Christmas — broadcasting — snow — modernity — color — these were the components we were after for our 1966 Christmas cover. The creative genius who gave himself up and graciously presented us with this design was the well-known French-Canadian artist-producer-designer, the president of JPL Productions Inc. and art director of CFTM-TV, both of Montreal, our good friend, Jean-Paul Ladouceur.
From our new Headquarters

the old greeting

MERRY CHRISTMAS
Here we go again. The CBC's Sunday evening program Sunday, which replaced This Hour Has Seven Days, has just unleashed a storm of protest that has all the ingredients of another national crisis even more juicy than that of its predecessor.

Sunday got it from all directions—the commons, the senate, private broadcasters and angry citizens. Two weeks ago the weekly series used a film clip from England showing an unmarried man and woman in bed discussing sex.

In the House of Commons, State Secretary Judy LaMarsh, in an attempt to answer and explain, was drowned out by the angry hoots of MPs.

In the Senate, Senator Allister Grossart of Toronto, Ontario, called for a senate committee to search for a system whereby parliament could exercise control over the crown-owned corporation. He said: "Our patience has run out," as he complained about what he called the "irresponsibilities" of CBC television programming.

Government leader Connolly said later that a new committee would not have to be formed. He said the Senate Finance Committee would be considering the government spending estimates and since the CBC was financed by the government it could be discussed by the committee.

Liberal Senator Jean-François Pouliot of Quebec said there is a group of people within the CBC "who seem to be viciously inspired." He suggested the CBC be restricted to broadcasting newscasts, concerts and sports events. Later he added political speeches to the list.

Liberal Senator Gordon B. Isnor of Nova Scotia rose to the defence of the CBC, reminding senators that while some single programs deserved heated criticism, the CBC on the whole should be defended. He suggested a canvas of private broadcasting would show that CBC "ranks pretty high on the whole."

It would appear at least one private broadcaster does not agree with Senator Isnor. For his part in the Sunday fracas Jean Pouliot, managing director of CFCM-TV and CKM-TV Quebec City and president of the Canadian Association of Broadcasters, fired off a telegram to the CBC saying his English language outlet-CKM-TV—will no longer carry the program unless it is "acceptable." The telegram said that unless directed otherwise by the Board of Broadcast Governors, the Quebec station would record the program known as Sunday and broadcast it a week late "if material is acceptable to us."

The telegram continued: "We do not object so much to the content of these programs as to the crude, offensive, not to say indecent way in which it is exploited in order to shock and sensationalize. We still believe that the purpose of broadcasting is to inform and entertain intelligently and in good taste."

On top of all this, David Ruskin, the director of the Sunday program, has resigned for reasons he says have nothing to do with the reaction to the particular program in question.

A note from Bob Simpson at Foote, Cone & Belding—December 15 is the day for the Canadian Broadcast Executives Society Christmas Party to be held in the Park Ballroom, 11am on the Park, Toronto.

Harold Moon of BMI Canada has lined-up the floor show which includes The Seaway Singers, Jim McHag and his Metro Motions and Gene Snead with friend. Tickets are $6.00 per person from CBES, Suite 347, 12 Richmond St. E., Toronto 1.

J. Walter Thompson, Toronto, are now completely moved into new quarters on the 14th and 15th floors at 102 Bloor St. West. The new telephone number is 924-9171.

Informing Broadcasters about the move by letter, J.W.T.'s executive v-p, Pete Zary, said when companies move they usually take pride in announcing something like: "This extremely significant move is necessitated by our greatly expanded scope of operations and also by our staggeringly optimistic plans for the future."

"In our case," says Zary, "both reasons are bang on."

Any radio station still looking for broadcast material this Christmas should get in touch with Gerry Acton, manager of the CBC Program Exchange. The 1966 Christmas Library, says Gerry, offers a great deal of variety. Besides a wide range of Christmas music and carols from around the world, there is the usual lineup of short messages from Canadian VIPs—Governor General Vanier, the leaders of all the federal political parties, BBG Chairman Andrew Stewart and CAB president Jean Pouliot.

Don Jameson, who for many years has been critical of many of the laws which govern broadcasting in this country, now has a chance to do something about it. He has just been appointed to the Commons Committee on Broadcasting, which is expected to open hearings soon on the White Paper on Broadcasting. How quickly they get started will depend on whether or not the government can get opposition approval to refer the White Paper to the Committee without prior debate in the commons.

Terry Kiely of CFRA Ottawa has been elected president of the Football Reporters of Canada, succeeding Jack Wells of CKY Winnipeg.

The broadcasters and reporters at their annual meeting in Vancouver named Ted Reynolds of CBC Vancouver as first vice-president; Johnny Esaw of CTV Toronto as second vice-president and Laurie Artis of the Regina Leader Post as third vice-president.

Watch out BBM, McDonald and Nielsen! CKVY Toronto has come up with a new survey method which requires no diaries, no machines and no tabulation—just an ability to count very fast.

Not long ago while CKVY's helicopter pilot-announcer, Bob Carter, was flying traffic patrol over the bumper to bumper traffic on Toronto's Don Valley Parkway, staff announcer John Wilson invited listeners who might be stuck in the jam to flash their headlights at 5:30 pm. Carter, 800 feet up, estimated that two out of every five cars were flashing their lights up, a 40 per cent share of audience in his sample! It would be interesting to hear how 'EY plans to provide audience composition.

To bring to the attention of News Directors, Radio and T.V. Promotion Managers as well as Radio and T.V. Station Managers, that entries for the first annual Radio and Television News Directors (R-T-N-D-A Canada) News Awards will close January 31, 1967. Entries should be addressed to:

Regional R-T-N-D-A Director

Frank J. Flegel, National Awards Chairman, c/o CKRM Radio, Box 7000, Regina.

George Daniels, sales representative with the Toronto office of Paul L'Anglais Inc., is leaving to join the sales staff of Standard Broadcast Sales. The change takes effect December 15.

The CAB Quarter Century Club lost another member November 21, with the passing of C. R. (Charlie) Smith, in Victoria, B.C., after a short illness.

Charlie Smith began his radio career in 1930 at Vancouver, at the age of 16, with CKCM (now CFUN). He spent several years at CJAT Trail, and CJVI Victoria where he held the position of Program Director. As a member of the RCAF during the war, he was attached to Technical Research Enterprises in England, responsible for the development and installation of some of the early radar equipment.

Upon his discharge with the rank of Flight Lieutenant, he returned to Canada, and after a short stay at CKAC Calgary in the engineering department, he accepted a position as assistant engineer at CKWX Vancouver, subsequently rising to the post of chief engineer. During this period he acted as a consultant to several west coast stations.

A few years ago he acquired an interest in CFAX Victoria, and as vice-president, was active in the dual capacity of assistant manager and chief engineer. In the last few months he had sharply reduced his direct participation in this venture, while still retaining his financial interest, and had returned to Vancouver to live.

He is survived by his wife, Eve, daughter, Marilyn and a son, Norman. He was 51.
Keep your eye on us

As one of Canada’s progressive stations we never stop looking for new and better ways to serve the needs of advertisers in the vital Toronto-Hamilton market.

We led the development of extended reach orbits, reach plans, Summer dividends and the introduction of realistic 30-second rates. And this Fall we introduced UltraColor—the brightest, sharpest color signal in the market.

So keep your eye on us in the years ahead. We promise progress.
Consideration is the Christmas purpose

A spirit of happy cordiality is in the air.

Store clerks, harder at work than usual, greet customers with unwonted politeness; elevator men in office buildings wear broad beams on their usually serious faces; delivery men give with cheerful hellos as they go about their daily jobs; switchboard girls sound as though they were glad you called. At home, children play happily the day through; newsboys on the corner have your paper, the right one, under your arm before you can ask for it; traditionally deadpan buyers—of typewriter ribbons or advertising—take time out to chat a moment with the humblest peddler. Along with it all, business goes into its annual gold rush.

It must be Christmas.

It may be said, and not without reason, that all this bonhomie, and more, is in anticipation of the gifts which will be received at this happy season. But this is only part of it, because those who are to receive gifts will also be giving them themselves. So what does it all boil down to?

There is a spirit which comes to life at the Christmas season each year, a spirit which stirs us to take time out to be a little more demonstrative than usual, to treat those with whom we come in contact in our business lives, not as utilities which so many of them tend to become, but as people. Summed up in one word, this spirit is consideration.

Whatever motives underlie our Christmas behavior, whether a religious observance or the result of avalanches of advertising, the Christmas spirit is a good spirit, begettting the happiness of generosity, understanding, love, and these abstract things automatically produce employment, retail sales and just plain business.

Idealistcally, the business success of Christmas exists, not because it is a gargantuan promotion for a mammoth shopping spree, but rather because of a deep-rooted desire on the part of us all to do things for other people, to look at each other and see what we like rather than what we dislike; to acknowledge that we cannot know anyone, even moderately well, without finding something to love in them.

Back of all this philosophical meandering is one concrete thought.

Leaving aside the Christmas story or legend, we of business have in this annual feast a wonderful example of the successful results of the right kind of motivation.

There is nothing wrong, morally or otherwise, in a chemical concern, manufacturing a cough syrup in order to make a profit. Profit is not only a legitimate motive, but, in terms of supporting the economy, it is also a necessary one.

This company sets out, sincerely and honestly, to compound a mixture which will relieve the world of the unpleasantness and pain of coughs.

No stone may be left unturned, no expense spared, to accomplish this concrete purpose.

One thing is left to be done.

The product or service has been devised with the one consideration of helping people. It has been proved effective. There is one function left to perform. People must be told about it.

Here is where the powers of marketing, merchandising and advertising come into play, with the purpose of letting people know how their ill may be remedied and not in order to make more profit for the manufacturer.

Idealistic twaddle? We don't think so. Look at it this way.

Because our manufacturer has set out to help people, and has intelligently informed people of its product's availability, he will have made a better product. Intelligently and honestly advertised, so that sufferers may know about it, we suggest this product will have a wider sale than it would have enjoyed had it been motivated by profit alone. But the motive must be a sincere one.

Elaborate advertising claims are not enough, although intelligently presented advertising is a most important part of the deal. The public must be the prime consideration. And if this formula is carried out, not just by window dressing and lip service, but truly and honestly, it is our sincere belief that it will succeed in terms of profit.

This "consideration" is, as we said at the outset, the true spirit of Christmas. Its success will keep the spirit alive, because the cough syrup (or breakfast food or automobile or broadcasting station) will bring contentment to people and profit to those who make or sell it.

In this spirit, the power of honest usefulness and purpose is our wish for you, not just at Christmas, but the whole year round.
The scramble for third television stations in the metropolitan markets of Toronto and Montreal seems slated to start in February 1967, with the BBG’s announcement last month of the reversal of its 1961 policy under which it was refusing to hear such applications.

In presenting to the Board, CKVR President Ralph Snelgrove said the station had been serving Toronto ever since the BBG had recommended a power increase seven years ago, and the reason for the proposed move was to make its signal competitive in strength to others in the area.

Still interested in acquiring a TV license in Toronto, CFRB, represented by Joseph Sedgwick, Q.C., objected to the proposed move on the grounds that CKVR had been licensed to serve the Barrie area and points north and was trying to get into the lucrative Toronto market.

In recommending denial, the BBG noted that, if the move were made, CKVR’s prime area audiences would jump from 219,000 to over 2,000,000. The Board commented on the fact that advertising rates charged by stations are linked to the available audience.

In announcing that applications for “third” stations in Toronto and Montreal would be heard by the BBG starting next February, the Board did not specify that such applications would be in the UHF band, although channels in the VHF band (the band received by existing TV sets) have been allocated in these cities.

In recent months, the Board has heard proposals that might overcome the VHF shortage, by having two stations broadcast from a common tower.

The BBG has qualified its willingness to hear these applications with the proviso that they be technically feasible.

**Reflected to the cabinet**

Ken Sobie’s proposal for a $700,000,000 space satellite television network was referred to the federal cabinet for study.

This revolutionary development of broadcasting, in which the Hamilton broadcaster would be associated with the Power Corporation, would have such a phenomenal impact on all Canadian—and perhaps even world—broadcasting, that no one, in their wildest dreams, could have expected an immediate recommendation to be given by the Board, unless it had been a negative one.

Obviously the BBG must have considered it worth examining, or it would not have made the recommendation it did.

**Channel switches**

The Board supported a proposed channel switch of CBC’s CBTL Toronto to Channel 6 to Channel 9, the all-powerful VHF network was referred to the federal cabinet for study.

This revolutionary development of broadcasting, in which the Hamilton broadcaster would be associated with the Power Corporation, would have such a phenomenal impact on all Canadian—and perhaps even world—broadcasting, that no one, in their wildest dreams, could have expected an immediate recommendation to be given by the Board, unless it had been a negative one.

Obviously the BBG must have considered it worth examining, or it would not have made the recommendation it did.

**In the Lower St. Lawrence market...**

<table>
<thead>
<tr>
<th>In these counties:</th>
<th>184,380 people* in</th>
<th>33,100 homes*</th>
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<tr>
<td>Charlevoix-Saguenay</td>
<td>CJFP</td>
<td>10,000 watts</td>
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<tr>
<td>Kamouraska</td>
<td>CJAF</td>
<td>1000 watts</td>
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<tr>
<td>Rivière-du-Loup</td>
<td>CKRT-TV</td>
<td>Rivière-du-Loup new in colour and four rebroadcasting stations</td>
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<td>Témiscouata</td>
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<tr>
<td>Northern</td>
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<tr>
<td>New Brunswick</td>
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* (BBM-1965)

**Canadian Broadcasters**
OUR THANKS

TO ALL CANADIAN BROADCASTERS

We appreciate all your help and support during 1966
Thank you—and best wishes for a happy holiday season.

Rothmans

THE GREATEST NAME IN CIGARETTES
Market quality outweighs quantity as buyer's guide

Condensed from an address to the Broadcasters Promotion Association by Robert E. Galen, Research Director, Blair Radio

Once upon a time, long ago, there were no numbers. Radio was sold with little or no knowledge of the size of audience and/or the demography of audience. Those were the days when we sold facilities, sold the tremendous amount of mail received from far off places, and sold radio as a new dynamic persuasive sales medium. As radio grew up, the numbers came in increasing quantities but even so, for years radio was accused of being under researched. Today, we have many numbers. We can describe our audience, in detail that was unheard of 25 years ago, and can offer advertisers the ability to target their audience through selective radio buying.

As the quantity of audience information increases, we ask ourselves how to sell radio without numbers. It would be fairly simple to state – you can't do it, you must have ratings. But nothing could be farther from the truth, you can sell without numbers but not without facts.

We can interpret this in at least two ways:
1. How can we sell without rating research?
2. How can we sell when we are not the number one or number two station in the rating service used by the agency?

Selling without research

At Blair Radio, we firmly believe that radio is a dynamic mass medium that sells. We have long been aware of the fact that local radio sales have been increasing at a faster rate than national sales. So, we set out to develop a presentation designed to re-acquaint national advertisers with the tremendous success of our medium on the local level. No ratings were to be used in this presentation – just facts.

We were able to demonstrate that the great increases in local radio sales were not merely attributable to the fact that there are more stations than ever before, or that the rates for local radio are lower than national rates, or that local advertisers can't afford television, or that television is not available to them.

We were able to show that in one rate radio markets, where local and national rates are the same, and where television was available to them, the local advertiser bought radio because radio sells.

Our presentation included FCC (U.S. government) financial data, comments from local agency and station people and, of course, tremendous local sales success stories that each of our stations has experienced. The basic premise of our presentation dates back to 1912 when Albert Lasker said, "All Sales Are Local" and we proved that radio is local and that radio sells!

Selling without ratings

Our approach in the marketing concept of radio first deals with the basic fact that markets are not the same and begins by unearthing the characteristics and differences between markets. What we attempt to do with the marketing concept is to relate the strengths of the station to known characteristics of the market. For example, in Detroit, we discovered that this was truly a market on wheels. There are 1.5 million cars, more cars than households. One million people commute by car to work every day. Detroit is so big geographically that the average person drives nearly 10,000 miles a year going to and from his place of employment.

In addition, public transportation in many of the suburbs is virtually non-existent. So, the only way a person can commute is by automobile.

Thus, WXYZ implemented helicopter traffic reports which filled a tremendous need in the market and now makes WXYZ a very marketable commodity to advertisers. A service designed for Detroit.

Ratings, no – facts, yes – lots of facts.

Qualitative evaluations

The last phase of the Blair Marketing approach must deal with the use of numbers or research to measure the acceptability of a station's strengths. However, this is a different type of research than the normal syndicated efforts. This is qualitative research.

Through the years, we have designed and conducted many extensive qualitative analyses.

Blair Radio has represented WDSU (New Orleans) for a good number of years. WDSU is a great radio station and it has won many awards for its news and public service. WDSU in a station that fills a vital role in its community.

