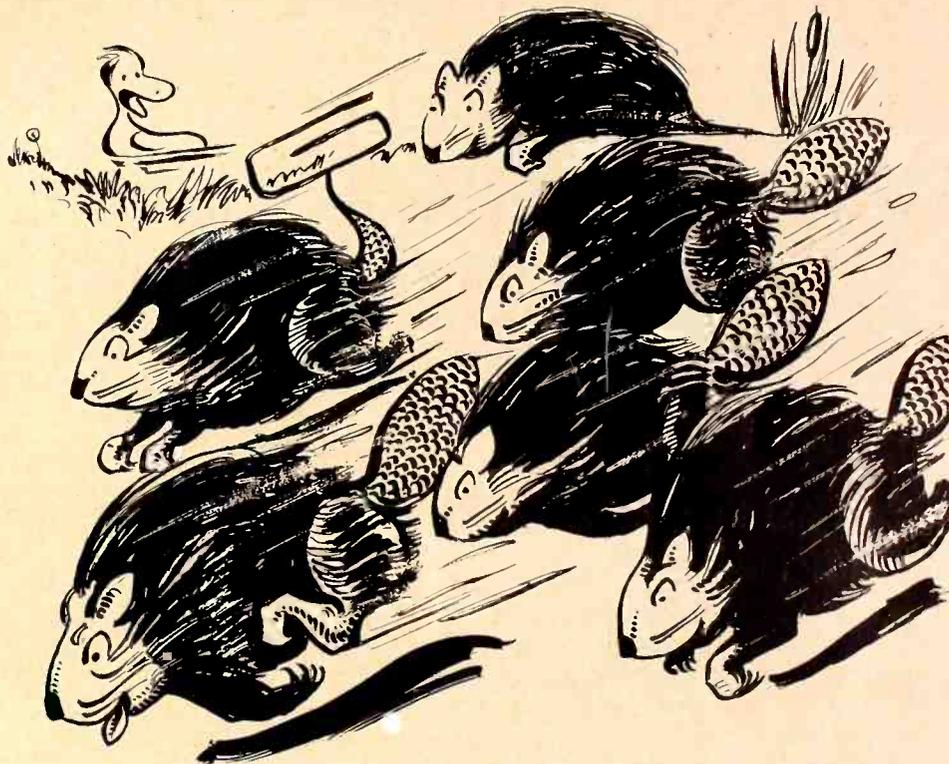


6—Brand New Beavers—6



IT MAY BE THE BEAVERS, but then again it may be Harkley who came out of hibernation for the announcement of the award winners which appears on page 5 of this issue. The judges picked five radio and one television stations whose actions have contributed to the progress of the broadcasting industry in Canada. Congratulations are in order and we should like to lead the parade.

In This Issue:

A RADIO EDITORIAL that rang the bell for CKCW, Moncton, appears on page 6.

DOCTORS AND LAWYERS use radio for Public Relations on page 10.

TRULL FUNERAL HOME Goes Into Its 21st Year on CFRB. Page 13.

THE PRESIDENT OF MBS says that advertising can use good radio and good television. Page 14.

OUR TWICE YEARLY DATA SECTION for radio broadcasting begins on page 19.

In the Telescreen Section

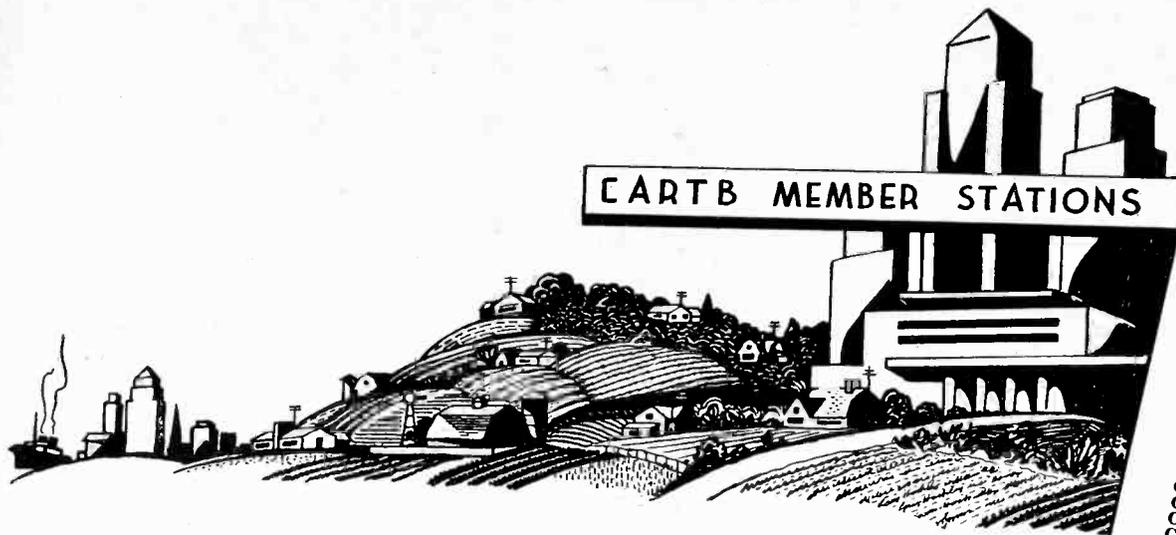
Introducing MISS MOTOROLA-TV, all five of them. Page 35.

RATES AND DATA on the UK's coming Commercial TV. Page 39.

TV DATA SECTION is on pages 41 and 42.

All the regular features as well





Radio Is Effective

Radio uses the human voice, with its prodigious powers of suggestion and persuasion.

It was the human voice that carried the words of men like Prime Minister Churchill and President Roosevelt, to stir up the soul of the free world during the dark days of war.

It is the human voice which is the prime tool used by your salesman and your competitors to sell merchandise.

*Wherever You Go
There's Radio*

The CANADIAN ASSOCIATION of RADIO & TELEVISION BROADCASTERS

Representing 128 Broadcasting Stations whose voices are invited into 3,748,000 Canadian homes every day.

HEAD OFFICE
108 Sparks Street
Ottawa 4
Phone 34036

SALES OFFICE
200 St. Clair Ave. West
Toronto 7
Phone WA. 2-3334

CARTB Member Stations

ATLANTIC (17)

- CKBW Bridgewater
- CKNB Campbellton
- CFCY Charlottetown
- CFNB Fredericton
- CHNS Halifax
- CJCH Kentville
- CKEN Moncton
- CKCW Newcastle
- CKMR Saint John
- CKEC Saint John
- CHSJ St. John's
- CJON St. John's
- VOCM Summerside
- CJRW Truro
- CKCL Windsor
- CFAB Windsor

FRENCH LANGUAGE (26)

- CHAD Amos
- CJMT Chicoutimi
- CHFA Edmonton
- CHEF Granby
- CKCH Hull
- CKRS Jonquiere
- CKLS LaSarre
- CKBL Matane
- CKBM Montmagny
- CHLP Montreal
- CKAC New Carlisle
- CHNC Quebec
- CHRC Quebec
- CKCV Rimouski
- CJBR Roberval
- CHRL Rouyn
- CKRN Sorel
- CJSO St. Georges de Beauce
- CKFB St. Joseph d'Alma
- CKLD Sudbury
- CFCL Thetford Mines
- CKVD Timmins
- CFDA Val D'Or
- CKVM Victoriaville

CENTRAL CANADA (41)

- CKBB Barrie
- CJBJ Belleville
- CKJB Brampton
- CKPC Brantford
- CFCO Chatham
- CKSF Cornwall
- CKFI Fort Frances
- CKFR Fort William
- CKGR Galt
- CJOY Guelph
- CKOK Hamilton
- CHNL Hamilton
- CJRL Kenora
- CKWC Kingston
- CKWS Kingston
- CJCL Kirkland Lake
- CKCR Kitchener
- CJSP Leamington
- CFPL London
- CJAD Montreal
- CFCF Montreal
- CFCH North Bay
- CFOR Orillia
- CKLB Oshawa
- CFOS Owen Sound
- CHOV Pembroke
- CHEX Peterborough
- CFPA Port Arthur
- CKTB St. Catharines
- CHLO St. Thomas
- CHOK Sault Ste. Marie
- CKCY Sarnia
- CJCS Stratford
- CKOT Tillsonburg
- CKGB Timmins
- CFRB Toronto
- CHUM Toronto
- CKFH Toronto
- CKLW Toronto
- CKNX Toronto
- CKOX Windsor
- CKXX Woodham

PRAIRIES (26)

- CKX Brandon
- CFAC Calgary
- CFCN Calgary
- CKXL Calgary
- CFCW Calgary
- CKDM Camrose
- CFRN Dauphin
- CHED Edmonton
- CJCA Edmonton
- CFAR Edmonton
- CFGP Edmonton
- CJOC Fln Flon
- CHAT Grande Prairie
- CHAB Lethbridge
- CHNB Medicine Hat
- CKYL Moose Jaw
- CKBI North Battleford
- CKRD Peace River
- CKCK Prince Albert
- CKRM Red Deer
- CFQC Regina
- CKOM Regina
- CKRC Saskatoon
- CJOB Saskatoon
- CKY Winnipeg
- CJGX Winnipeg

PACIFIC (18)

- CHWK Chilliwack
- CJDC Dawson Creek
- CFJC Kamloops
- CKOV Kelowna
- CKUB Nanaimo
- CKLN Nelson
- CKNW New Westminster
- CKLG North Vancouver
- CKOK Pentlton
- CKPG Prince George
- CJAV Fort Albernl
- CJAT Trail
- CJOR Vancouver
- CKWX Vancouver
- C-FUN Vancouver
- CJIB Vernon
- CKDA Victoria
- CJVI Victoria



SHORTWAVES

Former BBC foreign affairs commentator Ernest Watkins, now resident in Calgary, with his own law practice, has begun a series of broadcasts, *Presenting Ernest Watkins*, over CFAC Radio, Calgary.



Watkins began broadcasting in 1940, in Iceland, and after his release from the Army in 1945, joined the BBC, giving a *News Commentary for Schools*. He later broadcast on the BBC overseas service.

A writer, his latest book is entitled *The Prospect of Canada*.

...

Low power relay broadcasting stations would enable thousands of residents of the interior of British Columbia to hear Canadian radio programs, says H. W. Herridge, CCF MP for Kootenay West.

...

President Eisenhower will address the 33rd annual convention of the National Association of Radio and Television Broadcasters in Washington on May 24th.

...

Fees and royalties of both CAPAC and BMI Canada Ltd. are to be the same for 1955 as they were in 1954, according to the scale, listed by the Copyright Appeal Board in the CANADIAN GAZETTE.

The Composers' Authors' and Publishers' Association of Canada will receive about \$350,000 from CBC and private radio stations, BMI Canada Ltd. will get about \$55,500 from private stations using its works.

The fees were agreed upon at a private meeting held because a Royal Commission is studying Canada's copyright law. The Copyright Appeal Board adjourned indefinitely its sieties that they might collect fees hearing on a request by the two so-for TV performances.

CBC is defeating its own aim of a high level of entertainment by its control of radio and TV, says Dr. Marcus Long of the University of Toronto, whose address to the CARTB Convention was reported in our last issue. Speaking this time in Vancouver, before the BC Teachers' Federation Convention, he said that he was opposed to any more government control than was necessary. It is better to err on the side of freedom, he said, and private stations should be increased rather than the government monopoly.

DAY or NIGHT
it's the same story

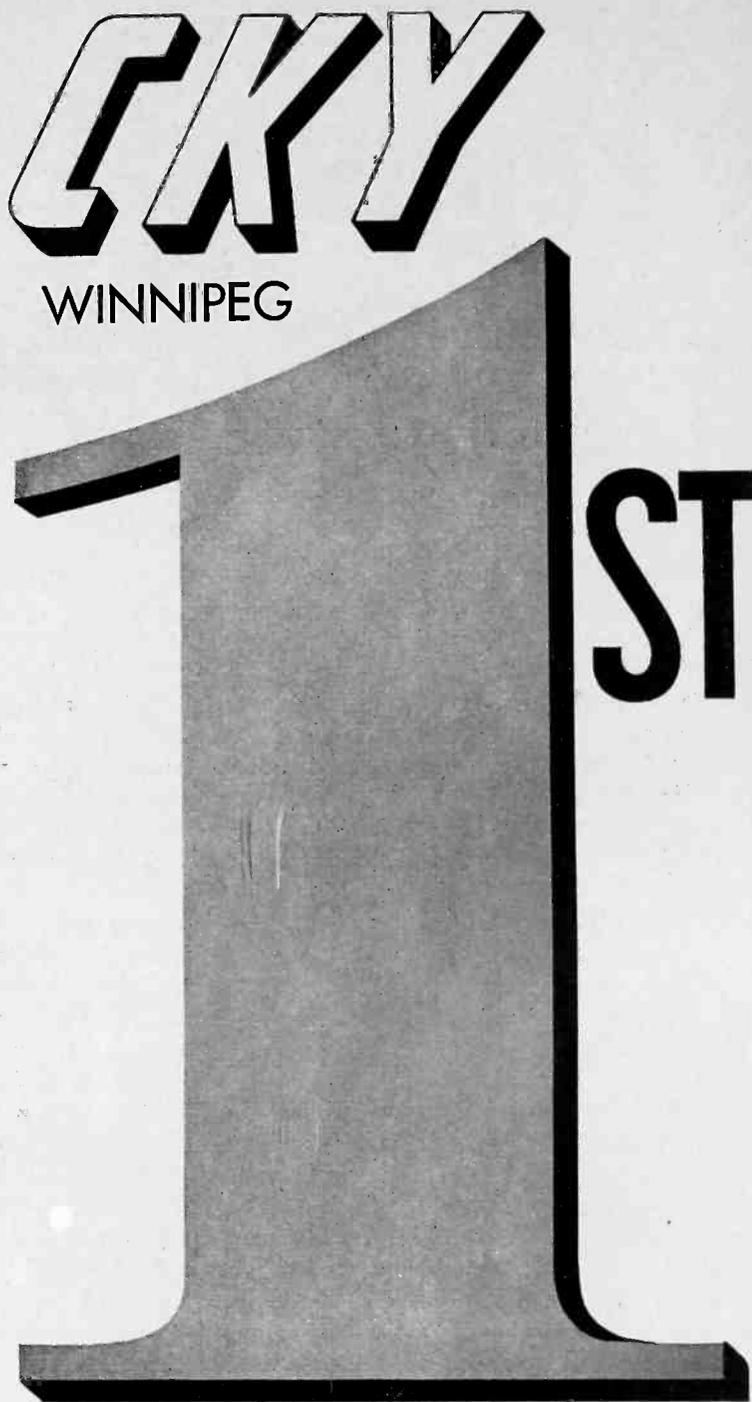
CHNS
LEADS IN POPULARITY

How's this for hard-selling fact? . . . Out of the 21 most popular daytime programmes aired over the three Halifax Radio stations, yours truly, CHNS broadcasts 20, says the Elliott-Haynes Daytime programme survey for Feb., '55. But don't go away, there's more to come! In April of this year, the Elliott-Haynes people went over to the night shift and discovered that of the 26 most popular nighttime programmes from Halifax stations, CHNS again walked off with the lion's share of 25.

These figures, plus share of audience reports from both Elliott-Haynes and B.B.M., bear out our contention that you're heard by more people, more effectively, more of the time over CHNS than with any other station in Halifax.

CHNS THE VOICE
AND CHOICE OF HALIFAX

In Canada, see the All-Canada Man and Weed and Co., in the U.S.A.



with the **BIGGEST**

B.B.M.
OF **ANY** STATION* ON THE PRAIRIES
"the station that's added another 'B' to B.B.M."

*PRIVATE Represented by H.N. STOVIN CO., Canada.....FORJOE & CO., U.S.A.

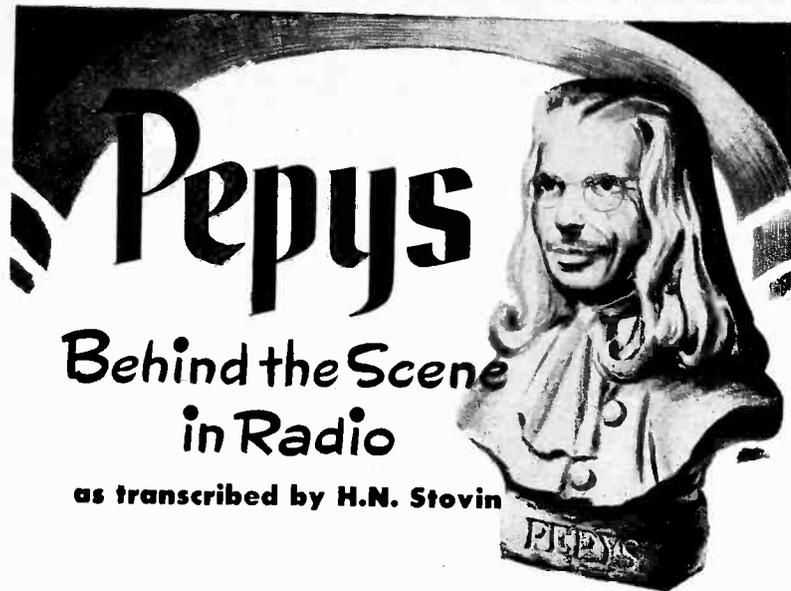
DON'T YOU WISH YOU HAD A DOGHOUSE LIKE MINE?

NAW, I'M SATISFIED WITH MY PLACE AS LONG AS MY MASTER LETS ME LISTEN TO

CJON
NEWFOUNDLAND

Don't Miss "The Housewives' Club"

657.



Editorials

Thanks, A.C.A.!

Radio and television broadcasting, along with most other media of advertising, owe a sincere expression of appreciation to their friends the advertisers for the courtesy they are being accorded at the ACA Convention. Each in turn is being given an opportunity to appear before the meeting and make what in actual fact, however well it is disguised, is nothing short of a sales presentation. It is a courteous gesture which should reap its reward.

This is a far cry from the day, doubtless within reach of the memories of most of us, when it was not like this at all. We are thinking of the days when a salesman of advertising, or anything else for that matter, approached a prospective buyer rather as a person of the lowest order might crave audience with a monarch.

It was considered a matter of routine to keep him waiting for an interminable time, until the buyer might deign to admit him to the Presence, and then he would condescendingly allow the salesman to offer his wares, more in a spirit of supplication than anything else. Finally, having brow-beaten every advantage out of him he could, he would grandiloquently append his flowery signature to the bottom of the order form.

There was a time, during the war, when the situation was completely reversed to its present state. Then, because of shortages, buyers pleaded with salesmen to let them have the merchandise they needed, bribed them even with presents and other favors, just as the old time salesman used to "buy" his business in those nearly forgotten days.

Each extreme was bad as extremes invariably are. Now though, with shortages a thing of the past, the buyer has the advantage once more. But the situation has changed, as well it might, and today people recognize that it is just as much to the buyer's advantage to get what he wants, as it is to the seller's to get his order. Besides this, modern buyers realize that no one is better able to help them to buy wisely than a salesman who is kindly disposed. He has it in his power to hand on the short cuts to the buyer, or save them for the company. It is in his hands.

Advertisers, by hanging out the welcome sign for media salesmen, by opening the doors of their convention to them and letting them come in and tell their story, are adopting the wisest policy they can. They are insuring themselves the utmost co-operation when they are placing their advertising. And this is exactly as it should be.

Only The Courts Can Decide

Concern is being expressed in various quarters for the practice being engaged in by some radio stations of simulating play-by-play broadcasts of sporting events by adapting the actual on the spot play-by-plays produced by other stations. The matter was brought before the governors of the CBC at their last meeting, and they have announced that a regulation prohibiting such broadcasts will be introduced unless "present abuses cease."

These broadcasts are open to criticism on at least two counts. When an athletic association or other organization has accorded broadcasting rights to a station or sponsor for a consideration, the act of another station of turning them to their own use without payment might well be viewed in the same light as literary plagiarism. It is also a fact that because these broadcasts have an element of sham, in that they purport to be actual play-by-plays when they aren't, they take on the stigma of poor taste in the view of most people, even though they are labelled "reconstructed".

Insofar as taste is concerned, the listeners are the only judges. If they find them distasteful, they will stop listening and sponsors will soon cancel.

As regards legality, there is a Department of Justice which operates courts of law whose function it is, to interpret the law, to punish lawbreakers and so to restrain and regulate. This is the democratic procedure.

By attempting to drive this wrong off the airwaves by regulation, CBC governors and officials are acting with the best intentions in the world without a doubt. However, in usurping what is actually the authority of the courts, no matter how benevolent their intentions may be, they are throwing democracy in the discard, in favor of dictatorship.

If reconstructed sportscasts are within the law, however undesirable they may seem, interference is a breach of democracy. If they are believed to be contrary to the law, only the courts can decide.

This day to hear a most noteworthy address by Kevin B. Sweeney, President of the Radio Advertising Bureau, Inc., who did cite many figures to show that the radio audience in the United States is now bigger and more personal than ever, due to individual rather than family listening. And it did please me much to reflect on how much of the same story is now being told, as regards Canada, in the new and excellent presentation of Radio by the C.A.R.T.B. ● ● ● Georges Guerrette, Manager of CJEM, Edmundston, N.B., does tell me that Fraser Pulp and Paper Co., of that city, has declared a net profit of \$4,898,171.00 for 1954, of which \$4,636,000.00 has been set aside for income tax thereon. This does make the \$262,171.00 remaining look like small potatoes, but does show that, among Maritime markets, CJEM's is a truly progressive one ● ● ● CJNB, North Battleford, has sold a 25-minute daily program to merchants in Lloydminster, some 90 miles to the West. These merchant-sponsors have thus paid a real tribute to the coverage of CJNB's 1,000 watts, for if this were not their station also, they would not unloose their purses ● ● ● Robin Hood Flour Mills did lately sponsor a quarter-hour network program on all affiliated French stations, during which Station CJBR, Rimouski — a proven Stovin station — did pull 8,836 mailed contest entries, all with "proof of purchase". This far out-pulled every one of the other Lower St. Lawrence stations. To add to their accomplishment, the winning contest entry was from Rimouski. Pepys, while gratified, is not surprised that Robin Hood Flour Mills has renewed their contract. ● ● ● And a welcome to CKOM, Saskatoon's new early morning voice — that of Jack McClung, a versatile salesman and a bright personality — who opens his show with "Wake up, Saskatchewan, this is your "OM, AM, MC, JMcC!" ● ● ● To close with a salute to the Association of Canadian Advertisers, now in session, who are giving a goodly part of their deliberations to Radio as an Advertising medium.

"A STOVIN STATION IS A PROVEN STATION"

 **HORACE N. STOVIN**
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

CJOR Vancouver	CFAR Flin Flon	CFJR Brockville
CFPR Prince Rupert	CKY Winnipeg	CKLC Kingston
CKLN Nelson	CJRL Kenora	CKSF Cornwall
CKXL Calgary	CJBC Toronto	CJBR Rimouski
CHED Edmonton	CKGR Galt	CJEM Edmundston
CJGX Yorkton	CFOS Owen Sound	CKCW Moncton
CJNB North Battleford	CHOV Pembroke	VOCM Newfoundland
CKOM Saskatoon	CJBQ Belleville	ZBM Bermuda
KVOS Bellingham - Vancouver		ZNS Nassau

MEMBER OF RADIO STATION REPRESENTATIVES ASSOCIATION

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

The
DON WRIGHT CHORUS
NOW HAS
**COMPLETE NORTH AMERICAN
COVERAGE!!!**

NBC — Sundays 5:30 p.m.

CBC (Dom.) — Sundays 8:30 p.m.

That should give you quite a sales pitch!

Canadian BROADCASTER & TELESCREEN

TWICE
A
MONTH

Editor & Publisher RICHARD G. LEWIS
 Art Editor GREY HARKLEY
 Editorial Dept. ALAN H. GAYFER
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 Circulation & Accounts . . . THOMAS G. BALLANTYNE
 Production Dept. ROBERT G. MOWAT
 Research Consultant GEORGE F. RUTTER

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 EMPIRE 3-5075

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Vol. 14, No. 9

25c a copy — \$5.00 a Year — \$10.00 for Three Years

May 4th, 1955

For Distinguished Service TO CANADIAN BROADCASTING IN 1954

BEAVERS GO COAST TO COAST

RADIO STATION CJOR VANCOUVER

for its successful combination of interest and information in a wide variety of programs of an informative and editorial nature, as reported December 15th, 1954 in "Opinion Counts On CJOR". These programs include "Around Home" with Dorwin Baird; "City Mike" featuring Jack Webster; "Town Meeting In Canada", conducted by Arthur Helps; and "That's A Fair Question" devised and produced for "The Vancouver Sun" by Jack Webster, and broadcast by Chris Crombie.

RADIO STATION CKCW MONCTON

for the development of a program formula, giving wider appeal to broadcasts of religious services and other devotional programs, by recruiting the assistance of the clergy and providing them with expert guidance and instruction from an outside minister with extensive broadcasting experience. This award is based on a report which appeared May 19th, 1954, under the title "Getting Ratings With Religion".

RADIO STATION CJCA EDMONTON

for starting ten years ago, as a not too hopeful hobby, CJCA's Drama Club for Amateur radio performers, under the guidance of Doug Homersham. This award is based on a report in the issue of January 6th, 1954, entitled "Decade For Drama". It tells how, over the years, there have been developed, through this project, such programs as "Beaver Playhouse" and "Teller of Tales".

THIS paper takes pleasure in announcing the names of the radio and television stations which have won its Beaver Awards for Distinguished Service to Canadian Broadcasting in 1954. It is also with considerable pleasure that we are able to say that the same distinguished panel of judges which gave generously of their time and abilities last year agreed to serve again.

This year, awards went to stations as far east as CKCW, Moncton and as far west as CJOR, Vancouver. Two went to Alberta stations, CJCA, Edmonton and CFAC, Calgary. One will be presented in Quebec to CFCF, Montreal. One stays in Ontario, with the first television station to win a Beaver, CFPL-TV, London.

The system employed in determining winners is as follows:

(1) The staff of this paper agrees on between 20 or 30 stories which appeared in the previous year's issues as being worthy of consideration for awards. These are reprinted under the general caption "Prelude the Beavers", which appeared in

our CARTB Convention issue of March 16th.

(2) Copies of this issue are sent to each of the judges, who, without consultation or conferring with one another decide (a) how many of the articles are of Beaver Award calibre and (b) how they stand in order of merit.

(3) The results of each judge are tabulated, scoring 10 points for each first, 9 for each second and so forth, but only reports of projects deemed of Beaver calibre are counted, and not more than ten at the most.

The conditions established by the paper are that the number of awards shall be from three to six, according to the opinion of the judges. This year they decided there should be the maximum of six. The winners stood in the following order.

1. CJOR, Vancouver
1. CKCW, Moncton
3. CJCA, Edmonton
4. CFPL-TV, London
5. CFAC, Calgary
6. CFCF, Montreal

TELEVISION STATION CFPL-TV LONDON, ONTARIO

for the development of filmed news, which enables people to see local events vividly enacted on their telescreens two hours or less after they occur. This award is based on an article "News Makes News On This TV Station", which appeared November 17th, 1954. It reports how, under Ron Laidlaw, they covered 366 stories in one month, shooting 12,232 feet of film of which 5,466 were used.

RADIO STATION CFAC CALGARY, ALTA.

for its combination of sound business and public service in the development, production and promotion of such purposeful programs as "The Calgary Story," "State Your Case", "This Week" and others, both sponsored and sustaining, as discussed by CFAC Public Service Director Clarence F. Mack in a speech which was condensed and published July 21st, 1954, under the title "Public Service Pays".

RADIO STATION CFCF MONTREAL

for "Montreal Children's Theatre", presented on the station by Dorothy Davis and Violet Walters, for the past 15 years, during which time it has afforded early opportunities for self-expression to such well known young Canadian artists as Dick Easton, Bonar Stuart, Patricia Joudry and Elizabeth Kramer. This award is based on "CFCF Children's Theatre", which appeared April 21st, 1954.



Photo by Canada Pictures

IT'S THE SAME PICTURE, because it's the same Board of Judges as last year. From left to right they are: C. W. "Bill" Wright, a former national sales representative, now operating C. W. Wright & Associates as Speech and Sales Consultants; Byrne Hope Sanders, formerly editor of "Chatelaine", now co-director of the Gallup Poll of Canada and vice-president of Gruneau Research Ltd.; Dr. J. Robey Kidd, director of the Canadian Association for Adult Education; Carson Buchanan, formerly a partner in, and manager of, CHAB, Moose Jaw, Saskatchewan; and Mart Kenney, orchestra leader and talent manager.

SEVENTEEN

money
markets
and
the
stations
that
can
tell 'em
and
sell 'em!

*
*

- Vancouver's CKLG
- Vernon's CJIB
- Dawson Creek's CJDC
- Calgary's CFCN
- Red Deer's CKRD
- Edmonton's CFRN
- Saskatoon's CFQC
- Regina's CKRM
- Dauphin's CKDM
- Brandon's CKX
- Winnipeg's CJOB
- Fort Frances' CFOB
- Fort William's CKPR
- Guelph's CJOY
- Bridgewater's CKBW
- Summerside's CJRW

*

and now

- Tillsonburg's CKOT

*

*

Radio Representatives Limited

*STATIONS OF
DISTINCTION

- VANCOUVER
- WINNIPEG
- TORONTO
- MONTREAL



Verbatim

PUBLIC MUST KNOW HOW ITS BUSINESS IS CONDUCTED

This CKCW Editorial Had The Desired Results

"On Thursday evening of last week the Police Committee of the Moncton City Council met with the members of the Moncton Local of the Police Protective Association. Presumably a new contract with the Police was discussed. We say presumably because we don't really know what was discussed. Our reporter who was sent to cover the meeting was asked to leave.

"We did read in the paper the next day that in addition to discussing wages the Committee recommended the purchase of a new car for the department. What else took place we don't know and won't know until the next Council meeting when the Committee recommendations are read.

"Some time ago reporters were asked to leave the meeting in City Hall which was discussing a law suit the city was involved in. It was explained at that time that it was felt advisable for the city not to reveal its plans to what might be termed

"The Enemy Camp". With this we agreed and we did not complain about the meeting dealing with the suit being held in camera.

"Now we are informed that wage negotiations are to be held in secret.

"Now we'll be the first to agree that it is much easier for city officials or anyone in public office to hold a meeting without the public being represented by the Press, and it's much easier to issue a formally worded statement after the negotiations have been completed than to have the Press present reporting who says what.

"But we do think the public has a right to know who is in favor of higher salaries for policemen . . . or who is against it so that they may use this knowledge the next time they have occasion to visit the polls.

"Some people seem to think that we're sometimes rather childish about guarding the right of the Press to freely report public meetings. But it's amazing how fast that right can disappear and how easily people can find arguments — and good ones — as to why the Press should not be admitted. First it was a law suit, now

it's wage negotiations. From there it's not too far a step to ban the Press from all committee meetings.

"Public officials must realize they must keep the public informed of how they conduct public business . . . and all City Hall business is public business.

"Yesterday Mayor Joyce said, 'very often something happens in Council or Committee of the Whole that can be quite important, but escapes entirely the attention of the Press and radio who report these things to you.'

"We submit that it's rather difficult to report anything, let alone important happenings at City Hall meetings if a reporter is not allowed to attend these meetings."

WANTED

Announcers — some experience preferred. Excellent opportunity to get ahead in production. Send full details and audition to

CJAT - TRAIL, B.C.

A Growing Market

\$620,000 contract let for first stage of the Pacific Great Eastern Railway to the Peace River Area from Prince George.

COVER THIS
MARKET OVER

CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

You can live in
Vancouver City now —
If you can produce
radio sales

We offer Top basic salary.
Top commission arrangement.
Top living conditions.
Full Benefits (Insurance,
Medical, Pension).

And the West Coast's finest
opportunity for Radio Sales.

Apply Now — giving full
details of experience, past
sales performance and
ability to adapt to Major
Market Competitive Selling.

All replies confidential.

Write Box A235
Canadian Broadcaster
& Telescreen

Opening For COMMERCIAL MANAGER

Top Deal
for
Top Man

CFJB
BRAMPTON

WANTED EXPERIENCED ANNOUNCER

to work at one
of Western Canada's
most modern radio
stations, CJDC
Dawson Creek, B.C.

Good salary and
working conditions.

Applicants are
requested to send a
taped audition.

CKRC is seeking a young man for their news-room to do reporting, editing and broadcasting of news. The major requirement is a sincere interest in current affairs and ambition to go ahead with a career in news broadcasting. Please apply by letter to the News Editor, CKRC, Winnipeg, stating age, marital status, salary expected and other pertinent details. All replies confidential.

Ampex magnetic tape recorders

...lasting quality for every professional use



Ampex machines are built with sustained quality and durability — the prime requirements of the major broadcast networks and recording studios. These perfectionists have chosen Ampex, some as long as six years ago, and their machines are still in use today. For example, one Ampex, after 18,000 hours of heavy duty still maintains performance equal to published specifications for new machines! This is the kind of lasting value that is the Ampex standard of excellence in sound recording.

MODEL 600 • THE NEWEST AMPEX

The Ampex 600 is a portable model that weighs less than 28 pounds. It is an Ampex in design and performance and gives the same class of fidelity, accuracy of timing and reliability as other Ampex recorders. It is the ideal instrument for radio stations, music conservatories, educators, high fidelity enthusiasts and other professional and semi-professional users.

- Frequency Response — 40 to 15,000 cps.
- Tape Speed — 7½ in/sec.
- Signal-to-Noise — over 55 db.
- Flutter and Wow — under 0.25%.

