

For Distinguished Service
To Radio and Television Broadcasting
in 1956

Canadian
BROADCASTER & TELESREEN

presents this



Broadcasting Station

CH



Picture of a woman buying a rug

THIS WOMAN is deciding upon the colour of her new rug. Two minutes ago, she selected the store where she would buy it . . . a radio voice she knows and trusts helped her decide. Radio "salesmen" are invited into 97.1%* of Ontario homes and chalk up an impressive total of sales.

CFRB is a *super salesman* because CFRB is Canada's most powerful independent radio station . . . reaches "the spending third" of Canada's population, where 84% of Ontario's retail sales are made.**

*Based on BBI Radio Homes figures.

**Based on Sales Management's Survey of Buying Power, Canadian Edition, May 1956.

Let CFRB help you increase your share of more than 4 billion dollar retail sales recorded annually in its listening area.**

RADIO REACHES YOU EVERYWHERE

CFRB

TORONTO

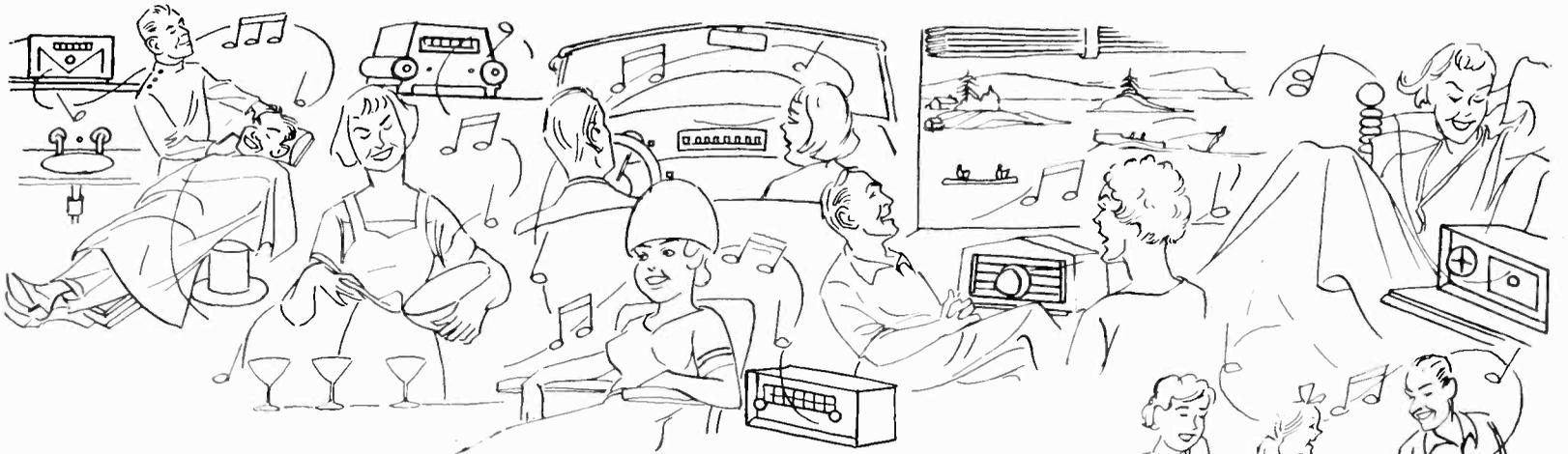
REPRESENTATIVES:

Canada:
All-Canada Radio Facilities Limited

United States:
Canadian Station Representatives Ltd.

50,000 watts

1010 on your dial



**Wherever you go ...
there's Radio!**

RADIO AND THE BIG THREE

In considering any advertising medium, three things are of vital importance. These are its coverage, cost and flexibility.

Radio has coverage — 97% of Canada's homes. Radio's low cost makes it the most economical of all the mass media. Radio has flexibility — allowing an advertiser to use it in different ways to reach different people at different times of the night and day.

Yes, with Radio you get the Big Three. It has them all — and more too.

Ask your advertising agency, local Radio station or BAB to show you how Radio can be tailored to your advertising needs. Do it now!

Reach Them All

With Radio - - The Sound Medium

BROADCAST ADVERTISING BUREAU
Radio Division

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Phone WA. 2-0502

The Broadcast Advertising Bureau-Radio Division, promotes exclusively the use and sale of Radio as an advertising medium and is a division of The Canadian Association of Radio and Television Broadcasters.



EIGHT STATIONS WIN BEAVER AWARDS

THE shadow of Canada's national animal, which is obscuring the names on the plaque on our front cover, moves aside and the names of the stations which have been awarded Canadian Broadcaster & Telescreen's Beaver Awards for Distinguished Service to Canadian Broadcasting in 1956 are disclosed.

This year there are eight awards won by five radio stations, one radio and television station combined, one television station and one network.

Winners have been chosen by a board of independent judges from the forty stories and articles reprinted in our March 21 issue from the twenty-four issues of this paper published in 1956.

The winners in order of standing are as follows:

CKSO-Radio and CKSO-TV, Sudbury, Ont. — for their activities in community affairs, especially the establishment of an editorial policy, under Robert Evans. This played a big part in inducing the Province of Ontario to investigate and take action upon the many problems common to the municipalities which make up the Sudbury area.

(Reported February 2, 1956)

THE DOMINION NETWORK of the Canadian Broadcasting Corporation — for devising and producing the program *Assignment*. This program, produced by Harry J. Boyle, enlists the co-operative resources of all the fifty private stations of which the network is comprised, as well as the BBC, the CBC and the American networks.

(Reported December 6, 1956)

RADIO STATION CHED, Edmonton, Alberta — for its stimulation of constructive thinking about the church through its weekly program, *In the Pastor's Study*, produced by Jerry Forbes, in which a panel of clergymen discusses various phases of religious thought and practice.

(Reported May 3, 1956)

RADIO STATION CFRB, Toronto, Ont. — for its work, in conjunction with the "Toronto Telegram" in providing young people with an opportunity to express themselves over the air in the program *Youth in Action*, produced by the youngsters themselves under the guiding hand of Producer Wishart Campbell.

(Reported June 7, 1956)

RADIO STATION CJBQ, Belleville, Ont. — for its week-long promotion of the Bay of Quinte district dairy industry, the purpose of which was to create greater interest and understanding between the farmer, the distributor and the consumer.

(Reported August 2, 1956)

STATION CKCK-TV, Regina, Saskatchewan — for their production and presentation of a film depicting life in prison, designed to publicize the rehabilitation program conducted by the Saskatchewan Provincial Jail.

(Reported June 2, 1956)

RADIO STATION CHML, Hamilton, Ont. — for their program *At Home with Lew Roach*, broadcast by a victim of paralysis from his wheel chair to encourage and inspire other handicapped people.

(Reported December 20, 1956)

RADIO STATION CFAC, Calgary, Alta. — for their initiative and originality in promoting *Ipana Week in Calgary*, by enlisting the co-operation of school, church and other community groups.

(Reported April 5, 1956)

THE BOARD OF JUDGES

Four of the five judges have now completed four successive years of adjudicating the Beaver Awards. These are Mart Kenney, well-known orchestra leader whose "Western Gentlemen" carried off one of the early Beavers for their "distinguished service" in 1944; C. W. (Bill) Wright, one-time station representative, now operating his own office as a speech and sales consultant; Dr. Robey Kidd, director of the Canadian Association for Adult Education; and Carson Buchanan, retired manager of radio station CHAB, Moose Jaw.

It was with regret that we have to report the resignation of the fifth member of the board, Byrne Hope Sanders, who has contributed greatly to the impartial thought and consideration which gives respect and status to the awards. We are sure that her preoccupation as vice-president of the Gruneau Research Ltd., which is our loss, will be to the advantage of the other phases of the advertising business to which she is lending her talents.

In the place of Miss Sanders we welcome a new member in the person of Claire Wallace. Claire, who is an old friend of everyone connected with broadcasting and newspaper business, is now operating her own travel agency. She won a Beaver Award for her accomplishments with her women's program in 1945 and we find that her knowledge of both these media makes her a valuable addition to the board.

NO HOLDS BARRED

Beaver Award judges work independently of each other. They read the "Beaver Nominations" as selected by the CB & T staff, decide how many of them, up to twelve, are worthy of consideration and then designate which one stands first, second and so forth. A point system makes tabulation and choice of winners a matter of simple arithmetic.

In the course of reading and considering the nominations, the judges naturally form opinions on both the all-over impression they receive from the articles they read and also from the individual entries. Here are some of the opinions they have expressed:

ROBEY KIDD: "I found this crop of entries harder to evaluate than during the past years. There seemed to be more programs that deserved a second or third look . . . I have the impression that radio producers are working with more confidence; that

they are over the depression of will brought on in the wake of television; that they really believe that radio is here to stay.

"About television I am not so sure. When I visit television stations, I think I see signs that most of us are over the first shock of dealing with this fabulous, expensive new toy and are gaining both confidence and craftsmanship. But at least among the programs described here, this more assured vigorous approach is not too much in evidence. Perhaps it will be more apparent next year."

MART KENNEY: "Obviously one objective of a private station must be to sell goods and services, but as a prerequisite, a station must be popular and respected as a valuable asset to its community. Many are doing quite a good job but are not availing themselves of a wonderful opportunity to tell their story through articles in CB & T. If advertising is good for their clients, it is reasonable to assume such promotion cannot be overlooked by the stations either.

"In searching carefully through your articles for proposed Beaver Awards, I am personally looking for bold, imaginative but practical efforts to entertain, inform or be of service, on a sustained basis.

"This year, the program *Assignment* seems to show what imagination and co-operation can achieve. It might point the way to what a production department of the CARTB could accomplish in the creation of good Canadian radio and TV programs by the co-operation of all privately-owned stations concerned. This could place them in much better light before the public at large and any future investigating committees.

"Talent of all kinds, from almost every town and city in Canada, can be found in the major production centres. By next year let's see the private broadcasters take hold of the challenge of our times."

CLAIRE WALLACE: I think the general tone of what radio and TV are doing, as indicated by these articles, in sales, good work, public service is all very encouraging. Also I feel very strongly that there is too much emphasis on prison stuff. In this the stations are striving for

something sensational to gain listener or viewer interest. I am very much against the prisoners being dragged into helping raise funds for children's work, etc. Don't let us heroize them. The only article that has merit along this line is the one which will help the men inside the prison with their problems, while not glamorizing the situation."

CARSON BUCHANAN: "I respectfully suggest that too many of the nominations for Beaver Awards are based on isolated efforts, gimmicks and synthetic, insincere enthusiasm and that you and your paper would be doing a helpful service to the radio and TV media by planning your next year's Beaver Awards more on real, sincere, effective and consistent public service and programming over the year.

"I am confident it would be found that the stations then winning the coveted Beaver Awards would be the stations who gave their sponsors the best value for money spent."

BILL WRIGHT: "Most of the entries were definitely of the public-service type and there was little emphasis on programming. Going through the nominations, it seemed to me that they all conformed with an established pattern. Next year I hope we can find at least one real genuine spark of programming originality."

CJAV RADIO
Port Alberni — B.C.

is the most!

over
90%
of the early
morning audience

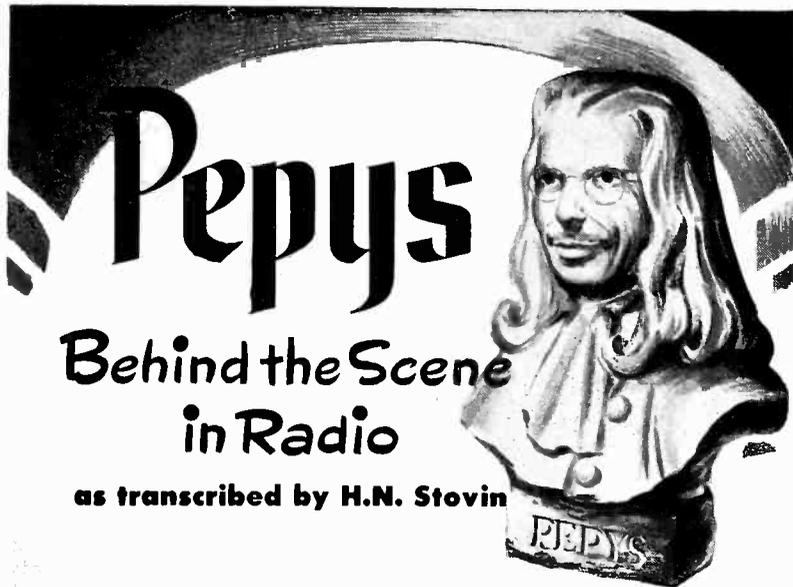
Contact

VANCOUVER John N. Hunt & Associates	TORONTO & MONTREAL Stephens & Towndrow
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U.S.A.
Donald Cooke

• Elliott-Haynes





as transcribed by H.N. Stovin

To the Association of Canadian Advertisers, in Convention May 6, 7, and 8, Pepys does offer respectful salute, for that it has indeed served business well ● ● ● A.C.A. was founded in 1914 with but 16 members, it has today grown into a large group of responsible Canadian companies whose objectives are to promote the highest standards of advertising, and to make it a more effective tool of business and management — in which it does work harmoniously with the Canadian Association of Advertising Agencies ● ● ● Among its long list of Presidents are many of the best-known names in Canadian advertising, who have rendered devoted and unselfish service, among whom Pepys does with appreciation mention B. W. Keightley and Lee Frenholm — both of them now gone from us — but will not list the names of many other good friends for fear of omitting even one ● ● ● Nor does space permit of recording all their many milestones of achievement, but will highlight its strong leadership and support of the Audit Bureau of Circulations, (ABC), the Toronto Better Business Bureau (BBB), Traffic Audit Bureau (TAB), Canadian Circulations Audit Bureau (CCAB), Bureau of Broadcast Measurement (BBM), Canadian Advertising Research Foundation (CARF), and many other constructive actions in the interests of those who do merchandise goods and services in Canada ● ● ● Its newest project is the formation, with the C.A.A.A., of a Canadian Advertising Advisory Board, whose objective is to do a more effective job of identifying our industry with the public interest ● ● ● For all of which, Pepys does truly believe the A.C.A. should have the appreciation of business and public alike — to which end this respectful tribute is directed.

“A STOVIN STATION IS A PROVEN STATION”

HORACE N. STOVIN
& COMPANY VANCOUVER

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio and Television Stations

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

MEMBER OF RADIO AND TELEVISION STATION REPRESENTATIVES ASSOCIATIONS

AAB DOES SOME SOUL-SEARCHING



ELECTED DIRECTORS of the Atlantic Association of Broadcasters are, left to right, Tom Tonner, CKCW-Radio, Moncton (treasurer); Jack Lewis, CKEN-CFAB, Kentville-Windsor (vice president); J. Arthur Manning, CKCL, Truro (president); Geoff Stirling, CJON-Radio and CJON-TV, St. John's (secretary).

THE ESTABLISHMENT of a code of ethics and business practice -- with teeth to enforce it -- was suggested to the industry in a resolution passed by the Atlantic Association of Broadcasters at their convention at the Fort Cumberland Hotel, Amherst, N.S. last week. The suggestion will be handed to the CARTB directors in June.

The idea was born in the keynote address of Don Jamieson, vice-president of CJON, St. John's, Nfld., who devoted his efforts to a concentration of soul-searching and self-censure in the industry's name. In his talk, which will be fully covered in the next issue of this paper, he said that while the industry should not completely capitulate to the advocates of state ownership, it should, through its association, first aim at the removal of objectionable practices which justify criticism, and then refute those criticisms which are unjust.

SHIRT SLEEVES CONVENTION

When the association's president, John Hirtle of CKBW, Bridgewater, opened the meeting, he said this was to be a working meeting. Later the delegates indicated that they would prefer this kind of convention to the social variety.

Vern Dallin, of CFQC, Saskatoon, president of the CARTB, said that in the Fowler report, the broadcasters had scored two substantial victories. Whatever the reservations, it recommended the long-sought independent regulatory body and advocated the licensing of competitive TV stations. He hoped that both of these measures would be implemented by the government but urged the industry to try and "meet criticism with improvement".

REP-STATION RELATIONS

Four national sales representatives opened the first afternoon session with a panel, designed to increase understanding between stations and reps. The chairman was Gordon Ferris of Radio and Television Reps. He was supported by Bill Byles, Horace N. Stovin & Co., Paul Mulvihill, Paul Mulvihill & Co. Ltd. and Lorrie Potts, Lorrie Potts & Co.

While no definite conclusions were forthcoming, the general impression seemed to be:

(1) that it is poor policy for stations to by-pass their reps and write direct to advertisers;

(2) that delay by stations in sending out promotional material to reps often resulted in its being cold before it arrived;

(3) that failure to give prompt answers to requests for availabilities causes waste of money in phone calls and wires;

(4) that if a station does not feel it is getting a fair shake from an agency, it should go to the client but tell the agency first;

Many of the broadcasters felt that unpaid merchandising and promotion is out of all proportion to the revenue they get, but a resolution condemning the practice was thrown out, with the thought that it might be incorporated into the proposed code of ethics.

AN ORCHID FOR ALLARD

Fred Lynds, immediate past president of the CARTB, introduced the national association's executive vice-president, Jim Allard, by commending him for his "loyalty and devotion during the trying months of the Royal Commission". Allard replied with a factual report in which he enumerated a large number of financial and other advantages derived from the association by its member stations.

A free-for-all discussion period chaired by Finlay MacDonald of CJCH, Halifax, and Don Jamieson, will be reported in our next issue.

A panel of maritime agency men, chaired by Emerson Howard, manager of Imperial Advertising, Halifax, stressed the importance of audience statistics in the choice of stations.

Others on the panel were Charles Montle and Jim Regan, also of Imperial Advertising, Ted McMichael McMichael Advertising, Saint John and Dave Archibald, Archibald Associates Ltd. of the same city.

The annual banquet speaker was J. Clyde Nunn, M. L. A., who left radio two years ago to become minister of Labor and Public Welfare in the Nova Scotia government and has now gone back to manage CJFX, Antigonish. In his speech, Nunn urged the broadcasters to get back to the humanities and do a better job of programming.

G. N. MACKENZIE LIMITED HAS THE SHOWS

TORONTO • WINNIPEG • VANCOUVER

519 Jarvis St. • 171 McDermott • 804 Hornby

Canadian BROADCASTER & TELESCREEN

TWICE A MONTH

(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

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May 2nd, 1957

Advertising Is A Public Service

The title of this editorial is an untruth. Just plain advertising is *not* a public service. It has to be *good* advertising. But then advertising which is not a public service is not good advertising. So perhaps it might be said that good advertising must necessarily be a public service.

Advertising people love to bandy around high sounding phrases like creating a desire. This is undoubtedly a function of good advertising, or it may be. On the other hand, desires may be created which are far from good.

Advertising — good advertising that is — can be the most valuable form of public service there is. It can also be the complete opposite. It depends entirely on how the question is approached — upon what it really is that is being advertised.

On the face of it, the purpose of an advertiser, as well as the advertising agency and the advertising media he employs, is to sell more of his goods or services to more of the people. This is so obvious that you may wonder why we think it bears mentioning. The fact is though that we question whether this is really the case with advertising which can really be described as *good* advertising.

Advertising which is designed only to sell more goods to more people may approach its task with complete honesty. That is to say it may describe its wares with words and phrases which are nothing but the truth. It may be absolutely honest and above board when it says it won't shrink. But will it stretch? It may say it relieves certain aches and pains, but does it make it clear that it won't cure them? It may say that it is 99 per cent free of a harmful ingredient. But does it point out that competing brands are 98.9 per cent

free of it? Advertising may urge people to buy cars they cannot afford, buy medicine which won't help them; borrow money they don't need

All this is advertising and, as such, is part of the competitive system under which we live. It helps to keep up production and employment. It makes for wide spending from which the whole country derives benefit. But it cannot truthfully be described as public service, because its only object is to stimulate sales for the advertiser, irrespective of what other benefits may automatically accrue.