In order to determine if the public's image of WDSU coincided with our beliefs and the station management's beliefs in WDSU's excellent image, we hired Trendex to conduct an extensive qualitative survey. This was designed to seek the truth and report WDSU's strengths and weaknesses.

The study developed data on audience size, audience composition, unduplicated audience and also probed into various qualitative areas such as news. The data was tabulated to show the total sample response and then retabulated by adults, teens and family income.

We divided the stations in the market into various programming categories and looked at each programming category both separately and as part of the overall market.

Two stations were classified as Mass Appeal or Contemporary stations, three stations including WDSU fell into the Moderation category and two other stations, both programmed to the Negro audience, were classified as Specialized stations. Therefore, in examining these data, we were interested in looking at two very distinct points – how did WDSU perform in the total market, and how did WDSU perform among the stations which in fact represent WDSU's prime competition?

The Trendex study confirmed the syndicated measurements in New Orleans – WDSU ranked fifth in share of audience in all three, Pulse, Hooper and Trendex. Our analysis of this survey highlighted WDSU's adult appeal, however, this station's strengths were most revealed by the data on income.
London's Tom Daley becomes first vice for Toronto convention

Tom Daley, second from left, promotion manager, CFPL-TV, London, is among new officers of the Broadcasters Promotion Association, which held its annual convention in St. Louis last month. From left to right are George Vickery, WTVJ Miami, secretary; Daley, first vice-president; George Rodman, WBBK-TV Chicago, president; Joseph Costantini, KTVU-TV Oakland, Calif., second vice-president and F.C. Strawn, KCMO and KCMO-TV Kansas City.

Among other Canadian delegates attending the BPA meeting were: Fred Arenburg, CHNS Halifax; Harvey Clarke, CKEY Toronto; Clark Grant, CKLW-TV Windsor; Tom Holdren, Canadian National Exhibition; John Hudson, CFTO-TV Toronto; Paul McDermott, Andy McDermott Radio & Television Sales; Fay Olson, CFBB Toronto; Babs Pitt, CFCH Montreal, Bruce Sabsay, CTV Television Network; Frank Tool, CKVR-TV Barrie; Tom Trowell, CFPL London; Bill Whiting, CKCO-TV Kitchener; Cliff Wingrove, CFPL-TV London; Terry McGovern, CFRB Toronto and Dave Wright, All-Canada Radio & Television.

The 1967 BPA Convention is to be held in Toronto, October 16 to 18. Tom Daley is anxious to have as much Canadian representation as possible and would be more than willing to discuss BPA membership with anyone who is interested.

Third stations for metro markets

continued from page 6
union, who objected to control of the stations being handed over to persons who might not be aware of the culture, religion, traditions and aspirations of French Canadians.

CHLT's application for a power increase got a reserved decision to give the Board more time to study "this application and its consequences on the region surrounding Sherbrooke."

Miscellaneous

Applicants for TV rebroadcasting stations were approved at St. Albans, Nfld.; Matane, P.Q.; Lac Du Bonnet, Man.; and the B.C. communities of Hope, Mount Poole, Fernie and New Denver.

Other share transfers which won approval were for AM station CFRA and FM station CFMO Ottawa, which have been sold to Alan Waters of Toronto. Transfer of shares in CJKL Kirkland Lake was also approved.

Power increases were approved for CKTS Sherbrooke, CKFH Toronto, CHQM Vancouver and CFSL Weyburn, Sask.

The Board gave a nod to CKFI Toronto's request that it be made a part of the CBC network to carry away games of the Toronto and Montreal NHL teams.

Studio location changes were okayed for CFTJ Galt and CKWW Windsor.

CBC low-power radio transmitter licenses were approved for: Searston, Nfld.; St. George, N.B.; Pine Falls, Man.; Ste. Rose du Lac, Man.; the B.C. communities of Pemberton, Midway, Mica Dam, Fraser Lake, Cooper Creek, Porage Mountain and also for Hudson Hope and Swift River in the Yukon Territory.

Fact is, 19 out of the top 20 shows in Canada's largest market were carried on CHANNEL 10, CFTM-TV, Montréal. (October 1966.)

<table>
<thead>
<tr>
<th>PROGRAMS</th>
<th>HOUSEHOLDS</th>
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<tr>
<td>1.—CRÉ BASILE</td>
<td>430,700</td>
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<tr>
<td>2.—MA SORCIÈRE BIEN-AIMÉE</td>
<td>326,800</td>
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<td>3.—LE SAINT</td>
<td>307,400</td>
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<td>4.—GRAND PRIX MUSICAL BA</td>
<td>274,400</td>
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<td>5.—CINÉMA KRAFT</td>
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<td>6.—EN PREMIÈRE</td>
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<td>7.—JEUNESSE D'AUJOURD'HUI</td>
<td>252,300</td>
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<tr>
<td>8.—BON ANNIVERSAIRE</td>
<td>251,800</td>
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<tr>
<td>9.—DÉCOUVERTES '66</td>
<td>250,500</td>
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<tr>
<td>10.—LES ENFANTS DE COEUR</td>
<td>249,700</td>
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<tr>
<td>11.—MONSIEUR BANGO</td>
<td>243,500</td>
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<td>12.—GAGS A GOGO</td>
<td>239,200</td>
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<td>14.—ADAM OU ÈVE</td>
<td>238,700</td>
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<tr>
<td>15.—LA FAMILLE STONE</td>
<td>234,900</td>
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<tr>
<td>16.—DESTINATION DANGER</td>
<td>234,300</td>
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<tr>
<td>17.—LES ARPENTS VERTS</td>
<td>230,600</td>
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<tr>
<td>18.—RÉAL GIGUÈRE ILLIMITÉ</td>
<td>230,000</td>
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<tr>
<td>19.—ÉCHEC ET MAT</td>
<td>227,200</td>
</tr>
<tr>
<td>20.—TOUT LA VILLE EN PARLE</td>
<td>223,600</td>
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</tbody>
</table>

*SOURCE: A. C. Neilisen, N.B.I., Station Total per Broadcast average 1/4 hour.

10
CFTM-TV
MONTRÉAL

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

Toronto: 487-1551
Montreal: 562-9201
Winnipeg: 942-1892
Vancouver: 682-6351
New York: 679-6620
Hard work is the formula for funny commercials

by IAN GRANT

"The serious business of being funny is damn hard work!" That is the individual and combined opinion of the comedy team of Larry Solway and Garry Ferrier of CHUM Toronto, who probably qualify as the most successful writers of humorous radio commercials in Canada today — ranking with the almost legendary names of Stan Freberg, Mel Brooks and Bob & Ray.

However, perhaps more noteworthy about Larry & Garry, as they are more fondly known, is that despite a lot of forecasts to the contrary and undoubtedly many offers, these two are still in Canada and still on staff at CHUM. The pattern for those who have achieved the same degree of success is either to head into the U.S.A. or start up their own business.

The "team's" answer to this is simply that they like Canada and feel the possibilities here for their type of work are virtually unlimited.

Although they did not say it, in so many words, they appear to be doing very well in the U.S. by staying in Canada.

They have had, among others, a series of 24 commercials for Kaiser Aluminum, which ran on 1,000 U.S. radio stations across the country and only a few weeks ago they made a hurried trip to Chicago at the request of a large advertising agency which wanted to pick their brains.

Larry (left) and Garry do well in the U.S. by staying in Canada.

As for staying at CHUM, their answer is not quite as simple — "The pay is good and the station allows us the necessary freedom of work. But more than that, we are extremely useful to the station in helping them get business. In return, we enjoy the benefit of CHUM's contacts and relations with advertisers and agencies who might be in the market for our services. Also CHUM is still the best radio station in North America," Solway added, "there is the satisfaction of knowing you have a regular job."

Not very good... some pretty bad

That regular job started some six or seven years ago when they came together on staff at CHUM. Solway had spent a number of years in radio and done some acting on the CBC, while Ferrier had been with CKNW Toronto and CHWO Oakville.

At CHUM, they started writing comedy skits which were dropped into the station's schedule. Ferrier commented, "At first they were not very good, in fact they were pretty bad." However with some hard work and a little polish their material soon caught on. They subsequently wrote material for the ABC Radio Network, the CBC, Harry Boyle's Assignment and appeared on the CBC-TV children's show, Razzle Dazzle.

Then in 1960 Paul Herriott, then with Young & Rubicam, decided to get them to write some humorous commercials for Robin Hood — since that day they have never stopped.

In addition to a long list of national clients, among them such names as General Motors, Coca-Cola, Number Seven Cigarettes, Nugget Shoe Polish, V8 Juice, Simon's Cigarillos and Chex Cereals, they have written literally hundreds of commercials for local CHUM clients.

One recent example is Yamaha Motorcycles. After CHUM had convinced Yamaha that radio could help pull them out of a sales slump, Ferrier wrote a number of spots for the client. The results were so good that Honda, who were competitive with Yamaha, approached CHUM and asked if Solway could write spots for them to help maintain their sales position. They volunteered no information as to how the respective sales of Yamaha and Honda were going, although each thought his spots were working better than the other.

This competitive spirit between them, although they don't usually work apart, is the thing they feel keeps up the quality of their work. "We sort of act as catalysts for each other," says Solway. "I will write something, Garry will look at it, decide he can do better and so on, until out of it we hit on an idea on which we both agree."

Solway said they always overproduce. "To get the 24 commercials for Kaiser Aluminum, we submitted about 150." Ferrier added that they have found they submit about three times the numbers of commercials needed.

No formula... just work

There appears to be no magic formula for writing comedy — just work. Both of them discount the belief that one can wake up in the middle of the night with a bright idea. "You get ideas," said Solway, "by sticking a piece of paper in the typewriter and pounding the keys. Sometimes we work for hours, getting nowhere, getting mad with each other, then stomp around the office for half an hour, start again and it just seems to flow..."

Ferrier said one important ingredient is timing and the degree of emphasis placed on words. "Most of what we write we perform ourselves and it works, although we have written material for others to perform, which seems to come out differently."

Solway feels it is not the humor that sells, but the creative use of humor to get more sell into a message, combined with the right delivery.

The "team" offers no forecasts as to their future, simply a hope that more advertisers would give the humorous approach to selling a chance to work for their products.
Television Bureau of Advertising

Television outscores consumer magazines

TvB of Canada has released some new statistics which give a double-barrelled blast at one of television’s major competitors—national consumer publications.

The results of two research projects conducted by the bureau offer concrete proof that:

1. Canada’s biggest magazine advertisers favor television more than magazines.
2. Among upper-middle class homes, two of the largest magazines—Time and Reader’s Digest—cannot deliver anywhere near the same degree of household penetration per advertising dollar as can television.

Working with Elliott Research, TvB found out that in 1965 the top 50 magazine advertisers spent $18,215,969 in general and weekend magazines. In the same year the same 50 advertisers spent 41.9 per cent more or $25,856,100 in television.

Of the top 50, six were liquor companies which are legally forbidden to use television. Without them the remaining 44 spent 62.1 per cent more in television.

Of the 44, seven used no television in 1965. This left 37 of the top magazine advertisers who used television. These 37 spent 96.7 per cent more in television than in magazines.

Three of the seven—Canadian Canners, Metropolitan Life and Col-Cil Fibres—have since decided that they do need television to do a complete job.

This year Canadian Canners has invested 45 per cent of its net media budget in television and will increase this to 60 per cent in 1967.

Metropolitan Life is using television this fall in major markets across the country, mostly newscast adjacencies, and its agency, Young & Rubicam, has recommended that the campaign be continued through 1967.

When Col-Cil makes its television debut in 1967, it will put 15 per cent of its budget into the television promotion of “Frottel” fabric in an institutional campaign aimed at selling their customer’s customer.

Comparative performance

TvB’s second study tackled the traditional advertiser belief that television’s only value is in reaching mass audiences. Some advertisers have been convinced that to reach more specialized groups, magazines are automatically better.

To discount this, TvB commissioned McDonald Research to study the comparative costs of reaching consumers in the $7,000 to $12,000 a year-income bracket. They compared the demographic reach/frequency findings of a campaign of five spots weekly in Toronto and ten spots weekly in Montreal (five English and five French) with the results of a similar expenditure in the metro Montreal and Toronto editions of Reader’s Digest and the Ontario and Quebec editions of Time.

The television schedule cost $5,825 weekly in the two markets. Approximately the same amount of money—$5,875—buys a black and one color page in the editions of Time and Reader’s Digest mentioned above. (The costs for these two campaigns were based on the one time rate.)

With this schedule the two magazines reached 36.2 per cent of the target group of 769,700 households in the two cities whose income is between $7,000 and $12,000 a year. The average frequency was 1.1 giving a total number of impressions of 306,870.

The television schedule reached 73.5 per cent of the target group with an average frequency of 2.4 for a total number of impressions of 1,354,809.

In other words, in reaching this selective market, television outscored the two magazines by 341 per cent.

Television delivered over twice the reach and 4.4 times the number of impressions. The cost per thousand target household impressions was $19.14 for the magazines and $4.30 for television.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS IT SHOWS
TORONTO 433 Jarvis St.
WINNIPEG 171 McDermott

Color it faithful . . .

PHILIPS PLUMBICON* COLOR CAMERA

By the makers of the Plumbicon Camera Tube

Superlative...

- FINEST PICTURE
- HIGHEST SENSITIVITY
- GREATEST STABILITY
- BEST RELIABILITY
- MAXIMUM ECONOMY
- BIGGEST SELLER
- SMALLEST SIZE
- LIGHTEST WEIGHT

For matchless fidelity of color reproduction

* Registered trade mark of N.V. Philips’ Gloeilamp-Enfabrieken of the Netherlands for television camera tubes.

PHILIPS ELECTRONICS INDUSTRIES LTD.
116 Vanderhoof Ave., Toronto 17, Ont.
Telephone (416) 425-5161

December 1, 1966
CJAD Montreal - English - goes all-out for Expo

Radio station CJAD Montreal came to Toronto recently and with the aid of a slide-sound presentation gave advertisers and agencies a preview of what the station will be doing next year for the centennial, especially during the six months of Expo '67.

CJAD pointed out that of the ten million visitors expected, 55 per cent will come from the United States, 43 per cent from other parts of Canada, the remainder from Europe.

Of the ten million an estimated 95 per cent will be English speaking, which will provide a tremendous potential audience for English language radio in Montreal. It is also estimated by the Expo people that 85 per cent of the visitors will come into Montreal by automobile.

CJAD has been working for many months to make sure they cash in on this large influx of people.

One of the very first things they did was secure the rights from the World's Fair Corporation to call themselves the Expo Ambassador Station in Montreal. Then, at their own expense, they made up and distributed over 15,000 Expo Ambassador kits throughout Canada, the United States and other countries. These kits contain all kinds of information on Expo and, of course, on Montreal.

Also, at their expense, they have sent couples as CJAD Ambassadors to such events as the Annapolis Apple Blossom Festival in Nova Scotia, the Calgary Stampede, the Pacific National Exhibition in Vancouver and "Klondike Nights" in Dawson City. More people will be going between now and Expo to many other places such as Florida and some were hosted to the Grey Cup.

Working with CJMS Montreal, they also sponsored a round-the-clock flight by the late David Sheffler and Max Conrad, known as the Flying Grandfather. They flew some 40,000 miles as Expo Ambassadors, visiting capitals of Expo participating nations and other points in North America.

To reach all the people arriving by car, CJAD purchased seven large painted bulletins strategically located to cover the seven major arteries into Montreal. These are now up and will remain until after Expo. In addition to the painted bulletins, the station has contracted for 42 posters between May and October. Participation on the posters will be offered to clients on a dollar volume basis.

Pat Hurley, director of sales at CJAD, said they have one other little gimmick planned for the painted bulletins—every time there is a CJAD newscast on the air the signs will flash on and off.

Coping with traffic

Traffic is understandably going to be quite a problem, so CJAD will go to work in the air, on land and in the water. In the air their helicopter will assist visitors and Montrealers alike to steer clear of major problems; in the water their marine cruiser will be on duty offering information to yachtsmen pulling into Expo's Marinas; on land the CJAD mobile cruiser will be a complete information centre on wheels, fully equipped with maps etc., easily recognizable and with a completely bilingual driver. Clients will be given an opportunity to sample products from the cruiser.

Not too proud to ask for help, CJAD will enlist the aid of thousands of Montreal residents to help visitors. These people will be given CJAD information kits and on the rear bumper of their cars will be a sticker—"Need help? Stop me. I'm a CJAD Expo Ambassador."

Hurley says that idea came from an advertising agency type who wishes to remain anonymous.

To get 1967 off with a bang, CJAD and CJFM will stage a $50,000 Centennial Contest. This will run from January 16 through March 10. Six advertisers will be invited to participate in the contest. Listeners will win $100 per day in cash and can double this to $200 with proof-of-purchase. Each week during the contest, a vacation for two in Florida, with accommodation, air transportation and mad money, will be given away. The contest will be supported with a $3,000 newspaper campaign.