SERIES 300 • THE FINEST AMPEX

The 300 Series comprises the most perfect sound recording machines yet offered by any manufacturer. They are unexcelled for performances deserving the finest recording and reproduction it is possible to make. Superb design and flawless mechanical stability achieve the utmost in program fidelity, operating reliability and timing accuracy.



- Frequency Response — 30 to 15,000 cps.
- Tape Speed — 7½ and 15 in/sec.
- Signal-to-Noise — over 60 db.
- Flutter and Wow — under 0.1%.

SERIES 350 • THE MOST VERSATILE AMPEX

The 350 Series is universally preferred for original and delayed broadcasts, exchanging taped programs, music and drama rehearsals and other performances requiring extensive cueing and editing. Tape editing is remarkably fast with "feather touch" controls mounted within easy reach on a 30°-slanted top-plate. The 350 Series is unusually accessible for installation and servicing, and is available in a variety of tape speeds and mounting styles.



- Frequency Response — 30 to 15,000 cps.
- Tape Speeds — 7½ and 15 ips, or 3¾ and 7½ ips.
- Signal-to-Noise — over 60 db.
- Flutter and Wow — under 0.2%.

MODEL 450 • FOR BACKGROUND MUSIC

The Model 450 is a reproducer which provides sustained high fidelity background music anywhere. It is ideal for the finer hotels, restaurants, department stores, funeral parlors, factories and other users of pre-recorded programs. It plays continuously for 8 hours. Starting, stopping, reversing and repeating can be controlled automatically.



- Frequency Response — 50 to 7,500 cps.
- Tape Speed — 3¾ in/sec.
- Signal-to-Noise — over 50 db.
- Flutter and Wow — under 0.4%.

SERIES S-3200 • FOR TAPE DUPLICATION

This Series of machines achieves true mass duplication of previously recorded tapes while preserving the superb fidelity of the master recording. Up to 10 exact replicas can be made simultaneously, and up to 2500 hours of program material can be produced in an 8-hour day (or one hour in 10 seconds!). The S-3200 Series duplicates both single and double track masters and 2 track stereophonic tapes, of any standard speed, in one pass either "forward" or "backward."



- Frequency Response — 30 to 15,000 cps.
- Tape Speed — 30 and 60 in/sec.
- Signal-to-Noise — over 45 db.
- Flutter and Wow — under 0.2%.

AMPEX
CORPORATION

WRITE FOR FURTHER INFORMATION AND COMPLETE SPECIFICATIONS TO

ELECTRONIC EQUIPMENT DEPARTMENT
CANADIAN GENERAL ELECTRIC COMPANY LIMITED
830 LANSDOWNE AVE., TORONTO, ONT.

Now!

Full Power

at

900

CHNO

SUDBURY

A TREMENDOUS
INCREASE
IN
COVERAGE
AND
NO INCREASE
IN RATES

YOUR BEST RADIO
BUY

Rep:
OMER RENAUD & CO.

MORE PROOF!

3 PLUGS...

in closing commercials of Walkrite Ltd.'s morning newscast on CKRD, brought out



400 PEOPLE...

when the store opened on a Sale Day with a group of women's dresses marked down to \$1.00 each. That's results — but there's more: within

9 MINUTES...

after Walkrite Ltd.'s doors opened, all 57 dresses were snapped up! They were . . .

SOLD OUT!

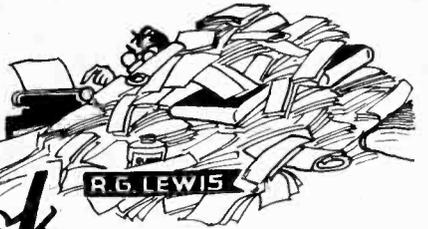
For results in Central Alberta . . . use the only daily advertising medium selling this rich eager market! . . .

CKRD

RED DEER — ALBERTA
850 Kcs. 1000 Watts

See Radio Reps

Over the Desk



P EOPLE in London, Ontario, know the story of the Salk Polio Vaccine. Many of them learned that story through CFPL-Radio's "Polio Report". This was a series of six broadcasts outlining the major points of the discovery and use of the vaccine. It was presented to help listeners learn the meaning and story of this latest medical discovery, which the station felt was doubly important because London school children were scheduled to be inoculated with the Salk Vaccine around the end of April.

The idea started with CFPL news editor Bill Scott, who was covering a polio press conference in Ann Arbor, Michigan, headquarters of the Salk Vaccine Test Survey. Bill worked on the plan with producer Barry Morgan. Staff members volunteered their services liberally.

CFPL built four, ten minute, shows and two documentaries. They used material gathered at Ann Arbor from discussions on the vaccine between scientists and others. Then of course there were the tapes which had been recorded while the doctors were at work on the project. This gave listeners the essential facts of the vaccine project in six programs prepared specifically for the radio audience; in one week.

Then, on the morning of April 12th, Scott and Morgan, with technician Graham Murray, sat in with two thousand news men at the University of Michigan when the break came



London Free Press

NEWS EDITOR BILL SCOTT, (left) and producer Barry Morgan are seen sifting the store of information and tapes which formed the basis for the series "Polio Report", produced last month by CFPL-Radio around the announcement of the Salk Polio Vaccine discovery.

PRELUDE TO PROFIT...



"Listen, Mr. Jones — you know that May and June are the highest selling months for PRODUCT X. So, we're going to do some BIG advertising on CFCF-RADIO — newscasts, programs and spot commercials for you right in Montreal. Thousands of listeners will hear them . . . and you'd better stock up. REALLY STOCK UP — because, like we say, it's on CFCF-RADIO for maximum sales!"*

* An alert radio station informs consumer outlets of specific campaigns, helps them prepare for big-volume sales. In advertising, as in golf, it's the follow-through that counts.

EST. 1919—There is no substitute for SOUND experience.



MONTREAL

REPRESENTED:
In Canada, by All-Canada.
In U.S.A., by Weed & Co.

and they were told of the effectiveness of the serum.

Bulletins were phoned back to London throughout that day, and next a final thirty-minute documentary was put together from the three hours continuous tape recordings of the scientists' reports, to bring listeners up to date on the results and tell them the plans for the future.

Exercise Vaccine netted CFPL-RADIO three bulging file folders; four tapes of broadcasts; ten tapes of interviews and speeches; and a series of programs with a purpose, which rated high in interest.

U.S. RADIO IS BACK

RADIO got a shot in the arm last week in Toronto when Kevin B. Sweeney, president of the U.S. Radio Advertising Bureau flew up from New York to talk to the Advertising & Sales Club of Toronto. He told them that TV has occasioned radical changes but that radio business is bigger and better than ever.

Sweeney, who gives with the speeches like disc jockeys spread the superlatives — five hundred last year with more for '55 — spoke of the five hundred thousand people who bought themselves those \$49.95 pocket (transistor) radios — "that only a jerk would buy" — as soon as they came on the market, and went for so many of the superior

models — half the size and twice the life for \$79.95 — that the manufacturers were back ordered by 700,000 before they could say transistor radio.

Since the war, Americans have bought 130,000,000 radios although 95 per cent of them already had sets, he told the audience.

It is the age of personal radios rather than the family job in the living room, he said.

95 per cent of teen age girls listen, he said, and 75 per cent listen seven time a week.

After seven years of TV, women are listening more than they ever listened before.

Today only 25 per cent of listening takes place in the living room, while seven years ago the figure was 95 per cent.

Where did they all go? Into the bedrooms (55 per cent) and the kitchens (80 per cent).

But listeners aren't the only ones who have changed their habits.

There has been a shift in sponsors (he called them customers), and stations as well.

At the end of the war, most radio advertising — about 65 per cent — was national. This year, two thirds of the volume will come from retailers who are already buying more than half.

At the end of the war there were eight hundred radio stations and most of them were affiliated with one of the networks. Today there are 2,800 stations, 500 in towns or cities which do not support a daily newspaper.

The station which used to do business with eighty to a hundred advertisers now has three, four or even five hundred.

CKLC played a big part in the



promotion of a victory parade staged by the Kingston Chamber of Commerce recently to celebrate the Kingston Goodyear's win over the Belleville Memos in the senior hockey playoffs. The parade was watched by 40,000 people and an actuality broadcast of it and the official ceremonies at the City Hall done by staffers Johnnie Kelly and John Birmingham was carried by CKLC. The station got 101 local business firms to sponsor the broadcast and donated the entire proceeds of \$1,025 to the Anganda Children's Hospital in Kingston.

The parade consisted of bands, floats and the hockey teams. It featured the payoff of a bet on the hockey series between the mayors of the two cities. Since the Kingston team were the winners, Mayor Jack Both of Belleville paid off the wager

by leading a horse, with Mayor George Clarke Wright of Kingston in the saddle, along the parade's route through downtown Kingston.

The crowd was lined seven deep along the parade route and was larger than the one which saw Princess Elizabeth and the Duke of Edinburgh. It was even necessary to have a motorcycle police escort to keep it off the streets.

And speaking of keeping me off the street, the printer is yammering for my fortnightly cameo, so chin chin and buzz me if you hear anything, won't you?

Say You Saw It
in
C B & T

Best of Good Wishes
for a successful convention
to the A.C.A.

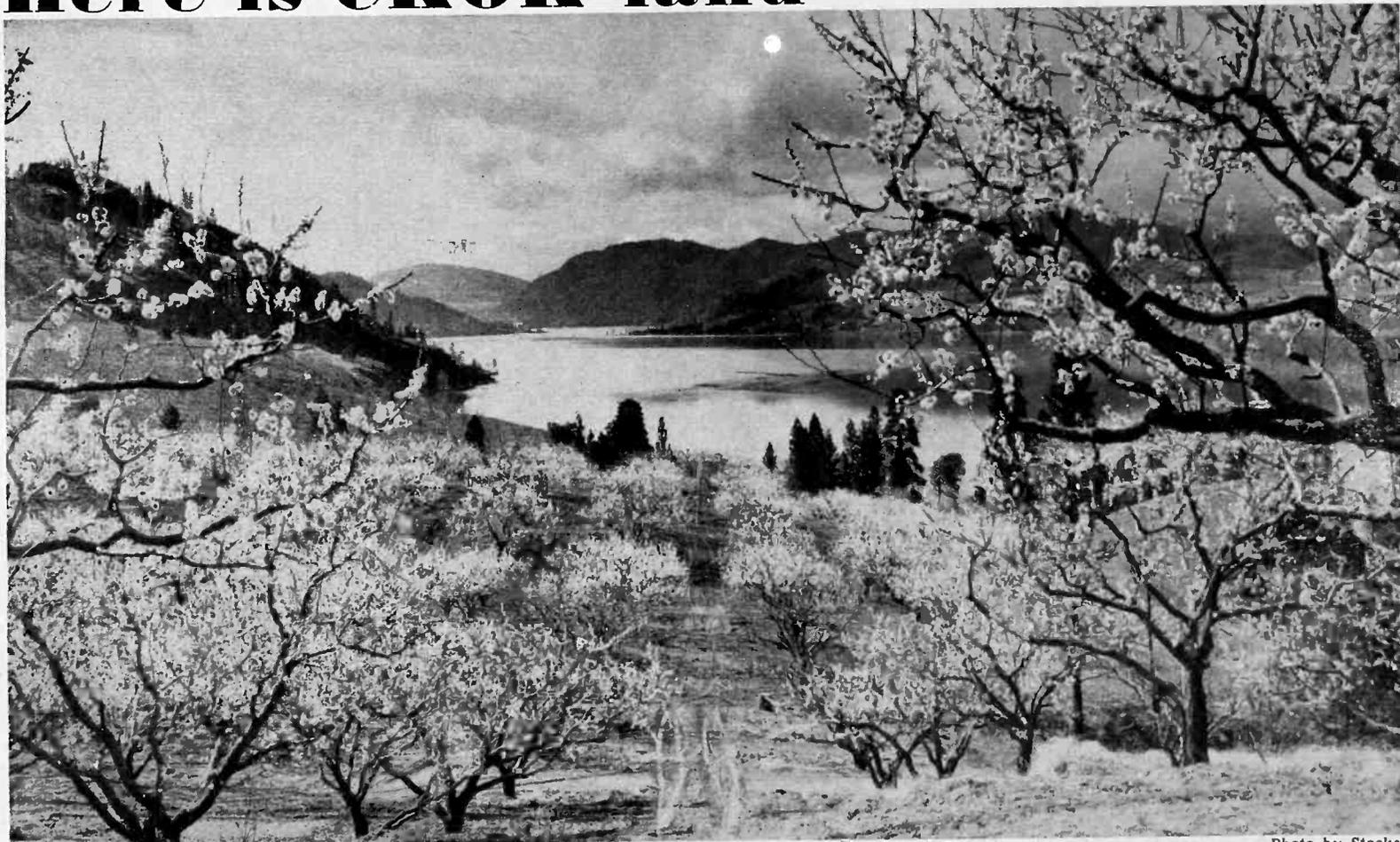
from

CHLP-MONTREAL

REPS: James L. Alexander Ltd. in Toronto
J. H. McGillvra in New York.

Here is CKOK-land

• • One of a series



BLOSSOM TIME, LAKE SKAHA, PENTICTON, B.C.

Photo by Stocks

SEE PAUL MULVIHILL & CO. IN CANADA

Served by
RADIO STATION CKOK

DONALD COOKE INC. IN U.S.A.

The
WESTERN
RADIO
PICTURE
is
NOT
 ★
COMPLETE
without
OUR
1000
PERSUASIVE
WATTS!

★ NEAREST STATION
 110 MILES DISTANT
 NEXT NEAREST
 200 MILES DISTANT

•
CHAT
 MEDICINE HAT
 An All-Canada-Weed Station

Public Relations

**DOCTORS AND LAWYERS
 USE RADIO FOR PR**

A LITTLE explored or exploited field of usefulness, and consequently revenue, lies open before the broadcasting industry in the field of "public relations", judging by a number of activities which are being undertaken, and have been undertaken over the past year or two, by radio station CJOR, Vancouver.

Back in October, 1952, when the British Columbia Medical Association asked this station to advise how it might use radio to enlighten the public on the question of State Medicine, Dorwin Baird, who concerns himself with such off the track ventures for the station came up with *Doctor's Viewpoint*. This was a series of interviews between Baird and a doctor on a variety of subjects.

It was a definite departure for the ethic-bound medical profession to embark on anything which even remotely resembled advertising, but it worked. What is more, since this venture began, the idea has spread to other professions and businesses which had previously regarded advertising as something that just isn't done.

First to follow the doctors were the lawyers, when the B.C. Law Society started a run, that was destined to go for two years, with

five minute talks called *Your Lawyer*.

Regulations prohibit the sale of stocks or bonds being solicited by means of radio advertising, but a Vancouver investment dealer, Hall Securities Ltd., came up with a series called *Dollars and Common Sense*, in which people were "informed on the functions of an investment dealer and stock broker".

Another comparable venture was an undertaking of the Greater Vancouver Druggists' Association called *The Story of Pharmacy*, designed to point up the professional status of a druggist.

DOCTOR'S NOTEBOOK

Doctor's Viewpoint, changed later to *Doctor's Notebook*, broke a long standing policy of the Medical Association, when that body not only permitted members to appear on the show but even allowed them to be named.

Baird lists five subjects used in



Holroyd of CB&T
DORWIN BAIRD

the interviews to illustrate the wide range of subjects discussed. First however he points out that subjects break down into two general categories. He says they use two interviews on a straight medical topic, such as the discussion of a specific disease, against one which he called "medical economics", which could mean State Medicine.

The five topics he listed as examples were:

- (1) Eye problems in pre-school children.
- (2) How your doctor co-operates in Vancouver's hospital crowding situation.
- (3) Cancer control and prevention.
- (4) The role of the Canadian Medical Association.
- (5) The high price of becoming a doctor, the cost of whose training and equipment mean he starts his career \$25,000 in the red.

Mail and phone response to this program is not prolific, Baird says. One reason is that it is not requested. Top response and reaction did not follow the broadcasts dealing with alcoholism or obesity, as might have been expected, but a discussion of the menopause.

Naturally there are still some sceptics who find it hard to cast off the generations old antipathy to publicizing the medical profession, but most Vancouver and nearby doctors, Baird says, are enthusiastically behind the project and now cheerfully display signs in their offices calling attention to the program.

YOUR LAWYER

The purpose of the Law Society in embarking on *Your Lawyer* was basically to break down fear and distrust and more specifically to persuade people to consult their lawyers even on minor matters, in order to prevent major consequences. These five minute talks — not interviews — were delivered by Baird, and were devoted, first to the background of the profession, explanation of the training a lawyer is given and recital of the responsibilities he assumes. Secondly, they gave examples of what happens when people do not see a lawyer regarding such matters as wills, real estate and private loans. Criminal aspects were not discussed.

Now, six months after the series ended, calls still come into the station asking for the name of a good lawyer, Baird says.

**An 8 Million Dollar
 Gas Pipe Line**

The Saskatchewan Power Corporation will start work immediately on an eight million dollar pipe line linking Prince Albert with the Saskatchewan gas fields, making Prince Albert the second city in the province to be served with natural gas!

Get complete coverage and results
 in this progressive Western Market
 — use CKBI.

CKBI

PRINCE ALBERT

SASKATCHEWAN

5,000 Watts

DOLLARS AND COMMON SENSE

Broadcasting regulations won't let anyone actually sell stocks and bonds over the radio, but Hall Securities put Baird on the air with four minute talks and, after a two months' trial run, are "pleasantly surprised with the results". Designed to "take the mystery and suspicion" out of financial dealings, the talks are on some phase of the investment business, which seems, judging by the response reported by the sponsor, to be working out well.

STORY OF PHARMACY

A program designed to build up the pharmacist from a merchant to a professional man is the most recent of CJOR's public relations efforts, and once again it is in the hands of the station's Dorwin Baird, who helped devise the *Story of Pharmacy*.

These talks cover a broad field, but each one is designed to build up the druggist into a true disciple of the pioneer Grecian pharmacist, Hippocrates. Here again, it is felt important to impress on the people the years of training a man must have before he is qualified to mix a prescription. The cost of medicines is another point for enlightenment. The sponsor is the greater Vancouver Druggists' Association, and the program is integrated into Baird's daily morning show *Man In The House*.

The relatively short time periods consumed, and the large amount of preparatory work entailed, make programs like these seem low profit ventures in terms of direct revenue. However, CJOR feels that they pay off in public prestige because people are impressed when they hear prominent groups like doctors and lawyers broadcasting over the station. They also feel that, when an association broadcasts, the station it uses is raised in the esteem of its members.

Books

World Gazetteer

The Macmillan World Gazetteer and Geographical Dictionary published by the Macmillan Company of Canada Limited. \$6.95.

The latest Macmillan World Gazetteer and Geographical Dictionary, has been produced with the wants in mind of those who must find out, and of those who merely want to die out of curiosity. The GAZETTEER will stand on your desk as a reference, or equally well in the bookshelf to satisfy young Willie's demands, for it contains a wealth of information about cities known, half known and unknown.

Unfortunately, facts given in the Gazetteer do not always seem to stand up to scrutiny. To take just one example, do you believe that Toronto is a larger city than Montreal? It's in the book!

Perhaps then, the publishers' claim to have verified all information from the "latest available sources" is not to be believed. T. C. Collocott and J. O. Thorne, the editors of this 800 pager, have, however, produced a remarkable effort, which, at \$6.95 should be well worth shelf space.

Oh yes, I think it only fair to point out that the Editors will be "glad (if at the same time sorry) to have any shortcomings reported to them for correction in future editions".

Gayfer.

how do you buy TIME?

coverage?

CKNX penetrates a 12-county area with the largest rural BBM of any of the nine radio stations in the area.

cost per thousand?

this rich farm market is sold on CKNX at the lowest cost per thousand of all district stations.

ratings?

the latest surveys show that more radios are tuned to CKNX than all other stations combined—all day—7 days a week.

market?

retail sales volume in this 12-county area totals \$726,000,000—15.7 per cent of the provincial total.

results?

renewals from more than 40 national advertisers date back five years or longer, and the figure is even larger for local advertisers.

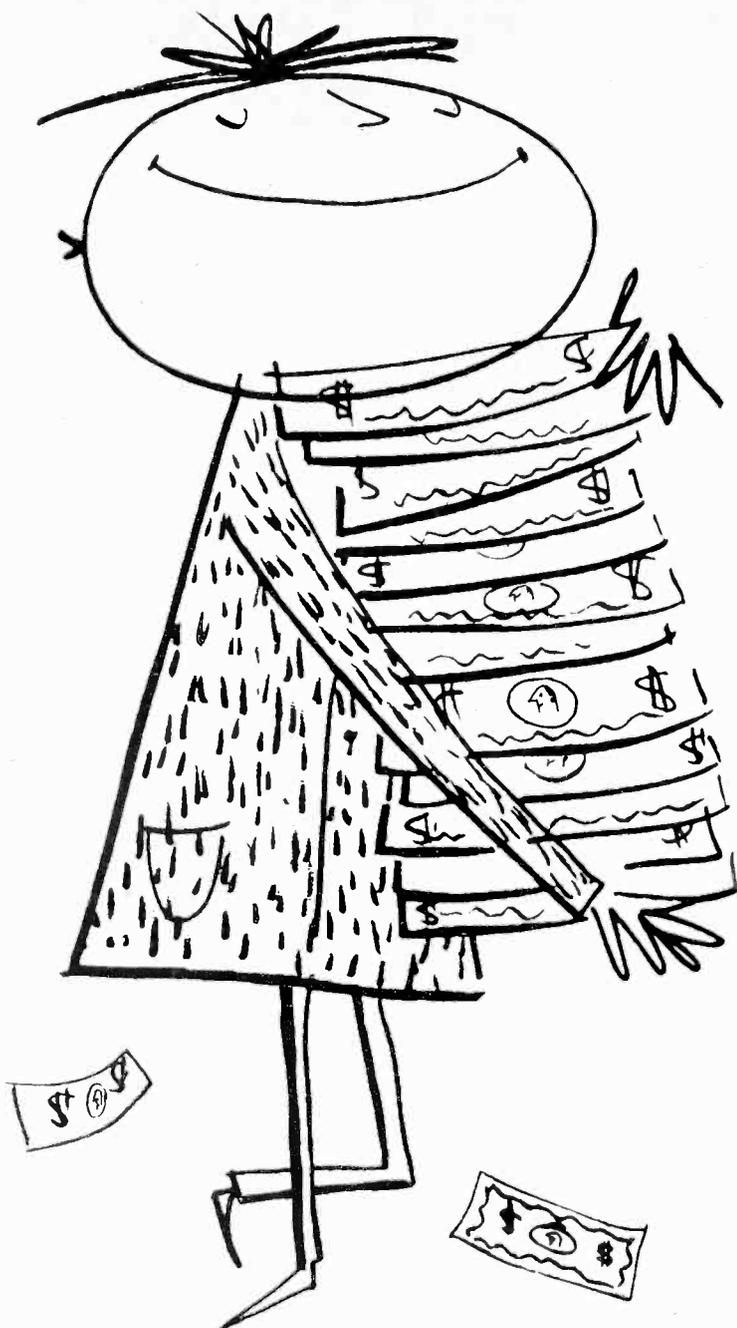
by any yardstick

CKNX makes a terrific impression—on people—on sales. On you?



The ONTARIO FARM STATION

REPRESENTATIVES JAMES L. ALEXANDER TORONTO & MONTREAL



"The man who couldn't save a nickel"
 sells Personal Security Program for
 The Bank of Nova Scotia

Savings they can really bank on!

BANKERS know that savings accounts have a habit of falling short of their objective because, human nature being what it is, the temptation to spend is often greater than the determination to save.

It was this facet of human nature that made the problem of selling The Bank of Nova Scotia's Personal Security Program so interesting. Basically this program is an agreement by the individual to make regular deposits towards a predetermined savings goal. If he dies before he reaches it, the Bank will still pay the full amount of his financial aim to his estate, providing he has kept to his side of the agreement.

The problem then was to find—to select by headline—the people to whom such a savings plan would appeal and to make it appear attractive in spite of copy which by the nature of the contract was necessarily technical.

One year later we can say that this has been done. Thousands of customers are reaching their savings goal. And as a valuable by-product the Bank's personnel are more sales minded.

If you have a similar mass education problem we should be happy to discuss it with you.

J. WALTER THOMPSON COMPANY LIMITED

Dominion Square Building, Montreal and 600 University Avenue, Toronto

Montreal • Toronto • London • Paris • Antwerp • Frankfurt • Milan
 • Johannesburg • Port Elizabeth • Cape Town • Durban • New Delhi •
 Calcutta • Bombay • Sydney • Melbourne • New York • Chicago • Miami •
 Detroit • San Francisco • Los Angeles • Washington, D.C. • Mexico City •
 Buenos Aires • Montevideo • Rio de Janeiro • San Paulo • Santiago (Chile)

FUNERAL HOUR IN 21ST YEAR

By Leslie Holroyd



Holroyd of C B & T

“WE feel that radio has played an outstanding part in the success of our organization. The public relations value and goodwill that it has provided for our firm, and the profession as a whole, is immeasurable.” The man who said this, Douglas L. Trull, vice-president of Trull Funeral Homes Limited, Toronto, speaks with knowledge and experience. His company’s sponsorship of **THE TRULL SUNDAY HOUR** on CFRB is now in its 21st year and appears destined to go on forever.

The program started in 1934 when Lorne W. Trull, the present vice-president’s father, worked out the format with Bill Orr, a young advertising man who was just beginning his career with Lorne Ardiel. They felt the public would like to hear the old-time hymns, many of which were rapidly being forgotten. Bill Orr has been in charge of the program ever since and today, although he is president of his own advertising agency, William R. Orr Limited, he still chooses the hymns and poems and writes the scripts.

The show, which goes on the air live, is a mixture of these hymns, quiet music and philosophical poetry on the style of Edgar Guest.

The program has as announcer, Ross Millard and features Blain Mathe, violinist, Simeon Joyce, organist, Edgar Goodaire, pianist and vocalists Margaret Stilwell and Carl Tapscott. Tapscott has been on the show since it first went on the air and Millard, Goodaire and Mathe have all been on it over 15 years.

At Christmas the program has a biblical theme and the cast is augmented with a choir, a harpist and a cellist. Though not as big a production, the Easter program also follows a biblical line.

An annual affair now for many years has been the “Shut-In Day” broadcast, from Carlton Street United Church. People who are unable to get out ordinarily are brought to the church by friends or relatives, several hundred of them every year. Many come back year after year. They tell Trull they enjoy listening to the show at home the rest of the time.

The primary purpose of the program is to promote goodwill, the sponsor says, and, for that reason, commercials are kept to a minimum. Rather than a straight selling type of commercial, they are more a reminder of Trull’s name and two business locations.

Trull said two reasons why his

company doesn’t contemplate entering television are its high cost as compared with radio and the difficulty of formulating a program style which could equal the job radio is doing and also make full use of the visual aspects of the newer medium.

One funeral director in the United States who uses television gives public relations talks and answers questions from viewers, but Trull doesn’t think that this type of program would go in Canada because it seemed to him to be “high-pressure selling.”

How much of Trull’s success can be attributed to radio is hard to estimate, but in the years since they started using it they have erected a second chapel, built additions to it and the original one, and quadrupled their staff.

The only other advertising medium they employ is newspaper. Their advertising dollar is split about half and half between it and radio.

Despite the problem of telling how much actual business is derived from the broadcasts, Trull is certain he is getting his money’s worth — and

The Northern Ontario salesman may drive 1320 MILES in a week. Make his job easier with RADIO support.

In the North

RADIO SELLS!

CFCH North Bay

CJKL Kirkland Lake

CKGB Timmins

THE TRULL FUNERAL HOUR in a pre-program conference. Left to right they are: Don McEachern, CFRB technician; Blain Mathé, violinist; Edgar Goodaire, at the piano; Simeon Joyce, organist; Bill Orr, Wm. R. Orr Ltd., the agency; Ross Millard, announcer - narrator; Margaret Stilwell, and Carl Tapscott, vocalists.

THANKS FOR EVERYTHING



DORIS DAY



ROSEMARY CLOONEY



JO STAFFORD



PERCY FAITH

COLUMBIA RECORDS OF CANADA LTD.

40,000

\$1025.00

THESE TWO FIGURES SPELL OUT SUCCESS IN EASTERN ONTARIO!

In co-operation with the Kingston Chamber of Commerce, CKLC promoted a Victory Parade for the Kingston Senior Hockey team, through the main business section of the city. As a result, 40,000 people turned out to see the parade! To top it off, CKLC did a complete remote broadcast of the entire parade and sold the program to 101 Kingston sponsors. They paid a total of \$1025.00 for the 1 hour program and CKLC donated the entire proceeds to a local hospital for children. In Kingston, the listeners and the sponsors are behind CKLC!

IN KINGSTON, IT'S

CKLC

**CANADA - Horace N. Stovin
U.S.A. - Forjoe & Co.**

EACH TO ITS OWN FORTE

Advertising Can Use Good Radio and Good TV

THE total amount invested in all advertising annually has increased by leaps and bounds in the United States. In 1946, it amounted to \$3,364,000,000. Six years later in 1952, it had more than doubled to \$7,156,000,000. In 1954, advertisers invested the record amount of \$8,145,000,000 gross in advertising to move their goods, according to "Printers' Ink" estimates. Even more interesting is how advertisers divided these expenditures among the different advertising media, especially with the advent and growth of television.

The first year that television expenditures represented a substantial portion of the total was 1950, when they accounted for 3% of the all-media figure. They have increased, of course, each year since, increasing to 6.3% in 1952, 7.8% in 1953 and 9.9% in 1954.

Because these percentages are increasing percentages of larger amounts, the dollar figures for television are even more impressive. In 1950, television expenditures totalled \$170,500,000; in 1952, they were \$453,900,000; in 1953 they were \$610,500,000; and last year, 1954, they were \$809,100,000.

Television, in attracting these substantial amounts from advertisers, affected all media so that newspapers, magazines, radio, in fact all other media, had to be content with reduced shares of the total pie, and in some cases with actual reductions in dollars spent in their media, despite the healthy and hefty growth of adver-

tising over recent years. Other media were hit, but the one hit hardest was television's companion in the house, radio. And I am speaking now of all types of radio, national spot, local, and network combined.

Radio, which had been running as high as 13.5% of the all media total in 1946, for example, dropped in share each year after television arrived. Radio's share of the total was 10.6% in 1950; 8.7% in 1952; and 7.4% in 1954. Because of the sharp increase in overall advertising expenditures, radio dollars, gross radio dollars at least, actually increased from 1950 to 1953.

TV GETS FIRST EDGE

1954 was the first year to record a drop in share and in dollars. Here are the figures: \$605,400,000 for radio in 1950, \$649,500,000 in 1953, \$608,100,000 in 1954. 1954, by the way, was also the first year TV expenditures actually topped radio in the United States.

Since these figures, (estimated by PRINTERS' INK) are gross dollars, I think it's only fair to say that the spread actually is considerably greater in favor of television. It would be well to bear two factors in mind in interpreting the radio figures.

First, is that the number of United States radio stations increased each of these years, and still continues to increase, meaning the average station had considerably less "take home pay". In 1946 there were 1,004 U.S. radio stations; in 1954 there were 2,636. (In contrast, U.S. TV stations were frozen from 1948 to 1952 at only 109, and there were 576 as of January 1, 1955).

Second, radio can, I believe, always afford to be a good buy because it has no irreducible cost as to "time". It has, for example, no possible instability of raw material costs, no print or papers as do magazines, newspapers and outdoor, and so it has a distinct advantage in the highly competitive advertising era ahead.



Condensed from an address to the CARTB

By Thomas F. O'Neil, President Mutual Broadcasting System Inc.

LESS DOLLARS FROM MORE SPONSORS

Local billings have increased. In 1950 they represented 44.8% of the net dollars invested in radio. In 1953, they accounted for more than half, 51.6% to be exact. National spot is on the rise as well. It accounted for 26.2% of radio's total net dollars in 1950. By 1953, this had increased to 29.0%. Regional networks dropped slightly from 1.5% in 1950 to 1.4% in 1953. National networks, which way back in 1935 had accounted for as much as 55% of the total, dropped quite sharply. In 1950, national networks received 27.5% of all net radio dollars. In 1952, the figure was 21.7% and in 1953, this was diminished further to 18.0%.

Continued on page 16

TO SELL FRENCH CANADA YOU NEED RADIO...

In French Canada, RADIO is not only the best and most economical buy, it is also the most productive. And, in some areas, it is the ONLY DAILY ADVERTISING MEDIUM.

French-speaking Quebec is the fastest-growing market in Canada. Mining, Manufacturing, Forestry, Electric Power, Agriculture, Fishing and Tourists combine to make it grow.

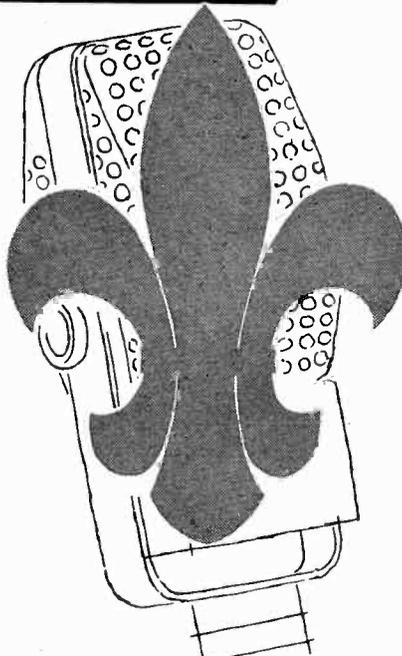
French language listeners are the best in the world, with the highest ratings for listenership, for responsiveness, and for loyalty to both local stations and sponsors.