Advertising is only a public service in the true sense when its main function is to serve the public. And there is another bromide if we ever heard one. What we mean though is that the advertiser is really serving the public when he sells health instead of medicine; nutrition when he sells food; safe transportation when he sells automobiles; financial stability when he lends money; thrift when he sells banking services or insurance and cleanliness when he sells soap.

Obviously this kind of public service does *not* begin in the advertising department. It only ends there. It *has* to begin with management. Or what do you think?

Climb on the Bandwagon

Canadian Radio Week, May 5-11, is providing most businesses with a shot in the arm. Obviously the broadcasters are interested in centering attention on their medium just as the manufacturers are interested in selling more sets. Business in general though is going to reap the advantage of an even better reception of the broadcast medium which it uses so extensively to sell its goods.

ACA Convention

Royal York Hotel — May 6-8

• • Monday morning, May 6. ACA business meeting (closed).

Senior Executives Luncheon — Rhys M. Sale, Ford Motor Co. of Canada Ltd. — "Management Looks at the New Competitive Age"; W. O. Twaits, Imperial Oil Co. Ltd. — "Planned Marketing"; Dr. S. J. Levy, Social Research Inc., Chicago — "Changes in People's Living Habits".

Annual Dinner — G. E. Mosley, Seagram-Distillers Co., New York — "Advertising's Responsibility to the New Competitive Age".

• • Tuesday, May 7. Herbert Dougherty, Henry Morgan & Co. Ltd., Montreal — "A Department Store Looks at National Advertising"; T. G. McCormack, Dominion Stores Ltd. — "A Supermarket looks at Advertising" Philip Salisbury, Sales Management, New York — "Co-operative Advertising: Pro and Con".

Luncheon. Blair Fraser, MacLean's Magazine — "Four Shades of Red".

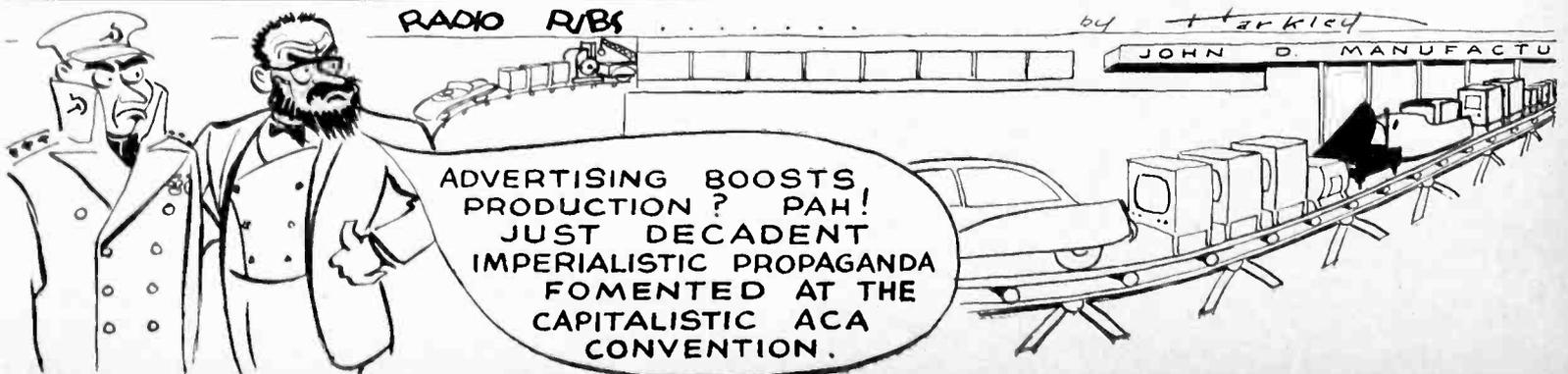
Afternoon. M. C. Pollock, Campbell Soup Company, Camden, N.J. — "Advertising Success Stories in This New Competitive Age"; W. G. Wood, Trans-Canada Air Lines — "How Advertising Contributed to the Growth of TCA"; K. D. Kerr, Dominion Electrohome Industries Ltd. — "How Advertising and Merchandising Techniques Paid Off with Hi-Fi"; L. S. Bickmore, National Biscuit Co., N.Y. — "How Advertising Structure Can Be Modernized to Meet New Market Conditions".

• • Wednesday, May 8. Yale University, Fortune Magazine and J. Walter Thompson Co. — "How Tomorrow's Advertising and Market Implications Affect Us Today"; J. B. McLaughlin, Kraft Foods Co., Chicago — "Advertising Agency Compensation"; G. C. Clarke, Standard Brands Ltd., Montreal — "How to Determine the Advertising Budget".

Gold Medal Luncheon. J. H. Goss, Canadian General Electric Co. Ltd. — "Where Are the Leaders For This New Competitive Age?".

Afternoon. Canadian Association of Advertising Agencies — "Color In This New Advertising Age".

Gold Medal Cocktail Party.



Merchandising Psychology

RADIO SELLS CANADA, FRIENDSHIP, AND QUALITY FOR DOMINION STORES

By BART GARDINER

CB & T Staff Writer

TEN YEARS AGO, a scattered handful of Dominion stores across Canada rang up a mere \$50 million in sales a year; averaged a scant 3,000 square feet of space per store; and stocked only 1,600 items. Today, with the era of supermarkets like fledgling, corner department stores and town-skirting plazas like miniature, drive-in Babylons, Dominion food marts now number upwards of 300, coast to coast; cash-register no less than \$220 million in sales yearly; cover as much as 40,000 square feet per store; and stock over 5,000 items.

And this is only what the supermarket boom did for Dominion, because most of the other big-time Canadian food chains have zoomed every bit as astronomically. Yet barely 15 years ago such a thing as a supermarket or plaza was practically unheard of from Prince Rupert to Gander Bay.

Asked what had brought on this sudden buggy-&-basket gold rush, Scott Feggans, advertising director and PR man for Dominion Stores Ltd., said, "More than anything else it was the sales psychology and advertising used by the new supermarkets themselves — including the use of broadcast media."

Of course there were other contributing factors as well, he added. A cross-Canada phenomenon like the supermarket-plaza doesn't suddenly sprout up overnight like twitch grass through sheer super-salesmanship alone. "It would be gross over-simplification," he said, "not to take into account other significant contributing causes like the dawn of the auto age; the current nation-wide trek to the cities and suburbs, the rising national income; the increasing size of the Canadian family; and the growth of night and family shopping, all of which has helped set the stage for the coming of the supermarket!"

"Even so", Mr. Feggans maintained "what helped the new supermarkets most to sell themselves was modern merchandising psychology." Much of this psychology went into top-notch service and shrewd disposition of goods within the supermarkets themselves. A great deal, too, however, was channeled into ambitious, outside-the-store advertising, which included the canny use of broadcast media. Merchandising methods like these, he pointed out, enabled Dominion Stores to open 28 new stores across Canada during last year alone and to schedule 60 more for the next three years.

RADIO STRESSES SLOGANS

"Dominion supermarkets" said Mr. Feggans, "now spend around \$2,600,000 a year on advertising and promotion and a large proportion of this goes into broadcasting". Aside from spasmodic radio spots pushing specific promotional campaigns like bonus brand contests, he explained, "most of our radio budget goes into regular morning programs stressing the three main Dominion slogans, 'Truly Canadian', 'More Friendly', and 'Everything Guaranteed'."

He said that these regular morning programs are staggered from 7 to 9 a.m. not only because the whole



THE FABULOUS FIFTIES are producing a new-style gold rush in the giant new supermarket industry. This typical Dominion Store mines most of its sales gold from shrewd disposition of wares along the shelves.

family is likely to be together at home then, but because, at that time, Dominion commercials can also follow the family's working members to their offices, via the car radio. The morning car-radio audience is, in fact, one of Dominion's most vital listening targets. Even its own 9,423 employees themselves, as they drive to work in the morning, are an important component-group in this audience. "At that hour", pointed out Mr. Feggans, "our employees are alert and morning-fresh and therefore are highly receptive to company pep-talk slogans for the day ahead."

From Halifax clear through to Victoria, the morning driver, whether he's a Dominion store employee or not, seldom escapes some form of the company's advertising regardless of where he is. If he hasn't a radio in his car, gigantic, red-lettered billboards scream at him to "Shop At Dominion" at practically every stop-light. Dominion radio broadcasts even follow Canadian drivers winter-vacationing in Florida by means of Dave Price's daily newscast over Florida stations. Dominion's huge parking areas, which sometimes accommodate more than a mile of bumper-to-bumper traffic, are an added enticement for the driver to buy at Dominion.

What's more, Dominion advertising hits travellers not driving cars at all. Huge "bus spectaculars" serve as mobile billboards, and every one of Toronto's crowded subway stations has a Dominion poster. In fact, so all-pervasive is Dominion's coast-to-coast promotional campaign that beginning with essay-writing contests for public-school children and after-school jobs for high-school kids, it ends up by reaching every section of Canada's population through broadcasting, newspaper ads, promotional circulars and even match boxes and shopping bags.

So far Dominion has only dabbled

in TV. Though some of the other big-time Canadian food chains, like Loblaws, sponsors of the *Guy Lombardo Show*, have already gone in heavily for TV advertising, Dominion has so far contented itself with reaching Hamilton, Windsor and London viewers via Adele Hunt's once-a-week cooking school over CHCH-TV, CFPL-TV and CKLW-TV. As Mr. Feggans puts it: "Unlike other chain stores, Dominion has not allowed 'TV-itis' to override its common sense. A poor time-slot and compulsory CBC network commitments could cause us to lose money for advertising we can, as yet, put across much more effectively on radio." Nevertheless, Mr. Feggans admits the tremendous potential of TV and predicts that Dominion will buy more TV time "as soon as we have found the perfect vehicle to fit and work for us".

But, after all, he added "distribution, not advertising is the job of Dominion Stores. It's not for us to create a demand for national brand products -- we leave that to the manufacturer. True, of course, Dominion likes to push its own brands, stressing the fact that they are 'Truly Canadian.' Last year the company purchased \$182,702,000 worth of food and allied products, mostly in Canada. This figure included \$4 million worth of salmon and sea foods from the waterways of British Columbia; \$40 million worth of meat, largely from Alberta cattle ranches and two million pounds of butter from our lush prairie grasslands.

ONUS ON MANUFACTURERS

Mr. Feggans went on to say that, besides giving advertising promotion to their own products, Dominion lets manufacturers of other national brands sold in the store do their own advertising. "True", he said, "we do capitalize indirectly on broadcast commercials sponsored by national-brand manufacturers." For

instance, he said, when a national-brand TV commercial comes out for children's cereals, cookies, chocolate drinks and candies -- often with the added lure of premiums -- Dominion supermarkets bait their lowest shelves with these products. Inevitably passing small-fry will reach out small, grubby hands and help themselves. Harrassed, shopping mothers usually capitulate rather than risk tears.

"However", Mr. Feggans pointed out, "we pay the manufacturers back ten-fold for making second-hand use of their commercials in this way. When national-brand advertisers have made a big impact on the public through a TV or radio commercial, certainly this means that we will probably have the product on our shelves in double-quick time. But we don't need to make special plans to do so. We let our customers take care of it. If they ask for the product advertised, our lightning-swift system of daily ordering sees to it that they get it, and pronto. In this way then, our supermarkets amply repay the manufacturer for making use of his advertising, because modern chain-store distribution has increased the efficiency of national-brand advertising by vastly shortening the chain reaction from the moment the broadcast impact is made to the moment the customer finds the product advertised available on our shelves."

THE CUSTOMER IS RIGHT

"What the customer wants, besides high-quality products with the brand-names he himself prefers, is high-quality supermarket service" Mr. Feggans said. This is where supermarkets' extramural advertising leaves off and inside-the-store merchandising psychology takes over. "In today's supers" said Mr. Feggans, "the rule is -- win an argument and lose a customer." In order to see that what the customer wants is right there under his hand, Dominion, like other super chains, has evolved its own set of do's and don'ts, dinned into the ears of employees under training, and aimed at making life for the customer as easy as possible.

Maintaining an adequate fleet of buggies and baskets right inside the door is one of the first do's on the list, for the customer must be spared any labor involved in toting his purchases from shelf to check-out.

Dominion combines modern self-service methods at the meat counter with the older, personal service and, in this way, carries out its aim of being all things to all customers.

At the produce counter, employees help a housewife select from the array of frozen foods and instruct them in their preparation. Research figures show that frozen foods made available to the public by supermarkets have cut the housewife's meal-preparing time, for a family of four, from 5½ hours to 1.6 hours per day.

Requests for information are another big do on the Dominion list. When a shopper asks "Where's the peas?" trained Dominion employees

are expected to conduct her right to the item.

Complaint adjustment is perhaps the most spectacular example of how far modern supers are willing to go to prove to the customer that he's 100 per cent right -- even if he's dead wrong. A customer whose complaints have been satisfied goes away a far more sold customer than if he had never complained at all.



Scott Feggans

The speed with which a complaint is rectified is another reason why customers keep coming back for more. "Each of our store managers", Feggans said, "is fully authorized to refund the cost of an item immediately -- even when the item wasn't purchased at Dominion in the first place." He mentioned the now-famous case of a woman who bought a 5-cent paper shopping bag at a downtown Vancouver Dominion store. She then proceeded to the liquor store next store, bought three bottles of liquor and placed them in the shopping bag. Out on the street, the paper handle of the bag gave way under the weight of the bottles and the lady's supply of firewater shattered on the sidewalk. Screaming imprecations, she stomped back into the Dominion store swearing vengeance. Without blinking an eyelid, the store manager refunded her the total cost of all three bottles of liquor. The moral of this particular story, Mr. Feggans added, is that now Dominion sells "the strongest-handled, blankety-blank shopping bag ever invented. An elephant couldn't break it" he said.

DISPLAYS MUST BE PLANNED

"Every square inch of Dominion shelf space is planned and constantly readjusted for psychological effect on the customers," Feggans continued.

This scientific placing of wares is one reason why Canadian supermarkets take more than half of every food dollar spent in Canada today. AMERICAN BUSINESS in a recent article, *Why Supermarkets are Booming*, claims that inter-chain supermarket competition forces staple-goods prices down so sharply that an efficient supermarket operates at a net profit of about only one per cent of its sales. Therefore it must make its profits on high-mark-up, luxury goods like candy, cookies, spices, gourmet items and all non-foods. This means that the customer must be exposed at every opportunity to these luxury items. That's why supermarkets rarely

make him stoop for luxury items -- only for staples, which bring practically no profit. What's more they place luxury items where they are bound to be seen as customers stoop for staples. They're also placed in *several* strategic places around the store whereas staples are confined to their own departments.

ACCENT ON IMPULSE

Impulse buying is the supermarket's goose-that-laid-the-golden-egg. The tremendous color, quantity, extent and accessibility of the multitude of supermarket goods arrayed on the shelves, together with the bright, fluorescent lighting, somewhat dazzles and hypnotizes the customer. His sales resistance lowers, and, like a child, he reaches for the glitteringly-packaged item that attracts him. This is known as impulse buying -- buying something mostly because it's right there under your nose, and because you're caught up in the "super market trance".

Psychological research has proven that there is such a thing, as supermarket trance, and that it happens to every shopper in a supermarket. The proof lies, for one thing, in the fact that for every single planned purchase a shopper makes, he makes seven unplanned, impulse purchases.

Another proof is the "blink rate" alertness tests conducted by the American research psychologist James M. Vicary.

Setting up a camera just inside the glass doors of a large supermarket, Vicary found that the average shopper, both male and female blinks his eyes at the rate of 32 times a minute *before* entering the supermarket. Once inside, however, and confronted with the Arabian-Nights display of heaped-up goods, his blink rate drops to a subnormal 14 times a minute, and he roams up and down the supermarket aisles with a fixed, glassy, unblinking look in his eyes. He has succumbed to the supermarket trance.

One amusing aftermath of the supermarket trance is that after the customer has buggied up and down the aisles, plucking goodies from the shelf as casually as a maiden plucking roses, he no sooner approaches the check-out point than his blink-rate shoots up from 14 to an alert 25 times a minute. What's more, at the sound of the cash-register bell, his eyelashes begin fluttering like a Geisha girl's fan at the alarming rate of 45 times a minute, 13 times a minute more than normally, as he becomes once again aware of the realities of life.

PACKAGE AND COLOR

"Package and color are the final salesman" Mr. Feggans pointed out. "People simply buy more when a thing is gaily packaged. After all taste is not an isolated sense," he said. "If a thing tastes better because it is appetizingly packaged, then it *does* taste better. If you blindfold a person and feed him purple potatoes, he'll be quite happy, but unblindfolded he'll gag."

Color, too, he said, has vital psychological effects on the customer's purse-string. "Each of our stores has to be studied individually before choosing the colors to be used in it. Light exposure, amount of wall space available and store layout are all qualifying factors. But by and large, the most successful colors are those following fashionable trends current in the home."

White, strangely enough, said Mr. Feggans, does not connote cleanliness and sanitation to the average person as much as unpleasant, hospital sterility. "Primrose yellow" he added "is the color most used today in our stores. It is a good background for food because it symbolizes all sorts of good, golden things like sunshine, butter, and bananas. Green is always sprinkled around meat in sprigs of parsley or green foil. This is because green creates an after-image of red in the eye and makes our meats look redder and more appetizing. For women shoppers, experts have found that turquoise, pink and yellow are the most effective selling colors, because they put women in a buying mood.

"However" said Mr. Feggans, "just because fancy, psychological merchandising methods like these tempt the customer into buying -- they only tempt him into buying what he *wants*. Smart store managers soon learn that the average shopper is a pretty shrewd individual who'll put up with what he *doesn't* want for only a very limited time.

"In the last analysis, shoppers buy from supermarkets not because they fall victims to any such things as 'the supermarket trance', but because they've learned that supermarkets are good places to shop. After all, shopping ease, pleasant surroundings, high quality and top-notch service are assets from the customer's as well as the store's point of view. What's more, the customer knows that broadcast advertising, which helps inform him of supermarket values, is governed by too strict a set of rules to lead him far astray from the truth."

POINTS OF SALE

THE SUMMER SEASON

is a

BUMPER SEASON

for these 6 STATIONS

which serve a bonus audience of lake and sea-shore holiday makers.

- 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
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



MORE POWER COVERAGE LISTENERS

SOON 5000 watts

The station that means more business for you

Representatives
TORONTO - MONTREAL
OMER RENAUD & Co
IN U.S.A.
WEED & CO.

CIKOV
QUEBEC CITY

It's Easy
to buy
SPOTS
from
POTTS

to say nothing of news,
programs and
participations.

- The INFORMATION you need is right there — in our files.

- AVAILABILITIES come in on a continuing basis.

- PROGRAM and FEATURE information is always available.

- LOCAL SUCCESS stories are our best testimonials.

- LATEST STATISTICS are yours for the asking.

●
**We Help Stations Sell
By Helping YOU Buy**

**Lorrie
Potts**
and Company

LORRIE POTTS
SCOTTY SHERIDAN
NEIL HENDERSON
TORONTO MONTREAL

RECORD RECIPES FOR THE BLIND



MRS. MORRELL tests a Betty Crocker cake by feel, to determine whether or not it is baked. This is done by inserting a toothpick into the cake and feeling whether or not it is moist. On the right is Margaret Oliver, manager of the Betty Crocker kitchens for Canada.

GENERAL MILLS (Canada), Ltd. in co-operation with the Canadian National Institute for the Blind, has produced a series of three 10" records of food recipes especially made for the blind or for those with partial sight, who receive them free of charge.

The discs were cut by Adelaide Hawley (there is no real Betty Crocker) at the Great Northern Record Manufacturing Co. in Minneapolis, Minn., and have no commercials whatever beyond the name of General Mills' household byword

"Betty Crocker".

The centre of each record says, in Braille, what the recipe is, and literature, also in Braille, which comes with the record describes the ingredients required, and the necessary equipment.

The recipes are spoken onto the records in such a way that the listener is not told to "bake until brown", but rather to "bake until biscuits feel crusty".

