: .330 kw Audio  
on Channel 11. Satellite of CBHT-TV, Halifax.

**CJCB-TV, SYDNEY**  
100 kw Video: 60 kw Audio  
on Channel 4. CBC.  
(1) Cape Breton Broadcasters Ltd.  
(2 & 3) J. Marven Nathanson  
(4) Bill Holmes  
(5) Mrs. E. K. Williams  
(6) Bill Holmes  
(7) R. G. Smith  
(10) Wayne Anderson  
(11) Don MacIsaac  
(12) Ann Terry MacLellan  
(14) Ken Boyce  
(15) Mrs. M. C. MacQuarrie  
(16) Don Ward  
(17) Max Quinton  
(18) Peggy MacLean  
(19) Ron Demers  
(20) W. MacTavish  
(21) W. Robert  
(22 & 23) All-Canada  
(24) October 4, 1954

**CJCB-TV-1, INVERNESS**  
6 kw Video: 3 kw Audio  
on Channel 6. Satellite of CJCB-TV, Sydney. Same staff.

**P. E. I.**

**CFCY-TV, CHARLOTTETOWN**  
38.6 kw Video: 19.3 kw Audio  
on Channel 7. CBC.  
(1) Island Radio Broadcasting Co. Ltd.

(2) Mrs. K. S. Rogers  
(3) R. F. Large  
(4) G. M. Tait  
(5) E. P. Williams  
(6) L. MacAulay  
(7) R. F. Large  
(10) Scott MacPherson  
(11) Loman MacAulay  
(12) Jane Weldon  
(13) Whit Carter  
(14) Betty Large  
(15) E. P. Williams

(16) K. Thompson  
(17) S. Partridge  
(18 & 19) V. MacFarlane  
(20) G. M. Tait  
(21) J. W. Phillips  
(22 & 23) All-Canada  
(24) July 1, 1956

**CFCY-TV-1, NEW GLASGOW**  
.209 kw Video: .104 kw Audio  
on Channel 7. Satellite of CFCE-TV, Charlottetown. P. E. I.

**NEWFOUNDLAND**

**CBYT, CORNERBROOK**  
.197 kw Video: .099 kw Audio  
on Channel 5. Owned and operated by the Canadian Broadcasting Corporation.

**CJCN-TV, GRAND FALLS**  
26 kw Video: 13 kw Audio

on Channel 4. CBC & CTV.  
(1) Newfoundland Broadcasting Co. Ltd.  
Chairman of the Board - Geoff Stirling  
(2) Don Jamieson  
Local Manager - Mike Roberts  
(6) Albert Ryan  
(7) Bill Whiteborne  
(9) Len White  
(14 & 15) Joan Hamilton  
(20) Bill Whiteborne  
(21) Dave George  
(22) Stovin-Byles TV Ltd.  
(23) Weed & Company  
(24) February 5, 1960

**CFNS-TV, HARMON FIELD**  
.294 kw Video: .147 kw Audio  
on Channel 8. Owned and operated by the Canadian Broadcasting Corporation.

**CJON-TV, ST. JOHN'S**  
.62 kw Video: 33 kw Audio  
on Channel 6. CTV.  
(1) Newfoundland Broadcasting Co. Ltd.  
Chairman of the Board - Geoff Stirling  
(2) Don Jamieson  
Vice-President and General Manager - Colin Jamieson  
(5) Charles Pope  
(6) A. Ryan & Bill Coffen  
(7) Colin Jamieson  
(8) Bob Lewis  
(10) Jim Thoms  
(11) Howie Meeker  
(12) Nancy Gladney  
(14) Rex Stirling  
(15) Emilie Davis  
(16) Elizabeth Farrell  
(17) Nat Shapiro  
(18) Mrs. Dot Thistle  
(19) Lloyd Greening

(21) Oscar Herlihy  
(22) Stovin-Byles TV Ltd.  
(23) Weed & Company  
(24) September 15, 1955

**CJON-TV-1, CORNER BROOK**  
1.00 kw Video: .50 kw Audio  
on Channel 10. Satellite of CJON-TV, St. John's.

**CJOX-TV, ARGENTIA**  
14.0 kw Video: 7.0 kw Audio  
on Channel 3. Satellite of CJON-TV, St. John's.

**CJON-TV-3, GRAND BANK**  
.0085 kw Video: .00425 kw Audio  
on Channel 10. Satellite of CJON-TV, St. John's.

**CJOX-TV-2, BONA VISTA**  
.445 kw Video: .00425 kw Audio  
on Channel 10. Satellite of CJON-TV, St. John's.



Radio Station CKKW, located on the second floor of 864 King W., now shares the CKCO-TV outdoor sign.

"Aladdin And His Magic Lamp" was a one-hour studio production using K-W Little Theatre talent.



Different prizes each week-day are featured on "Big Al Time" 4:30-5:00 p.m.

The Mariners, a gospel singing group from U.S., appeared on Elaine Cole's program.



Six of thirty "Bewitched" contest winners fought bad weather to come to the studios and accept their prizes.

There's always plenty of action on "Canadian Bandstand" with CKCO's Peter Emerson as emcee.



It was "wrestling" one week on CKCO-TV between University of Guelph Redmen and University of Waterloo. Different sports are featured each week.

Jonas Bingeman, president of the Kitchener Downtown Businessmen's Association, discusses traffic problems with Scan News.



**'turn-on' your customers with**



**Fernand L. Girard**



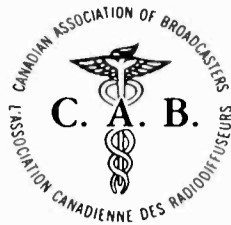
Fernand L. Girard, recently appointed by the CAB as its Associate Executive Vice-President and Manager of its Montreal office, was selected for his new position from amongst a large group of candidates by a special committee comprising CAB's Executive Vice-President and senior officers of l'ACRTF.

Following a course in science at the University of Montreal, he is now taking night courses at Sir George Williams University in accounting, commercial law, economics and statistics, leading toward a Bachelor of Commerce degree. He has also taken other extension courses with special emphasis in the field of public speaking, administration, personnel supervision and public relations.

At the University of Montreal, Mr. Girard had considerable experience in preparing public relations material for the student body with special emphasis on radio broadcasting.

A Vice-President of the Junior Chamber of Commerce and a member of its Board of Directors since 1963, Mr. Girard has had extensive and active experience in that organization since 1961, taking responsibility for the Junior Chamber's French language public relations with special emphasis on broadcasting and press relationships.

Among other undertakings, he assisted with the organization of a Junior Chamber training course in business administration; served as Canadian observer in September 1964 at the International Junior Chamber of Commerce meeting in Oklahoma and is now the Junior Chamber's Centennial Planning Representative.



## **THE CANADIAN ASSOCIATION OF BROADCASTERS**

is pleased to announce the opening of a Montreal office for service to member radio and television stations in all parts of Canada at Suite 302, 1454 Mountain Street.

While this office will offer CAB services to all member stations of both languages, it will place special emphasis on French language service, becoming, in effect, a CAB presence in French language Canada, paralleling the office operated by the association in Toronto.

The Montreal office will function under the guidance of Fernand Girard, who has been appointed CAB Associate Executive Vice-President.

## **L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS**

a le plaisir d'annoncer l'ouverture d'un nouveau bureau, à Montréal, afin de desservir les postes-membres de radio et de télévision qui se trouvent partout au Canada à la suite 305, 1454 rue de la Montagne.

Bien que ce Bureau offrira ses services A.C.R. à tous les postes-membres des deux langues, il mettra l'accent sur son service de langue française et, de ce fait, deviendra une présence A. C. R. dans le Canada d'expression française, jouant ainsi un rôle parallèle à celui du Bureau qu'administre l'Association à Toronto.

Monsieur Fernand Girard, récemment nommé vice-président exécutif adjoint, assurera la direction du Bureau de Montréal.

# PRELUDE TO BEAVERS

We believe that the 24 stories chosen this year are typical of the many services being rendered to people wherever radio and television stations are heard and seen.

We regret that more such stories have not been made available to us, but we hope that "The Beavers" will encourage broadcasters to enhance the fine works they are continuously performing with a better job of proclaiming their accomplishments and so encouraging others to follow their fine examples. Broadcasters are first and foremost communicators, and we believe that communicating information about their activities to such publications as *The Broadcaster* is an important part of the communications function.

There are no categories or specifications for Beaver Awards: All Canadian stations—radio or television—are eligible, for conduct deemed by the judges to reflect distinction on these two kinds of broadcasting.

Awards take the form of framed copper plaques which go to the station involved. Miniature reproductions of the awards are made available to individuals who are directly involved in the award-winning enterprise.

Announcement of the year's winners will appear in an early edition of *The Broadcaster* and presentations will be arranged in due course in the home areas of the winning stations.

In commending our awards project to the industry, the national advertisers, the advertising agencies and the many others we are proud to number among our readers, we should like to point out that it is designed to enhance the power of radio and television for the good, not only of the industry, but of the audience and the sponsors as well.

ience and the sponsors as well.

To non-winners, may we say "Try again next year. Whether you win or lose, the Beaver Awards are designed to pay sincere tribute to Canadian broadcasting as an industry."

The remaining pages of this issue are devoted to "Prelude to Beavers", or, in other words, a selection of 24 stories, articles and news items, chosen by our editors from those which appeared in this paper during 1965. They are reprinted here on the strength of the stations' contributions to radio and television broadcasting these stories represent.

These stories are being closely studied by our independent Beaver Awards Committee, which will regard them as nominations and select from them from three to nine. The 1965 Beaver Awards will be presented to the stations involved.

This year's board of judges, for whose generous assistance we are, again, sincerely grateful, consist of: Carson Buchanan, retired manager of CHAB Moose Jaw; C. W. "Bill" Wright, former national sales representative, now a speech and sales consultant; Dr. Alan Thomas, Ph. D., director of the Canadian Association for Adult Education; Mart Kenney, Canadian musician and conductor; Mrs. Beryl Kent, Canadian Manager of the Bermuda News Bureau.