For complete information, write, wire, or phone any of our three offices.

1489 Mountain St.
Montreal, Quebec
PL. 1101

39 St. John St.
Quebec City, Quebec
5-7373

129 Adelaide St. W.
Toronto, Ontario
EM. 3-6009



These important radio stations are essential to selling and merchandising your products successfully in French Canada.

CHRC, Quebec City

CHNC, New Carlisle

CKBL, Matane

CHLT, Sherbrooke

CKRS, Jonquiere

CKVM, Ville-Marie

CJSO, Sorel

CHRL, Roberval

CKSM, Shawinigan Falls

CKLD, Thetford Mines

CKTS, Sherbrooke (Eng.)

CKNB, Campbellton, N.B. (Eng.)

JOS. A. HARDY & CO. Ltd.
RADIO STATION REPRESENTATIVES
MONTREAL QUEBEC TORONTO

HARDY STATIONS SELL OVER 3 1/2 MILLION FRENCH CANADIANS DAILY

Marconi

no. 1 in equipping Canadian Stations since the freeze

Marconi supplied 60% of all new radio stations with Gates Transmitters — the most reliable available.

Station owners, operators and engineers will recognize one important fact from these figures—that the largest percentage of radio stations receiving licenses since the freeze, realized that only Marconi could satisfy their particular needs . . . in equipment, engineering experience and service.

Canadian Marconi could do this through its exclusive distributorship for Gates Radio Company by supplying these 22 stations with complete Gates transmitting stations . . . the most reliable and economical on the market.

You can be sure when planning a new radio or television station, or adding to present facilities, Canadian Marconi can also supply *your* broadcasting and television studio or transmission needs.

At your request, skilled Marconi engineers will analyze contemplated operations and recommend the type of installation that will most adequately and economically meet your specific requirements.

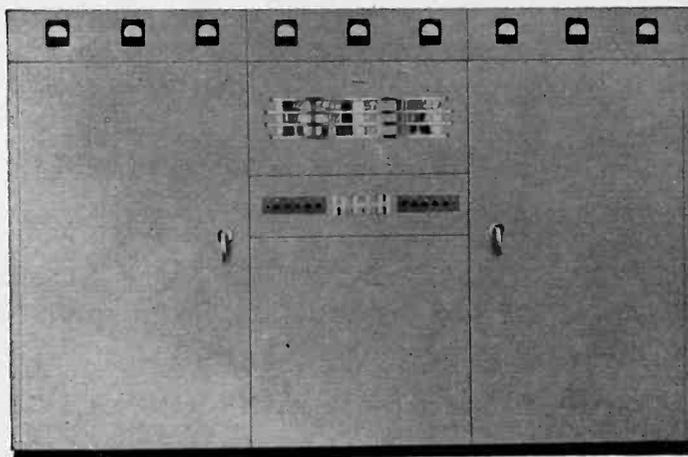
These are the 22 live-wire Radio Stations which have installed Gates Transmitters supplied by Marconi.

- CFRA - Ottawa, Ont.
- CKOM - Saskatoon, Sask.
- CJMS - Montreal, Que.
- CKBL - Matane, Que.
- CKVL - Verdun, Que.
- CBN - St. John's, Nfld.
- CBI - Sydney, N.S.
- CBV - Quebec, Que.
- CBO - Ottawa, Ont.
- CKCH - Hull, Que.
- CHRL - Roberval, Que.
- CFGT - Alma, Que.
- CJGX - Yorkton, Sask.
- CBY - Corner Brook, Nfld.
- CHED - Edmonton, Alta.
- CKCV - Quebec, Que.
- CKBM - Montmagny, Que.
- CJMT - Chicoutimi, Que.
- CKEC - New Glasgow, N.S.
- CKRB - St. George de Beauce, Que.
- CFCW - Camrose, Alta.
- CKGR - Galt, Ont.

GATES TRANSMITTERS MEAN

LOWER OPERATING AND MAINTENANCE COSTS

- Easy to install — units are complete . . . saves days of installation labour.
- True economy — Gates makes much that it uses . . . no double markups . . . less freight charges from one supplier
- to another and fewer costly delays in production.
- New modern designed tubes and cooling system . . . means longer life . . . less maintenance.



The Gates "Power Saver" 5-10 KW transmitter —entirely new, with low cost tube complement.

CLIP AND MAIL THIS COUPON TODAY →

Broadcast and TV Equipment Department

Marconi



CANADIAN MARCONI COMPANY

MONTREAL 16

CANADA'S LARGEST ELECTRONIC SPECIALISTS

Broadcast & TV Equipment Dept.,
Canadian Marconi Company,
2442 Trenton Avenue,
Montreal 16, Que.

- Please send further information on Gates Transmitters.
- We would like to have more information on how your Engineering Consultant Service can be of assistance.

NAME.....

COMPANY.....

ADDRESS.....

CITY.....PROV.....

Continued from page 14

For your interest, we have broken down the network expenditures of the top 100 advertisers. Actually more of them used network radio in 1953 than in 1951, 10 more did in fact, a very encouraging sign. However, the 77 who used network radio in 1953 actually spent less (about 13% less) in actual dollars than the 67 did in 1951.

In 1951, the top 100 placed \$142,700,000 in network radio and \$95,500,000 in television. In 1953 they invested \$187,800,000 in television, and \$123,900,000 in network radio. Not-at-all incidentally, and quite impressively, I believe, in each of these years the combined radio-TV expenditures of these leading 100 advertisers (who have more research and advertising know-how than any other group in the country) represented in excess of half of their total budgets. Network radio is receiving less dollars from more of the leading 100 advertisers, and more dollars from many more medium and small advertisers.

There are many reasons for the increased use of network radio by smaller advertisers. One of these is the dropping of many of the artificial restrictions to network broadcasting such as the Basic Minimum group, and fixed territorial groups.

Another and important reason is the lowered cost of network broadcasting. I don't mean to pretend that selling 10, ten thousand dollar advertisers is as easy as selling 1, one hundred thousand dollar advertiser, but it can be and is being done.

In February, 1955, there were 148 advertisers on the four networks. They bought a combined total of 550 time periods. Since this is an average of over three time segments or exposures per advertiser, the trend to multiple broadcasts is marked and obvious.

Another trend was even more marked. That was the trend to shorter time period buys. The most popular categories according to the

purchases of advertisers were the 15-minute broadcast which accounted for 52% of all segments sold; the 5-minute broadcast which accounted for 21% of all segments sold; one-minute participations, very recent newcomers to network selling, which accounted for 12% of all segments sold.

Contrast this now with the picture six years earlier: 15-minute broadcasts were the most popular, accounting for 64% of all segments sold; but half-hour broadcasts were the second most popular sale, accounting for 29% of all segments sold; sponsored network broadcasts of less than 15 minutes duration accounted for less than 2.5% of all segments sold.

SHORTER SHOWS MORE NEWS

The rise of what we call the "splinter" sale has had two effects on network programming. The trend to shorter programs, 5 and 10-minute shows in particular, has greatly increased the number of newscasts and commentaries on all networks. And the necessity to capsule commentary and compress news into shorter form has in many cases improved the product.

In other areas the trend to "splinter sales" has been less fortunate from the listeners' point of view. Few, except the really large advertisers, are willing to program their network buys. The trend toward splinter sales places squarely on the network the dual responsibility for selecting and presenting:

1. Those programs which will best attract the substantial audiences advertisers require.
2. Selecting and presenting those programs which will, at the same time, best complement the programming of the individual stations themselves.

THE WARD STUDY

Last March we made a six figure investment in one of the most ambitious research projects ever undertaken by a single network, commonly referred to as the Ward Study. I believe all of you may find our overall findings interesting.

Ours was a study of people. We wanted to know how many people listened to the radio each day, how long they listened, and where they did that listening. How much of it was in the car, how much of it in the kitchen, how much of it in the living room, and when were the best times to reach people in each of these locations? All of this and much more were of interest to us.

And so we had the Ward organization place personally 40,000 diaries coast-to-coast according to a very carefully selected probability sample prepared by an outside expert. The diaries covered the complete daily activities including their exposure to all media in 7,000 families. We found that in a typical day the radio audience and the television audience were a great deal closer in size than any one suspected.

Within a typical day, 77,568,000 different people listen to their radios and 79,312,000 watch television. About an equal number of men (26,000,000) listen to radio as tune to television. 35,293,000 adult women listen to their radios in an average day and slightly less than 32,000,000 view television. More, actually a half million more, teen agers listen to radio than tune to television in a typical day.

ELECTRONIC BABY SITTER

Where then is the overall advantage for television? We found it in the children's category. The advantage for television here (over 5,000,000) convinces us that television is the greatest electronic baby sitter of them all.

The point is this, that when you add all the listening done by people in and out of the house as well as everywhere in the house, a quite different picture develops as to radio and television's relative reach than any counting of warm tubes can possibly uncover. If television is a large and great medium, then radio which reaches even more people in the buying eyes must be large and great and influential too.

True, listening habits have changed. Radio today is a concurrent activity,

done while the listener is driving, is cooking, is making up the beds, or, even, is making out the marketing list. (Actually, more listening is done in the morning in the kitchen than in any other place). You can no longer reach as many people through radio at a specific hour as was possible in pre television times, but within the average day you can reach over 50% of all Americans. That is the reason for the growth and success of scatter programs in radio today.

What can we expect from both radio and television in the years ahead?

Radio must and will find more and more effective ways of using the "splinter" approach to sales. But television too has a problem. It services, and still depends on, relatively few advertisers who can afford it. And there are still, of course, far too few television stations.

As of January this year, there were 576 TV stations as compared with 2,774 radio stations. Less than 50% of United States radio stations have network affiliations but 95% of U.S. television stations have one or more TV network affiliations.

Whereas radio has as its solid base today great diversification of advertisers and many stations, plus substantial local revenue, television's pyramid is an upside down one. The television network is dependent on few advertisers, and it, in turn, depends on relatively few stations.

The scarcity of television stations and the fact that virtually all key programming is network programming has caused both talent and station time prices to have gone up. Since the local station can actually make more, and make it easier too, in network and national spot sales, the incentive really to service local advertisers in television is less great than it should be.

I sincerely believe that there is ample room for both of our electronic children, radio and television, to prosper as far in the future as I can see, if each will concentrate on what it can do best.



Sportsmen and spectators in London and Southwestern Ontario demand up-to-date . . .

sports news

Three daily sportscasts over CFPL Radio, plus the top coverage of major sports events as they happen, draw a large audience of Sportsfans. CFPL Radio Sportscasts reach the audience you must reach to sell your products. Call All-Canada Radio, in U.S.A., Weed & Co.

CFPL radio **dial 980**
London Canada



EVEN STEVEN

The girl went trembling to her station-owner father to tell him she was going to marry the son of his hated competitor. But the old man wasn't mad. He grinned fiendishly and said: "I knew I'd get even with that damn rate cutter in the end."

• • •

TIP TO PRODUCERS

It's all right thinking up new programs to please listeners. But don't forget to take an occasional listen to the ones that are supposed to be pleasing them now.

• • •

SELF PROTECTION

The reason the secretary didn't tell her boss everything that went on when he was out of town was that she felt that what he didn't know wouldn't hurt her.

• • •

PAN MAIL

Dear Sir: Your column is nothing but a lot of betachlorvinylidichlorarsine.

N. O. Bull

When did you learn to look things up, Mr. B?

• • •

WHAT PRICE GLORY?

Hollywood is a place where a star works all his life to become recognized and then wears dark glasses so that no one will know who he is.

Fred Allen

• • •

SOME FUN

Bennett (how - could - we - write - this - column - without-him?) Cerf, deserves an "A" for the one about the wayward child who, when asked if she knew where bad little girls go, replied: "They go almost everywhere."

• • •

AUDREY STUFF

Then there was the doll who was so dumb she took her typewriter on a fishing trip because last time her boy friend said: "We'll drop a line."

• • •

IDEA DEPT.

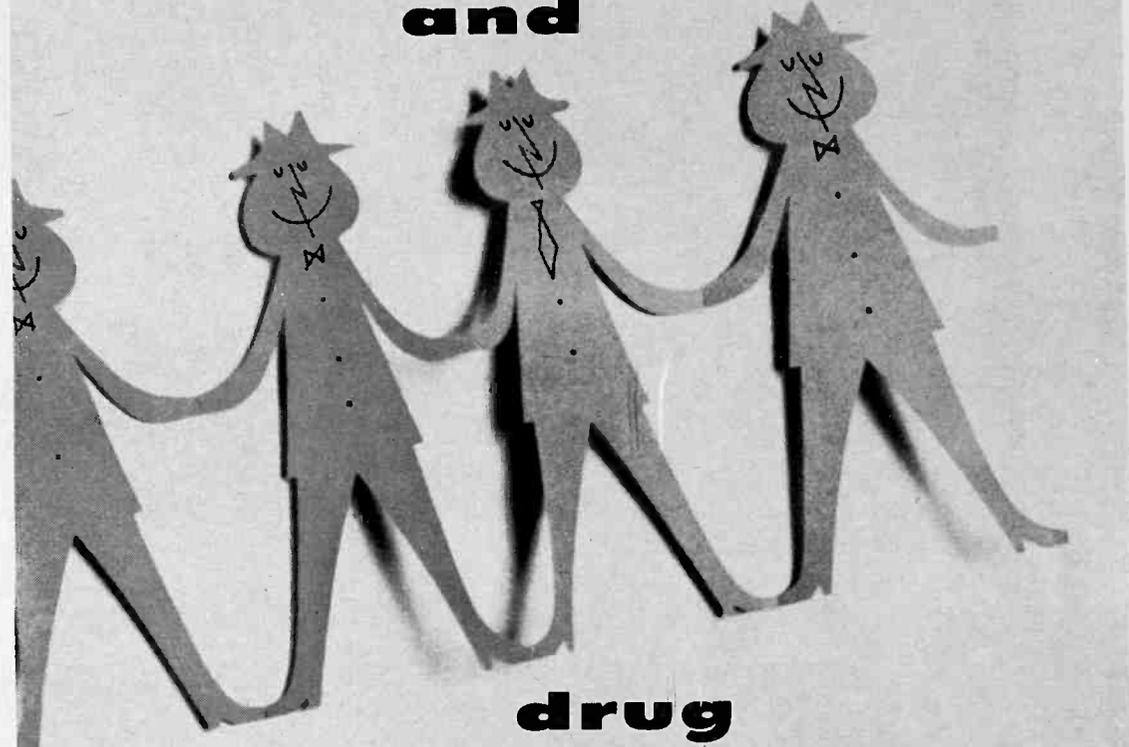
If raising hell doesn't get results, why not try heaven and earth?

• • •

PROGRESS

Ah television! The greatest deterrent to intelligent conversation since woman!

**the
BIG
food
and**



**drug
chains
are
on**

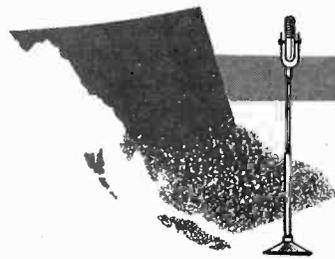
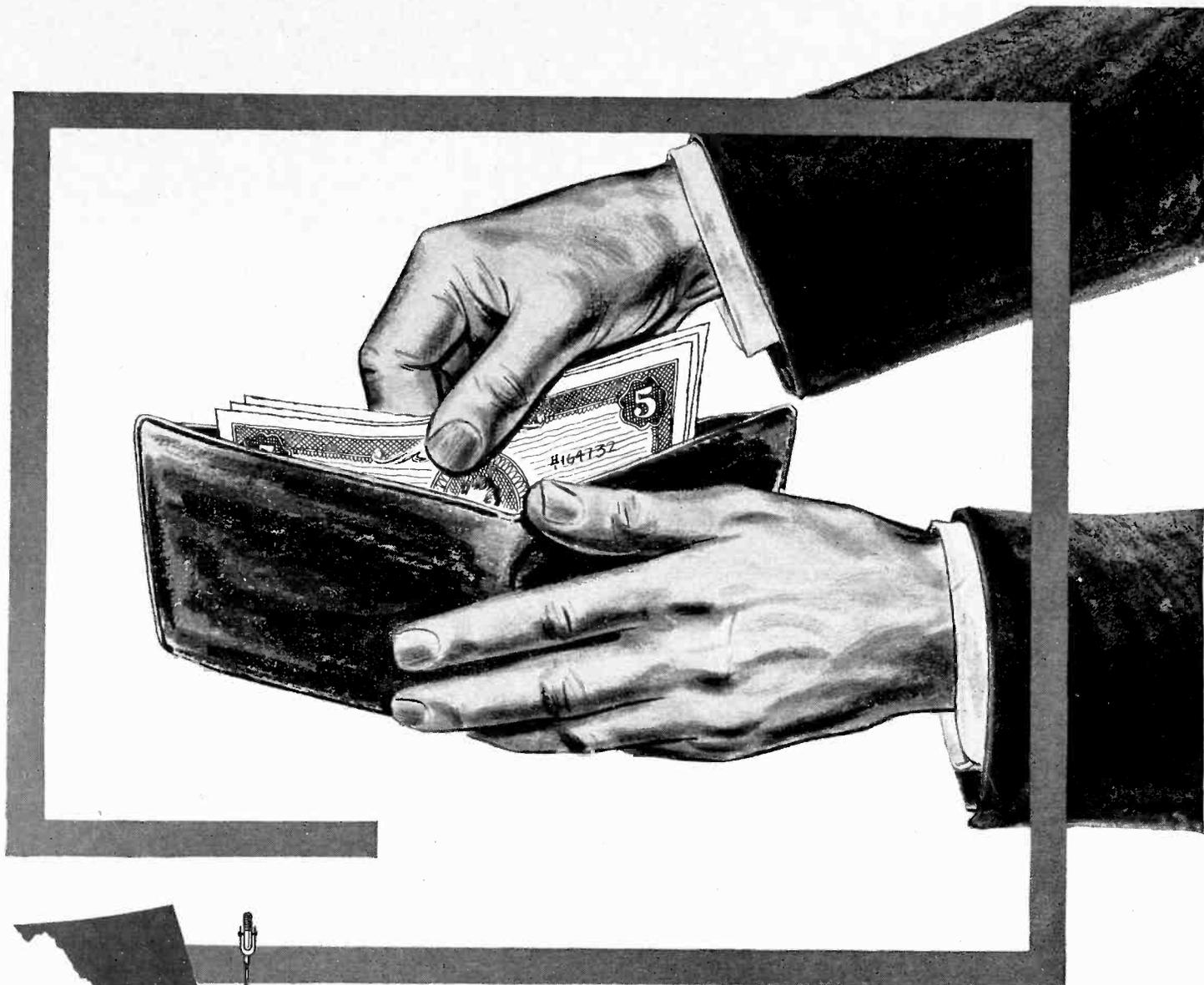
CKWX radio Vancouver

*If your products are sold in grocery and drug stores
(and these days what isn't!), consider this fact: In Vancouver
the big food chains like **SAFEWAY** and **B & K** and **SUPER-VALU**,
and the **CUNNINGHAM** and **OWL** drug chains, all choose
CKWX for day-to-day radio selling. Last year,
chain stores placed seven times more business on CKWX
than the year before! How's that for chain reaction?*

5000 FRIENDLY WATTS

reps: All-Canada Radio Facilities Limited · Weed & Company

5501



IN THE BIG BOOMING B.C. MARKET...

B.C. RADIO DELIVERS THE CUSTOMERS!

- CHWK CHILLIWACK
- CJDC DAVSON CREEK
- CFJC KAMLOOPS
- CKOV KELOWNA
- CHUB NANAIMO
- CKLN NELSON
- CKNW NEW WESTMINSTER
- CKLG NORTH VANCOUVER
- CKOK PENTICTON
- CJAV PORT ALBERNI
- CKPG PRINCE GEORGE
- CJAT TRAIL
- CJOR VANCOUVER
- C-FUN VANCOUVER
- CKWX VANCOUVER
- CJIB VERNON
- CKDA VICTORIA
- CJVI VICTORIA

B.C.'s fabulous post-war growth has created a king-size, big-buying market of over 1½ million people.

You cover this rich, responsive market completely when you schedule B.C. radio. 584,000* sets in use now beam your message morning, noon or night into every corner of the province. No other medium gives you such constant, hard-hitting impact . . . such outstanding value for your advertising dollars.

British Columbians are radio listeners . . . with money to spend! Small wonder more national advertisers are using more B.C. radio than ever.

*D.B.S.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

RADIO NETWORK STATIONS

CBC Trans-Canada Network

Atlantic Region (Basic)

CBI Sydney
 CBH Halifax
 CFNB Fredericton
 CBA Sackville
 CHSJ Saint John

Atlantic Region (Supplementary)

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

Mid-Eastern Region (Basic)

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

Mid-Eastern Region (Supplementary)

CHOK Sarnia
 CJQC Quebec
 CKOC Hamilton
 CHLO St. Thomas

Prairie Region (Basic)

CBW Winnipeg
 CBK Watrous
 CBX Edmonton
 CJOC Lethbridge

Prairie Region (Supplementary)

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

Pacific Region (Basic)

CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBU Vancouver
 CFPR Prince Rupert

Pacific Region (Supp.)

CKLN Nelson
 CKPG Prince George

CBC Dominion Network

Atlantic Region (Basic)

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

Mid-Eastern Region (Basic)

CKTS Sherbrooke
 CFCF Montreal
 CKOY Ottawa
 CHOV Pembroke
 CFJR Brockville
 CJBC Toronto

CHEX Peterborough
 CFPL London
 CFCO Chatham
 CFPA Port Arthur

Mid-Eastern Region (Supplementary)

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

Prairie Region (Basic)

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

Prairie Region (Supplementary)

CHAT Medicine Hat
 CKRD Red Deer

Pacific Region (Basic)

CHWK Chilliwack
 CJOR Vancouver
 CJVI Victoria

Pacific Region (Supplementary)

CJIB Vernon
 CKOK Penticton

CBC French Network

(Basic)
 CBF Montreal
 CBV Quebec
 CBJ Chicoutimi
 CBAF Moncton
 CHNC New Carlisle

(Supplementary)

CKCH Hull
 CHGB Ste. Anne de la Pocatière

CJBR Rimouski
 *CKRN Rouyn
 *CKVD Val d'Or
 *CHAD Amos
 *CKLS La Sarre
 CHLT Sherbrooke
 CJEM Edmundston
 CJFP Rivière du Loup
 CKLD Thetford Mines
 CKVM Ville Marie
 CKBL Matane
 CHNO Sudbury
 CFCL Timmins
 CKSB St. Boniface
 CFNS Saskatoon
 CFRG Gravelbourg
 CHFA Edmonton

*These four stations sold as a group.



that's
CFAC
 in Calgary *

164 sides of beef sold following one mention on CFAC.

It's still a fact,
 Station 600,
 CJOR, has the
 strongest signal
 and
 greatest coverage
 in British Columbia

STILL THE LOWEST COST PER "M" HOMES IN WESTERN ONTARIO

Total Daytime Audience: 65,110 homes.
 1/2 hr. program "B" time Basic
 32c per M Homes

Total Night-time Audience: 34,480 homes.
 1/2 hr. Night-time "A" time Basic
 87c per M Homes

"No other Western Ontario Station as low regardless of power"

BBM STUDY NO. 6

CFCO—630 Kcs—Chatham

STATION and PERSONNEL REGISTER (Radio)

KEY

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

British Columbia

CHWK, CHILLIWACK: 1,000 watts on 1,270 kcs. Dom. Basic. (1) Fraser Valley Broadcasters Ltd. — (2) C. C. Wells — (3) Jack Pilling — (5) W. G. Teetzel — (6) J. M. MacLaughlan — (9) Jim MacDonald — (10) Alec Moir — (11) Mrs. Betty Neads — (12)



TORONTO'S exciting DAYTIME Radio Station!

- Frank Tumpene... 8:00 a.m. news
- Phil Stone... 8:10 a.m. sports
- Harvey Kirk... 1050 Morning Show

CHUM— 1050 — can deliver "sales" at the lowest cost in Toronto. Call us for particulars:

Allan F. Waters — EMpire 4-4271
Radio Station CHUM — 1050 kc.
250 Adelaide St. West

Alec Moir—(13) Mrs. Betty Neads —(14) Elwyn Morton —(16) Jack Pilling — (18 to 21) All-Canada — (22) Weed & Co.

CJDC, DAWSON CREEK: 1,000 watts on 1,350 kcs. T-Can. Supp. (1) Radio Station CJDC Ltd. — (2) W. B. Michaud — (3) Paul F. Guy — (4) W. L. Michaud — (5) Paul F. Guy — (6) W. L. Michaud — (10) Jack Thomson — (14) Mrs. Idella Large — (15) LeRoy Tansen — (16 & 17) Murray Stevens — (18 & 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Don Cooke Inc.

CFJC, KAMLOOPS: 1,000 watts on 910 kcs. T-Can. Basic. (1) Kamloops Sentinel Ltd. — (3) Ian G. Clark — (4) Walter Harwood — (5) Bob Innes — (6 & 7) Walter Harwood — (8) Jean Ross — (9) Gordon Rye — (10) Emmett Cronan — (11) Pat Marini — (13) June Pilkington — (14) June Klein — (15) Gordon Rye — (16) Fred Webber — (17) Gordon Rye — (18 to 21) All-Canada — (22) Weed & Co.

CKOV, KELOWNA: 1,000 watts on 630 kcs. T-Can. Basic. (1) Okanagan Broadcasters Ltd. — (2) Mrs. J. W. B. Browne — (3) Jim Browne — (4 & 5) Dennis Reid — (7) Frank Bond — (9 & 10) Robert J. Hall — (11) Marian

Gass — (12) Hugh Caley — (13) Ed Boyd — (14) Robert Leckie — (15) Patrick J. Moss — (16) J. Fred Weber — (17) Jack C. Thompson — (18 to 21) All-Canada — (22) Weed & Co.

CHUB, NANAIMO: 1,000 watts on 1,570 kcs. (1) Standard Broadcasting Co. Ltd. — (3) C. J. "Chuck" Rudd — (4 & 5) Mrs. Sheila Hassell — (6) Vic Fergie — (7) C. J. "Chuck" Rudd — (8) Reid McLeod — (9) Vic Fergie — (10) Don Wilson — (13) Mrs. Sheila Hassell — (14) Al Erskine — (15) Reid McLeod — (16) Ross MacIntyre — (18 & 19) Stephens & Towndrow Ltd. — (21) John N. Hunt — (22) Don Cooke Inc.

CKLN, NELSON: 250 watts on 1,240 kcs. T-Can. Supp. (1) News Publishing Co. Ltd. — (2) Major Robert Green — (3) Alan R. Ramsden — (10) Earl Warren Segal — (16) A. R. Ramsden — (18 to 21) Horace N. Stovin — (22) Canadian Station Representatives.

CKNW, NEW WESTMINSTER: 5,000 watts on 1,320 kcs. (1) International Broadcasting Co. — (2) William Rea, Jr. — (3) Bill Hughes — (4 & 5) Hugh Wallace — (6 & 7) Hal Davis — (9 & 10) Jim Cox — (13) Stan Buchanan and Mel Cooper — (14) Tom Holub — (15) James Morris — (16) Leo Haydamack — (18, 19 & 21) National Broadcast Sales — (20) A. J. Messner — (22) Forjoe & Co. Inc.

CKOK, PENTICTON: 1,000 watts on 800 kcs. Dom. Supp. (1) CKOK Ltd. — (2) Maurice Finnerty — (3) Roy Chapman — (5) Ralph Robinson — (7) Russ Richardson — (10) Dave Roegele — (11) Mrs. Pat Hanlon — (12) Ed Britton — (14) Louis Hohenadel — (15) Bob Pye — (16) George Cameron — (18 & 19) Paul Mulvihill & Co. — (20) A. J. Messner — (21) John N. Hunt — (22) Don Cooke Inc.

CJAV, PORT ALBERNI: 250 watts on 1,240 kcs. (1) CJAV Ltd. — Managing Director — Kenneth Hutcheson — (5) J. Geoffrey Holmes — (6) Thomas A. Rannie — (9 & 10) Jim Robson — (13) Jim Halldorson — (14) Mrs. Doris Gooch — (16) R. MacIntyre — (18 & 19) Stephens & Towndrow Ltd.

— (21) John N. Hunt — (22) Don Cooke Inc.

CKPG, PRINCE GEORGE: 250 watts on 550 kcs. T-Can. Supp. (1) CKPG Ltd. — (2) Frank H. Elphicke — (3) Cecil G. Elphicke — (4) Charles Cawdell — (5) Bob Harkins — (6, 7 & 8) Don Eccleston — (9 & 10) Charles Cawdell — (11) Mrs. Mary MacDonnell — (12) Charles Cawdell — (13) Ron East — (14) Maureen Byng — (15) Jamie Gray — (16 & 17) Ken Rolston — (18 to 21) All-Canada — (22) Weed & Co.

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

CJAT, TRAIL: 1,000 watts on 610 kcs. T-Can. Basic. (1) Kootenay Broadcasting Co. Ltd. — (2) Alfred F. Mawdsley — (3) John Loader — (5) Lorne V. McLeod — (6) Joe Kobluk — (9 & 10) Bill McLoughlin — (13) John Boates — (14) Iris Tickner — (15) Lina Fabris — (16) Jack Molyneaux — (18 to 21) All-Canada — (22) Weed & Co.

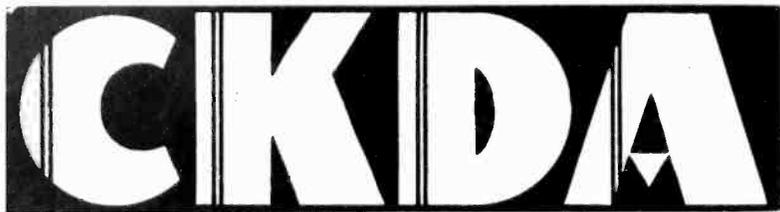
CBU, VANCOUVER: 10,000 watts on 690 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

C-FUN, VANCOUVER: 1,000 watts on 1,410 kcs. (1) Broadcasting Operations Ltd. — (2) R. R. Keay — (3) Patt McDonald — (5) Fin Anthony — (6 & 7) Stan Lettner — (8) Gaye Shanahan — (9 & 10) Hal Rodd — (13) Phil Baldwin — (14) Frank Fleming — (15) Gaye Shanahan — (16 & 17) Dave Rogers — (18 & 19) Paul Mulvihill & Co.

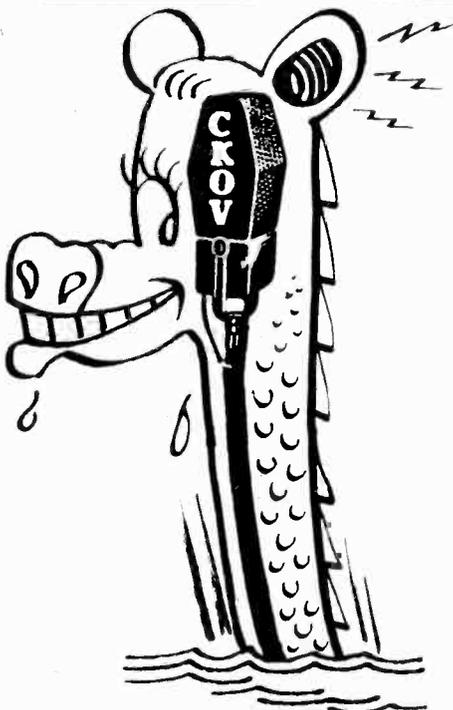
CJOR, VANCOUVER: 5,000 watts on 600 kcs. Dom. Basic. (1) CJOR Ltd. — (2 & 3) George C. Chandler — Sales Manager — G. E. "Bus" Ryan — (5) Don E. Laws — (7) Victor Waters — (9) Jack E. Webster — (10) Billy Browne Jr. — (11) Laddie Watkins — (14) Hector McKay — (15) Marilon Sinclair — (16) Arthur H. Chandler — (17) Eric Peel — (18 to 21) Horace N. Stovin — (22) Canadian Station Representatives.

CKLG, NORTH VANCOUVER: 1,000 watts on 1,070 kcs. (1) Lions Gate Broadcasting Ltd. — (2) W. C. Gibson — (3) R. T. "Bob" Bowman — (5) Jim Thom — (7) E. G. "Rudy" Hartman — (9) John Sharpe — (10) Al Pollard — (11) Mrs. Margaret Davis — (14) Jim Thom — (15) Glen Jamieson — (16) E. G. "Trevor" Payne — (17) Graham Oliver — (18 to 20) Radio

In Victoria



Most Listened to (Elliott-Haynes)



Some people don't believe in "Ogopogo", denizen of B.C.'s Okanagan Lake. Others do. Regardless, Ogopogo says: "I believe in PEOPLE! . . . especially in all the wonderful, loyal, responsive people who listen to CKOV." CKOV's success is due to 24 years of continuous friendship. Today, as in 1931, CKOV remains "the valley's FIRST Station."

★ **CKOV** ★

KELOWNA - BRITISH COLUMBIA

"THOROUGH **CK**OVERAGE IN B.C.'s 3rd MARKET"

B.C. RADIO HAS CHANGED!

Latest BBM figures give the 2 station markets of

CHUB and CJAV

NANAIMO PORT ALBERNI

A larger BBM increase than any area in British Columbia!

Check with — Stephens & Towndrow in Toronto and Montreal.

Donald Cooke, Inc. in the U.S.A. John N. Hunt & Associates in Vancouver.

Representatives Ltd. — (21) John N. Hunt — (22) Don Cooke Inc.