The free album has been advertised in the CNIB magazine since April, and already the supply of 200 sets in Canada has been exhausted, but more are on the way from the States. It is obtainable from either the CNIB in Toronto, or General Mills (Canada) Ltd., Rexdale, Ont.

**To Complete Your
Sales Planning in**

**B.C.'s
SECOND MARKET**

You must have "Victoria's
Most Listened to Station"

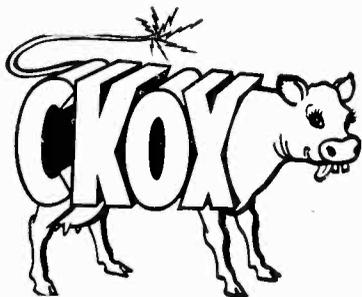
CKDA
1280 Kilocycles
VICTORIA, B.C.

Heads V & B Toronto

BRYAN VAUGHAN has been named director and manager of the Toronto office of Vickers & Benson Ltd.

Vaughan will be succeeded as president of Public & Industrial Relations Ltd. by Harold Freeman, and Gerald Brown has been appointed a director and Toronto manager of the public relations company.

The position filled by Vaughan was formerly non-existent. The duties involved were carried out by two founders of the firm.



WOODSTOCK, ONTARIO

Serving the heart of
Canada's rich Dairyland

**OFFERS YOU THE
BEST COVERAGE**
OF ANY MEDIUM IN
OXFORD COUNTY

Representatives
OMER RENAUD — JOHN N. HUNT

Brokers Use Radio For PR

FOLLOWING THE lead of the New York Stock Exchange in putting programs on the air through Merrill, Lynch, Pierce, Fenner & Beane in New York and Dean Witter & Co. in Los Angeles, the Toronto Stock Exchange, by arrangement with Davidson & Co. in Toronto, is presenting a series of educational programs on the functions of the exchange on a group of southern Ontario radio stations.

The first part of the campaign involves a twice-a-day news report prepared in the Toronto offices of Davidson & Co. with the co-operation of the Toronto Stock Exchange and the Ontario Securities Commission. When the reports have been approved, they are sent by private wire teletype to the Davidson branch offices in Ottawa, Kitchener and St. Catharines, and are presented over local stations at 12:45 noon and 4:45 in the afternoon.

The second section is a weekly broadcast over the same stations at 10:45 every Wednesday evening.

Following the same preparatory procedure as before, the programs are aired, then printed and distributed through Davidson's mailing list to their clients. At the end of the 15-week series, all the printed programs will be bound and sent out free of charge to anyone interested.

According to E. N. Echlin, a partner of Davidson & Co., they are prevented by law from advising the public what to buy or sell, so all the programs take on an educational aspect.

Said Echlin, "the New York Exchange is spending thousands of dollars in an attempt to attract the smaller investor, and we are beginning to do the same as a member of the Toronto Stock Exchange. Most people are not familiar with the terms used by the exchange or by the brokers, he said and that is why the programs are educational. He explained such things are covered as the functional relationship between the prospector and the broker, and how a transaction is completed from start to finish.

"It is still early", he said, "for us to say whether the programs have been successful, though we are getting many more inquiries than ever before."

Mr. Echlin pointed out that the whole idea of Canadian brokers using broadcasting was started by the Toronto Stock Exchange. One series is meant to be a service to the other brokers as well as the public, and the weekly series is intended to familiarize the public with our operations.

Although these programs have only been on the air a matter of months, he felt they would be continued indefinitely because of their value in terms of public relations.

Stations carrying the programs are CKEY, Toronto; CKOY, Ottawa; CKCR, Kitchener and CKTB, St. Catharines.

**SAY YOU SAW IT
IN
CB & T**

**SASKATCHEWAN'S
MOST POWERFUL
PRIVATE STATION**

**DAY AND NIGHT
10,000 WATTS
BUY NOW AT
THE 5000 WATT RATE**

CKBI

CENTRE OF PRAIRIE PROVINCES

**900 Kcs
CENTRE OF THE DIAL**

—

**PRINCE ALBERT
CENTRE OF SASKATCHEWAN**

REPS: ALL CANADA RADIO FACILITIES LTD.—IN U.S.A: WEED & CO.

CFCN, CALGARY

Sponsored

24 HRS. A DAY

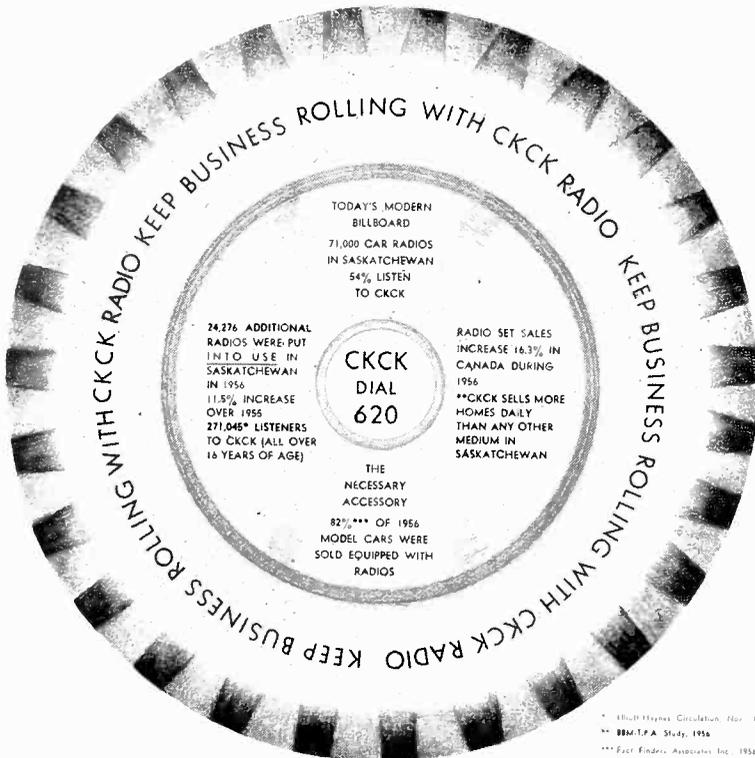
MOST LISTENED TO BECAUSE . . .

- **BETTER PROGRAMS . . .**
through more imaginative programming.
- **BETTER NEWS COVERAGE . . .**
by Western Canada's biggest news staff.
- **CFCN GOES OUT TO GET IT . . .**
with Mobile Units always on the job.



**10,000 WATTS
CALGARY
ALBERTA**

THE BIG WHEEL IN SASKATCHEWAN

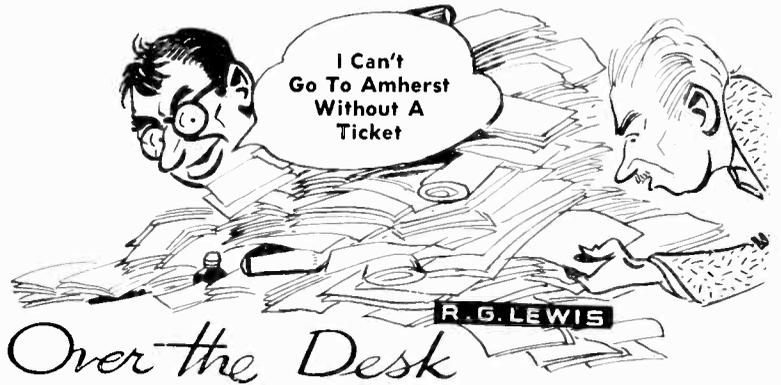


CELEBRATING 35 YEARS OF SERVICE TO SASKATCHEWAN

DIAL 620

CKCK REGINA

Representatives: All-Canada Radio Facilities



GRADUATES of the School of Radio & Television Arts of the Ryerson Institute are talking about the advisability of setting up a scholarship or bursary for students of their old school as soon as finances permit. This, they hope, will be feasible next year.

This is only one of several projects contained in the spring issue of *THE RTA ALUMNI NEWSLETTER*, published by The Alumni Association of the School of Radio and Television Arts of the Ryerson Institute of Technology.

The *NEWSLETTER* expresses the hope that the school will adopt a policy of inviting grads to "return to the school as guest speakers in order to relate their work and experience in the industry". The suggestion is based on the idea that "RTA grads now provide an excellent cross-section with the variety of positions they now hold. Too, the grad can relate, first-hand, the problems that can and will face the students upon graduation and how these problems can be overcome. It is also the graduate who can best illustrate the necessity of a completed Ryerson education."

The *NEWSLETTER* goes on to say that "with the approval of the school and the Advisory Council of RTA, the association will prepare a brief on recommended changes in the course of study being offered at the present time, in order to advance and direct the course of study to the needs of industry." It goes on to state that in the next (Spring) issue "we will bring you up to date on the present course of study so that you may thoroughly examine it and thereupon submit your recommendations of possible changes or alterations. These will be compiled and presented to the Advisory Council and the school for their study and possible adoption of any changes warranted."

Another project, still in the formative stage, is a job and salary survey.

Still another important matter, dealt with in the *NEWSLETTER*, is contained in these words: "Your president is looking forward with

anticipation to presenting a grand picture of our achievements to the membership at the Reunion and Annual Meeting this fall."

If I may be allowed an observation, it is this. The RTA Alumni Association is going ahead in the interests of its members who are or will be employees of radio and television broadcasting stations across Canada. While their aim obviously, and logically, is to improve employment conditions for themselves, their approach is essentially on a pro-industry basis. Actually, they seem to be devoting most of their efforts to persuading the school to bring courses closer into line with the requirements of private broadcasters and, through the establishment of an elaborate Alumni Register, to make it easier for stations to get men as well as for their members to get jobs.

The graduates are asking no favors for themselves. They did make a strong pitch at the CARTB convention for scholarships and busarries for future graduates. I thought the industry would be interested in this constructive and mutually advantageous effort. Personally, I think it certainly should be.

LONG DISTANCE GREETING

BOB McADOREY is emcee of *CKSL*, London's *Uncle Bob Show*, aimed at Junior listeners Sunday mornings from 9:05 to 10:00.

Four-year-old Jane Walters was a great fan of the program and then her parents were transferred to Stockholm, Sweden, for four months.

Joan missed the program but her grandfather, Dr. F. R. Clegg, of London, stepped in the breach. He started recording the programs on dictaphone belts, airmailing them to Sweden right



Bob McAdorey

after the show.

The climax came when it was Joan's birthday. Dr. Clegg asked Bob to do a special for her. This he did, adding some background about Sweden for the benefit of his Canadian listeners, and enthusiastic letters were received both from Dr. Clegg and Joan's parents in Sweden.

Joan's mother and father, Dr. and Mrs. Jack Walters, are residents of London but are in Stockholm for four months where her father is doing post-graduate work in Radi-umhemmet, the world famous hospital for treatment of cancer.



ARMY BIRTHDAY

THE first birthday of the Canadian Army's radio station in Germany, Station CAE, was celebrated at the studios in Soest, March 21.

12,000 wives and children of the 2nd Canadian Infantry Brigade Group are served by the 250 watt outlet whose call letters stand for Canadian Army Europe.

CAE broadcasts a cross-section of top Canadian and U.S. entertainment shows, as well as 35 newscasts a week direct from Canada. It operates more than 12 hours a day in both English and French.

Station manager Jack Craine, formerly of the CBC's International Service, and station producer André Hébert, a former Montreal TV announcer, are on loan to the Army from the CBC to control the station's operations. In addition, a staff of German civilians and Canadian soldiers is employed as technicians, announcers, and clerical assistants.

THEY'LL GIVE YOU A BREAK

PARDON my plagiarism, but there's a rather pleasant idea contained in a short item in the Easter Sunday edition of THE SUNDAY TELEGRAM.

It stemmed originally from an old friend of older broadcasters and a perennial and eternal companion of readers of newspapers across the country. To give him his viz and to wit, it's Greg Clark who suggested in the previous week's edition that "motorists should form an association called the "I Will Give You A Break Society".

Greg suggested that "members would install some sort of symbol on their cars . . . And then when you

want a favor, you just wait until you see the badge or symbol of a fellow member of your society coming along."

Now for the plagiarism. In the next issue the TELEGRAM said:

"W. E. Belks, a 35-year-old clerk at Grand & Toy read the article and thought it was a good idea.

"He got in touch with Sergeant George Pearsall, Director of the Metropolitan (Toronto) Traffic Safety Council.

"Together they evolved a sticker that would stay on a car's bumper (windshield stickers are no longer allowed) and withstand weather and car washes.

"It's red letters on a white background spell out: 'I'LL GIVE YOU A BREAK FRIEND'. It can be read from 30 feet away.

"Mr. Belks had 1,000 of them printed at his own expense. And Sergeant Pearsall arranged for them to be displayed in today's (Easter) parade."

There's more to it than that, but that gives you the idea.

IT MUST BE SPRING

THINGS are getting pretty quiet on the news front when Tiny Elphicke makes the news wire.

Broadcast News carried the piece April 17, and just so that there wouldn't be any Hearts and Flowers playing in the background when the newscasters read it, they slugged it "Brite". Here is what it said:

There's a billboard sign with entwined hearts and a cryptic question across the street from CKWX, Vancouver. It asks: "Tiny, is it yes?"

A station official gave this explanation today:

A week ago an advertising agency decided to go after the CKWX account, and it went lovey-dovey.

When CKWX manager, F. H. (Tiny) Elphicke, walked into his office that morning, an elaborate mash note, signed by one of the agency's account men, was waiting for him.

Next morning there was another love letter, this one accompanied by a dime store engagement ring. The day after that, a beautiful cake. Next flowers, then a magnum of champagne and a silver slipper.

Tuesday when Mr. Elphicke sat down in his office and looked out the window, there was the sign staring back at him.

"Enough of this love-making," said the note he sent to them. "Get down to business".

But to date it's still a courting affair.

GOODNIGHT SWEET PRINCE

I'LL HAVE just got home from the AAB Convention when this goes to press, so if you hear anything, buzz me — but good.

FISH STORY

One Friday at 10:45 a.m. on "Casino," CKOV advertised Jack Spring (high-priced) Salmon. Aired just ONE 45-second spot. 2 1/2 hours later manager phoned: "Don't run another spot, we're sold out." That ONE CKOV spot sold 300 pounds of salmon within 150 minutes. Salmon was advertised in no other way. Not even a sign up!

CKOV KELOWNA

IS THE BEST "CATCH" IN B.C.'s BOOMING INTERIOR

★ B.B.M. proves it!
★ Results prove it!

CKOV

the valley's FIRST station.

FIRST in '31 — FIRST today!

HAPPY?

OUR LISTENERS ARE:

"I would like to voice my appreciation to you and your staff at CKSL for the wonderful programming of news and music . . . our radio is on CKSL at 7.30 in the morning until 10.30 at night . . ."

OUR SPONSORS ARE:

"Response to our advertising over your station has been phenomenal! My wife and I used to take the day off on Sundays, but not since we started advertising over CKSL. We need extra staff now!"
(Restaurant Owner)

ORGANIZATIONS ARE:

" . . . our Convention held in London was one of the most successful on record and that success is due in no small measure to the co-operation of public-spirited citizens such as are found on the staff of CKSL. Thank you."

HOW ABOUT YOU ?

TO COVER LONDON AND WESTERN ONTARIO YOU NEED

CKSL

5,000 Watts 24 Hours

* Unsolicited Testimonials. Names on request.

Virtue

is its own

REWARD

CJOR

is now

B.C.'s SECOND STATION

6 a.m. to 7 p.m. daily *

LOWEST COST PER

THOUSAND CIRCULATION * *

CJOR

Vancouver, B.C.

reps. H. N. STOVIN

* BBM time period audience survey November '56

* * E-H circulation report — November '56



SASKATCHEWAN

and

MANITOBA

with

10,000

watts

CJGX

YORKTON

SASKATCHEWAN

940 KC

10,000 Watts — Day
1,000 Watts — Night

**WESTERN CANADA'S
FARM STATION**



**For
GREATER
IMPACT on
the PRAIRIES**

Consult Our Representatives

Horace N. Stovin & Co.
Inland Broadcasting
Service — Wpg.
Adam J. Young Jr., Inc.,
U.S.A.

Opinion

REPS VARY ON ADVERTISING VALUE OF LOCAL SHOWS

NATIONAL advertisers are beginning to sit up and take more notice of the potentialities of programs produced by local stations. While many rep houses feel that this interest is long overdue and that national advertisers have been overlooking a gold mine for years, others still feel that the effectiveness of home-produced shows is only minor when compared with that of nationally conceived productions. Here is what the reps themselves are saying on the subject these days.

Bill Byles of Horace N. Stovin & Co. is one rep who can't sufficiently praise what local stations can do for the national advertiser.

Byles told CB&T that it would be "hard for a national or any other kind of advertiser to sell any better than with the persuasive selling powers of a compelling local-station personality".

He felt that it was unfortunate that, in metropolitan areas, we tend to judge these local personalities by metropolitan standards. "The local man can be the Arthur Godfrey of Winnipeg, the Edward Murrow of Vancouver or the Garry Moore of Moncton, and in many hinterland areas big national names mean absolutely nothing," he said.

LOCAL PROGRAMS ARE NEARER

National advertisers who buy local programs or participations are often "closer to the ring of the cash register", he said, because they provide them with a better means of checking on the success of the campaign in specific areas and finding out which of the media is most responsible for its success."

Stating that advertisers are often "too research conscious", he said "every local station has some success story to make the ratings look foolish". He cited the case of Mamie's Bakery in St. John's, Nfld., "which hadn't heard that research pooh-poohed the use of late-night movies for selling food products". Mamie's bought a spot five nights weekly over CJON-TV and, as a result, sold what was for them a phenomenal 1,500 Christmas cakes in three weeks. "They just didn't know it was no good", Byles said.

"National advertisers also tend to overlook the tremendous amount of public service done by local stations," he continued. "Too often we tend to think of public service as consisting only of big educational documentaries and dramas broadcast by the big networks. This is all wrong. Look at the vital public-

service importance of local radio stations' reports on weather, crop, road condition, news and time in rural areas not receiving newspapers along with the milk every morning."

THE FLEXIBILITY PLUS

Flexibility is one enormous plus in local-station advertising, he thought, and "if you're selling snow tires, you can have a commercial for them on the air while the snow is falling. On the other hand, if a carload of merchandise doesn't arrive in time for a campaign, the national advertiser can stop the commercial with a telephone call within a few minutes. "This sort of flexibility is far more difficult to achieve on network commercials," he said.

THE CASE AGAINST LOCALS

An opinion entirely different from that of Bill Byles was expressed by Andy McDermott of Radio and Television Sales Inc. McDermott said "Most national advertisers can't afford to get involved with all kinds of local shows on different stations. This method dissipates their funds before they can cover the main markets they want covered."

In his opinion, "the smart national advertiser invests his money in hard-hitting multiple-spot campaigns in major markets. While the local advertiser can feel the pull of a program if it nets him 50 sales, what's 50 sales to the national advertiser who needs thousands of them before the program begins to be effective".

McDermott feels that "local stations should only expect to get spots from national advertisers and, in general, sell whole programs only to local advertisers". The exception would be local stations in major markets like CFRB and CKVL which really aren't local in impact, he said. "Besides, every local station has some fluke incident to prove that local stations can outdraw national ones", he added.

A station rep with an entirely different point of view from that of Andy McDermott is John Tregale of All-Canada Radio Facilities Ltd., who said the day of buying a program from a national point of view is practically gone. National advertisers are realizing that, as far as programming and commercials are concerned, what's one man's meat is another man's poison", he added, "because today, more and more, they buy broadcasting time on a regional basis, market by market."

IN FAVOR OF NATIONAL

On the other hand "Doc" Murray,

also of All-Canada Radio Facilities Ltd., expressed his opinion that, from the national advertiser's point of view, programming conceived on a national basis is the far better bet. "Today", he pointed out, "national radio programming is available on just as selective a basis as local programming, and its cost to the advertiser is at an all-time low. Nationally broadcast programs are now available on the basis of one market or 50 markets at a per-market basis.

