

*Canadian*  
**BROADCASTER & TELESREEN**

TWICE  
A  
MONTH

Vol. 14, No. 23

TORONTO

December 7th, 1955



**THE MOST!**



*In extending sincere Greetings for Christmas and the New Year, the 136 radio and 24 television stations of the Canadian Association of Radio and Television Broadcasters pledge to continue their policy of serving the people of Canada with the entertainment and information most of them want to hear most.*



## CARTB Radio Broadcasting Stations

<b>ATLANTIC (18)</b>		CFPL	London
CKBW	Bridgewater	CJAD	Montreal
CKBC	Bathurst	CFCF	Montreal
CKNB	Campbellton	CFCH	North Bay
CFCY	Charlottetown	CFOR	Orillia
CFNB	Fredericton	CKLB	Oshawa
CHNS	Halifax	CFOS	Owen Sound
CJCH	Halifax	CHOV	Pembroke
CKEN	Kentville	CHEX	Peterborough
CKCW	Moncton	CFPA	Port Arthur
CKMR	Newcastle	CKTB	St. Catharines
CKEC	New Glasgow	CHLO	St. Thomas
CFBC	Saint John	CHOK	Sarnia
CHSJ	Saint John	CJIC	Sault Ste. Marie
CJON	St. John's	CKCY	Sault Ste. Marie
VOCM	St. John's	cJET	Smith's Falls
CJRW	Summerside	CJCS	Stratford
CKCL	Truro	CHNO	Sudbury
CFAB	Windsor	CKOT	Tillsonburg
		CKGB	Timmins
		CFRB	Toronto
		CHUM	Toronto
		CKFH	Toronto
		CKLW	Windsor
		CKNX	Wingham
		CKOX	Woodstock
<b>FRENCH LANGUAGE (31)</b>		<b>PRAIRIES (26)</b>	
CFGT	Alma	CKX	Brandon
CHAD	Amos	CFAC	Calgary
CJMT	Chicoutimi	CFCN	Calgary
CHRD	Drummondville	CKXL	Calgary
CHFA	Edmonton	CFCW	Camrose
CHEF	Granby	CKDM	Dauphin
CFRG	Gravelbourg	CFRN	Edmonton
CKCH	Hull	CHED	Edmonton
CKRS	Jonquière	CJCA	Edmonton
CKLS	LaSarre	CFAR	Flin Flon
CKBL	Matane	CFGP	Grande Prairie
CKBM	Montmagny	CJOC	Lethbridge
CHLP	Montreal	CHAT	Medicine Hat
CJMS	Montreal	CHAB	Moose Jaw
CKAC	Montreal	CJNB	North Battleford
CHNC	New Carlisle	CKYL	Peace River
CHRC	Quebec	CKBI	Prince Albert
CKCV	Quebec	CKRD	Red Deer
CJBR	Rimouski	CKCK	Regina
CHRL	Roberval	CKRM	Regina
CKRN	Rouyn	CFQC	Saskatoon
CFNS	Saskatoon	CKOM	Saskatoon
CJSO	Sorel	CKRC	Winnipeg
CKSB	St. Boniface	CJOB	Winnipeg
CKRB	St. Georges de Beauce	CKY	Winnipeg
CHNO	Sudbury	CJGX	Yorkton
CKLD	Thetford Mines		
CFCL	Timmins	<b>PACIFIC (17)</b>	
CKVD	Val D'Or	CHWK	Chilliwack
CFDA	Victoriaville	CJDC	Dawson Creek
CKVM	Ville Marie	CFJC	Kamloops
		CKOV	Kelowna
		CHUB	Nanaimo
		CKLN	Nelson
		CKLG	North Vancouver
		CKOK	Penticton
		CKPG	Prince George
		CJAV	Port Alberni
		CJAT	Trail
		CJOR	Vancouver
		CKWX	Vancouver
		C-FUN	Vancouver
		CJIB	Vernon
		CKDA	Victoria
		CJVI	Victoria
<b>CENTRAL CANADA (45)</b>			
CKBB	Barrie		
CJBQ	Belleville		
CFJB	Brampton		
CKPC	Brantford		
CFCO	Chatham		
CKSF	Cornwall		
CFOB	Fort Frances		
CKPR	Fort William		
CKGR	Galt		
CJOY	Guelph		
CKOC	Hamilton		
CHML	Hamilton		
CJRL	Kenora		
CKLC	Kingston		
CKWS	Kingston		
CJKL	Kirkland Lake		
CKCR	Kitchener		
CJSP	Leamington		
CKLY	Lindsay		

## CARTB Television Broadcasting Stations

<b>ATLANTIC (4)</b>		CKCO-TV, Kitchener, Ont.
CKCW-TV, Moncton, N.B.		CFPL-TV, London, Ont.
CHSJ-TV, Saint John, N.B.		CKGN-TV, North Bay, Ont.
CJON-TV, St. John's, Nfld.		CHEX-TV, Peterborough, Ont.
CFCY-TV, Charlottetown, P.E.I.		CFPA-TV, Port Arthur, Ont.
<b>FRENCH LANGUAGE (4)</b>		CJIC-TV, Sault Ste. Marie, Ont.
CFCM-TV, Quebec, P.Q.		CKLW-TV, Windsor, Ont.
CFCL-TV, Timmins, Ont.		CKNX-TV, Wingham, Ont.
CKRS-TV, Jonquière, P.Q.		
CJBR-TV, Rimouski, P.Q.		
<b>CENTRAL CANADA (11)</b>		<b>PRAIRIES (6)</b>
CKVR-TV, Barrie, Ont.		CKX -TV, Brandon, Man.
CHCH-TV, Hamilton, Ont.		CHCT-TV, Calgary, Alta.
CKWS-TV, Kingston, Ont.		CFRN-TV, Edmonton, Alta.
		CJLH-TV, Lethbridge, Alta.
		CKCK-TV, Regina, Sask.
		CFQC-TV, Saskatoon, Sask.

### Les Holroyd's Showcase

## A FIRST LOOK AT COLOR TV

ANYONE WHO HAS NOT YET seen color television has something to look forward to. I saw my first color show while in New York City recently and to say I was pleasantly surprised would be an understatement.

While the program itself — it was a half hour show in NBC's children's series *Howdy Doody* — held little appeal for me, this seemed to be unimportant. To sit in front of a telescreen which could quite easily have been in a front living room and watch a program in full color was enough to satisfy one, at least on the initial exposure.

The receiver was one especially set up by NBC to give visitors and New Yorkers alike a chance to see color TV. With the exception of myself and the man who tuned the set, everyone in the viewing room was a mother or father of the children who make up the studio audience for the show. Even their cries of joy when their sons or daughters appeared on the screen failed to distract me.

Although this one show may not be a fair criterion on which to base judgment of the quality of color programs in general, since it was being produced in the same building I was viewing it in, I would say the color varied from fair to excellent. One segment of it did come from outside and it was the poorest color of the show. It came live from an outdoor stadium in Lansing, Michigan. In this portion the colors were sometimes weak and seemed

to run into one another but even this was not a serious fault. However, I do think that prolonged viewing of this type of picture would tire the eyes much more rapidly than does black and white.

One complaint that has been voiced by some critics is the difficulty of tuning a color receiver. This they say could be overcome if the network would transmit "color bars." These "color bars" are a series of strips of various colors and by adjusting the set so that these come in clearly, only slight changes need be made after the program starts. In this case it was done and it seemed to prove a good idea since no further adjustments were needed.

Color sets seem to be a good investment even though the vast majority of programs are still in black and white. Prior to *Howdy Doody* the set was tuned to another children's program, *The Pinky Lee Show* which was in black and white. The reception of this was better than anything I have ever seen on an ordinary receiver with definition and contrast comparing favorably with a well made movie.

### FIRST ALL-COLOR STATION

WNBQ, the NBC television station in Chicago, will be the first all-color television station in the world, Brigadier General David Sarnoff, chairman of the boards of RCA and NBC, said in an announcement last month. Plans call for WNBQ to be telecasting a full schedule of color by April 15, 1956.

**"I've Never Heard a Better Woman's Program!"**

**"RADIO CRITIC" APPLAUDS NEW CFAC FEATURE**

**APPLAUSE:** Jackie Penn is to be congratulated with a capital C for her fine new program. It's a *Woman's World*, heard Monday through Friday over CFAC at 4 o'clock. A feature of this type, adult content for the adult listener, has been badly needed for some time now on daily schedules.

Women do not want a continual daily diet of recipes, household hints and tips on tots. Instead, the need is for a mental removal from the kitchen for a glimpse of the outside world and woman's participation and position in it. And that's what Jackie Penn has done. Organized a daily broadcast of mature content, very well written, and sustaining the listener's interest easily for a half-hour.

I have never heard a better woman's program. Long may it reign over the local airwaves.

12-AIRWAVES

**SIXTH IN ONTARIO!**

**CHUM - RADIO - 1050 K.C.**

TORONTO'S exciting DAYTIME STATION!

**\*221,738**

DAILY CIRCULATION

\* Elliott-Haynes Radio Circulation Report — Ontario 1955.

Toronto: Allan Waters—EM. 4-4271.  
Montreal: Emery Richmond—BE. 7042.  
U.S.A.: J. M. McGillvra.

**SEASON'S GREETINGS!**

1,000,000 tourists and 57,000 Quebecers rely on the only English voice of ancient Quebec.

**CJQC QUEBEC CITY**  
250 watts 1340 k.c.

Represented by

**Radio & Television Sales Inc.**

Montreal Toronto

## Sweet Pickings

Sweet Pickings... How would you like to corner the controlling interest in the Family Budget of all Calgary — The Housewife?

CFAC has the answer — and it's new. Dedicated to the proposition that "Women are a lot smarter than most people think" — CFAC proudly presents:—



**"It's a Woman's World"**

With Jacqueline Penn. Here's a half hour — bringing the world of women to the woman in her home — No recipes — No fashions — No time-wasting chit-chat. It's an informative, challenging and stimulating, radio feature of the utmost interest to Calgary women.

**SWEET PICKINGS!**

But definitely. This is no time to delay—Phone, wire or call the All-Canada man. All products advertised must be pre-tested and will be pre-sold by Jacqueline herself.

**NON-COMPETITIVE ACCOUNTS MAY PARTICIPATE — CLASS "A" ONE MINUTE RATE APPLIES.**

HEY, THERE'S A BEAR IN THAT CAVE!

HE'LL HAVE TO LOOK OUT FOR HIMSELF. MY RADIO'S IN THERE AND I WANT TO LISTEN TO

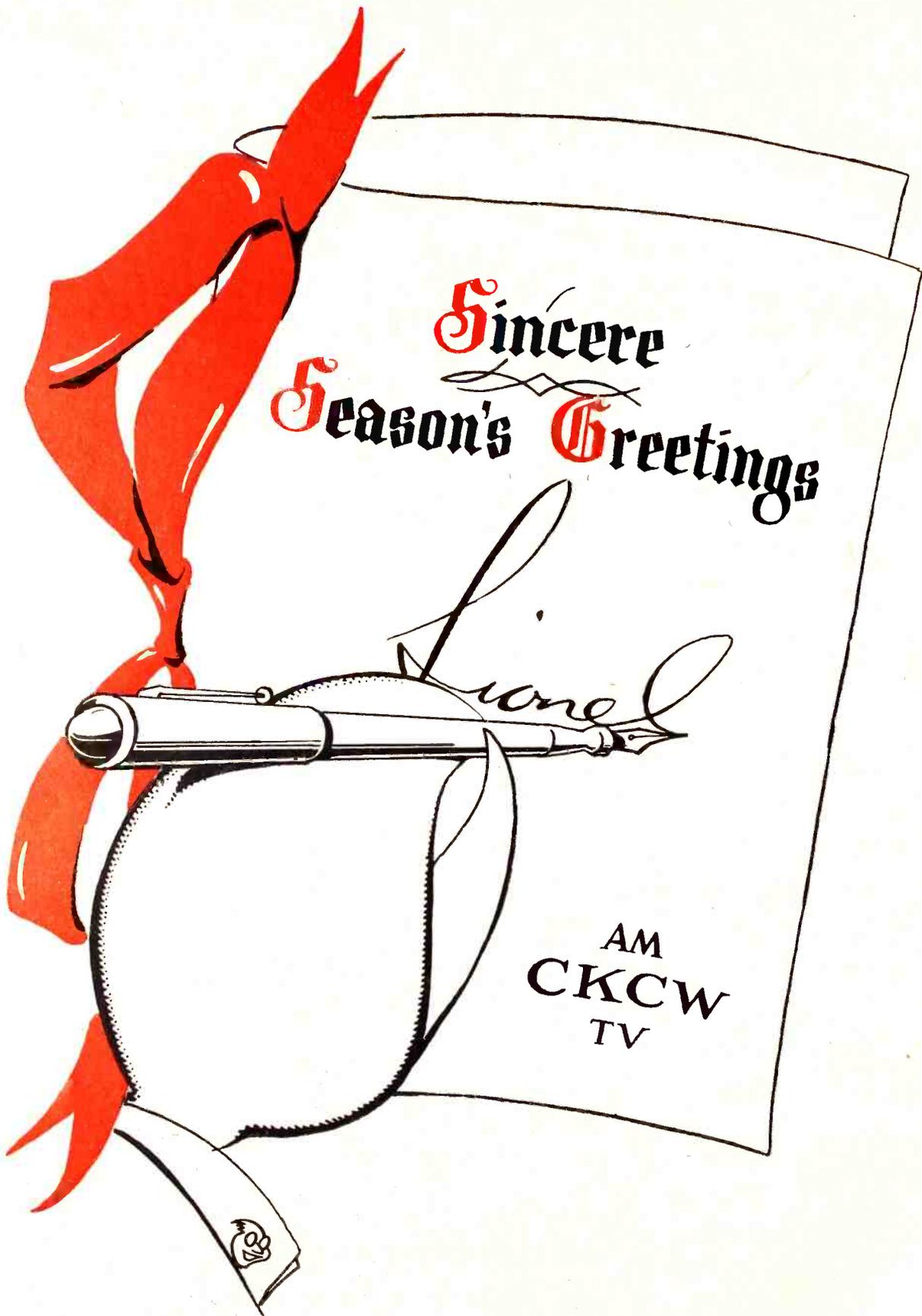
**CJON**  
NEWFOUNDLAND

IN NFLD. IT'S CJON

Calgary's

**CFAC**  
960 KC

More Listeners  
More Buyers



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 Art Editor . . . . . GREY HARKLEY  
 Editorial Dept. . . . . LESLIE A. HOLROYD  
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(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

Published twice a month by  
R. G. LEWIS & COMPANY, LTD., Suite 305, 54 Wellington St. W., Toronto 1

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Printed by Age Publications Limited, 31 Willcocks St., Toronto 5



Vol. 14, No. 23

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

December 7th, 1955

## Carbon Copy To Joe Boss

At this time of year, when it is the general practice for the president of "A" company to exchange formal greetings with the president of "B" company, the thought arises that battles are not won by generals alone. Neither, of course, are they brought to a satisfactory conclusion by the rank and file. Just as the men in the field need the brass hats at the base to plan and steer, and the brass hats need the men to put their plans into action, so is everyone in a business, from the seasoned old campaigner at the head of it to the latest learner to join, an essential part of the team. It is only through the close co-operation of every individual on that team that the goal of success can be attained.

This is why this year, in this, the fourteenth and biggest Christmas issue that we have produced to date, we are taking time out in the office to acknowledge that each one of us depends in no small measure upon the others, whether they work under or over us, as we work to make or rather to earn our livings. But this is not confined to the office.

The most interesting article would never get into this paper unless it was accurately and neatly printed, and this depends not only on the skill of the printers, but the efficiency of the boy or girl who picks up the copy or brings back the proof. So may we say "Happy Christmas to all copy boys?"

The slickest of papers would never reach its readers unless someone pounded an addressing machine. So "Happy Christmas to addressing machine operators and mailing clerks".

It would never be delivered to its individual readers, were it not for the sorters and mailmen who work for the post office. So "Happy Christmas to all postal employees".

A happy Christmas to the competitors who keep us on our toes; the critics who tell us when we fail; those rarer ones who remember to say so when we succeed; to the advertisers — especially those who get in their copy on time — whose space purchases are a vote of confidence in our effort.

Finally, we should like to wish a very happy and merry Christmas indeed to those who form the only group which is really deserving of a paper's consideration — our long-suffering (or impatient), loyal (or perfidious), thoughtful (or incons-



quential), serious-minded (or scatter-brained), fun-loving (or sour puss), democratic (or socialistic) readers.

And just in case there is anyone we may have missed, why a very merry Christmas to them too.

## Christmas 1955

This is the time for peace and goodwill to all men. It is also the season when critics of our way of doing things trot out their perennial complaint that Christmas has lost its true significance . . . no longer has any serious meaning . . . is nothing but a huge party . . . has gone completely commercial.

If the proper celebration of what Christmas day commemorates ought to be a dolorous and lugubrious one, then these people are indeed right. But if, as The Book says, joy is the thing, then the yearly celebration is highly fitting.

The gathering of friends, reunion of families and the friendly and sociable intermingling of those who are associated in business are commendable demonstrations of the invocation to love our neighbors, and it is right and proper, that these manifestations should be renewed from year to year.

The charge that Christmas is commercial means presumably that it is wrong for the makers and sellers of just about everything that is made and sold to expose their wares — in store windows or by means of the various kinds of advertising — to people who will be following the

custom of giving presents to their families and friends. Yet those who condemn the practice will, in the next breath, quote from Holy Writ: "It is more blessed to give than to receive".

The scale of modern Christmas giving may be extravagant in comparison with that of fifty or a hundred years ago, before radio, television, or even motor cars came on the scene. The fact is that it is so extravagant that today it affords thousands of people an opportunity for year round and — because of the happiness it creates — useful employment. It contributes materially to the economy of the country to the point where it has even made the difference between good times and bad.

"Joy to the world" sing the carollers. Joy was the significant word in the original Christmas. If you think this significance has gone, just look into a child's eyes — your child's, any child's — this Christmas morning.

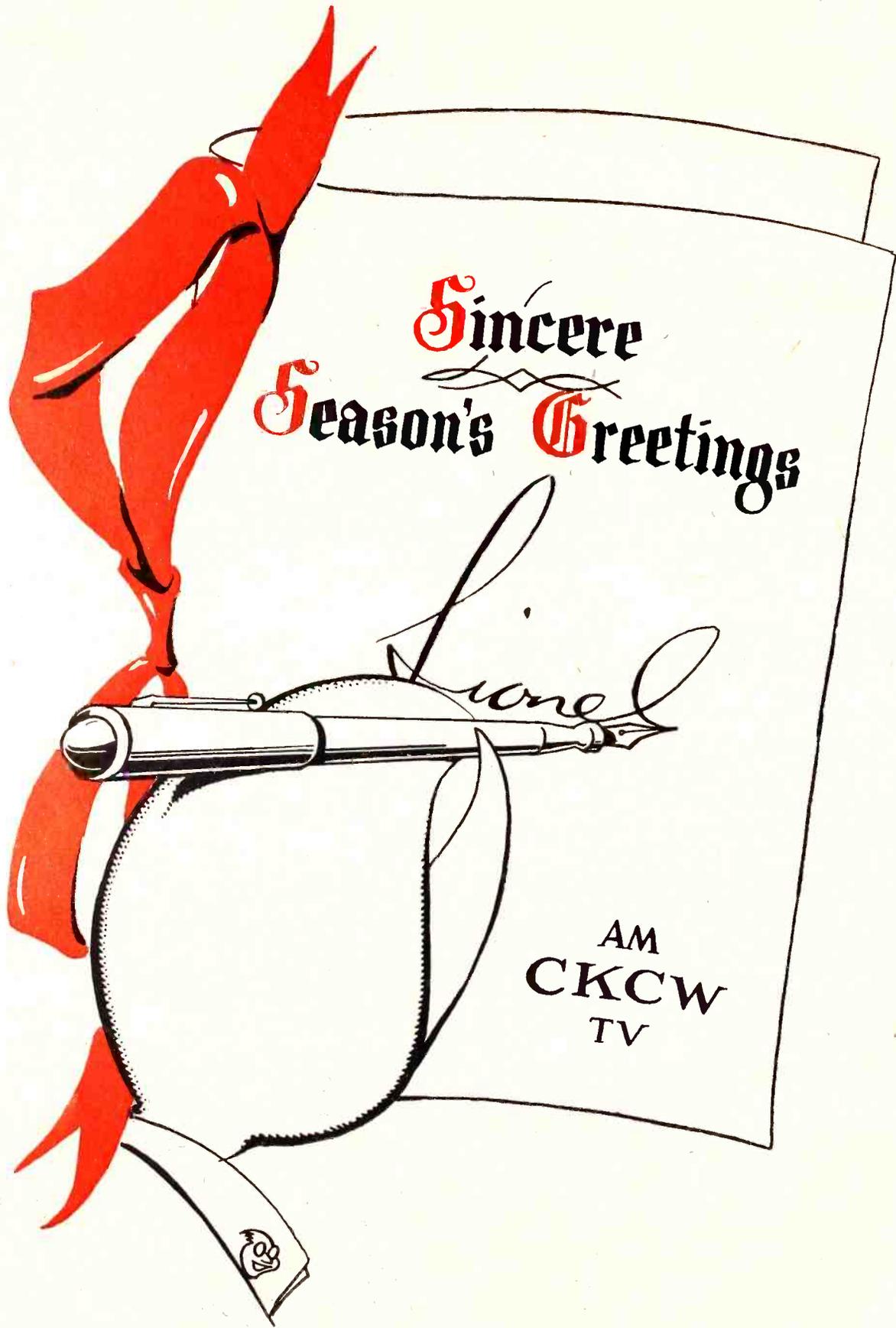
## Christmas Encore

(Reprint of the CHAT, Medicine Hat, advertisement which appeared in this paper's 1954 Christmas issue)

Hello — Room Service?

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

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



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**CBC**

### POULIOT NAMED ASSISTANT CHAIRMAN

**A**DRIEN POULIOT, dean of the faculty of science at Quebec City's Laval University and member of the CBC Board of Governors since 1939, has been appointed to succeed the late René Morin as vice-chairman of the Board. Morin's death in July created one vacancy on the eleven-man Board, which has not been filled as yet.

Sciences, La Société du Parler Français Au Canada and Le Comité de la Survivance Française en Amerique.

The dean is a member of La Société Mathématique de France, American Mathematical Society, American Association for the advancement of Science, Mathematical Association of America, Canadian Institute of Mining and Metallurgy and the Engineering Institute of Canada.

He is a Licencie des Sciences Mathematiques of the Sorbonne, Paris, a Bachelor of Science from L'Ecole Polytechnique in Montreal and a graduate of the University of Chicago. Among his many other degrees and awards the dean holds the Grande Medaille d'Honneur des Ingenieurs-Docteurs de France from the University of Ottawa. He is also a Laureate of the French Academy.



Pouliot, 59, is a lecturer and scholar. A native of St. Jean, Quebec, he is a director of L'Institut Canadien de Quebec and former president of L'Association Canadienne-Française Pour L' Avancement des

### Intimidation Charge Surprises President

The Ottawa, Hull and district Labor Council (CCL) has accused the owners and operators of CKOY, Ottawa, of intimidating union members who returned to work after the two month strike at the station.

A statement issued by the Council claims that two strikers were fired and others threatened with dismissal since the return to work on October 24. One department head is said to have resigned because of abuse to which she was subjected.

Duncan K. MacTavish, president of CKOY, said the statement by the Labor Council came as a "complete surprise".

## Greetings

from

**CKWS** Kingston  
**CHEX** Peterborough

### EXPERIENCED ANNOUNCERS WANTED

for one of Western Canada's most modern radio stations in Northern British Columbia. Good working conditions . . . top salary paid. Application must be accompanied by a taped audition. Applicants are asked to write to:

The Manager,  
Radio Station CJDC,  
Dawson Creek, B.C.

### WANTED

EXPERIENCED  
CONTINUITY WRITER.  
MALE or FEMALE.

Apply stating salary  
and experience to:

Assistant Manager  
CKX-CKX-TV  
Brandon, Man.

A good position as

## SALES MANAGER

is open for the right man at

### CHVC NIAGARA FALLS

B. HOWARD BEDFORD  
President

### WANTED - NEWS EDITOR

Position of News Editor open in Metropolitan market station as of January 1st. Excellent salary plus commission but ability to write, research news and ad lib are essentials for this job. Our staff are aware of this advertisement. If you are interested, please write or phone details on yourself and send tape to

E. F. Job,  
CFJB,  
Brampton, Ontario.

### TOP WAGES FOR A TOP MAN

We have an outstanding opportunity for a first-class announcer specializing in news, D. J. shows or both. No floaters or bad risks will be considered.

We want a competent reliable performer, capable of getting and holding a major share of the audience in a tough competitive market.

If you are looking for a secure position with a progressive radio station offering excellent working conditions and remuneration, airmail a tape and full details to:

Mr. JACK STEWART,  
Program Manager,  
Radio Station CKY,  
WINNIPEG, Man.



## Dear Santa:

Please change your address book. We are now located in new studios in the CKBI BUILDING, 10th Street West, Prince Albert. Use the front door as all furnaces are now gas-fired in Prince Albert.

A pleasant journey this year and a VERY MERRY CHRISTMAS from the market with a "lot of listen — but no look-see!"

# CKBI

PRINCE ALBERT

SASKATCHEWAN



**CANADA'S**  
*Broadcasting Landmark*  
*from Coast to Coast...*

**AM**

**FM**

**TV**

The men and women of RCA Victor's Engineering Products Department take this opportunity to extend their best wishes to Canadian Broadcasters from coast to coast. May you enjoy the merriest of all Christmases, and good health and prosperity and the New Year to come!

**The 88 RCA-Equipped AM, FM and TV stations across Canada:**

AM			
CBA	Sackville	CHOV	Pembroke
CBG	Gander	CHUM	Toronto
CBK	Watrous	CJAD	Montreal
CBT	Grand Falls	CJAT	Trail
CFAC	Calgary	CJFP	Riviere du Loup
CFBC	Saint John	CJIB	Vernon
CFCH	North Bay	CJIC	Sault Ste. Marie
CFCN	Calgary	CJVI	Victoria
CFGP	Grande Prairie	CKAC	Montreal
CFJR	Brockville	CKBB	Barrie
CFOR	Orillia	CKBW	Bridgewater
CFOS	Owen Sound	CKCK	Regina
CFPA	Port Arthur	CKCR	Kitchener
CFPL	London	CKCW	Moncton
CFRB	Toronto	CKFH	Toronto
CFRN	Edmonton	CKGB	Timmins
CHAT	Medicine Hat	CKLC	Kingston
CHEX	Peterborough	CKLD	Theftford Mines
CHFA	Edmonton	CKLN	Nelson
CHML	Hamilton	CKLW	Windsor
CHNO	Sudbury	CKMO	Vancouver
CHOK	Sarnia	CKOX	Woodstock
		CKOY	Ottawa
		CKPG	Prince George
		CKPR	Fort William
		CKRC	Winnipeg
		CKRM	Regina
		CKTB	St. Catharines
		CKTS	Sherbrooke
		CKUA	Edmonton
		CKNX	Wingham
		CKWS	Kingston
		CKWX	Vancouver
		CKXL	Calgary
		VOCM	St. John's
			<b>FM</b>
		CBL-FM	Toronto
		CBM-FM	Montreal
		CFRA-FM	Ottawa
		CFRB-FM	Toronto
		CHNS-FM	Halifax
		CHOK-FM	Sarnia
		CJKL-FM	Kirkland Lake
		CKCR-FM	Kitchener
		CKLC-FM	Kingston
		CKPR-FM	Fort William
		CKWS-FM	Kingston
			<b>TV</b>
		CBFT	Montreal
		CBHT	Halifax
		CBMT	Montreal
		CBOFT	Ottawa
		CBWT	Winnipeg
		CFPA-TV	Port Arthur
		CFPL-TV	London
		CFQC-TV	Saskatoon
		CHCH-TV	Hamilton
		CHEX-TV	Peterborough
		CJBR-TV	Rimouski
		CJCB-TV	Sydney
		CJIC-TV	Sault Ste. Marie
		CJON-TV	St. John's
		CKCW-TV	Moncton
		CKLW-TV	Windsor
		CKNX-TV	Wingham
		CKRS-TV	Jonquiere
		CKSO-TV	Sudbury
		CKWS-TV	Kingston

**FOR AM • FM • TV . . . LOOK TO THE . . . ENGINEERING PRODUCTS DEPARTMENT**

**RCA VICTOR COMPANY, LTD.**

HALIFAX • MONTREAL • OTTAWA • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Special Events

# Brewery Treats CFCF Montreal Listeners To Day-Long Grey Cup Vancouver Broadcast

CFCF ELECTRONICS on Grey Cup Day wove a three thousand mile radio bridge of friendship, diplomacy and history between Eastern and Western Canada.