CKWX, VANCOUVER: 5,000 watts on 980 kcs. Mutual. (1) CKWX Radio Ltd. — (2) A. Holstead — (3) F. H. Elphicke — (4) Sam G. Ross — (5) John L. Sayers — (6) Laurie Irving — (7) John E. Ansell — (8) Fred Bass — (9) Bert Cannings — (10) Bill Stephenson — (11) Nina Anthony — (12) Norm Griffin — (13) MacIntosh MacDonald — (14) Mrs. Nina Anthony — (15) Fred Bass — (16) Charlie Smith — (17) Stan Davis — (18 to 21) All-Canada — (22) Weed & Co.

CJIB, VERNON: 1,000 watts on 940 kcs. Dom. Supp. (1) Interior Broadcasters Ltd. — (2) Charles H. Pitt — (3) A. G. "Gil" Seabrook — (4) Harry Gorman — (6 & 7) Don Warner — (9) Mrs. Mabel Johnson — (10) Don Warner — (11) Mrs. Nyra Groves — (14) Mrs. Belle Rounce — (16) Loren Merriman — (18 & 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Don Cooke Inc.

CJVI, VICTORIA: 5,000 watts on 900 kcs. Dom. Basic. (1) Island Broadcasting Co. — (3) William M. Guild — (5) Lee Hallberg — (6) Fred G. Usher — (9) Dick Batey — (10) Ted Reynolds — (11) Shirley Shea — (13) Hugh Curtis — (14) Mabel Laine — (15) James Eddie — (16) Joseph Sommers — (17) Cy Beard — (18 to 21) All-Canada — (22) Weed & Co.

CKDA, VICTORIA: 5,000 watts on 1,280 kcs. (1) Capital Broadcasting System Ltd. — (2) David M. Armstrong — (3) Gordon M. Reid — (4) David G. Hill — (5) Gordon M. Reid — (6 & 7) David G. Hill — (8) Ernie Pearce — (9) Andy Stephen — (10) Keith MacKenzie — (11) Kaye Knights — (13) David M. Armstrong — (14) Cy Roberts — (15) Wally Grieve — (16) Norman E. Bergquist — (18 & 19) National Broadcast Sales — (20) Broadcast Representatives — (21) John N. Hunt — (22) Forjoe & Co.

Alberta

CFAC, CALGARY: 5,000 watts on 960 kcs. T-Can. Supp. (1) Calgary Broadcasting Co. — (2) H. R. Carson — (3) Albert M. Cairns — (5) Donald H. Hartford — (6) George Brown — (9) Larry Heywood — (10) Joe Marks — (12) Ronald McCullough — (13) Richard J. Tregillus — (14) Margaret Walsh — (15) Al Johnson — (16) Earl C. Connor — 18 to 21) All-Canada — (22) Weed & Co.

CFCN, CALGARY: 10,000 watts on 1,060 kcs. Dom. Basic. (1) The Voice of the Prairies Ltd. — (2)

TV may do the job in some areas, but in Northern Ontario **RADIO** is the **SALES** medium.

And

RADIO means

CKGB Timmins

CJKL Kirkland Lake

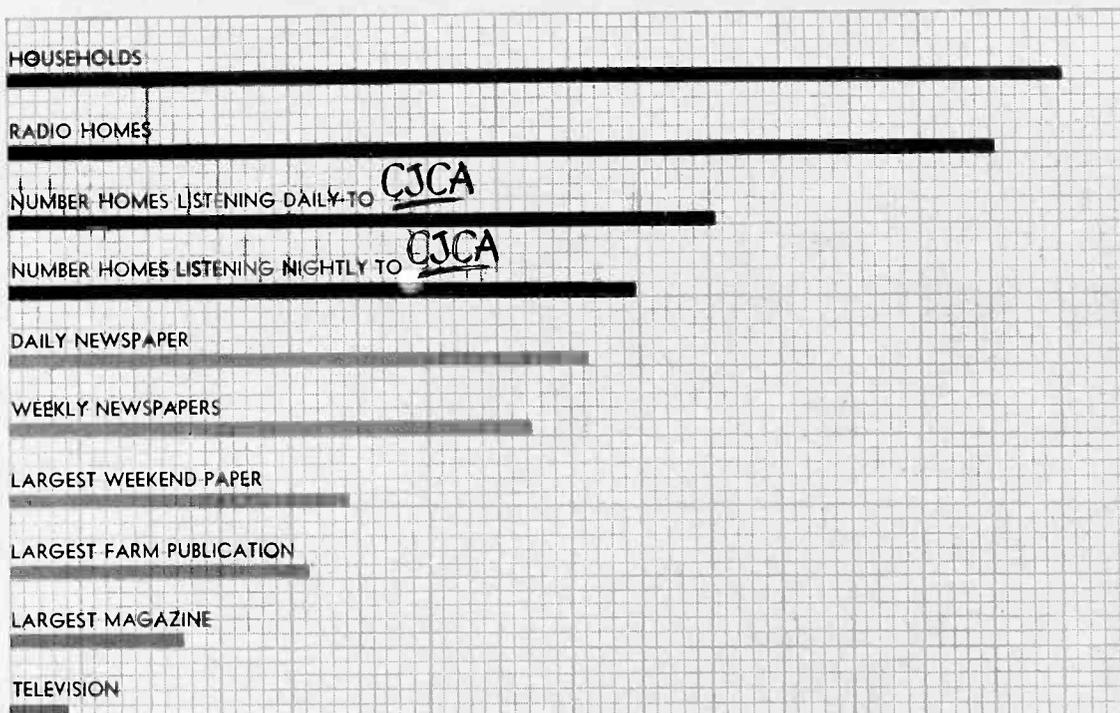
CFCH North Bay

CJCA

HAS THE GREATEST CIRCULATION OF ANY MEDIUM IN THE EDMONTON TRADING AREA . . . GIVES LOWEST COST - PER - THOUSAND SELLING POWER!

POPULATION 560,000

EDMONTON TRADING AREA



10 20 30 40 50 60 70 80 90 100 110 120 130 140 150
THOUSANDS

All Figures Used Cover Census Divisions 7-8-9-10-11-12-13-14

CJCA

EDMONTON IS

YOUR ALL-CANADA STATION

H. G. Love — (3) H. G. Love — (5) Lew R. Roskin — (6) Gordon L. Carter — (9) Wm. N. Love (10) Henry Viney — (12) Ross Henry — (13) Jas. A. Love — (15) Mrs. Donna Peacock — (16) Robert W. Lamb — (18 & 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Canadian Station Representatives.

CKXL, CALGARY: 1,000 watts on 1,140 kcs. (1) CKXL Ltd. — (2) Fred R. Shaw — (3) Al. R. MacKenzie — (6) Peter J. Edwards — (10) Joe Carbury — (15) T. Pierce — (16) Gordon Morrison — (18 to 21) Horace N. Stovin — (22) Forjoe & Co.

CFCW, CAMROSE: 250 watts on 1,230 kcs. (1) Camrose Broadcasting Co. Ltd. — (2) Ralph G. Byers — (3) Tom Shandro — (5) Hal Yerxa — (6 & 7) Al Brooks — (9) Don MacLean — (10) Don Ewart — (11) Mrs. Julie Tombs — (12) Dick Clements — (14) Trev Schofield — (15) Keith Vettergreen — (16) Ken Anholt — (17) Lloyd Johnson — (18 & 19) James L. Alexander Ltd.

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

CFRN, EDMONTON: 5,000 watts on 1,260 kcs. Dom. Basic. (1) Sunwapta Broadcast Co. Ltd. — (2 & 3) G. R. A. "Dick" Rice — (4 & 5) A. J. Hopps — (6) George Duffield — (7) Jim Findlay — (8) Eric Candy — (9) Laurie Graham — (10) L. Shaver — (11) Mrs. Eve Henderson — (13) Isobel McDonald — (14) Helen Ramsay — (15) Mrs. Millie Brown — (16) Frank Makepeace — (17) Dick Bannard — (18 & 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Adam Young (Harlan G. Oakes in San Francisco & Los Angeles).

CHED, EDMONTON: 1,000 watts on 1,080 kcs. (1) CHED Ltd. — (3) Don McKay — (5) Don MacLean (Local Sales — Murray Dyck) — (6 & 7) Jerry Forbes — (9) Allan Slaight — (10) J. Bart Gibb — (13) Mrs. Jean Sait — (14) Dale Smith — (15) Dick Taylor — (16) Clint Nichol — (17) John Symonds — (18 to 21) Horace N. Stovin — (22) Forjoe & Co.

CHFA, EDMONTON: 5,000 watts on 680 kcs. French Net. Supp. (1) Radio Edmonton Ltée. — (2) Dr. O. Beauchemin — (3) Léo Rémillard — (5) Jean Gautron — (7) Léo Rémillard — (8) Gabriel Paradis — (9) Tharcis Forestier — (11) Madeleine Mangione — (12) Jacques Mayol — (13) Léo Rémillard — (15) Gabriel Paradis — (16) Bob Guy — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) J. H. McGillvra.

CJCA, EDMONTON: 5,000 watts on 930 kcs. T-Can. Supp. (1) Edmonton Broadcasting Co. Ltd. — (2) W. A. MacDonald — (3) Gerry Gaetz — (4) Rolfe Barnes — (5) Cameron Perry — (6) Dalt Elton — (8) Harry Boon — (9) Russ Sheppard — (10) Maurice Carter — (12) Don Clayton — (13) Win Sutton — (14) Bill McAfee — (16) Frank Hollingworth — (18 to 21) All-Canada — (22) Weed & Co.

CFGP, GRANDE PRAIRIE: 5,000 watts on 1,050 kcs. T-Can. Supp. (1) Northern Broadcasting Corp. — (2) H. E. Pearson — (3) Arthur J. Balfour — (5) John E. Soars — (6 & 7) Eugene Ross — (8) Gottfried Sprecher — (9) Gert-rude Charters — (10) Norman Hickey — (12) Garry Robinson — (13) Bernard Funsten — (14) Al Donahue — (15) Gottfried Sprecher — (16) Jim deRoaldes — (17) Francis Tanner — (18 to 21) All-Canada — (22) Weed & Co.

CJOC, LETHBRIDGE: 10,000 watts (D) 5,000 watts (N) on 1,220 kcs. T-Can. Basic. (1) Lethbridge

Broadcasting Ltd. — (2) Harold Carson — (3) Norman Botterill — (5) Joe Budd — (7) Ron Robison — (9) Bill Skelton — (10) Frank Bird — (11) Mrs. Daphne Manson — (12) Omar Broughton — (13) Bob Ranson — (14) Ed Conville — (15) Ron Watmough — (16) Bob Reagh — (18 to 21) All-Canada — (22) Weed & Co.

CHAT, MEDICINE HAT: 1,000 watts on 1,270 kcs. Dom. Supp. (1) Monarch Broadcasting Co. Ltd. — (2) J. H. Yuill — (3) R. J. Buss — (5) Orv Kope — (6) Ken Lapp — (9) Lorne Thompson — (10) Ron Henry — (14) Kay McIvor — (15) Joyce Bader — (16) Ian Carson — (18 to 21) All-Canada — (22) Weed & Co.

CKYL, PEACE RIVER: 1,000 watts on 630 kcs. (1) Peace River Broadcasting Corp. — (2) H. Jerry — (3) W. P. Dunbeck — (Office Manager — Mike Collison) — (6 to 8) John E. Barron — (9) Rod Hulme — (10) Wilf Baker — (11) Kate Haas — (12) W. P. Dunbeck — (13) Mrs. Rita Murray — (14) Kate Haas — (15) Gail Brick — (16) Wilf Baker — (17) Jack Fox — (18 & 19) James L. Alexander Ltd. — (22) J. H. McGillvra.

CKRD, RED DEER: 1,000 watts on 850 kcs. Dom. Supp. (1) Central Alberta Broadcasting Co. Ltd. (2 & 3) Gordon S. Henry — (4 & 5) Cam Harju — (6 & 7) Ray D. Torgrud — (8) Dale Beagle — (9) James M. Younie — (10) Stan Sparling — (11) Lenore Smith — (12 & 13) James M. Younie — (14) Eleanor Schmidt — (15) Dale Beagle — (16) Ken L. Martin — (17) Ray D. Torgrud — (18 & 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Adam Young.

— (6 & 7) Bob Giles — (8) Kay Sadlemyer — (9) Earl Barnholden — (10) Chuck McManus — (11) Stella Sharples — (13) Mrs. Martha Fidler — (14) Lyndon Grove — (15) Kay Sadlemyer — (16) Merv Pickford — (18) Stephens & Towndrow Ltd — (19) Radio Time Sales Ltd. — (22) Weed & Co.

CJNB, NORTH BATTLEFORD: 1,000 watts on 1,460 kcs. (1) Northwest Broadcasting Co. Ltd. — (2) Harry S. Hay — (3 & 4) Harry Dekker — (5) Bob Barr — (6 to 8) George Garrett — (9) Lee Sage — (10) Eldon Elliott — (11) Chris Dekker — (12) Lee Sage — (13) Chris Dekker — (14) Louise Tetrault — (15) Dorothy Vickery — (16) Al Ruddell — (17) Don Brown — (18 to 21) Horace N. Stovin.

CKBI, PRINCE ALBERT: 5,000 watts on 900 kcs. Dom. Basic. (1) Central Broadcasting Co. Ltd. — (3) Eddie Rawlinson — (4) Frank Rawlinson — (5) Gerry Prest — (Local Sales Manager, Jerry Johnson) — (6) Jack Cannon — (9) Francis Church — (10) Nick Roche — (11) Mrs. Marion Sherman — (12) Murdock MacKay — (13) Gerry Prest — (14) Peggy Gooch — (15) Irene Zbeshski — (16) Tom Van Nes — (18 to 21) All-Canada — (22) Weed & Co.

CKCK, REGINA: 5,000 watts on 620 kcs. T-Can. Supp. (1) Trans Canada Communications Ltd. — (2) Clifford Sifton — (3) Hal Crittenden — (4) Don Dawson — (5) Roy Malone — (6) Jim Grisenthwaite — (9) Jim McLeod — (10) Lloyd Saunders — (11) Rita Spicer — (12) Denny Ryan — (13) Allan Edwardson — (14) Dave Dunn — (15) Mrs. Anne Ferguson — (16) Ernie Strong — (18 to 21) All-Canada — (22) Weed & Co.

CKRM, REGINA: 5,000 watts on 980 kcs. Dom. Basic. (1) Western Communications Ltd. — (2) Dr. Emmet A. McCasker — (3) Don Oaks — (Business Manager, Al Smith) — (5) Harry Dane — (6) Bob Hill — (7) George Sillery — (9) Geoff Nightingale — (10) Johnny Esaw — (12) Art Kennard — (13) Jack Boitson — (14) Gordon McDiarmid — (15) Bill Oaks — (16) Bill McDonald — (17) Len Cozine — (18 & 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Canadian Station Representatives.

CFNS, SASKATOON: 1,000 watts on 1,170 kcs. French Net. Supp. (1) Radio-Prairies-Nord Ltée. — (2) M. l'abbé J.-A. Beaulac — (4 & 7) F. Ippersiel — (11) M. A. Papen — (16) J. Lacroix — (18 & 19) Omer Renaud.

CFRG, GRAVELBOURG: 250 watts on 1,230 kcs. French Net. Supp. (1) Radio-Gravelbourg Ltée. — (2) Dr. Rossario Morin MD — (3) Dupont Lepage — (4) Leon Kendergi — (5) Joseph E. DeGagné — (6) Guy Pariseau — (7) Dumont Lepage — (8) Guy Pariseau — (9 & 11) Mrs. Josephine Langeault — (12) Guy Pariseau — (13) Joseph E. DeGagné — (14 & 15) Guy Pariseau — (16) Marc Riou — (17) Arthur Bouffard — (18 & 19) Omer Renaud — (21) John N. Hunt.

CHAB, MOOSE JAW: 5,000 watts on 800 kcs. Dom. Basic. (1) Radio Station CHAB Ltd. — (3) Sid Boyling — (4 & 5) Nev Skingle

Saskatchewan

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CFQC, SASKATOON: 5,000 watts on 600 kcs. Dom. Basic. (1) A. A. Murphy & Sons Ltd. — (2) A. A. Murphy — (3) Vernon Dallin — (4) Blair Nelson — (6) Roy Currie — (9) Godfrey Hudson — (10) Ed Whalen — (13) Margaret Morrison — (14) Mrs. Norma Guppie — (15) Helen Hase — (16) Lyn Hoskins — (17) Carl O'Brien — (18 & 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Adam Young.

CKOM, SASKATOON: 5,000 watts on 1,420 kcs. (1) Saskatoon Community Broadcasting Co. Ltd. — (2 & 3) Bob Hosie — (4 & 5) Don Tunnicliffe — (6) Arnold Stilling — (7) Gordon Walburn — (9) Dave Bradley — (10) Art Henderson — (11) Joan McClelland — (12) Dan Worden — (13 & 14) Mrs. Joan Flynn — (15) Mrs. Eleanor Cailles — (16) Bill Forst — (18 to 21) Horace N. Stovin — (22) Weed & Co.

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

CJGX, YORKTON: 1,000 watts on 940 kcs. Dom. Basic. (1) Yorkton Broadcasting Co. — (2) Dawson Richardson — (3) Jack Shortreed — (5) George Gallagher — (6) Jack Goodman — (10) Gary Allbright — (11) Jean Arnett — (13) Jack Goodman — (15) John Willms — (16) Harry MacRae — (18 to 21) Horace N. Stovin — (22) Adam Young.

Manitoba

CKX, BRANDON: 1,000 watts on 1,150 kcs. Dom. Basic. (1) Western Manitoba Broadcasters Ltd. — (2) John B. Craig — (Managing-Director, John B. Craig) — (4) Eric Davies — (5) Ernie Holland — (9) James K. Struthers — (10) Ken L. Milton — (13) Archie W. Olson — (15) Mrs. Vyvian Williams — (16) E. Humphrey Davies — (18 & 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Adam Young.

CKDM, DAUPHIN: 250 watts on 1,230 kcs. (1,000 watts on 1,050 kcs. September, 1955). (1) Dauphin Broadcasting Co. — (2 & 3) Mrs. Grace Peebles — (4 & 5) John H. Henderson — (6) Ted Benoit — (7) J. McSweeney — (8) Ted Benoit — (9, 10 & 12) Lou Hill — (13) John Henderson — (14) Fred Angus — (15) Ron Bashford — (16) Richard Hughes — (18 &

19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Adam Young.

CFAR, FLIN FLON: 1,000 watts on 590 kcs. T-Can. Supp. (1) Arctic Radio Corporation — (2) J. T. Mundie — (3) C. H. Witney — (7) E. Smallwood — (10) J. Wardle — (15) E. Smallwood — (18 to 21) Horace N. Stovin — (22) Adam Young.

CKSB, ST. BONIFACE: 1,000 watts on 1,250 kcs. French Net. Supp. (1) Radio-St Boniface Ltée. — (2) Dr. P. E. Laféche — (3) Roland Couture — (4) Denis Belair — (5) Raoul Norman Deau — (6) Léo Brodeur — (7) Denis Belair — (8) Léo Brodeur — (9) Maxime Désaulniers — (11) Léo Brodeur — (13) Valmore Gervais — (14) M. Painchaud — (15) Marie Bouliane — (16 & 17) Y. Saviganc — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) J. H. McGillvra.

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

CJOB, WINNIPEG: 250 watts on 1,340 kcs. (1) Blick Broadcasting Ltd. — (2 & 3) John O. Blick — (Office Manager, Miss Francis Sprague) — (5) Anthony J. Messner — (6 & 7) George Davies — (9) Alan S. Bready — (10) George McCloy — (13) James Gibson — (14) Mildred Ellison — (15) Terry Clark — (16) Reginald Durie — (17) Jack Campbell — (18 & 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Canadian Station Representatives.

CKRC, WINNIPEG: 5,000 watts on 630 kcs. Dom. Basic. (1) Trans-Canada Communications Ltd. — (2) Clifford Sifton — (3) Bill Speers — (5) Bruce Pirie — (7) Jack Hill — (9) Ev Dutton — (10) Maurice Smith — (13) Bill Edge — (Director of Special Services, Maurice Desourdy) — (14) Ken Babb — (15) Mrs. Wilma Tepplitzki — (16) Bert Hooper — (17) Ken Gray — (18 to 21) All-Canada — (22) Weed & Co.

CKY, WINNIPEG: 5,000 watts on 580 kcs. (1) CKY Ltd. — (2) Lloyd E. Moffat — (3 & 5) Wilf E. Collier — (7) Jack R. Stewart — (8) Herbert Brittain — (9) Jack R. Stewart — (10) Jack Wells — (11) Wendy Warren — (13) Harry O. Watts — (14) Dorothy Thomson — (15) Josephine Sherman — (16) Andy Malowanchuk — (18 to 21) Horace N. Stovin — (22) Forje & Co.

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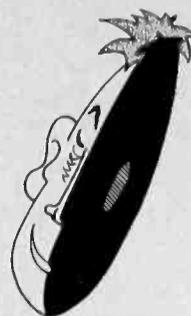
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PERSONALITIES MAKE A RADIO STATION!



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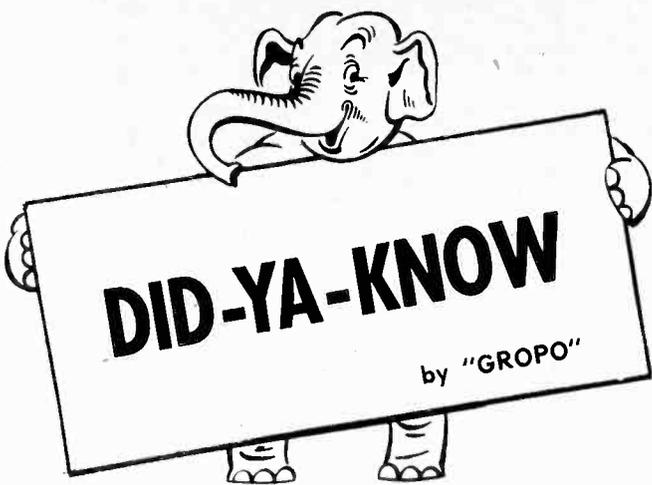
- ★ "THE SUNSHINE CLUB" (daily from 6 a.m. to 9 a.m.)
- ★ "KENNARD'S KORRAL" (daily from 1 p.m. to 3 p.m.)
- ★ "THE CHATTERBOX" (daily from 4:30 p.m. to 5:30 p.m.)
- ★ "CLUB TIME" (daily from 10:15 p.m. to 1:00 a.m.)

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1905 **Spotlighting Saskatchewan** 1955
CKRM REGINA
 SASKATCHEWAN GOLDEN JUBILEE

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 980 Kcs. Montreal - Toronto - Winnipeg - Vancouver



Facts Beat Opinions

PROGRAMMING

1. **PERSONALITIES** — Don Ramsey of CJIC, the only Canadian who was ever invited to appear as Mr. Dee-Jay, U.S.A. over 50,000 Watt WSM Nashville, Tennessee. Don's daily program — **RANGE RIDERS** — draws hundreds of written requests each week.

2. **SERVICE** — CKYL Peace River from January 5 to end of the Interleague Playoffs, CKYL broadcast crews travelled over 5,000 miles broadcasting 29 games and five grand challenge finals from curling bonspiels.

RESPONSE FROM LISTENERS

1. **CKNX WINGHAM** — HYMN TIME a popular daily favourite recently drew 600 letters from listeners enclosing 25¢ for the Radio Station Wingham's popular booklet, 'The CKNX HYMNAL'.

2. **CFCW CAMROSE** WHAT'S IN THE BOX resulted in over 600 letters daily from enthusiastic listeners.

THE STATIONS

CKNX

Wingham

CJIC

Sault Ste. Marie

CFPA

Port Arthur

CKPC

Brantford

CKLB

Oshawa

CHVC

Niagara Falls

CFAB-CKEN

Windsor-Kentville

CFCW

Camrose

CKYL

Peace River

SPONSOR REACTION

1. **CFPA PORT ARTHUR** — Local sponsors are guaranteed results — a short spot campaign sold 200 dresses for a dress shop in three days.

2. **CFAB — CKEN WINDSOR and KENTVILLE, N.S.** — Four Spots advertising a sewing course produced 19 enrollments — nearly five enrollments per spot.

MERCHANDISING THE PRODUCT

1. **CKLB OSHAWA — HOLIDAY TICKET**, CKLB's big summer promotion, offers listeners a trip to Bermuda this year. To sponsors, a tremendous merchandising vehicle is now available in conjunction with CKLB's big switch to 5,000 watts.

2. **CKPC BRANTFORD** — A national advertiser recently advises — "Your dealer contacting, point of sale promotion and close liaison with our client's territory salesmen, have contributed tremendously towards the success of our campaign."

KEY

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

Ontario

CKBB, BARRIE: 250 watts on 1,280 kcs. (1) Barrie Broadcasting Co. Ltd. — (2 & 3) Ralph T. Snelgrove — (4) Bert J. Snelgrove — (5) Robert Hunter — (7) Robert McLean — (9) Bert J. Snelgrove — (10) Felix Fraser — (14) Mrs. Jessie Callow — (15) Mary Ellen Young — (16 & 17) Jack Mattenly — (18 & 19) Paul Mulvihill & Co. — (21) John N. Hunt — (22) Adam Young.

CJBQ, BELLEVILLE: 250 watts on 1,230 kcs. Dom. Supp. (1) Quinte Broadcasting Co. Ltd. — (2) A. McLean Haig — (3) Bill Stovin — (4) Frank Murray — (5) Hamie MacDonald — (7) Phil Flagler — (10) Jack Devine — (11) Harriet Stevens — (12) Phil Flagler — (13) Mrs. Muriel Wannamacker — (14) Marcia Blathemuicke — (15) Terry Cronan — (16) Jack Buchanan — (18 to 21) Horace N. Stovin — (22) Canadian Station Representatives.

CFJB, BRAMPTON: 250 watts on 1,090 kcs. (1) Broadcasting Station CFJB Ltd. — (2) Frank Early — (3) Fenwick Job — (6 & 7) Fenwick Job — (8) Walter Gurd — (9) Tom Willis — (10) J. Glover — (12) Stan Larke — (13) J. Glover — (14) Shelley Panter — (15) Walter Gurd — (16) Fenwick Job — (17) Bill Rathburn — (18 & 19) Radio & Television Sales Inc. — (22) Don Cooke Inc.

CKPC, BRANTFORD: 1,000 watts on 1,380 kcs. Dom. Supp. (1) Telephone City Broadcast Ltd. — (2) Mrs. M. F. Buchanan — (3) Deryk Upton — (4) Wally Shubat — (8) Frank Holten — (9) Al Chandler — (10) Arnold Anderson — (11) Mrs. Marion George — (12) John Edwards — (13) Art Kelly — (14) Mrs. M. Totle — (15) Faith Thorpe — (16) James Featherston — (17) John Welsh — (18 & 19) James L. Alexander Ltd.

CFJR, BROCKVILLE: 250 watts on 1,450 kcs. Dom. Basic. (1) Eastern Ontario Broadcasting Co. Ltd. — (2 & 3) Jack R. Radford — (4) Tom Statham — (5) Jack R. Radford — (7 & 8) Jim Chapman — (9) Keith Pelton — (10) Tom Statham — (12) Lloyd Kerr —

(15) Jim Chapman — (16) Sid Penstone — (18 to 21) Horace N. Stovin — (22) Adam Young.

CFCO, CHATHAM: 1,000 watts on 630 kcs. Dom. Basic. (1) John Beardall — (3) John Beardall — (5 & 6) Pete Kirkey — (9, 11 & 12) Eunice Gardiner — (13) Pete Kirkey — (16) Gordon Brooks — (17) Bob Anakin.

CKSF, CORNWALL: 250 watts on 1,230 kcs. Dom. Supp. (1) Daily Standard Freeholder — (2) Howard Fleming — (3) Fred Pemberton — (6 & 10) Carl Fisher — (13) Elma Larocque — (14) Bob Eadie — (15) Roly Forget — (16) Mahlon Clark — (17) Lyal Nixon — (18 to 21) Horace N. Stovin — (22) J. H. McGillvra.

CFOB, FORT FRANCES: 1,000 watts on 800 kcs. Dom. Supp. (1) Border Broadcasting Ltd. — (2) T. O. Peterson — (3) Frank Hall — (6) Donn Kirton — (9) Warner Troyer — (16) Chuck Ferland — (18 & 19) Radio Representatives Ltd. (20) A. J. Messner — (21) John N. Hunt — (22) Don Cooke Inc. in New York, Orville Lawson in Minneapolis.

CKPR, FORT WILLIAM: 1,000 watts on 580 kcs. T-Can. Basic. (1) H. F. Dougall Co. Ltd. — (2 & 3) Hector F. Dougall — (4 & 5) George D. Jeffrey — (6 & 7) John P. Friesen — (8) Royce Dahmer — (9) John P. Friesen — (10) Royce Dahmer — (11) Margaret McCubbin — (12 & 13) Jack Masters — (14) Geraldine Schepansky — (15) Francis Splonick — (16) W. Thompson Ross — (17) Stuart Ferney — (18 & 19) Radio Representatives Ltd. — (22) Adam Young.

CKGR, GALT: 250 watts on 1,110 kcs. (1) The Galt Broadcasting Co. Ltd. — (2) Mrs. Margaret Gourky Spohn — (3 & 5) Gerald W. Lee — (6 to 8) John Meadows — (9) Don Carter — (10) Ross McCaw — (11) Gwyn Mallory — (12) Ross McCaw — (11) Gwyn Mallory — (12) Ross McCaw — (13) Gerald W. Lee — (14) Jack Michaels — (15) Grace Newlands — (16) Gerald W. Lee — (17) Jerry Wood — (18 to 21) Horace N. Stovin.

CJOY, GUELPH: 250 watts on 1,450 kcs. (1) CJOY Ltd. — (2) Wallace Slatter — (3) Wallace Slatter & Fred Metcalf — (5) Jack Charles — (7) Don Le Blanc — (9) John Millard — (10) Norm Jary — (11) Mrs. Doris MacKinnon — (12) Vaughn Douglas — (13) Donald Le Blanc — (14) Mrs. Doris MacKinnon — (15) Mrs. Joyce Donnelly — (16) Jack Milligan & Hugh Cameron — (17) Willa Gray — (18 to 20) Radio Representatives Ltd. — (21) John N. Hunt — (22) Don Cooke Inc.

CHML, HAMILTON: 5,000 watts on 900 kcs. Dom. Supp. (1) Maple Leaf Broadcasting — (2) Ken Soble — (3) Tom Darling — (5) Denny Whitaker — (6) Agnes M. Anderson — (9) Rod Dent — (10) Norm Marshall — (13) Staff Habberfield — (14) Michael Thompson — (15) Ed Preston — (16) Hugh Potter — (17) Fred Allen — (18) Stephens & Towndrow Ltd. — (19) National Broadcast Sales — (21) John N. Hunt — (22) Adam Young.

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

CKOC, HAMILTON: 5,000 watts on 1,150 kcs. T-Can. Supp. (1) Wentworth Broadcasting Co. Ltd. — (Managing-Director H. R. Carson) — (3) William T. Cranston — (4) J. Lyman Potts — (5) Norman Inkster — (6) J. Lyman Potts — (7) Harold Gibson — (9) D. Graham Emslie — (10) Perc Allen — (11) Wendy Williams — (13) Frank Fogwell — (14) K. Digby Wright — (15) Marilyn McCready — (16) Leslie Horton — (17) Art Todd — (18 to 21) All-Canada — (22) Weed & Co.

CJRL, KENORA: 1,000 watts on 1,220 kcs. Dom. Supp. (1) Lake of the Woods Broadcasting — (5) Bill Whittingham — (7) George Balcaen — (9) Murray Cooke — (10) John Bohonas — (15) Trudy McTavish — (16) Don McTavish — (18 to 21) Horace N. Stovin — (22) Don Cooke Inc.

CKLC, KINGSTON: 1,000 watts on 1,380 kcs. Dom. Supp. (1) St. Lawrence Broadcasting Co. — (2) Robert Grant — (3) Terry D. French — (5) John F. French — (6 & 7) C. John Bermingham — (8) Al Boliska — (9) Allan M. Saunders — (10) Johnnie Kelly — (11) Mrs. Marion Earl — (13) Joe Wakers — (14) Mrs. Isabella Lay — (15) Carole Cain — (16) Barry M. Ogden — (18 to 21) Horace N. Stovin — (22) Forjoe & Co.

CKWS, KINGSTON: 5,000 watts on 960 kcs. T-Can. Basic. (1) Frontenac Broadcasting — (2) Hon. Rupert Davies — (3) Doug Scanlan — (5) Weldon Wilson — (7) Bill Williamson — (9) Torben Wittrup — (10) Doug Duff — (11) Rita Cuthbertson — (13) Bill Barnes — (14) Barbara Hamilton — (15) Pat Blakey — (16) Bert Cobb — (17) Ken Pebbles — (18 to 21) National Broadcast Sales — (22) Weed & Co.

CJKL, KIRKLAND LAKE: 5,000 watts on 560 kcs. T-Can. Basic. (1) Kirkland Lake Broadcasting Ltd. — (2) Roy H. Thomson — (3) Gord W. Burnett — (5) Ken Billings — (7) Jessie French — (8) Mose Yokom — (9) Gerry Myers — (10) Hal Sampel — (11) Mrs. Anita Thompson — (12 & 13) Fred Oliver — (14) Mrs. Barbara Johnston — (15) Mose Yokom — (16) Cy Spence — (17) William McFarlane — (18 & 19) National Broadcast Sales — (22) Weed & Co.