Local stations boast that the pull of their local personalities is often very strong, Murray said, "but a nationally-known personality is popular everywhere and sells as well locally as he does nationally."

LOCAL SHOWS GAIN

Paul Mulvihill of Paul Mulvihill & Co. Ltd., said that while his company was mainly interested in selling on a national basis, he did find that "local shows are gaining an increasing popularity with local advertisers". He added that unlike most national shows the appeal of a local show is not necessarily based on its ratings. As an example, he gave *Operation 76*, a local-station format show in which local appliance dealers receive broadcast coverage by remaining open 76 hours. "Rating-wise *Operation 76* would be a stinker", he pointed out, "but in St. Catharines, Guelph and Barrie, it sure sold lots of merchandise."

Mulvihill felt that one problem national shows have and local ones don't is that "many national shows score high in some markets and lay an egg in others. He mentioned Canada Packers' *Maple Leaf Junction* as an example. This program, which featured what easterners thought of as the "western touch", rated high with eastern audiences but was regarded sourly by true westerners.

TV SPOT CARRIERS

Bruce Butler, of Jos. A. Hardy & Co. Ltd., said that in radio his company is handling more and more locally-produced shows which are subsequently sold on a national level. *La Marjolaine*, a Canada Packers French-language show, was started as a single-station effort of CKBL, Matane and is now carried by tape on 22 stations.

"Having just returned from the Chicago NARTB Convention," said Butler, "I was amazed at the great number of American national advertisers who are now purchasing daytime local TV shows as spot carriers because these have a lower cost per thousand and bring excellent sales results. As in Canada, the type of show most often bought by American buyers for afternoon showing is the quiz show, the afternoon film, the women's show featuring live interviews and the kitchen show. At the convention, a survey was mentioned which showed that national-level American advertisers are now spending 34 per cent (\$135 million) of their advertising budget on daytime TV -- bought, to a very large extent, from local stations."

COVER WESTERN ONTARIO

from

CFCO CHATHAM

1000 WATTS on 630

Total Daytime BBM: 83,780 (1956).

Lowest cost-per-thousand for Class A spots in Western Ontario.

Greatest local acceptance in home county, of any Western Ontario station: 78% daily circulation in Kent County (E. H. 1956).

KING SIZE

ELLIOTT-HAYNES Circulation Report 1957 shows

CKY with 154% more listeners than Station "B"
CKY with 43% more listeners than Station "C"

KING SIZE

BUREAU BROADCAST MEASUREMENT 1957 shows

CKY with 46% more households
tuned than the next highest station

KING SIZE

ELLIOTT-HAYNES Co-incidental Feb. 1957

CKY First in 14, 1/2 Hour Time Periods
out of 22 from 7 a.m. to 6 p.m.
Monday through Saturday

CKY

RADIO WINNIPEG



...is MONARCH of ALL ~~the~~ SURVEYS

NATIONAL REPRESENTATIVES H. N. Stovin Co. Toronto - Vancouver - Montreal Forjoe & Co. New York - Chicago - San Francisco

Better Business Bureau

ADVERTISERS' ETHICS NEED CHECKING TOO

... FOR
The
Live
Double ^ Punch
In
Western Ontario



CKNX
RADIO
920 Kc

THE ONTARIO
FARM STATION

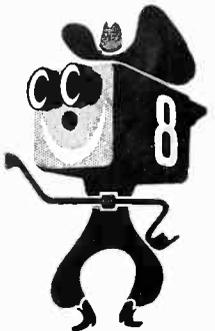
... Serving Canada's Richest
Agricultural Market with

41 hours, 25 minutes

"LIVE"

Community Programs Weekly

PLUS



CKNX
TELE-
VISION
Channel 8

WESTERN ONTARIO'S

"LIVE-LY"

TELEVISION STATION

22 Hours "LIVE"

TELEVISION WEEKLY

For Availabilities That

WILL SELL

The Western Ontario Market—

Consult:

RADIO —
LORRIE POTTS & CO.
CANADIAN STATION REPS. U.S.A.

TELEVISION —
ALL-CANADA TV
CANADIAN STATION REPS. U.S.A.

"TO INSURE ETHICAL advertising practices on broadcasting stations, good faith on the part of the station time-seller isn't enough", said assistant manager S. C. Bowen of The Toronto Better Business Bureau. "Stations", he pointed out, "must also check on the ethics of the advertisers."

Mr. Bowen felt he had good reason to issue this advice. In 1956 the Canadian Association of Better Business Bureaus had occasion to investigate as many as 45 radio and TV stations to check for the broadcasting of advertising harmful in some way to the consumer public. "True", Bowen pointed out, "we have seldom found broadcasting as guilty as other media in this respect -- perhaps because radio and TV have their own excellent systems for curbing abuse. Nevertheless we here at the BBB do run across enough incidents to show that broadcasters, often without realizing it, can be used by dishonest or misinformed advertisers for dishonest or illegal purposes."

One example he gave of this involved an American insurance company which asked to buy time on a small Ontario radio station, after having carried advertising on other stations in the province. Acting on a hunch, the station manager telephoned the BBB to check on the legality of the set-up. Sure enough BBB investigations showed that the insurance company wasn't licensed to sell insurance in Ontario.

The Toronto BBB's chief investigator, W. H. Fraser, gave another example of how a station, unwittingly, can be used to cheat the public through misleading advertising. The case he mentioned involved a commercial for a spray gun sponsored by an American company and broadcast over several Canadian radio stations. Giving a Toronto box number as its ordering address, the commercial made no mention of the fact that a heavy customs duty had to be paid on the US-exported item. Nor did it mention that all the guns were on 60 cycle -- which, at that time, made them useless,

unless converted, in such 25-cycle cities as Toronto.

WINNERS ARE VICTORS

Another unethical gimmick often used in broadcast advertising over Canadian stations, pointed out Messrs. Bowen and Fraser, is the give-away quiz featuring "prizes" awarded to all those who can answer such Simple-Simon questions as "What is the capital of Canada?". One such quiz recently offered as a prize, a 20 per cent discount on an expensive but little-known brand of household appliance. The victims, on receipt of their "prize-winning" coupon, rushed out and purchased the item only to discover later that the 20 per cent discount was merely the price-difference between the low-quality, unknown-brand item they'd purchased and high-quality lines with reputable brand names.

Because constant reports on current rackets pass back and forth between local branches of the national Better Business Bureau -- and with the American association with which it is affiliated -- a local branch like the Toronto BBB is often informed in advance that a new racket is moving into town, and is therefore able to forestall it. Mr. Bowen said that this applied to rackets being practiced in broadcasting as well. "Because the BBB is dedicated to preserving truth in advertising wherever it may appear", he pointed out, "it can help broadcasting stations as much as any other business concerns, when they feel in doubt as to the ethics or legality of an advertiser."

2 || *required immediately*
TELEVISION ANNOUNCERS
for new English-language operation in Quebec

TV experience preferred
Bilingualism an asset

RUSH tape with photo and resume of experience, earnings and vital statistics, in confidence to

Program Supervisor, CKMI-TV
200 St.-Jean Bosco, Ste. Foy, Quebec City, Que.

ASSISTANT GENERAL MANAGER

required to assist the President/General Manager of a well known and popular Western radio station.

Applicants should have had specific experience, at an executive level, in organizing and supervising the administrative and control aspects of a large concern.

This is an excellent opening for a mature person with drive and initiative. It offers a generous starting salary and good prospects for the right man.

Applications, which will be held in strict confidence, should state age, education, experience and present salary and be addressed to:

DELOITTE, PLENDER, HASKINS & SELLS,
38 King Street West • Toronto 1, Ontario

CARRIBEAN TELEVISION STATION
invites applications for
TV PROGRAM DIRECTOR

Duties to commence in September:

The man we want should know all phases of operating a TV Station with potentials of managership in view.

Apply in confidence giving full details to:

BOX A313
Canadian Broadcaster & Telescreen, 54 Wellington St. W., Toronto

Westinghouse Appointment

BILL CONNOR has been appointed advertising manager of the consumer products division of Canadian Westinghouse Co. Limited at Hamilton.

After being with the company in appliance sales promotion and advertising, he most recently was in charge of the company's major appliance account at Ferres Advertising.

Connor succeeds public relations manager Ken Farthing.

ANNOUNCER WANTED

Experienced senior man, some managerial background preferred, for front rank Ontario station.

Write age, experience, marital status, salary to:

Box A314
CB&T, 54 Wellington St. W., Toronto



THOUGHT FOR LONG MONTHS

Summer replacements and some ern't.

• • •

RE LAUGH METER

It was very gratifying to hear her split her sides over this column, until I found out that what she was laughing at was the typographical mistakes.

• • •

AUDREY STUFF

Then there's the girl who was so dumb, she thought that Smooching was a town in China.

• • •

IDEA DEPT.

Why doesn't one of these speech schools start a post-graduate course which would teach successful students what to say?

• • •

SALES LEAD

Look at the free publicity a beauty parlor would get if it introduced a new style in hair-do's called micro-waves.

• • •

EAVESDROP

"I don't know how much whiskey Bill and I drank last night but we went through three quarts of soda, and I can't stand my soda straight."

• • •

SILENT TEAR DEPT.

His business was so bad he had to work sixteen hours a day just to stay in the red.

• • •

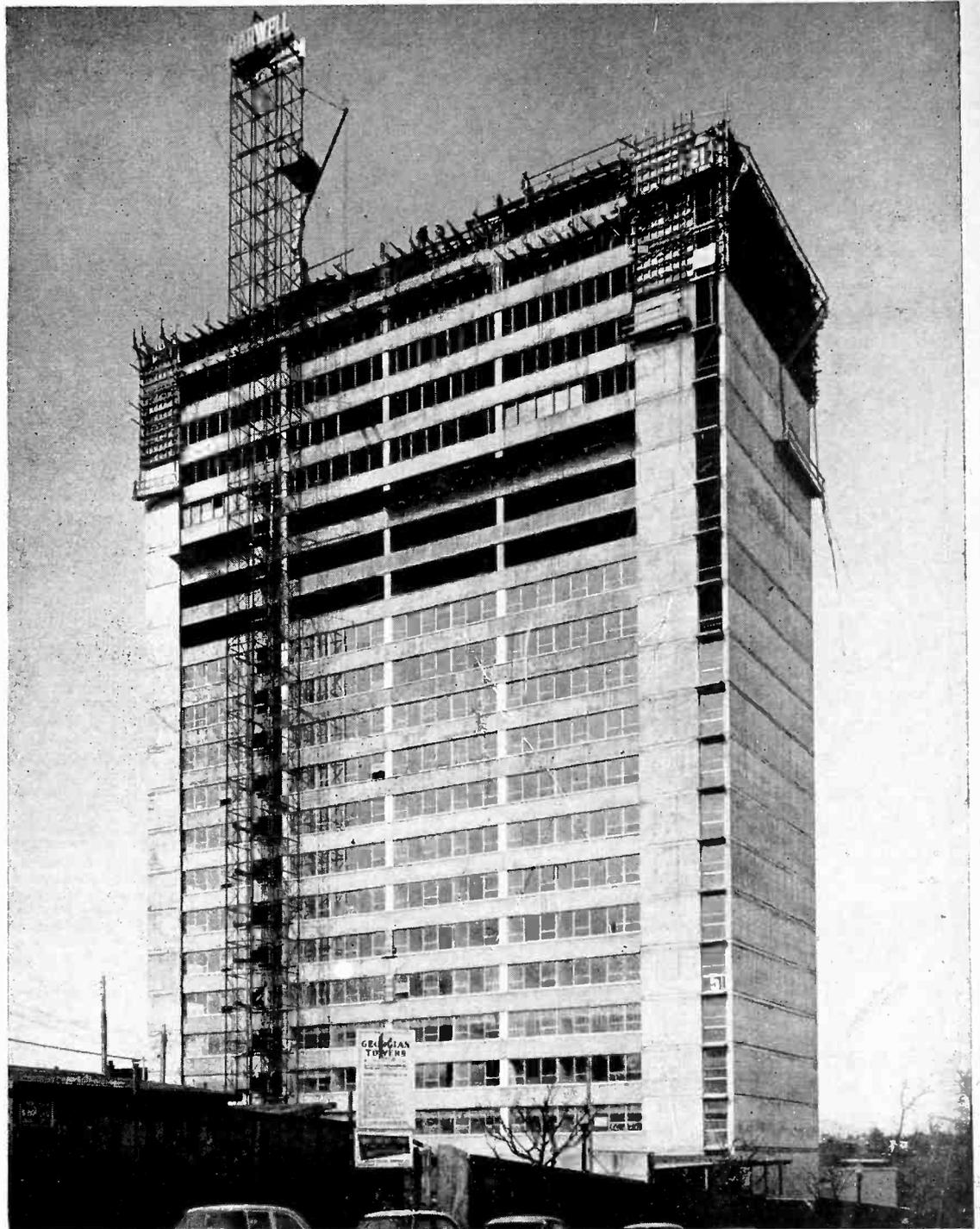
QUESTION BOX

Does anyone know of any Royal Commissions that need trade paper coverage?

• • •

POINT OF PRINCIPLE

Then there's the man who was so punctual that he always quit work two minutes early just to make sure.



THIS IS VANCOUVER

...FASTEST GROWING CITY IN THE WEST!

More people, more housing, more of everything - and there's plenty more to come in British Columbia. The 22-storey Georgian Towers Apartment is only one of the many new silhouettes on Vancouver's ever-changing skyline. This booming, bustling city in B.C. is a booming, bustling market for your goods and services. To sell Vancouver, sell with CKWX ... FIRST in Canada's third market!

CKWX

RADIO VANCOUVER

REPS: All-Canada Radio Facilities Ltd., Weed and Company

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
Ardiel Advertising Agency Ltd.	Toronto	MA. 6541	4 Lawton Blvd.	W. C. Townsend	W. C. Townsend
Associated Broadcasting Co. Ltd.	Hamilton	JA. 7-9284	37 James Street S.	J. N. Elliott	J. N. Elliott
	Toronto	WA. 4-1111	1139 Bay Street	Adele Evans	Adele Evans
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	Many Brown (Radio) Don Farrow (TV) (through Toronto)
Batten, Barton, Durstine & Osborn Inc.	Montreal	UN. 6-3049	660 St. Catherine St. W.	Mrs. Marg. Holloway	S. Ramsay Lees
	Toronto	WA. 4-3787	160 Bloor St. East	S. Ramsay Lees	S. Ramsay Lees
Bennett & Northrop Inc.	Halifax	3-8164	Maritime Life Bld.	G. P. Backman	Mrs. Elizabeth Parsons
Bingham, John McKenney Ltd.	Toronto	EM. 2-2641	32 Front Street W.	Llewellyn Lewis	Llewellyn Lewis
	Montreal	HU. 1-5032	4645 Cavendish Blvd.	(Through Toronto)	(Through Toronto)
	Preston	OL. 3-4464	541 William Street	(Through Toronto)	(Through Toronto)
	Winnipeg	422564	257 Osborne St.	(Through Toronto)	(Through Toronto)
	Vancouver	BA. 8201	2754 West 4th Ave.	(Through Toronto)	(Through Toronto)
	Victoria	2-6741	1104 Douglas Street		
Bleasdale Advertising	Victoria	2-6741	1104 Douglas Street	Harry Bleasdale	Harry Bleasdale
Breithaupt, Milsom Ltd.	Toronto	HU. 1-5251	44 Eglinton Ave. W.	Rick Campbell	(Miss) Irene Wray
Brooks Advertising Ltd.	Toronto	EM. 8-2396	21 Dundas Square	Roy Partridge	(Mrs.) J. deMunik
Brown & Mitchell Ltd.	Vancouver	TA. 7277	735 Davie St.	John Blundell	John Blundell
Burnett, Leo Co. of Canada Ltd.	Toronto	EM. 6-5801	133 Richmond St. W.	James B. McRae	Donald Ferguson
Burns Advertising Agency Ltd.	Montreal	FI. 5257	1247 Guy Street	Ralph Novak	Barbara Teal
	Toronto	WA. 2-6698	570 Yonge St.	(Through Montreal)	(Through Montreal)
	Toronto	WA. 2-2103	447 Jarvis Street	Ken Page	Claus Hobe
Canadian Advertising Agency Ltd.	Montreal	PL. 8061	1454 Mountain Street	Lee Fortune	Lee Fortune
	Toronto	EM. 3-3051	80 King Street W.	Irvin Teitel	Irvin Teitel
	Winnipeg	92-6923	403 Elec. R'lw'y Chambers	G. Gallagher	G. Gallagher
	Vancouver	TA. 1938	1137 W. Hastings Street	K. L. Johnson	K. L. Johnson
	Montreal	PL. 9581	1231 St. Catherine St. W.	L. Shapiro	Norman Cardon
Cardon, Rose Ltd.	Montreal	PL. 9581	1231 St. Catherine St. W.	L. Shapiro	Norman Cardon
Carter, Garry J. of Canada Ltd.	Toronto	WA. 4-2505	59 Avenue Road	Bob Howe	Bob Howe
Cockfield, Brown & Co. Ltd.	Montreal	UN. 1-1771	Canada Cement Bld.	Wm. D. Hannah	Earl Box
	Toronto	WA. 4-5492	185 Bloor St. E.	Alan Savage	Cam Logan
	Winnipeg	923538	Electric R'lw'y Chambers	John Burke-Gaffney	J. Gibson
	Vancouver	PA. 1111	1164 Melville St.	Geoff Holloway	(Mrs.) Joyce Trought
	Montreal	PL. 8672	1510 Drummond Street	J. Selinger	N. Fraser
Collyer Advertising Ltd.	Montreal	PL. 8672	1510 Drummond Street	J. Selinger	N. Fraser
Copeland, Don H. Advertising Ltd.	Toronto	WA. 2-5969	442 Sherbourne St.	(Mrs.) Vera Copeland	(Mrs.) Vera Copeland
Crombie Advertising Co. Ltd.	Montreal	MA. 5246	391 St. James Street W.	Vic Gray	Vic Gray
	Toronto	EM. 4-7204	24 King Street West	J. Hulme	J. Hulme
Dancer-Fitzgerald-Sample (Canada Ltd.)	Toronto	WA. 4-8425	200 St. Clair Avenue W.	Gilbert Nunns	Ruth Pedley
Denne, A. J. & Co. Ltd.	Toronto	EM. 4-3444	90 King St. W.	Ralph McKeown	Lillian Ryan
Desbarats Advertising Agency	Montreal	UN. 6-4835	480 Legachetiere St. W.	J. E. Desbarats	J. E. Desbarats
Dominion Broadcasting Co.	Toronto	EM. 3-3383	4 Albert Street	Hal B. Williams	Hal B. Williams
Erwin Wasey of Canada Ltd.	Toronto	WA. 1-5187	610 Church Street	John Mettam	Tom Reid
Ferguson, George Associates Ltd.	Montreal	AV. 8-8102	985 Sherbrooke St. W.	George R. Ferguson	George R. Ferguson
Ferres Advertising Ltd.	Hamilton	JA. 9-1116	63 Duke Street	E. Boyd Heaven	E. Boyd Heaven
Foote, Cone & Belding Canada Ltd.	Toronto	EM. 2-2686	10 St. Mary St.	Arthur Sylvah	Arthur Sylvah
Foster Advertising Ltd.	Toronto	WA. 4-4681	149 Alcorn Avenue	Alex MacKay	Mary Newton
	Montreal	UN. 6-7901	Sun Life Bld.	Charlotte Toupin	Charlotte Toupin
	Winnipeg	92-2151	156 Lombard Ave.	(Through Toronto)	(Through Toronto)
	Toronto	WA. 4-8391	46 St. Clair Avenue E.	Walter Reeves	Frank Robinson
	Montreal	PL. 2721	1454 Mountain St.	Peter Ross	Peter Ross
	Winnipeg	92-7373	272 Main Street	Bruce Johnston	Bruce Johnston
	Regina	3-2787	1840 McIntyre St.	R. P. Wilson	R. P. Wilson
	Calgary	2-5437	513 8th Avenue West	Aif Bell	Aif Bell
	Edmonton	2-7512	206 Petroleum Bld.	Tom McMillan	Tom McMillan
	Vancouver	PA. 0157	1533 West Pender St.	(Mrs.) Hazel Bakes	(Mrs.) Hazel Bakes
	Toronto	WA. 4-7364	651 Church Street	Guy Gislason	R. Gee
Gislason-Reynolds Ltd.	Toronto	WA. 4-7364	651 Church Street	Guy Gislason	R. Gee
Goodis Goldberg Ltd.	Toronto	EM. 3-5731	460 Richmond St. W.	Allan Schwam	Samuel Goldberg
Goodwin Advertising Ltd.	Vancouver	PA. 3474	207 W. Hastings St.	T. M. Taylor	T. M. Taylor
Grant Advertising of Canada Ltd.	Toronto	EM. 3-3396	90 Richmond St. W.	(Mrs.) L. G. Taylor	(Mrs.) L. G. Taylor
Grosberg, Pollock & Gwartzman Ltd.	Toronto	WA. 4-9211	78 Charles St. W.	(Handled by individual Account Executives)	(Handled by individual Account Executives)
Hayhurst, F. H. Co. Ltd.	Toronto	EM. 6-0731	7 King Street East	Robert D. Amos	F. D. Fogwell
	Montreal	HA. 0255	1510 Drummond Street	Denyse L. Mathieu	Brian Pierce
Heggie Advertising Co. Ltd.	Toronto	HU. 1-5125	97 Eglinton Ave. E.	John Chilman	John Chilman
Huot, J. E. Publicitee Ltée	Montreal	PL. 4131	353 St. Nicholas	P. E. Rioux	Homère Dubois
Hutchins Advertising Co. of Canada Ltd.	Toronto	WA. 4-3753	35 Hayden Street	Pat Hennessy	Pat Hennessy
Imperial Advertising Ltd.	Halifax	3-9373	407 Barrington Street	J. B. Regan	J. B. Regan
Industrial Advertising Agency Ltd.	Toronto	WA. 4-6671	631 Spadina Avenue	(Mrs.) Vera Percival	(Mrs.) Vera Percival
	Montreal	UN. 6-4806	1265 Stanley St.	R. W. Stamp	R. W. Stamp
Jarvis, Albert Ltd.	Toronto	EM. 3-2438	94 Yonge Street	Evan Morton	Evan Morton
	Montreal	PL. 8767	1466 Crescent St.	Paul Corbeil	Paul Corbeil
	Hamilton	JA. 2-1155	627 Main Street E.	Jack Price	Jack Price
	Montreal	UN. 6-4835	480 Legachetiere St. W.	Duncan Desbarats	Duncan Desbarats
	Vancouver	PA. 9174	1455 West Georgia St.	M. Tyler	M. Tyler