The trend is to balanced programming

The Regional Division of Standard Broadcast Sales represents select regional French and English radio stations in Ontario and Quebec. The formation of the new division represents a further step in the expansion program of this leading broadcasting representative organization.
Quality outweighs quantity
continued from page 8

An analysis of Sales Management data in the New Orleans market showed that approximately 53% of the population, those earning over $4,000 a year, represented 83% of the Net Cash Income in the market. The Trendex study presented data on families earning under and over $5,000 a year and obviously, the group earning over $5,000 a year represents a very important market to most advertisers. This study demonstrated, in all areas measured, that WDSU delivered these more affluent families. In fact, WDSU delivered the largest number of these families even though this station ranked fifth in share of audience. WDSU’s great news programming did in fact reach the upper income segments of the New Orleans market.

It is our feeling that a station’s position in the market from a rating point of view is not the single most important factor. The important thing is the station’s position among that portion of the programming spectrum which it is seeking out. We have, therefore, found that many of our analyses have revolved around the spectrum approach to buying radio.

Obviously, an advertiser wants to reach as many different people as he can and will not tend to buy similarly programmed stations due to high levels of duplication. A station may be fourth in total audience in a market but it may also be the number one station in its programming category and may also be number one in terms of the advertisers’ target audience.

Shares alone do not tell the entire story. These figures represent a single simple descriptive number indicating the percent of homes or people tuned to a station. However, our research has grown much more sophisticated and, with it, so have the requirements of advertisers. Within the syndicated research, there are many other numbers - the number of men, the number of women, the number of teenagers, and within these, more detailed breakdowns by age. There are also numerous special studies which contain a tremendous amount of additional demographic data which can be used to describe a station’s audience.

Radio research has come a long way and we must all realize the facts are necessary. Advertisers and agencies are defining more carefully their marketing goals and profiles, and the computer enables us to handle what were once insurmountable piles of research. Competition is much keener today and more facts are necessary.

It is quite possible to sell without numbers, or without necessarily having top numbers. We must gather the facts and be constantly aware of the changes in our markets.

Markets are not always similar and most markets are dynamic, not static. We must therefore harness the facts and program our stations to the market and then use research to substantiate and document the success of our marketing efforts.

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ANNOUNCEMENT

RON BROWN
Mr. E. P. Lawless, Executive Vice President of the Television Bureau of Advertising of Canada, announces the appointment of Mr. Ron Brown as Research Manager. Mr. Brown has had extensive media experience in Canada and the U.K. and formerly held the position of media research manager at Foster Advertising Ltd., Toronto.

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is red your favorite color?

It doesn’t have to be fire-hydrant red, CFCN-TV has every shade! 70% of our shows are now in full color. But we haven’t watered-down the quality of our programming, or forgotten that most TV viewers have not yet switched from black and white. Top-flight programming over six satellites in southern Alberta and B.C. makes a mighty impact on our vast, prosperous market. Sell with CFCN-TV, in color or sharpest black and white!

Covering and coloring southern Alberta – beautifully!

December 1, 1966
The two hats of Hamilton are demonstrated by Milford L. Smith, business editor of the Hamilton Spectator, who acted as moderator of a panel discussion on Advertising Today at the opening of CHIQ's new studios in the Terminal Towers, Hamilton.

Hamilton is the ambitious city - this slogan was underlined in radio terms on November 3 and 4 by station CHIQ when the grand opening of ultra-new studios and facilities was celebrated in a double-barrelled blast.

In actual fact, the station moved into its new quarters in the Terminal Towers complex on the first day of November. The real action started, however, when nearly 100 advertising men and women from Toronto, Hamilton and other centres were taken on a 'preview' of the glass-walled studios and production centres located in the shopping mall of the Towers November 3.

The following morning, the official opening was given the big-league treatment when the Hon. Robert H. Winters, Federal Minister of Trade and Commerce, cut the 355-foot-wide red ribbon surrounding the entire studio area. Nearly 70 dignitaries from the municipal, provincial and federal governments, plus Hamilton industrial leaders, joined in the ceremonies - broadcast live on the station.

Immediately following the ribbon-cutting, CHIQ really got down to business. In the Holiday Inn (part of the Towers complex) gave its Pavilion room to a panel discussion on Advertising in Today's Economy (sub-titled Advertising Faces the Critica), with Milford L. Smith, busines editor of The Hamilton Spectator, as moderator.

Panel members were the Hon. Mr. Winters; George Sinclair, president of MacLaren Advertising, Toronto; Wilfred R. Carter, former president of the Hamilton Chamber of Commerce, president of Wentworth Motors Ltd.; Denis Whittaker, president of Radio Sales Bureau, Toronto; Dalton Waller, former president, Canadian Restaurant Association, now first vice-president, Canadian Tourist Association; and C. Richard Sharp, director of merchandising, Simpsons-Sears of Canada.

The subject was timely for the press.

The panel, individually and collectively, knew a lot about the advertising business: client, agency and media.

So, what happened?

For FILM MUSIC that really puts life in your picture and JINGLES that sell and sell! contact DON WRIGHT Productions 77 Chestnut Park Rd., WA 5-1631

CHIQ Hamilton

Minister meets admin in open debate on advertising

Even when a lively audience contributed many questions and members of the press table pointed a few bars, the panel discussion was reported in the national press and by the news departments of the broadcast media for that matter - as a few headline-getters.

But the headline-getters were good enough to secure major newspaper story-treatment from coast to coast (via CP and voice-news (via Broadcast News) on many radio stations. Local news coverage came on the other two Hamilton radio stations, plus full-interest reports on TV Channel 11, and in The Hamilton Spectator news pages and financial sections.

The entire panel discussion was broadcast by CHIQ, and tapes of this serious look at advertising are now available to all radio stations in Canada for re-broadcast.

Here are some of the highlights, taken from the actual broadcast:

Mr. Winters: "The Government does, I think, take a positive approach to advertising but not in fields where I think it's important in some ways. It's difficult to measure relative importance. We do have substantial advertising budgets in such things as the Canadian Travel Bureau for which I am once again responsible. But it's difficult to tell how much you get for your money. Our expenditures on advertising in the Travel Bureau have gone up substantially since I was responsible for it ten years ago. It's a much better operation now, and I think we get more results... In Expo, which is the other thing for which I am responsible that has a big advertising content, we have been spending a good deal of money on advertising... this is going to be a good investment for Canada. We run a deficit on Expo if you look at it on an 'inside-the-gate' basis, but in terms of investment dollars, this is going to be a good return to Canadians. The tax return alone will more than offset any deficit..."

Mr. Sinclair: "I tell you that I'm a bewildered advertising man, because I watch my business making immense contributions to society, and at the same time I watch attacks upon my business grow. Let me begin, please, with a plea for precision. Advertising is the purchase of mass communication. Do not, for example, confuse the related but separate activities of publicity. Trading stamps are not advertising, and you must not call the tea towels in a box of detergent advertising. Advertising is communication, and it is mass communication... I've been following with interest the hearings of the price spreads committee (the joint committee of the Senate and House in Ottawa), and it rather startles me. There I find people referring to "price off" deals as if they believed these to be advertising... referring to trading stamps as advertising... I think it's important to be clear on what we are talking about... Historically, sophisticated economies and advertising developed together. As you travel across the world, you will find close relationships between the amount of advertising and the material standard of living in any country... Now, I'm not claiming a simple cause and effect relationship because there is no such thing; it is far more complex than that. But I do claim a relationship; you do not find the one without the other..."

Mr. Sharp: "I welcome this opportunity to defend my company's position with respect to advertising... I want to..."
talk about advertising at the retail level. Really, we feel that this great compulsion to come to a particular location or buy a particular product is based on some down-to-earth realistic facts. When (Simpson-Sears) decided what was needed to compete, we decided there were only two factors that were important: one was parking and the second was a sufficiently strong reason for shopping that would not only attract the convenience customers from that immediate geographical area, but a reason to draw them from outside the town. Or, in other words, to draw customers past the doors of competition... Solving the parking problem is easy: you simply pave a field. The second factor - it's more difficult to buy - summed it up in a little phrase: "product philosophy", by which I mean creative buying of exclusive, wanted products. In a nutshell that means that we are a private brand house... our private brand programs do not have any national advertising and it does not have any expensive distribution systems... but we do advertise: we advertise on a local basis for each store... the target is marketing without expensive frills, such as image advertising..."

Mr. Sinclair:

"I would like to put a specific question to Mr. Sharp: Is it possible that by cancelling all of your advertising you could reduce your mark-up to your customers?"

Mr. Sharp:

"I can answer very simply, Mr. Sinclair--we'd go out of business."

Question from the floor:

"Why is advertising charged with exaggeration, and is it in fact exaggeration in the case of some advertised products?"

Mr. Sinclair:

"Well, advertising is special pleading. Obviously, when I assist a client of ours to prepare advertising to help sell a product, I set out to put the best face on that product that I can. Let me give you a case history: My company assisted Lever Brothers to introduce a new product called Dove in the Canadian market about eight years ago. The product had been developed in a laboratory of Lever's in another country... and it is a remarkable product because it is not a soap. It is a toilet bar, but it is neither alkaline nor acid, but exactly Ph7 or neutral on the scale, and it's 1/4 cold cream. It happens to be a very expensive product to produce, the ingredients are costly, the process is unique. To produce it involved a considerable outlay in capital expenditure. It cost Lever Brothers in the area of a million dollars to equip to make this product. And then it cost about another million dollars to buy materials to manufacture and prepare the product, and to get it in distribution on the shelves for the customer. Now, before a single bar had been sold, it had cost about 2 million dollars. Now, let's assume there had been no advertising. The product, as I say, is a luxury product, it's expensive, it sells 10¢ think somewhere around two for 55¢ and it sits beside similar bars selling for two for 29¢. Imagine it sitting there unadvertised. Clearly, the housewife sees only one fact - it's extremely expensive. She has no reason to be interested in it whatsoever. She knows no knowledge of its virtues. It sits there. Within weeks the supermarkets have de-listed it - they've told Lever Brothers to take that product back. And the thing is dead and Lever's have lost some millions of dollars. What they did, in fact, was to spend a good chunk of money to tell the consumers of Canada the virtues of their product. They spent, let us say, in the area of half a million dollars. It costs about that much for a national advertising campaign to tell the general public of Canada about a frequently-purchased consumer product. Now there are two points here: the housewife of Canada has a little increased choice; she's got something more to choose from; she can buy or not buy as she likes... but choice is one of the joys of an affluent, developed economy and one of the things we should be proud of. The other thing is, however, that Lever's, because they could advertise this thing, because they knew that they could tell the world about the advantages of this new product, therefore had an incentive. First of all to develop the new product and to find a new improvement for the housewife. Now to come back, I'm sorry, it's a long way back, to your point of exaggeration - let us imagine that our advertising was magnificently effective, we are never 100% effective, but let's assume that we sold one bar of this product to every housewife in Canada. But then assume that the product either was not good enough or that we had over-stated in some intrinsic way its virtues. Let us say we over-sold it and she'd brought this home and after all the advertising she said: "It's not that good - I've been had." Do you know what happens to Lever Brothers? They go broke very rapidly. Selling one bar of that product to every housewife in Canada would never recover their two and a half million dollars of initial investment. The fact is that the very cost of advertising is a discipline on the quality of the product that's to be offered by advertising. And, by the way, choice I think is extremely important and it fascinated me that Mr. Sharp in making the case for abandoning national advertising revealed that his company offers one brand of refrigerator. I think choice is extremely important to the housewife of Canada and to all of us.
Centennial Project

CFGM cuts schooldays disc -- yesterday and tomorrow

CFGM's Centennial Project has brought forth commending letters from educational authorities and many others, and they are still pouring in.

The Richmond Hill (suburban Toronto) radio station has produced a long-play recording called Canadian School Days 1867-2067, designed to demonstrate to today's youngsters - entertainingly as well as informatively - just what school was like when Canada began and what it will probably be like another hundred years hence.

Back of this idea - the brainchild of the CFGM staff, eagerly wel-

Here are extracts from some of the letters received by CFGM from people who have received the record, Canadian School Days.

VALUABLE CONTRIBUTION
"The Prime Minister... did mention to me that he thought it would be a valuable contribution to the cause of education in Canada." D. A. Dorman Press Secretary

ADULTS AS WELL
"...my congratulations for the admirable initiative your station has shown... Not only children but adults as well will find this recording... fascinating listening." Judy LaMarsh Secretary of State

111 COPIES
"...impose on your generosity by requesting 111 copies for use in our school system." R. Thelander Director of Audio-Visual Education Metropolitan Separate School Board

RADIO AND EDUCATION
"...the fact that you would make this selection in a sense symbolizes the close relationship that has long existed between Canadian radio and Canadian education... and believe that we have only begun to explore the possible areas of co-operation between our two sectors."

Gerald Nashon Secretary-Treasurer Canadian Teachers' Federation

SCIENTIFIC DEVELOPMENTS
"...Some teachers are planning to use it in their discussions of scientific developments in the years ahead." E. V. Pollard Principal Ode Street Public School

ADDED TO THE SCHEDULE
"...offer congratulations to CFGM for its centennial project, (which) CJBQ will definitely add to its schedule." Lee Jourard Production Director CJBQ, Belleville

GRADE 6 STUDENT
"On behalf of my classmates and me, I would like you to know that we enjoyed your record, Canadian School Days, very much."

Jane French Grade 6 Student Greenland Road Public School

The record was sent free to every elementary school, public and separate, in Metropolitan Toronto and York County. Discs have also gone out, without charge, to every Canadian radio station. Excellent response has been received from stations, educators, school administrators and even some of the children.

Many of the schools have asked for extra copies in addition to the one they received. Because of the heavy request for extra copies, the station has had to order another thousand pressings in addition to the original twelve hundred.

Some schools play it over their public address system so that the children can all hear it at once.

continued on page 17
BBG gives green light for UHF television

Canadian broadcasters got the green light from the Board of Broadcast Governors last month to prepare for a move into ultra-high frequency television, covering Channels 14 to 83.

A BBG announcement said it believes the public interest can best be served by the early utilization of UHF channels in a number of locations, but didn't specify any.

The BBG has referred to the cabinet several suggestions made at its UHF hearings in October for legislation that would compel manufacturers of TV sets to install UHF pickup abilities in all new sets.

A recommendation that applications be received now for UHF stations has been passed on to Transport Minister Pickersgill.

Canada's present TV stations operate on Channels 2 to 13 of the very-high frequency VHF band. But this does not open up 12 channels in each area because signals on adjacent channels tend to overlap and cause interference.

The situation is particularly tight in Southern Ontario where channel allocations are shared with U.S. border points.

Toronto and Montreal regions have already used up all the VHF channels allocated to them.

The UHF band, with its 70 channels, already is being used in U.S. areas of channel congestion. Some Canadians in extreme southwestern Ontario have VHF-UHF receivers picking up American UHF signals.

Several witnesses at the BBG's October hearings said it would cost about $50-$75 to add UHF to present VHF receivers.

Schooldays...

continued from page 16

In others it is played classroom by classroom.

Still others have the children write their impressions of the record in the form of essays.

A downtown Toronto school, specializing in teaching young Chinese immigrants English, finds it useful in introducing the young Chinese Canadians to their new country.

Two weeks after its release, letters started coming in from Canadian radio stations saying they proposed using it in their regular programming.

To date, its Centennial Project has cost CFGM somewhere between five and six thousand dollars, none of which has been or will be recovered, because Canadian Schooldays simply isn't for sale.

BBG takes middle road on VHF-UHF for education

The Board of Broadcast Governors cannot accept the view of educators that the two best television channels still available in each major Canadian area should be reserved for educational TV.

But in a lengthy policy statement, resulting from its October hearings on the subject, the board also rejected the views of some private broadcasters that educational TV be restricted to the yet-unopened ultra-high frequency band, covering Channels 14 to 83.

The statement steered a winding path between these two extremes. It said that in some areas, where several channels still are available on the very-high frequency band, it would be wise to assign one for education.

VHF covers Channels 2-13, available to all Canadian receivers. But UHF reception requires new or adapted sets.

The board said that in areas where remaining VHF channels are limited to one or two, the priorities of general broadcasting may be more urgent. There still was a need for expanded alternative service and two-language coverage.

It asked for proposals from the provincial governments as to the channels which should be reserved for education.

However, the board did agree with an Ontario submission last October that Channel 19 of the UHF band be set aside for educational TV in Toronto.

It also accepted the view of Alberta that Channel 11 at Edmonton be reserved for an experimental educational station.

Edmonton originally was allocated four VHF channels—3, 5, 11 and 13—but only two now are occupied. The CBC has Channel 3 and a private station, CFRN-TV, uses Channel 5.

There had been references at the hearing to the use of the 2500-megacycle band, which has the most limited range of any band, for education. The board said administration of this band is handled by the federal transport department which is prepared to issue licenses.