CKCR, KITCHENER: 250 watts on 1,490 kcs. Dom. Supp. (1) K-W Broadcasting Co. Ltd. — (2 & 3) James C. Mitchell — (5) Jack G. Liddle — (6 & 7) Ken MacKinnon

— (9) Bob McGregor — (10) Bill Moyer — (11) Mrs. Helen Slabie — (12) Paul Freeman — (13) Bob Tschanz — (14) Reginald Sellner — (15) Carol Easton — (16) Ion Hartman — (17) Roy Baker — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) Adam Young.

CJSP, LEAMINGTON: 250 watts on 710 kcs. (1) Sun Parlor Broadcasters Ltd. — (2) A. A. Bruner — (3) John L. Moore — (5) A. A. Bruner — (7) John L. Moore — (8) Jean Richards — (9) Art Gadd — (10) Jack Garton — (11) Mrs. Pat Crerar — (12) Clem Fisher — (13) A. A. Bruner — (14) Louise Munro — (15) Jean Richards — (16) John L. Moore — (18 & 19) Radio & Television Sales Inc. — (22) Hil F. Best, Detroit.

LINDSAY: 1000 watts on 910 kcs. (Approved by CBC. D/T Approval pending.) (1) Greg-May Broadcasting Ltd. — (2) E. Neill Gregory — (3, 6 & 7) Herb H. May — (16) Chas. A. Gregory.

CFPL RADIO, LONDON: 5,000 watts on 980 kcs. Dom. Basic. (1) London Free Press Co. Ltd. — (2) Walter J. Blackburn — (3) Murray T. Brown — (4 & 5) Douglas C Trowell — (6) Jack N. Illman — (9) Hugh Bremner — (10) Ken Ellis — (11) Joan Pritchard — (12) Roy Jewell — (13) Harvey M. Clarke — (15) Mrs. Anne Johnston — (16) Glen Robitaille — (17) Graham Murray — (18 to 21) All-Canada — (22) Weed & Co.

CHVC, NIAGARA FALLS & WEL-LAND: 5,000 watts on 1,600 kcs. (1) Radio Station CHVC Ltd. — (2) B. Howard Bedford — (6) A. W. Blakely — (7) Tom Stouffer — (9) Charles Sterne — (10) Droomy Hewett — (11) Faye Burton — (12) Joseph F. Wilson — (14) Mrs. Joyce McKenzie — (15) Mrs. Nell Schlater — (16) L. H. Rooke — (17) Bob Alexander — (18 & 19) James L. Alexander Ltd. — (22) Don Cooke Inc. — (Welland Branch Manager, Jack Haney).

CFCH, NORTH BAY: 1,000 watts on 600 kcs. T-Can. Basic. (1) Northern Broadcasting Ltd. — (2) Roy H. Thomson — (3) Keith Packer — (5) Bill King — (7 & 8) Clarence Houston — (9) John Size — (10, 12 & 13) Don O'Neil — (14) Ann

Purdon — (15) Marion Finch — (16) Jack Barnaby — (17) Joe McCausland — (18 to 21) National Broadcast Sales — (22) Weed & Co.

CFOR, ORILLIA: 1,000 watts on 1,570 kcs. (5,000 watts May, 1955) Dom. Supp. (1) Radio Station CFOR —

(3) Gordon E. Smith — (5) Alec C. Gilmour — (6 & 7) J. A. "Pete" McGarvey — (8) Russ Waters — (9) Bob Douglas — (10) Grant Forsythe — (11) Nora North — (12) J. A. "Pete" McGarvey — (13) Russ Waters — (14) Rennie Heard — (15) Nancy Brandon — (16) George Slinn — (17) Peter Rowe — (18 & 19) Stephens & Towndrow Ltd.

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- CKGB** Timmins
- CJKL** Kirkland Lake

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RADIO & TELEVISION SALES INC. HIL F. BEST (U.S.A.)

KEY

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

CKLB, OSHAWA: 5,000 watts on 1,350 kcs. (1) Lakeland Broadcasting Co. Ltd. — (2) Alfred H. Collins — (3 & 5) Gordon G. Garrison — (7) Ken Philips — (8) Fred V. Russell — (9) Bill McKay — (10) Bill Smith — (11) Mrs. Barbara Pollock — (12) Frank Eidt — (13) Richard Smythe — (14) Frank Eidt — (15) Margaret McKay — (16) William Marchand — (17) Roy Prieur — (18 & 19) James L. Alexander Ltd. — (22) J. H. McGillvra Inc.

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

CKOY, OTTAWA: 5,000 watts (D) 1,000 watts (N) on 1,310 kcs. Dom. Supp. (1) CKOY Ltd. — (2) Duncan K. MacTavish, Q.C. — (3 & 5) Jack Thompson — (Traffic Manager, Brian L. Brown) — (7) Keith Stirling — (8) Eddie Thomas — (9) Larry Martin — (10) Jack Daly — (11) Pat Kenney — (13) Lew Hill — (14) Joyce Taylor — (15) Jean Trepanier — (16) Kenneth Puttock — (18, 19 & 20) National Broadcast Sales — (21) John N. Hunt — (22) Don Cooke Inc.

CFRA, OTTAWA: 5,000 watts on 560 kcs. (1) CFRA Ltd. — (2) Frank Ryan — (4) Don Martin — (5) George Gowling — (7) Tom Foley — (9) Campbell McDonald — (10)

Tom Foley — (11) Joan Baxter — (12) Frank Ryan — (14) Don Morin — (15) Vyola Bradley — (16) Harold Peerenboom — (17) Murray Smith — (18 & 19) Stephens & Towndrow Ltd. — (22) Weed & Co.

CFOS, OWEN SOUND: 1,000 watts on 1,470 kcs. Dom. Supp. (1) Grey & Bruce Broadcasting Co. Ltd. — (2) Howard Fleming — (3) W. N. Hawkins — (5) Russ Tomlinson — (6) Stewart Blancher — (10) William Dane — (11) Isobel Doyle — (12 & 13) Lawrence Phillips — (14) Aubrey Wice — (15) Veda Daily — (16) Gerry Stoffer — (17) Donald Danard — (18 to 21) Horace N. Stovin — (22) Canadian Station Representatives.

CHOV, PEMBROKE: 1,000 watts on 1,350 kcs. Dom. Basic. (1) Ottawa Valley Broadcasting Co. Ltd. — (2 & 3) Gordon Archibald — (5) Ramsay F. Garrow — (6 & 7) Gregory Poupore — (8) Laurie Cox — (9) Gregory Poupore — (10) Bill Kutschke — (11) Marion Egan — (12) Gregory Poupore — (13) Ramsay F. Garrow — (14) Marion Egan — (15) Mrs. Stephanie Daly — (16) W. Edwin Schmidt — (17) Murray Mathieson — (18 to 21) Horace N. Stovin — (22) Adam Young.

CHEX, PETERBOROUGH: 1,000 watts on 1,340 kcs. Dom. Basic. (1) Kawartha Broadcasting Co. —

(2) W. Rupert Davies — (3) Jack Weatherwax — (5) Tom Brough — (7) Dave Clark — (9) Gerry Reid — (10) Scott Randall — (11) Elizabeth Fitzgerald — (13) Bill Duignan — (14) Elizabeth Fitzgerald — (15) Barbara Hollingsworth — (16) Bert Crump — (17) Frank Schoales — (18 & 19) National Broadcast Sales — (22) Weed & Co.

CFPA, PORT ARTHUR: 250 watts on 1,230 kcs. Dom. Basic. (1) Ralph H. Parker Ltd. — (2 & 3) Ralph H. Parker — (4 & 5) Mac MacGowan — (9) Ken MacGray — (10) Doug Phillips — (18 & 19) James L. Alexander Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Weed & Co.

CHOK, SARNIA: 5,000 watts (D) 1,000 watts (N) on 1,070 kcs. T-Can. Supp. (1) Sarnia Broadcasting Ltd. — (2) Claude R. Irvine — (3) Karl E. Monk — (5) Arthur H. J. O'Hagan — (7) Phil Clayton — (9) Jack Eaton — (10) George Ludgate — (11) Mrs. Elaine Bitz — (12) Bill Brady — (13) Phil Clayton — (14) Marilyn Wellington — (15) Orman Armstrong — (16) Robert F. Cooke — (17) Earl Knox — (18 & 19) Paul Mulvihill & Co. — (22) Don Cooke Inc.

CKTB, ST. CATHARINES: 1,000 watts on 620 kcs. Dom. Supp. (1) The Niagara District Broadcasting Co. Ltd. — (2) Bill Burgoyne — (3) Mary C. Burgoyne — (4 & 5) Vince Lococo — (6 & 7) Jack Dawson — (8) Clarence Colton — (9) John Morrison — (10) Rex Stimers — (11) Elda Flintoft — (12) Roy Bonisteel — (13) Mary C. Burgoyne — (14) Roy Bonisteel — (15) Dave Wilson — (16) Bill Allen — (17) Larry Holloran — (18 & 19) Paul Mulvihill & Co. — (22) J. H. McGillvra.

CHLO, ST. THOMAS: 1,000 watts on 680 kcs. T-Can. Supp. (1) Radio Station CHLO Ltd. — (2) G. C. Nichols — (3) Eldred E. Smith — (4) Peter K. Dickens — (5) Glenn Brickland — (7) Peter K. Dickens — (9) Robert Evans — (10) Herman Mason — (11) Margot Tilden — (13) Peter K. Dickens — (14) Donald McK. Lumley — (15) Kay Benn — (16) William R. Onn — (17) Warren Beck — (18 & 19) Stephens & Towndrow Ltd. — (22) Canadian Station Representatives.

CJIC, SAULT STE. MARIE: 250 watts on 1,490 kcs. T-Can. Basic. (1) Hyland Radio-TV Ltd. — (2) James G. Hyland — (3) Elbern Vance — (5) Wilf Belec — (6) Lenore Corbett — (7) Tom McWaters — (9) Lionel McAuley — (10) Russell Ramsay — (11) Lenore Corbett — (14) Marie

Lorenzo — (15) Helen Vuckson — (16) David Irwin — (17) Donald Ramsay — (18 & 19) James L. Alexander Ltd. — (22) J. H. McGillvra.

CKCY, SAULT STE. MARIE: 250 watts on 1,400 kcs. (1) Algonquin Radio-TV Ltd. — (2) C. P. Greco — (3) Al Bestall — (9) Doug McGowan — (10) Harry Wolf — (11) Claire Bestall — (13) Dave Zand — (18 & 19) Stephens & Towndrow Ltd. (On the air May, 1955).

SMITH'S FALLS: 250 watts on 1070 kcs. (Approved by CBC. D/T Approval pending.) (1) John William Pollie, on behalf of a proposed company to be incorporated.

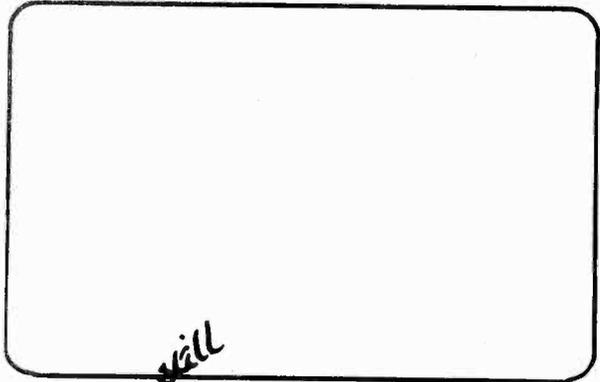
CJCS, STRATFORD: 250 watts on 440 kcs. Dom. Supp. (1) CJCS Ltd. — (2) Frank Squires — (3 & 5) Stanley Tapley — (6 & 7) Alex L. Smith — (8) Charles Tretheway — (9) Alex L. Smith — (10) Bill Inkol — (14) Sandra Duncan — (16) John Grigg — (17) Harold Lamb — (18 to 21) All-Canada — (22) Weed & Co.

CHNO, SUDBURY: 1,000 watts on 900 kcs. Dom. & French Supp. (1) The Sudbury Broadcast Co. Ltd. — (2) F. B. Ricard — (3 & 5) René Riel — (6 & 7) Wilf Davidson — (9) Phil Freeman — (11) Shirley Beach — (12) Louis Rioux — (13) Wilf Davidson — (15) Rose Marie Lapierre — (16) Henry Albert — (17) Claude Piché — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) Adam Young.

CKSO, SUDBURY: 5,000 watts on 970 kcs. T-Can. Basic. (1) CKSO Radio Ltd. — (2) George M. Miller, Q.C. — (3) W. J. Woodill — (5) Kenneth Dobson — (6 & 7) Robert Alexander — (10) Cam Church — (11) Trudy Manchester — (13) Robert Staton — (14) Robert Alexander — (15) Matt Zimmerman — (16) James McRae — (18 to 21) All-Canada — (22) Weed & Co.

CKOT, TILLSONBURG: 250 watts on 1,510 kcs. (1) Tillsonburg Broadcasting Co. Ltd. — (2) Dr. Ralph A. Hawkins — (3) John Lamers — (Office Manager, L. B. C. "Nick" Nichols) — (7, 9 & 10) Len C. Evans — (15) Barbara Cole — (16) A. Kenneth Orton — (18 to 21) Radio Representatives Ltd.

CFCL, TIMMINS: 1,000 watts on 580 kcs. French Net. Supp. (1) CFCL — (2) Conrad Lavigne — (3) Rene Barrette — (5) Laurent Smith — (7) Jean De Villiers — (9) Albert Aube — (11) Madeleine Fournier & Albert Aube — (12) Robert Millette — (13) Rene Barrette — (14) Albert Aube —



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Horace N. Stovin in Can.

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A PROVEN STOVIN STATION

WITH HIGHEST COMMUNITY ACCEPTANCE

(15) Pauline Bussiere—(16) Roch Demers — (18 & 19) Omer Renaud — (22) J. H. McGillvra.

CKGB, TIMMINS: 5,000 watts on 680 kcs. T-Can. Basic. (1) Timmins Broadcasting Ltd. — (2) R. H. Thomson — (3) Jack Pollie — (5) Wally Rewegan — (7) Bill Nadeau — (9) Dan Doctor — (10) Vic Power — (11) Mrs. Anne Stanley — (12) Lou Schaffer — (14) Mrs. Dolly Strickland — (15) Ray Eckford — (16) Ernest Mott — (17) Bruce Macdonald — (18 to 20) National Broadcast Sales — (21) John N. Hunt — (22) Weed & Co. •

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

CFRB, TORONTO: 50,000 watts on 1,010 kcs. CBS (1) Rogers Radio Broadcasting Co. Ltd. — (2) Harry Sedgwick — (3) Lloyd Moore — (5) Waldo Holden — (7) Wes McKnight — (8) Wishart Campbell — (10) Wes McKnight — (12) Rex Frost — (13) Ken Marsden — (15) Jaff Ford — (16) Clive Eastwood — (17) Bill Baker — (18 to 21) All-Canada — (22) Canadian Station Representatives.

CHUM, TORONTO: 1,000 watts on 1,050 kcs. (1) York Broadcasters Ltd. — (2, 3 & 5) Allan F. Waters — (7) Allan Cupples — (9) Pat Bennett — (10 & 13) Phil Stone — (15) Arthur Collins — (16) George Jones — (17) Roy Greene — (19) Radio & Television Sales Inc. — (22) J. H. McGillvra.

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

CKEY, TORONTO: 5,000 watts (D) 1,000 watts (N) on 580 kcs. (1) Toronto Broadcasting Co. Ltd. — (2) Jack Kent Cooke — (3) Hal Cooke — (5) Jack Turrall — (6) Ed Houston — (7) Don Insley — (8) Ed Houston — (9) Angus McClellan — (10) Joe Crysedale — (11) Mrs. Yvonne Vickers — (13) Eddie Guest — (14) Donna Kitchen — (15) Brenda Barnett — (16) Allan Taylor — (17) Roy Little — (18 & 19) National Broadcast Sales — (21) John N. Hunt — (22) Don Cooke Inc.

CKFH, TORONTO: 250 watts on 1,400 kcs. (1) Foster Hewitt Broadcasting Ltd. — (2) Foster W. Hewitt — (3) Howard C. Caine — (4) Bill Hewitt — (5) D. Keith Davey — (6) Frank Somerville — (7, 10 & 13) Bill Hewitt — (14) Pat

Harrison — (15) Mrs. G. Hunter (16) Gerald A. Wilson — (17) David Goodyear — (18 & 19) Stephens & Towndrow Ltd.

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

CKLW, WINDSOR: 50,000 watts on 800 kcs. Dom. Supp. & Mutual. (1) Western Ontario Broadcasting Co. Ltd. — (2) J. E. Campeau — (4) Campbell Ritchie — (5) Robert J. Johnston — (6 & 7) John Gordon — (8) Walter Townsend — (9) Austin Grant — (10) H. Arthur Laing — (11) Mrs. Myrtle Labbitt — (13) Giles McMahon — (14) Mrs. Margaret Marshall — (15) Marion Johnson — (16) W. J. Carter — (17) Frank Merrifield — (18 to 21) All-Canada — (22) Adam Young.

CKNX, WINGHAM: 1,000 watts on 920 kcs. Dom. Supp. (1) W. T. Cruickshank — (2) W. T. Cruickshank — (3) John Cruickshank — (4) Gerald "Bud" Cruickshank — (5) John Cruickshank — (6) John Brent — (7) Vin Dittmer — (8) Harold Victor Pym — (9) John Strong — (10) Ed Blake — (11) Margaret Brophy — (12) Bob Carbert — (13) Clint Godwin — (14) Gordon Symons — (15) Iona Terry — (16) Scott Reid — (17) John Langridge — (18 & 19) James L. Alexander Ltd. — (21) John N. Hunt — (22) Adam Young.

CKOX, WOODSTOCK: 250 watts on 1,340 kcs. (1) Oxford Broadcasting Co. — (2 & 3) M. J. Werry — (7) W. A. Holmes — (9) Jack MacLean — (10) W. A. Holmes — (11) Mrs. Alice Munro — (15) Mrs. J. Musgrave — (16) R. Watmough — (7) G. Wooden — (18 & 19) Omer Renaud — (21) John N. Hunt.

Quebec

CFGF, ALMA LAC ST. JEAN: 1,000 watts on 1,270 kcs. (1) Radio Lac St. Jean Ltée — (2) Conrad Bergeron — (3) Lionel Morin — (7) Jacques Fortin — (11) Thérèse Gagnon — (13) Eric Gagnon — (14) Frances Fortin—(15) Olivette Maltais — (16) Marius Gérard —(17) Claude Collard—(18 & 19) Omer Renaud.

CHAD, AMOS: 250 watts on 1,340 kcs. French Net. Supp. (1) Radio Nord Inc. — (2) David A. Gourd — (3) J. M. Perreault — (5) Georges Chartrand — (6 to 8) Claude Rousseau — (9) (French) Claude Rousseau — (English) Andrew Stuparick — (11 & 12) Claude Rousseau — (13) G. Chartrand—(14 & 15) Claude Rousseau — (16) J. Senécal — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) Weed & Co.

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

CJMT, CHICOUTIMI: 250 watts on 1,450 kcs. (1) CJMT Ltée. — (2) J. O. Massé — (3) Philippe A. Fissette — (4) Pierre Tremblay — (5) Janine Tremblay — (6 & 7) Philippe A. Fissette — (9) Denise Fortin — (11) Roselyne Harvey — (12) Guy Bouchard — (13) Denise Fortin — (14) Françoise Belley — (15) Gilles Paradis — (16 & 17) Lucien Simard — (18 & 19) Omer Renaud — (22) J. H. McGillvra.

CFOR ORILLIA IN CENTRAL ONTARIO

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- ★ **GREATEST POWER**
- ★ **LARGEST CITY AND AREA ACCEPTANCE**

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5000 WATTS

STEPHENS & TOWNDROW LTD.
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••••• With a potential listening
••••• audience of over

400,000

••••• French speaking people
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CKCH

Hull and Ottawa

Representatives:
Omer Renaud in Canada
J. H. McGillvra in U.S.A.

In Northern Ontario
radio listenership is high.

MORE SETS IN USE

Sets in Use

CKGB 51.8%
Timmins

CJKL 41.2%
Kirkland Lake

CFCH 42.0%
North Bay

KEY

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

J. Senécal — (18 & 19) Omer Renaud — (21) John N Hunt — (22) Weed & Co.

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

CKBL, MATANE: 5,000 watts on 1,250 kcs. French Net. Supp. (1) Cie de la Radiodiffusion Ltée. — (2 & 3) René Lapointe — (5) Octave Lapointe — (6) Jean Daigle — (7) Marcel Houle — (8) Jean Daigle — (9) Jean Berger — (12) Marcel Houle — (13) Octave Lapointe — (14) François Coté — (15) Marcelle Carrier — (16) Yvan Fortier — (17) Auguste Tremblay — (18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Adam Young.

CFCF, MONTREAL: 5,000 watts on 600 kcs. ABC & Dom. (1) Canadian Marconi Co. — (2) S. M. Finlayson—(3) J. Allan Hammond — (4 & 5) Richard Misener — (6) Dean Kaye — (7) Michael Wood — (9) Sam Solomon — (10) Keith Dancy — (13) Ted Abrams (14) Jean McKinnon — (15) Shirley Van Harrlem — (16) J. Creighton Douglas — (17) J. Hemming—(18 to 21) All-Canada —(22) Weed & Co.

CKBM, MONTMAGNY: 250 watts on 1,490 kcs. (1) Radio Alleghany Inc. (2) Henri Deschênes—(3 & 5) André Mercier — (6) Henri Deschênes — (7, 8 & 9) Oliva Poitras — (11 & 12) Henri Deschênes—(13 & 14) André Mercier (15) Lise Laurendeau — (16) Marcel Colombe — (17) Lionel Poitras — (18 & 19) Radio & Television Sales Inc.

CHLP, MONTREAL: 1,000 watts on 1,410 kcs. (1) "La Patrie" Publishing Co. Ltd. — (2) Sen. P. R. du Tremblay — (3) Flavius M. Daniel — (4) Fernand E. Bergevin — (5, 6 & 7) Flavius M. Daniel — (9) Armand Goulet — (10) Réal Giguère — (13) Allan G. Mac-Martin — (14) Armand Goulet — (15) Jeannette Daigle — (16) Alphonse Cloutier — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) J. H. McGillvra.

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

CJAD, MONTREAL: 10,000 watts on 800 kcs. CBS. (1) CJAD Ltd. — (2) J. Arthur Dupont — (5) R. Laurion — (Traffic Director, Bertha Poulet) — (7) W. T. McCurdy — (9) Hamilton Grant — (10) Danny Gallivan — (11) Mrs. Peggy Keefer — (15) Anna Watt — (16) A. Boisvert — (Studio Engineer, Lloyd Sharkey)—(18 & 19) Radio Time Sales Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives.

CJMS, MONTREAL: 5,000 watts on 1,280 kcs. (1) La Bonne Chanson Inc. — (2) Raoul D. Gadbois — (3) Paul Leduc — (4) Lucien St. Armand — (7) Paul Leduc — (9) Carl Duduc — (14) Gilles Lavallée (15) Jacques Archambeault —(16) Jean Garceau — (18) Radio Time Sales Ltd. — (22) Forjoe & Co.

CKAC, MONTREAL: 10,000 watts (D) 5,000 watts (N) on 730 kcs. T-Que. & CBS. (1) La Compagnie de Publication de la Press Ltée — (2) Hon. Pamphile R. Du-Tremblay — (3) Phil Lalonde — (4) Roy Malouin — (5) George Bourassa — (7) Ferdinand Biondi — (9) Paul Boudreau — (11) Jeannette Brouillet — (13) Paul Gélinas — (14) E. Pallascio-Morin — (15) Guy Lepage — (16) Leonard Spencer — (17) Gérard Champagne — (18 & 19) Omer Renaud (22) Adam Young.

CHNS, NEW CARLISLE: 5,000 watts on 610 kcs. French Net. Basic. 1) Gaspésienne de Radiodiffusion Ltée — (2) Dr. Charles Dumont — (3) Dr. Charles H. Houde — (5) Viateur Bernard — (8) R. St-Julien — (14) V. Bernard — (16) G. S. Coleman — (17) Elie Bérubé — (18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Adam Young.

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

CHRC, QUEBEC: 5,000 watts on 800 kcs. (1) CHRC Ltée — (2) Lt. Col. Hervé Baribeau — (3) Henri Lepage — (4 & 5) Aurèle Pelletier — (6 & 7) Magella Alain — (9) Guy Rondeau — (11) Estelle Gagné & Aline Fortier — (12) Lucien Sevigny — (13 & 14) Téles Gareau — (15) Fernando St-Georges—(16) Arsène Nadeau (17) Marcel Huard — (18 & 19) Joseph A. Hardy & Co. Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives.

J. L. Guérette — (17) J. Haddad — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) J. H. McGillvra.

CKRS, JONQUIERE: 1,000 watts on 590 kcs. (1) Radio Saguenay Ltée (2) Henri Lepage — (3) Tom Burham — (5) Raymond Maynard — (7) Jean Marie Dugas — (9) Lionel Tremblay — (13) Jean Marie Dugas — (15) Germaine Cormier — (17) Gérard Lemieux — (18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Adam Young.

CKLS, LA SARRE: 250 watts on 1,340 kcs. French Net. Supp. (1) Radio Nord Inc. — (2) David A. Gourd (3) J. M. Perrault — (5) Georges Chartrand — (6 to 8) Claude Rousseau — (9) (French) Claude Rousseau — (English) Andrew Stuparick — (11 & 12) Claude Rousseau — (13) G. Chartrand — (14 & 15) Claude Rousseau — (16)

CHEF, GRANBY: 250 watts on 1,450 kcs. French Radio Assoc. (1) La Cie de Radiodiffusion de Granby Ltée — (2) Raymond Chaput — (3) G. Laliberte — (4) R. M. Dubé — (4) F. Normandin — (6 & 7) Jean Dutrissac — (8) Bernard Lachance — (9) Claude Déry — (11) Mme. Henri Lizotte — (12 & 13) F. Normandin — (14) F. Arbour — (15) Bernard Lachance—(16) G. Laliberte — (17) Claude Thibault — (18 & 19) Omer Renaud.

CKCH, HULL: 1,000 watts on 970 kcs. French Net. Supp. (1) La Cie de Radiodiffusion CKCH de Hull Ltée — (2) J. L. Billy — (3) Jean-Paul Lemire — (5) H. W. Allard — (6) Rhéal Gaudet — (7 & 8) Aurèle Groulx — (9) Rhéal Gaudet — (11) Monique Decary—(12) J. P. Sanche—(13) H. W. Allard—(14) Hilda Trudeau — (15) Emile Routhier — (16)



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CJQC, QUEBEC: 250 watts on 1,340 kcs. T.-Can. Supp. (1) Goodwill Broadcasters of Quebec — (2) G. Howard Wert — (3) George M. MacDonald—(6 & 7) Ray Stevens — (9) A. Andrews — (11) Mrs. Ursula Delaney — (13) Judy Elliott — (14) Marilyn Reddick — (15) Mrs. Bep Seguin—(16) Mark Mullins — (17) Fern Dionne — (18 & 19) Radio & Television Sales Inc.

CKCV, QUEBEC: 1,000 watts on 1,280 kcs. French Radio Association. (1) CKCV Ltée — (2) Gaston Pratte — (3) Paul Lepage — (4) Marie-Paule Vachon — (6 & 7) Marcel Leboeuf—(8) Jean Leroye — (9) Louis Roberge—(10) René Collard — (11) Louise Leclerc — (13) Jean Guy Bernier — (14) Jean Bender — (15) Jean Leroye — (16) Lucien Gobeil — (17) André Duchesneau — (18 & 19) Omer Renaud — (21) John N. Hunt —(22) Weed & Co.

CJBR, RIMOUSKI: 5,000 watts (10,000 watts June, 1955) on 900 kcs. French Net. Supp. (10) Central Public Service Corp. — (2) Jacques Brillant — (3) André Lecomte — (4) François Raymond — (5) Rosario Levesque — (6) Raymond Fafard — (7) François Raymond — (8) Lorenzo Michaud — (9) Sandy Burgess — (10) Bernard Langlois — (11) Angèle Landry—(12) Arthur Rioux—(13) Yvan Leclerc — (14) Bernard Langlois — (15) Lorenzo Michaud —(16) F. C. Doak — (17) Marcel Vallés (18 to 21) Horace N. Stovin (22) Adam Young.

CFJP, RIVIERE DU LOUP: 250 watts on 1,400 kcs. French Net. Supp. & French Radio Association. (1) Radio-Temisouata — (2 & 3) Armand Belle — (4) H. Bourdeau — (5) Y. Marchand — (6 & 7) Raoul Savard — (8) Henri Beaulieu — (9) Raoul Savard — (11) Odette Dionne — (12) Adrien Martin — (13) Y. Marchand — (14) H. Bourdeau — (15) Henri Beaulieu — (16) Raymond Lavoie — (17) René Viel — (18 & 19) Omer Renaud (22) Adam Young.

CHRL, ROBERVAL: 1,000 watts on 910 kcs. French Radio Association. (1) Radio Roberval Inc. — (2) Georges Gagnon — (3) Wilfrid Mondoux — (4 & 5) Normand Gagnon — (7) Harvey Paradis — (9) Normand Gerard — (11) Therese Doré — (12) G. Tremblay — (14) R. Laroche—(15) Maurice

Herard — (16) Raymond Lacombe — (18 & 19) Joseph A. Hardy & Co. Ltd.

CKRN, ROUYN: 250 watts on 1,400 kcs. French Net. Supp. (1) Radio Nord Inc. — (2) David A. Gourd — (3 & 5) Georges Chartrand — (6 to 8) Claude Rousseau — (9) (French) Claude Rousseau (English) Andrew Stuparick — (11 & 12) Claude Rousseau — (13) Georges Chartrand — (14 & 15) Claude Rousseau—(16) J. Senécal — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) Weed & Co.

CHGB, STE. ANNE de la POCA-TIERE: 1,000 watts (D) 250 watts (N) on 1,350 kcs. French Net. Supp. (1) CHGB Ltd. — (2) G. T. Desjardins — (3) P. E. Hudon — (4) R. Gagné — (5) A. Frève — (6 & 7) R. Plante — (8) A. Goudreault — (9) C. Landry — (12) Louis de Gonzague Fortin — (14) R. Gagné—(15) C. Landry (16) G. T. Desjardins — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) J. H. McGillvra.

CKRB, ST-GEORGES de BEAUCE: 250 watts on 1,400 kcs. French Net. Supp. (1) Radio Beauce Inc. — (3) M. Georges Roberge—(7) Fernand Pacquet — (16) A. Catellier — (18 & 19) Omer Renaud.

ST. JEROME: 1000 watts on 900 kcs. (Approved by CBC. D/T Approval pending.) (1) Jean Lalonde.

CKSM, SHAWINIGAN FALLS: 1,000 watts on 1,220 kcs. (1) Shawinigan Falls Broadcasting Co. Ltd. — (2) D. R. Wilson—(3) Allan Rogerson (5) Emilien Reaulieu — (6 & 7) Gaston Tessier—(8) Roger Dupuis (9 & 10) Claude Blain — (11) Marie L. Rogerson — (12) Roger Dupuis — (13) Allan Rogerson — (14) Claude Blain — (15) Roger Dupuis — (16) Ernest Brunelle — (17) Jacques Dupont — (18 & 19) Joseph A. Hardy & Co. Ltd.

CHLT, SHERBROOKE: 1,000 watts on 900 kcs. French Net. Supp. & French Radio Association. (1) La Tribune Ltée — (2) Hon. Sen. Jacob Nicol — (3) A. A. Gauthier — (5) Jean-Louis Gauthier — (8) Paul Marcel Robidoux — (9) Jules Vernes — (10) Henri Delorme—(11) Jocelyne Rousseau —(13) Jean-Louis Gauthier—(14) Ivan Vitinck — (15) Mrs. Lillian Bergeron — (16) R. Paquette — (17) Marcel Girard — (18 & 19) Joseph A. Hardy & Co. Ltd. — (21) John N. Hunt — (22) Adam Young.



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- CHAT—Medicine Hat
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- CKRC—Winnipeg
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- CKOC—Hamilton
- CJCS—Stratford
- CKSO—Sudbury
- CFRB—Toronto
- CFPL—London
- CKLW—Windsor
- CFCF—Montreal
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KEY

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

CKLB, OSHAWA: 5,000 watts on 1,350 kcs. (1) Lakeland Broadcasting Co. Ltd. — (2) Alfred H. Collins — (3 & 5) Gordon G. Garrison — (7) Ken Philips — (8) Fred V. Russell — (9) Bill McKay — (10) Bill Smith — (11) Mrs. Barbara Pollock — (12) Frank Eidt — (13) Richard Smythe — (14) Frank Eidt — (15) Margaret McKay — (16) William Marchand — (17) Roy Prieur — (18 & 19) James L. Alexander Ltd. — (22) J. H. McGillvra Inc.

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

CKOY, OTTAWA: 5,000 watts (D) 1,000 watts (N) on 1,310 kcs. Dom. Supp. (1) CKOY Ltd. — (2) Duncan K. MacTavish, Q.C. — (3 & 5) Jack Thompson — (Traffic Manager, Brian L. Brown) — (7) Keith Stirling — (8) Eddie Thomas — (9) Larry Martin — (10) Jack Daly — (11) Pat Kenney — (13) Lew Hill — (14) Joyce Taylor — (15) Jean Trepanier — (16) Kenneth Puttock — (18, 19 & 20) National Broadcast Sales — (21) John N. Hunt — (22) Don Cooke Inc.