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Kenyon & Eckhardt Ltd.	Toronto	WA. 4-9531	321 Bloor Street East	Gordon Hinch	Gordon Hinch
	Montreal	PL. 2534	550 Sherbrooke St. W.	John Winter	Mary Cardon
Locke, Johnson & Co. Ltd.	Toronto	WA. 4-8481	255 Davenport Road	John Holden	Bernie Rusak
Lovick, James & Co. Ltd.	Vancouver	TA. 6221	1178 West Pender St.	(Mrs.) G. Williscroft	M. R. Woodward
	Toronto	WA. 3-9887	800 Bay Street	S. B. Hayward	(Miss) Olive Jennings
	Winnipeg	93-0623	404 Power Bld.	(Miss) E. McCulloch	(Miss) E. McCulloch
	Calgary	2-6161	Toronto Gen. Trusts Bld.	(Miss) June Duncan	(Mrs.) Leslie White
	Regina	LA. 3-7570	401 Kerr Block	George R. Bothwell	George R. Bothwell
	Edmonton	4-2181	Imperial Bank Bld.	(Miss) Jean Richards	(Miss) Jean Richards
	Montreal	UN. 6-8391	623 Dominion Sq. Bld.	Dave McMaster	Dave McMaster
MacLaren Advertising Co. Ltd.	Toronto	EM. 4-0321	111 Richmond St. W.	Hugh Horler	Mary Moran
	Montreal	UN. 6-9751	410 Dominion Sq. Bld.	R. Saucier	H. Wood
	Ottawa	CE. 5-3144	237 Queen Street		(Through Toronto)
	Winnipeg	92-6321	911 Elec. R'l'w'y Chambers		W. Wilson
	Vancouver	MA. 6268	1240 West Pender St.		J. Hoyland
McCann-Erickson (Canada) Limited	Toronto	WA. 4-9641	200 Bloor Street East	Don MacMillan	Greg Paul
	Montreal	MA. 8341	Peel Centre, 2055 Peel St.	Gaby Langlais	Mary Kaye
McCauley-Knight Advertising Agency	Toronto	EM. 6-3939	6 Adelaide St. E.		
McConnell Eastman & Co. Ltd.	London	4-4528	Huron & Erie Bld.	W. M. Page	W. M. Page
	Toronto	EM. 3-7004	147 University Ave.	Austin Moran	Alex B. Shepherd
	Montreal	UN. 6-7941	Dominion Sq. Bld.	E. N. McDonald	E. N. McDonald
	Winnipeg	93-5541	173 Portage Ave.	(Handled by individual	Account Executives)
	Vancouver	MA. 2161	1198 West Pender St.	(Handled by individual	Account Executives)
	Calgary	21432	337 W. 8th Street	(Handled by individual	Account Executives)
	Edmonton	25107	10020 109th Street	J. A. Winterton	J. A. Winterton
McCracken, W. A. Ltd.	Toronto	WA. 4-0721	153 St. Clair Ave. W.	A. T. Cooper	(Mrs.) Marjorie Graves
McGregor-Deaville Advertising	Toronto	WA. 2-4864	1175 Bay Street	Frank Deaville	Art McGregor
McGuire Advertising Ltd.	Windsor	CL. 2-7297	Bank of Commerce Bld.	Andy McGuire	John Finn
McKim Advertising Ltd.	Montreal	MA. 4152	1510 Drummond St.	Wilf Charland	Joan Bridge
	Toronto	WA. 4-0981	1407 Yonge Street	Peel Steven	Beverley Nicholl
	Winnipeg	92-3491	250 Portage Ave.	Tommy Church	Andy Brown
	Vancouver	MU. 3-3284	591 Burrard St.	Andy Brown	John Cumming
Muter, Culiner, Frankfurter & Gould Ltd.	Toronto	WA. 4-5736	1121 Bay St.	John Cumming	Phyllis Scott
				Eddie Gould	
				Gerry Rafelman	
				Gerald Wren	Kay Schneider
Nattall & Maloney Ltd.	Calgary	692370	223 7th Ave. E.	E. Maloney	D. Ryan
	Edmonton	44910	9616 - 101A Ave	A. J. Collins	M. Maddigan
O'Brien Advertising Ltd.	Vancouver	PA. 9174	1455 West Georgia St.		
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 Advertising Ltd.	Toronto	EM. 3-6047	380 Victoria St.	George P. Vale	George P. Vale
	Montreal	UN. 1-5437	1501 Shell Tower	(Through Toronto)	
Payeur Publicité	Quebec	LA. 9-3322	639 8th Ave.	P. E. Giguère	G. H. Payeur
Pennell Advertising	Toronto	EM. 4-2079	81 Queen St. W.	Mary Barrer	Mary Barrer
Plant, Elton M. Co.	Windsor	CL. 4-1159	303 Bartlet Bld.	E. M. Plant	Ann Hames
Poyntz, Alford R. Advertising Ltd.	Toronto	EM. 3-8716	95 King St. E.	Robert A. Poyntz	Robert A. Poyntz
	Montreal	GL. 4245	4109 St. Catherine St. W.	Maurice Lalonde	Maurice Lalonde
	Winnipeg	92-8201	502 Electric R'l'y Bldg.	Ed Drewry	Ed Drewry
Purkis, Thornton Ltd.	Toronto	EM. 3-3762	330 Bay St.	Gladys Race	Gladys Race
Quebec Advertising Agency	Montreal	MA. 9401	1520 Mountain St.	Yvon Fortier	Yvon Fortier
	Quebec City	LA. 9-2531	100 Youville Sq.	(Miss) C. Gauvreau	(Miss) C. Gauvreau
Reynolds, E. W. Ltd.	Toronto	EM. 2-2381	154 University Ave.	Henry Karpus	Vera Hopkins
	Montreal	UN. 6-1775	1440 St. Catherine St. W.	Jean Tougas	Jean Tougas
Richards, Fletcher D. Inc.	Montreal	BE. 8821	550 Sherbrooke St. W.	T. A. Deans	T. A. Deans
Ronalds Advertising Agency Ltd.	Montreal	UN. 6-9471	Keefer Bld.	Peter Golick	Bob Stampleman
	Toronto	EM. 3-0237	108 Peter St.	Jerry Lodge	Jerry Lodge
	Edmonton	28356	218 Tegler Bld.		Art Bishop
Ross Roy of Canada Ltd.	Windsor	CL. 6-2371	Canada Trust Bld.	Carl E. Hassel	R. A. Post
Sauviat, G. R. & Assoc.	Montreal	BE. 4241	1448A Mountain St.		J. Brunelle
		HA. 6039			
Schneider Cardon Ltd.	Montreal	UN. 1-4764	1224 St. Catherine St. W.	Monty A. Isaacs	Mr. Bob Matheson
	Toronto	WA. 4-9779	501 Yonge St.	Gordon Allen	Miss Joan Nie
Sills, Allan R. Ltd.	Toronto	EM. 8-6434	137 Wellington St. W.	Allan R. Sills	(Mrs.) O. Hooper
Smith, R. C. & Son Ltd.	Toronto	EM. 4-9396	380 Victoria St.	G. Alec Phare	G. Alec Phare
Spitzer & Mills Ltd.	Toronto	EM. 6-2811	50 King Street W.	Ralph Hart	Susie McCullagh
	Montreal	HU. 1-0344	3405 Addington Ave.	Paul Corbeil	Paul Corbeil
Stanfield, Harold F. Ltd.	Montreal	UN. 6-8741	Dominion Square Bld.	B. A. Quill	Ernie Smith
	Toronto	EM. 6-5454	67 Richmond St. W.	B. A. Quill	
Stevenson & Scott Ltd.	Montreal	UN. 6-9361	1260 University St.	Sheldon Lodge	Sheldon Lodge
	Toronto	EM. 3-5773	100 Adelaide St. W.	(Mrs.) Doris Reay	(Mrs.) Doris Reay
	Vancouver	PA. 5824	402 West Pender St.	Roy Hunter	Roy Hunter
	Halifax	38608	8 Prince St.	Ronald Kitley	Ronald Kitley
Tandy Advertising Agency Ltd.	Toronto	EM. 3-6362	20 Carlton St.	A. C. Haight	Mary-Ellen Freeborn
Thompson, J. Walter Co. Ltd.	Montreal	UN. 6-6771	602 Dominion Sq. Bld.	Mariette Mineau	John Cornell
	Toronto	EM. 3-9402	600 University Ave.	Frank Flint (Radio)	Phyllis Sivell
				John Lingeman (TV)	
Thompson-Peterson Advertising Agency Ltd.	Toronto	EM. 8-8091	215 Victoria St.	Edward Bowman	Edward Bowman
	Montreal	UN. 6-9745	913 Sun Life Bld.	(Through Toronto)	
Vamplew Advertising	Toronto	WA. 3-5589	1175 Bay St.	Thomas Vamplew	Thomas Vamplew
Vickers & Benson Ltd.	Montreal	UN. 6-7701	1440 St. Catherine St. W.	G. G. Beedham	G. G. Beedham
	Toronto	EM. 4-6301	110 Church St.	Henault Champagne	(Mrs.) Jeannine Guérin
Walsh Advertising Co. Ltd.	Windsor	CL. 6-2671	1787 Walker Rd.	Des Hardman	(Mrs.) Laura Jensen
	Toronto	EM. 3-3053	44 King St. W.	(Mrs.) Muriel Murray	(Mrs.) Muriel Murray
	Montreal	UN. 6-9361	660 St. Catherine St. W.	Jean Monté	Jean Monté
Whitehall Broadcasting Ltd.	Montreal	MA. 4156	1510 Drummond St.	Wilf Charland	Joan Bridge
Willis Advertising	Toronto	EM. 3-2073	220 Richmond St. W.	W. Edington	W. Edington
Wood, A. D. Advertising	Calgary	AM. 2-4767	620 8th Ave. W.		N. B. Wood
Young & Rubicam Ltd.	Montreal	UN. 6-8941	660 St. Catherine St. W.	Gaby LaLande	Helen Quinn
	Toronto	EM. 2-2341	44 King St. W.	W. H. Clark	Doreen Dunlop

To Market,
to Market...



on an All-Canada Plan!

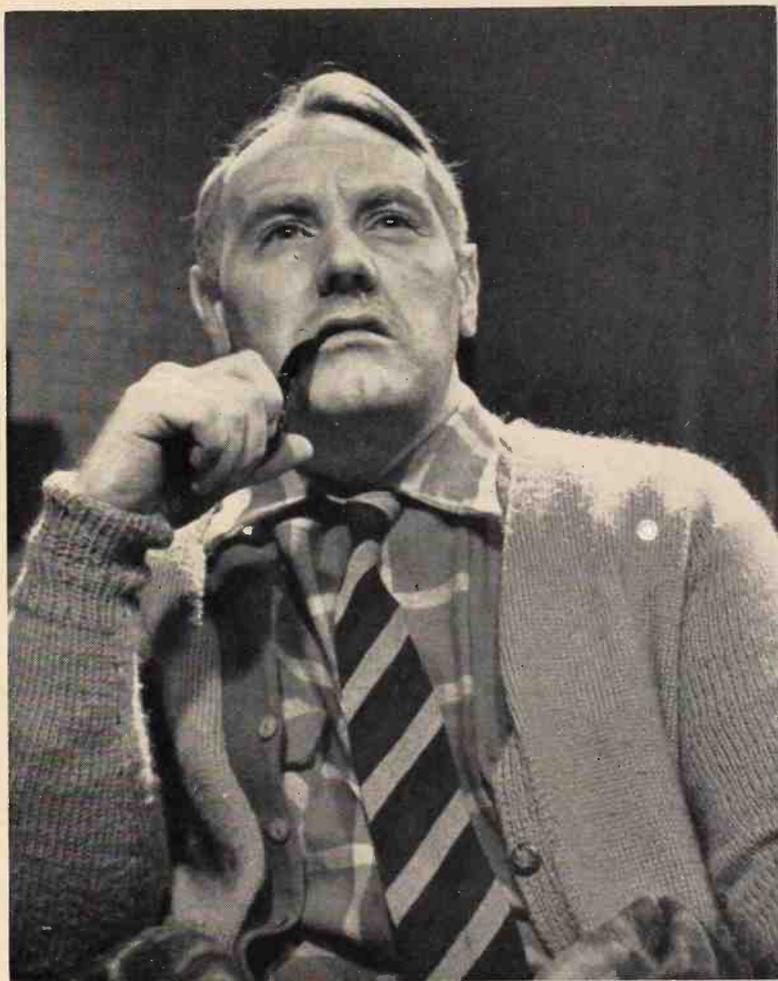
For results,
call an
All-Canada
Man!

ALL-CANADA RADIO & TELEVISION LTD.

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Live Drama

SPONSOR SEES FIRST OF SERIES --- COMES QUIETLY



PLAYING THE LEAD in CKGN-TV's first live drama, *Mill of the Gods*, is production manager Bill Hart. This is the play that sparked the Saya Fuel Company to take on a series of thirteen dramas.

FOLLOWING the presentation of their first live drama show, CKGN-TV, North Bay has sold one of the hour-long shows a month for the next thirteen months to a local sponsor.

The first show, done as a one-shot February 17, was called *Desperate Decision*. It was directed by CKGN-TV production manager Bill Hart who also played the male lead along with two other performers.

Camera man Hans Hugo, doing some agile footwork, made the one studio camera do the work of three, with the aid of slide inserts.

To produce the first play, the station used its own staff and several local players in their large studio.

The following day, the Saya Fuel

Company of North Bay bought a whole series based on the format of the first show, and the series is now called *Hi Flame Studio Presentation*.

March 31 saw the presentation of the second play, *Mill of the Gods*. It was written by Angus McLellan and directed by Wilf Davidson, both CKGN-TV staff members. Included in the cast of five in the two-act production were Bill Hart and Bill Bennett, also of the station.

The third show, scheduled for last Sunday, April 28, starred announcer Bill Crone. This play, called *Peace, Perfect Peace*, carried a cast of ten, six of them speaking parts, and was written especially for the series by Angus McLellan.

Future presentations will include a half-hour drama called *Never Ride*

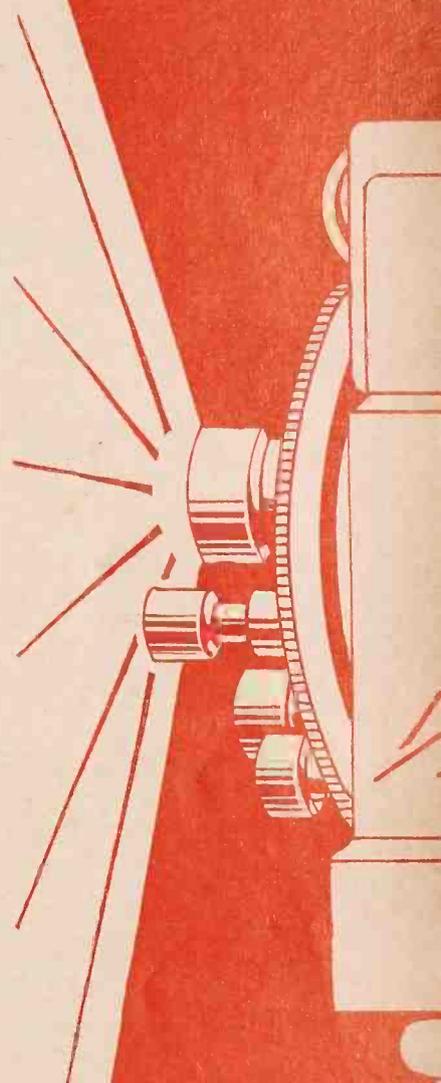
With A Stranger, based on a new short story by CKGN-TV promotion manager Barry Penhale.

The driving force behind the whole series is Bill Hart. Bill, who was born of theatrical parents, believes that in time it will be possible for CKGN-TV and local actors and actresses to build up their own company.

The sale of the series came about by accident.

The first program was presented as a one-shot sustainer with no thought of a series or sale in mind.

No solicitation was made at all. The sponsor telephoned CKGN-TV the next day and asked if he could purchase a series of that type running over the next thirteen months, and the Playhouse was on its way.



CANADIANS LIKE AMERICAN COMMERCIALS BUT...

By Donald H. McCollum

Vice-President, Schwerin Research Corporation

ARE CANADIANS different from Americans? And British different from either or both? Yes, in many surface ways -- customs, favorite sports, a few speech habits -- and in some sub-surface ways.

But the thing that strikes a research man who has been working pretty intensively on this subject for the past six years is that fundamental likenesses are greater than the differences.

The common field of Schwerin Re-

search, Canadian Facts, and Schwerin Ltd. (England) is, of course, the study of television commercials and programs. Strictly speaking, these comments are limited to that area. But because TV involves responses that arise from people's basic habits of thought and opinion, our findings inevitably have a wider application.

These, it seems to me, are some of the most important points that have emerged from our testing so far:

- In general, it appears that commercials which are effective in one country are also effective in the others, with the same parallel holding true for ineffective commercials.

- There is evidence that Canadians are somewhat harder to influence than Americans are.

- Except when programs have strongly "local" material, Canadian and U.S. audiences usually have the same liking patterns for a show -- in other words, interest goes up or down at the same places.

- However, in their overall reactions to programs, Canadians are commonly more critical than their U.S. neighbors.