Mayors of Canada's principal cities, prominent sports writers and Montreal Alouette fans have been loud and spontaneous in their praise of the CFCF operation, which made a full fifteen hours of Grey Cup Day festivities, opinions and the game itself, available to over a million Eastern listeners.

It involved sending to Vancouver a team of eight announcers, production men and engineers to run the CFCF operation. It was claimed to be the longest remote in Canadian broadcast history, both in miles and time on the air.

From the time the unit went on the air at 9:00 A.M. EST, until sign-



SOME OF CFCF'S TOP ANNOUNCERS handled the voicing of CFCF's Grey Cup panorama from Vancouver, November 26th. Pictured above from left to right are: Sports Director Russ Taylor, Mayor Jean Drapeau of Montreal, CFCF Program Manager Mike Wood, and Chief Announcer Gord Sinclair. Mayor Drapeau was one of about 50 civic and sports celebrities heard during the fifteen-hour broadcast.

the mayors of Regina and Medicine Hat.

Other Eastern mayors sent their good wishes West by way of CFCF tape recordings. Keith Dancy recorded their expressions of goodwill during the official Alouette presentations made to the mayors of principal cities as the official train rolled West. These tapes were included in the CFCF Grey Cup Panorama.

Alouette fans who stayed at home got into the act when they accepted offers of Gord Sinclair to send telegrams of good wishes before the game and messages of condolence and support after the game. As many as possible were read over the air. These wires showed the extent of the CFCF audience.

Overall supervision of the operation was under CFCF assistant manager Dick Misener. Technical production was handled by Chief Engineer Creighton Douglas and his assistant George Bowden.

The broadcast was sponsored by Molson's Brewery.

One prominent sports announcer interviewed said the joint CFCF-Molsons effort made broadcast history and probably would set a pattern for future Grey Cup coverage.

Plans to announce the sponsor's name from Vancouver were abandoned when the B.C. Liquor Commission ruled it contravened B.C. Provincial Law. The commercials had to be read from the CFCF studios in Montreal.

Officials of Molsons Breweries are so pleased with the Panorama which they sponsored, they are going to stage a reception for all personnel taking part in the presentation.

JOYEUX NOEL!  
MERRY CHRISTMAS!

From the happy prosperous  
4,000,000 LISTENERS

Served by

**CKVL**

VERDUN-MONTREAL

850 kc. 10,000 watts

Represented by

Radio & Television  
Sales Inc.

Montreal Toronto

off at midnight, the CFCF air audience was kept in touch with all the highlights of the day, including the gossip of football headquarters in Hotel Vancouver, the big parade, pre-game and post-game opinions from Eastern and Western mayors, the football experts and the Montreal man on the street, transplanted to Vancouver for the big event.

And telegrams received by the unit showed their listeners extended from Ottawa in the West to Quebec City in the East.

Long before the game started, production manager Mike Wood, feature sports announcer Keith Dancy, sports editor Russ Taylor and announcers Gord Sinclair and Russ Griffiths had circulated through the crowds and the hotel rooms. They lined up interviews with visit-

ing mayors, players, coaches, managers and other celebrities.

These before and after game preparations brought to CFCF air, the hopes and opinions of them all.

The station's idea was to enable the fans to temper their own conclusions of the game with available expert and official opinions brought to them in their living rooms.

### TIES OF FRIENDSHIP

Consensus of many of the interviews was that the operation strengthened the ties of friendship and understanding between the East and West, despite the defeat of the Alouettes by the Edmonton Eskimos.

The sentiments were expressed by Mayors Jean Drapeau of Montreal Nathan Phillips of Toronto, William Hawrelak of Edmonton, Fred Hume of Vancouver, and others including

## 'RB MAN AIRS PARADE FROM CRANE

WHEN ALL SPACE in the Hotel Vancouver was found to be taken up by the CBC and other broadcasters, Wally Crouter, CFRB Toronto's Top 'o the Morning torturer was given a broadcasting point of vantage in what he described as a wooden gondola, hanging at the corner of Georgia and Howe streets from a giant 25-ton crane.

Sports director Wes McKnight, Wally and Bill Baker, on the technical side, went west for the big day, to feed back the Grey Cup preliminaries and game, and when they found there was no spot for them, it looked as though the jig was up.

Another monkey wrench was thrown in the works when it was found that interference from neon signs and traffic lights made it impossible to broadcast from the crane. However, the obliging com-



Photo by Fednews.

mittee persuaded city engineers and police to co-operate, with the result that all neon signs and traffic lights in the block were cut off during the parade, and Wally was able to do his show.

Reduce Inventories with PRIVATE WIRE Teletype

Supply pipelines clogged... inventories high... new goods blocked. When better coordination is needed... PRIVATE WIRE TELETYPE IS THE ANSWER! PW Teletype cuts cost and improves operations in scores of ways.

Have our communications specialists demonstrate how PW Teletype can work for you. Call your nearest telegraph office. CN-MA. 4731 Lo. 8419 CP-MA. 7531 Lo. 107

CANADIAN NATIONAL PRIVATE WIRE Teletype SERVICE CANADIAN PACIFIC  
HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE



**WE'RE BUSY IN**  
*Edmonton's*  
**TRADING AREA**

**34%**  
**ARE BUSY IN AGRICULTURE**



FARM CASH RECEIPTS in 1954  
**207 MILLION**

**26%**  
ARE BUSY  
**BUILDING**  
AND  
**MANUFACTURING**

Consumer Income Estimated  
**HIGHER IN 1955** . . . . .

Commodity Price Level  
**HOLDS FIRM** . . . . .



**29%**  
ARE BUSY IN  
**WHITE COLLAR JOBS**

PROFESSIONAL  
MANAGERIAL  
FINANCIAL  
CLERICAL

*in Edmonton, alone*  
**356 NEW BUSINESSES**  
*opened in 1955*



**EDMONTON IS BUSY EXPANDING**

	\$ MILLIONS \$
HUDSON'S BAY STORE ADDITION	2
FEDERAL OFFICE BUILDING	6
WESTMOUNT SHOPPERS PARK	3
PROVINCIAL AUDITORIUM	2½
2 COMPOSITE HIGH SCHOOLS	3
INLAND CEMENT	4½
CITY HALL	3

**4,000 NEW HOMES IN 1955 !**



**We're busy broadcasting to the MAJORITY**

*We're busy serving*  
**590,000 PEOPLE**

**EDMONTON'S TRADING AREA COVERS 55,000 SQUARE MILES**



	% of listeners
<b>DAY</b> sets tuned in <b>38%</b>	<b>CJCA 46%</b> STATION 2 12% STATION 3 13%
<b>NIGHT</b> sets tuned in <b>40%</b>	<b>CJCA 43%</b> STATION 2 14% STATION 3 13%

★ **YOUR ALL-CANADA STATION**

# CJOR SELLS!

## On The Air

with the largest group of experienced and popular air personalities in Canada.

## In The Stores

with merchandising tailor-made for each national account — directed and carried into action by experts.

SEE HORACE N. STOVIN FOR THE DETAILS

# CJOR

Vancouver, B.C.



WHEN ANYTHING HAPPENED ANYWHERE during Grey Cup days, CKWX, Vancouver seems to have been right in there with its mikes to get it onto the air.

CKWX - Radio met all special planes and trains with on-the-spot live broadcasts.

They greeted dignitaries and fans alike as they arrived at the two railway stations and the airport, or cornered them in hotel lobbies as they signed the registers.

In Chinatown, Exhibition Gardens, where Miss Grey Cup was crowned, the Schenley awards presentation,

at the parade, CKWX mikes' mike-men were on the job while attractive girls from the station staff dazzled visitors with their cheery signs of welcome. A welcoming committee of from six to twelve staffers was on hand all the time, to do the interviews and, besides their own shows, originate direct broadcasts for CJAD, Montreal, CKCK, Regina and CJCA, Edmonton.

CKWX sportcaster Bill Stephenson was loaned to CBC-TV to broadcast the play-by-play commentary along with their own Steve Douglas.

### SCHOOL HOUSE BLAZE

When one of the public schools in Kirkland Lake was gutted by fire, CJKL announced at 6 in the morning that the school would be closed and as a result of the announcement only 20 out of a total of 719 pupils showed up.

The school board took over all available halls and kept the station advised where each grade was to report. CJKL was the only means of notifying them which was used.

Next certain sections of the school were re-opened and again CJKL was used exclusively.

A letter to CJKL manager Gordon Burnett from J. M. Evans, administrator of schools, said: "I am sure you would like to know that the results... have been most effective, as less than 3 per cent of the pupils failed to report to classes as an-

nounced. This figure represents less than the average daily absenteeism."

### ON THE AIR PORTRAIT



When Fred Lynds of CKCW-TV (and AM and FM) goes in front of the camera of a Monday evening on *Person to Person*, he seems to get deep down into his viewers' susceptibilities with the dearest pan that ever froze an electron tube.

Here he is with an oil painting that looks more like the dour Mr. Lynds that he does. It was the work of a young lady named Elizabeth Starr Jodrey. Elizabeth is 14. She lives at Northport, N.S. She is one of Fred's loyalest lookers, and she painted the portrait while he unconsciously sat for her (standing up) through a succession of his weekly programs. In the snapshot, he is showing himself to his viewers via the studio camera.

**NOTHING BUT THE TOOTH**  
I'm through with dentists for life.

Dr. Tdfxl — you can't say his name

## A Growing Market

Prince George area has had the most prosperous year in history.

— 1955 —

and to all

A MERRY CHRISTMAS

from

# CKPG

PRINCE GEORGE, B.C.

550 Kcs. 250 Watts

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

Warm Wishes For  
A Blessed Christmas

AND

A Happy and Prosperous  
New Year

FROM

THE VOICE OF THE NIAGARA PENINSULA

PAUL MULVIHILL  
Representative now in both  
Toronto and Montreal

The NIAGARA DISTRICT STATION

# CKTB

ST. CATHARINES

Covering Quebec's **THIRD** Largest Market

# CJBR

Rimouski  
QUEBEC

Now  
**10,000**  
WATTS

Horace N. Stovin & Company in Canada • Adam J. Young, Jr. Inc. in U.S.A.

in print; ethics you know — will never again whisper into my right ear — that's the good one — his "open quite widely please . . . this isn't going to hurt . . . be sure and tell me if you feel the slightest . . . oh I'm sorry, I thought you were clearing your throat . . . now, once more . . . quite widely please . . . there, that's all for today . . .".

I'm going to miss good old Dr. Tdfxl. Ill miss the pain that never really came when he warned me "this may hurt a little". I'll miss the time I went to his office like a lamb to the slaughter — which does not rhyme with laughter — only to have him say: "Dick! You're in fine shape . . . nothing for me to do."

The day he said that was the day the man at the garage reported that I didn't need a thing done on my "Flying Bedpan" — no pistons to rebore, or valves to grind, not even a spark plug to replace. It was a Friday I remember, in mid-winter, and an extremely frosty one.

It all came to a head last week when Tdfxl said he wanted me to see another dentist on the floor below. He fixed an appointment for me for Friday at one.

When I got there, I found Dr. Ghjgsk — he has ethics too — waiting for me with a smile on his face. He just sat me down in "the chair", stuck a needle in my gum — not far, just a foot or two — left me with the morning paper a few minutes and then came back with a pretty nurse, and before I could get half way into the tune that was running through my head — "The Yanks Are Coming" — I was being

"there there'd" by the pretty nurse, and invited to "spit it out in there".

I'm not going to see Dr. Tdfxl any more. I've taken him off my Christmas card list. I shan't be dropping in on Dr. Ghjgsk again either. You see those teeth he took out last week were my last six.

There were several other things I wanted to tell you in regard to my exploits, dear readers, but I was just called to the phone. It was the nurse at Dr. Tdfxl's. She said the Doctor wanted to check me up just like he used to, only this time he wanted to check my late teeth. Can you beat it?

I thought of a few rapier-like cracks like — "shall I put them on the table doctor so that you can watch them ache?" or "I guess you

aren't afraid I'll bite you anymore, huh?" But I didn't. I just didn't have the heart to rub salt in the old wound.

So I may as well wind this off. I guess I'm not through with dentists after all. You can see how it is. I suppose they have to live too. So happy Christmas everyone, and all that sort of thing . . . oh yes, and buzz me — I can say that word now without flinching — buzz me if you hear anything.

**A SANTÉ!**

A toast from Quebec's third largest market

in the rich St. Maurice Valley

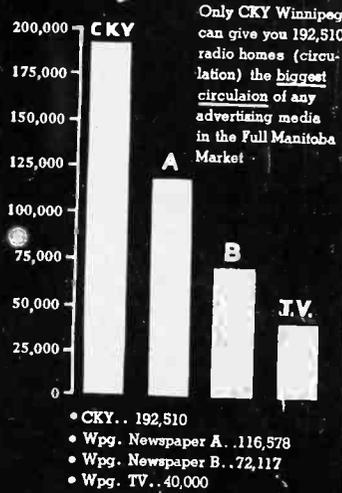
where more people listen to

**CKTR THREE RIVERS**  
1350 k.c. 1000 watts

Represented by

**Radio & Television Sales Inc.**

Montreal Toronto



Canada - H. N. Stovin & Company  
U.S.A - Forjoe & Company Inc.

EVERYONE  
at  
**CKOC**  
RADIO HAMILTON

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

A VERY

**Merry  
Christmas**

and a

**Good  
New Year**

**CKBB** now has a weekly circulation of over 17,400 homes in Simcoe and Dufferin Counties.

**AN INCREASE OF 26.8% IN THREE YEARS**

More people listen to both day and night than ever before.

**CKBB**

**94% OF BARRIE RADIO HOMES ARE TUNED TO CKBB DURING ANY GIVEN WEEK**

From 1955 Bureau of Broadcast Measurement Survey.

REPS: Paul Mulvihill - Toronto and Montreal.  
Adam J. Young, Jr. - U.S.A.

Gee! We sure hope you have a  
**MERRY XMAS**  
and a  
**HAPPY NEW YEAR**

**CFPL radio dial 980**

LONDON  
CANADA



# POINTS OF SALE

People who know, because they live there and hear them, are using these fine community stations to broadcast their Christmas sales messages.

- CJFX Antigonish
- CKBB Barrie
- CJCH Halifax
- CKOK Penticton
- CKTB St. Catharines
- CHOK Sarnia

## PAUL MULVIHILL & Co. Ltd.

TORONTO  
77 York St.  
EM. 8-6554

MONTREAL  
1250 McGill College Ave.  
MURRAY McIVOR  
UN. 6-8105

### Awards

# ARTISTS AWARDS AIRED COAST TO COAST

By JIM GONSALVES

RUPERT CAPLAN, one of the radio producers responsible for CBC's long-hair *Wednesday Night*, has been awarded the Canadian Council of Authors and Artists' Gold Medal "for outstanding achievement in the field of artistic endeavor." One of Caplan's productions was the tribute to the late Eugene O'Neill.

Last year's winner of the award, actor Barry Morse, made the presentation at the third annual banquet and ball of the Association of Canadian Radio and Television Artists, at the Royal York Hotel, Toronto, November 17. The ceremony was broadcast coast-to-coast on the CBC Trans-Canada Radio Network.

Caplan, who directs the daily dramatic series *Laura Limited* and recently, two stage productions for Montreal's *Theatre du Nouveau Monde*, made his first television production this year. The citation described his activities in the field of broadcasting over the years as having been "an inspiration to authors and artists".

The Silver Award in the English division went to Toronto actor, John Drainie, the creator of the role of Jake in the CBC series *Jake and The Kid*. Drainie has made a name for himself on the CBC *Stage* series and *CBC Wednesday Night*. He has been prominent in radio, television



Photo by Gilbert Milne

Left to right: Lloyd Bohner, Rupert Caplan, Kate Reid, Tom Patterson, Mme. Aline Hector Perrier, Louis Belanger, and Neil LeRoy.

and on the Canadian stage. He was one of the founders of the Jupiter Theatre.

The French Silver Award was presented to Madame Aline Hector

Perrier, founder of La Fondation des Amis de l'Arte. Mme. Perrier, who also has the distinction of being "Officier d'Academie" of the National Educational Department of the French Republic, is closely associated with the Women's Committee of Montreal's *Les Concerts Symphoniques*, the Art Association of Montreal and the Canadian Composers' League.

The English Bronze Award was shared by Kay Ambrose, artistic advisor to the Canadian National Ballet and Kate Reid, Toronto stage and television actress. Miss Ambrose's nomination for the award has been described as a "source of great inspiration to Canadian dancers for whom the expanding ballet stage and TV production facilities are building great new Canadian opportunities."

Three years ago Kate Reid won the Maurice M. Rosenfeld award for the most outstanding newcomer. Since then she has received much critical acclaim for her work on

(Continued on page 16)

## TIME OUT FOR A WORD

from

## SANTA

### "Happy Christmas"

Jack Dennett



### CANADA'S THIRD MARKET IS EXPANDING

WHAT A BUY — \$8 for 1-Minute!

NANAIMO is now a suburb of Vancouver with 20 ferries daily to Nanaimo and return!

RADIO CHUB — Nanaimo, is often in SECOND PLACE in Elliott-Haynes VANCOUVER AREA ratings.

ANOTHER TOP BUY — \$5 for 1-Minute!

CJAV-Port Alberni gives you 92% of the listening in the Alberni Valley and merchants in the rich Mainland Area of Powell River use CJAV exclusively for radio advertising.

ASK OUR REPS — Stephens & Towndrow Ltd. — Toronto and Montreal  
Horace N. Stovin & Co. — Winnipeg  
John N. Hunt & Assoc. — Vancouver  
Donald Cooke, Inc. — U.S.A.

## Season's Greetings

from

### The Bluenose Country

# CKBW

BRIDGEWATER, N.S.

" Serves The South Shore "



*Christmas is here again...*

*and once more we send our greetings  
and best wishes to all our friends  
in radio and television.*

RADIO AND TELEVISION DEPTS.

**MacLAREN ADVERTISING CO., LIMITED**

TORONTO • MONTREAL • WINNIPEG • VANCOUVER • LONDON, ENGLAND

*Selling Copy*

# SOFT SELL HITS HARD

By HUGH McCONKEY

WHEN ARTHUR GODFREY SAYS that you should buy Chesterfield cigarettes because TV costs a lot of money, he's doing a very deceptive bit of selling. It's casual, it's relaxed, sure, but this *soft sell* is hard hitting.

It's hard hitting because it's believable, and you have to be pretty new to advertising not to realize that if Product A has more believability in its advertising than Products B or C, Product A will come out on top of the sales heap.

Perhaps that phrase "new to advertising" could stand a little extension, though, because there are still a few major agency executives who'd deny this premise, either petulantly or with a show of good humor. Nevertheless, the evidence for this is well on the way to being overwhelming. According to the U.S. research organization, Pulse, Inc., which conducted a survey with over 12,000 consumer interviews, the largest selling automobile has ad-

vertising which is over 20 per cent more believable than its nearest competitor. Among cigarettes, the brands which have the smaller sales have the least-believed advertising. The same holds true for soaps, detergents, appliances, utilities — just about any product which appeals to the consumer.

Now, believability doesn't have to be associated with *soft sell*. It's just that it so frequently is. Mention American insurance advertising, and sooner or later somebody will name John Hancock as being a pretty successful advertiser. This company runs ads about Abe Lincoln, or the Corner Grocer or The Boy Who Grew Up Big. They don't ask you to buy insurance. They don't even mention that they sell it, but they do make it awfully easy for prospects to remember their name. I'll bet the John Hancock salesman get a good reception when they announce the name of their company.

Along about here, somebody is bound to point out that there are lots of cases where this technique didn't pan out; where they had to use some good old desk-pounding *sell*; and forget this mamby-pamby seduction stuff. They'll tell you that you have to yell loud and long, bang listeners over the head with copy that is blatant, brusque and full

of some real honest *hard sell*.

Certainly there are cases that call for those techniques, but I suspect that they're fewer than you think. I'm pretty sure that a lot of people buy Chesterfields, or Liptons, or Pepsodent because they think it'll make Arthur Godfrey happy if they do (do you really care *why* your cash register rings?). And it's a safe bet that Ed Sullivan, as Ed Sullivan, has helped Ford to move a lot of "Mercurys" into the market. What? Sullivan hard sell? No, not really; not when he can inject that note of personal integrity into his scripts; when he can make you believe that *he* believes what he's saying about his own car; and figures its only fair to tell you.

Soft sell isn't, as some think, the use of the irrelevant approach, bending over backwards so far that you never get around to saying what you're selling. And it certainly isn't the "this product is lousy, but we need your money" pitch either.

### WHAT DOES "SOFT SELL" MEAN?

"Soft sell" is an avoidance of the type of phrases which clients generally have in mind when they ask for "more sell". It means throwing into the basket such desk thumpers as "there's nothing else like it", "no other Widget has ever come close to Zilch in outstanding features"; and "go now, right this very minute, to your grocer's and demand . . .". You writers of this sort of copy — and don't nod your

head smugly, because it's being written for broadcasting every day and there are lots of examples in today's paper as well — forget that you're supposed to walk along with your prospect, not throw him into a corner. Maybe he *does* think your sales pitch is right and that the price is fair, but just doesn't like your tone of voice.

They tell a story about the elder J. P. Morgan, which illustrates this point rather neatly. It seems that one of the tycoon's railways was expanding and needed to buy up a lot of rural property for its new rail lines. The road's executives had managed to collect all of it, except for one farm, and the owner of this small strip was adamant. No sir, he didn't care if he was smack dab in the centre of things. This was his old family home and he wouldn't sell at any price. They tried every blandishment they could think of, but he stuck to his decision. He'd been born here and he'd die here and so'd his son too, for that matter.

Finally, the problem was presented to Mr. Morgan himself. When told that all efforts had failed, he said he'd drive up personally and see what he could do. After gaining admittance to the farmhouse, he walked slowly into the parlor with the grizzled old farmer and sat down on the couch beside him. After a few moments of small talk, he put his arm around the man's shoulder and talked to him quietly and earnestly for over an hour. Finally the farmer

**1<sup>st</sup>**  
IN  
**Circulation**  
**CKY**  
WINNIPEG

Only CKY Winnipeg can give you 192,510 radio homes (circulation) the biggest circulation of any advertising media in the Full Manitoba Market

200,000	175,000	150,000	125,000	100,000	75,000	50,000	25,000	0
CKY	A	B	T.V.					

- CKY . . . 192,510
- Wpg. Newspaper A . . . 116,878
- Wpg. Newspaper B . . . 72,117
- Wpg. TV . . . 40,000

Canada - H. N. Stovin & Company  
U.S.A. - Forjoe & Company Inc.

**MERRY XMAS**

**EVERY ONE**  
and  
**Best Wishes**  
for a  
**Finer, Fuller '56**

from your Friends  
at the 590 Station

**VOCM**

St. John's — Nfld.

STOVIN & CO — CANADA  
ADAM YOUNG JR. — U.S.A.

**CFGP** OUR NEW

"VOICE of the MIGHTY PEACE" *WILL*  
"SMOKE OUT MORE BUSINESS PER BUCK THAN YOU CAN SHAKE A BLANKET AT."

5000 WATTS

SERVING ONE QUARTER OF THE RICHEST PROVINCE IN CANADA  
CFGP IS 300 AIR MILES FROM THE NEAREST NETWORK STATION.

IN CANADA ASK AN ALL-CANADA MAN, IN THE U.S.A. WEED & CO.

**If he doesn't believe the beginning...  
he's not going to be around at the end**

jumped up excitedly and said, "O.K. Mr. Morgan, O.K. to whatever you say, I'll sell all right, but thank God I ain't a woman."

**SAY THEIR PIECE AND GO HOME**

When Life Savers continue those marvellous full color pages showing the product in an intriguing layout with some such headline as "please do not lick this page" they bury the entire copy down in a P.S.: "get 'em in the handy roll, anywhere. Still only 5c". They're selling, all right, and they're doing it extremely well, because they realize that you can often inject "sell" into an ad or a one-minute spot by *elimination* of conventional selling elements. These advertisers are too bright to risk diluting their message's impact by adding the unnecessary. Unlike the preacher in Mark Twain's oft-told tale, they say their piece, pack up and go home.

Twain, you will recall, was finally dragged to church by his wife. The preacher was a salesman and he told his congregation about foreign missions, something in which Twain's interest was at a low ebb. But the preacher painted such an inspiring picture of the good works that Twain decided to leave \$5 in the plate when it came around. As the preacher warmed up to his subject Twain warmed up too — decided to give \$10, then \$20. Right there is where the fellow should have stopped. But he went on and on, and when the basket finally came around, Twain said, "I didn't put anything in. I took a quarter out."

When you're getting ready to write that piece of copy you have to keep these things in mind. You must feel, *right at that moment*, that your prospect is standing in front of you. You'll want to realize that he's willing to listen, but for just so long — and if he doesn't believe the beginning of your story he's not going to be around at the end. You're going to have to strike oil with your first few sentences or stop boring.

Let's suppose that your opening sentence has a ring of sincerity about it, and just enough difference from the norm to catch his interest and he turns around to face you. As soon as you get a good look at him — perhaps he's come out of the shadow into the bright sun — you realize that it's your next door

neighbor. Are you going to tell him that "XYZ Cigarettes are medically proven to filter the smoke all the way to your throat"? Not likely, unless you want him to laugh. You're more liable to say, "This is a darned good smoke, Harry, Here! Try one!" Perhaps you'll forget to urge him to rush to the corner right now and get a full carton of smoking pleasure. You might just add, "got them from Loblaws — matter of fact Mary picks up my cigarettes for me now when she does the week's shopping. Keeps me from forgetting." The reason might be that you're trying to get him to do something, even if it's just to agree with your choice in cigarettes, and you want to make your appeal as strong as you can. After all, you may be able to impel him to go along with you, if you're clever enough, but you can't compel him to do it. You're going to act naturally while sliding in your sales phrases, just as though you meant what you said. If you sort of shrug your shoulders a little before turning away, Harry will realize that it's up to him, now that you've told him what you know. If he believes what you said, you might even be guilty of making a sale, nearly always the product of creative skill tempered by an intuitive understanding of what moves people to buy merchandise. The only thing is, you'll have done it with a soft approach — because it's easier that way.

**BONNE ANNEE!**

You've got to say it in French or 100,000 people midway between Quebec and Montreal won't understand! Say it with

**CFDA VICTORIAVILLE**  
1,000 watts      1380 k.c.

Represented by

*Radio & Television Sales Inc.*

Montreal      Toronto



# Season's Greetings

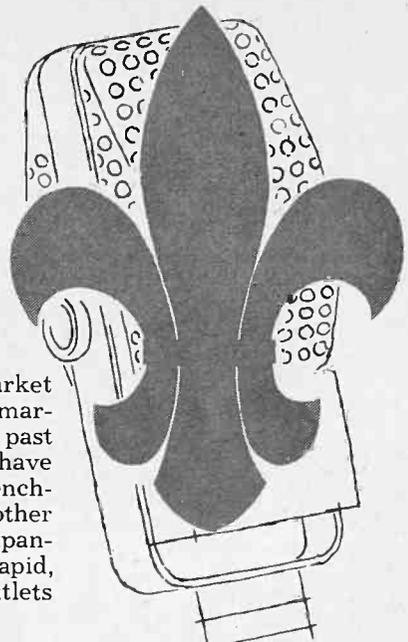
## CHAB

### MOOSE JAW SASKATCHEWAN

# IT TAKES RADIO TO SELL FRENCH CANADA

## It takes Hardy to give you coverage

In some areas of Quebec radio is the *only* daily advertising medium — in every area it is the most economical and productive buy! Radio in Quebec has more listeners per capita... delivers more customers than anywhere else in Canada.



Quebec is a big market — the fastest growing market in Canada. In the past ten years incomes have gone up more in French-Canada than in any other province, industrial expansion has been more rapid, more new retail outlets have opened!

To adequately reach this rich, expanding market, you must use Hardy represented stations — currently selling a population of 3½ million daily! Each one of these stations has developed close contact with local dealers and can key store promotions with radio campaigns — giving you more for every dollar spent on radio.