In selecting their nominations, our editors have concentrated on stories which point up the power for good of the radio and television media. This may mean the good of the community, in terms of education, meeting of emergencies, public information, public health or just plain entertainment. There is also the important economic function of promoting the sale of merchandise.

## INDEX

New CJRT. . . A popular appeal to educated masses	CJRT Toronto	January 21	60	U. S. may adopt CJIC-TV project	CJIC Sault Ste. Marie	May 27	66
"Das ist ja alles essetzlich!"	CFCF Montreal	February 4	61	Educational but not meant to be dull	CFTO-TV Toronto	June 10	67
CKVR-TV sparks hospital awareness with gall bladder operation on air	CKVR-TV Barrie	February 4	61	73% of 947 teachers found 'OH telecasts were helpful	CJOH-TV Ottawa	June 10	67
CFTO works with Sick Kids' Hospital on promotional RX \$10,000,000	CFTO-TV Toronto	January 7	61	CKPM Radio chronicles Canadian history in sound	CKPM Ottawa	August 5	69
CFTO goes it alone with major dramas	CFTO-TV Toronto	February 18	62	"Welland Canal Diary" keeps canal shipping informed	CKTB St. Catharines	August 19	69
Montreal amateur groups stage weekly drama festival	CFCF-TV Montreal	March 4	62	Replay "Canadian Talent Showcase" in Montreal and Toronto	CJOH-TV Ottawa	August 19	69
Children study fire prevention on "Firehouse Frolics"	CJCH-TV Halifax	March 4	62	CKGM led police in international manhunt for Lucien Rivard	CKGM Montreal	September 2	72
CKLG gave on-the-spot coverage as Hope mountain slide claimed 3 lives	CKLG Vancouver	March 4	64	Rebirth of soap opera on CJOH-TV	CJOH-TV Ottawa	September 23	72
Programs were out as station faced storm problem	CKWW Windsor	April 8	64	East and West collaborate with "University of the Air"	CJOH-TV Ottawa	September 23	73
Medics co-operate with CAB Program Exchange show	CAB Ottawa	April 29	64	Draws 8000 to industrial fair	CKDH Amherst, N. S.	October 7	73
Blind DeeJay opens White Cane Week	CKNW New Westminster	April 8	64	Freak bills are collectors' items	VOCM St. John's	October 21	73
				CJOH package selling plan offers advertisers a choice of "Equivalent alternatives"	CJOH-TV Ottawa	November 4	74
				Improvised network covers the continent	CJRT-FM Toronto	November 4	74

# New CJRT ... a popular appeal to educated masses

A TORONTO EDUCATIONAL INSTITUTION has taken a slightly unscholarly slant this month by going "pop" in its first venture into full-time broadcasting. Ryerson Polytechnical Institute has expanded its broadcast schedule to 17 hours daily effective January 11.

The station was formerly operated three or so hours a day during the Ryerson fall and winter terms by students of the institute's radio and television courses.

CJRT-FM isn't going to be a "Top 40 Hit" station, naturally. It's conceived first and last as educational radio. In fact, CJRT is an outgrowth of a study into the worth of educational broadcasting instituted last spring by the Ontario Department of Education.

But assistant manager Ron McKee says, "We're trying to present a popular appeal to educated masses. Popular music takes away from the stuffiness and artiness a complete talk and discussion format might create."

Present plans call for CJRT music to range from light classical through the best of country and folk music and the big bands, to rhythm and blues.

But listeners who tune faithfully to "pleasant afternoon company and familiar music", with Dave Lennick, are going to run smack up against *Landmarks in Philosophy*, a Ryerson extension course. *Landmarks* carries full institute credit for listeners able to pass end-of-course examinations.

As McKee says, "the word educational attached to a station can in itself be scary."

## Months of Planning

Ryerson's big step into full-time broadcasting has been contemplated for several months, and new manager Don Stone has been on staff since September.

According to McKee, the prime reason behind the Ryerson Board of Governors' decision to make the move was to increase Ryerson prestige. "The Board doesn't want kids playing radio any more," he says.

Actually CJRT's staff consists of only half a dozen professional salaried employees. Besides Stone and McKee, there are program managers Brad Franklin and Cam Finley, chief engineer Andy Kuflik, and music director Joy MacDonald. All except Joy are Ryerson graduates.

The remainder of the staff of nearly 80 is made up of Ryerson students working at every possible job. McKee says the station will be using most of the students, "but there'll be a lot more filtering of their abilities."

Of the 200 students in Ryerson radio and TV courses, for instance, the new management classes only ten as good announcers. Other students, used to getting stints on the air under the old setup, now have to settle for largely off-air station jobs.

## Divorced from RTA

The new arrangement makes CJRT a separate unit of the institute, divorcing it from the control of Radio and Television Arts, as the broadcasting school is called. CJRT has taken over the bulk of the pre-existing Ryerson radio facilities, and although the students have some broadcast equipment left, McKee feels the school will "have to get a certain amount of new facilities".



CJRT-FM manager Don Stone (right) and assistant manager Ron McKee survey Radio CJRT's console equipment and Ryerson Polytechnical Institute student Heather Patterson, shortly after CJRT went into full-time educational broadcasting.

At the moment CJRT has only one serious technical limitation. In spite of the station's substantial power (9900 watts ERP), transmission isn't the best because Ryerson's antenna is short — 100 feet high — and located in the congested downtown Toronto area.

Ryerson hopes to beg, borrow or steal (or rent) a spot on someone else's antenna, and has been offered a piece of the CBC's projected tower in the Don Mills area of the city on completion.

This will solve the technical difficulty just fine — and leave the budget problem to be faced.

## No Budget for Talent

As McKee says, "CJRT has no budget for talent outside Ryerson right now." (Students are paid for work they put in on weekends, not during the week.)

His feeling is that the CBC spoiled it for CJRT. "They're our big limitation. Because they were paying all these people (professors, commentators, panel guests and the like), and paying them well. Now we have to come along and ask for their free services."

McKee believes CJRT has stepped into an area recently vacated by CBC Radio, that of the panel show, discussion group and highbrow *Wednesday Night* series. He thinks CJRT will need to spend some money to fill the gap properly.

"Of course, the reason we're

here right now is to find out how much it's going to cost," he adds.

## Hoping for firm Budget

So far CJRT is operating without a budget, passing bills to Ryerson as they come. But McKee hopes within a couple of months, as the cost pattern clarifies, the Board of Governors will be able to come down with a firm budget for the station.

Later, perhaps much later, CJRT aspires to go stereo, on the theory that lack of stereo may put the station at a competitive disadvantage as time goes by.

In the meantime, CJRT has concrete plans to provide program material for a potential group of interested stations, and is looking hard at the possibility of forming an educational radio network, with links to present university broadcasting outlets across Canada.

But the biggest immediate aim is to achieve a level of quality programming and win industry-wide approval of the CJRT effort. As Ron McKee puts it:

"Judgment of our success will be not so much on ratings as general comment from the industry."

January 21, 1965

Say you saw it  
in  
The Broadcaster

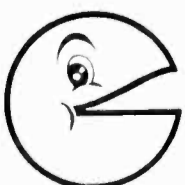
Are You **AWARE...**

of the **Response** for —  
and the **Loyalty** to —

**COUNTRY & WESTERN RADIO** ?

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RADIO-TV REPS.  
(Montreal  
Montreal)

BOX 850 — LANGLEY, B.C.

# „Das ist ja alles entsetzlich!“ sagte eine Anruferin aus Montreal

Über 6500 Kilometer hörte Kanada eine Direktsendung vom Checkpoint Charlie

MONTREAL'S CFCF RADIO made headlines in Germany recently, as news director Bert Cannings (X) handled one of the longest remote phone-in broadcasts of his career — from the top of the Berlin wall.

The 50 minute program took plenty of elaborate preparation. Advance publicity insured dial-in response, and complicated arrangements called for the Bell Telephone Company of Canada to reserve two sets of overseas lines, one for talk and one for broadcast control.

Cannings managed to squeeze about 30 calls from Montrealers into the show, besides broadcasting the comments of West Berlin civic officials, military personnel, and economic advisors who joined him on perches alongside the wall.

Most of the questions beamed to Cannings through CFCF's call collector were evidently of the well-reasoned variety. They



dealt with physical and sentimental problems associated with the wall, German youth and neo-Naziism, the economic contrast between east and west Berlin, and feelings about Jews in Ger-

many.

One Montreal man phoned just to wish everyone in Berlin a merry Christmas and happy 1965. It was that time of year.

February 4, 1965

Stations and others advertising regularly in Canadian Broadcaster identify themselves in buyers' minds with the publication the buyers use when compiling their schedules.

## Public Health

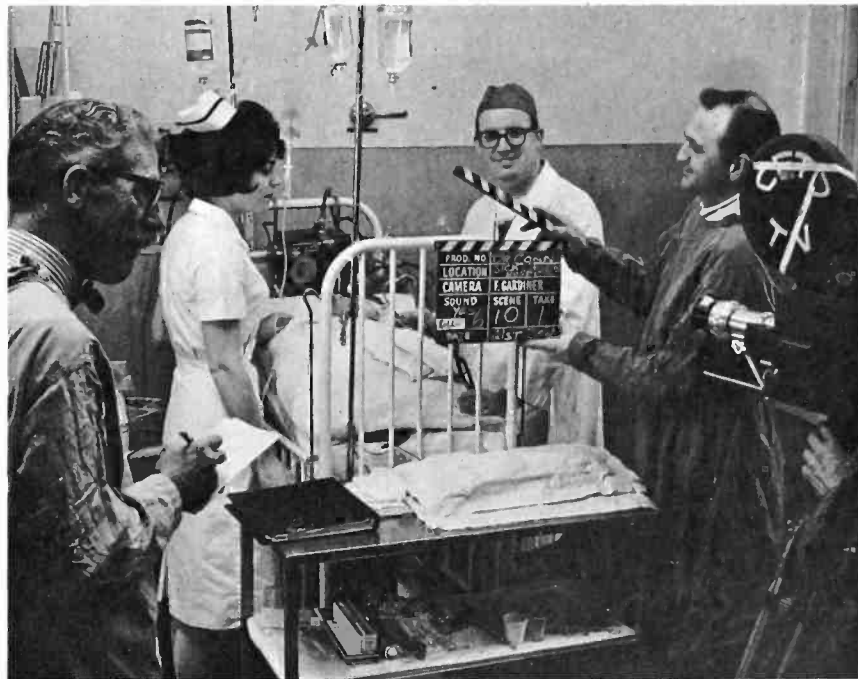
### CKVR-TV sparks hospital awareness with gall bladder operation on air



A television camera crew, properly antisepticated to protect the public, recently invaded York County Hospital in Newmarket, Ontario. CKVR-TV in nearby Barrie was producing a half-hour program aimed at increasing public awareness of facilities offered by the newly enlarged and modernized hospital. As part of the program,

the station filmed a live gall bladder operation performed, with commentary, by Dr. W. McClintock. In the photo CKVR-TV staffers Jim Craig (l.), cameraman Ivan Sarossy, and news director-program narrator Wayne Bjorgan observe the operation unflinchingly.