- Canadian tastes appear to vary less by age group than is true in the U.S. Programs here are more apt to have pretty much the same level of appeal to all age groups, rather than appealing, say, much more strongly to older viewers than to younger adults.

In an article of this length it is difficult to give more than brief and selective evidence in support of the above points. But I will at least treat each of the considerations briefly.

SAME IN BOTH COUNTRIES

When Schwerin testing expanded to Canada in 1952, there was a widely held view that few lessons learned

in U.S. television would be transplantable in the soil north of the border.

Our experience so far has indicated, however, that the two people's basic responses are pretty closely allied. An interesting case in point was a study made of a series of U.S. commercials for television sets, tested in both countries. The order of effectiveness for these commercials was identical for both Canada and the U.S., with the least effective commercials being the same in both countries, and so on.

With regard to English television, which only began commercial broadcasting in the fall of 1955, few observers felt that British sensibilities would be in any way responsive to American commercial techniques or approaches. To sell British women a brand of beauty product, the advertiser retained a well-known English actress as presenter, and she delivered a low-key, genteel and urbane commercial messages, which failed, however, to create a very high preference for the brand advertised.

In order to get a comparison, an American commercial which featured a popular female presenter giving a straight pitch devoid of subtlety was also tested among an audience of English women. The U.S. commercial did just as well with the British ladies as it had with their American sisters, proving to be five times more effective than the English commercial.

However, there are exceptions. One of these occurred when commercials for a men's product, which had been extremely effective in the States, were tested in England and didn't do at all well there. The approach was to imply that success in romance would follow from the better appearance resulting from use of this brand. It appeared that this basic motivator simply did not kindle any spark among Englishmen, even when

properly presented; some other claim (conservative tidiness, economy, widespread acceptance?) was evidently required.

CANADA AND U.K. ARE HARDER

With the evolution of U.S. commercial television (including research tools such as SRC's Competitive Preference as a measurement of commercial effectiveness), there has come a corresponding responsiveness toward TV advertising by Americans. It is not inherently difficult in most product fields to move a U.S. television viewer to a specific brand.

In Canada and in England, however, the story is somewhat different. Although Canadians appear to be influenced by the same commercial messages as Americans, they are not moved to as great a degree. Thus, we saw in the TV set study that while the two people's reactions followed the same pattern, Canadians gave the advertised brand a consistently lower level of preference.

Much the same condition exists in England. After a year's experience testing British commercials we have found that only about half of them have been effective. The percentage of "misfires" in the U.S., on the other hand, is now down around 35 per cent.

This greater inertia among Canadian and British TV audiences may have its roots in the less intense competitive struggle for markets that characterizes these countries as contrasted to the U.S. But the simpler explanation may be the best: neither Canada nor England has been in the TV commercial business as long as the U.S. has.

TASTES ARE SIMILAR

American and Canadian viewers generally react in the same way to a television program. Interest goes up or down at the same places, that is, rather than being divergent. This does not hold true in the case of customs, situations, etc., which are peculiar to one country or the other -- any more than private jokes are amusing to the outsider. But the pattern of liking for entertainment that transcends the purely "local" is remarkably similar for the two countries.

Is the same true of English audiences? We would have to answer with a qualified "Yes". A study we made of a British half-hour dramatic program tested in all three countries revealed practically identical levels and patterns of interest. The only discrepancy in response was for one scene at the beginning in which the hero -- who masks his revolutionary bravery under the guise of a foppish dandy -- is involved in a frivolous drawingroom conversation about the proper fashion in "weskits". There was a precipitous drop in liking for this scene among American viewers. Canadians reacted negatively, but not quite as strongly. English viewers, on the other hand, evidently found the sequence quite to their liking.

As with commercials, the similarities of response for the three countries seem more striking to us than the differences.

KEEPS
FILMS
CLEAN

ECCO # 1500

Amazing ECCO #1500 cleans and conditions films as no cleaner ever has -- yet actually is better, faster, safer to use. The difference is: ECCO contains no deadly carbon tet. Instead it contains carefully compounded chemicals which prevent static electricity. Film treated with ECCO stays cleaner longer, pliable longer. Write for folder.

PRICES: ECCO #1500
1 gallon \$14.00
ECCO APPLICATOR \$38.00

**CALDWELL EQUIPMENT
COMPANY LTD.**

447 Jarvis Street, Toronto, Ontario
Telephone WAInut 2-2103

CKSO-TV SUDBURY



CKSO RADIO

TWIN AIRPOWERS of THE NORTH

CANADIANS ARE MORE CRITICAL

But there are differences. One of the main ones is that, just as Canadians are less responsive to television commercials than U.S. audiences, so are they more critical of the programs themselves.

This has been true of all American shows tested on Canadian audiences. (We have not, so far, tested enough Canadian shows in the U.S. to generalize safely.) The difference in liking has ranged anywhere from 2 to 10 points.

When we look at the liking of Canadians for their own programs, the story is the same. In the case of one type of show of which we have tested a larger number of examples, the average liking score in Canada was ten to fifteen points lower than the average liking score of American viewers for this same program type.

ALL AGE GROUPS AGREE

Another difference between U.S. and Canadian TV audiences is in the responses of different age groups to programs. The cleavage is greater in the U.S. than in Canada, where there appears to be pretty much unanimity of taste in entertainment.

The table shows a comparison of Canadian and American liking scores for four age groupings. The final score is an average for seven programs tested.

LIKING FOR TV SHOWS BY AGE

	16-25	26-35	36-50	Over 50
Canada	53	53	55	55
U.S.	69	68	72	76

We suspect that the similar appeal of Canadian shows for all age groups reflects the comparative lack of variety in Canadian TV broadcasting -- a lack in both program-type

and number of TV channels available to the average Canadian television set owner.

STILL MUCH TO LEARN

There, then, are some of the indications regarding viewer patterns in three countries that we have noted so far. It should, however, be made clear that these are only indications. Much more research needs to be done before really complete knowledge is collected; after all, though Schwerin Research in its ten years of U.S. testing has gathered data on thousands of commercials and programs, the comparable material in the other two countries represents only a few hundred cases.

The quality of our TV research in Canada and England continues to expand, however, and the gaps in information will gradually fill in. And, as a result, we can look forward to learning more and more about this intriguing and important subject -- the special ways in which we neighbors differ, and the far more basic ones in which we think and act alike.

UK STARTS 3-D AND TELESCOPIC TV

THIRD dimensional television is one of three new developments which have been made in Britain. Besides a 3-D camera, there is a small tubular camera and a camera adapted for use with a telescope.

Three dimensional industrial television, developed by Marconi at Chelmsford, Essex, was demonstrated a short time ago. The system is in use to control the first mechanical hands made in Britain. It is called a "master slave manipulator", and has now become a mainstay of atomic research.

The small tubular camera is only three inches in diameter, complete with casing, and is about 24 inches long. It was developed by Cathodeon Ltd., a subsidiary of Pye, for use in inspecting the interior of atomic piles or other such places accessible through small openings.

By the intricate use of solenoid-

operated mirrors, the Stacion-tube camera can see in all directions, except behind, even in a three-inch pipe. This is accomplished by using lights carried by the camera just in front of the lens and focussing the single lens optical system through the camera casing in addition to the mirrors. All actions of the head are controlled on a console mounted near the monitors.

At the Lamont Hussey Observatory at Bloemfontein, Dr. Slipher has been using a highly sensitive vidicon camera in conjunction with his telescope to photograph the planet Mars. He maintains that the TV camera enables the image to be increased in brightness, which enables a shorter exposure to be used. This eliminates distortion through the turbulence in the upper air, and thus enables him to enlarge his prints more than is usual due to the greater detail.

Regina hits the MICROWAVE



another
FIRST
FOR CKCK-TV
CHANNEL 2

TO SERVE YOU BETTER
IN ENTERTAINMENT
AND ADVERTISING RESULTS

REGINA CITY HAS
76%

TV SET SATURATION
WITH MORE THAN
42,500 TV SETS IN
THE AREA.

2nd LOWEST COST PER 1000 ● TV HOMES IN CANADA

CANADA — ALL-CANADA TELEVISION LTD.
U.S.A. — WEED TELEVISION LTD.

CKCK-TV

CHANNEL 2



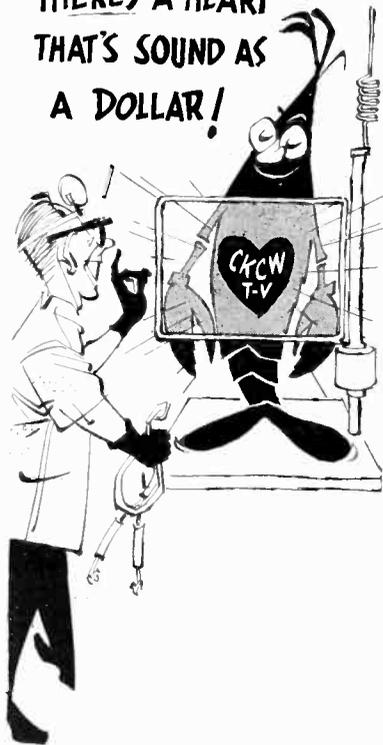
Pepys
ON
TELEVISION

A Stovin TV Salesman is fully qualified to discuss TELEVISION with you helpfully and intelligently — with market data and station facts to meet your sales problems. Consult any of our FOUR offices across Canada.

HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO
WINNIPEG VANCOUVER

Representing
KVOS-TV Bellingham-Vancouver
CJBR-TV Rimouski, P.Q.
CKCW-TV Moncton, N.B.

**THERE'S A HEART
THAT'S SOUND AS
A DOLLAR!**



**STRONG
ENOUGH TO
BLANKET
THE
MARITIMES**

With Your
Sales Message

**CKCW-TV
NOW
25,000 WATTS**

REPRESENTATIVES
STOVIN IN CANADA
ADAM YOUNG IN U.S.A.



The Hub of the Maritimes

**MONCTON
NEW BRUNSWICK**

Package Design

COLOR AND SHAPE ARE VITAL FACTORS FOR TV SCREENS

By Ed James
CB&T Staff Writer

GENERALLY speaking, manufacturers in Canada have not accepted the color and design modifications of their packages suggested to them by the producers of TV film commercials.

When a package is shown on television, often the color combination does not register properly in shades of grey and black, and sometimes small printing gives the article a cluttered appearance. Therefore, the producers of filmed TV commercials put their art departments to work altering colors and designs so that the product will have a better effect when shown on the screen.

This is done at a rather high cost to the advertiser and the producer.

ALTERATIONS COME HIGH

Though these alterations are a standard procedure for nearly all products shown, Sweet Caporal Cigarettes seemed to be the only case where they adopted the package design and color scheme dictated by the requirements of TV commercials.

John Ross of Lawrence Productions mentioned that one agency had put itself over a barrel in this regard. When a new design was required for a margarine package, they suggested gold foil, and now, when the package is being photographed for television, the costs of alteration are climbing skyward because the foil simply will not register anywhere on the grey scale.

Special effects director Gord Petty of Queensway Studios, a subsidiary of S. W. Caldwell Ltd., mentioned a recent case in which they were called upon to produce a commercial for a household detergent sold in bottles having a baked-on painted label. The labels would not stand out enough, so they had to chip away the glass on a dozen jars and put on their own labels properly built up. The alteration took four men three days.

Art director Jim MacKay at Queensway said that if advertisers kept TV in mind when getting the design made for a new package, they would save themselves considerable time and money, as would the commercial producer.

Account Executive Ray Barford at McCann-Erickson Inc. said that to his knowledge, no one in Canada had yet used this idea, but the adoption of such a process would effect a saving for everyone involved.

Petty's opinion is that although the idea is good, permanent changes were not advisable for small campaigns. For large ones, yes, but it doesn't happen very often.

Ralph Peck at Batten, Barton, Durstine & Osborn said that with his Rexall account, he had not had any such requests.

WOULD CHANGE THE PRODUCT

Art director Harry Trimmer of TDF, Advertising Artists, said "I

don't think the adoption of such a procedure would be a good idea. It would rule out white for all packaging and would change the customer color appeal established by the product's container unnecessarily".

Tim McRae, broadcasting manager of Leo Burnett Co. of Canada Ltd., said that as far as he was concerned, such a step need not be taken into consideration because "the cost of conversion only amounts, on the average, to about \$75 per package, which is much less than a complete re-design".

Bob Jones, advertising manager of Colgate-Palmolive Ltd., says that his company in Canada as yet does not use the TV requirements in design, but that all his company's products in the United States are developed in this manner. "It is only a matter of time," he said, "until the Canadian company does the same thing. We thoroughly believe that the procedure has helped our sales".

See Sales Double In Five Years

SALES WILL double in the next ten years in the Canadian electronics industry, according to a firm of investment counsellors. It is said the growth will match that of the industry's counterpart in the United States.

The report, which was prepared by Canadian Business Service Ltd. for the Gordon Royal Commission on Canada's Economic Prospects, says "an immensely successful future for electronics and the electronic industry can assuredly be predicted.

"Estimates on the development of the U.S. electronics industry indicate a doubling of sales in the next decade," it said. "A similar trend is expected in Canada, which would mean sales of about \$800 million a

year by 1965, and roughly \$1,600 million by 1980.

A cautious note in the report stated "prospects for exports, however, were not encouraging. Canadian costs were higher than those in the U.S. where economics of large scale production had kept costs lower. The cost difference will become wider in the future because the American industry could adopt a greater degree of automation."

SAY YOU SAW IT
IN
CB & T

**52,100 WESTERN ONTARIO FAMILIES
WATCH CFPL-TV NEWSREEL DAILY**

according to B.B.M. Report, January, 1957 *



Pat Murray is the friendly host of PANORAMA, 6 to 7 p.m., Monday to Saturday, which features the award-winning NEWSREEL, along with weather, sports, variety and guests.

This enthusiasm is won by our daily moving film portrayal of the busy life of Western Ontario, filmed by staff photographers and "stringer" newsreel men throughout our 8 counties.

Our news captivates a loyal audience of viewers to help you build sales in this important market.

Enquire now about choice sponsorships and adjacencies.

* daily average

Western Ontario is Sold on ...



CONTACT ALL-CANADA TELEVISION; IN U.S.A., WEED & CO.

WESTERN ENGINEERS MEET IN REGINA



IN THE FOREGROUND, Bert Hooper, CKRC, Winnipeg is being shown some details of a new micro-wave relay system by Ernie Strong, CKCK-TV, Regina. In the background, Lorne McBride of CKCK-TV is demonstrating some of the facilities of the station.

THE 7th Annual Engineers Conference, with representatives from the prairie provinces and the west coast, was held in Regina last month under the chairmanship of Earle Connor. The group was taken on a tour of inspection of the facilities of CKCK-TV, Regina.

At the conference, the delegates

heard reports on the TD2 Microwave System; Magnetically stripped film; future of transistors in AM and TV broadcasting; and satellite TV station operation.

Over 100 engineers from the western part of Canada were represented at the meetings.

Compatible Tint Tape Is Next For Ampex

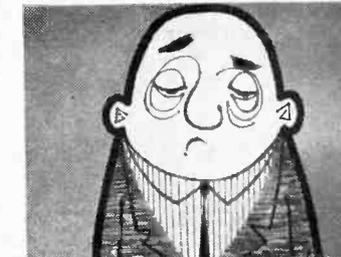
A COMPATIBLE tint tape unit is being prepared by the Ampex Corporation which will be ready for sale within a year.

In addition, the company is working on a color unit which is adaptable to its present black-and-white videotape recorder. It will be a rack which could be fitted over the present b & w unit whenever color is recorded.

Most of the flaws have been taken

out of the production models of the b & w machine which will start to roll off the assembly lines in November. One big advance is the perfection of tape interchangeability. It is now possible to replay a tape on a machine other than the one on which it was recorded.

To date, Ampex has a backlog of orders for 100 of the b & w machines at \$45,000 each. Delivery is expected by May of next year.



Made in Canada by

S.W. Caldwell LTD.

— This one you haven't seen. It was made in Canada for Tri-Nut Margarine and will be used ONLY in the U.S.

CALDWELL QUEENSWAY FILM STUDIOS
1640 THE QUEENSWAY • TORONTO • Call CL. 9-7641

G. N. MACKENZIE LIMITED HAS *the* SHOWS

TORONTO
519 Jarvis St.

WINNIPEG
171 McDermott

VANCOUVER
804 Hornby St.

New Canadian Company Announced



ROGAN JONES



GORDON REID

The announcement is made today of the formation of a new Canadian company, KVOS (Canada) Ltd.

Mr. Rogan Jones is President and Mr. Gordon Reid, Vice-President. Mr. Reid will continue to manage the Canadian Company with Herman Burkart, Sales Manager, and Jack V. Gettles, Production Manager. The operation now encompasses complete commercial film production facilities and program department, with studios and offices located at 1687 West Broadway in Vancouver.

7255-1

Army Boxing Is Telecast

CANADIAN Army Boxing Championships were televised last month by CKWS-TV, Kingston from that city's community centre. The two-night program was the station's first venture into remote telecasting.

Through the co-operation of the Canadian Army and Pye of Canada, CKWS-TV set up a camera equipped with a Pye Vari-Focal lens, the English equivalent of a Zoomar, and televised the bouts for two nights from 10:00 to 11:00 p.m.

A special micro-wave link was set up between the centre and the station by chief engineer Bert Cobb and his technicians and the production was handled by CKWS-TV Director Lorne Freed with Frank Oberson on the camera.

Say You Saw It
in
C B & T

SASKATOON GIVES EDUCATION A PLAY



CFQC Photo by Johnny Lumpky

PICTURE BOOKS can be most effective on children's television programs, but must be selected with great care to ensure both good technical and educational quality.

SASKATOON VIEWERS are currently getting some serious fare over their local station, CFQC-TV. Pre-school education, current affairs, and higher education are the subject matter of three of these offerings.

Kindergarten is a 15-minute daily production that is CFQC-TV's entry in the field of educational television. It is not a "baby-sitter" type, but an actual kindergarten that has been following a prepared curriculum since October 1, 1956. The pre-school children are taught the same subject matter and skills as they would receive in school. Complete evaluation of results cannot be made until the children enter grade 1, but on the basis of mailed in assignments, they are learning a great deal. This show was four months in the planning stage before going on the air.

At Home And Abroad is a weekly half hour production on which Dr. C. W. Lightbody, historian, author and lecturer discusses with the aid of extensive visual material, the implications of particular world problems such as "Suez and the Middle East". It has been sponsored by various advertisers.

University of Saskatchewan is another weekly half hour show in the field of education by TV. Though the 27th and final broadcast of this series was given April 3, it will be continued next season, at which time it is intended to give a particular course for academic credit. Each show explores one of the resources of an institution of higher learning with discussions like "The Crisis in Higher Education", under the direction of the experts themselves.



ROBERT LAWRENCE PRODUCTIONS

MOTION PICTURE PRODUCERS

Office: 32 Front St. W.
EMpire 4-1448

Studio: 1202 Woodbine Ave.
OXford 8-2805

TORONTO, ONT.

Our List of Successful
Television Advertisers
Include:

- BRITISH AMERICAN OIL CO. LTD.
- CAMPBELL SOUP COMPANY LTD.
- CANADIAN INDUSTRIES LTD.
- CANADIAN OIL COMPANIES LTD.
- COLGATE-PALMOLIVE CO. of CANADA LTD.
- NESTLE (CANADA) LTD.
- NOXZEMA CHEMICAL CO. of CANADA LTD.
- PROCTER & GAMBLE CO. of CANADA LTD.
- STERLING DRUG MANUFACTURING LTD.
- SAVAGE SHOES LTD.
- WHITEHALL PHARMACAL (CANADA) LTD.

ROBERT LAWRENCE PRODUCTIONS (CANADA) LTD.

(AFFILIATED COMPANIES)

NEW YORK: Robert Lawrence Productions Inc.; Loucks & Norling Studios, Inc.
Pintoff-Lawrence Productions, Inc.

HOLLYWOOD: Grantray-Lawrence Animation, Inc.