Right now Hardy represented stations are extending programming and facilities to keep pace with Quebec's phenomenal growth. Right now, is the time to get maximum results by advertising your product or service on a Hardy represented station.

## HARDY REPRESENTED STATIONS SERVING & SELLING QUEBEC

- |                                                                                                                     |                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| CHRC, Quebec City<br>CHNC, New Carlisle<br>CKBL, Matane<br>CHLT, Sherbrooke<br>CKRS, Jonquiere<br>CKVM, Ville-Marie | CJSO, Sorel<br>CHRL, Roberval<br>CKSM, Shawinigan Falls<br>CKLD, Thetford Mines<br>CKTS, Sherbrooke (Eng.)<br>KKNB, Campbellton, N.B. (Eng.) |
|---------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|

Let's talk it over. Write, wire or phone your nearest Hardy office.

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

1489 Mountain St. Montreal, Quebec PL. 1101	129 Adelaide St. W. Toronto, Ontario EM. 3-6009
---------------------------------------------------	-------------------------------------------------------

**Hardy Stations Give You More Sales Effort For Your Sales Dollar**

It's time  
to say...  
**MERRY**  
Christmas  
To All!



Wheat Stock Willie says:  
**What is a city?**



Bovine Bill says:  
**CJGX-LAND**  
is a city

- A city with 70,000 families.
- A city with an annual income of \$250 million.

SERVED DAILY BY ONLY  
ONE MEDIUM

**CJGX**

YORKTON SASK.

See: H. N. Stovin in  
Toronto, Montreal or  
Vancouver.  
Inland Broadcasting in  
Winnipeg.

**A TERRIFIC CHRISTMAS!**

From  
Canada's most terrific advertising buy — the station with the sixth largest daily circulation in Ontario at the lowest cost.

**CHUM** TORONTO  
1050 k.c. 1000 watts

Represented by  
**Radio & Television Sales Inc.**  
MONTREAL

(Continued from page 12)

CBC radio and television. She also appeared on the stage this summer in the Vineland productions of *The Voice Of The Turtle* and *The Rainmaker*.

The Plouffe family was also represented at the ACRTA banquet. Although Papa Plouffe, in real life Paul Guevremont, was unable to attend due to urgent family matters, Mimi d'Este, another French star, collected his Bronze French Award for him.

Paul started in the Canadian theatre in 1919. His first taste of broadcasting was in 1927 on CKAC, Montreal. Winner of the Canadian Drama Award, he has been associated over the years with La Société Canadienne de Comedie and the Montreal Repertory Theatre. He has recently taken on the paternal

responsibilities of the networks' *La Famille Plouffe*.

Lloyd Bochner, recently seen in the CBC-TV production of *Hamlet*, was honored with the S. W. Caldwell Award for outstanding performance in television. Bochner, a Toronto actor has appeared as a featured performer at the Stratford Shakespearan Festival each summer since its inception and is slated to join the company in their Broadway production of *Tambourlaine* next January.

Denyse Angers was another French star unable to attend the ceremony. This young chanteuse was voted the year's most outstanding newcomer. Denyse was busy keeping a singing date at the Chez Paris in Montreal and the Maurice M. Rosenfeld Award was accepted on her behalf by her sister. Denyse's talent took her to the semi-finals on last year's *Pick The Stars*. She has appeared on TV on the *Jackie Rae Show* and *Holiday Ranch* from Toronto and *La Porte Ouverte* from Montreal. The Rosenfeld Award is her second prize this year. At the 1955 Miss Canada Pageant, she walked off with the Talent Award.

The senior executive officer and first vice-president of the Canadian Council of Authors and Artists, Neil LeRoy, who appears as chairman of the CBC radio and television program *Court of Opinion*, received the Benrus Citation as a "tribute to his efforts on behalf of the Canadian Artists."

Tom Patterson, who is credited with bringing the Stratford Shakespearan Festival into existence, received the Council's President's Award. The citation read: "His untiring efforts on behalf of the festival and his activities in the field of promoting the Canadian artist at home and abroad more than qualifies him for this honor."

Andrew Allen, supervisor of drama for the CBC, had a word for the award winners. Quoting from *A Midsummer Night's Dream* he reminded them that, "the best of this kind are but shadows." While acclaiming the great strides drama has made in this country, Allen stressed the need for humility in approaching any field of artistic endeavor.

ANNOUNCEMENT

**ALL-CANADA RADIO APPOINTMENTS**

All-Canada is pleased to announce the following appointments to its radio sales departments.




**HAROLD ABERNETHY**

**ALISTAIRE F. MCKAYE**

Mr. Harold Abernethy formerly with Foster Advertising and Leo Burnett Agency has joined the Radio Time Sales Division, and Mr. Alistaire F. McKaye formerly in charge of Sales Promotion for Reckitt & Colman of Canada, to the Radio Program Division as Sales Representative for the World Program Library Service.

Hi! I HOPE ALL OUR FRIENDS HAVE A VERY HAPPY AND FESTIVE SEASON!

ME TOO!!

**MERRY CHRISTMAS**  
from  
**CKOM**  
**SASKATOON**

*We're leading the field...*



Superior quality! Lower prices! Designing that makes expansion less costly! All these have put G-E Radio and Television Broadcast Equipment in front of the field in 1955. In fact, over half of the Television stations, which contracted for equipment in the past year, were equipped by Canadian General Electric . . . with Canadian designed, Canadian built equipment.

to be ... or not to be ...  
listen  
to 'WX drama  
and see!  
**CKWX**  
radio Vancouver  
dial 980

don't miss a thing ...  
... kept tuned to 980  
**CKWX**  
radio Vancouver

for music  
with a beat  
that's right  
tune in 'WX tonight  
**CKWX**  
radio Vancouver  
dial 980

AROUND THE HOUSE ... OR IN YOUR CAR  
'WX listening's best by far!  
**CKWX** radio Vancouver ... dial 980

here's  
how

we  
look  
to  
our  
listeners...

ads like these in the daily press help make it a habit to dial 980

radio Vancouver **CKWX**

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



**PERSONNEL RELATIONS**

The offices of Canadian Broadcaster & Telescreen will be closed all day Sunday, December 25 to give the staff a well-earned rest.

• • •

**NOTE TO DRIVERS**

Before you pass that red light, make sure it is hanging from a Christmas tree.

• • •

**FAIR'S FAIR**

In keeping with CBC's policy of always taking a firm stand on both sides of every contentious question, wouldn't it be only fair to have one Christmas day with radio and television commercials uninterrupted by the CBC?

• • •

**WHO DOES IT TO WHOM?**

The question is whether an advertiser needs a new advertising agency, able to write copy that lives up to the product, or the agency needs a new client with a product that measures up to the claims it makes in its copy.

• • •

**COAT THE PILL**

There may be a place in journalism for columns by Gordon Sinclair, but taking everything into consideration, wouldn't it be better if he wrote them under an assumed name?

• • •

**FOOD FOR THOUGHT**

Speaking of the Toronto actress who swears she never had a meal before a TV show — she shoulda ate.

• • •

**WEATHER PREDICTION**

For Christmas — intermittent wet — ice — an acute eat wave.

• • •

**EXIT BENCHLEY**

Wasn't it the late Robert Benchley who, sitting in on a sad play in which a half-caste girl gave with "Me Nubi ... me good girl ... me stay", countered with "Me Benchley ... me bad boy ... me go."

• • •

**SNIDE YULETIDE**

May the Lord make your wives and families truly thankful for what they are about to receive.

# *Even further out in front in '56...*

If you would take a peek behind the scenes at C.G.E., you'd be convinced that the new equipment on the way will, once again, give Canadian General Electric leadership in the Radio and Television field.

As we look back on our participation in the Canadian Broadcasting Industry during 1955, we would like to thank all of our friends and associates who have contributed so much towards making the past year a grand success.

*A Merry Christmas and Happy New Year to everyone.*



## **BROADCAST EQUIPMENT**



Electronic Equipment and Tube Department 631W-1355  
CANADIAN GENERAL ELECTRIC COMPANY LIMITED





***"We thought we knew about people . . ."***

But no kind of statistic can ever define the structure of a love affair. Any more than they can fully explain why more Canadians today are more involved with radio than ever before.

What, for instance, made the Canadian people add 621,000 radio sets to the 5,400,000 they owned the year before?

And why do they buy these extra sets, do all this listening in the face of having many more things to do — like reading bigger and fatter newspapers and magazines, watching television, having more cars to ride away from home with?

Whatever the reason, the result is that advertisers reach more people at less cost with radio. In fact, this is OUR best year in terms of actual advertising volume. Throughout each year, CFCF's advertising volume has increased. This healthy growth has continued in 1955 . . . which shows the biggest volume of advertising in this station's history!

**CFCF** *radio*  
**MONTREAL**

Represented:  
In Canada, by All Canada  
In U.S.A., by Weed & Co.  
In Montreal, REgent 1 1101

# STATION and PERSONNEL REGISTER (Radio)

## BRITISH COLUMBIA

**CHWK, CHILLIWACK:** 1,000 watts on 1,270 kcs. Dom. Basic. (1) Fraser Valley Broadcasters Ltd. — (2 & 3) Jack Pilling — (5) Bill Teetzel — (6) Murdoch MacLachlan — (9) Jimmy MacDonald — (10) Alex Moir — (11) Mrs. Betty Neads — (12) Alex Moir — (13) Mrs. Betty Neads — (14) Wally Clark — (15) Bob Brooks — (17) 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 to 8) Tom Koch — (9) Walter Harwood — (10) Emmett Cronan — (11) Pat Marini — (12) Gordon Rye — (13) Bob Innes — (14) Mrs. June Klein — (15) Art Gagne — (16) Gordon Rye — (17) Fred Webber — (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

KEY		
1. Owner or Company name	9. News Director	17. Chief Engineer
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 Operator	

— (6 & 7) Frank Bond — (9 & 10) Robert Hall — (11) Mrs. Marian Fazan — (12) Hugh Caley — (13) Ed Boyd — (14) Bob Leckie — (15) Patrick Moss — (16) Jack Thompson — (17) J. Fred Weber — (18 to 21) All-Canada — (22) Weed & Co.

**CHUB, NANAIMO:** 1,000 watts on 1,570 kcs. (1) Standard Broadcasting Co. Ltd. — (3) Chuck Rudd (4 & 5) Mrs. Sheila Hassell — (6 & 7) Chuck Rudd — (8) Reid McLeod — (9) Vic Fergie — (10) Jim Robson — (13) Sheila Hassell — (14) Al Erskine — (15) Reid McLeod — (17) Ross MacIntyre — (18 & 19) Stephens & Towndrow Ltd. — (20) Horace N. Stovin & Co. — (21) John N. Hunt — (22) Don Cooke Inc.

**CKLN, NELSON:** 250 watts on 1,240 kcs. T. Can. Supp. (1) News Publishing Co. — (2) Major R. H. Green — (3 & 17) Alan R. Ramsden — (18 to 21) Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

**CKNW, NEW WESTMINSTER:** 5,000 watts on 1,320 kcs. (1 & 2) William Rea Jr. — (3) Bill Hughes — (4) Hugh Wallace — (6 & 7) Al

Davis — (8) Len Hopkins — (9 & 10) Jim Cox — (13) S. Buchanan — (14) Tom Holub — (15) Len Hopkins — (17) Leo Haydamack — (18 to 21) Radio Representatives Ltd. — (22) Forjoe & Co. Inc.

**CKOK, PENTICTON,** 1,000 watts on 800 kcs. Dom. Supp. (1) CKOK Ltd. — (2) Maurice Finnerty — (3) Roy G. Chapman — (5) Ralph Robinson — (7) Russ Richardson — (9) Les Saul — (10) Dave Roegele — (11) Pat Hanlon — (12) Ed Britton — (14) Louis Hohenadel — (15) Peter Jackson — (17) George Cameron — (18 & 19) Paul Mulvihill & Co. Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Don Cooke Inc.

**CJAV, PORT ALBERNI:** 250 watts on 1,240 kcs. (1) CJAV Ltd. — (2) Harold E. Warren — (3) Kenneth Hutcheson — (5) J. Geoffrey Holmes — (6 & 7) John K. Bell — (9 & 10) James A. Robson — (13) John K. Bell — (14) Mrs. Doris Gooch — (17) E. Ross McIntyre — (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) Jeff Bridges — (7) Charles Cawdell — (8) Jeff Bridges — (9 & 10) Charles Cawdell — (11) Ron East — (12) Charles Cawdell — (13) Ron East — (14) Lois Wilson — (15) Jeff Bridges — (16) Marcell Leveque — (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) A. S. Mawdsley — (3) John Loader — (6) Joe Kobluk — (9 & 10) Bill McLoughlin — (13) John Boates — (14) Mrs. Leda Agostinelli — (15) Lina Fabris — (16) Norm Young — (17) Jack Molyneux (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) Broadcast Operations Ltd. — (2) R. R. Keay — (3) Patt McDonald — (4 & 5) Fin Anthony — (6 & 7) Stan Lettner — (8) Mrs. Gaye Shanahan —

## Here is CKOK-land

One of a series



PENTICTON, B.C. FROM MUNSON MOUNTAIN

Photo by Stocks

Served by

SEE PAUL MULVIHILL & CO. IN CANADA

RADIO STATION CKOK

DONALD COOKE INC. IN U.S.A.

(9 & 10) Hal Rodd — (14) Frank Flemming — (15) Mrs. Gaye Shanahan — (17) Dave Rogers — (18 to 21) National Broadcast Sales Ltd.

**CJOR, VANCOUVER:** 5,000 watts on 600 kcs. Dom. Basic. (1) CJOR Ltd. — (2 & 3) George C. Chandler — (5) Don Laws (Sales Manager — Buss Ryan) — (7) Vic Waters — (9) Jack Webster (Editorial Director — Dorwin Baird) — (11) Laddie Watkis — (13) Dorwin Baird — (14) Hector McKay — (15) Marilon Sinclair — (17) Art Chandler — (18 to 21) Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

**CKLG, NORTH VANCOUVER:** 1,000 watts on 1,070 kcs. (1) Lions Gate Broadcasting Ltd. — (2) A. E. Gibson — (3) R. T. Bowman — (5) J. N. Hunt — (6) James Thom — (7) Rudy Hartman — (8) G. Jamieson — (9) J. Sharpe — (10) Al Pollard — (11) Helen Glasgow — (13) C. Baxter — (14) L. Gorboraiau — (15) G. Jamieson — (16) G. Oliver — (17) T. Payne — (18 & 19) James L. Alexander Ltd. — (21) John N. Hunt — (22) Don Cooke Inc.

**CKWX, VANCOUVER:** 5,000 watts on 960 kcs. Mutual. (1) CKWX Radio Ltd. — (2) Arthur Holstead — (3) Frank H. Elphicke — (4) Sam Ross — (5) Jack Sayers — (6) Laurie Irving — (7) John Ansell — (8) Jim Morris — (9) Eric Sanderson — (10) Bill Stephenson — (11) Mrs. Nina Anthony — (12) Norm Griffin — (13) Phil Baldwin — (15) Fred Bass — (17) Charles Smith — (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) Gil Seabrook — (4) Harry Gorman — (5) Ann Gaustin — (7) Don Warner — (9) Mrs. Mabel Johnson — (10) Don Warner — (11) Mrs. Nyra Groves — (14) Mrs. Belle Rounce — (17) Loren Merriman — (18 & 19) Radio Representatives Ltd. — (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 — (6 & 8) Fred G. Usher — (9) R. T. Batey — (10) Ted Reynolds — (11) Dianne Clifford — (13) Hugh Curtis — (14) Walter Cownden — (15) James Eddy — (16) Cy Beard — (17) Joseph Sommers — (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 — (13) David M. Armstrong — (14) Mrs. Cy Roberts — (15) Wally Grieve — (16) Malcolm MacKenzie — (17) Norman E. Bergquist — (18 & 19) National Broadcast Sales Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Forjoe & Co. Inc.

**ALBERTA**

**CFAC, CALGARY:** 5,000 watts on 960 kcs. T. Can. Supp. (1) Calgary Broadcasting Co. — (2) Basil Deane — (3) Bert Cairns — (5)

Don Hartford — (6 & 7) George Brown — (8) Bruce Bristowe — (9) Larry Heywood — (10) Joe Marks — (11) Mrs. Jacquie Penn — (12) Ron McCullough — (13) Dick Tregillus — (14) Marg Walsh — (15) Jim Kunkel — (16) Stan Gilbert — (17) Earle 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 & 3) H. G. Love — (5) Gordon L. Carter — (6) Ned B. Corrigan — (8) Robert Kerr — (9) Wm. N. Love — (10) Henry Viney — (11) Frances McNab — (12) Ross J. Henry — (13) Jas. A. Love — (14) Frank Brand — (15) Joyce Williams — (17) Robert W. Lamb — (18 & 19) Radio Representatives Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives Ltd. (Harlan G. Oakes in San Francisco and Los Angeles).

**CKXL, CALGARY:** 1,000 watts on 1,140 kcs. (1) CKXL Ltd. — (2) Fred R. Shaw — (3) Al R. MacKenzie — (5) Allan Barker — (6) Peter Edwards — (7) Gordon R. Morrison — (9) Bradley Keene — (10) Joe Carbury — (13) Mrs. Pearl V. Borgal — (14) Betty Gribayedoff — (15) Trevor Pierce — (16) Dave Lundberg — (17) Gordon R. Morrison — (18 to 21) Horace N. Stovin & Co. — (22) Forjoe & Co. Inc.

**CFCW, CAMROSE:** 250 watts on 1,230 kcs. (1) Camrose Broadcasting Co. Ltd. — (2) R. G. Byers — (3) Tom Shandro — (5) Hal Yerxa — (6, 7 & 8) Al Brooks — (9) Dick MacLean — (11) Mrs.

Julie Brooks — (12) Dick Clements — (13) Tom Shandro — (14) Trev Schofield — (15) Alex Burton — (16 & 17) Ken Anholt — (18 & 19) James L. Alexander Ltd. — (21) John N. Hunt.

**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 Broadcasting Co. Ltd. — (2 & 3) G. R. A. Rice — (4 & 5) A. J. Hopps — (6) George Duffield — (7) Jim Findlay — (8) Joe Mc-

## TARZAN

75 half hours of  
adventure program-  
ming that demand  
attention... a major  
step in meeting and  
beating radio's com-  
petition.

Want an audition?  
Call . . .

**S.W. Caldwell LTD.**

447 Jarvis St.  
Toronto 5, Ont. WA. 2-2103



RADIO **CFRN** TV

EDMONTON

SUNWAPTA BROADCASTING COMPANY LTD.

**KEY**

- |                             |                        |                    |
|-----------------------------|------------------------|--------------------|
| 1. Owner or Company name    | 9. News Director       | 17. Chief Engineer |
| 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 Operator     |                    |

Callum — (9) Laurie Graham — (10) Al Shaver — (11) Mrs. Eve Henderson — (13) Isobel McDonald — (14) John Baron — (15) Joe McCallum — (17) Frank Makepeace — (18 to 20) Radio Representatives Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives Ltd. (Harlan G. Oakes in San Francisco and Los Angeles).

**CHED, EDMONTON:** 1,000 watts on 1,080 kcs. (1) CHED Ltd. — (3) Donald McKay — (5) Murray D. Dyck — (6) Jerry Forbes — (7) John Barton — (9) Allan Slight — (10) Bart Gibb — (13) Mrs. Jean Saint — (14) Dale Smith — (15) Dick Taylor — (16) Maac McCaldar — (17) Clint Nichol — (18 to 21) Horace N.

Stovin & Co. — (22) Forjoe & Co. Inc.

**CHFA, EDMONTON:** 5,000 watts on 680 kcs. French Net. Supp. (1) Radio-Edmonton Ltée — (2) Dr. L. O. Beauchemin — (3) Léo Rémillard — (5) Jean Gautron — (6 & 7) G ralde Lachance — (8) Gabriel Paradis — (9) Tharcis Forestier & Axel Krusenstjern — (10) L o R millard — (11) Mrs. Madeleine Mangione — (12) Jean Caron — (13) L o R millard — (14) Mrs. Suzanne Gauthier — (15) Gabriel Paradis — (16) Laurier Leclair — (17) Charles Ferland — (18 & 19) Omer Renaud & Co. — (21) John N. Hunt — (22) J. H. McGillvra.

**CJCA, EDMONTON:** 5,000 watts on 930 kcs. T. Can. Supp. (1) Ed-

monton Broadcasting Co. Ltd. — (2) Walter A. MacDonald — (3) Gerry Gaetz — (4) Rolfe Barnes — (5) Cam Perry — (6) Dalt Elton — (8) Harry Boon — (9) Russ Sheppard — (10) Maurice Carter — (11) Shirley Higginson — (12) Don Clayton — (13) Win Sutton, director of special services, Doug Homersham — (14) Bill McAfee — (15) Harry Boon — (16) Merrel Dahlgren — (17) 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. — (3) Arthur J. Balfour — (5) Jack Soars — (6) Eugene P. Ross — (7) Norman Hickey — (9) Mrs. Gertrude Charters — (10) Ronald Durda — (13) Mrs. June Morrison — (14) Allan Donahue — (15) Gottfried Sprecker — (17) James de Roaldes — (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) H. R. Carson — (3) Norman Botterill

— (4 & 5) Joe Budd — (6) Ed Conville — (9) Bill Skelton — (10) Al McCann — (11) Mrs. Daphne Manson — (12) Omar Broughton — (13) Muriel Paynter — (14) Mrs. Ursula Cripps — (15) Mrs. Dot Duncan — (16) Doug Card — (17) 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. Harlan Yuill — (3) Bob Buss — (4 & 5) Orv Kope — (6 & 7) Ian Carson — (8) Tom Gunter — (9) Stan Weiler — (10) Jon Thibert — (11) Barbara Burns — (12) Mickey Lynch — (13) Merv Stone — (14) Shirley Anhorn — (15) Merv Stone — (16) Hugh Pender — (17) Sid Gaffney — (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. — (3) G. A. Bartley — (5) C. Harju — (6) R. Torgrud — (9) J. Younie — (10) S. Sparling — (11) Mrs. A. Armstrong — (13) J. Younie — (14) Mrs. A. Armstrong — (16) R. Torgrud — (17) K. Martin — (18 to 20) Radio Representatives Ltd. — (21) John N. Hunt — (22) Weed & Co.

We're a thousand lonely watts, with no other wattage near us . . .  
 We fear no competition, nor does competition fear us.  
 We have no television, and our listeners do not know  
 That it also comes with pictures, or what is meant by "snow" . . .  
 We're dead centre in the prairies where the distances are great,  
 And we supply the knowledge of the temp, the time, the date.  
 We don't develop super-fanfares, pay out give-aways like mad,  
 We're the only voice they've got, the only one they've ever had . . .  
 We supply the blizzard warning, tell the kids to scrub their ears,  
 We do all things for all people . . . we've been doing it for years . . .  
 We caution when it's timely, try to cheer in time of sorrow . . .  
 We disseminate the news that they will read about tomorrow . . .  
 We 'hit parade' them at the week end, give out all athletic scores . . .  
 And oh yes, we sift commercial talk into "subconscious pores."

★ ★ ★

Then about this time of year, as the auditors drift through,  
 We think of what we've done, and of the things still left to do . . .  
 We think about the others in a similar situation  
 Who, combined with us, make up the radio picture of the nation.  
 We think of friendships in the East, and friendships in the West  
 And decide with satisfaction, that each friendship is the "Best"  
 And we wonder how we'll say it, how original we can be . . .  
 How can we say "Merry Christmas" and say it differently?  
 How can we explain our feelings for the friendships that we treasure . . .  
 When there isn't any yardstick, nor a place to start to measure . . .  
 Seems there's just one way to say it . . . that really fills the bill . . .  
 We were going to, when we started this, and now, by gosh, we will!

**Merry Christmas!**

**CHAT**

MEDICINE HAT

*Hop Yuill*

*Bob Buss*

**There's NO DOUBT -**

**RESULTS . . .**

- Red Deer Auto Dealer Sold 2 Cars Daily Through CKRD Spots.

**RESULTS . . .**

- Women's Store Drew 400 People and Sold Complete Advertised Line in 9 Mins. After 3 Plugs on CKRD.

**AND MORE RESULTS . . .**

- Grain and Feed Merchant Increased Sales of Seed Grain to 25,000 Bushels and Could Have Sold More — Credit Goes to Campaign Over CKRD.

**and Still More . . .**

- Theatre Increased Attendance by 20% After Buying Time on CKRD.

**Establish**

**CKRD**

RED DEER - ALBERTA  
 850 Kcs. 1000 Watts

AS A "MUST" FOR SELLING  
 TO CENTRAL ALBERTA

See Radio Reps.

**SASKATCHEWAN**

**CFRG, GRAVELBOURG:** 250 watts on 1,230 kcs. French Net. Supp. (1) Radio-Gravelbourg Ltée—(2) Dr. Rosario Morin — (3 & 5) Dumont Lepage — (6) Roger Boulanger — (7) Dumont Lepage — (9) Leon Kendergi — (10) Guy Pariseau — (11) Mrs. Josephine Longeault — (12) Guy Pariseau — (16) Arthur Bouffard — (17) Marc Riou — (18 & 19) Omer Renaud & Co. — (21) John N. Hunt.

**CHAB, MOOSE JAW:** 5,000 watts on 800 kcs. Dom. Basic. (1) Radio Station CHAB Ltd. — (2) Mrs. Lulu Davis — (3) Sid Boyling — (4 & 5) Nev Skingle — (9) Earl Barnholden — (10) Chuck McManus — (11) Mrs. Stella Sharples — (12) George Price — (13) Mrs. Martha Fidler — (14) Lyndon Grove — (15) Lillian Bechthold — (17) Merv Pickford — (18) Stephens & Towndrow Ltd. — (19) Radio Time Sales (Que.) Ltd. — (20 & 21) Horace N. Stovin & Co. — (22) Weed & Co.

**CJNB, NORTH BATTLEFORD:** 1,000 watts on 1,460 kcs. (1) Northwestern Broadcasting Co. — (2) Harry S. Hay — (3 & 4) Harry Dekker — (5) Bob Barr — (6 & 7) George Garrett — (9) Lee Sage — (10) Eldon Elliott — (11) Mrs. Chris Dekker — (12) John McKittrick — (13) Eileen Risling — (14) Louis Tetrault — (15) Ron Smith — (16) Don Brown — (17) Al Ruddell — (18 to 21) Horace N. Stovin & Co.

**CKBI, PRINCE ALBERT:** 5,000 watts on 900 kcs. Dom. Basic. (1) Central Broadcasting Co. — (2 & 3) Eddie Rawlinson — (4) Frank Rawlinson — (5) Gerald Prest — (6) J. J. Cannon — (8) Ian Barrie — (9) Francis Church — (10) Nick Roche — (11) Mrs. Marion Sherman — (12) Murdock McKay — (14) Pegi Gooch — (15) Irene Zbesheski — (17) Tom Vaness — (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) Harold Crittenden — (4) Don Dawson — (5) Roy Malone — (6) Jim Grisenthwaite — (9) Jim McLeod — (10) Lloyd Saunders — (12) Denny Ryan — (13) Allan Edwardson — (14) Dave Dunn — (15) Mrs. Anne Ferguson — (16) Harry Kerr — (17) E. A. 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 McCusker — (3) Don Oaks (Business Manager, Al Smith) — (5) Harry Dane — (6) Bob Hill — (7) George Sillery — (9) Geoff Nightingale — (11) Mrs. Billy Thompson — (12) Art Kennard — (13) Mrs. Billy Thompson — (14) Gordon MacDermid — (15) Eleanor Novak — (18 to 20) Radio Representatives Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives Ltd.

**CFNS, SASKATOON:** 1,000 watts on 1,170 kcs. French Net. Supp. (1) Radio-Prairies-Nord Ltée. — (2) Rev. J. A. Beaulac — (3) Charles Papen — (4) Fernand Ippersiel — (5) Charles Papen — (6 & 7) Fernand Ippersiel — (8) Lydia Dezeure — (9) Fernand Ippersiel — (10) Jacques Dallaire — (11) Mrs. M. A. Papen — (12) R. Gauthier — (13) Thérèse Blondeau — (14) Mrs. M. A. Papen — (15) Lydia Dezeure — (16 & 17) Jean Lacroix — (18 & 19) Omer Renaud & Co. — (21) John N. Hunt.