February 4, 1965



CFTO-TV TORONTO, winner of the 1964 Central Canada Broadcasters' Association Community Film Award for *Tender Loving Care* produced in conjunction with the Toronto Hospital For Sick Children, has gone ahead with a sequel — *RX \$10,000,000*.

The Sick Children's Hospital has consistently been a leader in research in the highly specialized areas of brain and heart surgery. Part of the CFTO half-hour documentary is centred in the cardiology

department, and shows a heart catheterization — inserting a nylon capsule 1/16th of an inch long into a vein, then to the heart, where the capsule inspects the heart cavities by relaying an image to a TV monitor.

Heart disease is a leading cause of infant mortality.

Ten million dollars was required to build a recently opened 200-bed new wing for the hospital.

January 7, 1965

# CFTO-TV goes it alone with major dramas

PRIVATE TELEVISION'S long-awaited entry into major Canadian drama production is going to be touched off this year by CFTO-TV in Toronto, with a \$120,000 project planned to include four hour-long dramas and a symphony broadcast. And the \$120,000 budget is only for cash out of pocket. Most of it will go to performers and production staff. Studios, facilities and the technical people involved aren't being charged into the figure.

This means the \$120,000 needs doubling or thereabouts to give an honest picture of the outlay for the productions, and puts CFTO's effort right up there in terms of cost with CBC drama (which normally runs \$50,000 or more for an hour).

Ambitious? It has to be called at least that — in view of the fact that CFTO is going it alone, without participation by any or all of the rest of the CTV television network members.

George McCowan, formerly with the Crest Theatre, Toronto and the CBC, has already agreed to sign on as CFTO producer for the shows. The task for now is to find enough suitable scripts by Canadian authors.

Ever since the project got

underway in late November, says Peter Macfarlane, CFTO's executive producer, "We've been contacting known, tried and true professional writers for scripts. But if you ask if I've found anything definite yet, the answer is no, not yet."

Macfarlane adds that he's looked at about two dozen scripts so far (expectations are that the producers will cull through about 100 before they're through), and he doesn't rule out two or three possibles (one by *Open Grave* author Charles Israel for example, another by Hugh Garner).

One thing he insists on — "We'll bring absolutely no incense to the high altar of Canadian culture. Quite enough wor-

ship has been done at that particular shrine."

## Dramas and Entertainment

CFTO's aim will be to find dramas with an entertainment flavor. But not in the "light" sense of entertainment by any means. Macfarlane explains, "When you're looking at a problem in a way that grips you, involves the audience, that's entertainment."

He draws a parallel with programs like some episodes of *The Defenders*, which he classifies as rich in entertainment value.

"We are out to do a good show...a good, gripping, believable story," he says, "perhaps unlike what has been Canadian fare up to now." (It's very unlikely any of the productions will be from the classics, he points out.)

John Bassett, chairman of the board of CFTO, is the driving force behind the television station's move. (He's credited with being a "theatre nut" by one Toronto newspaper columnist.)

And the whole project is considered part of CFTO's determination to show that the station has come of age, both in broadcasting maturity and the ability to devote funds to desirable, but not necessarily profitable, programming.

"This is the first year since we've been operating that we've felt we could afford to launch such a program," Bassett is quoted as saying.

Although the only part of the project jelled so far is the symphony concert (a tribute to Walter Susskind, who will give up his Toronto Symphony Orchestra baton at a Massey Hall concert to be taped by CFTO), Bassett has already announced the programs will eventually be made

available to other stations in Canada — free.

Distribution priority will go to private stations, and recipients will be expected to pay any talent differential fees involved. Otherwise, CFTO won't charge a dime.

## Prestige Treatment

Bassett hopes to get some controversial scripts, says one report. And he wouldn't mind grabbing hold of something the CBC has killed "to let the people have a look at it for themselves".

The station takes the view that the programs should be given prestige treatment, which means keeping them relatively free of commercials. In fact at this point they're planned as sustainers.

CFTO isn't against commercial backing, of course. But sponsorship would have to be on a limited commercial basis, with reasonably bare announcements at the beginning and end, and a half-way commercial spot.

"Those are the only terms," Bassett is reported as saying.

It's hoped the programs will be ready for prime time scheduling by late spring, with some to appear in the fall. The symphony concert due to be videotaped by CFTO will occur in April.

The station has been considering the possibility of using major theatre groups in one or more of the productions — the Crest Theatre and the Canadian Players in particular.

Ballet has also been given some thought, but the cost per hour (\$43,000) turns out to be significantly higher than the cost for a televised play of similar length — and John Bassett has no intention of draining budget from the dramas.

February 18, 1965

## CFCF-TV Montreal

### Montreal amateur groups stage weekly drama festival

MONTREAL'S CFCF-TV has made its move into television drama production by launching a one-hour series — "for many months a dream and ambition of program manager Sam Pitt", the announcement notes.

It is called *CFCF's Television Amateur Drama Festival*, and it first aired on Sunday, February 21, 4:00 to 5:00 pm.

Various amateur groups in the Montreal area will present a series of one-act plays. Each will be ad-


judicated and individual performances will be reviewed immediately via videotape replay.

The Stagemasters of Chateauguay touched off the series with "Adams Rib Hurts", a farce by John Kirkpatrick directed by Peter Dann.

CFCF-TV producer-director Lew MacLeod is assisting the groups in an advisory capacity.

March 4, 1965

**Serving the "FIDDLE-HEAD" Country**



**WJCH**

**Radio-920**

**Woodstock  
New Brunswick**

**BIG  
CHANGES**

*in western  
New Brunswick*

**The \$130 million Mactaquac Power Dam is one of them!**

**Another? We are NOW represented by  
RADIO-TELEVISION REPRESENTATIVES LTD.**

## Children study fire prevention on "Firehouse Frolics"

"FIREFIGHTING IN CANADA" has paid tribute to CJCH-TV, Halifax with a report on *Firehouse Frolics*, an hour-and-a-half per week children's show aimed at getting the message of fire prevention across to the younger set.

Children submit diagrams of home fire escape routes, and maps outlining neighborhood fire alarm boxes, hydrants, ponds and other water sources.

Best diagrammers win visits to local fire halls. Firemen stage a mock alarm, drop down poles and

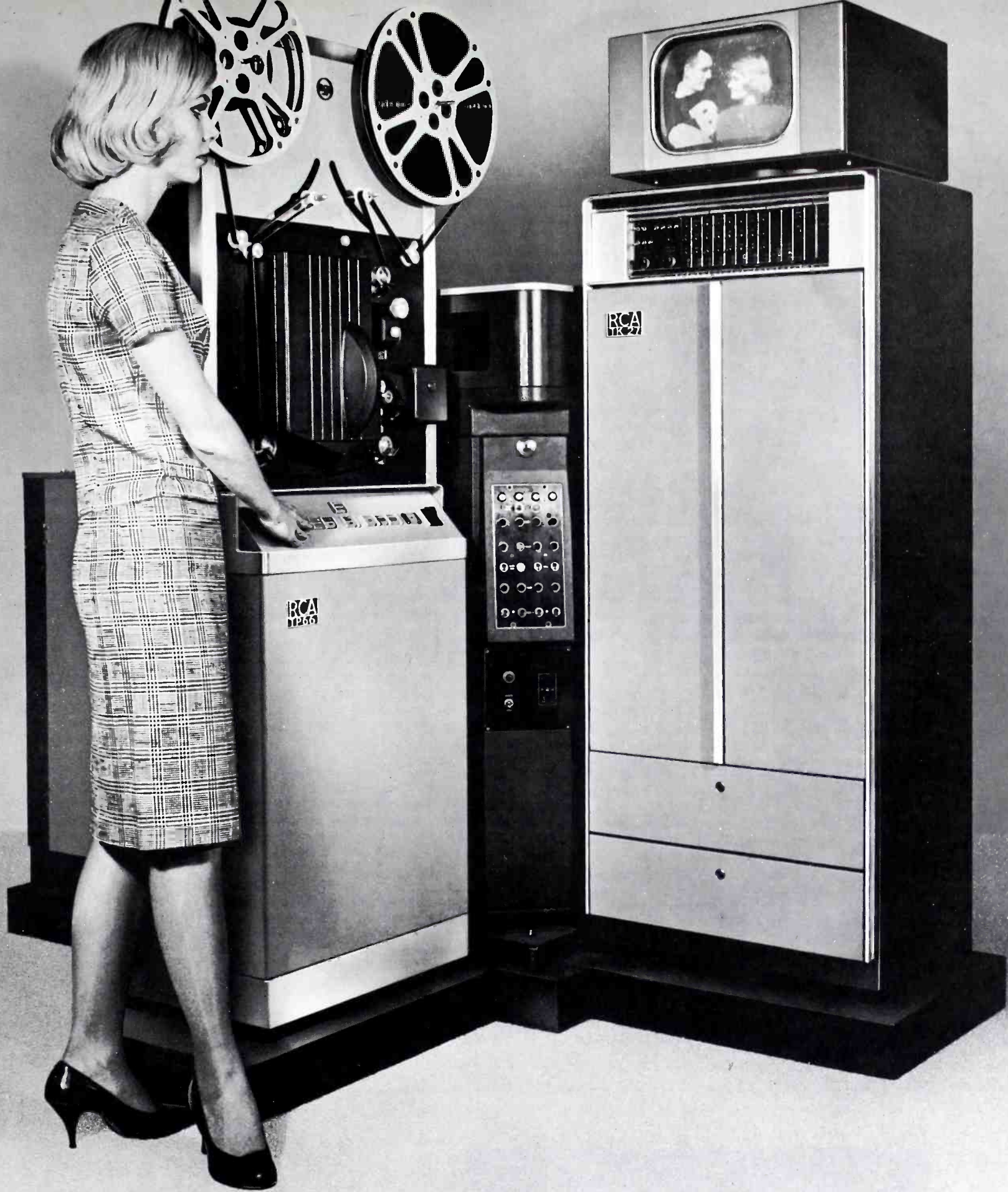
roar away from the station all sirens blasting. Local manufacturers provide treats for a party at the station.