CFRA, OTTAWA: 5,000 watts on 560 kcs. (1) CFRA Ltd. — (2) Frank Ryan — (4) Don Martin — (5) George Gowling — (7) Tom Foley (9) Campbell McDonald — (10)

Tom Foley — (11) Joan Baxter — (12) Frank Ryan — (14) Don Morin — (15) Vyola Bradley — (16) Harold Peerenboom — (17) Murray Smith — (18 & 19) Stephens & Towndrow Ltd. — (22) Weed & Co.

CFOS, OWEN SOUND: 1,000 watts on 1,470 kcs. Dom. Supp. (1) Grey & Bruce Broadcasting Co. Ltd. — (2) Howard Fleming — (3) W. N. Hawkins — (5) Russ Tomlinson — (6) Stewart Blancher — (10) William Dane — (11) Isobel Doyle — (12 & 13) Lawrence Phillips — (14) Aubrey Wice — (15) Veda Daily — (16) Gerry Stoffer — (17) Donald Danard — (18 to 21) Horace N. Stovin — (22) Canadian Station Representatives.

CHOV, PEMBROKE: 1,000 watts on 1,350 kcs. Dom. Basic. (1) Ottawa Valley Broadcasting Co. Ltd. — (2 & 3) Gordon Archibald — (5) Ramsay F. Garrow — (6 & 7) Gregory Poupore — (8) Laurie Cox — (9) Gregory Poupore — (10) Bill Kutschke — (11) Marion Egan — (12) Gregory Poupore — (13) Ramsay F. Garrow — (14) Marion Egan — (15) Mrs. Stephanie Daly — (16) W. Edwin Schmidt — (17) Murray Mathieson — (18 to 21) Horace N. Stovin — (22) Adam Young.

CHEX, PETERBOROUGH: 1,000 watts on 1,340 kcs. Dom. Basic. (1) Kawartha Broadcasting Co. —

(2) W. Rupert Davies — (3) Jack Weatherwax — (5) Tom Brough — (7) Dave Clark — (9) Gerry Reid — (10) Scott Randall — (11) Elizabeth Fitzgerald — (13) Bill Duignan — (14) Elizabeth Fitzgerald — (15) Barbara Hollingsworth — (16) Bert Crump — (17) Frank Schoales — (18 & 19) National Broadcast Sales — (22) Weed & Co.

CFPA, PORT ARTHUR: 250 watts on 1,230 kcs. Dom. Basic. (1) Ralph H. Parker Ltd. — (2 & 3) Ralph H. Parker — (4 & 5) Mac MacGowan — (9) Ken MacGray — (10) Doug Phillips — (18 & 19) James L. Alexander Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Weed & Co.

CHOK, SARNIA: 5,000 watts (D) 1,000 watts (N) on 1,070 kcs. T-Can. Supp. (1) Sarnia Broadcasting Ltd. — (2) Claude R. Irvine — (3) Karl E. Monk — (5) Arthur H. J. O'Hagan — (7) Phil Clayton — (9) Jack Eaton — (10) George Ludgate — (11) Mrs. Elaine Bitz — (12) Bill Brady — (13) Phil Clayton — (14) Marilyn Wellington — (15) Orman Armstrong — (16) Robert F. Cooke — (17) Earl Knox — (18 & 19) Paul Mulvihill & Co. — (22) Don Cooke Inc.

CKTB, ST. CATHARINES: 1,000 watts on 620 kcs. Dom. Supp. (1) The Niagara District Broadcasting Co. Ltd. — (2) Bill Burgoyne — (3) Mary C. Burgoyne — (4 & 5) Vince Lococo — (6 & 7) Jack Dawson — (8) Clarence Colton — (9) John Morrison — (10) Rex Stimers — (11) Elda Flintoft — (12) Roy Bonisteel — (13) Mary C. Burgoyne — (14) Roy Bonisteel — (15) Dave Wilson — (16) Bill Allen — (17) Larry Holloran — (18 & 19) Paul Mulvihill & Co. — (22) J. H. McGillvra.

CHLO, ST. THOMAS: 1,000 watts on 680 kcs. T-Can. Supp. (1) Radio Station CHLO Ltd. — (2) G. C. Nichols — (3) Eldred E. Smith — (4) Peter K. Dickens — (5) Glenn Brickland — (7) Peter K. Dickens — (9) Robert Evans — (10) Herman Mason — (11) Margot Tilden — (13) Peter K. Dickens — (14) Donald McK. Lumley — (15) Kay Benn — (16) William R. Onn — (17) Warren Beck — (18 & 19) Stephens & Towndrow Ltd. — (22) Canadian Station Representatives.

CJIC, SAULT STE. MARIE: 250 watts on 1,490 kcs. T-Can. Basic. (1) Hyland Radio-TV Ltd. — (2) James G. Hyland — (3) Elbern Vance — (5) Wilf Belec — (6) Lenore Corbett — (7) Tom McWaters — (9) Lionel McAuley — (10) Russell Ramsay — (11) Lenore Corbett — (14) Marie

Lorenzo — (15) Helen Vuckson — (16) David Irwin — (17) Donald Ramsay — (18 & 19) James L. Alexander Ltd. — (22) J. H. McGillvra.

CKCY, SAULT STE. MARIE: 250 watts on 1,400 kcs. (1) Algonquin Radio-TV Ltd. — (2) C. P. Greco — (3) Al Bestall — (9) Doug McGowan — (10) Harry Wolf — (11) Claire Bestall — (13) Dave Zand — (18 & 19) Stephens & Towndrow Ltd. (On the air May, 1955).

SMITH'S FALLS: 250 watts on 1070 kcs. (Approved by CBC. D/T Approval pending.) (1) John William Pollie, on behalf of a proposed company to be incorporated.

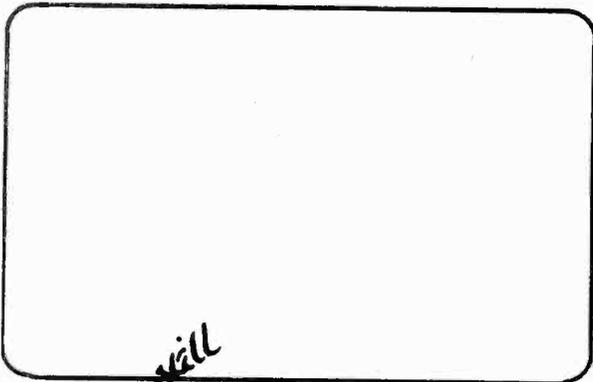
CJCS, STRATFORD: 250 watts on 440 kcs. Dom. Supp. (1) CJCS Ltd. — (2) Frank Squires — (3 & 5) Stanley Tapley — (6 & 7) Alex L. Smith — (8) Charles Tretheway — (9) Alex L. Smith — (10) Bill Inkol — (14) Sandra Duncan — (16) John Grigg — (17) Harold Lamb — (18 to 21) All-Canada — (22) Weed & Co.

CHNO, SUDBURY: 1,000 watts on 900 kcs. Dom. & French Supp. (1) The Sudbury Broadcast Co. Ltd. — (2) F. B. Ricard — (3 & 5) René Riel — (6 & 7) Wilf Davidson — (9) Phil Freeman — (11) Shirley Beach — (12) Louis Rioux — (13) Wilf Davidson — (15) Rose Marie Lapierre — (16) Henry Albert — (17) Claude Piché — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) Adam Young.

CKSO, SUDBURY: 5,000 watts on 970 kcs. T-Can. Basic. (1) CKSO Radio Ltd. — (2) George M. Miller, Q.C. — (3) W. J. Woodill — (5) Kenneth Dobson — (6 & 7) Robert Alexander — (10) Cam Church — (11) Trudy Manchester — (13) Robert Staton — (14) Robert Alexander — (15) Matt Zimmerman — (16) James McRae — (18 to 21) All-Canada — (22) Weed & Co.

CKOT, TILLSONBURG: 250 watts on 1,510 kcs. (1) Tillsonburg Broadcasting Co. Ltd. — (2) Dr. Ralph A. Hawkins — (3) John Lamers — (Office Manager, L. B. C. "Nick" Nichols) — (7, 9 & 10) Len C. Evans — (15) Barbara Cole — (16) A. Kenneth Orton — (18 to 21) Radio Representatives Ltd.

CFCL, TIMMINS: 1,000 watts on 580 kcs. French Net. Supp. (1) CFCL — (2) Conrad Lavigne — (3) Rene Barrette — (5) Laurent Smith — (7) Jean De Villiers — (9) Albert Aube — (11) Madeleine Fournier & Albert Aube — (12) Robert Millette — (13) Rene Barrette — (14) Albert Aube —



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| 2. President if a company | 10. Sports Director | 18. Toronto Repts |
| 3. Manager | 11. Women's Director | 19. Montreal Repts |
| 4. Assistant Manager | 12. Farm Director | 20. Winnipeg Repts |
| 5. Commercial Manager | 13. Promotion Director | 21. Vancouver Repts |
| 6. Production Director | 14. Copy Chief | 22. U.S. Repts |
| 7. Program Director | 15. Film Department | |
| 8. Music Director | 16. Chief Engineer | |

J. Senécal — (18 & 19) Omer Renaud — (21) John N Hunt — (22) Weed & Co.

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

CFCF, MONTREAL: 5,000 watts on 600 kcs. ABC & Dom. (1) Canadian Marconi Co. — (2) S. M. Finlayson—(3) J. Allan Hammond — (4 & 5) Richard Misener — (6) Dean Kaye — (7) Michael Wood — (9) Sam Solomon — (10) Keith Dancy — (13) Ted Abrams (14) Jean McKinnon — (15) Shirley Van Harrlem — (16) J. Creighton Douglas — (17) J. Hemming—(18 to 21) All-Canada —(22) Weed & Co.

CHLP, MONTREAL: 1,000 watts on 1,410 kcs. (1) "La Patrie" Publishing Co. Ltd. — (2) Sen. P. R. du Tremblay — (3) Flavius M. Daniel — (4) Fernand E. Bergevin — (5, 6 & 7) Flavius M. Daniel — (9) Armand Goulet — (10) Réal Giguère — (13) Allan G. MacMartin — (14) Armand Goulet — (15) Jeannette Daigle — (16) Alphonse Cloutier — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) J. H. McGillvra.

CJAD, MONTREAL: 10,000 watts on 800 kcs. CBS. (1) CJAD Ltd. — (2) J. Arthur Dupont — (5) R. Laurion — (Traffic Director, Bertha Poulet) — (7) W. T. McCurdy — (9) Hamilton Grant — (10) Danny Gallivan — (11) Mrs. Peggy Keefer — (15) Anna Watt — (16) A. Boisvert — (Studio Engineer, Lloyd Sharkey)—(18 & 19) Radio Time Sales Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives.

CJMS, MONTREAL: 5,000 watts on 1,280 kcs. (1) La Bonne Chanson Inc. — (2) Raoul D. Gadbois — (3) Paul Leduc — (4) Lucien St. Armand — (7) Paul Leduc — (9) Carl Duduc — (14) Gilles Lavallée (15) Jacques Archambeault —(16) Jean Garceau — (18) Radio Time Sales Ltd. — (22) Forjoe & Co.

CKAC, MONTREAL: 10,000 watts (D) 5,000 watts (N) on 730 kcs. T-Que. & CBS. (1) La Compagnie de Publication de la Press Ltée — (2) Hon. Pamphile R. Du Tremblay — (3) Phil Lalonde — (4) Roy Malouin — (5) George Bourassa — (7) Ferdinand Biondi — (9) Paul Boudreau — (11) Jeannette Brouillet — (13) Paul Gélinas — (14) E. Pallascio-Morin — (15) Guy Lepage — (16) Leonard Spencer — (17) Gérard Champagne — (18 & 19) Omer Renaud (22) Adam Young.

CHNS, NEW CARLISLE: 5,000 watts on 610 kcs. French Net. Basic. 1) Gaspésienne de Radiodiffusion Ltée — (2) Dr. Charles Dumont — (3) Dr. Charles H. Houde — (5) Viateur Bernard — (8) R. St-Julien — (14) V. Bernard — (16) G. S. Coleman — (17) Elie Bérubé — (18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Adam Young.

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

CHRC, QUEBEC: 5,000 watts on 800 kcs. (1) CHRC Ltée — (2) Lt. Col. Hervé Baribeau — (3) Henri Lepage — (4 & 5) Aurèle Pelletier — (6 & 7) Magella Alain — (9) Guy Rondeau — (11) Estelle Gagné & Aline Fortier — (12) Lucien Sevigny — (13 & 14) Téles Gareau — (15) Fernando St-Georges—(16) Arsène Nadeau (17) Marcel Huard — (18 & 19) Joseph A. Hardy & Co. Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives.

CKBL, MATANE: 5,000 watts on 1,250 kcs. French Net. Supp. (1) Cie de la Radiodiffusion Ltée. — (2 & 3) René Lapointe — (5) Octave Lapointe — (6) Jean Daigle — (7) Marcel Houle — (8) Jean Daigle — (9) Jean Berger — (12) Marcel Houle — (13) Octave Lapointe — (14) François Coté — (15) Marcelle Carrier — (16) Yvan Fortier — (17) Auguste Tremblay — (18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Adam Young.

CKBM, MONTMAGNY: 250 watts on 1,490 kcs. (1) Radio Alleghany Inc. (2) Henri Deschênes—(3 & 5) André Mercier — (6) Henri Deschênes — (7, 8 & 9) Oliva Poitras — (11 & 12) Henri Deschênes—(13 & 14) André Mercier (15) Lise Laurendeau — (16) Marcel Colombe — (17) Lionel Poitras — (18 & 19) Radio & Television Sales Inc.

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

J. L. Guérette — (17) J. Haddad — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) J. H. McGillvra.

CKRS, JONQUIERE: 1,000 watts on 590 kcs. (1) Radio Saguenay Ltée (2) Henri Lepage — (3) Tom Burham — (5) Raymond Maynard — (7) Jean Marie Dugas — (9) Lionel Tremblay — (13) Jean Marie Dugas — (15) Germaine Cormier — (17) Gérard Lemieux — (18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Adam Young.

CKLS, LA SARRE: 250 watts on 1,340 kcs. French Net. Supp. (1) Radio Nord Inc. — (2) David A. Gourd (3) J. M. Perrault — (5) Georges Chartrand — (6 to 8) Claude Rousseau — (9) (French) Claude Rousseau — (English) Andrew Stuparick — (11 & 12) Claude Rousseau — (13) G. Chartrand — (14 & 15) Claude Rousseau — (16)

CHEF, GRANBY: 250 watts on 1,450 kcs. French Radio Assoc. (1) La Cie de Radiodiffusion de Granby Ltée — (2) Raymond Chaput — (3) G. Laliberte — (4) R. M. Dubé — (4) F. Normandin — (6 & 7) Jean Dutrissac — (8) Bernard Lachance — (9) Claude Déry — (11) Mme. Henri Lizotte — (12 & 13) F. Normandin — (14) F. Arbour — (15) Bernard Lachance—(16) G. Laliberte — (17) Claude Thibault — (18 & 19) Omer Renaud.

CKCH, HULL: 1,000 watts on 970 kcs. French Net. Supp. (1) La Cie de Radiodiffusion CKCH de Hull Ltée — (2) J. L. Billy — (3) Jean-Paul Lemire — (5) H. W. Allard — (6) Rhéal Gaudet — (7 & 8) Aurèle Groulx — (9) Rhéal Gaudet — (11) Monique Decary—(12) J. P. Sanche—(13) H. W. Allard—(14) Hilda Trudeau — (15) Emile Routhier — (16)



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CKCV, QUEBEC: 1,000 watts on 1,280 kcs. French Radio Association. (1) CKCV Ltée — (2) Gaston Pratte — (3) Paul Lepage — (4) Marie-Paule Vachon — (6 & 7) Marcel Leboeuf—(8) Jean Leroye — (9) Louis Roberge—(10) René Collard — (11) Louise Leclerc — (13) Jean Guy Bernier — (14) Jean Bender — (15) Jean Leroye — (16) Lucien Gobeil — (17) André Duchesneau — (18 & 19) Omer Renaud — (21) John N. Hunt —(22) Weed & Co.

CJBR, RIMOUSKI: 5,000 watts (10,000 watts June, 1955) on 900 kcs. French Net. Supp. (10) Central Public Service Corp. — (2) Jacques Brillant — (3) André Lecomte — (4) François Raymond — (5) Rosario Levesque — (6) Raymond Fafard — (7) François Raymond — (8) Lorenzo Michaud — (9) Sandy Burgess — (10) Bernard Langlois — (11) Angèle Landry—(12) Arthur Rioux—(13) Yvan Leclerc — (14) Bernard Langlois — (15) Lorenzo Michaud —(16) F. C. Doak — (17) Marcel Vallés (18 to 21) Horace N. Stovin (22) Adam Young.

CFJP, RIVIERE DU LOUP: 250 watts on 1,400 kcs. French Net. Supp. & French Radio Association. (1) Radio-Temisouata — (2 & 3) Armand Belle — (4) H. Bourdeau — (5) Y. Marchand — (6 & 7) Raoul Savard — (8) Henri Beaulieu — (9) Raoul Savard — (11) Odette Dionne — (12) Adrien Martin — (13) Y. Marchand — (14) H. Bourdeau — (15) Henri Beaulieu — (16) Raymond Lavoie — (17) René Viel — (18 & 19) Omer Renaud (22) Adam Young.

CHRL, ROBERVAL: 1,000 watts on 910 kcs. French Radio Association. (1) Radio Roberval Inc. — (2) Georges Gagnon — (3) Wilfrid Mondoux — (4 & 5) Normand Gagnon — (7) Harvey Paradis — (9) Normand Gerard — (11) Therese Doré — (12) G. Tremblay — (14) R. Laroche—(15) Maurice

Herard — (16) Raymond Lacombe — (18 & 19) Joseph A. Hardy & Co. Ltd.

CKRN, ROUYN: 250 watts on 1,400 kcs. French Net. Supp. (1) Radio Nord Inc. — (2) David A. Gourd — (3 & 5) Georges Chartrand — (6 to 8) Claude Rousseau — (9) (French) Claude Rousseau (English) Andrew Stuparick — (11 & 12) Claude Rousseau — (13) Georges Chartrand — (14 & 15) Claude Rousseau—(16) J. Senécal — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) Weed & Co.

CHGB, STE. ANNE de la POCA-TIERE: 1,000 watts (D) 250 watts (N) on 1,350 kcs. French Net. Supp. (1) CHGB Ltd. — (2) G. T. Desjardins — (3) P. E. Hudon — (4) R. Gagné — (5) A. Frève — (6 & 7) R. Plante — (8) A. Goudreault — (9) C. Landry — (12) Louis de Gonzague Fortin — (14) R. Gagné—(15) C. Landry (16) G. T. Desjardins — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) J. H. McGillvra.

CKRB, ST-GEORGES de BEAUCE: 250 watts on 1,400 kcs. French Net. Supp. (1) Radio Beauce Inc. — (3) M. Georges Roberge—(7) Fernand Pacquet — (16) A. Catellier — (18 & 19) Omer Renaud.

ST. JEROME: 1000 watts on 900 kcs. (Approved by CBC. D/T Approval pending.) (1) Jean Lalonde.

CKSM, SHAWINIGAN FALLS: 1,000 watts on 1,220 kcs. (1) Shawinigan Falls Broadcasting Co. Ltd. — (2) D. R. Wilson—(3) Allan Rogerson (5) Emilien Reaulieu — (6 & 7) Gaston Tessier—(8) Roger Dupuis (9 & 10) Claude Blain — (11) Marie L. Rogerson — (12) Roger Dupuis — (13) Allan Rogerson — (14) Claude Blain — (15) Roger Dupuis — (16) Ernest Brunelle — (17) Jacques Dupont — (18 & 19) Joseph A. Hardy & Co. Ltd.

CHLT, SHERBROOKE: 1,000 watts on 900 kcs. French Net. Supp. & French Radio Association. (1) La Tribune Ltée — (2) Hon. Sen. Jacob Nicol — (3) A. A. Gauthier — (5) Jean-Louis Gauthier — (8) Paul Marcel Robidoux — (9) Jules Vernes — (10) Henri Delorme—(11) Jocelyne Rousseau —(13) Jean-Louis Gauthier—(14) Ivan Vitinck — (15) Mrs. Lillian Bergeron — (16) R. Paquette — (17) Marcel Girard — (18 & 19) Joseph A. Hardy & Co. Ltd. — (21) John N. Hunt — (22) Adam Young.



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CKTS, SHERBROOKE: 250 watts on 1,240 kcs. Dom. Basic. (1) Telegram Printing & Publishing — (2) Hon. Sen. C. B. Howard — (3) A. A. Gauthier — (5) Jean-Louis Gauthier — (8) Paul Marcel Robidoux — (9) Jerry Cowan — (13) Jean-Louis Gauthier — (14) Maurice Austin—(15) Mrs. Lillian Bergeron — (16) R. Paquette — (17) Marcel Girard — (18 & 19) Joseph A. Hardy & Co. Ltd. (21) John N. Hunt—(22) Adam Young.

CJSO, SOREL: 1,000 watts on 1,320 kcs. French Radio Association. (1) Radio-Richelieu Ltée — (2) J. A. Villeneuve — (3) Maurice Boulianne — (5) Maurice Bérubé — (7) Claude Rochon — (8) Georges Codling — (9) Jean-Yvon Houle — (11) Suzanne Beaudet — (13) Maurice Boulianne — (14) Lorenzo Brouillard — (15) Lucie St-Martin — (16) Joseph Cardin — (17) L. St.-Germain—(18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Don Cooke Inc.

CKLD, THETFORD MINES: 250 watts on 1,325 kcs. French Net. Supp. (1) Radio Thetford Ltée — (2) N. Kirallah — (3) Henri Lageux — (4 & 5) Will Dugré — (6) Bertrand Potvin — (7) Raymond Buri — (8) Raymond Perreault — (9) Gaby Drouin — (11) Elizabeth Bolduc—(12) Gaby Drouin — (13 & 14) Will Dugré — (15) Elizabeth Bolduc — (16) Gaston Bilocq — (17) Yvon Laplante — (18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Adam Young.

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CFDA, VICTORIAVILLE: 1,000 watts on 1,380 kcs. French Radio Assoc. (1) Radio Victoriaville Ltée — (2) Dr. C. A. Gilbert — (3 & 5) Roger Gilbert — (11) Lise Descheneaux — (12) Paul Lessard — (14) J. M. Bilodeau — (15) Marcel Rheault & Berthe Fournier — (16) P. Brisson — (17) A. Poliquin — (18 & 19) Radio & Television Sales Inc.

CKVM, VILLE-MARIE: 1,000 watts on 710 kcs. French Net. Supp. (1) Radio-Témiscamingue Inc. — (2) J. Hervé Leblanc — (3) Louis Bilodeau — (4) Guy Burelle — (5) Louis Bilodeau — (6) Guy Burelle — (7) Louis Bilodeau — (8 & 9) Guy Burelle — (11) Alice D. Ethier — (13) Louis Bilodeau —(14 & 15) Guy Burelle—(16 & 17) Gaston Tasset — (18 & 19) Joseph A. Hardy & Co. Ltd.—(22) Canadian Station Representatives.

New Brunswick

CKNB, CAMPBELLTON: 1,000 watts on 950 kcs. Dom. Basic. (1) Restigouche Broadcasting Ltd. — (2) J. Wesley MacDonald — (3) Stan Chapman — (6) Bob Richards — (16) L. Phillippe Paquette — (18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Weed & Co.

CJEM, EDMUNDSTON: 1,000 watts on 570 kcs. French Net. Supp. (1) Edmundston Radio Ltd. — (2) George Michaud — (3) George Guerrette — (4) Robert Beaulie — (5) George Guerrette — (6 & 7) Paul Emile Carrier — (8) George Guerrette — (9) Paul Emile Carrier — (11) Jacqueline Richard Charron — (12) Paul Emile Carrier—(13) George Guerrette — (14) Patrick Gendron — (15) André Pettigrew — (16) Adrien Garceau — (17) Walter Martin — (18 to 21) Horace N. Stovin — (22) Adam Young.

CFNB, FREDERICTON: 5,000 watts on 550 kcs. T-Can. Basic. (1) James S. Neill & Sons Ltd. — (3) D. Malcolm Neill — (7) Jack Fenety — (9) Lawrence Knowles — (13) Hymie McFee — (14) George Mountain — (15) Allan Fisher — (16) Glenn D. Love — (17) Donald Weeks — (18 to 21) All-Canada — (22) Weed & Co.

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

CKCW, MONCTON: 10,000 watts on 1,220 kcs. Dom. Basic. (1) Moncton Broadcasting Ltd. (2) Fred Lynds — (3) Tom Tonner — (5) Ward Buzzell — (7) Bill Fulton — (8) Jack Armstrong — (9) Bill Hutton — (10) Earl Ross — (11) Mrs. Marg. Crosbie — (13) Bob Reid—(14) Roy Hicks—(15) Reg. Stockall — (16) Arnold Brewster — (17) Bob Oke — (18 to 21) Horace N. Stovin — (22) Canadian Station Representatives.

CKMR, NEWCASTLE: 250 watts on 1,340 kcs. T-Can. Supp. (1) Miramichi Broadcasting Co. — (2) L. Wallen Flett — (3 & 5) Robert J. Wallace — (Traffic Director, Mrs. Shirley Berry) — (7) Robert J.

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P.S.: Good luck to the Association of Canadian Advertisers this month.

CHLN, TROIS-RIVIERES: 5,000 watts on 550 kcs. (1) Radio Trois-Rivières Inc. — (2) Honoré Dansereau — (3) Léon Trépanier — (4 & 5) Maurice Dansereau — (6) Jacques Morency—(7 & 8) André Cartier — (9) André Payette — (11) Louise Lajoie — (12) Jacques Morency — (13) Clément Gélinas (14) Georges Dore — (15) Gilles Rivard — (16) Oric Lefebvre — (17) Yvon Rocheleau — (18 & 19) Omer Renaud — (22) Canadian Station Representatives.

CKTR, TROIS-RIVIERES: 1,000 watts on 1,350 kcs. French Radio Association. (1, 2 & 3) J. Fernand Rufange — (5) Charles Couture — (6 & 7) Louis Dufresne — (8) Gaston Charron — (9) Jacques Hébert — (11) Jeanne de Cayen — (12) Marcel Ladouceur — (13) André Biron (14) Robert Levesque — (15) Jules Héroux — (16) Venant Deshaie — (17) Hervé Lapointe — (18 & 19) Radio & Television Sales Inc. (22) Don Cooke Inc.

CKVD, VAL D'OR: 250 watts on 1,230 kcs. French Net. Supp. (1) Radio-Nord Inc. — (2) David A. Gourd — (3) André St-Arnaud — (5) Georges Chartrand—(6, 7 & 8) Claude Rousseau — (9) (French) Claude Rousseau — (English) Andrew Stuparick — (11 & 12) Claude Rousseau — (13) Georges Chartrand — (14 & 15) Claude Rousseau — (16) J. Senécal — (18 & 19) Omer Renaud — (21) John N. Hunt — (22) Weed & Co.

CKVL, VERDUN: 10,000 watts on 850 kcs. French Radio Assoc. (1) CKVL Ltée — (2) Jack Tietolman —(3) Corey Thomson — (4 & 5) Judah Tietolman — (6) Maurice Thisdel — (7) Marcel Provost

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CHSJ, SAINT JOHN: 5,000 watts on 1,150 kcs. T-Can. Basic. (1) New Brunswick Broadcasting Co. — (2) Thomas F. Drummie — (3) Earl McCarron — (5) J. Frank Doody — (6) William Stewart — (7) Cleve Stillwell — (10) Frederick Blizzard — (11) Mrs. Ruth Crosbie — (12) Leonard C. Rudolf — (15) Margaret Brown — (16) John G. Bishop — (17) Frank Feero — (18 to 21) All-Canada — (22) Weed & Co.

CFBC, SAINT JOHN: 5,000 watts on 930 kcs. Dom. Basic. (1) Fundy Broadcasting Co. — (2) Dr. A. M. A. McLean — (3) Hugh T. Trueman — (5) Cyke Bedford — (6) Don Armstrong — (7) W. H. Tonner — (9) Radio Press Ltd., David Orr — (10) Gord Smith — (11) Marg Williams — (13) Dick Gallagher — (14) Mardi Long — (15) Mrs. Marita McNulty — (16) H. M. Stout — (17) Grace Craft — (18 to 20) National Broadcast Sales — (21) John N. Hunt — (22) Adam Young.

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

Nova Scotia

CJFX, ANTIGONISH: 5,000 watts on 580 kcs. (1) Atlantic Broadcasters Ltd. — (2) Dr. Daniel MacCormick — (3) Joseph C. Nunn — (5) Bruce Rafuse — (6) Charlie Tierney — (7) Charlie O'Brien — (8) Armand R. Soucy — (9) William F. MacKinnon — (10) Dr. Cecil MacLean — (15) Donald P. Gillis — (16) Gordon MacDougall — (17) Martin W. Graham — (18 and 19) Paul Mulvihill & Co. — (22) Adam Young.

CKBW, BRIDGEWATER: 1,000 watts on 1,000 kcs. T-Can. Supp. (1) Acadia Broadcasting Co. Ltd. — (2) Clarence J. Morrow — (3) John F. Hirtle — (4) James A. MacLeod — (5) James C. Newell — (Sales Manager, Lester L. Rogers) — (6) James A. MacLeod — (7 and 8) A. Maxwell Ramey — (9) James A. MacLeod — (10) Robert MacLaren — (11) Norma Rafuse — (12 and 13) Robert MacLaren — (14) James C. Newell — (15) A. Maxwell Ramey — (16) Douglas B. Hirtle — (18 to 20) Radio Representatives Ltd. — (21) John N. Hunt — (22) Don Cooke Inc.

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

CHNS, HALIFAX: 5,000 watts on 960 kcs. Dom. Basic. (1) Maritime Broadcasting Co. — (2) Graham W. Dennis — (3) Gerald J. Redmond — (5) Douglas A. Grant — (7) John A. Funston — (8) Richard A. Fry — (9) John A. Funston — (10) Michael MacNeil — (13) John Holden — (15) Paul Syberg — (16) Richard Parker — (17) Carl Westhaver — (18 to 21) All-Canada — (22) Weed & Co.

CJCH, HALIFAX: 5,000 watts on 920 kcs. (1) Chronicle Co. Ltd. — (2) B. Pearson McCurdy — (3) E. Finlay MacDonald — (Business Manager, Howard E. Gerard) — (5) Clair L. Chambers — (6) Len J. Chapple — (7) Al Foster — (9) Robert J. McCleave — (10) Gerry Regan — (11) Mrs. Abigail Lane — (14) Sidney C. Pilkington — (15) Harold A. Mosher — (16) Reginald MacWilliams — (17) Allan Campbell — (18 and 19) Paul Mulvihill & Co. — (21) John N. Hunt — (22) Canadian Representative Association.

CKEN, KENTVILLE: 250 watts on 1,490 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) George H. Wilson — (3) J. A. C. Lewis — (5) Mrs. Eleanor Macmillan — (7) Willard Bishop — (10) Bob Huggins — (11) Diana Bishop — (13) Gordon Mount — (14) Graham Galloway — (15) Anne Cunningham — (16) Avar M. Bishop — (17) Harold Sproule — (18 and 19) James L. Alexander Ltd.

CKEC, NEW GLASGOW: 250 watts on 1,250 kcs. (1) Hector Broadcasting Co. Ltd. — (2, 3 and 5) James M. Cameron — (7) Betty MacDonald — (8) Kenneth Betts — (9) Robert Hale — (10) John B. MacDonald — (11) Betty MacDonald — (13) James M. Cameron — (14) Robert Hale — (15) Kenneth Betts — (16) Charles Gougen — (17) Robert Smith — (18 and 19) Omer Renaud.

CBI, SYDNEY: 1,000 watts on 1,570 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CJCB, SYDNEY: 5,000 watts on 1,270 kc. Dom. Basic. (1) Cape Breton Broadcasters Ltd. — (2) Nathaniel Nathanson — (3) J. Marven Nathanson — (4) Norris L. Nathanson — (5) Reta Burchell — (6) Lloyd Taylor — (7) Norris L. Nathanson — (8) Elizabeth Smyth — (9) Edward Smith — (10) Donald MacIsaac — (11) Ann Terry — (13) Reta Burchell — (14) Lloyd Taylor — (15) Elizabeth Smyth — (16) Alfred Vernon — (17) Thomas C. Robertson — (18 to 21) All-Canada — (22) Weed & Co.

CKCL, TRURO: 250 watts on 1,400 kcs. (1) Colchester Broadcasting Co. Ltd. — (2 and 3) J. A. Manning — (5) George B. Moore — (6) Lloyd Cavanagh — (10) Win Langille — (12 and 13) Lloyd Cavanagh — (14) Mrs. Betty Campbell — (15) Jeanne Gauthier — (16) Sidney Bernasconi — (17) Robert Bartlett — (18 and 19) Radio Time Sales Ltd. — (21) John N. Hunt.

CFAB, WINDSOR: 250 watts on 1,450 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) George H. Wilson — (3) J. A. C. Lewis — (5) Mrs. Eleanor Macmillan — (7) Willard Bishop — (10) Bob Huggins — (11) Diana Bishop — (13) Gordon Mount — (14) Graham Galloway — (15) Anne Cunningham — (16) Avar M. Bishop — (17) Harold Sproule — (18 and 19) James L. Alexander Ltd. — (21) John N. Hunt.