**CFQC, SASKATOON:** 5,000 watts on 600 kcs. Dom. Basic. (1) A. A. Murphy & Sons Ltd. — (2) A. A. Murphy — (3) Vernon Dallin — (4) G. Blair Nelson — (6) Roy Currie — (9) Bill Cameron — (13 & 14) Mrs. Norma Guppy — (15) Shirley McLeod — (16) Carl O'Brien — (17) Lyn Hoskins — (18 to 20) Radio Representatives Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives Ltd. (Harlan G. Oakes in Los Angeles).

**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 & 8) Gordon Walburn — (9) Joe Campbell — (10) Art Henderson — (11) Mrs. Joan Flynn — (12) Bob Brack — (13) Mrs. Joan Flynn — (15) Mrs. Eleanor Cailles — (17) Bill Forst — (18 to 21) Horace N. Stovin & Co. — (22) Weed & Co.

**SWIFT CURRENT:** 250 watts on 1,400 kcs. (Approved by CBC. D/T Approval pending.) (1) Frontier City Broadcasting Co. Ltd.

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

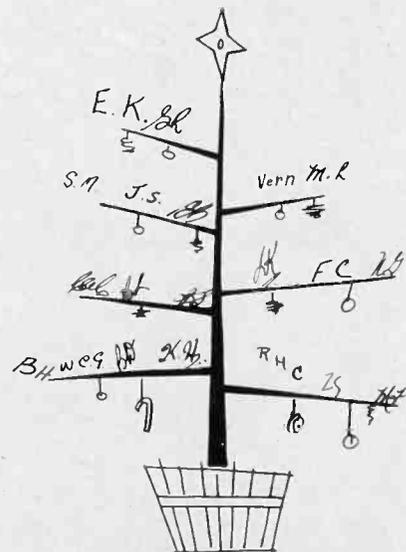


The Management and Staff

**CKCK**

REGINA • SASK.

INITIALLY...we'd like to wish you  
**A MERRY CHRISTMAS...**



then...we'd like to add  
**HAPPY NEW YEAR!**



**THE RADIO HUB OF SASKATCHEWAN**

★ Live Programmes ★ Custom Transcription ★ Singing Commercials ★

For  
**JINGLES**  
that are different  
Contact

**DON WRIGHT**  
Productions

Write — Wire — or Phone for Details  
"STONEGATES," LONDON 5, CANADA  
TELEPHONE 3-0886

**KEY**

- |                             |                        |                    |
|-----------------------------|------------------------|--------------------|
| 1. Owner or Company name    | 9. News Director       | 17. Chief Engineer |
| 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 Operator     |                    |

**CJGX, YORKTON:** 1,000 watts on 940 kcs. Dom. Basic. (1) Yorkton Broadcasting Co. Ltd. — (2) Dawson Richardson — (3) Jack Short-

reed — (5) George Gallagher — (6 & 7) Merv Phillips — (13) Jack Goodman — (14) Merv Phillips — (15) John Willms — (17) Harry McRae — (18 & 19) Horace N. Stovin & Co. — (20) Inland Broadcasting Service — (21) — Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

**MANITOBA**

**CKX, BRANDON:** 1,000 watts on 1,150 kcs. Dom. Basic. (1) Western Manitoba Broadcasters Ltd. — (2 & 3) John B. Craig — (4) Eric Davies — (5) Ernie Holland — (9) James K. Struthers — (10) Ken Milton — (13) Mrs. Betty Murphy — (14) Betty Reid — (15) Vyvian Williams — (16) Harold

A. Donogh — (17) E. Humphrey Davies — (18 & 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Canadian Station Representatives Ltd.

**CKDM, DAUPHIN:** 1,000 watts on 1,050 kcs. (1) Dauphin Broadcasting Co. — (2) A. T. Warnock Q.C. (Managing Director, Mrs. Grace Peebles) — (4 & 5) J. M. Henderson — (6 to 8) Bob Wood — (9 & 10) Lou Hill — (11) Audrey Mansoff — (12) Lou Hill — (13 & 14) Ted Meseyton — (15) Brian Skinner — (16) Doug Simmons — (17) R. D. Hughes — (18 & 19) Radio Representatives Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives Ltd.

**CFAR, FLIN FLON:** 1,000 watts on 590 kcs. T-Can. Supp. (1) Arctic Radio Corp. — (3) C. H. Witney — (5) M. Campbell — (7) E. S. Smallwood — (14) M. Campbell — (15) E. S. Smallwood — (18 to 21) Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

**CKSB, ST. BONIFACE:** 1,000 watts on 1,250 kcs. French Net. Supp. (1) Radio-St. Boniface Ltée. — (2) Dr. P. E. LaFlèche — (3) Roland Couture — (4) Denis Belair — (5) Ralph Normandeau — (6 & 7) Denis Belair — (8) Léo Brodeur — (9) Maxime Désaulniers — (10) Etienne Bohémier — (13) Roland Couture — (14) Madeleine Painchaud — (15) Marie Boulianne — (16) Lionel Fréchette — (17) Yves Savignac — (18 & 19) Omer Renaud & Co. — (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) John O. Blick (Office Manager, Francis Sprague) — (5) Tony Messner — (6 & 7) George Davies — (9) Alan Bready — (10) George McCloy — (13) James Gibson — (14) Mildred Ellison — (15) Terry Clark — (16) Jack Campbell — (17) Reginald Durie — (18 & 19) Radio Representatives Ltd. — (20) A. J. Messner — (21) John N. Hunt — (22) Canadian Station Representatives Ltd.

**CKRC, WINNIPEG:** 5,000 watts on 630 kcs. Dom. Basic. (1) Trans Canada Communications Ltd — (2) Clifford Sifton — (3) Bill Speers — (5) Bruce Pirie — (6 & 7) Jack Hill — (9) Ev Dutton

**A Note of Greetings**



Ernie Courtney

**UNDER YOUR TREE**  
*from*

**CKRC**

630 KC - 5000 WATTS  
WINNIPEG, MANITOBA



**TOP MANITOBA COVERAGE**

**TOP AIR PERSONALITIES**

**TOP WINNIPEG COVERAGE**

**TOPS IN ENTERTAINMENT**

**1<sup>st</sup>**  
**IN**  
**Circulation**  
**CKY**  
**WINNIPEG**

Only CKY Winnipeg can give you 192,510 radio homes (circulation) the biggest circulation of any advertising media in the Full Manitoba Market

Media	Circulation
CKY	192,510
Wpg. Newspaper A	116,578
Wpg. Newspaper B	72,117
TV	40,000

• CKY.. 192,510  
• Wpg. Newspaper A.. 116,578  
• Wpg. Newspaper B.. 72,117  
• Wpg. TV.. 40,000

Canada - H. N. Stovin & Company  
U.S.A - Forjoe & Company Inc.

— (10) Johnny Esaw — (13) Bill Edge (Director of Special Services, Maurie Desourdy) — (14) Ken Babb — (15) Snjolaug Jonasson — (16) Bev Small — (17) Bert Hooper — (18 to 21) All Canada — (22) Weed & Co.

**CKY, WINNIPEG:** 5,000 watts on 580 kcs. (1) CKY Ltd. — (2) Lloyd E. Moffat — (4) Wilf E. Collier — (5) Clay F. Hawkins — (6) Jack R. Stewart — (8) Herb Brittain — (9) Jack R. Stewart — (10) Jack Wells — (13) Harry O. Watts — (14) Dorothy Thompson — (15) Joyce Sherman — (17) Andy Malowanchuk — (18 to 21) Horace N. Stovin & Co. — (22) Forjoe & Co. Inc.

## ONTARIO

**CKBB, BARRIE:** 250 watts on 1,230 kcs. (1) Barrie Broadcasting Co. Ltd. — (2 & 3) Ralph T. Snelgrove — (4) Herbert J. Snelgrove — (5) Robert Hunter — (7) Robert McLean — (9) Herbert J. Snelgrove — (10) Robert McLean — (12) George Oliver — (14) Mrs. Jessie Callow — (15) Mary Ellen Young — (16) James McKinnon — (17) Jack Mattenley — (18 & 19) Paul Mulvihill & Co. Ltd. — (21) John N. Hunt — (22) Canadian Stations Representatives Ltd.

**CJBQ, BELLEVILLE:** 250 watts on 1,230 kcs. Dom. Supp. (1) Quinte Broadcasting Co. Ltd. — (2) A. MacLean Hague, OBE — (3) William H. Stovin — (4) Frank C. Murray — (5) Hamie MacDonald — (6 & 7) Phil Flagler — (9) Dave Bradley — (10) Jack Devine — (11) Harriett Stevens — (12) Phil Flagler — (13) Frank Murray — (14) Marcia Blatherwick — (15) Terrance Cronan — (17) John Buchanan — (18 to 21) Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

**CFJB, BRAMPTON:** 250 watts on 1,090 kcs. (1) Broadcasting Station CFJB Ltd. — (3) Fenwick Job — (5) Russell Waters — (6 & 7) Fenwick Job — (8) Walter Gurd — (9) Tom Willis — (10) Brooke Duval — (12) J. Fox — (14) Shelley Panter — (15) Walter Gurd — (16) John Fox — (17) Fenwick Job — (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) Dick Buchanan — (8) Frank Holten — (9) Al Chandler — (10) Arnold Anderson — (11) Mrs. Marion George — (14) Mrs. M. Tottle — (15) Faith Thorpe — (16) John Welsh — (17) James Featherston — (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) Jim Chapman — (9) Keith Pelton — (10) Tom Statham — (11) Jack Vance — (12) Lloyd Kerr — (13) Norine Kelly — (15) Jim Chapman — (17) Sidney Penstone — (18 to 21) Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

**CFCO, CHATHAM:** 1,000 watts on 630 kcs. Dom. Basic — (1) John Beardall — (2 & 3) John Beardall (Commercial Director, Arch Ferrie) — (7) Ed Nachaj — (9 & 11) Eunice Gardiner — (13) Arch Ferrie — (14) Mrs.

Lucille Hill — (15) Gordon Brooks — (16) Don Anakin — (17) Gordon Brooks.

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

**CFOB, FORT FRANCES:** 1,000 watts on 800 kcs. Dom. Supp. (1) Border Broadcasting Ltd. — (2) T. O. Peterson — (3) Frankie Hall — (6) Don 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) H. F. Dougall — (4 & 5) George Jefferies — (7 & 9) John Freisen — (10) Roy Dailmer — (11) Marg McCubbin — (12) Jack Masters — (15) Anita Hewitt — (17) Tom Ross — (18 & 19) Radio Representatives Ltd. — (22) Canadian Station Representatives Ltd.

**CKGR, GALT:** 250 watts on 1,110 kcs. (1) Galt Broadcasting Co. Ltd. — (2) Margaret Gourlay Spohn — (3) Gerald W. Lee — (4) John Meadows — (5) Don Carter — (6 to 8) John Meadows — (9) Don Carter — (10) Ross McCaw — (11) Gwyn Mallory — (12) Ross McCaw — (13) Gerald W. Lee — (14) Jack Mitchell — (15) Grace Newlands — (17) Gerald W. Lee — (18 & 19) Radio Time Sales Ltd.

**CJOY, GUELPH:** 250 watts on 1,450 kcs. (1) CJOY Ltd. — (2) Wallace Slatter — (3) Fred Metcalf & Wallace Slatter — (5) Jack Jackson — (6) Don LeBlanc — (9) John Millard — (10) Norm Jary — (11) Shirley Shea — (12) Vaughan Douglas — (13) Norm Jary — (14) Shirley Shea — (15) Mrs. Joyce Donnelly — (16) Hugh Cameron — (17) Jack Milligan — (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 Co. Ltd. — (2) Kenneth D. Soble — (3) Tom Darling — (5) W. D. Whitaker — (6) Agnes M. Anderson — (9) Don Johnston — (10) Norm Marshall — (11) Jane Gray — (13) W. R. Beecroft — (14) Mike Thompson — (15) Ed Preston — (16) Morris Crump — (17) Hugh Potter — (18) Stephens & Towndrow Ltd. — (19) National Broadcast Sales — (21) John N. Hunt — (22) Canadian Station Representatives Ltd.

**CKOC, HAMILTON:** 5,000 watts on 1,150 kcs. T-Can. Supp. (1) Wentworth Radio Broadcasting Co. Ltd. — (2) H. R. Carson (Vice-President and General Manager, W. T. Cranston) — (4) J. Lyman Potts — (5) J. N. Inkster — (7) Terry Garner — (9) Graham Emslie — (10) Perc Allen — (11) Kathy Thoburn — (13) Frank Fogwell — (14) Lynn Dickenson — (15) Marilyn McCready — (16) Art Todd — (17) Leslie Horton — (18 to 21) All Canada — (22) Weed & Co.

**WANTED** by Radio Industry in 1956, forward-looking pick and shovel workers with strong arms and backs, to dig up, throw out and bury; archaic program patterns, laissez faire attitudes, sporadic selling sorties, crackpot concepts, anaemic continuity, wishy-washy announcing and miscellaneous buckshee, "buck-shy" deals.

Sole Job Specification - BURY DEEP!

Wishing our confreres throughout  
the country the greatest days  
in Canadian Radio in 1956

# CFOB

FORT FRANCES

ONTARIO

May Your  
**Christmas**  
**Joys**  
**Be**  
**Quotidian\***

\* Have you looked it up yet?

FROM  
**CKLC**  
KINGSTON

A  
**Very Merry**  
**Christmas**  
and a  
**Happy**  
**New Year**



Representatives :  
CAN.—Horace N. Stovin  
& Co.  
U.S.A.—Forjoe & Co.

**KEY**

- |                             |                        |                    |
|-----------------------------|------------------------|--------------------|
| 1. Owner or Company name    | 9. News Director       | 17. Chief Engineer |
| 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 Operator     |                    |

**CJRL, KENORA:** 1,000 watts on 1,220 kcs. Dom. Supp. (1) Lake of the Woods Broadcasting Ltd. — (2) L. E. Moffat — (3) Bill Whittingham — (6 & 7) Don MacTavish — (9) Murray Cooke — (10) John Bohonos — (14) Lee Cairney — (15) John Hodges — (17) Don MacTavish — (18 to 21) Horace N. Stovin & Co. — (22) Don Cooke Inc.

**CKLC, KINGSTON:** 1,000 watts on 1,380 kcs. Dom. Supp. (1) St. Lawrence Broadcasting Co. Ltd.

**ADVERTISING  
AGENCIES—  
FILM COMPANIES**

**Save Time!**  
Let "Central" Handle  
Your Casting Problems

FOR INFORMATION —  
**HOWARD MILSOM**

**Central Casting Agency**  
519 Jarvis St. Toronto, Ont.

**WA3-8429**

— (2) Robert Grant — (3) Terry French — (5) John French — (6) John Bermingham — (8) Al Boliska — (9) Allan Saunders — (10) Johnnie Kelly — (11) Mrs. Marion Earl — (12) Joe Walters — (13) Mrs. Rita Lloyd — (14) Mrs. Irene Lay — (15) Carol Cain — (16) Kevin Nagel — (17) Barry Ogden — (18 to 21) Horace N. Stovin & Co. — (22) Forjoe & Co. Inc.

**CKWS, KINGSTON:** 5,000 watts on 960 kcs. T-Can. Basic. (1) Frontenac Broadcasting — (2) Hon. W. Rupert Davies — (3) P. D. Scanlan — (5) Weldon L. Wilson — (6 & 7) Bill Williamson — (8) Ray Eckford — (10) Pete Handley — (11) Mrs. Bette Colyer — (13) Bill Barnes — (14) Barbara Hamilton — (15) Ray Eckford — (16) Ken Peebles — (17) Bert Cobb — (18 to 21) National Broadcast Sales Ltd. — (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) Gordon Burnett — (4 & 5) Ken Billings — (6 & 7) Jesse French — (8) Mose Yokom — (9) Meyer Murray — (10) Terry Coles — (11) Mrs. Anita Thompson — (12) Fred Oliver — (13) Jesse French — (14) Mrs. Barb Johnston — (15) Mose Yokom — (16) William MacFarlane — (17) Cy Spence — (18 & 19) National Broadcast Sales Ltd. — (22) Weed & Co.

**CKCR, KITCHENER:** 250 watts on 1,490 kcs. Dom. Supp. (1) K. W. Broadcasting Co. Ltd. — (2 & 3) James C. Mitchell — (4) Ken MacKinnon — (5) Jack Liddle — (7) Ken MacKinnon — (8) Crawford Douglas — (9) Bob Tschanz — (10) Bill Holmes — (11) Mrs. Helen Stewart — (12) Paul Freeman — (13) Bob Tschanz — (14) Joan Ganci — (15) Carroll Easton — (17) Ion Hartman — (18 & 19) Omer Renaud & Co. — (21) John N. Hunt — (22) J. H. McGillvra.

**CJSP, LEAMINGTON:** 250 watts on 710 kcs. (1) Sun Parlor Broadcasters Ltd. — (2) Al Bruner — (3) John L. Moore — (5) Al Bruner — (6 & 7) John L. Moore — (8) Jean Richards — (9) Art Gadd — (10) John C. Garton — (11) Mrs. Pat Crerar — (12) Clem Fisher — (13) Al Bruner — (14) Lou Munro — (15) Dick McFarland — (17) John L. Moore — (18 & 19) Radio & Television Sales Inc. — (21) Hil. F. Best, Detroit.

**CKLY, LINDSAY:** 1,000 watts on 910 kcs. (1) Greg-May Broadcasting Ltd. — (2) Neil Gregory — (3) Herb May — (5) Keith Gordon — (7) Jaff Ford — (9 & 10) Scott Randall — (15) Mrs. Lucile Birchard — (16 & 17) Bill Gregory — (18 & 19) James L. Alexander Ltd.

**CFPL-RADIO, LONDON:** 5,000 watts on 980 kcs. Dom. Basic. (1) London Free Press Printing Co. — (2) Walter J. Blackburn — (3) Murray T. Brown — (4 & 5) Douglas C. Trowell — (6 to 8) Jack N. Illman — (9) Hugh Bremner — (10) Ken Ellis — (11) Joan Pritchard — (12) Roy Jewell — (13) Harvey M. Clark — (15) Mrs. Anne Johnston — (16) Graham Murray — (17) Glen Robitaille — (18 to 21) All-Canada — (22) Weed & Co.

**LONDON:** 5,000 watts on 1,290 kcs. (Approved by CBC. D/T Approval pending.) (1) F. Vincent Regan, on behalf of a company to be incorporated.

**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 — (10) Gordon F. Dorst — (11) Faye Burton — (12) Joseph F. Wilson — (14) Mrs. Ann Revey — (15) Mrs. Nell Schlatter — (17) L. H. Rooke — (18 & 19) James L. Alexander Ltd. — (21) John N. Hunt — (22) Don Cooke Inc.

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**CKLB, OSHAWA:** 5,000 watts on 1,350 kcs. (1) Lakeland Broadcasting Co. Ltd. — (2) Alfred H. Collins — (3 & 5) Gordon G. Garrison — (6 & 7) Ken Phillips — (8) Fred Russell — (9) Bill MacKay — (10) Bill Smith — (11) Mrs. Barbara Pollock — (12 & 14) Frank Eidt — (15) Marg MacKay — (17) William Marchand — (18 & 19) James L. Alexander Ltd. — (22) J. H. McGillvra.

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

**CKOY, OTTAWA:** 5,000 watts (D) 1,000 watts (N) on 1,310 kcs. Dom. Supp. (1) CKOY Ltd. — (2) Duncan A. MacTavish Q.C. — (3) Jack Daley — (5) Keith Kearney — (7) Jack Daley — (8) Walter Munro — (9) Larry Martin — (15) Walter Munro — (16) Tommy Born — (17) Ken Puttock — (18 & 19) National Broadcast Sales Ltd. — (21) John N. Hunt — (22) Don Cooke Inc.

**CFRA, OTTAWA:** 5,000 watts on 560 kcs. (3) Frank Ryan — (4) Donald Martin — (5) George M. Gowling — (7) Terry Keilty (Program Manager, Tom Foley) — (8) Gordon Atkinson — (9) Campbell McDonald — (10) Tom Foley — (11) Joan Baxter — (12) Frank Ryan — (13) Anne Hammell — (14) Donald Morin — (15) Lynn Woodburn — (16) J. Murray Smith — (17) Harold Peerenboom — (18 & 19) Stephens & Towndrow Ltd. — (22) Weed & Co.

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**CHEX, PETERBOROUGH:** 1,000 watts on 1,430 kcs. Dom. Basic. (1) Kawartha Broadcasting Co. — (2) Sen. Rupert Davies — (3) Jack Weatherwax — (5) Bob Redmond — (7) Dave Clark — (9) Del Cray — (10) John Danko — (11) Josie McMeekin — (12)

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**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. O'Hagan — (6) Bill Clayton — (9) Jim Cooke — (10) George Ludgate — (11) Mrs. Elaine Bitz — (14) Mrs. Marilyn McKelvie — (15) Norma Armstrong — (16) Earl Knox — (17) Robert F. Cooke — (18 & 19) Paul Mulvihill & Co. Ltd. — (22) Don Cooke Inc.

**CKTB, ST. CATHARINES:** 1,000 watts on 620 kcs. Dom. Supp. (1) Niagara District Broadcasting Co. Ltd. — (2) Bill Burgoyne (Managing Director, Mary C. Burgoyne) — (4 & 5) Vince Lococo — (6 & 7) Jack Dawson — (8) Clarence Colton — (9) Jay Glover — (10) Rex Stimers — (11) Elda Flintoft — (12) Roy Bonisteel — (13) Mary C. Burgoyne — (14) Roy Bonisteel — (15) William Wheeler — (16) Larry Holleran — (17) William Allen — (18 & 19) Paul Mulvihill & Co. Ltd. — (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 M. Smith — (4) Peter Dickens — (5) Glen Bricklin — (17) William Moyer — (9) Lyle Cameron — (10) Herm Mason — (13) Peter Dickens — (14) Donald Lumley — (15) Mrs. Hilda Kilburn — (16) Warren Beck — (17) William Onn — (18 & 19) Stephens & Towndrow Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives Ltd.

1925



1955

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**SIMCOE:** 250 watts on 1,560 kcs. (Approved by CBC. D/T Approval pending.) (1) Theodore M. Fielder, on behalf of a company to be incorporated.

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**CJCS, STRATFORD:** 250 watts on 1,240 kcs. Dom. Supp. (1) CJCS Ltd. — (2) Frank M. Squires — (3 & 5) Stanley E. Tapley — (6)

Alex Smith — (7) William Inkol — (8) Chas. Trethewey — (9) Bruce Schulthies — (10) William Inkol — (11) Sandra Duncan — (12) Ted Curl — (13) William Inkol — (14) Sandra Duncan — (17) John Grigg — (18 to 21) All-Canada — (22) Weed & Co.

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**CKGB, TIMMINS:** 5,000 watts on 680 kcs. T-Can. Basic. (1) Timmins Broadcasting Co. — (2) Ken Thomson — (3) Wally Rewegan — (5) Gerry Hall — (7) Bill Nadeau — (10) Vic Power — (11) Mrs. Anne Stanley — (12) Lou Shaffer — (13) Dan Doctor — (14) Mary Plute — (15) Harry Dunbar — (16) Bruce McDonald — (17) Ernie Mott — (18 & 19) National Broadcast Sales Ltd. — (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. — (2) Harry Sedgwick — (3) Lloyd Moore — (5) Waldo Holden — (7) Wes McKnight — (8) Wishart Campbell — (10) Wes McKnight — (11) Kate Aitken — (12) Rex Frost — (13) Ken Marsden — (15) Ron McAllister — (16) Bill Baker — (17) Clive Eastwood — (18 to 21) All-Canada — (22) Canadian Station Representatives Ltd.

**CHUM, TORONTO:** 1,000 watts on 1,050 kcs. (1) York Broadcasters — (2 & 3) Allan Waters — (9) Pat Bennet — (10 & 13) Phil Stone — (14) Cam Langford — (15) Arthur Collins — (17) George Jones — (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 (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 McLellan — (10) Joe Crysedale — (13) Eddie Guest — (14) Mrs. Geraldine Lauzon — (15) Joy Groves — (16) Roy Lyttle — (17) Allan Taylor — (19) National Broadcast Sales Ltd. — (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) Keith Davey — (6) Frank Somerville — (7) Bill Hewitt — (9) Leo Trainor — (10) Bill Hewitt — (13) Frank Somerville — (14) Dan Hyatt — (15) Ed Hodsoll — (16) David Goodyear — (17) Gerald Wilson — (19) Stephens & Towndrow Ltd. — (22) Weed & Co.

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| 4. Assistant Manager        | 12. Farm Director      | 20. Winnipeg Reps  |
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| 6. Production Director      | 14. Copy Chief         | 22. U.S. Reps      |
| 7. Program Director         | 15. Librarian          |                    |
| 8. Music Director           | 16. Chief Operator     |                    |

**CKLW, WINDSOR:** 50,000 watts on 800 kcs. Dom. Supp. & Mutual. (1) Western Ontario Broadcasting Co. Ltd. — (2) J. E. Campeau (Director of Operations, S. Campbell Ritchie, Manager of Canadian Sales, R. J. Johnston) — (7) John Gordon — (8) Wally Townsend — (9) Austin Grant — (10) Art Laing — (11) Mrs. Myrtle Labbitt — (12) Austin Grant — (13) Giles McMahon (Traffic Manager, Mrs. Margaret Marshall) — (15) Marian Johnson — (16) Frank Merrifield — (17) W. J. Carter — (18 to 21) All-Canada — (22) Canadian Station Representatives Ltd.

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**CKOX, WOODSTOCK:** 250 watts on 1,340 kcs. (1) Oxford Broadcasting — (2 & 3) M. J. Werry — (5) Rex Brooks — (7) W. H. Tonner — (9) J. MacLean (10) W. H. Tonner — (11) Mrs. A. Munro — (14) Carol Brooks — (15) J. Shoorock — (17) R. Watmough — (18 & 19) Omer Renaud & Co. — (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) Jean-Jacques Fortin — (5) Rosaire Pelletier (7) France Fortin — (9) Rosaire Pelletier — (10) Jean-Jacques Fortin — (11) Mrs. Thérèse Gagnon — (12) France Fortin — (14) Rosaire Pelletier — (15) Olivette Maltais — (17) Marius Girard.

**CHAD, AMOS:** 250 watts on 1,340 kcs. French Net. Supp. (1) Radio Nord Inc. — (2) David A. Gourd — (3) Jean Perreault — (5) George Chartrand — (7) Claude Rousseau — (16) E. Chartrand — (17) J. G. Langevin — (18 & 19) Omer Renaud & Co. — (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) Dr. George-William Tremblay — (3) Marcel Houle — (4) Pierre Tremblay — (5) Janine Tremblay — (6 & 7) Marcel Houle — (8) Maurice Hérad — (9) Gilles Paradis — (10) Raymond Labrecque — (11) Roselyne Harvey — (13) Denise Fortin — (15) Maurice Hérad — (16 & 17) Lucien Simard (18 & 19) Omer Renaud & Co. — (22) J. H. McGillvra.

**CHRD, DRUMMONDVILLE:** 250 watts on 1,340 kcs. (1) Radio Drummond Ltée — (2) Maurice Sigouin — (3) Benoit Vanier —

(7 & 9) Claude Bedard — (11) Marguerite McMahon — (12) Yvon Dufour — (13) Benoit Vanier — (14) Marguerite McMahon — (15) Micheline Paille — (16 & 17) Gerard Paul — (18 & 19) Omer Renaud & Co.

**CHEF, GRANBY:** 250 watts on 1,450 kcs. French Radio Assoc. (1) La Cie Radiodiffusion de Granby Ltée — (2) Raymond Chaput — (3) J. Oliva Hains — (4 to 7) Raymond Marc Dubé — (9) Claude Déry — (11) Jacqueline Morin — (12) Yvan Provencher — (13) J. Oliva Hains — (14) Yvan Provencher — (15) Bernard Lachance — (17) Bruce MacDonald — (18 & 19) Omer Renaud & Co.

**CKCH, HULL:** 5,000 watts on 970 kcs. French Net. Supp. (1) Le Droit — (3) Jean-Paul Lemire — (5) Henry Allard — (7) Rheel Gaudet — (8) Aurele Groulx — (9) Rheel Gaudet — (10) Lionel Duval — (11) Louise Simard — (13) Henry Allard — (14) Hilda Trudeau — (15) Aurele Groulx — (17) Jean-Louis Guerette — (18 & 19) Omer Renaud & Co. — (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 — (4) Jean Marie Dugas — (5) Tom Burham — (7) Jean Marie Dugas — (9) Lionel Tremblay — (17) Gerard Lemieux — (18 & 19) Joseph A. Hardy & Co. Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives Ltd.