During Fire Prevention week, a poster contest was held, with expensive toys as offered prizes.

"Firefighting" claims the show is a terrific financial success for CJCH-TV, and says commercial sponsors are eager to participate.

The show was devised by Halifax fire chief Sandy Brundige, along with Murray McIvor and Charles Doucet of CJCH-TV.

March 4, 1965



# **COLOR** arrives in Canada with RCA Victor Equipment

## TK-27 FILM CAMERA

CFPL-TV 2  
CHCH-TV 2  
CFTO-TV 1  
CKNX-TV 1  
CHAN-TV 1  
STATION-X 1

CFTM-TV 1  
CFQC-TV 1  
CKSO-TV 1  
CJON-TV 1  
CKLW-TV 1  
CFCM-TV 1

## TP-66 PROJECTOR

CFPL-TV 2  
CKLW-TV 3  
CFCM-TV 2  
CBC, Halifax, N.S. 2  
CFTO-TV 2  
CKCW-TV 2

CHCH-TV 2  
CKSO-TV 2  
CJON-TV 2  
CBC, Toronto, Ont. 4  
CFCN-TV 2  
SCARBOROUGH 2

CBC, Montreal 13  
CFQC-TV 2  
CBC, St. John's, Nfld. 2  
CJOH-TV 2  
STATION-X 2  
CFRN-TV 2  
CBC, Vancouver, B.C. 2



**RCA VICTOR COMPANY, LTD.**

Technical Products, 1001 Lenoir St., Montreal 30, Quebec

# CKLG gave on-the-spot coverage as Hope mountain slide claimed three lives



CKLG Radio in Vancouver went all out to get on-the-spot news coverage of a recent Hope mountain slide disaster that claimed four lives as it buried an interior British Columbia highway. Shortly after getting word of the tragedy CKLG hired a twin engine flying boat and flew the 110 miles to Hope. The plane swooped over the slide site to let the newsmen snap photos and reel off movie footage while recording necessary details. Further CKLG coverage was carried for two days by telephone from Hope. Station newsmen were on the scene when rescue workers uncovered the first of the victims, in the situation shown in the photo. CKLG news editor Craig Edwards was accompanied by staffer Frank Malone and a news photographer from CHAN-TV in Vancouver. The radio newsmen later took part in a special national coverage news feature on the Hope slide, aired over the CTV television network.

March 4, 1965

## CKWW Windsor Programs were out as station faced storm problems

THE WINTER'S WORST SNOWSTORM in Southern Ontario led to a notable public service by CKWW Radio in Windsor.

As early as 10:00 a.m. on February 24, while an overnight snowfall of eleven inches piled into five-foot drifts, CKWW announcer Stan Switzer had told listeners that the station would suspend regular programming and devote its full facilities to storm problems.

Drifts pushed by fifty mile an hour gusts were collecting as fast as snow plows went through the streets. And phoned messages and requests for help poured into CKWW's Snowstorm Central.

One plea went, "We're out of milk and live at 334 California Street. If anyone nearby has milk, please call us." The answer came, "We live at 342 California and we have three extra quarts of milk. If anyone needs it, and can get here, they're welcome to it."

An ambulance bearing an expectant mother was stalled at an intersection. The driver's message begging for help was broadcast. Nearby motorists converged on the area and heaved the ambulance clear.

Kaiser Jeep aired an offer of four-wheel drive vehicles for emergency service. Kaiser officials then answered 500 calls and were able to supply service for nearly half.

In all, 1358 messages were received and broadcast by CKWW.

April 8, 1965

## Medics co-operate with CAB Program Exchange show

SIXTY-EIGHT RADIO STATIONS have taken up a new Canadian Association of Broadcasters Program Exchange release called *Let's Ask the Doctor*, marking the medical series as one of the exchange department's most successful productions.

The 40 episode series of two-to-three minute question-and-answer programs features doctors from all over Canada.

It's strictly a public service production, allowing no sponsorship or adjacencies. Room has been left for the local radio station to get into the act with a live introduction

and sign-off and a local announcer's reading of the medical question to be discussed.

The project was managed with the co-operation of the Canadian Medical Association.

The Exchange Department expects participation to reach a figure of close to 80 stations before levelling off.

Another programming effort of the CAB, abetting the Composers, Authors and Publishers Association of Canada (CAPAC) in efforts to promote Canadian music, has resulted in sales of nearly 2000 record albums made by Canadian artists.

*Music in the Round*, highlighting the Cable Concert Band conducted by Howard Cable has sold 545 copies. *Souvenir de Quebec*, with the Cable band conducted by Maurice DeCelles, has sold 757, and *Action with Agostini* 640 copies.

A new album called *Scored for Ballet*, with the Toronto Philharmonia Orchestra under Walter Susskind, has just been released. The earlier recordings went on sale in October and November 1964.

A fifth album, consisting of concertos, will soon be ready for distribution.

April 29, 1965

## Blind deejay opens White Cane Week

IN RECOGNITION OF WHITE CANE Week CKNW arranged for a blind disc-jockey to take over the station's controls and officially introduce the week.

Burton Johnson, a 24-year-old, blind since the age of 15, took command of the turntables for two hours during a CKNW mobile broadcast from a Vancouver car dealer's lot.

Johnson's commercials and song titles were all typed in braille. He simply moved a paper clip down the side of his song sheet to mark his next selection.

Besides handling all ordinary broadcast functions he carried out interviews with CKNW's Norm Groman on the work of the CNIB.

The broadcast got excellent listener reaction and was repeated at the conclusion of the week.

April 8, 1965

**STAR PERFORMER  
IN ONTARIO'S  
QUINTE DISTRICT  
RADIO CJBQ**

**THE VOICES OF**

BELLEVILLE TRENTON STIRLING  
FOXBORO MARMORA MUDOC  
MILTON DESERONTO BRIGHTON  
TWEED CAMPBELLFORD

A.M. 800  
F.M. 97.1



Why did Baby's Own Cough Syrup find CBC afternoon programming a good advertising remedy?

Why did Simoniz take a shine to CBC afternoon TV?

Why did CBC's afternoon programming turn out to be uncannily right for Libby's Corn?

Why did Ovaltine find CBC afternoon TV an invigorating programming mixture?

(Ask P&G—they're still cleaning up.)

These great afternoon shows are now available on CBC afternoon TV.

At 12:30, Search for Tomorrow. It finds it's way into countless homes all over the country. Then at 12:45, The Guiding Light continues to beam into living rooms bringing entertainment and your sales messages.

From 1:30 until 2:00, ladies loyally watch As the World Turns. Followed by Password and To Tell The Truth. (And, to tell the truth, we

often wonder how any housework gets done during CBC's afternoon shows).

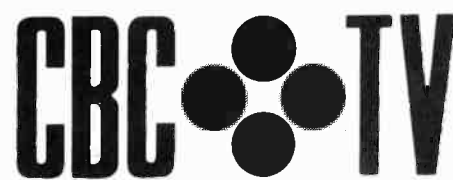
Anyway, at 3:30, everyone takes 30 to watch Take 30. Which takes us up to 4 o'clock and the popular Bonnie Prudden show. (Nobody will want to miss that.) In fact, all CBC's afternoon shows are proven best-sellers. And most of them hold records.

You can buy spots in, or adjacent

to, any or all of the shows that are still available.

There are still some strategically placed spots open, and you don't have to be a corporate giant to afford them.

Why not give your CBC National Sales Representative an opportunity to give you all the facts? Call him this afternoon.



CBUT Vancouver • CBXT Edmonton • CBWT Winnipeg • CBOT Ottawa • CBLT Toronto • CBMT Montreal • CBHT Halifax • CBYT Corner Brook

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AND PROGRAMS



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Toronto 1, Ontario

## U. S. may adopt CJIC-TV project

A NEW HOME nursing television course scored a healthful programming debut over CJIC-TV Sault Ste. Marie starting early in February. The CJIC-produced course was presented as a local public service.

Commenting on the series of ten Monday afternoon half-hours, Elvino Savro, publicist for the Canadian Red Cross Society at Toronto national headquarters, said:

"If it works I think the idea's going to be grabbed up by the American Red Cross."

And all indications are that the course worked. Twelve hundred women registered for *Home Nursing* in order to receive a manual and workbook to aid their viewing of the TV series.

CJIC also supplemented the programs with three live get-togethers under trained instructors, making it possible for the women to double as patients and practise what the TV set had preached.

Savro said there were several potential benefits to putting the course on television. "It could be a method of giving home nursing instruction in remote areas," he said.

"It's also a way of helping clear hospitals of patients that don't need really to be there if they can get adequate nursing care at home," he added. "Doctors have



The proper way to move a patient lying in bed was one of the points brought out in a practical demonstration of *Home Nursing*, a series of ten half-hour programs produced and aired over CJIC-TV Sault Ste. Marie as a public service.

more faith in the nursing ability of people who have had some sort of training."

Other advantages? "Well, Emergency Measures Organization survival procedures are also taught," Savro said.

The program agenda included: emergency care during childbirth, artificial respiration, feeding and planning meals for the sick, bed

bathing and moving helpless patients, care for elderly invalids and new-born - along with temperature and pulse recording, recognition of sickness symptoms and treatment of common childhood diseases.