CJLS, YARMOUTH: 250 watts on 1,340 kcs. Dom. Basic. (1) Gateway Broadcasting Co. Ltd. — (2, 3 & 5) Donald L. Smith — (9 & 10) Denny J. Comeau — (11 & 12) Gene Alton — (13) William Singer — (15) Gene Alton — (16) Donald L. Smith — (17) William Singer — (18 to 21) All-Canada — (22) Weed & Co.

Prince Edward Island

CFCY, CHARLOTTETOWN: 5,000 watts on 630 kcs. Dom. Basic. (1) Island Broadcasting Co. Ltd. — (2) Mrs. K. S. Rogers — (3 and 5) Bob Large — (Traffic Director, Wanda McMillan) — (8) William K. Rogers — (9) A. S. Dickson — (10) Loman MacAulay — (11) Jane Weldon — (12) Ches Cooper — (13) Betty Large — (14) Doris Hillion — (15) Gerry Burke — (16) Lorne Finley — (18 to 21) All-Canada — (22) Weed & Co.

CJRW, SUMMERSIDE: 250 watts on 1,240 kcs. (1) Gulf Broadcasting Co. Ltd. — (2) J. K. Curran — (3) Robert C. Schurman — (5) Doug Mitchell — (7 & 8) Lowell Huestis — (10) Robert Schurman — (13 and 14) Bob Johnson — (15) Eleanor Ballum — (16) Joseph Huestis — (18 & 19) Radio Representatives Ltd. — (21) John N. Hunt.

Newfoundland

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

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

CBT, GRAND FALLS: 1,000 watts on 1,350 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

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

CJON, ST. JOHN'S: 5,000 watts on 930 kcs. (1) Newfoundland Broadcasting Co. Ltd. (2 & 3) Geoff Stirling — (4) Don Jamieson — (5) Mrs. Florence Dawe — (6) Don Jamieson — (7) Art Harnett — (8) Mrs. Bride Burke — (9) Bren Walsh — (10) Bill Calahan — (11) Mrs. Muriel McKay — (12) Jack A. White — (13) Cathy Yuill — (14) Mrs. Joan LeClair — (15) Mary Clarke — (16) Oscar Hierlihey — (17) Charles Laing — (18 to 21) All-Canada — (22) Weed & Co.

VOCM, ST. JOHN'S: 1,000 watts on 590 kcs. (1) Colonial Broadcasting System — (2) Walter B. Williams — (3) Harold N. Butler — (4) Joseph V. Butler — (5) Mengie Shulman — (6) Joseph V. Butler — (7) Jim Murdoch — (9) Noel Vinicombe — (10) Jim Browne — (13) Denys Ferry — (14) Jim Murdoch — (15) Barbara Bourne — (16) Walter B. Williams — (17) Charlie Noseworthy — (18 to 21) Horace N. Stovin — (22) Adam Young.

CFCY...

**WHERE
A BUCK
GETS THE
MOST**



	CIRCULATION	COST	COST PER THOUSAND
FIVE Maritime dailies — ¼ page — per insertion space only	214,297 ABC	\$528.00	\$2.46
TWENTY Maritime weeklies — ¼ page — per insertion space only	82,065 ABC	\$606.00	\$7.33
THREE Major radio stations — ½ hour — time only	335,070 Daytime BBM	\$159.75	\$0.47
TWO Maritime TV stations — ½ hour — time only	30,638 Est. TV homes	\$240.00	\$7.87
CFCY — ½ hour — time only	156,310 Daytime BBM	\$39.00	\$0.25

CFCY is not the only Maritime medium to give good dollar value but CFCY does give greatest dollar value. Television has affected radio listening in the Maritimes and will affect it even more as more sets and more stations go into operation. But television will not, in the foreseeable future, replace CFCY as the Maritime medium where a buck gets the most.

CFCY

See the "All-Canada" Man
or
Weed and Co. in the U.S.A.

The Friendly Voice of the
Maritimes

In New Brunswick

CFNB

Dominates

Here are the reasons

Diversified local programming is the main reason why more people in New Brunswick listen to CFNB than to any other station.

Thirty-Two years of service to the people of New Brunswick has won a steady, loyal listenership for CFNB. That's why CFNB's audience is constantly growing and local and national sponsors continue to renew schedules.

Get complete, up-to-the minute sales facts. Contact your All-Canada representative (Weed & Co. in U.S.A.) He will be glad to give you facts and figures to show you why CFNB dominates New Brunswick.

CFNB

5000 WATTS - 550 KCS.

FREDERICTON, N.B.

ADVERTISING AGENCIES

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

AGENCY	ADDRESS	TIME BUYER (Radio)	TIME BUYER (TV)
Aiken-McCracken Ltd.	35 Hayden St., Toronto	Phyllis Judson	Phyllis Judson
Ardiel Advertising Agency Ltd.	4 Lawton Blvd., Toronto	Don Denike	Don Denike
Associated Broadcasting Co. Ltd.	37 James Street S., Hamilton	Earl Norton	Earl Norton
Atherton & Currier Inc.	1139 Bay St., Toronto	Adele Evans	Adele Evans
Baker Advertising Agency Ltd.	100 Adelaide St. W., Toronto	Herbert H. Rylance	Herbert H. Rylance
Roland Beaudry Ltd.	1315 Yonge St., Toronto	Dick King	Don Farrow
John McKenney Bingham Ltd.	1557 Mackay St., Montreal	Through Toronto	Through Toronto
	980 Sherbrooke St. W., Montreal	Mrs. C. Ripel	Mrs. C. Ripel
	Chateau Laurier, Ottawa		
	86 Adelaide St. E., Toronto	Llewellyn Lewis	Llewellyn Lewis
	1744 West Broadway, Vancouver	Through Toronto	Through Toronto
	257 Osborne St., Winnipeg	"	"
	541 Williams St., Preston	"	"
	4645 Cavendish Blvd., Montreal	Harry Bleasdale	Harry Bleasdale
Bleasdale Advertising Ltd.	Douglas Street, Victoria, B.C.	Herbert Brooks	Herbert Brooks
Brooks Advertising Ltd.	21 Dundas Square, Toronto	Harold Abernethy	and Ralph Draper
Leo Burnett Co. of Canada Ltd.	133 Richmond St. W., Toronto	Ralph Novak	Ralph Novak
Burns Advertising Agency Ltd.	1247 Guy St., Montreal	Arnold Clare	Arnold Clare
	570 Yonge St., Toronto	S. W. Caldwell	S. W. Caldwell
Spence Caldwell	447 Jarvis St., Toronto	Irvin Teitel	Irvin Teitel
Canadian Advertising Agency Ltd.	80 King St. W., Toronto	John Blandford	John Blandford
	Sun Life Bldg., Montreal	Wm. Surphlis	Wm. Surphlis
	Dominion Bldg., Vancouver	Bob Howe	Bob Howe
Garry J. Carter of Canada Ltd.	59 Avenue Road, Toronto	Cam Logan	Cam Logan
Cockfield Brown & Co. Ltd.	185 Bloor St. E., Toronto	Earl Box	Earl Box
	Canada Cement Bldg., Montreal	J. Burke-Gaffney	J. Burke-Gaffney
	Electric Railway Chambers, Winnipeg	Jeff Holloway	Jeff Holloway
	1164 Melville St., Vancouver	Miss Nan Fraser	Miss Nan Fraser
Collyer Advertising Ltd.	822 Dominion Square Bldg., Montreal	Mrs. W. H. Copeland	Mrs. W. H. Copeland
Don H. Copeland Advertising Ltd.	422 Sherbourne St., Toronto	Eileen Fowler	Eileen Fowler
Crombie Advertising Co. Ltd.	24 King St. W., Toronto	Vic Gray	Vic Gray
	391 St. James Street West, Montreal		
Dancer-Fitzgerald-Sample Advertising (Canada) Limited	200 St. Clair Ave. W., Toronto	Ruth Pedley	Ruth Pedley
A. J. Denne and Co. Ltd.	90 King St. W., Toronto	R. O. McKeown	R. O. McKeown
Dominion Broadcasting Co.	4 Albert St., Toronto	H. B. Williams	H. B. Williams
Erwin Wasey of Canada Ltd.	610 Church St., Toronto	Tom Reid	Tom Reid
Ferres Advertising Ltd.	63 Duke St., Hamilton	E. B. Heaven	E. B. Heaven
Foster Advertising Ltd.	149 Alcorn Ave., Toronto	Mary Newton	Mary Newton
	138 Sun Life Bldg., Montreal	Charlotte Toupin	Charlotte Toupin
	2582 West Broadway, Vancouver	Through Toronto	Through Toronto
	612 Barrington St., Halifax	Ervin Murray	Ervin Murray
	165 McDermot Ave., Winnipeg	E. G. V. Evans	E. G. V. Evans
J. J. Gibbons Ltd.	46 St. Clair Ave. E., Toronto	Walter Reeves	Walter Reeves
	Dominion Square Bldg., Montreal	Through Toronto	Through Toronto
	272 Scott Block, Winnipeg	A. B. Johnston	A. B. Johnston
	Province Bldg., Vancouver	Les Phillipant	Les Phillipant
	Renfrew Bldg., Calgary	A. Bell	A. Bell
	Petroleum Bldg., Edmonton	Corinne Noonan	Corinne Noonan
	Exner Bldg., Regina	R. P. Wilson	R. P. Wilson
Gislason-Reynolds Ltd.	651 Church St., Toronto	W. T. Rodda	W. T. Rodda
F. H. Hayhurst Co. Ltd.	7 King St. E., Toronto	Robt. Amos and Mary Goletz	Mary Goletz
	1510 Drummond St., Montreal	Tom Deans	Tom Deans
Heggie Advertising Co. Ltd.	57 Bloor St. W., Toronto	John Chilman	John Chilman
Publicite J. E. Huot Ltée.	353 St. Nicolas, Montreal	H. U. Boucher	H. U. Boucher
	569 1st Avenue, Quebec City	Y. Saint-Amant	Y. Saint-Amant
Hutchins Advertising Co. of Canada Ltd.	33 Hayden St., Toronto	Pat Hennessey	Pat Hennessey
Imperial Advertising Ltd.	407 Barrington St., Halifax	Austin Moore	Austin Moore
Industrial Advertising Agency Ltd.	631 Spadina Ave., Toronto	Mrs. Vera Percival	Mrs. Vera Percival
Albert Jarvis Ltd.	94 Yonge St., Toronto	Evan Morton	Evan Morton
Kenyon & Eckhardt Ltd.	80 King St. W., Toronto	Lloyd E. Hefford	Lloyd E. Hefford
Locke, Johnson & Co. Ltd.	255 Davenport Rd., Toronto	Len Kennedy	Len Kennedy
James Lovick & Co. Ltd.	800 Bay St., Toronto	Colin Beale	Colin Beale
	789 West Pender, Vancouver	Murray Woodward	Murray Woodward
	Dominion Square Bldg., Montreal	Dave McMaster	Dave McMaster
	Toronto General Trust Bldg., Calgary	Leslie White	Leslie White
	Imperial Bank Bldg., Edmonton		
	Canada Permanent Bldg., Regina	Geo. R. Bothwell	Geo. R. Bothwell
	Montreal Trust Bldg., Winnipeg	John Hart	John Hart
MacLaren Advertising Co. Ltd.	111 Richmond St. W., Toronto	Mary Moran	Mary Moran
	410 Dominion Square Bldg., Montreal	Laurent Trudel	Laurent Trudel
	911 Electric Railway Chambers, Winnipeg	E. P. Thomson	E. P. Thomson
	1240 West Pender St., Vancouver	J. P. Hoyland	J. P. Hoyland
	Journal Bldg., 237 Queen St., Ottawa	W. F. Harrison	W. F. Harrison
McCann-Erickson Inc.	200 Bloor St. E., Toronto	Ev. Palmer	Ev. Palmer
McConnell Eastman & Co. Ltd.	147 University Ave., Toronto	Pat Webb	Austin Moran
	Huron & Erie Bldg., London, Ont.	Bill Page	Bill Page
	Dominion Square Bldg., Montreal		
	173 Portage Ave., Winnipeg		
	1198 West Pender St., Vancouver		
McKim Advertising Ltd.	47 Fraser Ave., Toronto	Beverly Nicholl	Beverly Nicholl
	1510 Drummond St., Montreal	Joan Bridges	Joan Bridges
	205 Portage Ave., Winnipeg	A. A. Brown	A. A. Brown
Muter, Culiner, Frankfurter & Gould Ltd.	591 Burrard St., Vancouver	Robert Jefferson	Robert Jefferson
Nattall & Maloney Ltd.	1121 Bay St., Toronto	Eddie Gould	Eddie Gould
	223 - 7th Avenue E., Calgary	Miss D. M. Ryan	Miss D. M. Ryan
O'Brien Advertising Ltd.	CPR Building, Edmonton	Miss D. M. Ryan	Miss D. M. Ryan
Wm. Orr Ltd.	928 West Pender St., Vancouver	Ray Perrault	Ray Perrault
Robert Otto & Co. (Canada) Ltd.	464 Yonge St., Toronto	Michael Jackson	Michael Jackson
Paul Phelan Ltd.	222 Simcoe St., Toronto	Joyce H. Rhodes	Joyce H. Rhodes
Elton M. Plant Co.	380 Victoria St., Toronto	George Vale	George Vale
Payeur Publicité	303 Bartlett Bldg., Windsor	E. M. Plant	E. M. Plant
Alford R. Poyntz Advertising Ltd.	639 - 8th Avenue, Quebec City	P. E. Giguère	P. E. Giguère
	95 King St. E., Toronto	Bob Poyntz	Bob Poyntz
	4109 St. Catherine Street W., Montreal	Maurice Lalonde	Maurice Lalonde
E. W. Reynolds Ltd.	355 King St. W., Toronto	Henry Karpus	Henry Karpus
	985 Sherbrooke St. W., Montreal	Through Toronto	Through Toronto
Ronalds Advertising Agency Ltd.	108 Peter St., Toronto	Douglas P. Loney	Douglas P. Loney
	Keefe Bldg., Montreal	Frank Starr	Frank Starr
	Canada Trust Bldg., Windsor	Carl E. Hassel	Carl E. Hassel
Ruthrauff & Ryan Inc.	80 Richmond St. W., Toronto	Eleanor Shinnick	Eleanor Shinnick
Allan R. Sills & Co.	137 Wellington St. W., Toronto	Allan Sills	Allan Sills
R. C. Smith & Son Ltd.	80 King St. W., Toronto	G. A. Phare	G. A. Phare
Spitzer & Mills Ltd.	50 King St. W., Toronto	Miss M. McCullagh	Miss M. McCullagh
	3405 Addington Ave., Montreal	Paul Corbeil	Paul Corbeil
Harold F. Stanfield Ltd.	67 Richmond St. W., Toronto	Olive Jennings	Olive Jennings
	Dominion Square Bldg., Montreal	Ernie Smith	Ernie Smith
Stevenson & Scott Ltd.	100 Adelaide St. W., Toronto	John Maxwell	John Maxwell
	1260 University Ave., Montreal	Elaine Ritz	Elaine Ritz
	402 West Pender St., Vancouver	Roy Hunter	Roy Hunter
Stewart-Bowman-Macpherson Ltd.	88-90 Richmond St. W., Toronto	Miss A. Lynch	Miss A. Lynch
	Province Bldg., Vancouver	Miss A. Gertsen	Miss A. Gertsen
	337 W. 8th Avenue, Calgary	Pat Williams	Pat Williams
	120 - 109th Street, Edmonton	B. Ballantine	B. Ballantine
	333 Somerset, Winnipeg	Mrs. Helen McMahon	Mrs. Helen McMahon
Tandy Advertising Agency Ltd.	20 Carlton St., Toronto	Miss Shirley Carter	Miss Shirley Carter
J. Walter Thompson Co. Ltd.	600 University Ave., Toronto	Miss Phyllis Sivell	Miss Phyllis Sivell
	Dominion Square Bldg., Montreal	Ron Kirkwood	Ron Kirkwood
Thompson-Petersen Adver'tng Agency Ltd.	215 Victoria St., Toronto	David Fenn	David Fenn
Vamplew Advertising	Sun Life Bldg., Montreal	Godfrey Humphrys	Godfrey Humphrys
Vickers & Benson Ltd.	1175 Bay Street, Toronto	Thomas Vamplew	Thomas Vamplew
	110 Church St., Toronto	Joan M. Ste. Croix	Joan M. Ste. Croix
	Keefe Bldg., Montreal	Henault Champagne	Henault Champagne
	44 King St. W., Toronto	Jannie Southam & Mrs. Muriel Murray	Jannie Southam & Mrs. Muriel Murray
	1020 University Tower, Montreal	Jean Monté	Jean Monté
	New Guaranty Trust Bldg., Windsor	Through Toronto	Through Toronto
Whitehall Broadcasting Ltd.	1510 Drummond St., Montreal	Wilf Charland	Wilf Charland
Willis Advertising	220 Richmond St. W., Toronto	Vic Snack	Vic Snack
Woodhouse & Hawkins	1175 Bay St., Toronto	A. McGregor	A. McGregor
Young & Rubicam Ltd.	44 King St. W., Toronto	Doreen Dunlop & Terry Harwood	Doreen Dunlop & Terry Harwood
	University Tower Bldg., Montreal	Helen Quinn	Helen Quinn

POINTS of Sale

Mrs. Jones doesn't buy her bread from the Winnipeg Grain Exchange.

She buys all her commodities from local merchants she knows and trusts from years of acquaintance.

She sees them in church. Their children play together. They live in the same town.

One of these merchants is the local broadcasting station, which speaks the same language as Mrs. Jones and the other merchants. . . She hears its news, listens to its gossip; hums to its music; learns what to buy.

Local merchants use local broadcasting to sell your goods.

At the point of sale, all business is local.

For Results - -

CKBB
BARRIE

CKTB
ST. CATHARINES

CKOK
PENTICTON

CJCH
HALIFAX

CHOK
SARNIA

CJFX
ANTIGONISH

CKVR-TV
Channel 3

PAUL MULVIHILL & Co.

Toronto
77 York Street
PAUL MULVIHILL
EM. 6-6554

Montreal
1250 McGill College Avenue
MURRAY MacIVOR
UN. 6-8105

CBC

NETWORKS

... a major selling force for Canadian Advertisers

RADIO

Serving English-speaking Canadians, two CBC networks . . . Trans-Canada and Dominion . . . stretch from Atlantic to Pacific.

The CBC French Network serves French-speaking listeners from Moncton and Edmundston in New Brunswick through the Province of Quebec to Sudbury and Timmins in Northern Ontario and westward to St. Boniface, Gravelbourg, Saskatoon and Edmonton.

TELEVISION

With coverage of over 1,280,000 Canadian TV homes, the CBC Television Network now includes 26 stations . . . in Halifax, Sydney, Moncton, Saint John, Rimouski, Quebec, Montreal (2), Ottawa, Kingston, Peterboro, Toronto, Hamilton, Kitchener, London, Windsor, Sudbury, Sault Ste. Marie, Port Arthur, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton and Vancouver.

Four additional TV stations will be on the air within the next few months . . . including CBOFT, the CBC's French-language station in Ottawa, CKVR-TV in Barrie, CHLT-TV in Sherbrooke and CJON-TV in St. John's, Newfoundland.

In radio AND television, the CBC welcomes the opportunity to work closely with advertising agencies and their clients and to cooperate with them to the fullest possible extent in the creation and production of Canadian-talent programs both French and English.

CANADIAN BROADCASTING CORPORATION

Commercial Division
354 Jarvis Street
Toronto 5, Ont.

1425 Dorchester Street
Montreal 25, P.Q.

THEY BEAUTIFIED THE SIDEWALKS OF N.Y.



HERE are the five Ontario lovelies who all won the title of "Miss Motorola TV" in beauty contests staged on five Ontario Television stations for the Motorola Company of Canada through the joint efforts of McKim Advertising Ltd. and All-Canada Television. Contests were staged on the stations for the five weeks before Easter and the winners were brought to Toronto and flown by American Air Lines to New York to walk in the Easter Parade up New York's Fifth Avenue. The happy party was convoyed by Motorola's Lois Harrington, at the left of our picture. The others, continuing from the left, are: Wanda Kozdars, the winner from CFPL-TV, London; Sheila Kennett from CKWS-TV, Kingston; Lorna Doone Wood, CHCH-TV, Hamilton; Kathleen Wood, CJIC-TV, Sault Ste. Marie, Marina McCourt, CKSO-TV, Sudbury.

In each of the five markets, customers submitted photographs of their nominations for "Miss Motorola TV". Six of these were selected and shown on a daily ten minute telecast emceed by the station's homemaker personality. A panel of three judges with a different Motorola dealer as chairman each day picked the daily winner and runner-up. Of the daily winners, four were chosen to appear on the show in person and one was named the final winner, "Miss Motorola TV".

The five winners and a chaperone from the Motorola Company were flown to New York by American Airlines for Easter weekend where the Sheraton Russell Hotel on Park Avenue provided accommodation.

While in New York they went on tours

planned by the Calladine and Baldry Travel Agency, attended TV shows, visited UN headquarters and Rockefeller Centre, took a yacht cruise around Manhattan and topped it all off by walking down Fifth Avenue in New York's famous Easter Parade.

Besides the weekend in New York the five winners were presented with a Motorola mantel radio, a Bulova watch, a Baldina camera, an Ayers blanket, an Elizabeth Arden Beauty Box, luggage by Dominion Luggage, Toni hair care and Monarch Knitting hosiery. Each of the second prize winners received a Lewyt vacuum cleaner and each daily winner, a pair of Monarch Knitting hosiery and the daily runners-up a hit Quality record. All the prizes were donated by the manufacturers and they were mentioned on each show.

GET

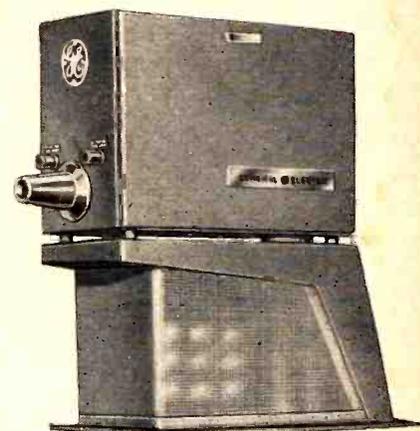
**ALL EQUIPMENT FROM
ONE MANUFACTURER...**

C.G.E.

**OFFERS YOU
UNDIVIDED
RESPONSIBILITY**

**FOR A COMPLETE LINE OF
COLOR OR BLACK & WHITE**

TV EQUIPMENT!

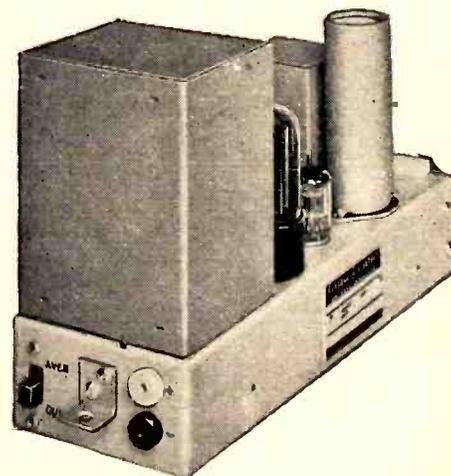


•G-E Vidicon Camera provides improved performance over Iconoscope Channel for Black and White film and slide projection. Channel designed for easy serviceability.

TV BROADCASTERS—why spend extra time and money buying your equipment from many different suppliers? Let Canadian General Electric be the *single source of responsibility* for delivering equipment when you want it . . . for delivering the performance you prefer. C.G.E. can answer *all* your TV needs! Take advantage of C.G.E.'s performance tested and approved equipment. Go down the list — from the smallest tube to 100 kw VHF transmitters — C.G.E. has everything you need to go on the air!

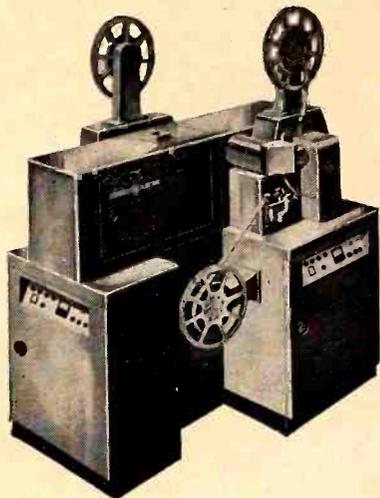
COMPLETE EQUIPMENT MEANS...

the widespread resources of Canadian General Electric Company are available to you for air-conditioning, lighting, voltage regulators, transformers, wire and cable . . . in short, *all your electrical and electronic requirements!*

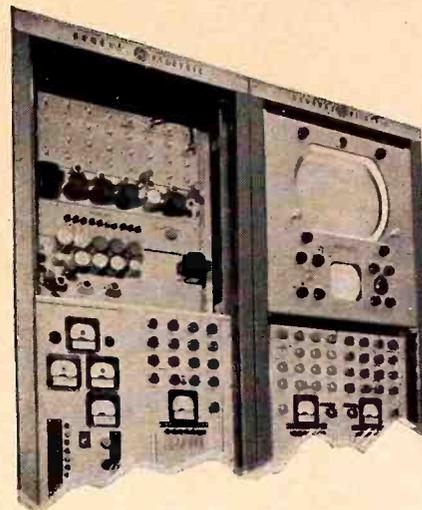


•Uni-Level Amplifier as a "station attendant" is ideal for controlling level changes encountered between different program sources — permits unattended remote audio operation.

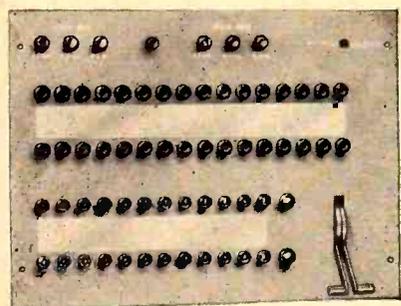
• G-E Color or Monochrome Camera Channels. Finest quality, high economy plus operating ease.



• Complete Color Film & Slide Facilities. Ideally-integrated units deliver versatile commercial & film programming.



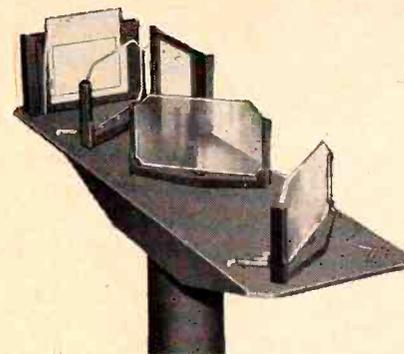
• The G-E Chromacoder for live local programs. Here is practical economy which *must* affect your color plans.



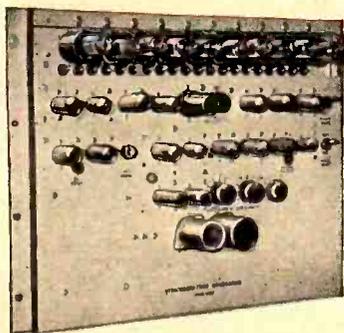
• G-E Studio Switching Combinations exactly fit your needs . . . from the smallest to the largest studio operation.



• G-E Transmitters answer all requirements . . . color or B&W. From 5 KW VHF to high power 100 KW VHF units.



• Optical Multiplexer (with cover removed) for use with Vidicon Film Channel. Will handle four projector sources. No keystoneing.



• G-E Sync-Generators literally set the pattern for proposed RETMA requirements . . . stamped *finest in the industry!*



• G-E All Plug-in Audio Console—equally versatile in local or network operation. 9 mixers and up to 7 input pre-amplifiers.

Remember

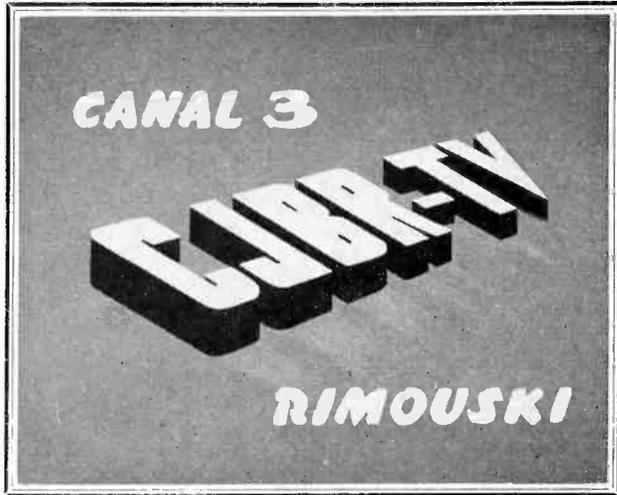
The pieces of equipment shown here represent a mere fraction of the complete G-E TV line. There's a G-E combination to exactly fit any broadcaster's needs. Get the G-E story first-hand. Have our representative make an in-person presentation of the new, economical *Pyramid Plan* for color TV. Or, write: Section B1515, Canadian General Electric Co. Ltd., Electronic Equipment Department, 830 Lansdowne Ave., Toronto.

Progress Is Our Most Important Product

Electronic Equipment Department

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

The ONLY TV STATION Covering Eastern Quebec



Now available: Regional News
Homemaker Show
Sports Column
Saturday Night Jamboree
Harbour Club
Jeannot & Jeannette
(Children's Program)

ASK: HORACE N. STOVIN IN CANADA
ADAM J. YOUNG IN THE U.S.A.

Soon 10,000 Watts for CJBR

IN THE NORTH

They Look To Sudbury



CANADA'S FIRST PRIVATE TV STATION

ALL-CANADA RADIO FACILITIES LTD.
IN CANADA

WEED & COMPANY
IN THE U.S.A.

TELESCREENINGS

Wire transmission of programs will bring TV to outlying areas where radiated programs cannot go, according to Trans-Community Television Network Inc. and Comprovision Inc. in the U.S.A.

Under the system, studios will be set up as usual, and signals will be piped direct to TV sets by wire, carrying commercials and live, film and kinescope programs. Installation costs are estimated at between \$14,000 and \$16,000. The method will be introduced early in May.

The National Association of Radio and Television Broadcasters, Washington, D.C., has declared that it will oppose any system of pay-as-you-see TV that interferes with the present set up. It claims that plans for paid television now being considered in the United States would curtail the amount of free TV available to the public by taking up channels now being used.

After a special meeting in Washington, the TV board of the association said that the premise of free entertainment over the air waves had been established for more than 30 years, and 34,000,000 people had bought sets on the assumption that services would be free and full.

The basic pattern should not be altered at the expense of the U.S. public.

A TV link up by microwave relays between London and Moscow is possible this year states TV controller McGovern of the BBC. A series of relays in Sweden, Denmark, France and England would be involved.

Though Lucille Ball and Desi Arnaz have decided not to film any more sequences of their *I Love Lucy* show, it will continue its 52 weeks run on the CBC-TV network. In Canada, this program has two sponsors whose commercials are seen and heard alternate Wednesdays. These are Sylvia Electric Canada Ltd., through Harold F. Stanfield Ltd., and the H. J. Heinz Co. of Canada Ltd., through MacLaren Advertising Co. Ltd.

Sufficient program material has been filmed for the show to continue after the present contract ends, should the sponsors wish to continue.

Increased demand for "ad films", both for theatres and TV has caused Audio Pictures Ltd. to double the size of their Toronto studios to 20,000 square feet, according to David Coplan, their new managing director.

An extra five tons of RCA Victor Photophone recording equipment has been installed, and Audio now claims electronic facilities equalled by no other studio outside of Hollywood.

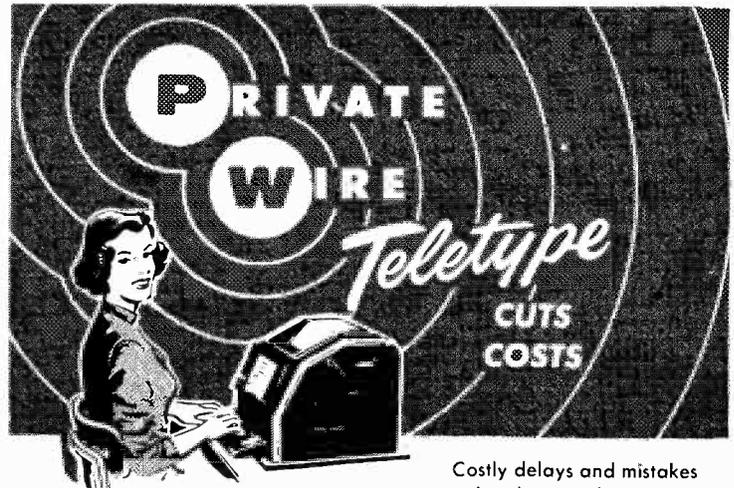
An Ottawan, Coplan has served with Columbia Pictures, United Artists, and Odeon theatres, both here and in the United Kingdom. He was managing director of United Artists Corporation in England. During the war he worked with the National Film Board.

Facilities at Audio Pictures include a library of nearly 4,000 filmed playlets in full color for use in any or all of 800 theatres, estimated to provide an audience of 3,500,000 Canadians a week. Audio Pictures Ltd., is one of the Canadian Film Industries group.

TV ANNOUNCER WANTED FOR EXPANDING WESTERN TV STATION

On Camera and voice-over work. Clean, mature appearance, authoritative delivery. Broadcast experience essential.

Write Box A236
Canadian Broadcaster
& Telescreen



Have our communications specialists demonstrate how PW Teletype can work for you. Call your nearest telegraph office.

Costly delays and mistakes can be eliminated... heavy inventories, duplicate accounting and warehousing can be reduced when branches are linked via PRIVATE WIRE TELETYPE. PW Teletype cuts costs and improves operations in scores of ways.