Put the CJCB power team to work for you

CJCB Radio
NO. 1 IN CAPE BRETON

CJCB Television
50,000 TV HOMES IN CAPE BRETON AND EASTERN NOVA SCOTIA

December 1, 1966
OVER the DESK

Twenty-seven pioneer western broadcasters turned out for the November 17 luncheon of the western group of the CAB Quarter Century Club notwithstanding the air line strike.

This was the fourth year for these informal luncheon meetings, but this time it was decided to dedicate the meeting to its perennial host, Gordon Love, in honor of his forty-plus years in the industry and also because of his imminent retirement from active participation in broadcasting.

Invitations were extended to all Quarter Century Club members in the prairie provinces and included a special one for a long-time fan of Gordon’s, the editor of this paper. Fulfillment was prevented by the strike, but said editor paid his tribute by precipitating a violent argument in a local bistro over lunch concerning socialized broadcasting, convinced that Gordon would have agreed with his views.

As a personal memento of the occasion they presented Gordon Love with a suitably imprinted copy of Don Jamieson’s book, The Troubled Air, with all those in attendance signing the fly-leaf.

The main recognition they paid private broadcasting's fiery champion was a trophy consisting of a gold-plated microphone of early vintage, suitably mounted, to be known as the “H. Gordon Love Trophy.”

Because of Gordon’s continuing interest in the broadcasting of news—his CFCN was one of the first stations to put news on the air, and he has been president of the broadcasters’ news service, Broadcast News, since 1964—the trophy will be awarded annually to someone judged worthy to receive it, terms of reference to be outlined by himself.

Reminiscences were the order of the day at this pleasant party, continued on p. 19.

TELEVISION TRANSMITTER
(Block and White)

RCA Model TT 5A Monochrome 5 KW

This equipment was in operation at CHFT, Channel 2, Montreal, and consists of Video and Aural Transmitters, complete with accessories and spare parts. All inquiries should be made in writing and submitted to:

Manager of Purchasing and Stores

Canadian Broadcasting Corporation

P. O. Box 478, Terminal “A”

Ottawa 2, Ontario

Canadian Radio Chain wishes to hear from all capable air personali-

ties and newsmen, interested in peak financial rewards for peak perfor-

mance.

Urgently seeking, at this time, top-flight morning show personality.

Send tape and résumé to Box A-921, Canadian Broadcaster, 17 Queen St. E., Toronto 1.

HIGH PRICE OF PROFIT

The go-go salesman was a real hot shot, but he drove me up the wall, just knowing he worked in the next building.

INCONGRUITY

Isn’t it a little strange that government-owned businesses, so operated for the protection of labor, consistently fail to satisfy those they are de-

signed to protect?

FAIR’S FAIR

Why doesn’t industry organize a management union to protect itself against the unreasonable demands of labor?

PERFECT SOLUTION

Why don’t the Liberals take a leaf from the PCs’ book and liquidate their leaders too, so that we may return Canada to the Indians and get back to work?

THE SAME TO YOU

When labor and management reach an impasse, it seems reasonable to assume that discontent is a two-way street.

MOTIVATION

Do our politicians strive eternally to work for the good of the people or the people’s votes?

RETRIBUTION

True democracy is man’s right to eat or starve according to his appetite for work.

MEDIATOR’S SLOGAN

It is more blessed to give than to receive.

SEASONAL STUFF

Subject to strikes and other industrial disturbances, Christmas will be celebrated this year on December 25.
continued from p. 18

and remember, when stories filled the atmosphere, Dick Tregillus had prepared a short tape which brought back a lot of memories. Voices of the late William (Bible Bill) Aberhart, Ted Lewis, Ed and Zeb and others were dug from the archives.

During the proceedings, someone with a flare for figures (numerical ones that is), came up with the startling information that those in attendance had devoted a total of 932 years to the industry, an average of over 33 years each.

Speaking for ourselves, we shall miss Gordon Love for his stimulatingly provocative voice at conventions or wherever two or three broadcasters are gathered together, and, very personally, for the unending interest and helpfulness he has always showered on this paper, especially in its continuing campaign to keep broadcasting free.

But we cannot believe that, while he may no longer be connected with any stations, he will not find a spot somewhere on the sidelines of the broadcasting arena, throwing in his realistic thrusts whenever members of the industry begin to sound a little too self-satisfied. So long Gordon, but don’t go too far away, because we’ll be needing you as much as ever.

Buzz me if you hear anything.

Here is a group of the pioneers who attended the lunch in Calgary November 17 in honor of Gordon Love, CFCN, who is retiring after more than 40 years in the business.

Front row, left to right — Jack Cavanaugh, F. (Scoop) Turner, H.G. Love, Mrs. E. Bruce, Mrs. H.G. Love, Norm Botteril, Leo Trainer, Dick Tregillus.


A Hit at the CCBA Convention

PHILIPS MODULAR AUDIO CONSOLES

Chosen by

CFTO-TV

Toronto

Audio consoles tailored to your mixing and switching requirements

For information on the latest in modular console design contact Philips

PHILIPS ELECTRONICS INDUSTRIES LTD.

116 Vanderhoof Ave., Toronto 17, Ont.

Telephone (416) 425-5161

December 14, 1966
GATES
the most complete
broadcast equipment
line in Canada

(Quick reference guide
to products and coast-
to-coast service)

For immediate attention
to your broadcast requirements
— write or call:

ARNE B. CLAPP, Manager
637 Craig Street, West
Montreal 3, Quebec
(514) 866-6755

JOHN S. MURPHY, District Manager
637 Craig Street, West
Montreal 3, Quebec
(514) 866-6755

ROBERT J. GAUTHIER, District Manager
19 Lesmill Road
Don Mills, Ontario
(416) 447-7234

These Gates products are now available from Gates Radio Company (Canada)

AM, FM & TV Transmitters
Amplifiers, Audio
Antennas & Accessories
Audio Consoles & Accessories
Audio Systems & Components
Automation
Booms, Microphone
Cabinets, Racks, Panels
Cartridge Equipment, Automatic Tape
Chronometers, Clocks
Communications Systems
Consoles, Audio
Disks, Blank Recording
Headsets, Headphones
Heads, Magnetic Film, Magnetic Tape, Disc Recording & Playback
Jack Panels & Accessories
Loud Speakers & Accessories
Microphones & Accessories
Monitors, Audio & Video
Monitors, AM, FM & Phase
Phasing Equipment
Power Supplies
Racks & Cabinets
Recorders, Audio
Remote Broadcast Pickup Equipment
Speakers
Stands, Microphone
Switches & Accessories
Tape, Audio
Towers, Accessories, Services
Transcription Equipment
Transformers
Transistors
Transmission Line
Transmitters, AM, FM, TV, SSB, HF
Tubes
Tuning Units, Antenna
Turntables

GATES RADIO COMPANY (CANADA)
A division of Harris-Intertype (Canada) Ltd.
Montreal: 637 Craig Street, West
Toronto: 19 Lesmill Road, Don Mills

GATES
HARRIS
INTERTYPE
CORPORATION
Christmas Directory

All the best to all our friends in 1967

Ralph C. Ellis Enterprises Ltd.
556 Church Street, Toronto 5, Ontario

Exclusive Canadian Sales Representatives
FOUR STAR TELEVISION OF CANADA LIMITED

December 1st 1966
BROADCAST EQUIPMENT MANUFACTURERS

AMPHLX OF CANADA LIMITED

OTTAWA - Suite 600, 77 Maccullic Street., Ct 6-9763. Data Products Manager - R.E. Hatchett.


CADDY CHIP CO LTD.

Offers and dealers on all major cities.

Distributor of a comprehensive line of audio and video equipment for the broadcasting and audio fields.

CANADIAN GENERAL ELECTRIC CO LTD.
TORONTO - 120 Langevin Ave., Electrical and Broadcast Products Department - 416-8551. General Manager - V.R. Nobbs, Manager, Marketing & Engineering, Commercial Communications - H.S. Thomson, Manager, Broadcast Sales and Services - C.L. Spence, Sales Manager - P.G. Reeser, Service Manager, A.L. James. 1 emergency between 150 hours per day. 416-780-3001.

CENTRAL REGION - Dave Scholtz, #25 Langevin Ave., Toronto 4. 416-200-1851.


WESTERN REGION - Bob Sweeney. 300 E. S. E. Calgary. 403-282-2701.

EXPORT - Pete Macdonal. 830 Langevin Ave., Toronto 4. 416-524-1181.

Manufacturers and distributors of a complete line of FM, AM and TV broadcasting equipment and facilities, including consulting, installation and system planning. Canadian distributors for the General Electric Co.; Automatic Tape Control Co.; EM Broadcast Equipment; Microvision Assoc. Inc.; Real Corporation, FM and remote control. Plus a complementary list of vendor equipment.

COLLINS RADIO COMPANY OF CANADA LTD.
TORONTO - 150 Bartley Road, 717-1141. Vice-President and General Manager, John Plant. Broadcast Sales Dept., Phil Wharton.

Offers a full audio line, including turntables, tape cartridge equipment, consoles and remote equipment, AM transmitters up to and including 100 kilowatts, FM and EV equipment, FM transmitters up to and including 20 kilowatts, plus FM stereo generators, excitors and a full line of FM antennas. Modulation, frequency and phase meters.

GATES RADIO COMPANY (CANADA)
MONTREAL - 673 Crug St. W. 560-7750. A.B. Clapp, Manager, Sales Representatives.


Manufacturers and distributors a complete line of AM, FM transmitters and accessory items, and complete line of coaxial audio equipmen and TV transmitters.

GEMCO ELECTRONICS LTD.
100 MILLS - 61 Curlew Dr., 444-5991. President, Gerald W. Lee. Manufacturers of microphones, transmitters and control consoles. Complete line of broadcast & industry equipment.

MCQUOY RADIO INDUSTRIES LTD.

R. H. NICHOLS CO LTD.
TORONTO - 4544 Dufferin St. 635-8190. Making Address - P.O. Box 509, Commerce, Ont.

VICTOR COMPANY, LTD.
MONTREAL - 1364 Ste. Anne St. 30-1009. Distributes: Remote transmitter controls, panel meters, test equipment, spot watches.

PHILIPS ELECTRONICS INDUSTRIES LTD.


RCA VICTOR COMPANY LTD.

LAKEHEAD - MAN., SASK., 2070 Notre Dame Ave., Winnipeg 21. 714-7489. Area Manager - W. F. West.

BROADCAST CONSULTANTS

Broadcast Consulting Engineer
2631 Portage Ave.
Winnipeg 12, Man.

G.A. BARTLE, P. Eng.
Alberta Telecommunication Consultants Ltd.

PETER CAHN, Eng.
Peter Cahn & Associates
9124 St. Lawrence Blvd.
Montreal 11, Que.

COTE, LeCLAIR, LANGLOIS
BOISVERT & ASSOCIES
Consulting Engineers
1015 St-Alexandre
Montreal 1, Que.

N.J. PAPPAS & ASSOCIATES
BROADCAST CONSULTING ENGINEERS
STATION BUILDING DESIGN AND SUPERVISION.
NOISE CONTROL.
ACOUSTICS, SYSTEMS DESIGN.
ETV SYSTEMS RESEARCH.
D.O.T. AND B.B.G. SUBMISSIONS.

5253 DECARIE BLVD.
MONTREAL 29, QUE.
CABLE: PAPPCO

R.S. GRANT, P. Eng.
2303 Henley Street
Toronto 14, Ont.

HERBERT A. HOYLES, P. Eng.
PETER A. NIBLOCK, P. Eng.
Hoyles, Niblock & Associates Engineers and Attorneys
1224 Marine Drive
North Vancouver, B.C.

A. JARVIS, P. Eng.
9 Nanaimo Drive
Ottawa 6, Ont.

GERALD W. LEES & ASSOCIATES
Consulting Radio Engineers
61 Curlwey Drive
Don Mills, Ont.

M. LEVY, P. Eng.
Levy Associates Co. Ltd.
LAC Building
235-347 Catherine St.
Ottawa, Ont.

G.B. MACKIMMIE, P. Eng.
RCA Victor Co. Ltd.
1001 Lenoir Street
Montreal 30, Que.

KEITH A. MacKINNON, P. Eng.
P.O. Box 3310
Ottawa, Ont.

GEORGE MATHER & ASSOCIATES
Radio Frequency Engineering
2061 Rosset Road
Cooksville, Ont.

N.J. PAPPAS, P. Eng.
P.L. GRANT, P. Eng.
25444 72nd Ave.,
Montreal 30-1. Que.

N.J. PAPPAS & ASSOCIATES
Consulting Engineers
& Architects
5233 Decarie Blvd.
Montreal 28, Que.

LIEUT COL, W. ARTHUR STEEL
480 Avalon Place
Riverview Park
Ottawa 8, Ont.

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

R.D. WRIGHT, P. Eng.
Canadian General Electric Company Ltd.
830 Landsdowne Ave.
Toronto 4, Ont.

Can. Broadcasters
COLOUR STARTS HERE

COLOUR OSCILLATOR (Model 52520G)
Here is the origin of the colour subcarrier and the signals for frequency control of the master oscillator during colour operation. The entire precision crystal oscillator is housed in a dual cavity oven where closely controlled temperature ensures excellent frequency stability. The front panel provides a control for adjustment of oscillator frequency and a tally light indicates oven operation.

CHROMA LOCK (Model 52520H)
In this unit the remote colour video signal is sampled, the colour subcarrier burst gated out and also fed to the sync lock module. The gated burst, applied to a discriminator, is compared to the local 3.58 MHz signal and the error voltage, if any, used to control the crystal oscillator. The Chroma Lock is controlled from the sync lock and operates only when monochrome frame lock is established.

SYNCHRONIZING PULSE GENERATORS (SG Series)
This is a complete line of pulse generating and control modules for monochrome and colour operation, in station master control, closed circuit systems and mobile operations. Computer logic techniques are employed in the all solid state circuitry. Optimum stability and trouble-free performance over long periods of time is assured by conservative design and high quality components. Other features include low power consumption, minimum space requirement, modular plug-in construction and the inclusion of an optional bar and dot generator. The RHL SG Series of Synchronizing Pulse Generators are available as portable units.

FOR COMPLETE DETAILS AND SPECIFICATIONS WRITE
RICHMOND HILL LABORATORIES LIMITED
1610 MIDLAND AVENUE, SCARBOROUGH, ONTARIO
DIRECTORY OF CANADIAN SALES REPRESENTATIVES

AIRTIME QUALITY SALES

TORONTO - 2149 Yonge St., HU 5-0746. Sales Manager - M. Mezo.
MONTREAL - 1396 St. Catherine St. W., Ste. 421 - UN 6-5353. Sales Manager - Phil Chant

ALL-CANADA RADIO & TELEVISION LTD.


CALGARY - 1230 - 17th Avenue S.W., 244-2455. Manager - Jack Cavanaugh.
VANCOUVER - 1161 Melville St, MU 4-7461. Manager - Arnold Nelson.
NEW YORK - 10 Rockefeller Plaza, Ste. 518 - CI 6-1425. Manager - Bill Townsend.
ATLANTA - 1371 Peachtree Rd, Trinity 5-6644. Bob Baird.

BROADCAST MEDIA SALES

TORONTO - 2149 Yonge St., HU 5-0746. President - Michael J. Callahan.
MONTREAL - 1396 St. Catherine St. W. Ste. 421 - UN 6-5353. Manager - Phil Chant.

BROADCAST REPRESENTATIVES LTD.

WINNIPEG - P.O. Box 801, Area Code 204, 582-2918. President - J. O. Blick. Executive Director - Mrs. Helen M. Koloymaya.

BYLES, GIBB & ASSOCIATES LTD.


MONTREAL - Crossroads of Canada Bld., Suite 204, 1118 St. Catherine St. W., Mtl. 25 - 866-3641. Vice-President and Quebec Manager - Walter Machin.

CBC RADIO & TV SALES

TORONTO - 354 Jarvis St. 925-3311. Sales Director TV - John Mallory; Sales Director Radio - R. S. Joynt; Supervisor of Radio Sales - Fred Bardeau; Manager TV National Selective Sales (English) - T. A. Nash; Manager TV Network Sales (English) - G. Epworth. Represents all CBC radio and television stations (English). There are branch sales offices in: St. John's, Halifax, Moncton, Montreal, Ottawa, Edmonton, Winnipeg and Vancouver.


GROUP ONE: RADIO LIMITED

MONTREAL - Suite 1105, 1808 Sherbrooke St. W. 923-8357 - Vice President and Manager - Al Betsat.

MONTREAL - 1010 St, Catherine St. W., Mezzanine 11. Manager - Paul Martel. 861-5461.
QUEBEC CITY - 1143 St. John St., LA. 5-7573.
WINNIPEG - P.O. Box 801, 582-2918.

INDEPENDENT CANADIAN TV SALES LTD. (L. C. T. V.)
MONTREAL - Suite 206, 1118 St. Catherine St. W. - 861-3395, Lincoln (Link) A. Mayo.

PAUL L'ANGEIS INC.
TORONTO 7 - 2160 Yonge St., 487-1651. G. W. Belanger, Manager.
MONTREAL 24 - 1405 de Maisonneuve St. - 526-9201. Guy Daviault, Mgr.