Registered nurses, doctors, and Sault Ste. Marie Canadian and American Red Cross branch members took part in the programs, filmed in CJIC studios.

May 27, 1965

# GOOD RADIO IS • GOOD SERVICE • GOOD NEWS • GOOD SELLING

**GOOD RADIO** means a number of things to serve listeners. It means getting to know listeners and attracting attention. CJCB attracts the largest radio audience in Cape Breton.

**GOOD SERVICE** and a reputation for dependability are what have made CJCB a leading 'citizen' in Cape Breton. We've installed remote broadcasting equipment that will enable us to improve broadcast services to all the communities in Cape Breton.



**GOOD NEWS** is what our audience has learned to depend on with CJCB. News is so vital to our listeners that we have added three mobile news units to our news-gathering facilities. Technical improvements include direct broadcasting from anywhere in Cape Breton where the news is happening.

**GOOD SELLING** for national advertisers who want to reach all of the consumers in Cape Breton. Retailers have discovered how efficient and low cost CJCB really is. Our market knowledge and merchandising ability are available to national advertisers who want to sell to Cape Breton consumers. Ask your All-Canada man about CJCB's "supermarket" promotion.

**FIRST in Cape Breton**  
**IN CAPE BRETON GOOD RADIO IS CJCB!**

**RADIO BUILDING, SYDNEY, NOVA SCOTIA**

Represented by **ALL-CANADA RADIO & TELEVISION LTD.**  
1000 Yonge Street, Toronto 5, Ontario Telephone: 925-9361

## Educational

### but not meant to be dull

A TELEVISION BRAINSTORM is due to hit Toronto June 14 — but its source, Toronto's privately-owned TV station, is reluctant to put out the hurricane warnings. On the 14th *From Scarborough College*, alias *The Question of Origins*, a new educational television show, will get first airing over CFTO-TV.

Peter Macfarlane, executive producer at CFTO, sees the 39 half-hours of *Origins* as "information programming" rather than education ("That's a tainted word"). People are after information all the time, he reasons. What they don't like to be told is they're being educated.

But all quibbling over words aside, it looks as if the "information" is going to be downright high-powered. It'll consist of university-level material prepared in collaboration with Toronto Scarborough College — a new higher-learning institution scheduled to open in the fall.

The physical sciences, social sciences and humanities will use twelve apiece of thirty-six basic programs. One half-hour will be used for introduction, two for round-table discussions.

Plans have been made to cover subjects like: matter and man, the universe and the galaxies, social systems and early history and philosophy — all from the point of view of their origins and development. Sixteen Scarborough College professors and guest principal lecturers from St. George's College School, Toronto, will share the lecture labor.

Macfarlane thinks summer is a particularly apt time for scheduling the shows. People stay up late, he says, and many of them aren't interested in watching re-runs of old movies and other re-hashed TV fare for the hot-weather doldrums.

For that reason CFTO will give *Origins* double exposure — days on a five-a-week basis at 12:30, and evenings thrice weekly at 11:30.

#### "Origins" in Hard Lumps

*Origins* isn't expected to be big in the ratings, but Macfarlane says, "The interesting thing to me is the selectivity. I think the program will select people who

are the kind you'd like to have watch it —

"Not that it's going to be a snob program at all," he adds, quickly.

In his opinion the CBC's slapstick *Nature of Things* show with Drs. Hume and Ivy has tended to spoil viewers for down-to-earth educational TV. Presentation of information via television shouldn't be "conditional on having a Hume and Ivy to put on an entertainment," to use his words.

And as Scarborough College's dean, Dr. W. E. Beckel, puts it, "Our theory is that anyone with something to say will come over on television, even if it's done in a straight educational way — not as an entertainment."

In other words, *The Question of Origins* is going to come on in fairly hard lumps.

"The demands of the television are to be secondary to the standard of the information presented," as far as Macfarlane is concerned. His idea is to "take an expert and make it possible for him to do what he does expertly — albeit on TV."

As a producer, Macfarlane looks on TV as a vehicle capable of bringing advantages to the lecturer. "TV improves on the speaker's presentation," he says, "because it can make everything as close to the observer as to the instructor — sometimes closer.

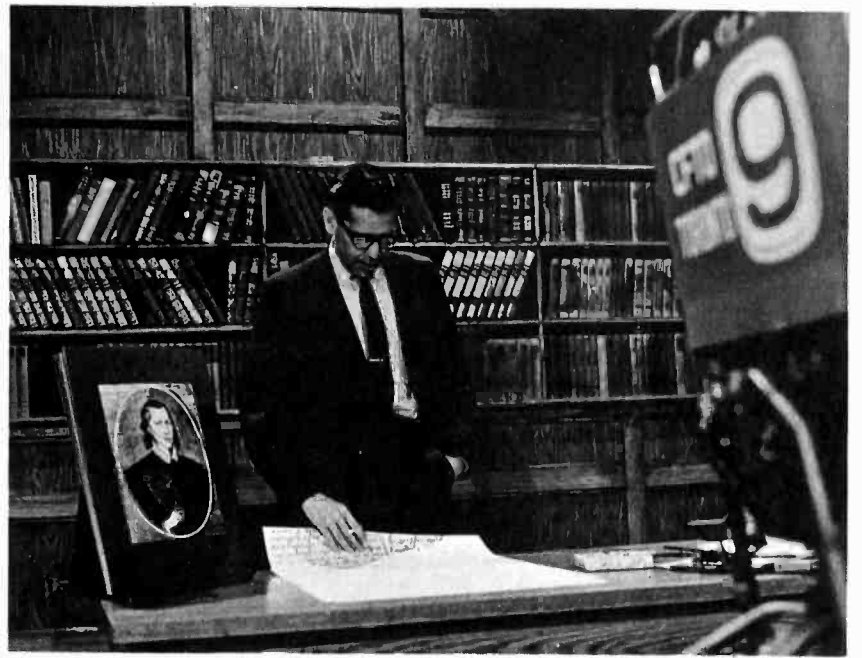
"TV can bring the close-up camera to bear on table-top displays, models and three-dimensional exhibits. It introduces the rear-screen and provides immediate access to motion pictures through telecine equipment.

"The lecturer doesn't change anything, merely introduces the TV aids," he explains. "This way TV hasn't made an entertainer out of him. He doesn't have to be cute."

#### Token or Honorarium

CFTO's production technique for *Origins* is apparently almost experimental (in Canada) by virtue of its simplicity.

The aim will be to leave the lecturer free to remain professional. "Unless you're careful, you can make him into a non-expert more concerned with the



Dr. W. E. Beckel, Dean of Scarborough College, discusses the development of early literature at a taping session for a new educational television program called *From Scarborough College*, filmed and produced in the studios of CFTO-TV Toronto.

TV production than with his lecture," Macfarlane believes.

Does that mean *Origins* is "cheapie" Canadian content for the summer period?

Dr. Beckel laughs when he comments, but he doesn't hesitate to note that "financially, CFTO are not entirely heroes. They're making available their whole production facilities, and paying the lecturers a token amount, but they're getting good Canadian content — so everybody's happy.

Macfarlane denies the payment to the lecturers is a "token amount". He says it's an "honorarium".

And he takes a more positive view of *Origins'* Canadian

content virtues. As he says, "CFTO can have Canadian content at a fraction of the cost and, particularly, a fraction of the involvement required for this show.

"In fact what excites me is that the station has said, 'Let's do this', instead of just playing through a bunch of films or re-runs or what have you for the summer."

But most of all, in whatever form *Origins* comes out of CFTO's production studios, "it is not meant to be dull," Macfarlane says.

"For those who equate getting some information with being entertained, it's going to be very enjoyable."

June 10, 1965

## 73% of 947 teachers found 'OH telecasts were helpful

THE 1965 SERIES of CJOH School Telecasts, paralleling the '64 series that won the station the Ontario Teachers' Federation Broadcast Award, has been extended to June 19 this year in order to carry a Monday-to-Thursday series on "new mathematics".

Ottawa's grade eight students, unlike students in lower grades, apparently haven't taken "new math", but will be expected to have mastered it before entering grade nine next fall.

The Ottawa Public School Board has conferred its blessing on the new math extension and on CJOH plans to begin next year's courses in September and run through until June.

CHAB-TV in Moose Jaw Saskatchewan has also picked up the 14 CJOH *School Telecasts* on "new math", at the request of educational authorities in CHAB's area.

Teacher opinions on 15 of 1965's 24 programs were sampled by questionnaires sent out by CJOH, with the following results:

The station says out of 947 returns, in answer to the question "was TV an effective aid in your teaching?", seventy-three per cent said yes, ten per cent said no and seventeen per cent did not commit themselves.

Asked if the series integrated with regular courses, 64 per cent of the teachers said yes. Of the balance, few gave a positive no, and the majority gave a qualified yes, the station explained.

"However, considering the almost total impossibility of meshing the series into the work-methods and timing of 1058 individual public school teachers in Ottawa," CJOH said, "the reaction to this question is quite satisfactory."

The station pointed out one curious survey result. It seems the teachers would prefer next year's telecasts to concentrate on "exotic" subjects or those requiring highly specialized knowledge — music, French, art and science — rather than more routine fare.

June 10, 1965

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*"The Voice of the South Shore"*

Head Office, La Tribune Bldg., Sherbrooke, Que.

# CKPM-Radio chronicles Canadian history in sound

AN IMPORTANT "SAVE CANADA" campaign has been started in Ottawa — where it's being conducted by a local radio station. The idea is to preserve Canadian history for future generations. Called *Canadian History Makers '64*, it's the result of a major public service effort on the part of CKPM Radio.

The project entails preparation of one long-play recording each year to summarize the views and words of parliamentarians dealing with — and shaping — the most vital events in Canadian life.

And if that sounds like an easy task — it's not. Putting the first of the annual recordings together has involved reviewing and editing "a whole wall of tapes" as one CKPM spokesman described it.

Over a million words recorded by the station's parliamentary correspondent, Paul Taylor, were hewed down to the proportions of a single LP for *History Makers '64*, issued early in May as the first of the record series.