**CKLS, LA SARRE:** 250 watts on 1,240 kcs. French Net. Supp. (1) Radio Nord Inc. — (2) David A. Gourd — (3) Jacques Tremblay — (5) George Chartrand — (7) Claude Rousseau — (16) E. Chartrand — (17) J. G. Langevin — (18 & 19) Omer Renaud & Co. — (21) John N. Hunt — (22) Weed & Co.

**CKBL, MATANE:** 5,000 watts on 1,250 kcs. French Net. Supp. (1) La Cie de Radiodiffusion de Matane Ltée — (2 & 3) René Lapointe — (5) Octave Lapointe — (6) Jean Berger — (7 & 8) René Lapointe — (9) Jean Berger — (11) Armand Desrosiers — (12) Robert Grandmaison — (13) Réne Lapointe — (14) Françoise Côté — (15) Marcelle Carrier — (16) Auguste Tremblay — (17) Yvan Fortier — (18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Canadian Station Representatives Ltd.

**CKBM, MONTMAGNY:** 250 watts on 1,490 kcs. (1) Radio Alleghans Inc. — (2) Henri Deschênes — (3 & 5) André Mercier — (6, 7, 9, 11 & 12) Henri Deschênes — (13) André Mercier — (15) Henriette Michon — (17) Marcel Coulombe — (18 & 19) Radio & Television Sales Inc.

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

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



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**CKAC**

MONTREAL

**CFCF, MONTREAL:** 5,000 watts on 600 kcs. ABC. (1) Canadian Marconi Co. — (2) S. M. Finlayson — (3) J. Allan Hammond — (4 & 5) Richard Misener — (6) Dean Kaye — (7) Michael Wood — (9) Bert Cannings — (10) Russ Taylor — (11) Duane Desmond — (14) Jean McKinnon — (15) Shirley Van Haarlem — (16) Jack Hemming — (17) Creighton Douglas — (18 to 21) All-Canada — (22) Weed & Co.

**CHLP, MONTREAL:** 1,000 watts on 1,410 kcs. (1) La Compagnie Publication de la Patrie — (3) Flavius M. Daniel — (4) Fernand E. Bergevin — (5 to 7) Flavius M. Daniel — (9) Armand Goulet — (10) Réal Giguère — (11) Suzanne

Pinze — (13) Flavius M. Daniel — (14) Armand Goulet — (15) Janette Daigle — (16 & 17) Alphonse Cloutier — (18 & 19) Omer Renaud & Co. — (21) John N. Hunt — (22) J. H. McGillvra.

**CJAD, MONTREAL:** 10,000 watts on 800 kcs. CBS. (1) CJAD Ltd. — (2 & 3) J. Arthur Dupont — (7) Mac McCurdy — (9) Hamilton Grant — (10) Danny Gallivan — (11) Mrs. Peggy Keefer — (13) Bob Laurion — (15) Anna Watt — (16) Gordon Hope — (17) Aurele Boisvert — (18 & 19) Radio Time Sales Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives Ltd.

**CJMS, MONTREAL:** 5,000 watts on 1,280 kcs. (1) La Bonne Chanson Inc. — (2) J. L. Guay — (3) Lionel Morin — (5) Ernest Phaneuf — (7) Paul Leduc — (11) Estelle Cartier — (14) P. Michaud — (15) J. Archambault — (16) Jean Audet — (17) Jean Garceau — (18 to 21) Horace N. Stovin & Co. — (22) Forjoe & Co. Inc.

**CKAC, MONTREAL:** 10,000 watts (D) 5,000 watts (N) on 730 kcs. T-Que. & CBS. (1) La Cie de Publication de La Presse Ltée. — (3) Phil Lalonde — (4) Roy Malouin — (5) George Bourassa — (7) F. Biondi — (9) Paul Boudreau — (11) Jeannette Brouillet — (13) Paul Gélinais — (15) Guy Lepage — (17) Len Spencer — (18 & 19) Omer Renaud & Co. — (22) Canadian Station Representatives Ltd.

**CHNC, NEW CARLISLE:** 5,000 watts on 610 kcs. French Net. Basic (1) Cie Gaspesienne de Radiodiffusion Ltée. — (2) Dr. Charles E. Dumont — (3) Dr. Charles H. Houde — (5) Viateur Bernard — (7) Guy Tremblay — (8 & 11) H. Bujold — (13 & 14) Viateur Bernard — (15) H. Bujold — (16) Marc Mullins — (17) G. S. Coleman — (18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Canadian Station Representatives Ltd.

**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) Herve Baribeau — (3) Henri Lepage — (4 & 5) Aurele Pelletier — (6 & 7) Magella Alain — (8) Fernando St-George — (9) Guy Rondeau — (10) Maurice Descarreaux — (11) Estelle Gagne & Aline Fortier — (13) Aurele Pelletier — (14) Telephore Gareau — (15) Fernando St-George — (16) Marcel Huard — (17) Arsene Nadeau — (18 & 19) Joseph A. Hardy & Co. Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives Ltd.

**CJQC, QUEBEC:** 250 watts on 1,340 kcs. T-Can. Supp. (1) Goodwill Broadcasters of Quebec Inc. — (2) W. Howard Wert — (3) George M. MacDonald — (5) Harold Burnside — (8) Mary Hamilton — (9) Mike Doyle — (10) Andy Andrews — (11) Mrs. Ursula Delaney — (13) Mrs. Pauly Williams — (15) Jim Shearon — (16 & 17) Mike Lavallee — (18 & 19) Radio & Television Sales Inc.

**CKCV, QUEBEC:** 1,000 watts on 1,280 kcs. French Radio Assoc. (1) CKCV Ltée — (2) Gaston Pratte — (3) Paul Lepage — (4) Marie-Paule Vachon — (5) Paul Lepage — (6 & 7) Marcel Leboeuf — (8) Roger Lachance — (9) Roger Bruneau — (11) Marie-Paule Vachon — (12) Roger Bruneau — (13) Paul Lepage — (14) Jean Bender — (15) Jean Leroye — (16) André Duchesneau — (17) Lucien Gobeil — (18 & 19) Omer Renaud & Co. — (21) John N. Hunt — (22) Weed & Co.

**CJBR, RIMOUSKI:** 10,000 watts on 900 kcs. French Net. Supp. (1) Central Public Service Corp. (2) Jacques Brillant — (3) André Lecomte — (4) François Raymond — (5) Rosario Levesque — (6 & 7) François Raymond — (8) Lorenzo Michaud — (9) Sandy Burgess — (10) Bernard Langlois — (13) Sandy Burgess — (14) Bernard Langlois — (15) Lorenzo Michaud — (16) Marcel Vallée (17) Réal Therrien — (18 to 21) Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

**CFJP, RIVIERE DU LOUP:** 250 watts on 1,400 kcs. French Net. Supp. & French Radio Assoc. (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 & Co. — (22) Canadian Station Representatives Ltd.

**CHRL, ROBERVAL:** 1,000 watts on 910 kcs. (1) Radio Roberval Inc. — (2) Georges Gagnon — (3) J. Wilfrid Mondoux — (5) Normand Gagnon — (6) Jean Néron — (7) Harvey Paradis — (8) Jean Néron — (9) Normand Girard — (11) Thérèse Doré — (12) Paul A. Paquin — (13) Wilfrid Mondoux — (14) Harvey Paradis — (15) Marcel Perron — (16 & 17) Ray Lacombe — (18 & 19) Joseph A. Hardy & Co. Ltd.

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Inaugurated in 1945 as a "Powerful little 1000 watter", CJAD went to 5000 watts in 1947 and finally established itself as a 10,000 watt station in 1954.

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On this Tenth Anniversary, Management and Staff of CJAD say "Thank You".

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MONTREAL  
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Canadian Rep. — Radio Time Sales  
U.S. Rep. — Adam J. Young, Inc.

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Like the music of a song  
Be blended with true gladness  
That lasts the whole year long.*

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**CHGB, STE-ANNE de la POCA-TIERE**, 1,000 watts on 1,350 kcs. French Net. Supp. (1 & 3) G. T. Desjardins — (4 & 5) P. E. Hudon — (6) R. Gagné — (7) R. Plante — (8) G. Bradet — (9) C. Landry — (12) Ls. G. Fortin — (13) A. Frève — (14) P. E. Hudon — (15) C. Landry — (16) A. Dubé — (17) G. T. Desjardins — (18 & 19) Omer Renaud & Co. — (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) Georges Roberge—(5 to 7) René Linet — (8) Gaetan Plante — (9) Gilles Bernier — (11) Mrs. Georges Cliche — (13) Georges Cliche — (14) René Linet — (15) Linette Boucher — (17) A. Catellier — (18 & 19) Omer Renaud & Co.

**CKJL, ST. JEROME**: 1,000 watts on 900 kcs. (1) Jean Lalonde.

**CKSM, SHAWINIGAN FALLS**: 1,000 watts on 1,220 kcs. (1) Shawinigan Falls Broadcasting Co. Ltd. — (3) Allan Rogerson — (7) Gaston Tessier — (17) Ernest Brunelle — (18 & 19) Joseph A. Hardy & Co. Ltd.

**CHLT, SHERBROOKE**: 1,000 watts on 900 kcs. French Net. Supp. (1) La Tribune Ltée — (2) Paul Desruisseaux — (3) Alphée Gauthier — (4 to 6) Jean-Louis Gauthier — (9) Jules Venne — (10) Gaston Lévesque — (11) Jocelyn Rousseau — (13) Jean-Louis Gauthier — (14) Yvan Vitiuk—(15) Bernarde Lanciault — (16) Marcel Girard — (17) Roméo Paquette — (18 & 19) Joseph A. Hardy & Co. Ltd.—(21) John N. Hunt — (22) Canadian Station Representatives Ltd.

**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) Canadian Station Representatives Ltd.

**CJSO, SOREL**: 1,000 watts on 1,320 kcs. French Radio Assoc. (1) Radio-Richelieu Ltée — (2) J. A. Villeneuve — (3) Maurice Boullianne — (6) Claude Rochon — (8) Georges Codling — (9) J. Y. Houle — (13) Maurice Boullianne — (14) Lorenzo Brouillard — (15) Lucie St-Martin — (16 & 17) Joseph Cardin—(18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Don Cooke Inc.

**CKLD, THETFORD MINES**: 250 watts on 1,230 kcs. (1) Radio Mégantic Ltée — (2 & 3) Henri Lagueux — (4 & 5) Will Dugré (6) Bertrand Potvin — (7) Raymond Buri — (8) E. Bolduc — (9) Bertrand Potvin — (11) Elizabeth Bolduc — (12) Gaby Drouin—(13) Raymond Perreault —(14) Will Dugré—(15) Elizabeth Bolduc — (16) Yvon Laplante — (17) Gaston Bilocq — (18 & 19) Joseph A. Hardy & Co. Ltd. (22) Canadian Station Representatives Ltd.

**CHLN, TROIS-RIVIERES**: 5,000 watts on 550 kcs. (1) Radio Trois-Rivières Inc. — (2) Hon. Jacob Nicol — (3) Leon Trépanier — (4 & 5) Maurice Dansereau — (6 & 7) Maurice Duval — (8)

**KEY**

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

Gilles Rivard — (9) Sylvio St.—Amant — (11) Léo Benoit — (12) Jean Beaudry—(13) Maurice Duval — (14) Ernest Lamy — (15) Gilles Rivard — (16) Yvon Rocheleau — (17) Oric Lefebvre — (18 & 19) Omer Renaud & Co. — (22) Canadian Station Representatives Ltd.

**CKTR, TROIS-RIVIERES**: 1,000 watts on 1,350 kcs. French Radio Association. (1, 2 & 3) J. Fernand Rufiange — (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 Saint-Arnaud — (5) George Chartrand — (7) Claude Rousseau—(16) E. Chartrand — (17) J. G. Langevin — (18 & 19) Omer Renaud & Co. — (21) John N. Hunt — (22) Weed & Co.

**CKVL, VERDUN**: 10,000 watts on 850 kcs. French Radio Assoc. (1) Radio Station CKVL Ltd. — (2) Jack Tietolman — (3) Corey Thomson — (5) Judah Tietolman — (6) E. Belanger — (7) Marcel Provost — (8) Roman Ryterhand — (9) Marcel Beauregard

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Descheneaux—(12) Claude Boulard — (13) Roger Gilbert — (14) J. M. Bilodeau — (15) Berthe Fournier — (16) André Poliquin — (17) Roger Hall — (18 & 19) Radio & Television Sales Inc.

George Guerrette — (4) Robert Beaulieu—(5) George Guerrette— (6, 7 & 9) Hermel Dumont — (11) Jacqueline Richard Charron — (13) Robert Beaulieu & George Guerrette — (14) Pat Gendron — (15) Carmella Theriault — (16 & 17) A. Garceau — (18 to 21) Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

(2) L. Warren Flett — (3, 5 & 7) Robert J. Wallace — (9) Paul Hansen — (10) Fred Haining — (11) Mrs. Phyl Sweezy — (14) Fred Haining—(16) Blair Trevors — (17) Robert J. Wallace — (18 & 19) Omer Renaud & Co. — (21) John N. Hunt.

**CFDA, VICTORIAVILLE:** 1,000 watts on 1,380 kcs. French Radio Assoc. (1) Radio Victoriaville Ltée — (2) Dr. C. A. Gilbert — (3) Roger Gilbert — (6) Marcel Rheault — (9) J. M. Bilodeau — (11) Lise

**CKVM, VILLE MARIE:** 1,000 watts on 710 kcs. French Net. Supp. (1) Radio-Témiscamingue Inc. — (2) Hervé Leblanc — (3) Louis Bilodeau — (4) Guy Burelle — (5) Louis Bilodeau — (7 & 8) Guy Burelle — (11) Alice D. Ethier — (12) Paul-Emile Desjardins — (13) Louis Bilodeau — (14 & 15) Guy Burelle—(17) Gaston Tasset — (18 & 19) Joseph A. Hardy & Co. Ltd. — (22) Canadian Station Representatives Ltd.

**CFNB, FREDERICTON:** 5,000 watts on 550 kcs. T-Can. Basic. (1) James S. Neill & Sons Ltd. — (2) J. Stewart Neill — (3 & 5) Jack T. H. Fenety, (General Manager, D. Malcolm Neill)—(7) Harold L. McFee — (9) Lawrence Knowles — (10) Mac MacGowan — (11) Helen Howie — (14) George Mountain — (15) Allen Fisher — (16) Miriam MacDonald — (17) Glen Love — (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) Gord Smith—(7) Don Armstrong—(9) David H. Orr, Radio Press Ltd. — (10) Gord Smith — (11) Marg. Williams — (13) Dick Gallagher — (14) Mardi Long — (15) Mrs. Marita McNulty — (16) Grace Craft — (17) Harold M. Stout — (18 & 19) National Broadcast Sales Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives Ltd.

**NEW BRUNSWICK**

**CKBC, BATHURST:** 250 watts on 1,400 kcs. (1) Bathurst Broadcasting Co. Ltd. — (2) J. Leo Hachey — (3) Bill Davis — (4 & 5) Ross Nerby — (7) Bill Davis — (8) Evangeline Hachey — (9 & 10) Ray Bourque — (11) Yolande Ward — (13) Ross Nerby — (14) Patricia Hogan — (15) Evangeline Hachey — (18 & 19) James L. Alexander Ltd.

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

**CHSJ, SAINT JOHN:** 5,000 watts on 1,150 kcs. T-Can. Basic. (1) New Brunswick Broadcasting Co. — (2) T. F. Drummie — (3) George A. Cromwell—(4) Earl McCarron — (6) Bill Stewart — (7) Cleve Stillwell — (10) Fred Blizzard — (11) Mrs. Ruth Crosbie — (12) L. C. Rudolf — (13) Alfred E. Murphy — (14) Norma Porter — (15) Margaret Brown — (16) Frank Feero — (17) John G. Bishop — (18 to 21) All-Canada — (22) Weed & Co.

**CKNB, CAMPBELLTON:** 1,000 watts on 950 kcs. Dom. Basic. (1) Restigouche Broadcasting Co. Ltd. — (2) J. Wesley MacDonald — (3) Stan Chapman—(6) Bob Richards (17) L. P. Paquet — (18 & 19) Joseph A. Hardy & Co. Ltd—(22) Weed & Co.

**CKCW, MONCTON:** 10,000 watts on 1,220 kcs. Dom. Basic. (1) Moncton Broadcasting Ltd. — (2) Fred A. Lynds — (3 & 5) Thomas H. Tonner — (7) Robert Reid — (8) Jack Armstrong—(9) William Hutton — (10) Earle Ross — (11) Mrs. Margaret Crosby — (13) Thomas H. Tonner — (14) Roy Hicks—(15) Jack Armstrong —(16) Robert Oke—(17) Arnold Brewster — (18 to 21) Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

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

**CJEM, EDMUNDSTON:** 1,000 watts on 570 kcs. French Net. Supp. (1) Edmundston Radio Ltd. — (3)

**CKMR, NEWCASTLE:** 1,000 watts on 790 kcs. T-Can. Supp. (1) Miramichi Broadcasting Co. Ltd. —

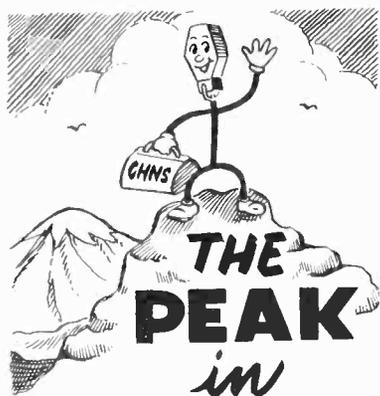
**NOVA SCOTIA**

**CJFX, ANTIGONISH:** 5,000 watts on 580 kcs. Dom. Basic. (1) Atlantic Broadcasters Ltd. — (2) Dr. Daniel MacCormack — (3) Gordon C. MacDougall — (5) Bruce F. Rafuse — (7) Charles J. O'Brien — (8) Levis Desjardins — (9) William F. MacKinnon — (10) Dr. Cecil MacLean & Al Graham — (13 & 14) Bruce F. Rafuse — (15) Donald P. Gillis — (16) Martin W. Graham — (17) Gordon C. MacDougall — (18 & 19) Paul Mulvihill & Co. Ltd. — (22) Canadian Station Representatives Ltd.

**CKBW, BRIDGEWATER:** 1,000 watts on 1,000 kcs. T-Can. Supp. (1) Acadia Broadcasting Co. Ltd. — (2) Clarence J. Morrow — (3) John F. Hirtle — (4) James A. MacLeod — (5) James C. Newell (Sales Manager, Lester L. Rogers) — (6 to 8) A. Maxwell Ramey — (9) James A. MacLeod — (10) Robert A. MacLaren—(11) Norma Rafuse — (12 & 13) Robert A. MacLaren — (14) James C. Newell — (15) Vernon E. Rodenhiser — (18 to 20) Radio Representatives Ltd. — (21) John W. 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. Ltd. — (2) G. W. Dennis — (3) Gerald J. Redmond — (5) Douglas A. Grant — (7) John A. Funston — (8) Richard Fry — (9) Clive Schaefer — (10) John A. Funston — (13) John Holden — (14) H. A. L. Stephen — (15) Emily LeBlanc — (16) Carl E. Westhaver — (17) A. W. Greig — (18 to 21) All-Canada — (22) Weed & Co.



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**CHNS**

The Voice and Choice of HALIFAX!



Merry Christmas  
and  
A Happy New Year

Stephens & Townsend Ltd.

Radio Station Representatives  
Toronto - Montreal



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IN NEW BRUNSWICK**

and the game is bigger than ever this year. Six thousand workers will be employed in construction and clearing at Camp Gagetown. Many of them and their families will live in trailer camps fifteen or twenty miles from Fredericton. Most of them will have radios and the nearest retail market is Fredericton. CFNB is the way to reach this big addition to the Fredericton market with your sales message.

**CFNB**

**NEW BRUNSWICK'S MOST LISTENED TO STATION**

For the whole story see  
The All-Canada Man  
Weed & Co. in the United States

**KEY**

1. Owner or Company name	9. News Director	17. Chief Engineer
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 Operator	

**CJCH, HALIFAX:** 5,000 watts on 920 kcs. (1) Chronicle Co. Ltd. — (2) B. Pearson McCurdy — (3) E. Finlay MacDonald — (5) Howard Gerard — (6) Len J. Chapple — (7) Al Foster — (9) Robert J. McCleave — (10) Gerald Regan — (11) Abbie Lane — (14) Sydney Pilkington — (15) Harold Mosher — (16) Allan Campbell — (17) Reg MacWilliams — (18 & 19) Paul Mulvihill & Co. Ltd. — (21) John N. Hunt — (22) Canadian Station Representatives Ltd.

**CKEN, KENTVILLE:** 250 watts on 1,490 kcs. (1,000 watts on 1,350 kcs. in near future) — (1) Evangeline Broadcasting Co. Ltd. — (2) George H. Wilson — (3) John A. C. Lewis — (5) Mrs. Eleanor Macmillan — (6 & 7) Willard A. Bishop — (9) Graham Galloway — (10) Bob Huggins — (11) Mrs. Diana Bishop — (13) Ron Pulsifer — (14) Graham Galloway — (15) Anne Cunningham — (16) Hal Sproule — (17) Avar M. Bishop — (18 & 19) James L. Alexander Ltd.

**CKEC, NEW GLASGOW:** 250 watts on 1,230 kcs. (1) Hector Broadcasting Co. Ltd. — (2 & 3) James M. Cameron — (5) Henry Johnston — (6) Ross Ingram — (7) Henry Johnston — (9) Robert Hale — (10) John MacDonald — (11) Margaret Airriess — (12) Don Cox — (13) James M. Cameron — (15) Don Campbell — (16) Bob Smith — (17) Charles Gougen — (18 & 19) Omer Renaud & Co. Ltd. — (21) John N. Hunt.

**CBI, SYDNEY:** 5,000 watts on 1,570 kcs. Trans - Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

**CJCB, SYDNEY:** 5,000 watts on 1,270 kcs. Dom. Basic. (1) Cape Breton Broadcasters Ltd. — (2) J. Marven Nathanson — (3) Norris L. Nathanson — (5) R. M. Gass — (7) Lloyd W. Taylor — (9) Ed Smith — (10) Don MacIsaac — (15) Elizabeth Smyth — (17) A. E. Vernon — (18 to 21) All-Canada — (22) Weed & Co.

**CKCL, TRURO:** 1,000 watts on 600 kcs. (1) Colchester Broadcasting Co. Ltd. — (2 & 3) J. A. Manning — (5) George B. Moore — (7) Lloyd Cavanagh — (9) Harry Dewar — (10) Will Langille — (12) Lloyd Cavanagh — (14) Mrs. Betty Campbell — (15) Jean Gauthier — (16) Robert Bartlett — (17) E. S. Bernasconi — (18 & 19) Radio Time Sales Ltd. — (21) John N. Hunt.

**CFAB, WINDSOR:** 250 watts on 1,450 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) G. H. Wilson — (3) John A. C. Lewis — (5) Mrs. Eleanor Macmillan — (6 & 7) Willard A. Bishop — (9) Graham Galloway — (10) Bob Huggins — (11) Mrs. Diana Bishop — (13) Ron Pulsifer — (14) Graham Galloway — (15) Anne Cunningham — (16) Hal Sproule — (17) Avar M. Bishop — (18 & 19) James L. Alexander Ltd. — (21) John N. Hunt.

**CJLS, YARMOUTH:** 250 watts on 1,340 kcs. Dom. Basic. (1) Gate-

way 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 Radio Broadcasting Co. Ltd. — (2) Mrs. K. S. Rogers — (3 & 5) Bob Large — (6) Loman McAulay — (8) William K. Rogers — (9) A. S. Dickson — (10) Loman McAulay — (11) Jane Weldon — (12) Ches Cooper — (13) M. E. Large (Technical Supervisor, Lorne Finley) — (18 to 21) All-Canada — (22) Weed & Co.

**CJRW, SUMMERSIDE:** 250 watts on 1,240 kcs. (1) Gulf Broadcasting Co. Ltd. — (2) Jack Curran — (3) Bob Schurman — (5) Doug Mitchell — (7 & 8) Lowell Huestis — (10) Bob Schurman — (11) Roma Gallant — (13) Doug Mitchell — (15) C. M. Hickey — (17) J. H. 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 & 2) Geoff Stirling — (3) Don Jamieson — (4) Art Harnett — (5) Jack C. Baird — (6) Bob Lewis — (7) Jim Regan — (8) Greg Bonner — (9) Jack A. White — (10) Bill Callahan — (11) Muriel McKay — (12) George Perlin — (13) Cathie Yuill — (14) Mrs. Joan LeClair — (15) Mary Clarke — (16) Albert Ryan — (17) Oscar Hierlihy — (18 to 21) All-Canada — (22) Weed & Co.

**VOCM, ST. JOHN'S:** 1,000 watts on 590 kcs. (1) Colonial Broadcasting System Ltd. — (2) Walter B. Williams — (3) Harold N. Butler — (4) Joseph V. Butler — (5) Mengie Shulman — (7) Jim Murdock — (9) Noel Vinicombe — (10) Bob Cole — (11 & 13) Denys Ferry — (14) Mary Hollet — (15) Barbour Bourne — (16) Charlie Noseworthy — (17) W. B. Williams — (18 to 21) Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

# RCA TUBES

for the  
**BROADCASTER**



The RCA 833-A, the Power Triode for 1 Kw AM transmitters

## "Old Reliable" OF THE 1 KW'S

Widely used in 1-Kw AM transmitters, the RCA 833-A has become famous for its superior performance at low cost.

This power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads.

**RCA TUBE DISTRIBUTORS** are veterans in the radio field. There's one close by to give you authoritative technical information and the best possible service on your broadcast tube requirements. Phone him... or contact the Tube Dept., RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30.