A. J. MESSNER & CO. LTD.

PAUL MULVIE & CO. LTD.
TORONTO 1 - 4 Richmond St. E., Suite 214 - 363-8814. Paul Mulvihill; Norm Bonnell; Bus Sadler; Bob Dale; Bruce Hawkins; Peter Jackman; Gary Greenway.

Congratulations! 
TOPS 
in their class 

CKTR Trois Rivieres 
(Markets under 100,000) 

CKVL Verdun-Montreal 
(Metropolitan Markets) 

AGAIN WINNERS 
at the RADIO COMMERCIALS FESTIVAL 

Represented by 
Radio & Television Sales Inc. 
TORONTO 

MONTREAL 

Canadian Broadcaster
STEPSHENS & TOWNDRROW
A service of CBS Radio of Canada Limited.

TORONTO - Suite 1608, 2 Carlton St., 363-9391. Vice-President and General Manager - Ernie Towndrow.

MONTREAL - Suite 675, 2555 Peel St., 844-3975. Manager - Guy Royal.

VANCOUVER - 1006 Richards St. 684-6277. Manager - Jim S. Crawford.

STOVIN-BYLES TELEVISION LTD.


MONTREAL - 1500 Stanley St., Room 428 - 849-7731 (Area Code 514) Vice-President and Quebec Manager - J. R. Genin.


VANCOUVER - 517 Crown Bldg., 615 W. Pender St., 862-6201 (Area code 604). Vice-President and Manager - J. W. Stovin.

WESTERN BROADCAST SALES

VANCOUVER - 227 Columbia St., New Westminster, 604-682-2711. Sales Manager - Mike Davies.

WINNIPEG - 300 Portage Ave., 204-784-2471. Sales Manager - George E. Youngman.

December 1, 1966

See page 26 for U. S. Sales Representatives
DIRECTORY OF U. S. SALES REPRESENTATIVES

ABC INTERNATIONAL TELEVISION INC.
NEW YORK - 1330 Avenue of the Americas, NYC 10019. LT1-7777.

ALL-CANADA RADIO & TELEVISION LIMITED
NEW YORK - 10 Rockefeller Plaza, Suite 6-1425. Manager-Eastern Division U. S. A. & Radio Director - Bill Townsend. TV Director - Bob Bickerton.


DALLAS - 1900 Tower Petroleum Bldg. - Manager - Clyde B. Melville. 214-748-5239.


SAN FRANCISCO - 500 Sansome St. - Manager - William B. Peavey. 415-980-5366.

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

DONALD COOKE INCORPORATED
NEW YORK - 745 Fifth Ave., NY 22 MU 8-2190.

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

KANSAS CITY - 1012 Baltimore Ave., 8-1722.

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

SAN FRANCISCO - 690 Market St. EX 7-0596.

THE DEVNEY ORGANIZATION


FORJOE TV INCORPORATED

CHICAGO - 35 East Wacker Drive - 312-782-8196.

LOS ANGELES - 6725 Sunset Blvd., 213-466-3702.

WINNIPEG IS CANADA’S 4TH MAJOR MARKET

TV HOUSEHOLDS — 138,500 . . . 4TH IN CANADA.

BUYING INCOME — $1,148,457,000 . . . 4TH IN CANADA.

PER HOUSEHOLD INCOME PER YEAR — $8,215 . . . 3RD IN CANADA.

RETAIL SALES — $623,878,000 . . . 4TH IN CANADA.

FOOD SALES — $152,778,000 . . . 4TH IN CANADA.

GENERAL MERCHANDISE — $150,377,000 . . . 4TH IN CANADA.

GASOLINE — $50,806,000 . . . 4TH IN CANADA.

DRUGS — $20,112,000 . . . 4TH IN CANADA. *1965 Sales Management Figures.

FOR MORE INFORMATION ON WINNIPEG, CANADA’S 4TH MAJOR MARKET, CONTACT:

STOVIN-BYLES, TORONTO, MONTREAL, VANCOUVER. • SUMNER CORP., NEW YORK, CHICAGO.

C-JAY McGHEE, C-JAY NATIONAL SALES OFFICE, 803, 433 JARVIS STREET, TORONTO, ONTARIO.

C-JAY TV CHANNEL SEVEN TELEVISION LTD., POLO PARK, WINNIPEG
Another reason why CFRB is Canada's most listened-to radio station

... by more than somewhat
CFTK, TERRACE
1,000 watts on 900 kcs.
(1) Bristol Broadcasters
(2) A. Alan Patiff
(3) Donald A. Fashon
(6 & 7) Jack White
(8) Dave Cash
(9) Keith Test
(10) John McAllister
(11) Mrs. Margaret van der Horst
(12) Jack Wilson
(13) Mrs. Barbara Stevens
(14) Mas Pat Patterson
(15) John Nance
(21 to 25) Radio - TV Reps.
(20) August 5, 1960

C-FUN, VANCOUVER
10,000 watts on 1,140 kcs.
(1) Radio C-FUN Ltd.
(2) Gordon Bennett
(3) D. S. Gregg
(4 & 5) D. G. McDonald
(6) Al Jordan
(7) "Red" Robinson
(8) Denny Birkeling
(9) Tom Peacock
(11 & 12) Jim Hieatt
(13) Ross Johnston
(14) Joan Williams
(15) Ashley Price
(16) Harriett Seed
(17) Stan Davis
(18) & (22) Broadcast Media Sales
(20) A. J. Messer & Co.
(25) Donald Cooke, Inc.
(26) April 30, 1962

CICM, VANCOUVER
10,000 watts on 1,120 kcs.
(1) Vancouver Broadcasting
(2) & (3) W. E. Bleming
(4) Maurice L. Foisy
(5) Ross Grimmer
(6) Jack Wilson
(8) Mrs. Anne Belon
(17) Mrs. Marjorie Gage
(20) Stan Davis
(21 & 22) Stephens & Townsend
(23) The television organization
(26) December 18, 1969

CKKW, VANCOUVER
50,000 watts on 1,120 kcs.
(1) CKKW Radio Ltd.
(2) Arthur Houshead
(3) Wm. A. Speen
(4) D. J. A. Bennett - Gen.
(5) Sales Mgr.
(6) Ron Robinson
(7) John Amelit
(8) John Hough
(11) Neil Hieatt
(12) Jim Robson
(13) Jack Hughes
(17) Roy Pegg
(19) Jim Morris
(20) Stan Davis
(21 to 25) All-Canada
(26) April 1, 1953

CJXL, VANCOUVER
16,000 watts on 1,200 kcs.
(1) CJXL Radio Ltd.
(2) Arthur Houshead
(3) Wm. A. Speen
(4) D. J. A. Bennett - Gen.
(5) Sales Mgr.
(6) Ron Robinson
(7) John Amelit
(8) John Hough
(11) Neil Hieatt
(12) Jim Robson
(13) Jack Hughes
(17) Roy Pegg
(19) Jim Morris
(20) Stan Davis
(21 to 25) All-Canada
(26) April 1, 1953

CJVL, VICTORIA
10,000 watts on 920 kcs.
(1) Victorian Broadcasting
(2) Jerry Gage
(3) Kenneth C. Goddard
(4) R. T. Boyle
(5) Joe Easingwood
(6) Ted Harper
(9) Joe Easingwood
(10) Gordon Williamson
(11) Gordon Hunter
(12) Wilma Rees
(13) Bob McGill
(14) Hugh Smith
(15) Jackie Putterleke
(16) Mike Tyne
(19) Mike Tyne
(20) April 17, 1959

CFAX, VICTORIA
1,000 watts on 1,970 kcs.
(1) C-FAX Radio 1970 Ltd.
(2 & 3) Clare G. Copeland
(4) Charles Smith
(5) Keith Pegg
(6 & 7) Walter O'Donovan
(9) Bill Cochran
(10) Roy Darby
(11) Art Kendall
(12) Ray Ogg
(14) Les Tomlinson
(15) Pamela Trueman
(16) Lura Flint
(17) Kay McGill
(18) Roy Darby
(19) Lyall Watton
(20) Charles Smith
(21 & 22) Air Time Quality Sales
(23 & 24) Western Broadcast Sales
(25) Weel & Company
(26) September 1959

CJOK, VICTORIA
10,000 watts on 1,235 kcs.
(1) Capital Broadcasting
(2) David M. Armstrong
(3 & 4) Keith G. MacKenzie
(6 & 7) Hart Kuch
(9) Henry Moulton
(11) Paulette Haidi
(12) Chuck MacIvor
(13) Shirley Jeffery
(14) Bertone Davies
(17) Cy Roberts
(18) Helen Moulton
(19) Arthur Goddard
(20) James Boureau
(21 to 34) Radio & TV Reps.
(25) Canadian Standard Broadcast Sales
(26) January 15, 1957

ALBERTA

CFAC, CALGARY
10,000 watts on 960 kcs.
(1) Calgary Broadcasting
(2 & 3) David F. Penn
(4) Clarence F. Mack
(6) Lance Ball
(11) Ken McCreath
(13) G. R. Mann
(14) Mr. H. Van Vollenhoven
(17) Mrs. Barbara Paulin
(18) Mr. Marion Lawrence
(19) Luree G. O’Connor, Technical
(21 to 25) All-Canada
(26) May 7, 1952

CKXL, CALGARY
10,000 watts on 1,140 kcs.
(1) New Valley Broad-
(2 & 3) John McCreath
(4) David E. Lyman
(5) Earl Cameron
(6) Fred Cameron
(7) Les Gemmell
(8) John McCreanor
(9) Robert A. Lee
(10) Beal Weiler
(20) Val. N. Manus
(21 & 22) Stephens & Townsend
(25) TV/TV Reps.
(26) May 16, 1964

CFCN, CALGARY
50,000 watts on 1, 660 kcs.
(1) The Voice of the Prawries Ltd.
(2) Donald G. Campbell
(3) R. F. Irving
(4) Don Thomas
(5) Don Martin
(9) Roy McDonald
(10) Don Thomas
(11) Alex Kneelit
(12) Harry Volek
(13) Marie Schiltz
(15) Marie Holkema
(16) Louise Gateau
(17) Arvis Larson
(18) Joyce Menhin
(20) R. W. Lamb
(21 & 22) Radio - TV Reps.
(23) A. J. Messer & Co.
(24) Radio - TV Reps.
(25) Canadian Standard Broadcast Sales
(26) May 1950

CJOK, CALGARY
10,000 watts on 9,190 kcs.
(1) Bentley Broadcasting
(2 & 3) Ted Strickland
(4 & 5) Rebekah Lamond
(6, 7 & 8) Will Semeniuk
(9) Bob Bell
(10) Willi Sennett
(11, 12 & 13) Pete L. Illay
(14 & 15) Kay Jones
(16) Mrs. Noma Hooper
(17) Mrs. Mary Williams
(18) & (20) Mel Haynes
(21 & 22) Byers, Gibb &
(23 & 24) Western Broad-
(25) Weel & Company
(26) November 17, 1964

CFCN, CAMROSE
10,000 watts on 790 kcs.
(1) Camrose Broadcasting
(2) & (3) Jack Brown
(4) & (5) Roberta Hieatt
(6, 7 & 8) Will Semeniuk
(9) Bob Bell
(10) Willi Sennett
(11, 12 & 13) Pete L. Illay
(14 & 15) Kay Jones
(16) Mrs. Noma Hooper
(17) Mrs. Mary Williams
(18) & (20) Mel Haynes
(21 & 22) Byers, Gibb &
(23 & 24) Western Broad-
(25) Weel & Company
(26) November 17, 1964

CJVL Radio Victoria British Columbia

December 5, 1966
If your brother is a Barber or a Clinical Psychologist, tell him about SASKATOON.

Saskatoon is just about the fastest-growing place in Canada. But not all the newcomers are engineers and scientists for the potash and chemical companies. People for every trade, profession and business are needed to make a bigger, better Saskatoon. People here have two things in common with the old-timers.

1. High pay.
2. Preference for the sound of CFQC.

Every day there's better news for advertisers on the most popular (by far) station in Saskatoon and for hundreds of miles around.

radio saskatoon
We have a large appetite for Media Buyers
Fill our plate with orders...
We're two Christmases behind already. Oh, by the way...

December 16, 1966
They laughed when we sat down at the Guitar!

now they're listening—more and more, and more.

Why not? CJOB-FM is the only station on the Winnipeg radio dial specially tuned to the heart of the country—with the best of Country, Folk and Ethnic music now in stereo. CJOB-FM has introduced FM to a whole new audience. And it's growing larger day by day.

Ray Purves of Standard Broadcast Sales in Toronto can introduce you to this loyal, enthusiastic and growing audience.

Represented by STANDARD BROADCAST SALES COMPANY LIMITED
2 St. Clair Ave. West, TORONTO 924-5721
1407 Mountain Street, MONTREAL 849-2454
Canadian Standard Broadcast Sales Inc., 654 Madison Avenue, NEW YORK, N.Y. 10021 (212) 838-5774
<table>
<thead>
<tr>
<th>KEY</th>
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<tbody>
<tr>
<td>1. Owner or company name</td>
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<tr>
<td>2. President (if a company)</td>
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<td>3. Manager</td>
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<td>4. Assistant Manager</td>
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<td>5. Commercial Manager</td>
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<td>6. Production Manager</td>
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<td>7. Program Manager</td>
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<td>8. Traffic Manager</td>
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<td>9. Chief Announcer</td>
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<td>10. Morning Man</td>
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<td>11. Music Director</td>
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<td>12. News Director</td>
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<td>15. Women's Director</td>
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<td>16. Promotion Manager</td>
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<td>18. Librarian</td>
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<td>20. Chief Engineer</td>
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<tr>
<td>21. Toronto reps</td>
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<td>22. Montreal reps</td>
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<tr>
<td>23. Broadcast Reps</td>
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<tr>
<td>24. Vancouver reps</td>
</tr>
<tr>
<td>25. U.S. reps</td>
</tr>
<tr>
<td>26. Station birth date</td>
</tr>
</tbody>
</table>

A RECIPE FOR B.B.G. Holiday Renewal

When things get rough at holiday time or after a public hearing, there’s nothing like a B.B.G. (Bounce Back Grog) for a quick pick-me-up. Try it for that instant re-play feeling so necessary to today’s broadcasters. We suggest preparing some of the ingredients the day before, otherwise...

Into the blender put one-quarter cup of Tomato Catsup, 1 tablespoon of Chopped Onion, one-quarter cup Chopped Celery tops and 1 teaspoon of Worcestershire Sauce. Cover your ears. Start the blender as quietly as possible and puree. Add 2 cups clam juice (drained from canned baby clams) with blender running at low speed. Then add a generous cup of vodka, blend a second or two more and pour over ice in an Old Fashioned glass. If you can wait long enough, garnish with a slice of lemon before drinking. These are guaranteed to boost your signal to full power again.

Canadian broadcaster
Choose, St. Catharines
1000 watts at 1, 100 km.
(1) Radio Station CBEC Ltd.
(2) CBC, "Bob Neundorfer"
(3) Ron Brandless
The station will commence operation February 1967.

CITY, St. Catharines
1000 watts daytime (0, 000 watts nighttime) on 610 kcs.
(1) The Niagara District Broadcasting Co., Ltd.
(2) W.B. C. Baggsy
(3) Mary C. Baggsy
(4) W. V. Soebel
(5) Bob Johnson
(6) Jack Dawson
(7) John Lanequie
(8) Jay Glover
(9) John Bowers
(10) Jim Holloway
(11) John Swayney
(12) Carole Morish
(13) Maureen Rogers
(14) John Garriott
(15) William W.A. McKenzie
(16) Janie Swayney
(17) Sandra Garriott
(18) William J. Donaldson
(19) Douglas Hinze
(20) Eric Web
(21) Douglas Hinze
(22) Peter A. Webb
(23) Don M. Latham
(24) E. J. Hinze
(25) Radio & TV Sales Inc.
(26) Forest & Company

Chatham
5, 000 watts daytime (5, 000 watts nighttime) on 1, 670 kcs.
(1) Simcha Broadcasting Limited (1965) Limited
(2) W.A. McKenzie
(3) Karl E. Monk - Gen. Mgr.
(4) Arthur H.J. O'Leary
(5) Glen Tull
(6) Gore McCafferty
(7) Frank McCord
(8) Ian Dunlop
(9) Jack Daniel
(10) Janet Lindsay
(11) Mrs. Gora Lamb
(12) Mrs. Zelda Warden
(13) Wilf Race
(14) Robert F. Cooke
(15) Paul Mulvihill & Co.
(16) Broadcast Representatives
(17) Radio & TV Reps.
(18) Donald Cooke, Inc.
(19) July 29, 1946.