"The sounds of history happening and the major events of our times are probably less well recorded in Canada than in any other major country," says a report accompanying the record.

And it was with that in mind that Geoff Stirling, program consultant, recommended the *History Makers* project to CKPM last year.

At the time, CKPM was evidently the only capital city radio outlet maintaining a permanent, exclusive representative — Paul Taylor — in the press gallery of the House of Commons.

Taylor was preparing daily five-minute parliamentary reports to be aired mornings and during the dinner hour on the station. A 15-minute round-up of the day's House of Commons events followed at 10:30 in the evening. (Ford Motor Company and Air France each sponsored one of the daily-five minute segments.)

As a result, Taylor was building a library of tapes documenting day-by-day events in Canada as they came before the House. And since, as one CKPM representative says, "it's almost a foregone conclusion that most events having an important bearing on Canada's development will reach the House at one time or another", reason dictated that a parliamentary résumé could be used to make an effective historical sum-up.

Stirling therefore calls *His-*

*tory Makers* "an attempt on behalf of a private station to make a real contribution on a yearly basis to Canadian history, by



CKPM's Paul Taylor interviews Prime Minister Lester Pearson.

presenting the history of our nation through actualities as they develop.

"These records, in my opinion, are destined to have real significance," he adds.

The first recording, for instance, covers the Great Flag Debate — an event likely to be as intriguing to future Canadians as a recording of the frothier speeches of Sir John A. MacDonaid would be to contemporary Canadians — if it were available.

### Extremely Expensive

Stirling calls the project "frankly, extremely expensive. It means setting up a full-time daily recording schedule that captures any important Canadian news of the moment, then editing it at the end of each month and building toward the final project — an LP record for the year."

To handle the work, Stirling set up his own production company as synchronizing agent for all relevant programming suggestions and to tie them into the *History Makers* project.

*History Makers*' overall expense has also led to efforts by the station to sell the project's rights to parties willing to provide a guarantee of its continuation. Up-scale advertisers with an institutional character to get across have been the main targets, since the rights package perforce includes sponsorship of CKPM's House of Commons reports. A station spokesman has put the package price in the \$30,000 yearly range.

Expense brought another set-

back to the station's hopes when CKPM learned background music for the recordings was priced out of reach — for the time being. Record company contracts with the musicians' unions apparently call for live orchestras only to be used for background music production.

Luckily a few choral effects were available for the first record — courtesy of the Members of Parliament themselves. CKPM managed to catch the rousing moment following the flag debate when MPs exited from the House singing "He's a Jolly Good Fellow" in tribute to Prime Minister Pearson.

But CKPM feels the frills can come later. For now, the im-

portant thing is to get Canadian spoken history on record so "in ten or 15 years Canadian children who are not yet born will be able to hear it," as Stirling explains.

Copies of the first record have gone to universities, members of Provincial Legislatures and the federal Houses of Parliament, the Senate, libraries and school boards.

*History Makers '64* will also be on sale (Columbia Records is reported to be interested in distribution rights), with all proceeds going to retarded children.

August 5, 1965

## CKTB St. Catharines

### "Welland Canal Diary"

### keeps canal shipping informed

A DAILY FIVE-MINUTE program called *Welland Canal Diary* has been instituted this year as a service feature of CKTB Radio.

The program announces the location of all vessels in the 27-mile canal, along with facts-of-note concerning the ship's history, size and cargo. The canal trip takes from eight to 18 hours.

*Canal Diary* is described by the station as a useful source of information for officers and seamen aboard ships within range of the station, and for families of seamen living in the Niagara-Hamilton-Toronto area. It's also for ship supply firms and stevedoring outfits, shipping agents and other harbor per-

sonnel responsible for arranging docking and unloading facilities.

Apparently *Canal Diary* has become popular with tourists as well. CKTB estimates that one million visitors come to the district each year to watch ocean and inland vessels at close range. (Of the ships using the canal, CKTB believes about 200 are of Canadian registry, each having a crew of approximately 30.)

Sponsorship of the broadcasts is split between Port Weller Dry Docks of St. Catharines and Ontario Paper, Thorold Ontario. Vessel locations for the program are relayed to CKTB by the St. Lawrence Seaway Authority Vessel Information Service.

August 19, 1965

## Replay "Canadian Talent Showcase" in Montreal and Toronto

CJOH-TV OTTAWA is conducting a search for professional and semi-professional musical performers for its new *Canadian Talent Showcase* series scheduled for the fall.

The series will present talented individuals or groups without previous television exposure. Musicians, singers and vocalists from either the "pop" or classical fields, with some experience, will be eligible.

*Showcase* is planned as a cooperative venture among several stations of the Independent Television Organization (ITO). To date, CJOH-TV, CFCF-TV Montreal and CFTO-TV Toronto are participating. It's hoped additional ITO stations will contribute and carry the programs. The aim will be to show off successful candidates in Canadian

major markets in addition to the locations served by the home-town station.

The series is expected to serve as a stepping-stone in talent discovery for other entertainment programs. The CTV Television Network's new *A Go Go '66* show is rated one likely spot for network exposure of successful performers (because of CTV's close ties with ITO).

Prospects are asked to write immediately for audition application forms to *Canadian Talent Showcase*, CJOH-TV, Television House, Ottawa 5. Auditions will be arranged in localities convenient to the performers starting early in September. Solo applicants are requested to provide their own audition accompanists.

August 19, 1965

# A MUSICAL SHOWCASE SALUTE TO CANADIAN BROADCASTERS

and the Canadian Association of Broadcasters  
Annual Convention March 21, 22, 23, 1966.

THE BRITISH AMERICAN OIL COMPANY LIMITED

TORONTO

Gentlemen:

Your enthusiastic know how has achieved a phenomenal Canadian success story -- Musical Showcase -- Canada's own spectacular musical game program brought to English speaking and French speaking Canadians in their own preferred language.

This success is tangible; 1,800,000 Canadian homes delivered by B/A Musical Showcase and Le Grand Prix Musical weekly - a program aired 52 weeks annually and never repeated.

This is a completely Canadian success story all the way: from production houses to performers...production crews...to script-writers...right through to the promotion managers in every station across Canada.

Thanks to all of you, Showcase and Le Prix became a three-way success:

First: As Canada's premier program combining quality musical entertainment with a spectacular game show;

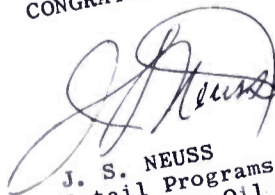
Second: As a ratings' success in Canada's competitive markets - growing from just 400,000 homes on the first show a year ago to today's nearly 2,000,000 homes;

Finally: B/A Musical Showcase has done a remarkable job of moving product in every province in Canada - the reason for all basic advertising expenditures.

On all counts, we appreciate Canadian broadcasters. We, at B/A, know you have done a marvelous job!

Now you know why we're going to colour at the earliest possible. It's our conviction that Canadian production and Canadian broadcasting need not apologize - ever!

CONGRATULATIONS!



J. S. NEUSS  
Retail Programs Director,  
The British American Oil Company Limited.

**musical showcase  
le grand prix musical  
tv coverage map**



▤ english ▥ french



CJON-TV	ST. JOHN'S
CJCB-TV	SYDNEY
CJCH-TV	HALIFAX
CFCY-TV	CHARLOTTETOWN
CKCW-TV	MONCTON
CHSJ-TV	SAINT JOHN
CFCF-TV	MONTREAL
CJOH-TV	OTTAWA
CKWS-TV	KINGSTON
CHOV-TV	PEMBROKE
CHEX-TV	PETERBOROUGH
CFTO-TV	TORONTO
CKCO-TV	KITCHENER
CFCH-TV	NORTH BAY
CKVR-TV	BARRIE

CKSO-TV	SUDBURY
CKNX-TV	WINGHAM
CFCL-TV	TIMMINS
CFPL-TV	LONDON
CKLW-TV	WINDSOR
CJIC-TV	SAULT STE. MARIE
CKPR-TV	PORT ARTHUR
CJAY-TV	WINNIPEG
CKX-TV	BRANDON
CESM-TV	THOMPSON
CKOS-TV	YORKTON
CHAB/RE-TV	MOOSE JAW/REGINA
CKBI-TV	PRINCE ALBERT
CFQC-TV	SASKATOON

CJFB-TV	SWIFT CURRENT
CHAT-TV	MEDICINE HAT
CKSA-TV	LLOYDMINSTER
CJLH-TV	LETHBRIDGE
CFRN-TV	EDMONTON
CHCA-TV	RED DEER
CFCN-TV	CALGARY
CHBC-TV	KELOWNA
CJDC-TV	DAWSON CREEK
CKPG-TV	PRINCE GEORGE
CFCR-TV	KAMLOOPS
CFTK-TV	TERRACE/KITIMAT
WH-TV	WHITEHORSE
CHAN-TV	VANCOUVER
CHEK-TV	VICTORIA



CHAU-TV	NEW CARLISLE
CKBL-TV	MATANE
CJBR-TV	RIMOUSKI

CKRT-TV	RIVIÈRE-DU-LOUP
CJPM-TV	CHICOUTIMI
CFCM-TV	QUÉBEC
CHLT-TV	SHERBROOKE

CKTM-TV	TROIS-RIVIÈRES
CFTM-TV	MONTRÉAL
CKRN-TV	ROUYN

Musical Showcase and Le Grand Prix Musical, have won new friends everywhere for the British American Oil Co. Limited. On March 28th, one year ago, Canada was first introduced to Musical Showcase and Le Grand Prix Musical. Today we are aiming at an average weekly audience of 6,000,000 viewers.

The co-operation of Broadcasters across Canada made this success possible. We are particularly proud because Musical Showcase and Le Grand Prix Musical are 100% Canadian productions. We at B.A. extend our sincere thanks for the part you've all played in helping us make so many new friends.