**POINTS
OF SALE**

**TWO
ACTION
STATIONS**

now
offering an
extra

**SUMMER -
PLUS**

of
carefree
relaxed
receptive
vacationers.

CKVR-TV
Channel 3

CKGN-TV
North Bay

**PAUL
MULVIHILL
& Co. Ltd.**

TORONTO
77 York St.
EM. 8-6554

MONTREAL
1543 Crescent St.
MURRAY MacIVOR
PL. 1097



CBC ART DIRECTOR WINS AWARD

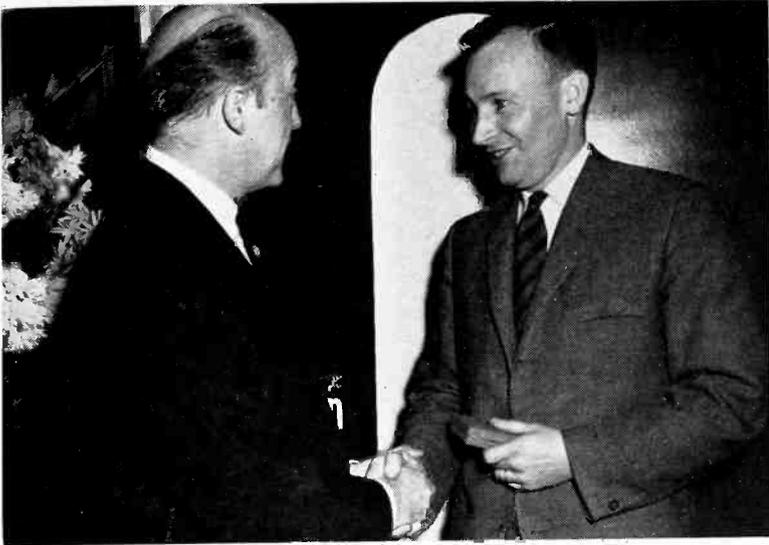


Photo by Panda

DAVE MACKAY (right), graphic art director for the CBC, received two awards and a gold medal in the television and motion picture class at the 9th annual exhibition of the Art Director's Club recently held at the Toronto Art Gallery. Here he receives a medal from Leslie Trevor, president of the Art Director's Club of Toronto.

You Can't

SAY YOU SAW IT IN CB&T

if you're not on the list

\$5.00 a year

\$10.00 for 3 years



HAMILTON

CANADA

FEATURES

ACTION SHOWS!

- Mondays** — Man Behind The Badge
- Tuesdays** — Frontier Doctor
- Wednesdays** — Jungle Jim, The Falcon and Federal Men
- Thursdays** — Great Gildersleeve and City Detective
- Fridays** — Waterfront and Crusader

PLUS

The Finest Selection of
Full-Length Movies
Every Day

LIMITED PARTICIPATIONS AVAILABLE
CONTACT • ALL-CANADA TELEVISION

You can reach Quebec Province *and* Central Ontario *with these* **HARDY** **TV STATIONS**

QUEBEC

- CKRS-TV, Jonquiere — Kenogami
- CFCM-TV, Quebec City (F)
- CKMI-TV, Quebec City (E)
- CHLT-TV, Sherbrooke
- CKRN-TV, Rouyn — Starts telecasting Labour Day.

ONTARIO

- CKCO-TV, Kitchener

Each of these Hardy stations is a progressive station you ought to know about. They have live commercial facilities, for example . . . and each offers you "billboard" commercials, too. They have a wide variety of top programs, including up to 74 *live* shows per week.

And Hardy men *know* these market areas. Whenever you want information about Quebec Province or Central Ontario, call your Hardy representative. He'll gladly give you the facts you need.

HARDY



JOS. A. HARDY & CO. LTD.
TORONTO EM. 3-9433 MONTREAL PL. 1101

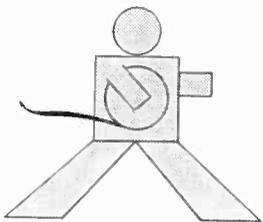
Ed James'

TELE-TATTLE

The greatest French advertising medium in Quebec

300 000 KV
CHLT-TV CHANNEL 7
SHEAR BROOKE
We cover the Montreal market

EXCLUSIVE SERVICE
FOR
TELEVISION FILM



Our capable staff handles all the details so important in television, industrial and educational film servicing. Editing, print control, shipping and bicycling, storage — those vital things that make for smooth operation.

Write for our descriptive literature today.

SPONSOR FILM SERVICES
CORP. LTD.
443 Jarvis Street • Toronto
Telephone WALnut 4-1179

S. W. CALDWELL Ltd. has put on the market a packaged tape radio show called *Panorama* that can be purchased in splits all the way from 5-minute segments up to 90 minutes.

The show itself is built as a local origination; it is a completely commercial show; the stars can give commercials for local advertisers and it can be programmed independently.

E. LAINE GRAND, hostess on the now finished *Chrysler Festival* series, has signed an exclusive contract with ITV in London, England that will keep her there until at least April 30, 1958.

This she did after considering three bids from England and one from Toronto.

L. AST MONTH, Charles C. Bevis Jr. made the announcement that WBUF, Buffalo would get a power boost in August to 1,000,000 watts.

Such an announcement is not so startling because (a) the figure is combined audio and video, and (b) the FCC in the United States has set a legal limit of 5,000,000 watts combined for all UHF television stations.

The increase will boost the number of Canadian homes covered by the American station by 50%. The Canadian coverage is about one quarter of the station's total.

A. FTER the two successful stereophonic sound shows done by CHCH-TV, Hamilton in co-operation with a number of southern Ontario stations, a whole summer series of the simulcasts is now planned, under the sponsorship of Seabreeze Phonographs.

W. HEN Herb Towers, emcee of CHCH-TV Hamilton's *Bar-11 Ranch* took his hand puppet, Albert J. Steed, to be cleaned, only one cleaner in town would accept the

job, and even then he did not guarantee that the ears would remain intact.

A. YOUNG GUEST on *Bar-11 Ranch*, a children's western show on CHCH-TV, Hamilton brought his pet squirrel to the studios for the show. The animal's best trick was to run up one arm and down the other. While performing on camera, he got carried away and kept on going up into the rafters of the building.

Technical staff capitalized on the event and worked it right into the show with trick lighting and camera work.

Unfortunately, the animal stayed there the whole night, and all through the live presentations such as news, weather and sports, he added his own dialogue.

The next morning, one of the engineers returned the captured pet to its tearful owner who had called at the station.

P. ETTER McFARLANE, producer of *Showtime* for the CBC, is leaving the corporation and going to work for ITV in England.

L. ORRAINE McCALLISTER is leaving the *Holiday Ranch* show June 29 and heading home to Vancouver.

Auditions for the vocalist's replacement will be held at that time.

C. BC's FRANZ KRAEMER made a special two-hour TV adaptation of the opera *Carmen* for the last presentation of *Folio* May 1.

Six cameras and two studios were used for the show, which is twice the usual number.

C. HCH-TV will do a remote telecast from the Royal Connaught Hotel in Hamilton May 19. Guest of

honor at the Ontario Knights of Columbus Convention will be Mayor Robert Wagner of New York City, making his first Ontario appearance.

L. AST MONDAY's (April 29) presentation of the *Cinderella Ballet*, carried by the CBC-TV web from NBC in the States, is the third such effort. The original *Cinderella*, by Rodgers and Hammerstein, was aired last month.

Walt Disney had his movie version of *Cinderella* in the vaults for months, but held off releasing it until he had seen how the public accepted the TV version. It is now playing in theatres across the continent.

A. CCORDING to reports, commercial television in Britain is heading for \$55,000,000 in advertising revenue in its second year. This is almost double the gross obtained in the first twelve months. By 1958 the total is expected to reach \$73,000,000 when more outlets will be functioning.

C. ARL POLLOCK, president of CKCO-TV, Kitchener and Dominion Electrohome Industries Limited, was named outstanding citizen of the community by the Kitchener Chamber of Commerce.

Presentation of a Silver Tray was made during a dinner last month. The proceedings were telecast over CKCO-TV.

Steve Jones, manager of the Kitchener Chamber of Commerce stated that this was the first time such a presentation had ever been made to a Kitchener citizen.

Q. Ueen ELIZABETH has decided to make her annual Christmas broadcast this year by means of a TV-radio simulcast. This will mark the first time in history that a British sovereign has used the medium of television to broadcast to the Commonwealth.

When the message is aired from Sandringham in Norfolk, BBC television cameras will cover the event, in addition to radio, and will feed the picture to Independent Television in Britain, Eurovision on the continent and will supply kinescopes of the broadcast to networks in all of the other Commonwealth countries.

H. AROLD MILOFF has been appointed supervisor of TV, radio and film services for Trans-Canada Air Lines. He formerly was in TCA's press bureau of the public relations department.

Harold took over in the newly created position yesterday, May 1, and is responsible for public relations activities pertaining to the television, radio and film media.

He joined TCA in Edmonton in 1952 after being a reporter with the *Winnipeg Tribune* for a number of years, and since 1955 has been located in Montreal where he will stay in his new post.

T. HAT'S ALL the tattle I have for now, but remember, it's your column, so-o-c if you've anything new, tell it to 'Tele-Tattle.

CFCM-TV, QUEBEC,

can give you **338,800** SELLING IMPRESSIONS
of **Sight** and **Sound** for as little as
\$29.28 per day.

338,800
per day

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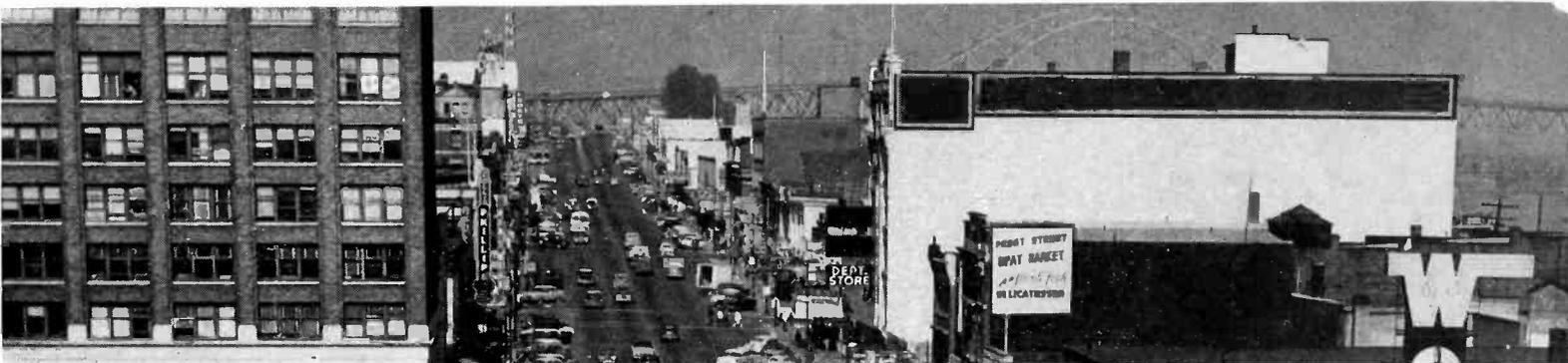
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maximum B.C. audience



VICTORIA

at lowest cost



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KVOS-TV

CHANNEL 12

Look into the TV picture in B.C. closely! Month by month you'll see the same convincing evidence that more people by far are watching KVOS-TV. If our rep has not already done so, ask him to show you the figures that prove it. KVOS-TV is consistently carrying the top-rated shows to the biggest audience in the rich B.C. market.



Compare the rates and you'll see why KVOS-TV is the greatest TV buy in B.C. today.

	KVOS-TV	STATION A (Vancouver)
20 secs.	\$ 87.00	\$116.00
1 min.	108.00	145.00
30 mins.	261.00	348.00

Reps: Horace N. Stovin & Co. — Montreal, Toronto, Winnipeg
Forjoe TV Inc. — New York, Chicago, Los Angeles, San Francisco.

OFFICES: 1687 W. Broadway, Vancouver, B.C. CHERRY 5142
STATION: Bellingham, Washington.

THE TELEVISION Story



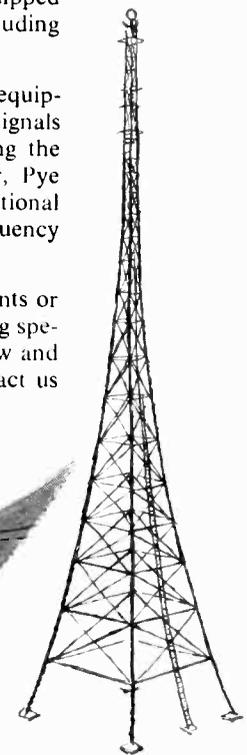
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At the transmitter, Pye supplies all the equipment necessary to control and amplify the signals for transmission to home receivers—including the tower and antenna. Going one step further, Pye can install packaged TV satellites to give additional area coverage, increased power or frequency change.

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PERSONNEL REGISTER (Television)

BRITISH COLUMBIA

CFCR-TV, KAMLOOPS: .05 kw. Audio; 10 kw. Video on Channel 4. CBC Kine. (1) Twin Cities Television Ltd. — (2 & 3) Ian G. Clark — (5) Walter Harwood — (6) Gordon Rye — (7) Jean C. Ross — (8) Bob Hill — (9 & 10) Bill McGowan — (11) Mrs. Margaret Heron — (13) Ray Wanless — (14) Shirley Page — (15) Irene Orton — (16) Mrs. Margaret Heron — (19) John Symonds — (20) J. Fred Weber — (21) All-Canada Television—(22) Weed Television.

CHBC-TV, KELOWNA: 1.65 kw. Audio; 3.7 kw. Video on Channel 2. CBC Kine. Satellite at Penticton: .16 kw. Audio; 30 kw. Video on Channel 13. Satellite at Vernon; .155 kw. Audio; 31 kw. Video on Channel 7. (1) Okanagan Valley Television Co. Ltd. — (2) J. H. Browne — (3) Roy Chapman.

KVOS-TV, BELLINGHAM - VANCOUVER: 113 kw. Audio; 225 kw. Video on Channel 12. CBS. (1) KVOS (Canada) Ltd. — (2) Rogan Jones — (3 & 4) Gordon M. Reid — (5) Herman Burkart — (6 & 7) Jack V. Gettles — (8 & 9) John Sherman — (10) Fay Haines — (11) Mrs. Alice Griffith — (12) Hal Reeves — (13) Mrs. Alice Griffith — (14) Mrs. Marge Ardies — (15) Ken Davidson — (16) Mrs. Joan McDermott — (17 & 18) Jack Gettles — (19) John Sherman — (20) Ernie Harper — (21) Horace N. Stovin & Co. — (22) Forjoe & Co.

CBUT, VANCOUVER: 25.4 kw. Audio; 47.6 kw. Video on Channel 2. CBC Kine. Owned and operated by the Canadian Broadcasting Corp.

CHEK-TV, VICTORIA: .9 kw. Audio; 1.8 kw. Video on Channel 6. CBC Kine. (1) CHEK-TV Limited — (2) David M. Armstrong — (4) Ted Bissland — (5) Doug Keough — (6) Bob Hallock — (9) Jim Bogyo — (10) Keith McKenzie — (13) Harry O. Watts — (14) Joan Armstrong — (15) Dave Anderson — (16) Mrs. Cy Roberts — (17) Mrs. Sylvia Ayres — (19) Phil Barter — (20) Norm Berquist — (21) Television Representatives Ltd. — (22) Forjoe Inc.

ALBERTA

CHCT-TV, CALGARY: 50 kw. Audio; 100 kw. Video on Channel 2. CBC Kine. (1 & 2) Frederick Shaw — (3) Herb Stewart — (4) Dick Carson — (5) Bob Watson — (6) Ray Torgrud — (9 & 10) Ed Whalen — (12) Graham Laughren — (13) Barry Nicholls — (15) Les Funtek — (16) Irene Palmer — (18) Walter Petrigo — (20) Lee Crawley — (21) All-Canada Television — (22) Weed Television.

CFRN-TV, EDMONTON: 90.4 kw. Audio; 180.3 kw. Video on Channel 3. CBC Kine. (1) Sunwapta Broadcasting Co. Ltd. — (2 & 3) G.R.A. Rice — (4) Sid Lancaster — (5) Bruce Alloway — (6) Don Brinton — (7) George Kidd — (9) Ab Douglas — (10) A. Shaver — (11) Mrs. Laura Lindsay — (13) Isobel McDonald — (14) Vera Bayrak — (15) Frank Harris — (16) Barry Gordon — (17 & 18) Keith Neale — (20) Ted Wadson — (21) Television Representatives Ltd. — (22)

KEY

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

Canadian Station Representatives Ltd.

CJLH-TV, LETHBRIDGE: 85.5 kw. Audio; 171 kw. Video on Channel 7 CBC Kine. (1) Lethbridge Television Ltd. — (2) Hugh Buchanan — (3) Norman Botterill — (5) Lloyd Crittenden — (6) Tom McLaren — (7) Bob Ranson — (9) Norm Young — (13) George Skelton — (14) Ruth Barnes — (15) Jasper Veerman — (17 & 18) Mrs. Betty Glendinning — (19) Vic Reed — (20 & 21) All-Canada Television — (22) Weed Television.

CHAT-TV, MEDICINE HAT: 2.39 kw. Audio; 4.78 kw. Video on Channel 6. CBC Kine. (1) Monarch Broadcasting Co. Ltd. — (2) J. Harlan Yuill — (3) Robert J. Buss — (19) Hugh Pender — (20) S. F. Gaffney — (22) Weed Television.

SASKATCHEWAN

CKCK-TV, REGINA: 53.4 kw. Audio; 100 kw. Video on Channel 2. CBC Kine. (1) Trans-Canada Communications Ltd. — (2) Clifford Sifton — (3) H. A. Crittenden — (4) Larry Glover — (5) Lloyd Westmoreland — (7 & 8) Neil Harris — (9) James McLeod — (10) Ken Milton — (11) Doreen Andrews — (13) William Rees — (14) Mrs. Betty Bond — (15) Joe Soehn — (17) Mrs. Jean Harrison — (18) Gordon Grant — (19) Lorne McBride — (20) Ernie Strong — (21) All-Canada Television—(22) Weed Television.

CFQC-TV, SASKATOON: 60 kw. Audio; 100 kw. Video on Channel 8. CBC Kine. (1) A. A. Murphy & Sons Ltd. — (2) A. A. Murphy — (3) G. Blair Nelson — (4) Walter Romanow — (7) Gregg Barnsley — (9) Bill Cameron — (10) Don Wittman — (13) Hugh Edmunds — (14) Mrs. Evelyn Bergsteinson — (15) Nick Semenoff — (16) Tod Greenaway — (18) Lesia Semko — (20) Lyn Hoskins — (21) Television Representatives Ltd. — (22) Canadian Station Representatives Ltd.

MANITOBA

CKX-TV, BRANDON: 9.65 kw. Audio; 1,913 kw. Video on Channel 5. CBC Kine. (1) Western Manitoba Broadcasters Ltd. — (2 & 3) John B. Craig — (5) Archie W. Olson — (7) Douglas A. Lee — (9) James K. Struthers — (10) Don Hoskins — (12) Doug Johnson — (13) Shirley Wright — (14) Mrs. Lois Bridges — (15) Mrs. Anne Smith — (18) Harold Pullaw — (20) Allan M. Gomez — (21) All-Canada Television — (22) Weed Television.

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

ONTARIO

CKVR-TV, BARRIE: 13 kw. Audio; 25 kw. Video on Channel 3. CBC Microwave. (1) Ralph Snelgrove Television Ltd. — (2 & 3) Ralph Snelgrove — (4) J. Mattenley — (5) Chuck Tierney — (7) Ev Smith — (9) Bill Harrington — (10) Bob McLean — (13) Chuck Tierney — (14) Ann Windsor — (15) Frank Fog — (16) Don Pilcher — (17 & 18) Doris Young — (19) Geo. Walling — (20) J. Mattenley — (21) Paul Mulvihill & Co. Ltd. & John N. Hunt — (22) Canadian Station Representatives Ltd.