CFC, SAULT STE. MARIE
10, 000 watts daytime (0, 000 watts nighttime) on 1, 060 kcs.
(1) Hyland Radio - TV Ltd.
(2) My. J. C. Hyland
(3) R.H. Ramsey
(4) Paul Ficler
(5) Gene Johnson
(6 & 9) John Rhodes
(7) Lionel McAuley
(8) John Branch
(9) George Pipp
(10) Ralph McKay
(11) Bob Wood
(12) Ruby Newell
(13) Leo Bates
(14) Kay Haskins
(15) Dave Davis
(16) Dick Gagnon
(17) T. & B. Dave Cartier
(18) Pam Christie
(19) Harry Wolfe
(20) Ed Land
(21) George Kizer
(22) Fred Maloney
(23) Lucille Chiappetta
(24) Janie Farkas
(25) Debby Lenn Keys
(26) Frank Adam
(27) Ray Ryall
(28) Lotts & Partners & Co.
(29) Wayne & Company
(30) May 25, 1968

CGBS, SIMCO
500 watts on 1, 500 kcs.
(1) Simcon Broadcasting Co. Ltd.
(2) George L. Bollis
(3) J. W. Bollis
(4 & 5) Ted M. Fielder
(6) Bob, R. Wotmough
(7) Doug Cameron
(8) Mrs. Virna Trickett
(9) Bob, R. Wotmough
(10) Bert Barber
(11) Jane Pope
(12) Ross, R. Wotmough
(13 & 22) Radio & TV Sales
(14) June 23, 1968

CET, SMITH FALLS
10, 000 watts on 630 kcs.
(1) Polson Broadcasting Ltd.
(2 & 3) J. W. Polson
(4 & 5) Hal Bilsom
(6) Bill Forest
(7) Dave O'connor
(8) Gary Michael
(9) Mrs. Elaine O'connor
(10) Brian Bensead
(11) George Ahear
(12 & 23) Paul Mulvihill & Co.
(13) A. J. Meenan & Co.
(14) October 26, 1955.

CICL, STRAFORD
500 watts daytime (260 watts nighttime) on 2, 164 kcs.
(1) CICL Limited
(2) G. N. Mackenzie
(3 & 5) S. W. Tapley
(4 & 6) David Michael
(5) Gil Stevens
(6) David Michael
(7) George Montgomery
(8 & 14) Gil Stevens
(9) Mrs. Elaine Scott
(10) Mrs. Joan Koster
(11) John Gregg
(12) Paul Mulvihill & Co.
(13) A. J. Meenan & Co.
(14) July 21, All-Canada.

CICM, SIMCO
1, 000 watts on 560 kcs.
(1) French Network.
(2) The Sudbury Broadcasting Company Ltd.
(3) P. Xavier Robertson
(4 & 5) Sam Bell
(5) Robert Peresault
(6) Silas Thibeault
(7) Bertrand Gervais
(8) Don Bradley
(9) Paul Mulvihill & Co.
(10) A. J. Meenan & Co.
(11) A. J. Meenan & Co.
(12) A. J. Meenan & Co.
(13) A. J. Meenan & Co.
(14) A. J. Meenan & Co.
(15) A. J. Meenan & Co.
(16) A. J. Meenan & Co.
(17) A. J. Meenan & Co.
(18) A. J. Meenan & Co.
(19) A. J. Meenan & Co.
(20) A. J. Meenan & Co.
(21) A. J. Meenan & Co.
(22) A. J. Meenan & Co.
(23) A. J. Meenan & Co.
(24) A. J. Meenan & Co.
(25) A. J. Meenan & Co.
(26) A. J. Meenan & Co.
(27) A. J. Meenan & Co.
(28) A. J. Meenan & Co.
(29) A. J. Meenan & Co.
(30) A. J. Meenan & Co.

CICR, TIMMINS
10, 000 watts daytime (3, 000 watts nighttime) on 520 kcs.
(1) French Network.
(2) Don Simpson.
(3) J. Conan Lavin.
(4) Stephen Sander.
(5) Jean-Claude Canique.
(6) George Joseph.
(7) Louis Thibault.
(8) Gerard Joseph.
(9) Lucie Comeau.
(10) Jacques Lamarbe.
(11) Mme Lucienne Perreault.
(12) Yvon Berriot.
(13) Doug Martin.
(14) Peter Palmer.
(15) Rene Fontaine.
(16) A. J. Meenan & Co.
(17) Paul Mulvihill & Co.
(18) A. J. Meenan & Co.
(19) Western Sales.
(20) Western Sales.
(21) Western Sales.
(22) Western Sales.
(23) Western Sales.
(24) Western Sales.
(25) Western Sales.
(26) Eastern Division.
(27) Western Sales.
(28) All-Canada.
(29) All-Canada.

CICR, TORONTO-RICHMOND HILL
10, 000 watts daytime (2, 000 watts nighttime) on 1, 310 kcs.
(1) CICR Broadcasting Ltd.
(2) John O. Graham
(3) Stewart H. Cranford
(4) Gordon Symonds
(5) W. A. Mitchell
(6) Gordon Symonds
(7) Al Fause.
(8) Bill Paullin
(9) Ken Fow.
(10) Gordon Symonds
(11) Karen Davis.
(12) Melrose Park.
(13) Bill Paullin
(14) Bob Lemieux.
(15) Brian Sawyer.
(16) CICR Radio House Limited.
(17) A. J. Meenan & Co.
(18) Radio Reps Ltd.
(19) Donald Cooke.
(20) July 1, 1957.

AND MAY THE NEW YEAR
BRING YOU PEACE
JOY AND HAPPINESS

PAUL MULVIIUH & COMPANY LIMITED

Christmas Greetings

December 1, 1956
enrichment and understanding of music... through the world... of music...
### KEY

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Owner or company name</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>President (if a company)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Manager</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Assistant Manager</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Commercial Manager</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Production Manager</td>
<td></td>
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<tr>
<td>7</td>
<td>Program Manager</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Chief Announcer</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Morning Man</td>
<td></td>
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<tr>
<td>10</td>
<td>Music Director</td>
<td></td>
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<tr>
<td>11</td>
<td>News Director</td>
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<tr>
<td>12</td>
<td>Sports Director</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Farm Director</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Woman's Director</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Promotion Manager</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Traffic Manager</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Copy Chief</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Librarian</td>
<td></td>
</tr>
</tbody>
</table>

### STATION and PERSONNEL REGISTER (Radio)

**CJAF, CANDiac, QUEC. (960)**
- 1,000 watts day (500 watts nighttime)

**CJFF, RIVERE-DU-LAUP, 10,000 watts day (250 watts nighttime)**
- 1,400 watts

**CJGM, CYROU, QUEC. (250)**
- 750 watts nightime

**CJAF, L'ACADIE, NB. (1,000)**
- 1,400 watts

**CJGN, ROUTIN, ON. (250 watts)**
- 1,400 watts

**CJVR, ST-GEORGES DE BEAUCARDE, QC. (10,000 watts day, 5,000 watts nighttime)**
- 1,400 watts

**CJCH, ST-ANNE DE LA PEAU, QUEC. (5,000 watts)**
- 1,400 watts

**CJCM, SHAWIGAN, 1,000 watts on 1,220 kHz**
- 250 watts

**CJGT, SIEBERBROOK, 10,000 watts day (4,500 watts nighttime)**
- 250 watts

**CJHL, TROUBRIEVERS (1,000 watts nighttime on 1,500 kHz)**
- 500 watts

**CJML, TROUBRIEVERS (1,000 watts on 990 kHz)**
- 500 watts

**CJMS, USK FALLS, 5,000 watts**
- 500 watts

**CJML, F.M. 95-3, 38 Stephens & Townsend-R, Toronto, Montreal, Vancouver Standard Broadcast Sales, Inc. - U.S.A.**

---

**Total Radio IN HAMILTON 900 CHML and CHML-FM 95-3**

---

**Total Radio IN BURLINGTON 1,000 watts on 990 kHz (250 watts nighttime)**
- 250 watts

---

**Total Radio IN VICTORIAVILLE 1,000 watts on 1,380 kHz**
- 250 watts

---

**Total Radio IN CANADA Standard Broadcast Sales, Inc.**
- 250 watts

---

**Total Radio ON CANADA Standard Broadcast Sales, Inc.**
- 250 watts

---

**Total Radio ON CANADA Standard Broadcast Sales, Inc.**
- 250 watts
QUEBEC'S THIRD MARKET

JONQUIERE-CHICOUTIMI
ALWAYS FULLY COVERED BY

CKRS-TV
CHANNEL 12
3 SATELLITES

CKRS-RADIO
590 Kc 1000 Watts

— TV/RADIO
ALWAYS AHEAD
OF ALL COMPETITION

PLAY YOUR PART
in
HELPING US
keep
THESE DIRECTORIES
UP TO DATE

CANADA. .. Hardy Radio & TV . U.S.A... Canadian Standard Broadcast Sales Inc.
**STATION and PERSONNEL REGISTER (FM Radio)**

**BRITISH COLUMBIA**

**CFBF-FM, KAMLOOPS**
3,000 watts on 98.3 MHz.
1. Twin Cities Radio Limited
2. Ian G. Clark
3. Ian G. Clark
4. Max Jean Row
5. Walter Hanwood
6. Jack Pollard
7. Jack Pollard
8. Ross Evans
9. Jack Pollard
10. Gordon Ryie
11. Norman MacDonald
12. Mrs. Pat Fairchild
13. Walter Hanwood
14. Mrs. Pat Fairchild
15. Kurt Reicheneck
16. (21 & 22) All-Canada
17. 1967
18. 6:00 a.m. to midnight daily
19. independent programming

**CKC-FM, PENTICTON**
1,800 watts on 97.1 MHz.
1. CKOK Ltd.
2. Maurice P. Flavett
3. Ralph J. Robinson
4. James Osterly
5. Mike Morgan
6. Robin Hakson
7. Don Reay
8. Mrs. Roy Watts
9. Harry McKenzie
10. Stephen & Townsend
11. September, 1964
12. Broadcast to Stereo

**CFMG-FM, VICTORIA**
19,000 watts on 96.5 MHz.
1. Capital Broadcasting System Limited
2. David M. Armstrong
3. Rodney Harmon
4. Helen McNeil
5. James P. Boutrousse
7. (22) Radio TV Reps., Ltd.
8. November 19, 1964
9. Broadcasts full stereo

**ALBERTA**

**CFBF-FM, CALGARY**
11,000 watts on 99.9 MHz.
1. Quality FM Ltd.
2. John D. Whitehead
3. W. G. Gullin
4. Russ Craig
5. Gordon R. Morton
6. Stephen & Townsend
7. August 1960
8. FM Multiplex - November 1960
9. 100,000 watts on 99.3 MHz.
10. Moffat Broadcasting Limited
11. R. L. Moffat
12. Howard Judor
13. Gordon Johnston
14. Lois Thompson
15. Marilyn Hart
16. Peter Marshall
17. The Venery Organization
18. Stephen & Townsend
19. September, 1964
20. Broadcast to Stereo

**SEASON'S GREETINGS**

from radio & television representatives ltd.
and the responsible stations we represent
from coast to coast.

2 St. Clair Ave. W. – Toronto
Montreal
Winnipeg
Vancouver

December 1, 1966

**KEY**

1. Owner or company name
2. President (if a company)
3. Manager
4. Assistant manager
5. Commercial manager
6. Production manager
7. Program manager
8. Chief announcer
9. Morning man
10. Music director
11. News director
12. Sports director
13. Farm director
14. Women's director
15. Promotions Manager
16. Traffic manager
17. Copy chief
18. Librarian
19. Chief operator
20. Chief engineer
21. U. S.
22. Canadian reps
23. Birth date
24. Stereo

**SEASON'S GREETINGS**

Christmas is still for kids –
Instead of Christmas cards, we have sent our bit to CARE.

December 1, 1966
QUEBEC
CBF-FM, MONTREAL
24,000 watts on 90.1 mcs.
Canadian Broadcasting Corp.
 Owned and operated by the Canadian Broadcasting Corp.

CIBM-FM, MONTREAL
24,600 watts on 100.7 mcs.
Canadian Broadcasting Corp.

CQFM-FM, MONTREAL
40,000 watts on 94.4 mcs.

CKLW-AM, WINDSOR
50,000 kilowatts on 92.9 mcs.
Canadian Broadcasting Corp.
Owned and operated by the Canadian Broadcasting Corp.

CKLW-FM, MONTREAL
Same

GSM
CBF-FM, MONTREAL

Programs

Pleasing the President...
... is not the purpose of advertising, though much of it is bought on this basis.

Good Advertising

needs copy that informs not flatters... prospects for the advertiser's products.

This kind of advertising pleases the president too... all the way to the bank.

Dec. 1966
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, 1967.

(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) Hamilton
(3) Li 9-2419
(4) 180 Parkdale Ave. N.
(5) M. J. Hallas

(1) ARDIEL ADVERTISING AGENCY LTD.,
(2) Westmount, P.Q.
(3) 488-2537
(4) 310 Victoria Ave., Ste. 205
(5) Frank B. Thompson

(1) ARDIEL ADVERTISING AGENCY LTD.,
(2) Ottawa
(3) 296-7931
(4) 385 Albert Street
(5) Miss Joan Homick

(1) BACKMAN ADVERTISING LTD
(2) Halifax
(3) 422-1927
(4) Lord Nelson Blvd.,
5676 Spring Garden Road
(5) Miss Anne Archibald
(6) Miss Anne Archibald
(7) Mrs. Jo-Marie MacKay

(1) BAKER ADVERTISING LTD.
(2) Montreal
(3) 842-5845
(4) 1350 Sherbrooke West
(5) Nan Fraser
(6) N. Philen
(7) Nan Fraser

(1) BAKER ADVERTISING LTD.
(2) Toronto
(3) 364-6311 Area Code 416
(4) 20 Toronto St., Toronto 1
(5) H. L. Howerth
D. O. Kimball
(6) L. Akerman
J. R. Currie
N. R. Unger
J. V. Wilks
N. C. Wittick
(7) O. Innes
J. Moore
I. Neve
D. Schacter

(1) BATTEN, BARTON
DURSTINE & OSBORNE, INC.,
(2) Toronto 2
(3) E.M. 3-9461
(4) 2 Carlton Street
(5) Mrs. Phyllis Scott
(7) Miss Phyllis Scott
Miss Marion Ferry
Miss Roberta McCutcheon

(1) BATTEN, BARTON
& DURSTINE & OSBORNE INC.,
(2) Montreal
(3) 868-2655
(4) 1155 Dorchester Blvd., W.
H. Champagne
French Services

(1) BEECHAM, PRENTICE & BAFORD LTD.,
(2) Toronto
(3) 924-8431
(4) 76 St. Clair Avenue West

(1) BOUCHARD, CHAMPAGNE,
PHELLETIER LTEE.
(2) Montreal 2
(3) 878-1771
(4) Ste. 444, 1010 St.
Catherine W.
(5) Aime Lacombe
(6) Lise LaCasse
(7) Lise LaCasse - Rita Cloutier

(1) BOZELL & JACOBS INC.,
(2) Toronto
(3) 55 Trillier Ave., Ste. 2102
(5) Mr. Leyden

(1) BRADLEY-VALE ADVERTISING LTD.,
(2) Toronto 2
(3) 363-9738
(4) 88 University Ave.
(5) G. P. Vale
(7) Miss M. J. Speers

(1) BRAND ADVERTISING LTD.,
(2) Montreal
(3) 849-0692
(4) 2100 Drummond St.
(5) Marion Goldberg
(7) Marion Goldberg

(1) BURLEY, J. H. LTD.,
(2) Toronto 1
(3) 382-6847
(4) 159 Bay Street
(5) A. L. Drewry

(1) BURNETT, LEO CO. OF CANADA LTD.,
(2) Toronto
(3) 924-9726
(4) 99 Avenue Rd.
(5) T. L. Innes

(1) BURNS ADVERTISING AGENCY LTD.,
(2) Montreal 25
(3) WE 5-5287
(4) 1980 Sherbrooke St. W.
(5) L. St. Amand
(7) Mrs. P. Crier

(1) CAMP, DALTON K. & ASSOC. LTD.,
(2) Toronto 12
(3) 487-2101
(4) 43 Eglinton Avenue East
(5) Norman K. Atkins
James E. Colby
J. D. Penn McLeod

(1) CANADIAN ADVERTISING AGENCY LTD.,
(2) Montreal 2
(3) 842-8061 (AC 514)
(4) 630 Sherbrooke St. W.
(5) J. A. Gagnon
(7) Mrs. T. Malo

(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) Mrs. M. Garneau
(7) Norman Caron

(1) CARVER, GARRY J. OF CANADA LTD.,
(2) Toronto 5
(3) 924-2566
(4) 50 Avenue Road
(5) Bob Howe
(7) Bob Howe

(1) CASE ASSOCIATES
(2) Toronto 5
(3) 924-9726
(4) 99 Avenue Rd.
(5) T. L. Innes

(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 LTD.,
(2) Toronto 7
(3) 924-5492
(4) 2 St. Clair Ave., W
(Manager of Media Services -
Ian B. Campbell)
(Director of Broadcast Services
J. R. MacRae)
(6) Mrs. M. Brockington

(1) COCKFIELD BROWN & COMPANY LTD.,
(2) Winnipeg
(3) WH 2-0011
(4) 804 Electric Railway Chambers
(5) Mrs. M. Simons
(6) H. J. Gibbon
(7) Ms. M. Simons

(1) COCKFIELD BROWN & COMPANY LTD.,
(2) Vancouver
(3) MU 1-1111
(4) 1200 Burrard Building,
1001 - W, Georgia Street
(7) Miss Marjorie Maddigan

(1) COPELAND, DON H.
ADVERTISING LTD.
(2) Scarborough
(3) 301-1-3331
(4) 2 Crescentwood Road
(5) Vera M. Copeland
(6) Vera M. Copeland
(7) Vera M. Copeland
...And may all your dreams be fulfilled
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, 1067.