**“Watch for us in colour”**



# CKGM led police in international manhunt for Lucien Rivard

ON THE EVENING OF MARCH 2 this year, at 8:53 pm, CKGM Radio's news department accepted a tip from a consistently reliable informer, and broke one of the year's most startling news stories to shocked Montrealers. The story hung on newspaper front pages for five solid months, and CKGM made it a crusading policy to stay with developments to the end.

The story? It was Lucien Rivard's sensational escape from Montreal's Bordeaux Jail.

CKGM was apparently first to broadcast the story, which touched off one of the biggest international manhunts in recent years. But here's the tale in the station's own words:

"Shortly after Rivard's jailbreak, CKGM News Director Bob Holiday decided to find out how intensely Canada's law enforcement agencies were searching for the elusive Lucien. The news department began to make a series of calls to thirty-two major North American police departments.

"In virtually every case, the out-of-town police were either totally unaware of the escape, or grossly underinformed. CKGM immediately provided the departments with complete information on Rivard, and within two days the station's endeavors were quoted in the House of Commons by NDP leader T. C. Douglas.

"Following this, the RCMP quickly followed up and distributed wanted bulletins throughout the continent.

"CKGM also contacted Interpol. Like the other police agencies, the international crime-fighting unit knew little about the affair. Even the Federal Bureau of Narcotics in the United States, and the Federal Customs, were unsure.

"However, due to the efforts of CKGM, Canadian law agencies gradually acted on the Rivard problem, and circulated information.

"Following the arrest of George Lemay, a confederate of Rivard's in the jail escape, a CKGM staff member rushed to the scene in Miami and attempted to trace the whereabouts of Rivard. This was only one example of CKGM's extra activities with regard to the case.

"Because of these activities, and

constant reminders of Rivard's absence through CKGM editorial comment and news speculation, it was natural for the station to become strongly identified with the case in the minds of Montrealers. So it was no surprise that when Rivard was recaptured near Montreal, CKGM was first to be contacted by a Canadian eyewitness to the event.

"At 5:40 pm on Friday, July 16, Robin Burns, an eighteen-year-old sailing instructor at the Woodlands Recreation Association in suburban Montreal called the station and spoke with Bob Holiday.

"He calmly and accurately described the events of the past few minutes at Woodlands . . . the quiet invasion by RCMP, Quebec Provincial Police and Montreal police . . . a slight scuffle at a summer cottage . . . and the astounding news that at last Lucien Rivard had been retaken, just a few miles away from the prison he had left.

"News chief Holiday admits his first reaction to the call was that it was another crank on the line. However after Burns fully identified himself, and gave permission for his name and place of employment to be used, Holiday felt the call was genuine.

"After he and newsman Vince Gallant had fully checked the call, and confirmed Burns' sincerity, they decided to use the story on the air. They taped an actuality description by Burns, prepared a lead story, and broke the news - the eyewitness account - at 6:00 pm.

"By 6:15, while the station's news broadcast was still on the air, confirmation of the recapture was given by the RCMP.

"Although CKGM could have aired the story before the 6:00 pm news, it was held back until the report was confirmed as thoroughly as possible, in keeping with Holiday's policy of letting nothing go on the air unless it's checked out com-



"For his quick action, Burns received a CKGM news award of \$100."

pletely.

"At 6:30 pm, on Holiday's half-hour *Hot Line* portion of the station's major news round-up, he discussed the story with Montrealers "live" on the air, and broadcast their reactions to the entire sequence of the Rivard affair.

"Meanwhile in the newsroom the phone lines were also in action supplying detail of the recapture, this time in response to calls from major stations in almost every Canadian market. CKGM was quoted on

the Broadcast News service, and was soon recognized as the natural station to tell the story throughout Canada.

"Even KGWS in Laredo, Texas - where Rivard finally underwent trial - was on the phone with the station news department.

"Throughout the evening and weekend, Holiday and Gallant worked on further developments, including denials of reports that Rivard had escaped again, or committed suicide."

September 2, 1965

## Milk and Honey

### Rebirth of "soap opera" on CJOH-TV

Love life in Ottawa may not be up to the standards of *Peyton Place*, but CJOH-TV has set out to prove the capital city can give birth to an exciting dramatic serial in spite of the handicap.

The new 15-minute television program is called *Milk and Honey*. It runs Sunday through Thursday in a post-news late evening time slot.

"The serial preaches no moral," says writer Jon Ancevich. "It just presents the diverse and conflicting viewpoints of the characters concerned." Setting for the program's action is the Olive Grove Cafe near Parliament Hill. In the simple story-line, the principals meet each day at the cafe for their coffee break.

Producer for the CJOH series is Harry Elton, widely experienced in Canadian, American and British television, where his last big credit came as executive producer of

the hit British TV series *Coronation Street*.

Writer Ancevich is rated by the station as having "an unorthodox view of things", spawned by a career that began with birth during a 1941 Berlin air raid, and continued through casual attendance at two Canadian universities, ejection from the Collège Militaire de St. Jean, a hobo's tour of the U.S.A. and a short stint on Vancouver's skid row.

Featured actors on *Milk and Honey* are: Elsa Pickthorne; Robert Dermer (a student at Ottawa's Lisgar Collegiate); Cayla Mirsky (first female voice to join the Courriers folk-singing trio); Moira Blackstock (from the Canadian National Theatre at Stratford); Bernard McManus (a local actor-director), and other Ottawa theatre and broadcasting celebrities.

September 23, 1965

**Want a Man?  
Want a Job?**

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in

**Canadian Broadcaster**

The trend is to balanced programming

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**

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



## East and West collaborate with "University of the Air"

CJOH-TV HAS a new television eye-opener to wake up Ottawa residents that haven't gone in for the morning stretch and bend routine. It's *University of the Air*, a 7:00 am program designed to get rid of the sandman with doses of psychology, philosophy, history and conversational French.

Credit for the idea goes to CJOH-TV, but three other independent Canadian television stations are participating in production as well as carrying *University of the Air*. They are CHAN-TV in Vancouver, CFRN-TV Edmonton and CFCN-TV Calgary.

Of 106 programs, 70 will be produced by CJOH-TV, the balance in Western Canada. Collaborating with Ottawa's Carleton University, CJOH will turn out *Preface to Psychology* (15 episodes), *Le Francais Par L'Image* (39 programs with Carleton lecturer Jean Miquet), and

*Background to a Nation* (16 episodes dealing with Canadian History from the 1500's to 1870).

Four episodes will originate in Edmonton - *Eye Levels* from the Fine Arts faculty of the University of Alberta (Edmonton), *The Psychology of Humor; What is a Theatre?* with R. Dietle, assistant professor of drama, and *Acting and Creativity*.

The University of British Columbia will furnish 26 programs on *Great Asian Civilizations*, and the University of Alberta in Calgary will turn out a six-episode series on philosophy or political science.

CJOH is also bringing back its award-winning *School Telecast* series, extended to run continuously through the upcoming school year.

September 23, 1965

## Draws 8,000 to industrial fair

When the Amherst Area Industrial Commission decided to hold an industrial exhibit during the summer, it approached CKDH for help - and the station agreed to go all out for the promotion.

CKDH was given the central stage at the two-day June industrial show, and originated all its programming on the site - from two o'clock Friday afternoon until the exhibit closed at midnight Saturday. Live broadcasts of local talent, town bands and a military band were featured and drew approximately 8000 visitors.

In the ensuing week, local industries opened their doors to the

public with *Operation Industry*, instituted by CKDH. Station news director Tom Tonner broadcast on-the-scene radio tours of the plants as crowds milled through.

Between ten and twelve thousand people took advantage of the open-house event, the station says.

Amherst Mayor D. W. Tingley paid tribute to the station's efforts in the following terms:

"Without the help of CKDH Radio, its management and personnel, this industrial exhibit could not have been nearly as successful."

October 7, 1965

## VOCM St. John's

### Freak bills are collectors' items

A Newfoundland radio station has been instrumental in uncovering some misprinted Canadian currency that's as legal, official and sound-as-a-dollar as the Canadian mint can make it - and it may crop up in other parts of Canada.

Radio station VOCM of St. John's Newfoundland gives the history of The Great Dollar Bill Exposé as follows:

The station was airing a promotion called "Lucky Bucks", involving readings of a random set of numbers over the air each day. Listeners matching the station's numbers with the serial number on any one dollar bill were eligible to win cash prizes.

The strange currency was unearthed when a listener was check-

ing serial numbers on the dollar bills in his roll. He noticed the serial number on the left side of one of his bills didn't agree with the number on the right.

VOCM immediately checked with the RCMP, who just as promptly identified the bill as genuine in all respects. A further check with officers of the Bank of Canada elicited the "cautious response that a mistake was possible," as the station puts it.

Since the first bill came to light, more than a dozen have evidently been reported in St. John's.

Needless to say, the bills are being guarded by their owners as potentially valuable collectors' items.

October 21, 1965



## The Composers, Authors and Music Publishers

Members of CAPAC and of affiliated societies throughout the world

EXTEND

BEST WISHES

FOR A

SUCCESSFUL CONVENTION

to

## The Canadian Association of Broadcasters

in Montreal

COMPOSERS  
AUTHORS AND PUBLISHERS  
ASSOCIATION  
OF CANADA LIMITED

1263 BAY STREET, TORONTO, ONTARIO

## Improvised network covers the continent

Radio station CJRT-FM, the broadcast wing of Ryerson Polytechnical Institute in Toronto, has dubbed itself "The Broadcasters' Radio Station" in recognition of its coverage job on an international teach-in held during the weekend of October 8-10 under the auspices of the University of Toronto.

The CJRT improvised network for the event included 14 American radio stations (stretching as far as North Hollywood, California), the Voice of America, 28 closed-circuit hook-ups at U.S. colleges, 13 closed-circuit links to Canadian universities, the CBC AM and FM radio networks, CFPL Radio in London, CJAD Montreal, CKWX Vancouver, and CKUA Edmonton.

CJRT believes the broadcast, originating from Varsity Arena in Toronto, was one of the most technically complicated ever attempted in Canadian radio. Live coverage was broadcast through the station's own transmitter (in stereo), while the network feed to the CBC, private stations in Canada and the United States, and the closed-circuit feed to both sides of the border was taken from the monaural sample on the master control board.