TUBE DEPARTMENT

**RCA VICTOR COMPANY, LTD.**

1001 LENOIR STREET, MONTREAL 30

# ADVERTISING AGENCIES

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

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Aikin, Earl Ltd.	Toronto	WA. 2-3138	35 Hayden Street	Ken Wright	Phyllis Judson
Ardiel Advertising Agency Ltd.	Toronto	MA. 6541	4 Lawton Blvd.	Don DeNike	Don DeNike
	Hamilton	JA. 7-9284	37 James Street S.	Jim Elliott	Jim Elliott
Atherton & Currier Inc.	Toronto	EM. 3-5418	100 Adelaide St. W.	Eleanor Austen	Eleanor Austen
Baker Advertising Agency Ltd.	Toronto	WA. 4-2101	1315 Yonge St.	Jack Horler	Dick King (Radio) Don Farrow (TV) <i>(through Toronto)</i>
				Roger Lack	
Bennett & Northrop Inc.	Montreal	HA. 9247	1557 Mackay St.	Llewellyn Lewis	Llewellyn Lewis
Bingham, John McKenney Ltd.	Halifax	3-8164	Maritime Life Bld.	McCrae J. Cooper	McCrae J. Cooper
	Toronto	EM. 2-2641	32 Front Street W.	Stan Lorriman	Stan Lorriman
	Montreal	WA. 5032	4643 Cavendish Blvd.	E. Gordon Lowen	E. Gordon Lowen
	Preston	OL. 3-4464	541 William Street	Ranald A. Kearns	Ranald A. Kearns
	Winnipeg	422564	257 Osborne St.	Harry Bleasdale	Harry Bleasdale
	Vancouver	CE. 4154	1664 West Broadway	Roy Partridge	Roy Partridge
Bleasdale Advertising Ltd.	Victoria	2-6741	1104 Douglas Street	James B. McRae	John Maxwell
Brooks Advertising Ltd.	Toronto	EM. 8-2396	21 Dundas Square	Ralph Novek	Ralph Novek
Burnett, Leo Co. of Canada Ltd.	Toronto	EM. 6-5801	133 Richmond St. W.	Robert McCausland	Arnold Clare
Burns Advertising Agency Ltd.	Montreal	FI. 5257	1247 Guy Street	S. W. Caldwell	John Heaton (Radio) Doc Savage (TV)
	Toronto	WA. 2-6698	556 Yonge St.	John Blandford	John Blandford
Caldwell, Spence Agency	Toronto	WA. 2-2103	447 Jarvis Street	Irvin Teitel	Irvin Teitel
					<i>(To be announced)</i>
Canadian Advertising Agency Ltd.	Montreal	UN. 6-7711	Sun Life Building	K. L. Johnson	K. L. Johnson
	Toronto	EM. 3-3051	80 King Street W.	Bob Howe	Bob Howe
	Winnipeg	<i>Being inst'led</i>	Electric R'lw'y Chambers	Wm. B. Hannah	Earl Box
	Vancouver	TA. 1938	615 Dominion Bank Bld.	Wis McQuillin	Cam Logan
Carter, Garry J. of Canada Ltd.	Toronto	WA. 4-2505	59 Avenue Road	John Burke-Gaffney	John Burke-Gaffney
Cockfield, Brown & Co. Ltd.	Montreal	UN. 1-1771	Canada Cement Bld.	Geoff Holloway	Geoff Holloway
	Toronto	WA. 4-5492	185 Bloor St. E.	Nan Frazer	Nan Frazer
	Winnipeg	923538	Electric R'lw'y Chambers	(Mrs.) Vera Copeland	(Mrs.) Vera Copeland
	Vancouver	PA. 1111	1164 Melville St.	Vic Gray	Vic Gray
Collyer Advertising Ltd.	Montreal	UN. 6-3411	822 Dominion Sq. Bld.	Ed Davey	Ed Davey
Copeland, Don H. Advertising Ltd.	Toronto	WA. 2-5969	442 Sherbourne St.	Gilbert Nunns	Gilbert Nunns
Crombie Advertising Co. Ltd.	Montreal	MA. 5246	391 St. James Street W.	Ralph McKeown	Lillian Ryan
	Toronto	EM. 4-7204	24 King Street West	Duncan Desbarats	Duncan Desbarats
Dancer-Fitzgerald-Sample Advertising (Canada Ltd.)	Toronto	WA. 4-8425	200 St. Clair Avenue W.	Hal B. Williams	Hal B. Williams
Denne, A. J. & Co. Ltd.	Toronto	EM. 4-3444	90 King St. W.	Bruce Gale	Tom Reid
Desbarats Advertising Agency	Montreal	UN. 6-4835	480 Legauchetière St. W.	E. Boyd Heaven	E. Boyd Heaven
Dominion Broadcasting Co.	Toronto	EM. 3-3383	4 Albert Street		
Erwin Wasey of Canada Ltd.	Toronto	WA. 1-5187	610 Church Street		
Ferres Advertising Ltd.	Hamilton	JA. 9-1116	63 Duke Street		

## IT'S CHRISTMAS AGAIN

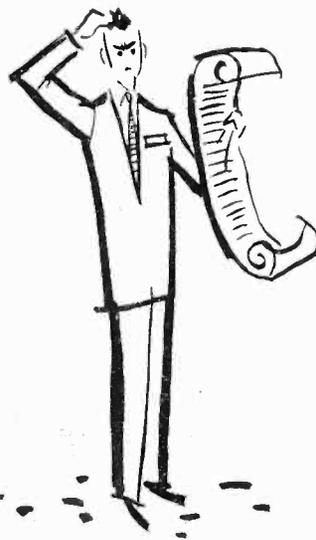
### THE CYNIC SAYS:

Christmas comes but once a year  
For which the Lord be thanked.



### THE EXECUTIVE SAYS:

By gad! Gifts for staff?  
Christmas has gone commercial.



### THE LITTLE WOMAN SAYS:

Shopping for men! Ouch!



But this broadcaster says:

Christmas! It's gay, it's mad, it's merry, it's a season for friendship.

SO . . .

MERRY CHRISTMAS AND A HAPPY NEW YEAR FROM KATE AITKEN

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Foster Advertising Ltd.	Toronto	WA. 4-4681	149 Alcorn Avenue	Alex MacKay Mary Newton Charlotte Toupin	Joan St. Croix
Gibbons, J. J. Ltd.	Montreal	UN. 6-7901 922151	Sun Life Bld. 165 McDermot Avenue	Walter Reeves Rupert Burdick Bruce Johnston R. P. Wilson Bill Bell Tom McMillan (Mrs.) Hazel Bakes Jack Reynolds Bob Amos Marcel Dubuc John Chilman B. E. Rioux Pat Hennessy A. H. Evelyn (Mrs.) Vera Percival Evan Morton George Temple Gordon Hinch Duncan Desbarats M. Tyler Donald E. Smith John Holden William E. Bellman S. B. Hayward John Hart Leslie White George R. Bothwell	Charlotte Toupin (Through Toronto)
	Toronto	WA. 4-8391	46 St. Clair Avenue E.		Walter Reeves
	Montreal	UN. 6-5805 927373	Dominion Sq. Bld. 272 Main Street		Rupert Burdick
	Regina	3-2787	1840 McIntyre St.		Bruce Johnston
	Calgary	2-5437	513 8th Avenue West		R. P. Wilson
Gislason-Reynolds Ltd.	Edmonton	2-7512	206 Petroleum Bld.	Bill Bell	Tom McMillan
	Vancouver	PA. 0157	1533 West Pender St.	(Mrs.) Hazel Bakes	(Mrs.) Hazel Bakes
Hayhurst, F. H. Co. Ltd.	Toronto	WA. 4-7364	651 Church Street	Jack Reynolds	Dick Canney
Heggie Advertising Co. Ltd.	Toronto	EM. 6-0731	7 King Street East	Bob Amos	Mary Goletz
	Montreal	HA. 0131	1510 Drummond Street	Marcel Dubuc	Tom Deans
Huot, J. E. Publicitee Ltée	Toronto	WA. 2-5125	57 Bloor Street West	John Chilman	John Chilman
Hutchins Advertising Co. of Canada Ltd.	Montreal	PL. 4131	353 St. Nicholas	B. E. Rioux	B. E. Rioux
Imperial Advertising Ltd.	Toronto	WA. 4-3753	35 Hayden Street	Pat Hennessy	Pat Hennessy
Industrial Advertising Agency Ltd.	Toronto	3-9373	407 Barrington Street	A. H. Evelyn	I. M. MacLeod
Jarvis, Albert Ltd.	Halifax	JA. 2-1155	631 Spadina Avenue	(Mrs.) Vera Percival	(Mrs.) Vera Percival
Kelley, Russell T. Co. Ltd.	Toronto	WA. 4-6671	94 Yonge Street	Evan Morton	Evan Morton
	Toronto	EM. 3-2438	1265 Stanley Street	George Temple	George Temple
	Montreal	UN. 6-4806	447 Main Street E.	Gordon Hinch	Gordon Hinch
	Hamilton	JA. 2-1155	480 Legachetière St. W.	Duncan Desbarats	Duncan Desbarats
	Vancouver	UN. 6-4835 PA. 9174	1455 West Georgia St.	M. Tyler	M. Tyler
Kenyon & Eckardt Ltd.	Toronto	EM. 3-8314	80 King St. W.	Donald E. Smith	Lloyd Hefford
	Toronto	WA. 4-8481	255 Davenport Road	John Holden	John Holden
Locke, Johnson & Co. Ltd.	Vancouver	TA. 6221	1178 West Pender St.	William E. Bellman	William E. Bellman
Lovick, James & Co. Ltd.	Toronto	WA. 3-9887	800 Bay Street	S. B. Hayward	S. B. Hayward
	Winnipeg	931629	402 Montreal Trust Bld.	John Hart	John Hart
	Calgary	24445	Toronto Gen. Trusts Bld.	Leslie White	Leslie White
	Regina	37570	401 Kerr Block	George R. Bothwell	George R. Bothwell
	Edmonton	24072	Imperial Bank Bld.		
MacLaren Advertising Co. Ltd.	Montreal	UN. 6-8391	623 Dominion Sq. Bld.	Dave McMaster	Dave McMaster
	Toronto	EM. 4-0231	111 Richmond St. W.	Hugh Horler	Mary Moran
	Montreal	UN. 6-9751	410 Dominion Sq. Bld.	Larry Trudel	Larry Trudel
	Ottawa	5-4301	237 Queen Street	W. F. Harrison	W. F. Harrison
	Winnipeg	926321	911 Elec. R'l'y Chambers	E. P. Thomson	E. P. Thomson
McCann-Erickson Inc.	Vancouver	MA. 6268	1240 West Pender St.	John Hoyland	John Hoyland
	Toronto	WA. 2-2133	200 Bloor Street East	Alan B. Cullimore	Shirley Carter (Radio) Greg Paul (TV)
McConnell Eastman & Co. Ltd.	Montreal	GL. 6121	1980 Sherbrooke St. W.	Larry Dampier	Gabby Langlais (Radio) Mary Kaye (TV)
	London	44528	Huron & Erie Bldg.		Account Executives
	Toronto	EM. 3-7004	147 University Ave.	Austin Moran	Alex B. Shepherd
	Montreal	UN. 6-7941	Dominion Sq. Bldg.		Account Executives
	Winnipeg	935541	173 Portage Ave.		Account Executives
Vancouver	MA. 2161	1198 West Pender St.		Account Executives	

# MERRY XMAS

et

# BONNE ANNEE!

## RADIO-VIDEO

Programme Producers

creators of

LIVE RADIO AND TV SHOWS

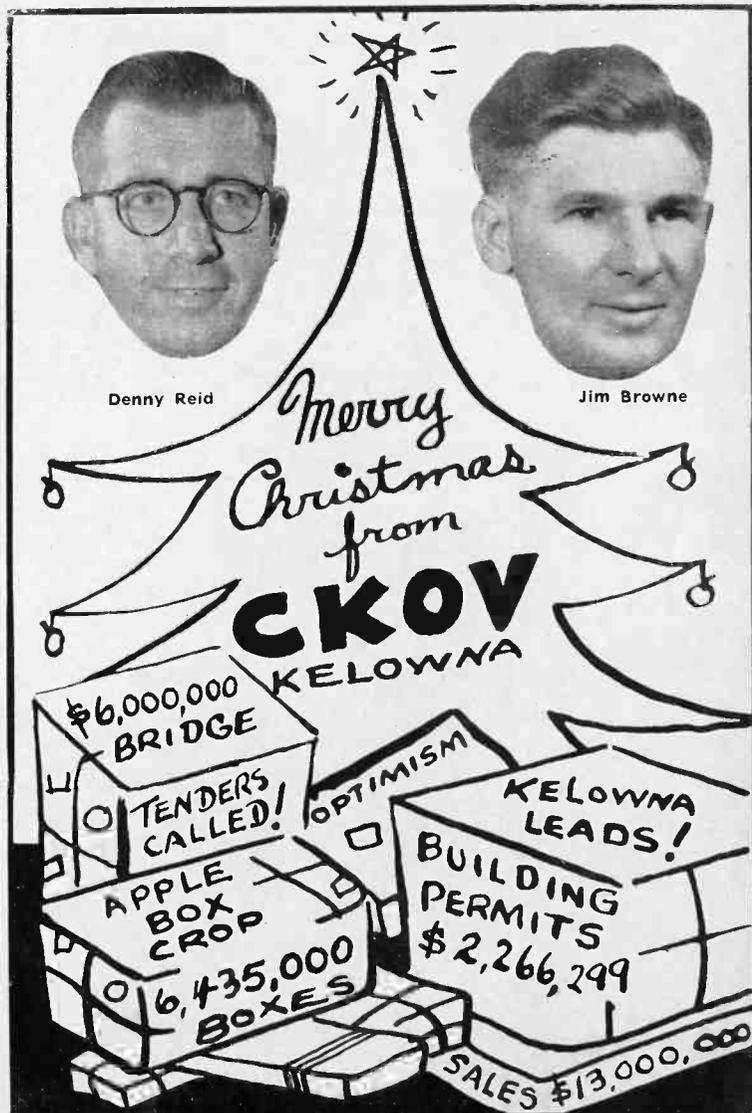
Sales Representatives

for

English and French TV Films

1440 ST. CATHERINE ST. WEST - MONTREAL

UN. 6-8751



Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
McCracken, W. A. Ltd.	Toronto	WA. 4-6681	153 St. Clair Ave. W.	Glen Smith	(Mrs.) Evelyn Duncan
McGuire Advertising Ltd.	Windsor	CL. 2-7297	Bank of Commerce Bldg.	Andy McGuire	John Finn
	London	34266	371 Richmond St.	Bill Mills	Bill Mills
McKim Advertising Ltd.	Montreal	MA. 4152	1510 Drummond St.	Wilf Charland	Joan Bridge
	Toronto	KE. 3561	47 Fraser Ave.	Keith Chase	Beverley Nicholl
	Winnipeg	923491	250 Portage Ave.	Don MacMillan	Andy Brown
	Vancouver	MA. 3284	591 Burrard St.	John Cummings	John Cummings
Muter, Culiner, Frankfurter & Gould Ltd.	Toronto	WA. 4-5736	1121 Bay St.	Eddie Gould	Phyllis Scott
Nattall & Maloney Ltd.	Calgary	692370	209 Shaldo Bldg.	Gerald Wren	Kay Schneider
	Edmonton	44910	CPR Bldg.	E. Maloney	D. Ryan
O'Brien Advertising Ltd.	Vancouver	PA. 9174	1455 West Georgia St.	M. Tyler	M. Tyler
Orr William R. Ltd.	Toronto	WA. 4-3708	464 Yonge St.	Michael Jackson	Michael Jackson
Otto Robert & Co. (Canada) Ltd.	Toronto	EM. 6-9266	222 Simcoe St.	Wib Perry	Joyce Rhodes
Paul-Phelan Ltd.	Toronto	EM. 3-6047	380 Victoria St.	George Vale	George Vale
Payeur Publicité	Quebec	43549	639 8th Ave.	P. E. Giguère	P. E. Giguère



From left to right:  
 BC-250 L—250 watts  
 BC-500 K—500 watts  
 BC-1 J—1000 watts

# Marconi

offers

## Step-up Power Transmitters

Gates Hi-Watter Series — more watts per dollar investment

The BC-250L is the only 250 watt transmitter which may be changed to 500 or 1000 watts power with only minor modifications taking less than two hours' time. This saves both time and money during changeover to increased wattage.

- features**
- Tune to any frequency from 540 — 1600 Kc.
  - Positive and perfect tune-up.
  - Center line metering at functional "dashboard" level.
  - Wired for push-button remote control.
  - Twin-drive audio system assures greater fidelity.
  - Open air cooling by suction fan.
  - Low cost.

Write Broadcast & TV Station Equipment Department  
 CANADIAN MARCONI COMPANY, 2442 Trenton Avenue, MONTREAL 16

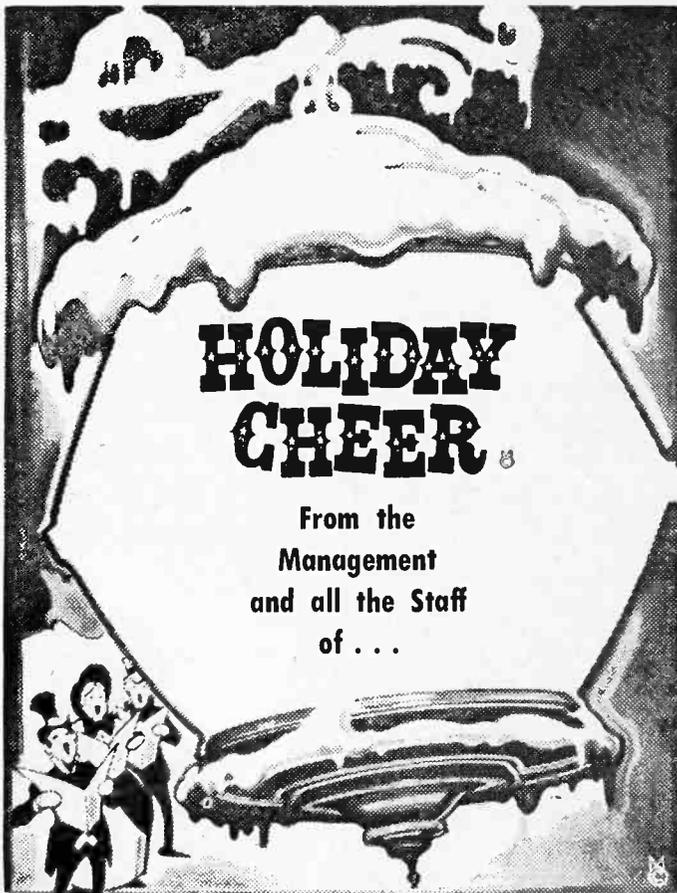
# Marconi



CANADIAN / MARCONI COMPANY / BROADCAST & TV STATION EQUIPMENT DEPT.— MONTREAL 16

Canada's Largest Electronic Specialists

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Pennell, Margaret Advertising	Toronto	EM. 4-2079	81 Queen St. W.	Mary Barrer	Mary Barrer
Plant Elton M. Co.	Windsor	CL. 4-1159	303 Bartlet Bldg.	E. M. Plant	E. M. Plant
Poyntz, Alford R. Advertising Ltd.	Toronto	EM. 3-8716	95 King St. E.	Bob Poyntz	Bob Poyntz
	Montreal	GL. 4245	4109 St. Catherine St. W.	Maurice Lalonde	Maurice Lalonde
Purkis, Thornton Ltd.	Toronto	EM. 3-3762	330 Bay St.	Gladys Race	Gladys Race
Quebec Advertising Agency	Montreal	MA. 9401	1290 St. Denis St.	Guy Pinsonneault	Jack Philton & M. Seni
Reynolds, E. W. Ltd.	Toronto	EM. 8-6157	355 King St. W.	Henry Karpus	Henry Karpus
	Montreal	UN. 6-1775	1440 St. Catherine St. W.	Hal Tingle	Hal Tingle
Ronalds Advertising Agency Ltd.	Montreal	UN. 6-9471	Keefer Bldg.	Peter Golick	Jerry Lodge
	Toronto	EM. 3-0237	108 Peter St.	Doug Loney	Bob Stampleman
	Edmonton	28356	409 Petroleum Bldg.	Art Bishop	Doug Loney
Ross Roy of Canada Ltd.	Windsor	CL. 6-2371	Canada Trust Bldg.	Carl E. Hassell	Art Bishop
Ruthrauff & Ryan Inc.	Toronto	EM. 6-1515	80 Richmond St. W.	Ramsay Lees	Carl E. Hassell
Schneider Cardon Ltd.	Montreal	MA. 8024	2024 Peel St.	Monty A. Isaacs	Eleanor Shinnick
	Toronto	WA. 4-9779	501 Yonge St.	Gordon Allen	Monty A. Isaacs
Sills, Allan R. & Co.	Toronto	EM. 8-6434	137 Wellington St. W.	Allan R. Sills	Gordon Allen
Smith, R. C. & Son Ltd.	Toronto	EM. 4-9396	380 Victoria St.	G. Alec Phare	Allan R. Sills
Spitzer & Mills Ltd.	Toronto	EM. 6-2811	40 King St. W.	Ralph Hart	G. Alec Phare
	Montreal	WA. 0344	3405 Addington Ave.	Paul Corbeil	Susie McCullagh
					Pauline Goyette (Radio)
Stanfield, Harold F. Ltd.	Montreal	UN. 6-8741	Dominion Square Bldg.	Ernie Smith	Paul Corbeil (TV)
	Toronto	EM. 6-5454	67 Richmond St. W.	Olive Jennings	Ernie Smith
Stevenson & Scott Ltd.	Montreal	UN. 6-9361	1260 University Ave.	Sheldon Lodge	Olive Jennings
	Toronto	EM. 3-5773	100 Adelaide St. W.	Burf Kaye	Sheldon Lodge
	Vancouver	PA. 5824	402 West Pender St.	Roy Hunter	Burf Kaye
Stewart-Bowman-Macpherson Ltd.	Vancouver	PA. 3531	410 Province Bldg.	Lloyd Muir	Roy Hunter
	Calgary	2-1432	337 8th Ave. W.	Peggy Newbury	Lloyd Muir
	Edmonton	25107	10020 109th St.	June Duncan	Pat Williams
	Winnipeg	924346	333 Somerset Bldg.	(Mrs.) Helen McMahon	Jean Richards
Tandy Advertising Agency Ltd.	Toronto	EM. 8-8648	88 Richmond St. W.	John Bradley	(Mrs.) Helen McMahon
Thompson, J. Walter Co. Ltd.	Toronto	EM. 3-6362	20 Carlton St.	A. C. Haight	Amy Lynch
	Montreal	UN. 6-6771	602 Dominion Sq. Bldg.	Mariette Mineau	Mary-Ellen Freeborn
	Toronto	EM. 3-9402	600 University Ave.	Frank Flint (Radio)	Ron Kirkwood
				John Lingman (TV)	Phyllis Sivell
Thompson-Peterson Advertising Agency Ltd.	Toronto	EM. 8-8091	215 Victoria St.	David Fenn	David Fenn
	Montreal	UN. 6-9745	913 Sun Life Bldg.	(Through Toronto)	(Through Toronto)
Vamplow Advertising	Toronto	WA. 3-5589	1175 Bay St.	Thomas Vamplow	Thomas Vamplow
Vickers & Benson Ltd.	Montreal	UN. 6-7701	1440 St. Catherine St. W.	Henault Champagne	Henault Champagne
	Toronto	EM. 4-6301	110 Church St.	Leonard J. Kennedy	(Mrs.) Laura Jensen
Walsh Advertising Co. Ltd.	Windsor	CL. 6-2671	1787 Walker Rd.	(Through Toronto)	(Through Toronto)
	Toronto	EM. 3-3053	44 King St. W.	(Mrs.) Muriel Murray	(Mrs.) Muriel Murray
	Montreal	UN. 6-8921	660 St. Catherine St. W.	Jean Monté	Jean Monté
Weill & Eby Inc.	Toronto	EM. 2-1176	67 Yonge St.	Bob Weill	Jo-Anne Rebstock
Whitehall Broadcasting Ltd.	Montreal	MA. 4152	1510 Drummond St.	Wilf Charland	Wilf Charland
Willis Advertising	Toronto	EM. 3-2073	220 Richmond St. W.	Victor C. Snack	Victor C. Snack
Woodhouse & Hawkins	Toronto	WA. 2-4864	1175 Bay St.	Frank Deaville	Art McGregor
Young & Rubicam Ltd.	Montreal	UN. 6-8941	660 St. Catherine St. W.		Helen Quinn
	Toronto	EM. 2-2341	44 King St. W.	Bill Byles	Doreen Dunlop



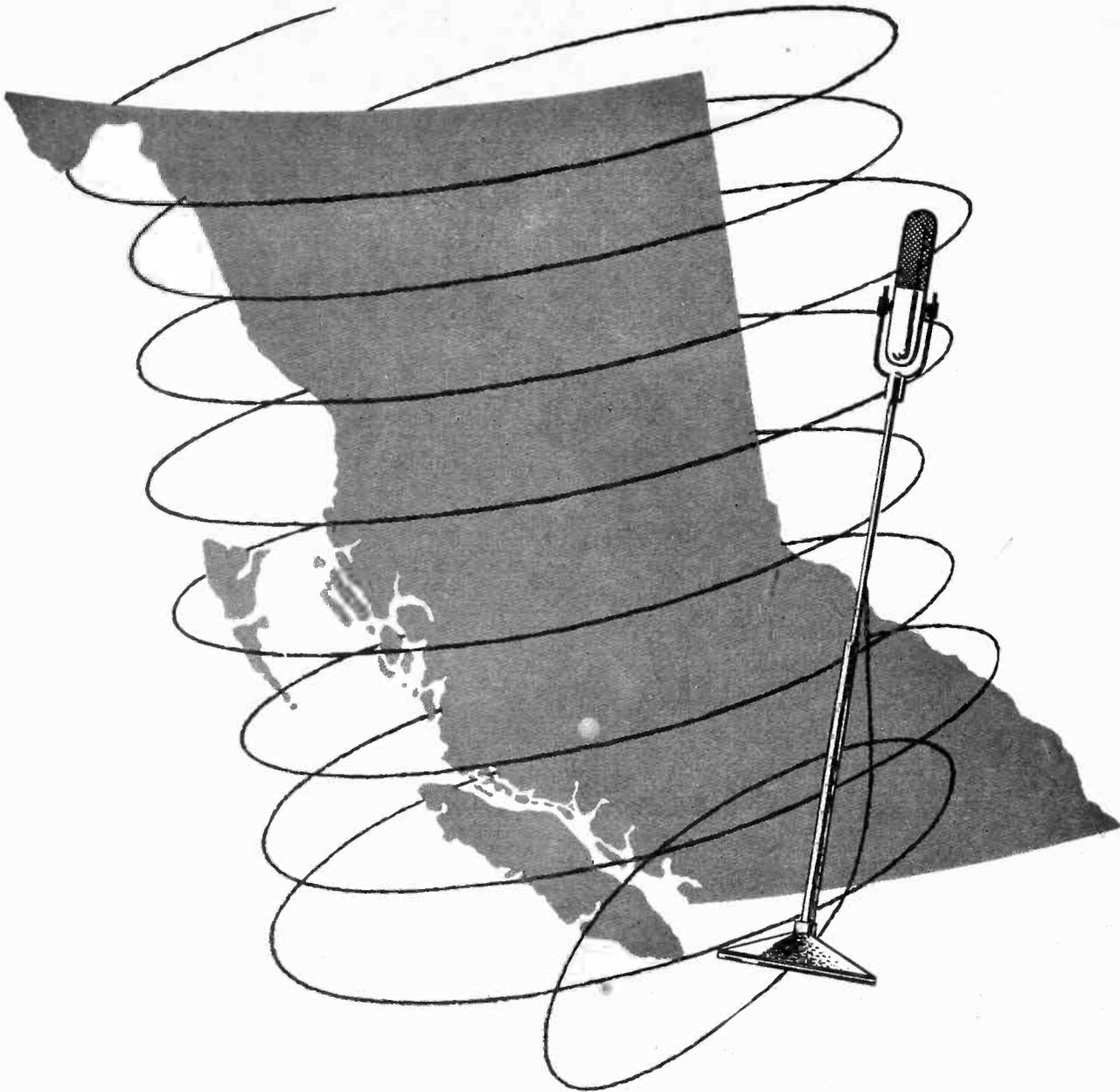
Broadcasting Station

**CKRM** • REGINA • SASKATCHEWAN

Among the many blessings  
of each Christmas holiday  
Is the opportunity it gives  
for all of us to say . . .  
Season's Greetings to our friends  
whether far or near  
And all the best of wishes for  
a wonderful New Year!

**SESAC's**  
Alice Heinecke  
Bud Prager  
Jim Myers  
Lou Tappe

**SESAC TRANSCRIBED LIBRARY**  
475 Fifth Avenue  
New York 17, New York



**B.C. IS SOLD ON RADIO**

**... 584,000 SETS NOW IN USE \***

\*D.B.S.

(total daily newspaper circulation in B.C., 433,639)

CHWK CHILLIWACK  
 CJDC DAWSON 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

Look at it any way you want—radio moves products in the whopping 1¼ billion dollar B.C. Market!

With an average net-buying income of \$1248—compared with the national Canadian average of \$1106—British Columbians have more to spend on every type of goods or services.

To sell this growing, able-to-buy market—B.C. radio is your most effective, penetrating and economical media.

## LOCAL PROGRAMS HIGHLIGHT LOCAL TV

By JIM GONSALVES

TELEVISION STATIONS all over Canada are going all out in an effort to make an impression in their local markets with good local programming.

At the close of the summer season, Blair Nelson, manager of CFQC-TV, Saskatoon, held a meeting with twelve major television receiver distributors in his area and won their support for a public relations campaign to be known as *Saskatoon Television Week*. With the distributors in the bag, the wheels of production were set in motion.

Fifteen thousand program schedules, outlining the shows to be viewed this fall on CFQC-TV, were mailed to Saskatoon householders and residents of 81 small towns in the station's A and B coverage areas. Each listing showed the sponsor and network affiliation as well as time and date. A few of the main features of *Saskatoon Television Week* were outlined in brief and viewers were invited to an *Open House* at the studios all during the week, October 9 through 15.

Then came a concentrated advertising campaign in the newspapers, on radio and television. A circular was mailed out to all distributors advising them what shows would be available for the season, and giving a brief resume of new shows. A cut was made for advertising purposes and placed at the disposal of the local newspaper so that dealers and distributors could tie in on *Television Week* advertising. Fifteen hundred prints of regular featured shows were sent to distributors who in turn made them available to dealers.

At the same time, letters were mailed to all business concerns in Saskatoon inviting them to cash in on the *Television Week* promotion. They were asked to keep their windows and indoor displays on television lines, whether they sold clothing, food, furniture, dishes or drugs. Meetings were called to give dealers a general outline of the program for the week so that they might tie in their own publicity.