(1) CROMBIE ADVERTISING CO. LTD.
    (2) Toronto 1
    (3) 368-7031
    (4) 188 University Ave.
    (5) S. C. Young
    (7) Miss M. Thompson

(1) CROMBIE ADVERTISING CO. LTD.
    (2) Montreal
    (3) 288-4221
    (4) 353 St. James St. W.
    (5) H. W. McAllister
    (6) Ross Smith

(1) DANCER-FITZGERALD-SAMPLE (CANADA) LTD.
    (2) Toronto 7
    (3) 924-9425
    (4) 200 St. Clair Ave., West
    (5) Ruth Pedley
    (6) W. R. T. Cory
    (7) R. A. Kundinger

(1) DANIEL & CHARLES INC.
    (2) New York
    (3) MO 1-0500 (AC 212)
    (4) 201 Madison Ave., New York 10016
    (5) Joseph Harris

(1) D'ARCY ADVERTISING COMPANY
    (2) Toronto 5
    (3) 921-3135 (AC 416)
    (4) 57 Floor St. W.
    (5) Mrs. B. L. Freeman

(1) DOHERTY, JOHN & CO., LTD.
    (2) Ottawa
    (3) 322-9418
    (4) 46 Elgin Street
    (5) John Doherty
    (7) Owen G. Grant
    S. Frank Penn

(1) DOYLE, DANE, BERNBACK (CANADA LTD.)
    (2) Toronto 12
    (3) 487-4481 (AC 416)
    (4) 43 Eglinton Ave. E. 8th floor
    (5) Paul Moore
    (7) Joan Brown
    Mrs. Doris Lythgoe

(1) DUMONT-SAXE ADVERTISING LTD.
    (2) Montreal 2
    (3) 649-3728 (AC 514)

(1) DU NINDUS ADVERTISING AGENCY LIMITED
    (2) London
    (3) 488-2117
    (4) 200 Queens Avenue
    (5) R. Burns

(1) DUNDAS ADVERTISING LTD.
    (2) Montreal
    (3) 482-9680
    (4) 5165 Queen Mary Rd., Ste 400
    (6) M. Dunskey
    (7) Mrs. J. Splane

(1) DURISH & ASSOCIATES LTD.
    (2) Toronto 1
    (3) 364-7191 (AC 416)
    (4) 106 Bay St., #102
    (6) O. J. Reynolds
    (7) P. H. Durish

(1) EASTMAN, J.M., & ASSOCIATES LTD.
    (3) 925-3212 (AC 416)
    (4) 2 St. Clair Ave. W.
    (5) Mr. Wm. D. Brown
    (6) J. Fry
    C.W. Sharpe
    (7) Miss Joe-Anne Roberts

(1) FOOTE, CONE & BELDING CANADA LIMITED
    (2) Toronto 5
    (3) 924-9331
    (4) 10 St. Mary Street
    (5) Michael Kennerley
    (6) Warren Cross
    Mona Harper
    Martlene Davy
    Ernie Villamare
    (7) Olive Dunkley
    Bet Vaivada

(1) FOOTE, CONE & BELDING CANADA LIMITED
    (2) Montreal
    (3) 866-6692
    (4) 3 Place Ville Marie, ste. 83

(1) FOSTER ADVERTISING LTD.
    (2) Montreal
    (3) 801-0881
    (4) 3 Place Ville Marie, Ste. 30
    (5) A. D. Clarke
    (7) Miss C. Toupin

(1) FOSTER ADVERTISING LTD.
    (2) Toronto 7
    (3) 924-4681
    (4) 149 Alcorn Ave.
    (5) W. W. Givens
    J. H. Millar
    D. P. Hatt
    Miss S. Wright
    (6) Mrs. M. Logan
    Mr. J. Snider
    B. Nicholls
    Miss M. Newton
    (7) Miss E. Reeder
    Miss H. Anderson
    Miss J. Sharpe
    Mr. R. Hone
    Mr. W. Reeves

(1) FOSTER ADVERTISING LTD.
    (2) Winnipeg
    (3) 947-0971
    (4) 149 Portage Avenue East
    (5) John Kozak
    B. Leipsic
    (6) Laurie A. Mainster
    (7) Miss Lesley Brandon

(1) FOSTER ADVERTISING LTD.
    (2) Vancouver
    (3) MUI 5-6404
    (4) 1111 West Hastings St.
    (5) Mrs. H. Bakes
    (6) Mr. A. J. Collins
    (7) Mrs. H. Bakes

(1) GILLARD, GOULDIE, WARREN & ELVIN LTD.
    (2) Toronto 7
    (3) 487-2876
    (4) Suite 315, 608-7th St. S.W.
    (7) Mrs. L. M. Savary

(1) GILLARD, GOULDIE, WARREN & ELVIN LTD.
    (2) Toronto 7
    (3) 487-2464 (AC 416)
    (4) 522 Mount Pleasant Rd.
    (5) Robert C. Elvin
    (7) Mrs. S. Jones

(1) GILLBERRY & HAWKE ADVERTISING AGENCY LTD.
    (2) London, Ont.
    (4) 232 Queens Ave.
    (5) W. C. Hawke

(1) GIRARD PUBLICITE ENR.
    (2) Montreal 11

(1) GODDIE, GOLDBERG, SIREN LTD.
    (2) Toronto
    (3) 445-1153
    (4) 23 Prince Andre Place, Don Mills
    (5) Mrs. C. Peck
    Mrs. S. Deas
    Mr. D. Daileboust
    (7) Mrs. S. Fallis
    Mrs. J. Williams

(1) GODDIE, GOLDBERG, SIREN (ALTA.) LTD.
    (2) Calgary
    (3) 262-6931
    (5) 610-12 Ave., S.W.
    (6) Jay Joffe
    Albert N. Johnston
    (7) Roy Elander

(1) GREY ADVERTISING, LTD.
    (2) Toronto 1
    (3) EM 2-1321
    (4) 7 King St. E. Ste. 1105
    (5) Ken Hicks

(1) GREY ADVERTISING, LTD.
    (2) Toronto
    (3) 487-4717
    (4) 234 Eglinton Ave. E.
    (5) H. J. Pollock

(1) GROSBERG, POLLOCK GWARTZMAN LTD.
    (2) Toronto
    (3) 487-4717
    (4) 234 Eglinton Ave. E.
    (5) H. J. Pollock

(1) HARRISON MARKETING COUNSEL LTD.
    (2) Toronto
    (3) 392-6631
    (4) 212 King St. W.
    (5) G. I. Harrison

(1) HAYHURST F, H. CO., LTD.
    (2) Montreal
    (3) 845-0251
    (4) 1420 Sherbrooke St. W.
    (5) Mrs. J. Roblee
A Merry Christmas and A Happy New Year

from

THE CANADIAN ASSOCIATION OF BROADCASTERS
L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS
family of 389 Broadcasting Stations and 1 Television Network

A CAB MEMBER RADIO STATIONS (AM)

ATLANTIC AREA (27)
CKOH-Chatham, N.S.
CKBW-Bathurst, N.B.
CKBS-Brooklyn, N.B.
CKNB-Campbellton, N.B.
CFCB-Toronto, Ont.
CFRC-Bathurst, N.B.
CHNS-Halifax, N.S.
CHBD-Halifax, N.S.
CKEN-Keji, N.S.
CHCH-St. John's, Nfld.
CHCM-Marytown, Nfld.
CHAD-Middleton, N.S.
CKCW-Moncton, N.B.
CKCC-Lower Sackville, N.S.
CKEC-New Glasgow, N.S.
CFJR-Summeraside, P.E.I.
CFBC-Saint John, N.B.
CHSJ-St. John's, N.B.
CJON-St. John's, Nfld.
VOMC-St. John's, Nfld.
CHER-St. John's, Nfld.
CJCB-Sydney, N.S.
CKSB-Cape Breton, N.S.
CFAB-Windsor, N.S.

FRENCH LANGUAGE ALL PROVINCES (21)
CFGT-Kiussat, Tua, P.Q.
CHAD-Amos, P.Q.
CMJ-Timmins, Ont.
CFNL-Cornwall, Ont.
CJRD-Dundas, Ont.
CFMA-Edmonton, Alta.
CJEM-Edmundston, N.B.
CJSD-Timmins, Ont.
CFQR-FM-Montreal, P.Q.
CFPA & CPRG-
CKCH-Hull, P.Q.
CKUQ-Jonquiere, P.Q.
CKLS-LaSalle, Ont.
CKMC-Montreal, P.Q.
CKBM-Montmagny, P.Q.
CKMC-Matane, P.Q.
CKAX-Monde, P.Q.
CKNO-terrebonne, P.Q.
CHNC-New Carlisle, P.Q.
CHRQ-Quebec, P.Q.
CJLR-Quebec, P.Q.

CENTRAL CANADA (22)
CJBG-FM-Belleville, Ont.
CHIC-FM-Brampton, Ont.
CHJS-FM-Cornwall, Ont.
CCHL-FM-Dartmouth, N.S.
CJSS-FM-Cornwall, Ont.
CCLM-FM-Drummondville, Que.
CJLS-Drummondville, Que.
CJBF-FM-Lacolle, Que.
CJBF-FM-Longueuil, Que.
CKVL-FM-Yverdon, P.Q.

CENTRAL CANADA (60)
CJBG-FM-Belleville, Ont.
CJBB-Belleville, Ont.
CJCA-Belleville, Ont.
CFJR-Brockville, Ont.
CJCM-Chatham, Ont.
CJSS-Cornwall, Ont.
CKDR-Dryden, Ont.
CFTR-Galt, Ont.
CJRL-Kingston, Ont.
CKWS-Kingston, Ont.
CJMS-Kingston, Ont.
CFM-FM-Kingston, Ont.
CHYN-Kitchener, Ont.
CK\\----Lambton, Ont.
CFBL-London, Ont.
CJOF-London, Ont.
CKSL-London, Ont.
CFCC-Montreal, P.Q.
CJF-FM-Montreal, P.Q.
CKDS-FM-Ottawa, Ont.
CKPS-FM-Ottawa, Ont.
CKRS-FM-Ottawa, Ont.
CJF-FM-Ottawa, Ont.
CKYL-FM-Yverdon, P.Q.

PRAIRIES (40)
CFAM-Altona, Man.
CKX-Brandon, Man.
CJK-FM-Brandon, Man.
CFCN-Brandon, Man.
CFMB-Brandon, Man.
CKD-Brandon, Man.
CKDM-Dunnville, Ont.
CJKB-Dundurn, Ont.
CRN-Edmonton, Alta.
CJED-Edmonton, Alta.
CJCA-Edmonton, Alta.
CKR-Edmonton, Alta.
CFK-Edmonton, Alta.
CFJ-Edmonton, Alta.
CFB-Edmonton, Alta.
CKM-Edmonton, Alta.
CJIB-Yerron, B.C.
CKOA-Yerron, B.C.
CKTV-Patricia, B.C.
CKWL-Williams Lake, B.C.

CAB MEMBER RADIO STATIONS (FM)

ATLANTIC AREA (5)
CHHS-FM-Hollis, N.S.
CFGM-FM-Kentville, N.S.
CFUB-FM-Yarmouth, N.S.
CJCB-FM-Sydney, N.S.
CFPB-FM-Yarmouth, N.S.

FRENCH LANGUAGE (5)
CJMS-FM-Montréal, P.Q.
CJBF-FM-Montréal, P.Q.
CJBF-FM-Montréal, P.Q.
CKBU-Côte-saint-Luc, P.Q.
CKBL-Côte-saint-Luc, P.Q.
CKRL-Côte-saint-Luc, P.Q.
CKTM-Ville-Marie, P.Q.
CJQL-Jonquiere, P.Q.
CHIC-Alberta, Alta.
CFTK-Terrace, B.C.

PRAIRIES (10)
CKX-X-FM-Brandon, Man.
CJCA-FM-Edmonton, Alta.
CFKN-FM-Edmonton, Alta.

CAB MEMBER TELEVISION STATIONS

ATLANTIC (7)
CFTV-Charlottetown, P.E.I.
CJSN-TV-Charlottetown, P.E.I.
CKC-TV-Gaspé, P.Q.
CJCTV-Témiscouata, P.Q.
CJCTV-Témiscouata, P.Q.
CFTM-Rivière du Loup, P.Q.

FRENCH LANGUAGE (9)
CJPM-TV-Chicoutimi, P.Q.
CKB-TV-Québec, P.Q.
CKBC-TV-Québec, P.Q.
CFTM-TV-Québec, P.Q.
CKTY-TV-Québec, P.Q.

CENTRAL CANADA (19)
CKVR-TV-Barrie, Ont.
CKCT-TV-Hamilton, Ont.
CKWS-TV-Kingston, Ont.
CFPL-TV-London, Ont.
CKSO-TV-Marcelin, Que.
CKSN-TV-Marcelin, Que.
CKZ-FM-Marcelin, Que.
CKW-FM-Marcelin, Que.
CHEX-TV-Eastern, Ont.
CJLB-FM-Lethbridge, Alta.
CKSA-FM-Lethbridge, Alta.

PRAIRIES (13)
CKTV-X-FM-Brandon, Man.
CFTV-Edmonton, Alta.
CKAM-FM-Edmonton, Alta.
CKW-FM-Edmonton, Alta.

CAB MEMBER TELEVISION NETWORK

CTV Television Network Limited

December 1, 1966
**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, 1967.

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>(1) HAYHURST, F. H. CO. LTD.</td>
<td>Toronto 12</td>
<td>(3) 422-9373</td>
<td>(4) 5240 Bloor Street</td>
<td>(5) G.E. MacDonald (Miss)</td>
<td>(6) G.E. MacDonald (Miss)</td>
<td>(7) G.E. MacDonald (Miss)</td>
<td></td>
</tr>
<tr>
<td>(1) INDUSTRIAL ADVERTISING AGENCY LIMITED</td>
<td>Toronto</td>
<td>(2) St. Catharines</td>
<td>(3) 684-8736</td>
<td>(4) 177 Russell Ave.</td>
<td>(5) Donald C. Williamson</td>
<td>(6) Donald C. Williamson</td>
<td>(7) Donald C. Williamson</td>
</tr>
<tr>
<td>(1) INTER-CANADA QUEBEC ADVERTISING AGENCY LTD.</td>
<td>Montreal</td>
<td>(2) 288-9231</td>
<td>(3) 1374 Sherbrooke St. West</td>
<td>(4) Yvon Fortier</td>
<td>(5) Raynald Bergeron</td>
<td>(6) Robert Schwartz</td>
<td></td>
</tr>
<tr>
<td>(1) LEPOLOD, JOHN B. ADVERTISING LTD.</td>
<td>Montreal</td>
<td>(2) St. Catharines</td>
<td>(3) 684-8736</td>
<td>(4) 177 Russell Ave.</td>
<td>(5) Donald C. Williamson</td>
<td>(6) Donald C. Williamson</td>
<td>(7) Donald C. Williamson</td>
</tr>
<tr>
<td>(1) LIPPMAN ADVERTISING ASSOCIATES INC.</td>
<td>Buffalo</td>
<td>(2) Toronto</td>
<td>(3) 381-8605</td>
<td>(4) 50 Place Cremazie</td>
<td>(5) Denise LeRay</td>
<td>(6) Denise LeRay</td>
<td>(7) Denise LeRay</td>
</tr>
<tr>
<td>(1) KELLEY, RUSSELL T. CO. LTD.</td>
<td>Hamilton</td>
<td>(2) Toronto</td>
<td>(3) 364-3831</td>
<td>(4) 8 King Street East</td>
<td>(5) Mrs. Dorothy Heber</td>
<td>(6) R. E. Canney</td>
<td>(7) W.F. Nugent, R.R. Helwig</td>
</tr>
<tr>
<td>(1) KENTON &amp; ECKHARDT LTD.</td>
<td>Toronto</td>
<td>(2) Toronto</td>
<td>(3) 364-3831</td>
<td>(4) 8 King Street East</td>
<td>(5) Mrs. Dorothy Heber</td>
<td>(6) R. E. Canney</td>
<td>(7) W.F. Nugent, R.R. Helwig</td>
</tr>
<tr>
<td>(1) LA MAISON PUBLICITEX LIMITEE</td>
<td>Montreal</td>
<td>(2) 866-6551</td>
<td>(3) 630 Dorchester Blvd.</td>
<td>(4) Diane Loiselle-Mindel (Mrs. G.)</td>
<td>(5) C. Richard Payan</td>
<td>(6) Patricia Rochon</td>
<td></td>
</tr>
<tr>
<td>(1) LES PRODUCTIONS DUBUISSON LTD.</td>
<td>Quebec City</td>
<td>(2) Toronto</td>
<td>(3) 924-6671</td>
<td>(4) 1250 Yonge Street</td>
<td>(5) Miss J.B. Foster</td>
<td>(6) Marjorie Gauvreau</td>
<td>(7) Esther Blouin</td>
</tr>
<tr>
<td>(1) LEYFORD, JOHN B. ADVERTISING LTD.</td>
<td>Montreal</td>
<td>(2) 845-0121</td>
<td>(3) AC 514</td>
<td>(4) Suite 275, Peel Centre Bldg., 2055 Peel St.</td>
<td>(5) Mrs. N. Frechette</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) MAICLAREN ADVERTISING COMPANY LIMITED</td>
<td>Calgary</td>
<td>(2) Montreal</td>
<td>(3) 684-8736</td>
<td>(4) 177 Russell Ave.</td>
<td>(5) Donald C. Williamson</td>
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<td>Edmonton</td>
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<td>(3) 684-8736</td>
<td>(4) 177 Russell Ave.</td>
<td>(5) Donald C. Williamson</td>
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<td>(1) MAICLAREN ADVERTISING COMPANY LIMITED</td>
<td>Winnipeg</td>
<td>(2) Edmonton</td>
<td>(3) 684-8736</td>
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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, 1967.