Specially designed patch racks in the arena provided the audio for television and news film coverage, and recorded tapes for radio stations and individuals.

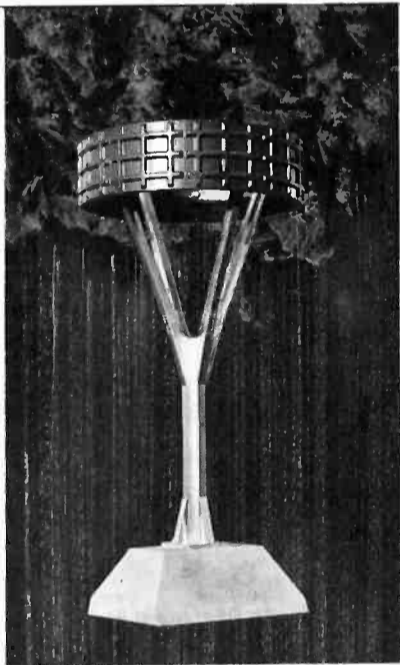
In addition to the dozen mikes positioned on stage and on the floor of the hockey arena, separate arrangements had to be made for instantaneous translation of one of the speakers from French to English. Remarks by Roger Garaudy during the Sunday sessions ended up in the earphones of a translator, delivering an English version to the public address system and the broadcast console.

Two months of planning by members of the teach-in committee and CJRT went into the broadcast project. CJRT staff members worked closely with the organizers to set up the transcontinental network and plan the sound system used in the arena.

The format of the teach-in was evolved largely to accommodate broadcast requirements, with precise timing on the "must"-list. Entrance cues for session chairmen were in the hands of producers stationed in the CJRT radio control booth, which was hung from arena rafters to give good observation.

The entire weekend was recorded, and tapes were turned over to the teach-in committee for sale to interested groups and radio stations. Apparently requests for copies from around the world have run into the hundreds.

November 4, 1965



## Potash mining goes SKY HIGH in Saskatoon!

In Saskatoon's Potash Park, there's a new monument to our newest industry. It's a 40-ton section of tubing of the type used in potash mine shafts, all bronze and silver, magnificently rased skywards.

In the 1970's, there will likely be more carloads of potash than of wheat coming out of Saskatchewan.

Foresighted Saskatoon! It builds this monument at the beginning of its 200-year reign as Potash Capital of the World!

Foresighted CFQC! To become the most popular station in and around Saskatoon long before potash was discovered, and to be even more popular now (see our latest BBM)



## Promotion

# CJOH package selling plan offers advertisers a choice of "Equivalent alternatives"

CJOH-TV Ottawa decided to make an honorable woman of its pace-setting six-month-old package selling plan during October, and consummated the marriage with an official new rate card that might show other television stations a way out of the bushes for their fringe-time selling problems.

Leader-of-the-pack rating has been bestowed on the new plan by the CJOH-TV sales affiliate, Independent Canadian Television Sales Limited (ICTV). "It goes a bit further than anybody's ever done before," Vice-President Tom Atkins says.

Basically the CJOH package plan offers advertisers a choice of "equivalent alternatives" to the standard AA prime time 60-second spot - equivalent in terms of cost (\$240), and unduplicated audience reach. Atkins believes other Canadian television stations "will go to this - eventually".

Doug Pearson, national sales manager and vice-president of ICTV, says the aim is to offer "adult" spot time packages supplying 40-50 gross rating points, netting 30-35 points in terms of unduplicated reach and, by definition, a higher frequency than a one-exposure prime time spot. (Prime spots on CJOH average between 25 and 35 rating points, he notes).

Children's packages are built up to meet a standard of 35 gross rating points.

"We've been selling on this basis for six months," Pearson says, "and have succeeded in spreading CJOH's broadcast revenue over the entire day."

In Atkins' words, "CJOH revenue outside of prime time is substantially greater than ever in the past. The majority of our new fall business is on package plans."

As for the advertising agencies - Atkins implies they're buying the new CJOH "sell" - but what do they think of the entire idea?

"We're definitely favorable," says one spokesman at MacLaren Advertising Ltd. "It simplifies things a great deal."

There appears to be general agreement in agencies that have seen the plan, that CJOH-type package plans based on reach-frequency are more meaningful than packages based solely on gross rating points.

The only agency pan for the plan hinged on the difficulty of positioning CJOH-TV in the great scheme of things - on comparative lists of station space-costs across the count-

ry. "The CJOH plan tends to make off-peak time costs appear inflated," one agency media buyer said.

At MacLaren Advertising the spokesman said, "We have reservations about typical run-of-schedule buying, even though quite a bit of it is forced on us. I'm not convinced . . . you're never really sure what you're getting."

"But when it's tied to net unduplicated audience, it makes a good deal of sense."

Pearson and Atkins believe tight collaboration with the station's commercial scheduling and traffic operations is a key ingredient in large-scale package-time selling. "That way there's no question of a certain time period being sold twice, or put under local option when we're selling it for a national campaign," they point out.

"The fact our traffic operation is in Toronto makes it practical," Pearson says. "Besides, in effect we program the station here, by making up the log at least ten days in advance."

Atkins says the CJOH plan can be tailored to fractional buying patterns, including leftover amounts of campaign money.

In the usual course of events, ICTV evidently handles the job of selecting availabilities to suit "buying criteria" submitted by the advertiser. The rotation pattern for spot-time within programs and package time periods is also determined by ICTV.

"We think it's the best way to sell our particular market and our station," Atkins says, "but the system may not apply to another market at all."

"However, everybody's looking for the solution to selling fringe time - and we think we've got it."

November 4, 1965

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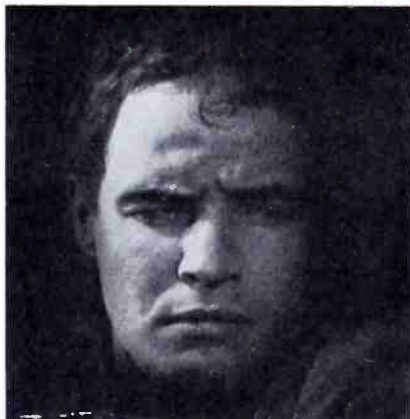
GLENN MILLER STORY  
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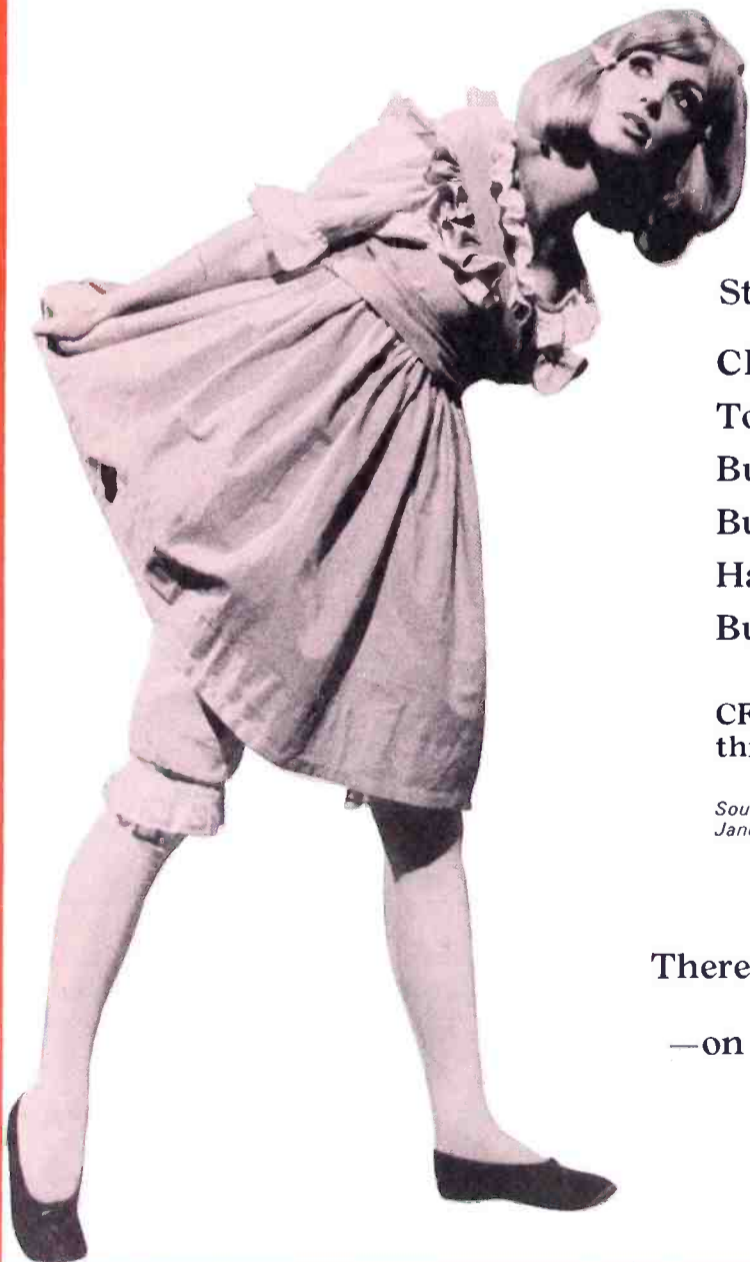
Said Alice to the March Hare,  
"Please, where are all the people?"

To which the March Hare replied,  
"My dear girl, between 6 and 11 of  
any weekday evening, you'll  
find them watching Channel 9."



# Because Channel 9 is first!

First with the highest average viewership during prime viewing hours.



Care to see the statistics?

Station

Average  $\frac{1}{4}$  hour  
viewers 7-11 p.m.,  
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CFTO-TV

239,500

Toronto Station B

210,800

Buffalo Station X

198,500

Buffalo Station Y

188,700

Hamilton Station

180,900

Buffalo Station Z

168,300

CFTO-TV also has the highest average for viewers from 6:00 p.m.  
through to 11:00 p.m.—almost 20% more than the second station.

Source: A. C. Nielsen Company of Canada  
January 1966, Toronto Area Report

There's more of everything  
—including viewers  
—on the Colorful Station,  
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