On the first day, Sunday, 800 people trooped through the studios. The main attractions that day were two shows, *Telequiz* and *Kids' Quiz*, in which pictures were shown on the screen while contestants at home tried to identify the objects shown, and mailed in their answers to the station. This served as an elimination round. Three grown ups and six children qualified for the finals which were broadcast live on the Friday and Saturday nights.



KIDS BY THE HUNDRED descended on CFQC-TV when, during TV Week, they were invited to parade in front of the cameras on the program "Just Corny At Large". Another feature of the week was Corny's pet show, with sponsors co-operating with their products as gifts for everyone. In the inset, the second prize winner came to Saskatoon a distance of thirty-five miles from Bradwell, Sask., with her entry—"Cute and Cuddly".

### \$2,000 FOR COMMUNITY CHEST

Monday was Thanksgiving Day and over 1,200 people visited the station. Featured that day were *The Community Chest Red Feather Auction*, in which articles donated by local dealers were auctioned off to the highest bidder, and *Week-end On The Town*, where various merchants contributed to give a couple a chance to win an all-expense-paid week-end of entertainment in Saska-

toon. The auction raised \$2,000 for the chest fund in the two hours it was on the air.

Perhaps the most popular product of *Saskatoon Television Week* was Cornel Sawchuck's children's show *Just Corny At Large*, in which emcee "Corny" brought kids in the audience before the cameras to enact their favorite fairy tales. This western *Howdy Doodly* also staged an art

(Continued on page 42)

(Continued from page 41)

contest which brought in over 300 entries, as part of the show.

Another show, featured daily during the week, with the exception of Wednesday, was *Pattern For Today*, the format of which varied from an interview with members of the Don Cossack Chorus who happened in town during the week, to a photo contest for viewers.

On Saturday, the closing day, the cameras moved outside to the parking lot of the Hudson's Bay Company's retail store. Two thousand kids, adults and animals turned up for *Corny's Pet Show*. The show was sponsored by a local grocery chain, OK Economy Ltd. who, in conjunction with Red Top Dog and Cat Foods, supplied chocolate bars for the kids and a tin of dog food for each of the 150 entries. The show lasted from 10:15 to 12:00 noon.

The week came to a close with *The Town and Country Show*, a three and a half hour televised clambake in which Saskatooners entertained themselves and each other. People brought guitars,

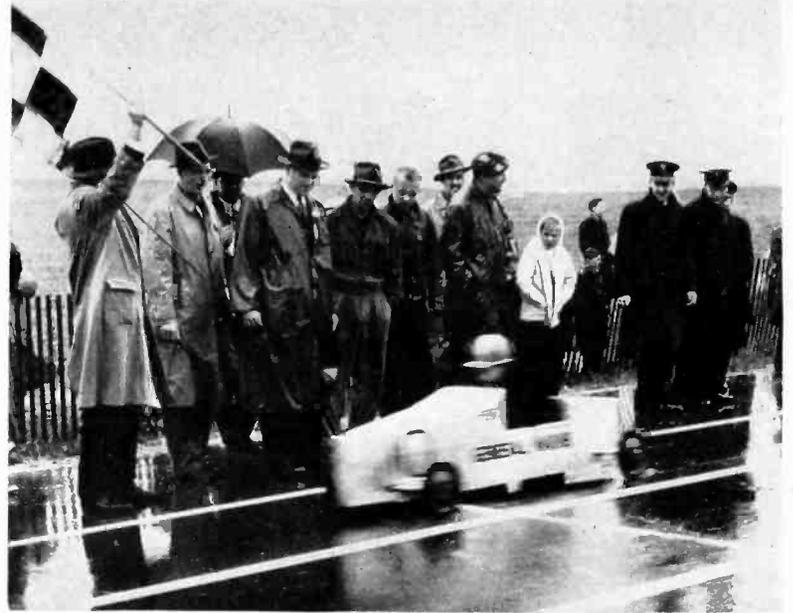
accordions and saxophones. Even complete orchestras came down to the studio to perform in front of the cameras. From opening time on Saturday until 10:00 p.m. it was estimated that more than 3,500 people toured the studios.

Television dealers in the area reported that they sold out their stocks during television week. As one dealer put it, "It was stimulating to the sales department to have them realize that this thing was city wide and that they had so much backing. Programs were better than ever and they were watched both in the window and in the store."

#### START WITH TV MONTH

CKX-TV, Brandon, Manitoba, did something similar for their opening. They staged a TV Month, pushing television in general and Western Manitoba dealers in particular, and Betty Murphy, the promotion manager, reports that results were satisfactory from every stand-point.

The program of which they are particularly proud is called *The Question Is?*, in which program



OFFICIALS AND OTHERS crowd around as Dennis Robinson crosses the finish line and wins all in CFPL-TV's Soap Box Rodeo.

manager Doug Lee and chief engineer Humphrey Davies go on the

air and request questions and criticisms about the programming and operation of CKX-TV. This show began during the first month of operation as a get-acquainted gesture but became so popular that the sponsor asked that it be held over.

Another western station, CHCT-TV, Calgary, has come up with a new station ID. It features a picture of a lion cub with blurbs, "You get the Lion's Share on CHCT-TV." The actual lion cub is called Calgary and has been presented to a London Zoo by the station.

#### SOAP-BOX DERBY

From Western Canada we move on to Western Ontario, where CFPL-TV, London can now claim to have featured an outdoor telecast without the aid of a remote unit. The particular telecast was of the annual Soap-box Rodeo staged by the London Boys' Work Council for boys between the ages of 10 and 14.

The rodeo was held on the road that slopes down from the TV station. Great lengths of cable were stretched along the road side and CFPL-TV's two RCA studio cameras, carefully prepared for outdoor use and mounted on raised platforms, were stationed, one midway along the course and the other at the finish line. Director of engineering, Glen Robitaille's remote control room was the interior of a large-moving van standing next to the finish line.

In spite of a storm which threatened to wash out the event, the cameras and raincoated commentators, Bob Reinhart, Paul Soles and Alex Kelman, watched 11-year-old Dennis Robinson receive the winner's flag and win the CFPL-TV Trophy and a TV set. The second and third prizes were a "Thistle" bicycle, donated by Lever Bros., and a Sperton clock radio. Other prizes for design, mechanical ability and general appearance were enlisted from sponsors by CFPL-TV.

#### STAMP OUT TB WITH TV

Jack Lanthier, publicity director of CKCO-TV, Kitchener, tells of a show his station put on as part of the Tuberculosis Campaign. They actually rolled one of the large mobile TB units into their 50 square feet of studio. After interviewing

## Christmas Seasoning

*Throughout the latter part of the year about to end, we have been through the process of re-organization and expansion. It has presented many challenges. But, we have recognized one outstanding thing consistently — your undoubted interest and your co-operation in so many, many ways.*

*Because our efforts to operate in the best possible manner are always sincere, your response to our endeavours becomes doubly important. Our objectives for the future are high, not only for ourselves, but for all of you with whom we work from day-to-day.*

*There is no independent function in the agency-rep relationship — only liaison. Without it, we would be constantly at cross purposes. With it, we become people working for each other toward a common goal and ultimate success. It is by our respective and collective efforts that you, as an advertiser and station operator, are successful, too.*

*So, it is with genuine respect and appreciation that we acknowledge the value to us of our co-workers in the agencies and the stations we represent, and, at the same time, we pledge our continuing and what we intend shall be, our constant co-operation.*

*With every good wish for the holiday season,*

*Sincerely Yours,*

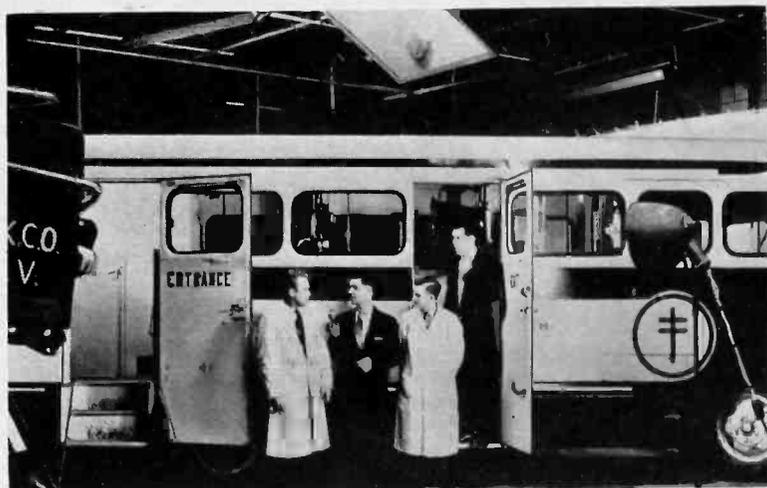
Radio Division

Television Division

# Radio Representatives Limited

TORONTO • MONTREAL • WINNIPEG • VANCOUVER

# TV Week-TV Month-Soap Box Derby-TB Drive-Kiddies on Camera- All these are among features seen currently on private TV stations.



THE TWO WHITE-COATED TECHNICIANS are, left to right, Robert Guthrie and Peter Valentine. The others are Reg Sellner, CKCO-TV announcer and Joe Carlo, station organist.

Robert Guthrie and Peter Valentine, the two men who run the clinic, announcers Reg. Sellner and Joe Carlo had themselves x-rayed, to show how simple it all is. Jack explains that many people have a preconceived idea that a TB X-Ray is harmful or embarrassing.

Most Central Ontario viewers know Jack as CKCO-TV's Farm Director. His show, *Over The Farm Fence* which runs from 6:40 to 6:45 every night, features a daily livestock and poultry market survey and local news and interviews from the agricultural scene.

Each night a filmed sound interview is aired on *Over The Farm Fence* Jack goes out to farms in the area and interviews the farmers on any particular topic of farming interest.

Another CKCO-TV idea was the show *Tea-Time Flashes*, in which

Violet Scriver, the station's director of homemaking, and news director Alan Hodge sit down and discuss the day's news over a cup of tea. Alan supplies the facts and pictures of news events and Violet quizzes him on story angles which would be interesting to women. It's all done very informally and presents quite a contrast to the standard type of formal newscast.

In the belief that their responsibility to their community means more than just keeping the folks amused and entertained, CKCO-TV became the first Canadian television station to begin a daily series bringing a local clergyman before the cameras for brief talks. *From the Minister's Study* is the name of the show and each week a different member of the local Ministerial Association does a daily series of talks of his own choosing.

### KIDDIES ON CAMERA



CKSO-TV, Sudbury, Ontario, is another station that lets the small fry get into the act. *Kiddies on Camera*, the station's Saturday afternoon children's show has started on its third year on both radio and TV. The kids get a chance to perform on the show by singing, dancing and reciting. Some of the local dance studios have the youngsters put on skits, ballet, ballroom and tap dancing acts.

Helen Rutka and Bob Staton are

the personalities who see that everyone has a good time and are well supplied with the sponsor's products, Pepsi-Cola, Snyder's Potato Chips and pastry from Ceccutti's bakery. At Christmas time gifts for underprivileged children are brought to the station, and on Mother's and Father's Day the children draw special cards for their parents, which are shown on TV.

Sault Ste. Marie's TV station, CJIC-TV, took a trip out to its fringe area and covered the opening



IT'S FOCUS ON Nople Bircumshaw and the lion, "Calgary" as they pose for a CHCT-TV ID.

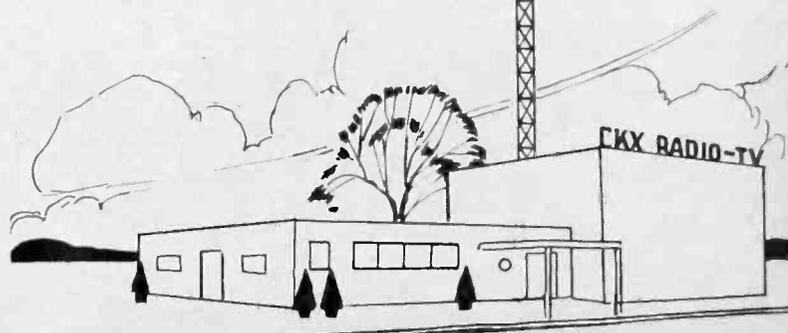
of the Pronto Uranium Mine at Blind River, Ontario, 92 miles east of the Sault. The mine will be the largest uranium producer in the world, shipping 1,500 tons of concentrate daily.

*Calendar* is the name of CHEX-TV's afternoon show for the ladies. One of the problems the fellows at the Peterborough station have sur-

mounted, is how to build a kitchen set which will permit the camera to follow the action on a large working space, and also allow a pan shot to the range or sink without delay. They came up with a U-shaped set which not only simplifies the camera work, but also cuts down the number of steps the hostess requires to move from one operation to the next.



Stronger than ever is the signal from CKX-Radio and CKX-TV bringing sincere wishes for every joy of the Season and in the New Year.



# POINTS OF SALE

## Year End Inventory - Part 2

# TV NEEDS COMICS AND COMICS NEED COLOR

By ALEX BARRIS

Entertainment Columnist, The Globe & Mail

Now in its third month, **CKVR-TV** is serving 34,500 sets in the Heart of Ontario.

**CKVR-TV**  
Channel 3

Target Date is still Dec. 15, and choice availabilities are falling fast on

**CKGN-TV**  
North Bay

**CKGN-TV**  
North Bay

# PAUL MULVIHILL & Co. Ltd.

TORONTO  
77 York St.  
EM. 8-6554  
MONTREAL  
1250 McGill College Ave.  
MURRAY McIVOR  
UN. 6-8105

THIS SEASON, LIKE those before it, has seen a few new entries in CBC's "light entertainment" category of television entertainment, as well as the renewal of some 1954-55 shows.

The term "light entertainment" is one the CBC uses to describe programs that don't fit into such classifications as drama, education or current affairs, and sports. What it really means is a variety show, and a variety show should contain — not by any dictionary definition but by the rather more pertinent definition of successful TV variety shows in the U.S. — a combination of singing, dancing, and comedy.

The singing and dancing we've got. But the comedy problem still hasn't been solved. With the exception of Wayne and Shuster, who are now happily doing a show every other week instead of one a month, nobody has emerged in Canadian television who might be termed a successful new comedian. Even Wayne and Shuster do not always appear at their best, partly because they have to work under almost impossible conditions. But we'll get to that.

I'm not suggesting that nobody is trying, but this is a pretty tough nut to crack and it's probably inevitable

that there should be a number of false starts before something comes along that's worth cheering about.

Last year, we had Peppiatt and Aylesworth, who had started first on a show called *After Hours*, had then done *The Big Revue*, and in 1954 were given their own program, and a sponsored one at that. They weren't always spectacularly successful, and I'm not sure the CBC deserves criticism for not renewing them. Anyway, the sponsors had something to say about it, and they (Lever Brothers) now have another program, *On Stage*, with Denny Vaughan, and Peppiatt and Aylesworth are no longer a TV comedy team.

### VARIETY LACKS COMEDY

Most of our variety shows stress music — *Denny Vaughan, Showtime, Cross-Canada Hit Parade, Billy O'Connor, and Holiday Ranch* lean heavily on songs or dances or both. On some of these programs, guest comedians are used, but usually from the States. This sometimes improves the programs but it isn't doing much to help build Canadian comedy. I'm happy to say that there are exceptions: the Denny Vaughan program, for example, has booked Dave Broadfoot and Don Harron for

appearances; Jack Duffy, who has done some amusing novelty songs on the *O'Connor Show*, is going to be spotted occasionally on the new late-night program, *Eleven-Thirty Friday*. By the way, that last-named program may well serve a useful purpose, since it's being used as a sort of laboratory, to try out new ideas and people.

The program that the CBC led us to believe was to be one of its major efforts this year was *The Jackie Rae Show*. Now, nobody ever said officially that Jackie Rae was supposed to be a comedian, but one has come to expect that a master ceremonies on a variety show will take some part in the general merriment — Ed Sullivan being the sole important exception. You need only look at Steve Allen, Robert Q. Lewis, Garry Moore, Arthur Godfrey, or Peter Lind Hayes to see what I mean.

I'm not accusing Jackie Rae of laziness, but so far most of his efforts have been in the song-and-dance field, which isn't exactly the crying need of Canadian television. Rae is pleasant enough, and certainly laudatory enough in introducing the guest stars (who, on this program, are usually imported singers who do more on the show than anyone else)

CFPL-TV  
LONDON

CKSO-TV  
SUDBURY

CJON-TV  
ST. JOHN'S NFLD.

CKX-TV  
BRANDON

CHEX-TV  
PETERBOROUGH

CJLH-TV  
LETHBRIDGE



CKNX-TV  
WINGHAM

CHSJ-TV  
SAINT JOHN

### merry christmas and happy teleselling!

from

## ALL-CANADA TELEVISION

Canada's First Television Service Organization  
Montreal • Toronto • Winnipeg • Calgary • Vancouver

CKWS-TV  
KINGSTON

CHGH-TV  
HAMILTON

CJIC-TV  
SAULT STE. MARIE

CKCK-TV  
REGINA

CKLW-TV  
WINDSOR

CFCY-TV  
CHARLOTTETOWN

CHCT-TV  
CALGARY

CJCB-TV  
SYDNEY

coming in '56

but he hasn't really established himself as a strong personality.

This business of personality is surely not restricted to Rae. When you come right down to it, this is one of the real troubles with many of the people we're seeing on Canadian variety shows.

**CANADIAN COMICS UNDERSELL**

I'm well aware that comedians (and even MC's) need material. But material alone is not the answer. Sometimes, when I watch someone on a Canadian TV show, I get the feeling that the performer himself isn't really sure he belongs there. He steps into the pool gingerly, instead of diving in boldly. He delivers a potentially funny line without confidence — as if he were thinking that if nobody laughed he could always pretend it wasn't supposed to be funny, anyhow. He undersells everything, including himself, possibly because he has come to believe the theory that Canadians are supposed to be this way — sort of reserved, more or less dignified, and definitely not boisterous.

To me, that's a lot of nonsense. Canadians laugh just as hard at Jackie Gleason and Phil Silvers and Bob Hope and Jerry Lewis as Americans do. Not every line these comics speak is hilarious, but they brighten it with their own personality. (If you don't believe this, take notes during some comedian's program; then try out his jokes on the gang at the office the next day and you'll see the difference.) The only Canadian TV performers I've seen who can do that — or, at any rate, who are doing it — are Wayne and Shuster, who have been around in show business long enough to handle themselves like real professionals and who have that extra spark of personality that can make so much difference. In fact, on their TV programs, they are sometimes at their best when something goes wrong and they have to ad lib out of a tight spot.

There's another pertinent point to be mentioned regarding variety shows on Canadian TV. The CBC simply does not yet have the proper facilities for putting on variety programs. In some cases, they have achieved very good results under incredibly difficult circumstances — cramped studios, not enough rehearsal time, and so on.

**NEED IS THEATRE STUDIOS**

The most urgent need is for a good TV theatre, where a studio audience

of some size (several hundred) can be accommodated. This is particularly important with regard to comedy. I think even a Gleason, Berle, or Benny would be thrown off his timing if he couldn't work to a live crowd. Any entertainer will tell you that he does better for a responsive audience. But in the largest of the existing CBC television studios, there is barely room for an audience of 100, and most of the time they cannot see what is going on, and certainly cannot hear all of it very well.

I can almost hear the cynics cracking that there's no sense in building studio theatres because you wouldn't be able to find people who want to go and see the kind of variety shows the CBC puts on. The answer to that is that there can't be better shows until there's a proper place to put them on. Do that and you can get better shows — and then people will come.

I know, also, that this costs a lot of money, which must come from us, the taxpayers. But it isn't fair to expect TV performers to develop any assurance and to improve their work when they are forced to work this way. I would far rather see the CBC spend money to buy or lease or build such a theatre, than to experiment with color TV — however important that may seem as a future necessity, because the theatre is a necessity now; it has been for some time. I would far rather see money spent on a theatre, than on marathon "coverage" of a lake swim which, as it turned out, didn't really capture the interest of much of the public.

I like to think the CBC is just as aware of this need as others are. Perhaps so, and perhaps also it is actually impossible to find such a theatre to buy, or the money to build one. But if that's the case, the CBC can't expect to lick the variety show problem. It can't expect to develop stars (if, indeed, it wants to). And it can't expect to pull big audiences away from competing US shows.

Television is at an important age in Canada. It's old enough to be spanked occasionally, and young enough to learn. A lot of the people actively engaged in putting together programs and performing on them have already learned, and will surely learn more. I sincerely hope the same can be said of the people who make the decisions, particularly the financial decisions.

*(The third in this series will appear in the next issue.)*

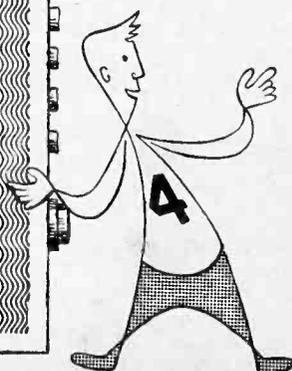
# Merry Christmas



# Happy New Year

**MERRY CHRISTMAS  
HAPPY NEW YEAR**

**CHEX-TV**  
Peterborough  
**CKWS-TV**  
Kingston

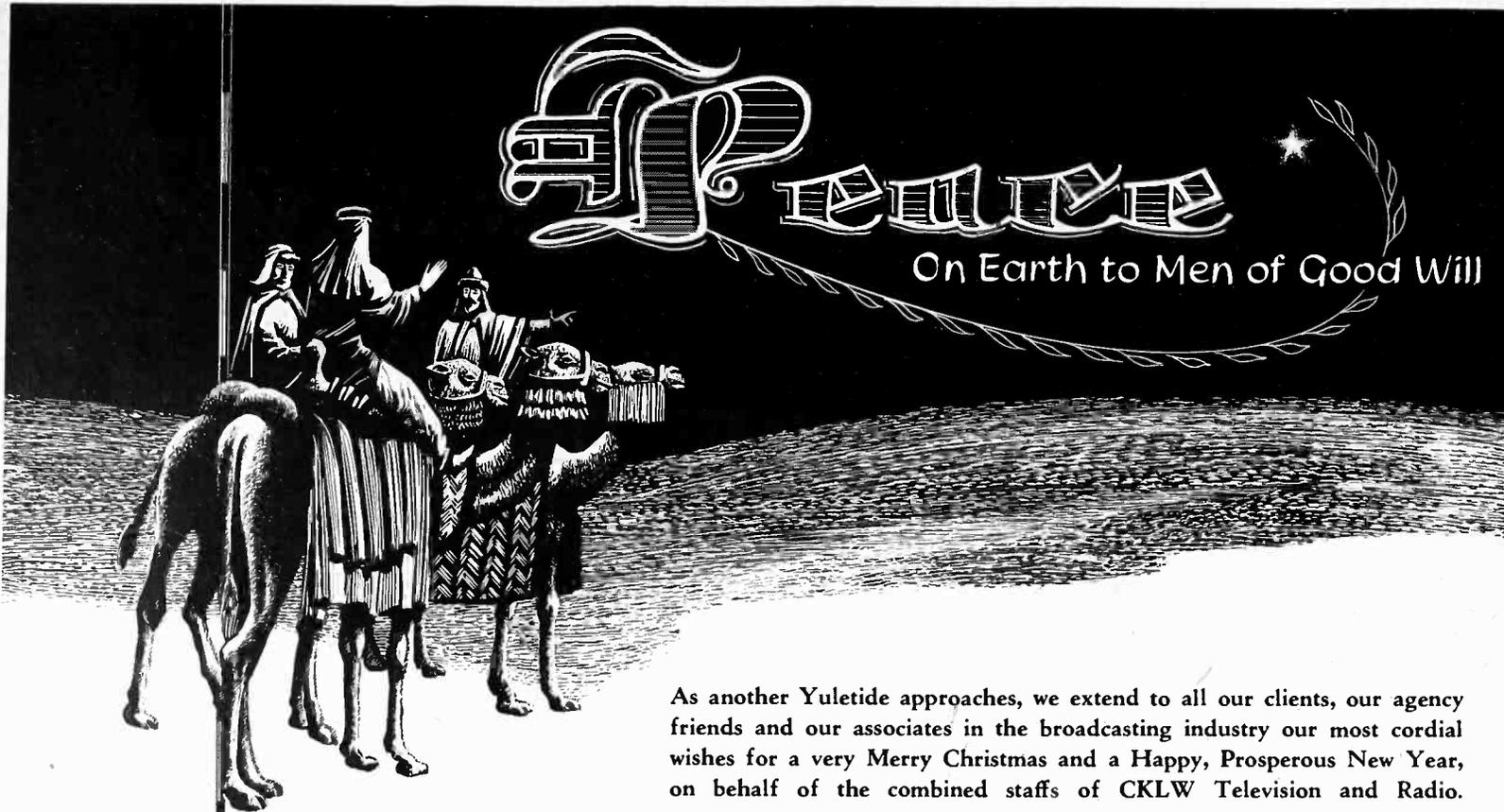


Bonhomme 4 says:

"CFCM-TV, Channel 4, Quebec City, serves eleven counties in Central Quebec Area where 131,400 families buy over \$331,567,000 merchandise per year."

CFCM-TV can sell your products in English and French.

*For Availabilities consult Jos. A. Hardy, Montreal and Toronto*



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

## More **POWER** to you!

When you put this great team to work for you you're getting the most powerful Radio-TV team in North America. CKLW-TV covers 110,000 television homes in South-Western Ontario with maximum power of 325,000 watts video, producing a clear picture even in fringe areas. CKLW Radio with 50,000 watts power provides saturation coverage of the same area — and considerably further. CKLW intends to pursue its 23 year policy of presenting top-flight entertainment to suit the entire family, of rendering good public service, and providing resultful advertising and goodwill for our clients and their products.

# CKLW-TV

# 9

CHANNEL

*325,000 WATTS*

WINDSOR, ONTARIO

AM and FM  
800 KC  
50,000 WATTS



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

# PRIVATE TV AIRS CHURCH FILMS



**THE UNITED CHURCH FILM GROUP** at work in their Toronto studio. Rev. Anson C. Moorehouse is at the camera. The others, from left to right are: Rev. Bob Shorten, minister at Seven Islands; Shirley Tyte, assistant producer; Dorothy Bacon; Bill Poulis, kneeling; Murray Westgate.

**T**HE United Church of Canada's Board of Information and Stewardship is, so far, relying on private stations to carry its 15-minute, filmed TV program, *The Archer Wallace Story*. The 13 part series is being carried on a sustaining basis by CJON-TV, St. John's, CFPL-TV, London, CHCH-TV, Hamilton and CKCK-TV, Regina with six other private stations scheduled to come in shortly. The Board is trying to interest the CBC in network airing of the program but, although two installments have been seen and approved by the National Religious Advisory Council, no real progress has been made as yet.

The series deals with the reminiscences of Dr. Archer Wallace, former editor of the United Church's young people's weekly, *ONWARD*, and author of over twenty books.

Another United Church film now in production and scheduled for release around March 1, is a 45-minute, 16 mm color film with synchronized sound, dealing with the Church's missionary activities at Knob Lake, Quebec. It is being produced by Rev. Anson C. Moorehouse, producer of *Where None Shall Thirst*, which won first prize for a non-theatrical film sponsored

by a non-government agency at the 1955 Canadian Film Awards.

The film centres around the problems of a pit foreman, played by Murray Westgate, and shows how the church helps him and the community which is growing up around him. The greater part of the story was shot on location at Knob Lake and the film is now being completed at the United Church film and television studios in Toronto.

### JONQUIERE LAUNCHED

CKRS-TV, Jonquière, started telecasting Thursday, December 1 with power of 20 Kw Video and 10 Kw Audio on Channel 12. The new station is represented nationally by Jos. A. Hardy & Co. Ltd., Television Division.

Tom Burham, Station Manager estimates that there will be at least 5,000 TV sets in the coverage area before the end of the year.

### PROMOTION MAN

The new promotion manager at CHCT-TV, Calgary, is a newspaper man. Bob Nystedt came to the Calgary station from the *CALGARY HERALD* where he held the position of feature editor.

## BETTER SEE HARDMAN

... for better

- ★ Advertising Specialties
- ★ Gifts and Premiums
- ★ Plastic Letters
- ★ Alnico Magnets

### ERIC H. HARDMAN LIMITED

137 Wellington St. W. - Toronto  
EM. 8-2765

In Montreal: R. H. CASSIDY  
630 Dorchester St. W., UN. 1-3102  
In West Vancouver: A. P. MORROW  
1472 Inglewood Ave.