London Close-Up

COMMERCIAL TV FOR SALE

By MARTIN TAYLOR

London, England — First bookings now are being made with the program contractors who plan to start transmission in six months' time over Britain's new Government-owned commercial TV stations.

Despite complete lack of information on likely number of viewers equipped to receive the new telecasts, the first firms to issue rate cards reported "extremely favorable" response by advertisers.

The firms are Associated Broadcasting Company, formed by former BBC-TV chief Norman Collins and three theatrical impresarios to operate both from London and a Midland station at Birmingham, and Associated-Rediffusion, a joint enterprise of London's powerful DAILY MAIL and the world-wide Rediffusion organization which will transmit from London.

The Associated-Rediffusion chief has issued a time card which indicates transmission will start at 10.30 a.m. and close down at 11 p.m. with rates divided into Peak time (8 p.m. to 10 p.m.), basic time (3 p.m. to 6 p.m., 7 p.m. to 8 p.m. and 10 p.m. to 11 p.m.); off time; and test time (10.30 a.m. to 3 p.m.).

In agreement with the BBC, the Independent Television Authority, which owns the commercial TV stations and controls all programs through a Government-appointed board, has ruled there will be no transmission between 6 p.m. and 7 p.m. to help preserve family harmony in viewing homes at the time children should be going to bed.

RATES ARE READY

Associated-Rediffusion, which will transmit from London on weekdays, has set rates at approximately \$2,730 for a one-minute commercial during the peak time. It is still uncertain what length of program would be sponsored by a one-minute announcement.

For the "basic time" class, a one-minute commercial will cost approximately \$1,820; during 'off' time \$910; and in the 'test' time period \$550.

Associated Broadcasting Company, which will transmit from London on Saturdays and Sundays has announced rates ranging from approximately \$560 for a one-minute commercial on Saturday morning, to around \$2,800 for a one-minute announcement Saturday or Sunday between 8 p.m. and 9.30 p.m.

The company's rates for its Birmingham programs range from approximately \$280 for a one-minute morning commercial to \$1,400 for a minute announcement between 8 p.m. and 9 p.m.

Special rates are quoted by the two companies for shopping guides, advertising features, documentaries and time signals which will be limited to five or seven seconds, seven times a day, and will be sold for a complete day only.

Both the contractors have emphasized that their arrangements are "flexible" and a spokesman for Associated-Rediffusion described the published conditions as "subject to reasonable interpretation at all times."

He said the firm's morning programs will be designed principally to appeal to women with a reasonable portion devoted to test-transmission. Afternoon transmission will be aimed mainly at children and evening programs will be designed for maximum popular appeal, he said.

UNDERESTIMATION

Already the Associated-Rediffusion organization is reported to have hired four new producers and completed a musical film.

Meanwhile preparations are being made for mass-sale of adaptors to convert present one-channel sets used in most homes to receive BBC programs so they will be able to pickup the new transmission.

Sales of TV receivers are still booming with prices now averaging \$22 lower than in 1948, in spite of a reported drop in exports, mainly to Canada.

Despite the optimism of Britain's new commercial television industry, Steven Scheuer, chief of TV Key Inc., the U.S. syndicate which supplies a TV preview column to 40 U.S. papers, looks on prospects for TV advertising in Britain with some doubts.

He believes most executives are "seriously underestimating" the task ahead, after talking with many during a visit here.



Answers your phone whenever you are away from your office or residence.

Phone for Booklet in

Toronto Montreal
WA. 4-4471 UN. 6-6921

IT'S NEW!

THE AURICON "PRO-600"

MODEL CM-75

FOR 16MM OPTICAL SOUND-ON-FILM

(600 FT. FILM CAPACITY)

Built-in features include: "C" mount for one lens; illuminated geared footage counter; push button "on-off" with safety interlocked film flow; built-in electric heater with thermostat control; Auricon electromatic film take-up; synchronous motor drive.

Accessories which are not built in include:

- interchangeable camera doors to accommodate standard viewfinder, auto-parallax view finder or Zoomar lens with interlocked view finder
- 3-lens turret
- lens turret blimping hood
- sunshade
- critical ground glass focusing
- telefinder optical system for filming with telephoto lenses
- several choices of optical sound track galvanometers and Auricon amplifiers

Distributors



3569 DUNDAS ST. W. • PHONE RO. 6-2491 • TORONTO

To cover these cities . . .

Kitchener
Waterloo
Guelph
Galt
Brantford
Woodstock
Stratford

USE

Channel

We sell to . . .
139,539 T.V. homes
in Central Ontario.

\$4412.00 buying income
per family.

\$3213.00 retail sales
per family.

Central Ontario Television
Limited

864 King St. W.,
Kitchener-Waterloo
Toronto Phone: EM. 6-0852

Reps:
JOS. A. HARDY - Toronto, Montreal
JOHN N. HUNT - Vancouver



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

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

The Reason BEHIND Television's Growth in Canada!

Two and a half years ago, Canada had no television. Today there are 26 stations across Canada bringing entertainment to 1,321,000 homes.

A great portion of this growth can be directly attributed to members of The Association of Canadian Advertisers. Their encouragement and early recognition of television's effectiveness has done much to further TV in Canada.

Every day more and more Canadian advertisers are discovering that no other medium can compare with television's phenomenal selling power. Just as no other television service can compare with the vital selling impact characteristic of All-Canada TV stations:

- | | |
|-----------------------------|------------------------|
| CJON-TV
St. John's | CFPA-TV
Port Arthur |
| CKWS-TV
Kingston | CHSJ-TV
Saint John |
| CFPL-TV
London | CHCH-TV
Hamilton |
| CJIC-TV
Sault Ste. Marie | CKSO-TV
Sudbury |
| CJCB-TV
Sydney | CKX-TV
Brandon |
| CHEX-TV
Peterborough | CKCK-TV
Regina |
| CKLW-TV
Windsor | CHCT-TV
Calgary |

And remember, too, for particulars on the top-rated television programs available to you, contact your All-Canada Film man.

Best wishes to the Association of Canadian Advertisers on its Fortieth Annual Convention, from All-Canada Television and our represented stations.



Canada's First Television Service Organization

Montreal • Toronto • Winnipeg • Calgary • Vancouver

KIDS CARTOON FOR MONCTON TV



A novel idea for ID's (station identification slides) is being used by CKCW-TV where youngsters in the viewing audience are encouraged to submit drawings. \$5.00 is paid for each one used and the young artist is credited and a few appropriate remarks are made about the slide while it is on the air.

According to Fred Lynds, manager of the station, the slides have received a lot of comment, most of which has been favorable.

TECHNICIANS ORGANIZE

At stations CKLW and CKLW-TV, Windsor the Labor Relations Board has certified the National Association of Broadcast Employees and Technicians as bargaining agent. The association will act for technical employees of the Western Ontario Broadcasting Co. Ltd.

NORTH BAY TV LICENSE

THE NORTH BAY NUGGET and CFCH have formed a company to seek a television broadcasting license for North Bay. A joint announcement said the company will apply to the CBC Board of Governors in June.

Color Is Coming!

"In all probability, there will be close to two million black and white television receivers in Canada by the time color telecasting is first available in Canadian cities." This is according to F. W. Radcliffe, vice-president of RCA Victor Company Ltd., who told the Canadian Progress Club in Montreal last month that TV sets now in use will be able to pick up color telecasts on their black and white screens without any deterioration in quality. He went on to say that "the color system as originated by RCA is an all electronic system and is compatible", meaning that "color telecasts can be received as black and white pictures on black and white receivers and color receivers can also receive black and white transmissions in black and white". He also pointed out that if the color system were not compatible, two million set owners would not get pictures from color transmitters.

"Color television in a year's time is possible." This far Mr. Radcliffe was quite definite. But he tempered his statement with the remark: "I am not saying it will happen, but with suitable arrangements it could take place."

Lowest price color TV receivers now selling in the States for \$895 would be well over a thousand dollars here, with the higher cost on initial smaller production runs, he said. He blamed especially "the 15 per cent excise tax we must pay on TV, in addition to the 10 per cent sales tax".

Color TV will not eliminate black and white, he said. "The newscaster, the weatherman, even the hockey games will still be in black and white... but just imagine the beauty of Blossom Sunday in the Niagara Peninsula coming into your home in full color, or the magnificent spectacle of a Canadian sunset."

AFFILIATE WITH CBS

CJIC-TV Sault Ste. Marie, and CBC's Halifax station CBHT have joined the CBS television network as secondary affiliates according to an announcement by Herbert V. Akerberg, CBC-TV vice-president in

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

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

CBC NETWORK STATIONS (TELEVISION)

ATLANTIC REGION

- | | |
|---------|------------|
| CBHT | Halifax |
| CJCB-TV | Sydney |
| CKCW-TV | Moncton |
| CHSJ-TV | Saint John |

MID-EASTERN REGION

- | | |
|----------|------------------|
| *CBLT | Toronto |
| *CHEX-TV | Peterborough |
| *CKWS-TV | Kingston |
| *CBOT | Ottawa |
| *CBMT | Montreal |
| *CHCH-TV | Hamilton |
| *CKCO-TV | Kitchener |
| *CFPL-TV | London |
| *CKLW-TV | Windsor |
| CKSO-TV | Sudbury |
| CJIC-TV | Sault Ste. Marie |
| CFPA-TV | Port Arthur |

PRAIRIE REGION

- | | |
|---------|-----------|
| CBWT | Winnipeg |
| CKX-TV | Brandon |
| CKCK-TV | Regina |
| CFQC-TV | Saskatoon |
| CHCT-TV | Calgary |
| CFRN-TV | Edmonton |

PACIFIC REGION

- | | |
|------|-----------|
| CBUT | Vancouver |
|------|-----------|

QUEBEC REGION (French)

- | | |
|----------|----------|
| *CBFT | Montreal |
| *CFCM-TV | Quebec |
| CJBR-TV | Rimouski |
| CBOT | Ottawa |

*indicates stations on the Microwave Link.

STATION and PERSONNEL REGISTER (Television)

KEY

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

British Columbia

CBUT, VANCOUVER: ERP 102 kw Video; 55.2 kw Audio; Channel 2; CBC Kine. Owned and operated by the Canadian Broadcasting Corporation.

Alberta

CHCT-TV, CALGARY: ERP 100 kw Video; 50 kw Audio, Channel 2; CBC Kine. (1) Calgary Television Ltd. — (2) Gordon Love — (3) Herb Stewart (acting) — operations manager, Richard Carson — local sales, Bill Hostler — art director, John Freeborn — traffic, Margaret Waldie — copy chief, Mrs. Irene Palmer — film editors, Les Robertson and Vern Kent — (16) Lee Crawly — (17) Doug Short — (18-21) All-Canada Television — (22) Weed & Co.

CFRN-TV, EDMONTON: ERP 27.4 kw Video; 13.7 kw Audio; Channel 3; CBC Kine. (1) Sunwapta Broadcasting Co. Ltd. — (2 and 3) G. R. A. Rice — (5) Bruce Alloway — (6-8) Sid Lancaster — (9) Don Brinton — (10) Al Shaver — (13) Isobel McDonald — (14) George Kidd — photographer, Bob Day — art director, Frank Harris — (16) Frank Makepeace — (17) Ted Wadson — (18 and 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Adam Young (Harlan G. Oakes in San Francisco and Los Angeles).

***CJOC-TV, LETHBRIDGE:** (Recommended by CBC. D/T Approval pending) ERP 102.8 kw Video; 57.5 kw Audio; Channel 7. (1) Lethbridge Television Ltd. — (3) Norman Botterill, managing director.

Saskatchewan

CKCK-TV, REGINA: 19 kw Video; 10 kw Audio; Channel 2; CBC Kine. (1) Trans-Canada Communications Ltd. — (2) Clifford Sifton — (3) Hal Crittenden — (5) Lloyd Westmoreland — (6) Larry Glover — (9) Jim McLeod — (10) Lloyd Saunders — (11) Rita Spicer — (13) Bill Rees — (14) Shirley Stevens — (15) Mrs. Jean Harrison — (16) E. J. Strong — (18-21) All-Canada Television — (22) Weed & Co.

CFQC-TV, SASKATOON: ERP 100 kw Video; 60 kw Audio; Channel 8; CBC Kine. (1) A. A. Murphy and Sons Ltd. — (2) A. A. Murphy — (3) Blair Nelson — (4) Vernon Dallin — (6) Walter Romanow — (9) Godfrey Hudson — (10) Ed Whalen — (13) Margaret Morrison — art director, Nick Semenoff — (15) Leslie Browne — (16) Lyn Hoskins — (17) Carl O'Brien — (18 and 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Adam Young.

Manitoba

CKX-TV, BRANDON: ERP 19.3 kw Video; 9.65 kw Audio; Channel 5; CBC Kine. (1) Western Manitoba

Broadcasters Ltd. — (2 and 3) John B. Craig — (4) Eric Davies — (5) Archie Olson — (6) Doug Lee — (9) Jim Struthers — (10) Ken Milton — (15) Harold Pullan — (16) E. Humphrey Davies — (18-21) All-Canada Television — (22) Weed & Co.

CBW-TV, WINNIPEG: ERP 56.2 kw Video; 33.7 kw Audio; Channel 4. CBC Kine. Owned and operated by the Canadian Broadcasting Corporation.

Ontario

***CKVR-TV, BARRIE:** ERP 14 kw Video; 7 kw Audio; Channel 3; CBC Microwave. (1) Ralph Snelgrove Television Ltd. — (2 and 3) Ralph Snelgrove — (16) Jack Mattenley — (18 and 19) Paul Mulvihill & Company. (On the air September 15).

CHCH-TV, HAMILTON: ERP 42.9 kw Video; 25.75 kw Audio; Channel 11. CBC Microwave. (1) Niagara Television Ltd. — (2 and 3) Ken Soble — (4) Syd Bibby — (5) Ray Peters — (6) Tom Sutton — (7) Jim Purvis — (8) George Wilson — (9) Dave Rogers — (10) Daryl Wells — (11) Teddy Forman — (12) George Atkins — (13) Bob Macdonald — (14) Mrs. Sybil Marshall — (16) Bill Jaynes — (17) Hugh Potter — (18-21) All-Canada Television — (22) Adam Young.

CKWS-TV, KINGSTON: ERP 257 kw Video; 154 kw Audio; Channel 11; CBC Microwave. (1) Frontenac Broadcasting Co. Ltd. — (2) Senator Rupert Davies — (3) Roy Hofstetter — (5) Harry Edgar — (6) Bill Luxton — (7) James Chorley — (9) Torben Wittrup — (10) James Chorley — (11) Jane Sherman — (15) Mrs. Lois Scrutton — (16) Bert Cobb — (18-21) All-Canada Television — (22) Weed & Co.

CKCO-TV, KITCHENER: ERP 16 kw Video; 8.4 kw Audio; Channel 13; CBC Microwave. (1)

Central Ontario Television Ltd. — (2) Carl Pollock — (3) Gene Fitzgibbons — (4 and 5) William D. MacGregor — (6) Bruce Lawson — (7) Don Martz — (8) Everett Smith — (9) Alan Hodge — (10) Tom Rafferty — (11) Mrs. Violet Scriver — (13) Jack Lanthier — (14) Bill Whiting — (15) Mrs. Barbara Hildebrand — (16) Alexander G. Day — (17) James Smith, technical supervisor — (18 and 19) Jos. A. Hardy — (21) John N.

Hunt — (22) Weed & Co.
CFPL-TV, LONDON: ERP 117 kw Video; 59.6 kw Audio; Channel 10; CBC Microwave. (1) London Free Press Printing Company Ltd. — (2) Walter J. Blackburn — (3) Murray T. Brown — (4) R. A. Reinhart — (5) Cliff. Wingrove — (6) Kevin Knight — (11) Mrs. Mary Ashwell — (12) Roy Jewell — (13) Cliff. Wingrove — (16) Glen Robitaille — (18-21) All-Canada Television — (22) Weed & Co.

TV NEWS

is

TOPS

on

CFQC-TV

AN AWARD WINNING NEWS SERVICE (including a Broadcaster "BEAVER") plus ADVANCED PRODUCTION TECHNIQUES, provide EXCELLENT NEWSCASTS

For availabilities, see our reps . . .

Contact: Radio Reps — Canada
Adam J. Young, Jr. — U.S.A.



One does it

CKWS-TV KINGSTON

CHANNEL 11

There's only *one* Canadian TV station that reaches the wealthy market between Brighton and Brockville — CKWS-TV. Advertisers know their sales message will produce best results when they use this progressive station. Over 30,000 sets in the area.

CKWS-TV
KINGSTON

Reps:
ALL-CANADA
TELEVISION in Canada
WEED & CO. in U.S.A.

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

CHEX-TV, PETERBOROUGH: ERP 260 kw Video; 156 kw Audio; Channel 12; CBC Microwave. (1) Kawartha Broadcasting Co. Ltd. — (2) R. S. Davies — (3) Donald R. Lawrie — (5) Douglas Manning — (6) Bill Straiton — (7) Jacques Frappier, Operations Supervisor — (8) Bob Kinsman — (9) Gordon Shale — (11 and 14) Kathleen Archibald — (15) Bob Kinsman — (16) Bert R. Crump — (17) Lee Agopsowitcz — (18-21) All-Canada Television — (22) Weed & Co.

CFPA-TV, PORT ARTHUR: ERP 5.1 kw Video; 2.5 Audio; Channel 2; CBC Kine. (1) Ralph H. Parker Ltd. — (2 and 3) R. H. Parker — (18-21) All-Canada Television — (22) Weed & Co.

CJIC-TV, SAULT STE MARIE: ERP 5.1 kw Video; 2.6 kw Audio; Channel 2; CBC Kine. (1) Hyland Radio TV Limited — (2) J. G. Hyland — (3) Sam Pitt — (5) Gene Plouffe — (6 and 7) Sam Pitt — (9) Lionel McAuley — (10) Russ Ramsay — (11 and 13) Phyllis Elliot — (14) Mrs. Helen O'Connor — (16) David Erwin — (17) John Foster — (18-21) All-Canada Television — (22) Weed & Co.

CKSO-TV, SUDBURY: ERP 2 kw Video; 1.2 kw Audio; Channel 5; CBC Kine. (1) CKSO Radio Ltd. — (2) George Miller, Q.C. — (3) Wilf Woodhill — (4) Jim Boyd — (5) Frank Patterson — (6) Pete Scott — (7) Bill Hart — (10) Robert Evans — (11) Trudy Manchester — (13) Helen Ritka — (14) Betty Sellars — (15) Jim Boyd — (16) Jim McRae — (17) Wally

Roberts — (18-21) All-Canada Television — (22) Weed & Co.

CBLT, TORONTO: ERP 25.65 kw Video; 12.72 kw Audio; Channel 9; CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

CKLW-TV, WINDSOR: ERP 325 kw Video; 180 kw Audio; Channel 9; CBC Microwave and DuMont. (1) Western Ontario Broadcasting Co. Ltd. — (2 and 3) J. E. Campeau — (4) Campbell Ritchie — (5) Robert J. Johnston — (6 and 7) Campbell Ritchie — (8) Walter Townsend — (9) Austin Grant — (10) H. Arthur Laing — (11) Mrs. Myrtle Labbitt — (13) Giles McMahon — (14) Bruce Chick — (15) Arthur McColl — (16) William J. Carter — (17) Robert J. Henderson — (18-21) All-Canada — (22) Adam Young.

***CKNX-TV, WINGHAM:** (Recommended by CBC. D/T approval pending) ERP 20 kw Video; 12 kw Audio; Channel 8; (1) Radio Station CKNX Limited — (2) W. T. Cruickshank.

Quebec

***CKRS-TV, JONQUIERE:** ERP 20 kw Video; 10 kw Audio; Channel 12; CBC Kine. (1) Radio Saguenay Ltée — (2) Henri Lepage — (3) Tom Burham — (18 and 19) Joseph A. Hardy & Co. — (22) Adam Young.

CBFT, MONTREAL: ERP 15.7 kw Video; 8.28 kw Audio; Channel 2. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

CBMT, MONTREAL: ERP 43.8 kw Video; 26.2 kw Audio; Channel 6; CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

CFCM-TV, QUEBEC: ERP 1.27 kw Video; .635 Audio; Channel 4; CBC Microwave. (1) Television de Québec Canada Ltée — (2) Gaston Prate — (3) Ernest W. Miller — (5) Art Fitzgibbons — (7) Suzanne Guinard — (9) J. P. Bégin — (10) Richard Garneau — (11) Charlotte Fortin — (13) Helenè Roberge — (16) Marcel Chabot — (17) Albert Duberger — (18 and 19) Jos. A. Hardy & Co. Ltd. — (21) John N. Hunt — (22) Weed & Co.

CJBR-TV, RIMOUSKI: ERP 60.6 kw Video; 34.5 kw Audio; Channel 3; CBC Kine. (1) La Radio du Bas St. Laurent Inc. — (2) Jacques Brillant — (3) André Lecomte — (4) François Raymond — (5) Rosario Levesque — (6) Raymond Fafard — (7) François Raymond — (8) Hector Lavoie — (9) Sandy Burgess and Guy Ross — (10) Claude Pearson — (11) Angèle Landry — (12) Arthur Rioux — (13) Yvan Leclerc — (14) Sandy Burgess — (15) Paul Ratté — (16) R. Therrian — (17) Marcel Vallée — (18-21) Horace N. Stovin — (22) Adam Young.

***CHLT-TV, SHERBROOKE:** ERP 17.3 Video; 8.8 kw Audio; Channel 7; CBC Kine. (3) A. A. Gauthier — (18 and 19) Joseph A. Hardy & Co. Ltd. — (22) Adam Young.

New Brunswick

CKCW-TV, MONCTON: ERP 5 kw Video; 3 kw Audio; Channel 2; CBC Kine. (1) Moncton Broadcasting Ltd. — (2 and 3) Fred A. Lynds — (4) Hubert Button — (5) Joe S. Irving — (6) Hubert Button — (7) Larry Cross — (9) Bill Hutton — (10) Earl Ross — (11) Joan Nelson — (13) Barbara Parsons — (15) Helen Savage — (16) Arnold Brewster — (18-21) Horace N. Stovin — (22) Adam Young.

CHSJ-TV, SAINT JOHN: ERP 100 kw Video; 50 Audio (effective July, 1955); Channel 4; CBC Kine. (1) New Brunswick Broadcasting Co. Ltd. — (2) T. F. Drummie — (3) George A. Cromwell — (7) Dennis Townsend — (10) Fred Blizzard — (11) Jene Wood — (14) W. A. Stewart — (16) J. G. Bishop — (17) L. M. Henwood — (18-21) All-Canada Television — (22) Weed & Co.

Nova Scotia

CBHT, HALIFAX: ERP 56.5 kw Video; 28 kw Audio; Channel 3; CBC Kine. Owned and operated by the Canadian Broadcasting Corporation.

CJBC-TV, SYDNEY: ERP 100 kw Video; 80 kw Audio; Channel 4; CBC Kine. (1) Cape Breton Broadcasting Ltd. — (2) N. Nathanson (3) J. Marvin Nathanson — (5) Mrs. M. C. McQuarrie — (6) David S. Southwood and Ronald Neima — (7) Muriel McLean — (15) Ross Northrop — (16) R. J. Norton — (18-21) All-Canada Television — (22) Weed & Co.

Prince Edward Island

***CFCY-TV, CHARLOTTETOWN:** (Recommended by CBC. D/T approval pending). ERP 21 kw Video; 12.5 kw Audio; Channel 13; CBC Kine. (1) Island Radio Broadcasting Co. Ltd. — (2) Mrs. Keith S. Rogers — (3) Bob Large (16) A. L. Finley — (18-21) All-Canada Television — (22) Weed & Co.

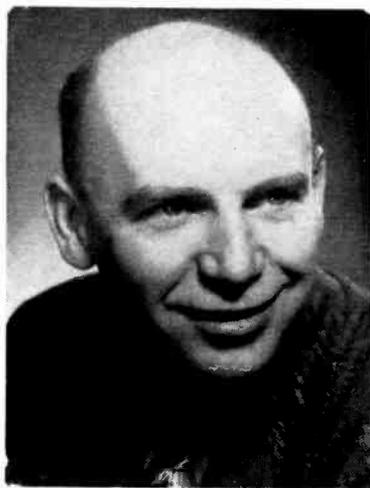
Newfoundland

***CJON-TV, ST. JOHN'S:** ERP 37 kw Video; 18 kw Audio; Channel 6; CBC Kine. (1) Newfoundland Broadcasting Co. Ltd.; (2) Geoffrey Stirling — (3) Don Jamieson — (18-21) All-Canada Television — (22) Weed & Co. (On the air July, 1955).

Three of a Kind

The three men pictured in this ad are all concentrating on building up the effectiveness of Channel 3. Both the management of the station and its sales representatives are making every effort in their power to justify the confidence in Snelgrove management being demonstrated by the large number of far-sighted sponsors and agencies, who are already requesting time on CKVR-TV . . .

Five Months Prior To Opening



Ralph Snelgrove

President of CKVR-TV and CKBB, started in broadcasting at the age of 17, fixing radio sets. When he was 21, he was operating his own Truetone Recording Studio. At 24, he went to Owen Sound to establish CFOS. Six years ago, in 1949, he transferred his activities to Barrie to build and operate his own CKBB.

. . . . To Open

CKVR-TV will be on the air September 15, with local programs, and CBC shows right off the microwave. CKVR-TV will be broadcasting right away to a ready-made audience of 55,000 TV homes, or better, in its A, B and C areas. The 2,500,000 seasoned viewers in these homes, who have been straining their eyes and ears to bring in distant stations, make this comment on the coming of their own CKVR-TV:

"We Can Hardly Wait!"



TORONTO

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CKVR-TV

Barrie

CHANNEL 3

SERVING

The Heart of Ontario

REPRESENTED BY PAUL MULVIHILL & COMPANY

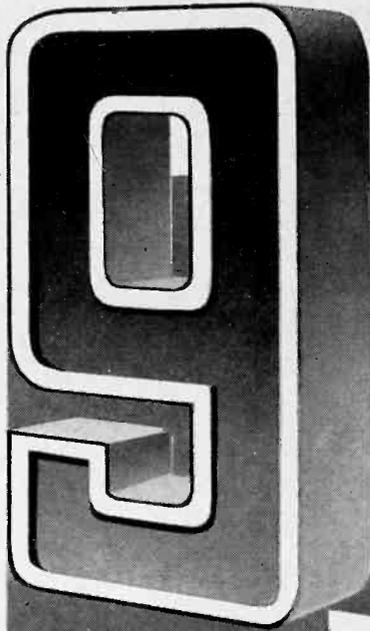


MONTREAL

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channel

CKLW



**WITH
MAXIMUM
SELLING
POWER**

TV

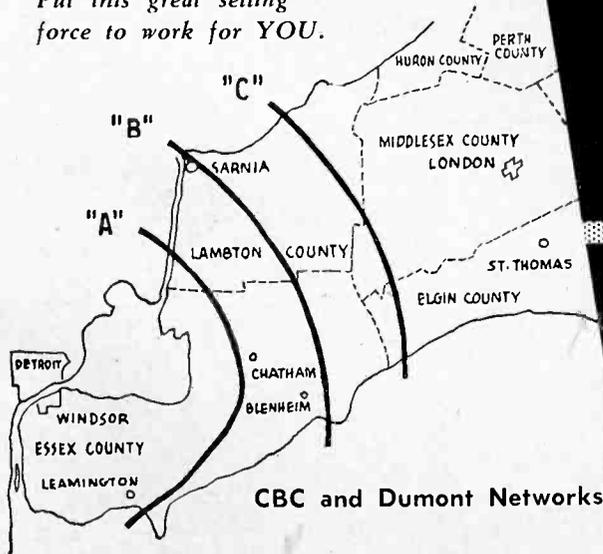
MAXIMUM POWER to blanket Essex and Western Kent County, carrying strong to the north and east into Middlesex and Elgin. But, what is more important to the advertiser . . .

MAXIMUM SELLING POWER is yours right now, as there are 97,000 receiving sets in CKLW-TV's coverage area. Based on present rate of sales, this figure will easily top 100,000 within the next couple of months. And it will continue to grow.

Population of this busy, thriving territory is 404,200, a steady market for ALL Canadian products. Look at the mechanized farms — look at the new factories, large and small — look at the lively home construction — and you'll see something worth while in solid, *prosperous Southwestern Ontario.

* In Windsor, for instance, the weekly salary-wage average is \$69.15, as compared with the national figure of \$58.55.

Put this great selling force to work for YOU.



CBC and Dumont Networks

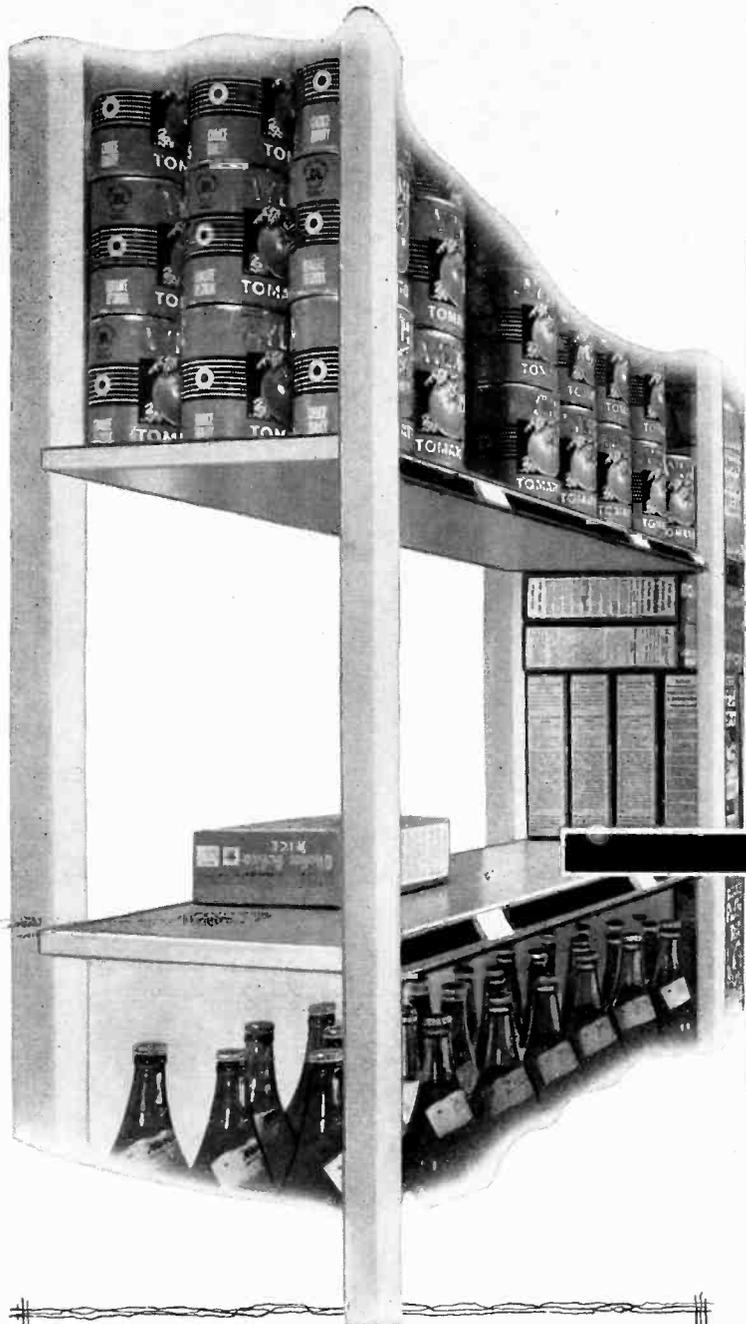
325,000 WATTS VIDEO

CANADA'S LARGEST PRO RATA AUDIENCE

97,000 RECEIVERS IN SIGNAL AREA

AVERAGE WEEKLY WAGE \$69.15

REPRESENTATIVES: ALL-CANADA TELEVISION ADAM J. YOUNG, JR., INC., IN UNITED STATES



RADIO EMPTIED THIS SHELF!

CFRB...

Canada's most powerful independent radio station, gives you:

- | | |
|--|---|
| <p>1 complete coverage of over 1/2 million radio homes every week</p> <p>2 your key to Canada's richest dollar market where five million people live—where 40% of Canada's total retail sales are made</p> | <p>3 complete coverage of 44 counties spending \$66,283,699.00 every week</p> <p>4 over twenty-seven years of skill, experience and success in radio showmanship and salesmanship</p> |
|--|---|

Call in a CFRB representative today. Let him show you, without obligation, how you can augment your sales through the result-getting medium of radio.

CFRB

TORONTO

50,000 watts 1010 on your dial

In Ontario \$728,630,500* per year is spent on groceries. On CFRB in one month, 91 hours 20 minutes and 30 seconds** were sponsored by people selling grocery items.

Why do the grocery people buy so much time on CFRB? For one reason. They get results on CFRB.

Of course there are other media that bring results too. But radio selling messages have a unique persistence, a clinging un-escapable quality. Today you find radio selling messages emanating from upstairs, downstairs, indoors and out, in cars, homes, offices—everywhere.

The "everywhereness" of radio is one thing, but to have this "everywhereness" in Ontario—the market where 1/3 of our Canadian population lives, and where 40% of all retail sales are made, is everything!

CFRB can be your opportunity to increase your sales in this No. 1 market. Why not talk it over with the CFRB people?

*Based on Dominion Bureau of Statistics report for period from 1951 to 1952

**Based on CFRB program schedule for January, 1955

CFRB is the radio station that covers Canada's most profitable market, Ontario, completely