1. Agency
2. City
3. Phone
4. Address
5. Broadcast media director(s)
6. Broadcast account supervisor(s)
7. Broadcast media buyer(s)

(1) PALEY PUBLICITE INC.
(2) Quebec
(3) 529-3322
(4) 639 8ème Avenue
(5) P. E. Giguerre
(6) Guy Deperey
(7) G. H. Payeur
(8) Miss M. Reimer
(9) Payeur Publicite Inc.

(1) PAYEUR PUBLICITE INC.
(2) Montreal
(3) 9-8861
(4) 1500 Stanley Street
(5) M. Lalonde
(6) Mrs. M. Thomson
(7) Payeur Publicite Inc.

(1) PEMBERTON, FREEMAN, MATHES & MILNE LTD.
(2) Toronto 2
(3) 861-5461 (AC 514)
(4) 2 Carlton St., Suite 1309
(5) F. W. Percival
(6) Miss M. Smyth
(7) Pemberton, Freeman, Mathes & Milne Ltd.

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

(1) PETERSEN-HULME LTD.
(2) Toronto 5
(3) 929-4683
(4) 190 Bloor St. West
(5) Miss Marion McLeod
(6) K. W. Burke
(7) Miss Marion McLeod

(1) PETERSEN-HULME LTD.
(2) Montreal 2
(3) 842-1881
(4) 2055 Peel Street
(5) R. Lisabelle
(6) W. M. Munro
(7) C. Morin

(1) PUBLICITE CHOMEDAY
(2) Montreal 11
(3) 272-2028 (AC 514)

(1) ROWNTREE, GORDON & CO., LTD.
(2) Vancouver
(3) MU 2-2231
(4) 1198 W. Pender Street
(5) Miss Linda Caravan
(6) Rowntree, Gordon & Co., Ltd.

(1) SCHNIEDER, HAROLD M. & CO.
(2) Montreal 2
(3) 842-5531 (AC 514)
(4) 2024 Peel St.
(5) A. Rubin
(6) Jeanne Jabanowski
(7) Schneider, Harold M. & Co.

(1) SMITH-GENT ADVERTISING LTD.
(2) Toronto 1
(3) 849-9401
(4) 2055 Peel Street
(5) M. Fenton
(6) M. Provost
(7) L. Laphkas
(8) G. Lamont
(9) Smith-Gent Advertising Ltd.

(1) RONALDS-REYNOLDS & CO.
(2) Toronto 7
(3) 485-3136 (AC 416)
(4) 412 Mount Pleasant Rd.
(5) J. A. Reynolds
(6) Mrs. S. Lawson
(7) Ralmonds-Reynolds & Co.

(1) RONALDS-REYNOLDS & CO.
(2) Montreal
(3) 849-9401
(4) 2055 Peel Street
(5) M. Fenton
(6) M. Provost
(7) M. Laphkas
(8) G. Lamont
(9) Ralmonds-Reynolds & Co.

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

(1) SPITZER, MILLS & BATES LIMITED
(2) Montreal
(3) 861-9721
(4) Suite 1404 Place Victoria
(5) Mrs. Alice M. Holland
(6) Mrs. S. McLean
(7) Spitzer, Mills & Bates Limited

(1) SPITZER, MILLS & BATES LIMITED
(2) Toronto 2
(3) 366-2811
(4) 790 Bay Street
(5) W. J. Graham
(6) A. N. Bressey
(7) Miss M. E. McCullagh
(8) Spitzer, Mills & Bates Limited

(1) STANFIELD, JOHNSON & HILL LTD.
(2) Montreal
(3) 866-8741
(4) Dominion Square Building
(5) P. R. Simpson
(6) Mrs. G. Beaudet
(7) Mr. C. Bickerton
(8) Stanfield, Johnson & Hill Ltd.

(1) STANSBURY, PAYAN & SHANKS LTD.
(2) Montreal
(3) 845-6171
(4) 630 Sherbrooke St. W.
(5) Mary Layton
(6) Mary Layton
(7) Mary Layton
(8) Stansbury, Payan & Shanks Ltd.

(1) STURMAN, BUCKSTEIN & CO. LTD.
(2) Toronto 17
(3) 487-5415 (AC 416)
(4) 1425 Bayview Ave.
(5) M. E. Buckstein
(6) Jack Sturman
(7) Sturman, Buckstein & Co. Ltd.

(1) TANDY ADVERTISING LTD.
(2) Toronto 2
(3) EM 9-6361
(4) 2 Carlton Street
(5) George T. Alsop
(6) Bev. Lewis
(7) Tandy Advertising Ltd.

(1) TANDY ADVERTISING LTD.
(2) Montreal
(3) 844-8821
(4) 550 Sherbrooke St. W.
(5) B. H. Grober
(6) B. H. Grober
(7) Tandy Advertising Ltd.

(1) TAMES ADVERTISING AGENCY LTD.
(2) Toronto 17
(3) HU 1-2299 (AC 416)
(4) 1395 Bayview Ave.
(5) D. Nolan
(6) John Tames

50 Canadian broadcaster
The trend is to balanced programming

G.N. Mackenzie Limited has the shows

Toronto
433 Jarvis St.

Winnipeg
171 McDermott
Because we sell television as the basic advertising medium, Tvb has this much information and statistics...

**PERSONNEL REGISTER** (Television)

**BRITISH COLUMBIA**

**COURT, GRANBY**
1.2 kw Video, .50 kw Audio on Channel 15, owned and operated by the Canadian Broadcasting Corp. (24) July, 1965

**CDIC-TV, DAWSON CREEK**
10,000 kw Video, 6,000 kw Audio on Channel 2. CBC
Nechako Hope Channel 11
Burlhead Mountain Channel 8
Video: .000 kw, Audio: .000 kw.

(2) **Television CBC**
(Dawson Creek, B.C., July
(1 & 2) H. L. Michael
(3) Gordon Welfie
(4) W. R. (Bill) Duncan
(5) John Adams
(6) Edwin Dowes
(7) Bob Jamieson
(8) Betty Halden
(9) Donnie MacRae
(10) Gordon O'Hara
(11) Mrs. Mary Van Beek
(12) Ethel Liles
(13) Tom Hulds
(14) Helen Cottle
(15) Buzz Bertrum
(16) Alex Willem
(17) Radio TV Sept.
(18) January 15, 1959
(19) Ni

**CFKB-TV, KAMLOOPS**
4,000 watts Video: 2,000 watts Audio on Channel 4. CBC
(1) Twin Cities Television Ltd.
(2 & 3) I. G. Clark
(4) General Manager

(1) Walter Hamilton
(2) Wayne Hurley
(3) Alan Davidson
(4) Gordon Dye
(5) Norman MacDonald
(6) Lois Cutter
(7) Bob Wilson
(8) Walter Hamilton
(9) Mty. Shirley Bailey
(10) Fred Ross
(11) Max Pat Mills
(12) Mtn. Marg Walker
(13) John Cooper
(14) Larry Reycenene
(15) All Canada
(16) April 1957
(17) network


**CFKB-TV, TVS (TELL TOTUM TELEVISION SYSTEM) has re-broadcasting stations at the following locations in British Columbia and state of Alaska: Prince Rupert Channel 6 Smithers Channel 6 Burns Lake Channel 6 Kispiox Channel 2 New Valley Channel 2 Atlin Channel 2 Alaska Channel 8

**QUIAT, TRAIL**
107 kw Video, .12 kw Audio on Channel 11, owned and operated by the Canadian Broadcasting Corp. (24) November 3, 1960

**QUIAT-1, NELSON**
250 kw Video, .12 kw Audio on Channel 9. This satellite of QUIAT, Trail is owned and operated by the Canadian Broadcasting Corp. (24) November 26, 1960

**QUIAT, VANCOUVER**
43.8 kw Video, .24 kw Audio on Channel 6. Owned and operated by the Canadian Broadcasting Corp.

**CHAN-TV, VANCOUVER**

**CHAN-TV, CHILCOTIN, Channel 11**
Rebroadcast station of CHAN-TV, Vancouver,

**KVS-TV, VANCOUVER-VICTORIA (BILLINGHAM)**
214 kw Video, .107 kw Audio on Channel 12.
(1) KVS-TV (BC) Ltd. (2) David McLean (3) Doug Davis - Vice-President Norman Bell - Senior Vice-President (4) Jack Gerdes (5) Frank Jans (6) The Times - Public Service
(11), E. H. Todd
(12) Big Baldwin
(13) Marion Boyce
(14) Alice Griffith
(15) Barry Helmer
(16) Lenny Henderson
(17) Dave Johnston
(18) John Price
(19) Sunset-Bybee Ltd.
(20) E.S. Moody Ltd.
(21) June 6, 1963
(22) Network Tape Teleline

And more on color...

Get some (most people have)

500 University Ave.,
Toronto, 363-3133
PERSONNEL REGISTER (Television)

MANITOBA


CKX-TV has re-broadcasting stations at Fort Whyte, 4.6 kw Video, 2.9 kw Audio on Channel 11. Melita. 118 kw Audio on Channel 9.

CBWTV, WINNIPEG 250 kw Video, 50 kw Audio on Channel 10. Operated and owned by the Canadian Broadcasting Corporation. (24) April 26, 1960

CBWTV, WINNIPEG 250 kw Video, 50 kw Audio on Channel 10. Operated and owned by the Canadian Broadcasting Corporation. (24) April 26, 1960

CBWTV, WINNIPEG 55 kw Video, 25.2 kw Audio on Channel 13.

ONTARIO


54 Canadian Broadcaster
SEVEN ARTS CELEBRATES
THE FIRST COLORFUL
TV CHRISTMAS IN CANADA

Highlighting the Seven Arts Prime Time television library is the largest selection of color programming now available.

It's superb feature film entertainment for the entire family — with the added excitement of over 500 color-programming hours.

Represented are films (many available in French) from most of the world's major studios, including Warner Bros., 20th Century-Fox and Universal... all adding up to television film viewing at its most dynamic!

SEVEN ARTS
Write, wire or phone: Chas. S. Chaplin, W. K. (Bill) Moyer
11 Adelaide St. W., Toronto 1, Ontario / EM 4-7193
Advent of Color...

RCA Victor is proud to have played a significant role in converting Canadian TV Stations to color.

H.B. Seabrook
Alberta and B.C. Area Mgr.
2876 Rupert Street,
Vancouver, B.C.

R. J. Norton
Ontario Area Mgr.
1400 Castlemeld Ave.,
Toronto, Ont.

E.W. Miller
Quebec Province and
Ottawa, Area Mgr.,
1001 Lenoir St., Montreal, Que.

W. D. West
Manitoba, Sask,
Head of the lake Area Mgr.
2070 Notre Dame Ave.,
Winnipeg, Mann.

F. H. Holm
Manager Special Accounts,
1001 Lenoir St., Montreal, Que.

C. S. Broad
Atlantic Provinces, Area Mgr.
1001 Lenoir St., Montreal, Que.

RCA VICTOR COMPANY, LTD.
MONTREAL, CANADA

THE MOST TRUSTED NAME IN ELECTRONICS

- Transmitter
- Color Film
- Color Tape
- Live Color Camera
PERSONNEL REGISTER
(television)

CJOX-TV, on BIG (6)
CFCM FEB. '65
Atlantic Television

3) H. Benwell

ACCORD

CBHT-2, on

Audio Corp.

Carl Messner &

CBYT, on

M. E. Large

TAUNTON

SHELBURNE

LIVERPOOL

294 kw Video; 124 kw Audio on Channel 7. Satellite of CFCY-TV, Halifax.

number of homes delivered averagely per 1/4 hour

station total audience

1. owner or company name
2. president (if a company)
3. general manager
4. operations manager
5. commercial manager
6. production supervisor
7. program manager
8. chief announcer
9. music director
10. news director
11. sports director
12. women's director
13. farm director
14. promotion manager
15. traffic manager
16. art director
17. copy chief
18. film librarian
19. film editor
20. chief operator
21. dir. of engineering
22. canadian reps
23. u.s. reps
24. station birth date
25. color facilities

MON. THRU FRI. SUN. THRU SAT.
FEB.'66
12-12-pm 12-12-pm 6-8 pm 8-10 pm 10-12 pm
0 0 0 0 0
CFCM 23 305 557 720 753 405
CKMI 47 232 214 270 382 246
that other station

FEB.'65
12-12-pm 12-12-pm 6-8 pm 8-10 pm 10-12 pm
0 0 0 0 0
CFCM 363 528 612 626 388
CKMI 29 44 74 76 45
that other station

AVERAGE 1/4 HOUR CENTRAL AREA AUDIENCE PRIME TIME 8-10 PM
FEB. 1966
CFCM 58%
CKMI 9%

FEB. 1965
CFCM 52%
CKMI 8%

MOST HOMES AND MOST PEOPLE ARE TUNED TO
CFCM-TV CKMI-TV TELEVISION DE QUEBEC (canada) LTEE

REPS: HARDY RADIO AND TELEVISION, Montreal and Toronto • STEPHENS AND TOWNDROW, Vancouver
A. J. MESSNER & CO. LTD., Winnipeg • FORJCE-TV, INC., new York

NOVA SCOTIA
CIXU- TV, ANTAGONISH
73 kw Video; 37 kw Audio on Channel 9, CBC

THESE FIGURES*

CJCB-TV, on BIG (22)

CJCH-TV, on BIG (6)

CJCI-TV, LABRADOR

CJCI-TV, HALIFAX

CBHT-2, on

1.00 kw Video; 70 kw Audio

1.00 kw Video; 50 kw Audio on Channel 10.

1.00 kw Video; 23 kw Audio on Channel 4. CTV.

1.00 kw Video; 24 kw Audio on Channel 2, Satellite of CBIT- TV, Halifax.

1.00 kw Video; 25 kw Audio on Channel 2. Satellite of CBIT- TV, Halifax.

1.00 kw Video; 31 kw Audio on Channel 2, Satellite of CBIT- TV, Halifax.

1.00 kw Video; 24 kw Audio on Channel 12, Satellite of CBIT. Halifax.

1.00 kw Video; 31 kw Audio on Channel 2, Satellite of CBIT- TV, Halifax.

34 kw Video; 73 kw Audio on Channel 5, CBC

1.2 kw Video; 75 kw Audio on Channel 10, CBC

1.00 kw Video; 35 kw Audio on Channel 4, CDC

1.00 kw Video; 40 kw Audio on Channel 4, CDC

1.00 kw Video; 20 kw Audio on Channel 7, CBC

1.00 kw Video; 90 kw Audio on Channel 4, CBC

1.00 kw Video; 90 kw Audio on Channel 2, Satellite of CBIT- TV, Halifax.

1.00 kw Video; 90 kw Audio on Channel 11, Satellite of CBIT- TV, Halifax.

1966 kw Video; 214 kw Audio on Channel 11, Satellite of CBIT- TV, Halifax.

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1966 kw Video; 214 kw Audio on Channel 11, Satellite of CBIT- TV, Halifax.
The Board of Directors
Management and Staff
of CFTO-TV
Baton Broadcasting
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Joyous Christmas and
happiness in the New Year

Joy to the world

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TORONTO'S LUXURY SOUND 24 HOURS A DAY