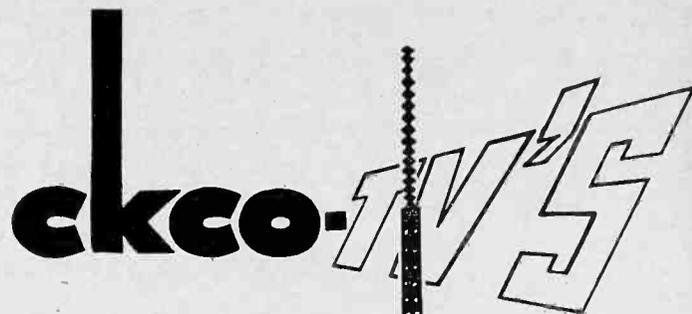
## TV SPOTS



Cinesound is equipped with the most modern facilities... is ready with the know-how, the showmanship and the advertising promotional grasp to take full charge of your TV commercials. Let's get together and talk about your television requirements.

## CINESOUND LIMITED

Producers of Motion Pictures - Sound Slidefilms  
Films for TV  
Howard Fletcher - Executive Producer  
553 ROGERS ROAD - TORONTO - RO. 2-7338



## Christmas Gift



A Central and Western Ontario Market of 1½ million people with ¼ million TV sets and \$2 billion annual income... covered by CKCO-TV's new tall-tall tower - 2083 feet above sea level.

## ckco-TV channel 13 ONTARIO

Represented by: Jos. A. Hardy - Toronto, Montreal  
John N. Hunt & Associates - Vancouver

# 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.

## SPOT FIRES BY TV

TELEVISION cameras may soon replace fire-spotters in British Columbia's forests. The province's forest service officials are reported to be considering substituting a 24-hour TV eye in the look-out towers in place of human spotters.

The camera would revolve steadily through a full circle, relaying a picture back to Protection Headquarters. The compass bearings of the camera are shown on a screen. Should a smudge of smoke appear, the cameras concerned are stopped remotely, the bearings taken and the exact position of the blaze is located in seconds by a simple fix.

Instead of miles of coaxial cable connecting the cameras with receiver sets, a microwave beam, which will not be subject to damage from falling trees, wind, ice or fire, will be used. The only snag is that a microwave beam must operate in line of sight.

## CGE ANNOUNCES MICROWAVE

CANADIAN General Electric Company has announced the signing of a contract with the Bell Telephone Company of Canada for the installation of microwave horn antennas and waveguides at the 39 relay points between Uxbridge, 35 miles North-east of Toronto, and Lake of Two Mountains on the Manitoba border.

Bell is building the relay stations, part of the trans-continental microwave radio relay system which will provide for coast-to-coast television programs and additional telephone circuits. The whole network is scheduled for completion early in 1958.

## CBC NETWORK STATIONS (TELEVISION)

### ATLANTIC REGION

CBHT	Halifax, N.S.
CJCB-TV	Sydney, N.S.
CKCW-TV	Moncton, N.B.
CHSJ-TV	Saint John, N.B.
CJON-TV	St. John's, Nfld.
**CFCY-TV	Charlottetown, P.E.I.

### MID-EASTERN REGION

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

### PRAIRIE REGION

CBWT	Winnipeg, Man.
CKX-TV	Brandon, Man.
CKCK-TV	Regina, Sask.
CFQC-TV	Saskatoon, Sask.
CHCT-TV	Calgary, Alta.
CFRN-TV	Edmonton, Alta.
CJLH-TV	Lethbridge, Alta.

### PACIFIC REGION

CBUT	Vancouver, B.C.
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### QUEBEC REGION (French)

*CBFT	Montreal, Que.
*CFCM-TV	Quebec, Que.
CJBR-TV	Rimouski, Que.
CBOFT	Ottawa, Ont.
CKRS-TV	Jonquière, Que.
**CHLT-TV	Sherbrooke, Que.

\*Indicates stations on the Microwave Link.

\*\*Under construction.

## A WINNER



In a recent CHCH-TV contest to determine total population in the primary coverage area (A & B Contours), the winner was Mr. R. L. Johnston, manager and advertising director of Acousticon Dictograph, Toronto. He is shown receiving his \$1,000.00 cheque from station Commercial Manager, J. R. Peters.

**2,151,778**

(SOURCE: ELLIOTT-HAYNES LTD.)

PEOPLE WITHIN OUR PRIMARY COVERAGE AREA REPRESENTING

**437,404**

TV HOMES



**CHCH-TV**  
HAMILTON Channel 11

REPS—IN CANADA, ALL-CANADA TELEVISION  
IN U.S.A., ADAM J. YOUNG INCORPORATED



Merry Christmas  
from Everybody  
at

CHANNEL 8

**CFQC-TV**



# STATION and PERSONNEL REGISTER (Television)

## KEY

- |                             |                        |                             |
|-----------------------------|------------------------|-----------------------------|
| 1. Owner or Company name    | 10. News Director      | 19. Chief Operator          |
| 2. President (if a company) | 11. Sports Director    | 20. Director of Engineering |
| 3. General Manager          | 12. Women's Director   | 21. Toronto Reps            |
| 4. Assistant Manager        | 13. Farm Director      | 22. Montreal Reps           |
| 5. Operations Manager       | 14. Promotion Director | 23. Winnipeg Reps           |
| 6. Commercial Manager       | 15. Traffic Manager    | 24. Vancouver Reps          |
| 7. Production Supervisor    | 16. Art Director       | 25. U.S. Reps               |
| 8. Program Manager          | 17. Copy Chief         |                             |
| 9. Music Director           | 18. Film Editor        |                             |

## BRITISH COLUMBIA

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

## ALBERTA

**CHCT-TV, CALGARY:** 100 kw. Video; 50 kw. Audio on Channel 2. CBC Kine. (1) Calgary Television Ltd. — (2) Gordon Love — (3) Herbert S. Stewart — (5) Richard Carson — (7) Ted Bissland — (10 & 11) Ed Whalen — (12) Mrs. Ellen Reddin & Mrs. Margaret Arnold — (14) Robert Nystdet — (15) Margaret Waldie — (16) Leslie Funtek — (17) Rennie Palmer — (18) Walter Petriego — (20) Lee Crawley — (21 to 24) All-Canada Television — (25) Weed Television.

**CFRN-TV, EDMONTON:** 27.4 kw. Video; 13.7 kw. Audio on Channel 3. CBC Kine. (1) Sunwapta Broadcasting Co. Ltd. — (2 & 3) G. R. A. Rice — (5) Sid Lancaster — (6) Bruce Alloway — (7) Sid Lancaster — (10) Don Brinton — (11) Al Shaver — (12) Lillian Vigrass — (14) Isobel McDonald — (15) Vera Batrak — (16) Frank Harris — (17) Eric Candy — (18) Keith Neale — (19) Ted Watson — (20) Frank Makepeace — (21 to 23) Radio Representatives Ltd. — (24) John N. Hunt — (25) Canadian Station Representatives Ltd. (Harlan G. Oakes in San Francisco & Los Angeles).

**CJLH-TV, LETHBRIDGE:** 181.5 kw. Video; 75.9 kw. Audio on Channel 7. CBC Kine. (1) Lethbridge Television Ltd. — (2) Hugh P. Buchanan — (3) Norman Botterill — (6) Doug Keough — (7) Bob Ranson (Technical Director, Bob Reagh)—(13) Omar Broughton — (15) Mrs. Jean Carter — (16) Ted Godwin — (18) Mrs. Sylvia Ayers — (21 to 24) All-Canada Television — (25) Weed Television.

## SASKATCHEWAN

**CKCK-TV, REGINA:** 19 kw. Video; 10 kw. Audio on Channel 2. CBC Kine. (1) Trans-Canada Communications Ltd. — (2) Clifford Sifton — (3) Harold Crittenden — (6) Lloyd Westmoreland — (7) Larry Glover — (10) James McLeod — (11) Lloyd Saunders — (14) Bill Rees — (15) Mrs. Betty Bond — (16) Joe Soehn (Photography Director, Victor Bull)—(17) Shirley Stevens—(18) Gordon Grant — (20) Ernest Strong — (21 to 24) All-Canada Television — (25) Weed Television.

**CFQC-TV, SASKATOON:** 100 kw. Video; 60 kw. Audio on Channel 8. CBC, NBC & ABC. (1) A. A. Murphy & Sons Ltd. — (2) A. A. Murphy — (3) G. Blair Nelson — (4) Vernon Dallin — (7) Walter Romanow — (10) Les Edwards — (11) Ted Bowles — (14) Mrs. Joyce Webb — (15) Mrs. Evelyn Bergsteinson — (18) Les Browne — (20) Lyn Hoskins — (21 to 23) Radio Representatives Ltd. — (24) John N. Hunt — (25) Canadian Station Representatives Ltd. (Harlan G. Oakes in San Francisco & Los Angeles).

## MANITOBA

**CKX-TV, BRANDON:** 19.3 kw. Video; 96.5 kw. Audio on Channel 5. CBC Kine. (1) Western Manitoba Broadcasters Ltd.—(2 & 3) John B. Craig — (4) Eric Davies — (6) Archie Olson — (7 & 8) Doug Lee — (10) Jim Struthers — (11) Ken Milton — (14 & 15) Mrs. Betty Murphy — (16) Mrs. Anne Smith — (17) Mrs. Betty Murphy — (18) Harold Pullaw — (19) G. Schmitt — (20) E. Humphrey Davies — (21 to 24) All-Canada Television.

**CBWT, WINNIPEG:** 56.2 kw. Video; 33.7 kw. Audio on Channel 4. CBC Kine. Owned and operated by the Canadian Broadcasting Corporation.

## ONTARIO

**CKVR-TV, BARRIE:** 14 kw. Video; 7 kw. Audio on Channel 3. CBC Microwave. (1) Ralph Snelgrove Television Ltd. — (2 & 3) Ralph T. Snelgrove — (6) Chas. Tierney — (7) Claude Baikie — (8) Ev Smith — (10) Bill Harrington — (14) Chas. Tierney — (15) Claude Baikie — (16) Frank Fog — (18) Mary Ellen Young — (19) Jerry Hancock — (20) Jack Mattenley — (21 & 22) Paul Mulvihill & Co. Ltd. — (24) John N. Hunt — (25) Canadian Station Representatives Ltd.

**CHCH-TV, HAMILTON:** 100 kw. Video; 60 kw. Audio on Channel 11. CBC Microwave. (1) Niagara Television Ltd. — (2 & 3) Ken Soble — (4) Syd Bibby — (6) Ray Peters — (7) Ray Arsenault — (8) Jim Purvis — (9) Tony Zlater — (10) Dave Rogers — (11) Daryl Wells — (12) Teddy Forman — (14) Stafford Habberfield — (15) Lloyd Colthorpe — (16) Bill Garnett — (17) Sybil Marshall — (18) Doug Gale — (19) Hugh Potter — (20) Bill Jaynes — (21 to 24) All-Canada Television — (25) Canadian Station Representatives Ltd.

**CKWS-TV, KINGSTON:** 257 kw. Video; 160 kw. Audio on Channel 11. CBC Microwave. (1) Frontenac Broadcasting Co. Ltd. — (2) Sen. W. R. Davies — (3) Roy W. Hofstetter — (6) Harry Edgar — (7) Bill Luxton — (8) James R. Chorley — (10) Harvey Tate — (11) Bill Luxton — (12) Rita Cuthbertson — (15) Marion Fleming — (18) Mrs. Lois Scrutton — (19) Gordon Backus — (20) Bert Cobb — (21 to 24) All-Canada Television — (25) Weed Television.

**CKCO-TV, KITCHENER:** 54 kw. Video; 29 kw. Audio on Channel 13. CBC Microwave. (1) Central Ontario Television Ltd. — (2) Carl Pollock — (3) Gene Fitzgibbons — (5) Bill McGregor — (7) Bruce Lawson — (8) Don Martz — (9) Joe Carlo — (10) Alan Hodge — (11) Tom Rafferty — (12) Mrs. Elaine Cole — (13 & 14) Jack Lanthier — (15) Frank Arsenault — (16) George Tauchman — (17) Bill Whiting — (18) Earl Creighton-Kelly — (20) Alexander G. Day — (21 & 22) Hardy TV — (24) John N. Hunt — (25) Weed Television.

**CFPL-TV, LONDON:** 117 kw. Video; 59.6 kw. Audio on Channel 10. CBC Microwave. (1) London Free Press Printing Co. Ltd. — (2) Walter J. Blackburn — (3) Murray T. Brown — (4) Robert A. Reinhart — (6) Cliff Wingrove — (7) Kevin Knight — (10) Ron Laidlaw — (11) Ward Cornell — (12) Mrs. Mary Ashwell — (13) Roy Jewell — (14) Cliff Wingrove — (15) Doris Kantrovic — (16) Dick Hartley — (17) Tom Bird — (18) Beatrice Kurp — (19) Dale Duffield — (20) Glen Robitaille — (21 to 24) All-Canada Television — (25) Weed Television.

**CKGN-TV, NORTH BAY:** 51.5 kw. Video; 25.7 kw. Audio on Channel 10. CBC Kine. (1) Tel-Ad Company Ltd. — (3) Russ J. Eastcott — (21 & 22) Paul Mulvihill & Co. Ltd. — (24) John N. Hunt.

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

**CBOFT, OTTAWA:** 31 kw. Video; 17 kw. Audio on Channel 10. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CHEX-TV, PETERBOROUGH:** 102 kw. Video; 61.2 kw. Audio on Channel 12. CBC Microwave. (1) Kawartha Broadcasting Co. Ltd. — (2) Sen. R. Davies — (3) Don Lawrie — (6) Doug Manning — (7) Bill Straiton — (10) Gord Shale — (11) Lloyd McQuiggan — (12) Marie Callaghan — (15) Beverley Young — (16) R. Wilson — (18) Robert Kinsman — (19) J. Frappier — (20) Bert Crump — (21 to 24) All-Canada Television — (25) Weed Television.

**CFPA-TV, PORT ARTHUR:** 5.1 kw. Video; 2.5 kw. Audio on Channel 2. CBC Kine. (1) Ralph Parker Ltd. — (2 & 3) Ralph H. Parker — (21 to 24) All-Canada Television — (25) Weed Television.

**CJIC-TV, SAULT STE. MARIE:** 5.1 kw. Video; 2.6 kw. Audio on Channel 2. CBC Kine. (1) Hyland Radio-TV Limited — (2 & 3) J. G. Hyland — (5) Russ Ramsay — (6) Gene Plouffe — (7 & 8) Sam Pitt — (10) Lionel McAuley — (11) Russ Ramsay — (12) Illona Knutsen — (14) Doug McGowan — (15) Rita McLeod — (16) Murray McGilliveray — (17) Mrs. Helen O'Connor — (18) Mary DeCourcy — (19) John Foster — (20) David Irwin — (21 to 24) All-Canada Television — (25) Weed Television.

**CKSO-TV, SUDBURY:** 2 kw. Video; 1.2 kw. Audio on Channel 5. CBC Kine. (1) CKSO Radio Limited — (2) George M. Miller, Q.C. — (3) Wilf Woodill — (4) James A. Boyd — (6) Frank Paterson — (7) Peter Scott — (8) James A. Boyd — (10) Robert Evans — (11) David Patrick — (12) Trudy Manchester — (14) Helen Rutka — (15) Betty Sellars — (16) Jeff DeGroot — (17) Phyllis Mawdsley — (18) John O'Grady — (19) Albert Karppi — (20) James McRae — (21 to 24) All-Canada Television — (25) Weed Television.

**CFCL-TV, TIMMINS:** (On the air June, 1956) 18.5 kw. Video; 9.25 kw. Audio on Channel 6. CBC Kine. (1) J. Conrad Lavigne — (2) J. Conrad Lavigne — (3) René Barrette — (5) Jean de Villiers — (17) Yves Langevin — (20) Roch Demers — (21 & 22) Omer Renaud & Co. — (25) J. H. McGillvra.

**CBLT, TORONTO:** 25.65 kw. Video; 12.75 kw. Audio on Channel 9. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

**CKLW-TV, WINDSOR:** 325 kw. Video; 180 kw. Audio on Channel 9. CBC Microwave & Dumont. (1) Western Ontario Broadcasting Co. Ltd. — (2 & 3) J. E. Campeau — (5) S. Campbell Ritchie — (6) Robert J. Johnston — (7) Chas. Brodhead — (9) Wally Townsend — (10) Austin Grant — (11) Art Laing — (12) Mrs. Myrtle Labbitt — (13) Austin Grant — (14) Giles McMahon — (15) Bruce Chick — (16) Charles Knight — (18) Arthur MacColl — (19) Stewart Clark — (20) Wm. J. Carter—(21 to 24) All-Canada Television—(25) Canadian Station Representatives Ltd.

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*Jerry Solway*

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(Continued from page 49)

**CKNX-TV, WINGHAM:** 20 kw. Video; 12 kw. Audio on Channel 8. CBC Microwave. (1) Radio Station CKNX Ltd. — (2 & 3) W. T. Cruickshank (Station Manager, G. W. Cruickshank) — (6) Vin Dittmer — (8) Don Hildebrand — (9) Johnny Brent — (10) John Strong — (11) Ed Blake — (12) Margaret Brophy — (13) Bob Carbert — (15) Mary Louise Flach — (16) Gerard Van Duyn — (17) Dick Ballentine — (18) Harold Swatridge — (19) Bill Harris — (20) Scott Reid — (21 to 24) All-Canada Television — (25) Canadian Station Representatives Ltd.

**QUEBEC**

**CKRS-TV, JONQUIERE:** 20 kw. Video; 10 kw. Audio on Channel 12. CBC Kine. (1) Radio Saguenay Ltée — (2) Henri LePage — (3) Tom Burham — (4) Jean Marie Dugas — (6) Tom Burham — (7) Paul J. Audette — (20) Gérard Lemieux — (21 & 22) Hardy TV — (25) Canadian Station Representatives Ltd.

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

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

**CFCM-TV, QUEBEC:** 1.27 kw. Video; 635 kw. Audio on Channel 4. CBC Microwave & CBS. (1) Télévision de Québec Canada Ltée — (2) Gaston Prate — (3) Ernest W. Miller — (6) Arthur Fitzgibbons — (8) Jacques Fil-

1. Owner or Company name  
2. President (if a company)  
3. General Manager  
4. Assistant Manager  
5. Operations Manager  
6. Commercial Manager  
7. Production Supervisor  
8. Program Manager  
9. Music Director

**KEY**

10. News Director  
11. Sports Director  
12. Women's Director  
13. Farm Director  
14. Promotion Director  
15. Traffic Manager  
16. Art Director  
17. Copy Chief  
18. Film Editor

19. Chief Operator  
20. Director of Engineering  
21. Toronto Reps  
22. Montreal Reps  
23. Winnipeg Reps  
24. Vancouver Reps  
25. U.S. Reps

teau — (10) J. P. Béguin — (11) Richard Garneau — (12) Charlotte Fortin — (14) Hélène Roberge — (15) F. Cochrane — (16) M. Labadie — (17) E. Hicks — (18) G. Ross — (19) Albert Duberger — (20) Marcel Chabot — (21 & 22) Hardy TV — (24) John N. Hunt. — (25) Weed Television.

**CJBR-TV, RIMOUSKI:** 60.6 kw. Video; 34.5 kw. Audio on Channel 3. CBC Kine. (1) La Radio du Bas St. Laurent Inc. — (2) Jacques Brillant — (3) André Lecomte — (4) François Raymond — (6) Rosario Levesque — (7) Pierre Bruneau — (8) François Raymond — (9) Paul Ratté — (10) Sandy Burgess — (11) Claude Pearson — (12) Angele Landry — (14) Sandy Burgess — (15) Paul Ratté — (16) Georges Mercier — (17) Sandy Burgess — (18) Paul Ratté — (19) Marcel Vallée — (20) Réal Therrien — (21 to 24) Horace N. Stovin & Co. Ltd. — (25) Canadian Station Representatives Ltd.

**CHLT-TV, SHERBROOKE:** 17.3 kw. Video; 8.8 kw. Audio on Channel 7. CBC Kine — (3) A. A. Gauthier — (21 & 22) Hardy TV — (25) Canadian Station Representatives Ltd.

**NEW BRUNSWICK**

**CKCW-TV, MONCTON:** 5 kw. Video; 2 kw. Audio on Channel 2. CBC Kine. (1) Moncton Broad-

casting Ltd. — (2 & 3) Fred A. Lynds — (4) Hubert Button — (6) Don O'Hanley — (7) Hubert Button — (8) Joe Irvine — (9) Jack Armstrong — (10) Bill Hutton — (11) Earle Ross — (12) Mrs. Arlene Holder — (14) Barbara Parsons — (15) Marie Carroll — (16) Stan Morton — (18) Helen Savage — (20) Arnold Brewster — (21 to 24) Horace N. Stovin & Co. — (25) Canadian Station Representatives Ltd.

**CHSJ-TV, SAINT JOHN:** 100 kw. Video; 50 kw. Audio on Channel 4. CBC Kine. (1) New Brunswick Broadcasting Co. Ltd. — (2) T. F. Drummie — (3) George A. Cromwell — (7) William Stewart — (10) Dennis Townsend — (11) Fred Blizzard — (12) Jene Wood — (14) Mary Nagle — (15) Fred Blizzard — (16) Jim Stackhouse — (17) Nora Goodine — (18) Guy Ferguson — (19) J. Gerard Gormley — (20) John G. Bishop — (21 to 24) All-Canada Television — (22) Weed Television.

**NOVA SCOTIA**

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

**CJCB-TV, SYDNEY:** 180 kw. Video; 108 kw. Audio on Channel 4. CBC Kine. (1) Cape Breton

Broadcasters Ltd. — (2 & 3) J. Marvin Nathanson — (5) Ron Nyma — (6) Mrs. Tena MacQuarrie — (7) Joseph MacVicar — (8) Mrs. Tena MacQuarrie — (9) Norris L. Nathanson — (12) Ann Terry — (14) Muriel MacLean — (15) Mrs. Mary Millard — (16) Lloyd MacInnis — (17) Doug Clarke — (18) Ron Demers — (19) Edward Bowles — (20) Robert J. Norton — (21 to 24) All-Canada Television — (25) Weed Television.

**PRINCE EDWARD ISLAND**

**CFCY-TV, CHARLOTTETOWN:** (On the air approx. May, 1956) 79 kw. Video; 39 kw. Audio on Channel 13. CBC Kine. (1) Island Radio Broadcasting Co. Ltd. — (2) Mrs. Keith S. Rogers — (3) Bob Large (Technical Supervisor, Lorne Finley) — (6) Bob Large — (10) A. S. Dickson — (11) Loman McAulay — (12) Jane Weldon — (13) Ches Cooper — (14) M. E. Large — (15) Wanda McMillan — (21 to 24) All-Canada Television — (25) Weed Television.

**NEWFOUNDLAND**

**CJON-TV, ST. JOHN'S:** 37 kw. Video; 18 kw. Audio on Channel 6. CBC Kine. (1) Newfoundland Broadcasting Co. Ltd. — (2) Geoffrey Stirling — (3) Don Jamieson — (6) Jim McGrath — (7) Don Jamieson — (8) Jim Regan — (9) Charles Lang — (10) Bren Walsh — (11) Bill Callahan — (12) Mrs. Muriel McKay — (13) Jack White — (14) Mrs. Cathy Brodie — (16) Chris Hope — (17) Sheliah McGrath — (18) Fraser Clouter — (19) Len Walsh — (20) Oscar Hierlihey — (21 to 24) All-Canada Television — (25) Weed Television.

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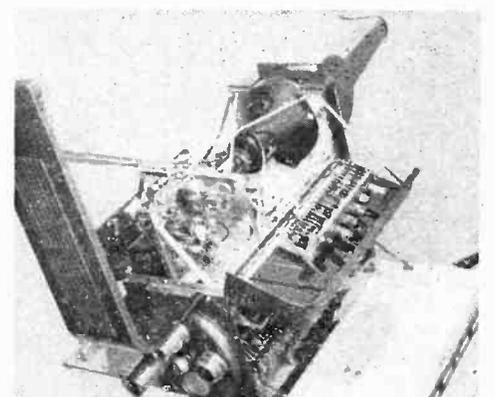
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Type TK-11A**



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# have a jolly Christmas



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

- Geo. Stein*
- W. A. Rickerberg*
- George Hellman*
- Walt Kennerly*
- John Robertson*
- John Hellman*
- Mary Brown*
- Sandy Latta*
- Robt P. Alvis*
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- Mary Brown*
- Sandy Latta*
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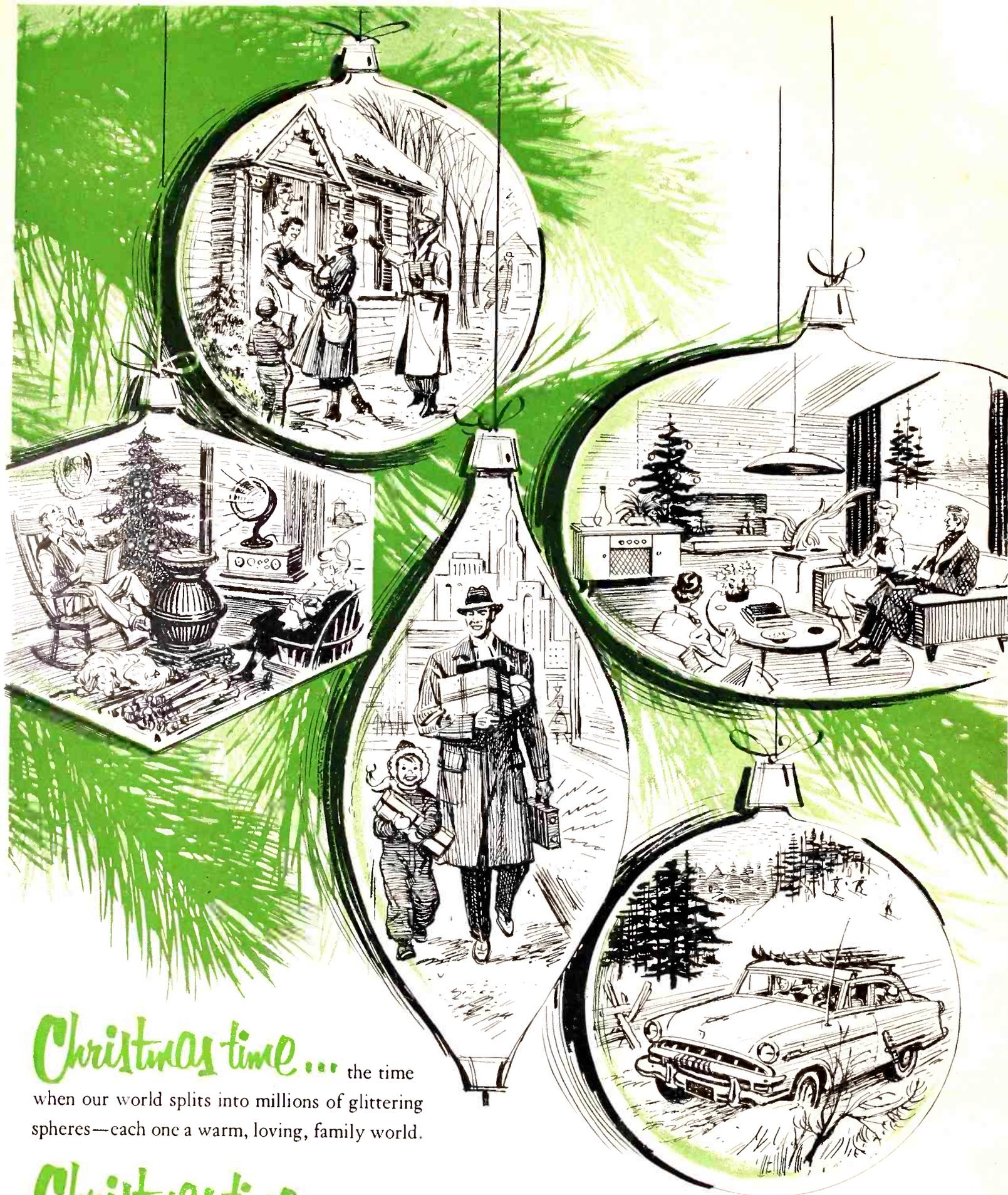


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*Christmas time...* the time when our world splits into millions of glittering spheres—each one a warm, loving, family world.

*Christmas time...* the time when CFRB wishes you and yours all the bounties and joys of life. May your hopes be fulfilled and your future be bright.

*Merry Christmas... CFRB*

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