CHCH-TV, HAMILTON: 60 kw. Audio; 100 kw. Video on Channel 11. (1) Niagara Television Ltd. — (2) Ken D. Soble — (3) Sid J. Bibby — (5) Ray Peters — (6) Ray Arsenaull — (7) Jim Purvis — (9) Dave Rogers — (10) Norm Marshall — (11) Teddy Forman — (13) Staff Habberfield — (14) Lloyd Colthorp — (15) Bill Garnett — (16) Morris Katz — (18) Doug Gale — (20) Bill Jaynes — (21) All-Canada Television — (22) Canadian Station Representatives Ltd.

(TELEVISION)

CBC NETWORK STATIONS

- 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.
 *CFLE-TV Timmins, 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.
 CHEK-TV Victoria, B.C.
 CFCR-TV Kamloops, B.C.

- 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.
 CKMI-TV Quebec, Que.

*Indicates stations on the Microwave Link.
 **Indicates Inter-Maritime Connected Network fed through Halifax.
 All above stations are basic except CFCR-TV, Kamloops and CKMI-TV, Quebec which are supplementary.

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giving **CKVR**

CANADA'S Greatest Coverage...

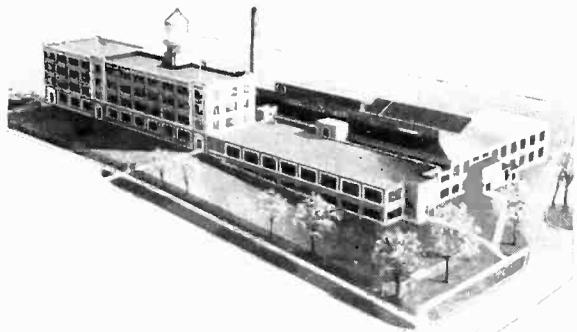
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The Canadian Home of Big Ben

Canada's largest manufacturer and distributor of time pieces — The Western Clock Company Limited in PETERBOROUGH, Ontario.

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Westclox products — for use in Canada and distribution throughout the world.

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REPS: All-Canada Television, Canada
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John N. Hunt — Vancouver
Joseph H. McGillvra — U.S.A.

KEY

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

CKWS-TV, KINGSTON: 164 kw. Audio; 257 kw. Video on Channel 11. CBC Microwave. (1) Frontenac Broadcasting Co. Ltd. — (2) Senator Rupert Davies — (3) Jack Davidson — (4) Roy W. Hofstetter — (5) Harry M. Edgar — (6) Bill Luxton — (7) Don Nairn — (8) Wayne Harrison — (9) Harvey Tate — (10) Malcolm Jackson — (11) Theresa Downton — (13) Don Nairn — (14) Elsie Jansen — (15) Mrs. Patricia Brennan — (16) Mrs. Marion Fleming — (17 & 18) Mrs. Lois Scrutton — (20) Bert Cobb — (21) All-Canada Television — (22) Canadian Station Representatives Ltd.

CKCO-TV, KITCHENER: 29.5 kw. Audio; 57.5 kw. Video on Channel 13. CBC Microwave. (1) Central Ontario Television Limited — (2) Carl A. Pollock — (3) E. Fitzgibbons — (4) William D. McGregor — (5) Bill Whiting — (6) Bruce Lawson — (7) Don Martz — (9) Alan Hodge — (10) Tom Rafferty — (14) Rita Glennie — (15) John Chester — (18) Errol Kelly — (20) Alexander Day — (21) Joseph A. Hardy & Co. & John N. Hunt — (22) Weed Television.

CFPL-TV, LONDON: 195 kw. Audio; 325 kw. Video on Channel 10. CBC Microwave. (1) London Free Press Printing Co. Ltd. — (2) W. J. Blackburn — (3) Murray T. Brown & Bob Reinhart (Assistant Manager—W. Cliff Wingrove) — (6) K. Knight — (9) Ron Laidlaw — (11) Hope Garber — (12) Roy Jewell — (13) W. Cliff Wingrove — (14) Dorca Kantrovic — (15) John Andrew — (16) Tom Bird — (17) Mrs. Beatrice Nott — (19) D. Duffield — (20) G. Robitaille — (21) All-Canada Television — (22) Weed Television.

CKGN-TV, NORTH BAY: 25.7 kw. Audio; 52.5 kw. Video on Channel 10. CBC Microwave. (1) Tel-Ad Company Ltd. — (2) G. A. Alger — (3) Cecil H. Hewitt — (5) Fred J. Noon — (6) William Hart — (9) Thomas Kervin — (10) William Bennett — (11) Yvonne Vickers — (14) Timothy Mathews — (20) David Mee — (21) Paul Mulvihill & Co. Ltd. — (22) Canadian Station Representatives Ltd.

CBOT, OTTAWA: 26.7 kw. Audio; 50.1 kw. Video on Channel 4. CBC Microwave. Owned and operated

by the Canadian Broadcasting Corporation.

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

CHEX-TV, PETERBOROUGH: 61.2 kw. Audio; 102 kw. Video on Channel 12. CBC Microwave. (1) Kawartha Broadcasting Co. Ltd. — (2) Senator W. R. Davies — (3) Don Lawrie — (5) Doug Manning — (7) Gord Shale — (9) Don Alexander — (10) Lloyd McQuiggin — (11) Mrs. Marie Callaghan — (14) Beverley Young — (15) Ron Wilson — (16) Jane Zeidler — (17) Ira McCoriston — (19) Jacques Frappier — (20) Bert Crump — (21) All-Canada Television — (22) Weed Television.

CFPA-TV, PORT ARTHUR: 2.5 kw. Audio; 5.1 kw. Video on Channel 2. CBC Microwave. (Soon to be CFCJ-TV: 15 kw. Audio; 28 kw. Video on Channel 2.) (1) Ralph H. Parker Ltd. — (2 & 3) Ralph Parker — (21) All-Canada Television — (22) Weed Television.

CJIC-TV, SAULT STE. MARIE: 25 kw. Audio; 45 kw. Video on Channel 2. CBC Kine. (1) Hyland Radio-TV Ltd. — (2) Mrs. J. S. Hyland — (4) Russel H. Ramsay — (5) Gene W. Plouffe — (6) Ty Palleck — (9) Lionel McAuley — (10) Russel H. Ramsay — (11 & 13) Mrs. Helen O'Connor — (14) Mrs. Rita Purdy — (15) Murray MacGilvray — (16) Beverley Mesaglio — (17 & 18) Beverley Gay — (19) Don Gibson — (20) David Irwin — (21) All-Canada Television — (22) Weed Television.

CKSO-TV, SUDBURY: 1.21 kw. Audio; 2.02 kw. Video on Channel 5. CBC Microwave. (1) CKSO Radio Ltd. — (2) Geo. M. Miller, Q.C. — (3 & 4) Wilf J. Woodill — (5) Mrs. Betty Sellars — (6 & 7) Jim Boyd — (9) Robert Evans — (10) Cam Church — (11) Trudy Manchester — (14) Mrs. Bettv Sellars — (15) Ted Bray — (17) Mrs. Bettv Sellars — (18) John O'Grady — (20) Wally Robert — (21) All-Canada Television — (22) Weed Television.

CFCL-TV, TIMMINS: 9.25 kw. Audio; 18.5 kw. Video on Channel 6. CBC Microwave. (1) J. Conrad Lavigne Enterprises Ltd. — (2) J. Conrad Lavigne — (3 & 5) René Barrette — (6 & 7) Jean DeVilliers — (9) Vic Power — (10) Gaston Bergeron — (11) Pauline Dubois — (13) Ken Varley — (14) Pauline Dubois — (15) Harold Lyons — (17 & 18) Mrs. Hazel Clermont — (19) Jean Guy Morel — (20) Roch Demers — (21) Omer Renaud & Co. — (22) J. H. McGillvra.

CBLT, TORONTO: 53.5 kw. Audio; 99.5 kw. Video on Channel 6. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

CKLW-TV, WINDSOR: 180 kw. Audio; 325 kw. Video on Channel 9. CBC Microwave. (1) Western Ontario Broadcasting Co. Ltd. — (2) J. E. Campeau — (4) Campbell Ritchie — (6) Charles Brodhead — (7) Campbell Ritchie — (9) Walter

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Back in Toronto — Aug. 12

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Townsend — (9) Austin Grant — (10) Arthur Laing — (11) Mrs. Myrtle Labbitt — (12) Austin Grant — (14) Bruce Chick — (15) Charles Knight — (17) Marian Johnson — (18) Arthur MacColl — (19 & 20) Stewart Clark — (21) All-Canada Television—(22) Canadian Station Representatives Ltd.

CKNX-TV, WINGHAM: 19.5 kw. Audio; 36 kw. Video on Channel 8. CBC Microwave. (1) Radio Station CKNX Ltd. — (2) W. T. (Doc) Cruickshank — (3) G. W. (Bud) Cruickshank — (4) Don G. Hildebrand — (5) Ross Hamilton — (6) Don G. Hildebrand — (7) Reg Bitton — (9) Leander Boucher — (9) John A. Strong — (10) Johnny Brent — (11) Margaret Brophy — (12) Bob Carbert — (13) Mrs. Helen Fleury — (14) Mary L. Flach — (15) Bob Van Duyn — (16) Jack Mitchell — (17) Marylin Timm — (18) Harold Swatridge — (19) Bill Harris — (20) Scott Reid — (21) All-Canada Television — (22) Canadian Station Representatives Ltd.

QUEBEC

CKRS-TV, JONQUIERE: 10 kw. Audio; 20 kw. Video on Channel 12. CBC Kine. (1) Radio Saguenay Ltée — (2) Henri Lepage — (3) Tom Burham — (4 & 5) Paul J. Audette — (6) Claude Blain — (7) Odette Arseneault — (9) Marcel Perron — (9) Lionel Tremblay — (10) Jean Martin — (11) Odette Arseneault — (12) Lionel Tremblay — (13) Tom Burham — (14) Odette Arseneault — (15) Bertrand Audet — (16) Odette Arseneault — (17 & 18) Eugène Michaud — (20) Gérard Lemieux—(21) Joseph A. Hardy & Co. Ltd. & John N. Hunt — (22) Canadian Station Representatives Ltd.

CBFT, MONTREAL: 50 kw. Audio; 100 kw. Video on Channel 2. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

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

CFQM-TV, QUEBEC: 6.3 kw. Audio; 12.6 kw. Video on Channel 4. CBC Microwave & CBS. (1) Télévision de Québec (Cda) Ltée—(2) Gaston Pratt — (3) Jean A. Pouliot — (4 & 5) Ernest W. Miller — (6) Téléphore Gareau — (7) Jacques Filteau — (9) Fernand Simard — (10) Guy Lemieux — (11) Hélène Roberge — (13) Benoit de Margerie — (14) Mrs. Françoise Cochran — (15) Marcel Lebadie — (17) Gérard Ross — (18) Martine Parrot — (20) Marcel Chabot — (21) Joseph A. Hardy & Co. Ltd. & John N. Hunt — (22) Weed Television.

CKMI-TV, QUEBEC: 2.8 kw. Audio; 5.6 kw. Video on Channel 5. CBC Microwave. (1) Télévision de Québec (Cda) Ltée — (2) Gaston Pratte — (3) Jean A. Pouliot — (4 & 5) Arthur P. Fitzgibbons — (7) Murray W. Doyle — (9) Fernand Simard — (10) Guy Lemieux — (11) Hélène Roberge — (13) Andrew McLellan — (14) Mrs. F. Cochrane — (15) Marcel Labadie — (17) Gérard Ross — (18) Martine Parrot — (20) Marcel Chabot — (21) Joseph A. Hardy & Co. Ltd. & John N. Hunt — (22) Weed Television.

CJBR-TV, RIMOUSKI: 34.55 kw. Audio; 60.6 kw. Video on Channel 3. CBC Kine. (1) The Central Public Corp. Ltd. — (2) Jacques

Brilliant — (3) André Lecomte — (5) Robert Côté — (6 & 7) François Raymond — (8) Hector Lavoie — (9) Guy Ross — (10) Claude Pearson — (11) Gemma Tessier — (13) Sandy Burgess — (14) Anniella Vaillancourt — (15) Georges Mercier — (16) Sandy Burgess — (17) Viateur Lavoie — (18) Hector Lavoie — (19) Louis Morissette — (20) Marcel Vallée — (21) Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

CKRN-TV, ROUYN: 25 kw. Audio; 50 kw. Video on Channel 4. CBC Microwave. (1) Northern Radio-Radio Nord Inc. — (2 & 3) David A. Gourd — (5 & 13) George A.

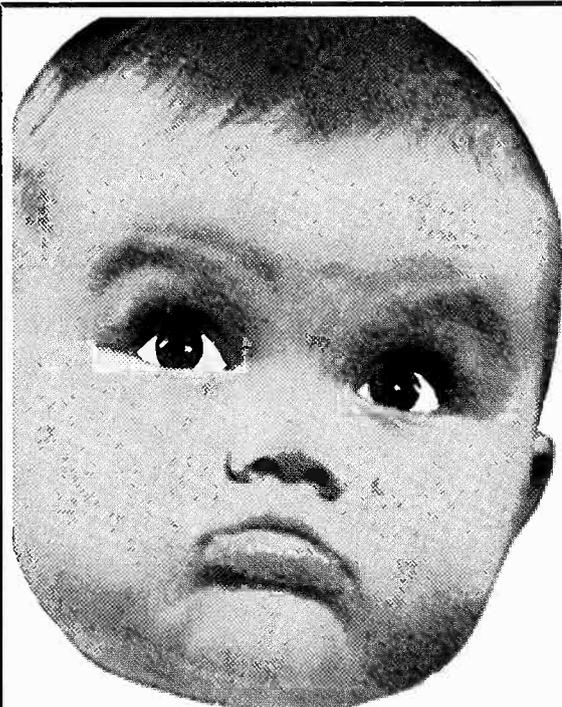
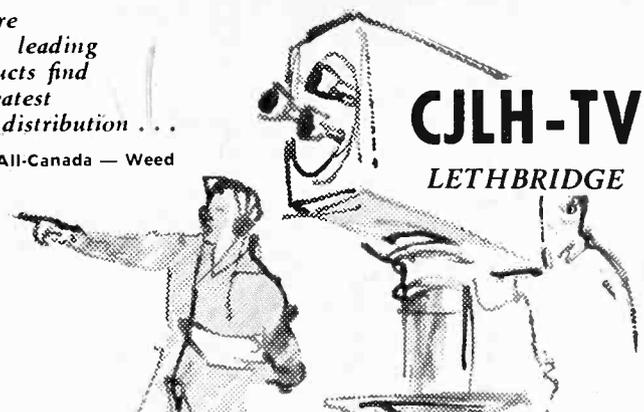
Chartrand — (20) Jean G. Langevin — (21) Joseph A. Hardy & Co. Ltd. — (22) Weed Television.

CHLT-TV, SHERBROOKE: 180 kw. Audio; 300 kw. Video on Channel 7. CBC Kine. (1) La Tribune Ltée. — (2) Paul Desruisseaux — (3) Alphée Gauthier — (5) J. L. Gauthier — (7) Pierre Bruneau — (8) P. M. Robidoux — (9) Jacques Langlois — (10) Lois Bilodeau — (11) Monique Lacharité — (13) A. Choquette — (14) Mrs. P. Gobeil — (15) Saro Belomia — (18) Lucien Perrault — (20) L. Gilbeau — (21) Joseph A. Hardy & Co. Ltd. — (22) Canadian Station Representatives Ltd.

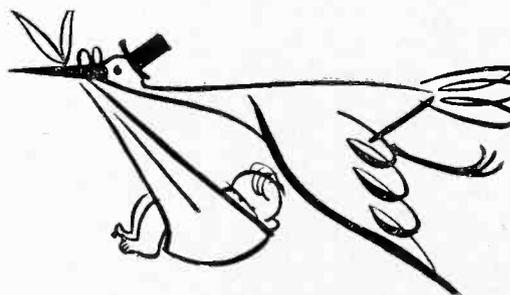
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in South Alberta**

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products find
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HAS BEEN ADDED

to serve 250,000 people in Northern Ontario & Northwestern Quebec

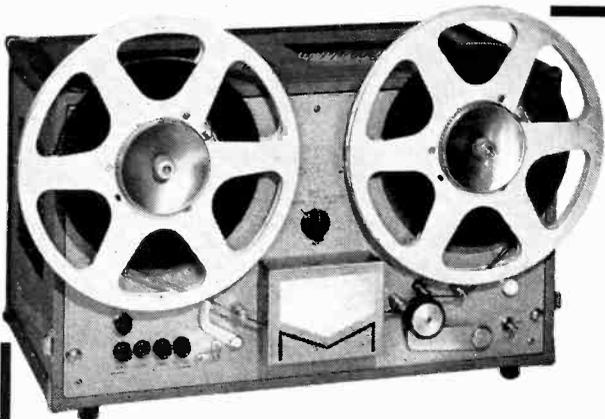
CKRN-TV

opening September 2nd, 1957
50 Kws Video — 25 Kws Audio

CHANNEL 4

Another Northern Radio — Radio Nord Station

TV REPS — JOS. A. HARDY & CO. Ltd. in CANADA — WEED & CO. in the U.S.A.



**instantly converts
your present
recording equipment
to the industry's
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the magnificent new**

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To enable thousands of Magnecord users to modernize their professional recording equipment at lowest possible cost, Magnecord has designed the new P-63-AX tape transport. Simply plug it into your present Magnecord amplifier (any of the PT6, PT63 and PT7 models): your equipment equals the finest made. Thus you save the cost of a new amplifier.

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NEW BRUNSWICK

CKCW-TV, MONCTON: 16 kw. Audio; 25 kw. Video on Channel 2. CBC Kine. (1) Moncton Broadcasting Ltd. — (2) Fred A. Lynds — (5) Keith S. Chase — (6) Hubert Button — (7) Joseph S. Irvine — (9) John Power — (10) Earle Ross — (11) Mrs. "P. J." Beer — (13) Barbara Parsons — (14) Marie Carroll — (15) Stanley Morton — (16) Howard MacLean — (17) Marilyn Bell — (18) Carol Wasson — (20) Keith MacConnell — (21) Horace N. Stovin & Co. — (22) Canadian Station Representatives Ltd.

CHSJ-TV, SAINT JOHN: 50 kw. Audio; 100 kw. Video on Channel 4. CBC Kine. (1) New Brunswick Broadcasting Co. Ltd. — (2) Thomas F. Drummie — (3) George A. Cromwell — (7) W. A. Stewart — (10) Fred Blizzard — (11) Jene Wood — (20) Jack G. Bishop — (21) All-Canada Television — (22) Weed Television.

NOVA SCOTIA

CBHT, HALIFAX: 34 kw. Audio; 56 kw. Video on Channel 3. CBC Kine. Owned and operated by the Canadian Broadcasting Corporation.

CJCB-TV, SYDNEY: 60 kw. Audio; 100 kw. Video on Channel 4. CBC Kine. (1) Cape Breton Broadcasters Ltd. — (2 & 3) J. M. Nathanson — (5) Mrs. M. C. MacQuarrie — (6) John Sone — (7) J. C. McVicar — (8) Frank Serventi — (9) Bill Bernard — (11) Ann Terry — (13) Mrs. E. K. Williams — (14) Gen. MacDonald — (15) Horst Paufler — (16) Max Quinton — (17) Mrs. Joyce Norton — (18) Ross Northorp — (19) R. C. Reeves — (20) R. J. Norton — (21) All-Canada Television — (22) Weed Television.

PRINCE EDWARD ISLAND

CFCY-TV, CHARLOTTETOWN: 39.5 kw. Audio; 79 kw. Video on Channel 13. CBC Kine. (1) Island Radio Broadcasting Co. Ltd. — (2) Mrs. Keith S. Rogers — (3 & 4) Robert F. Large — (5) Paul Williams — (6) Loman McAuley — (7) Robert F. Large — (9) Stuart Dickson — (10) Loman McAuley — (11) Mrs. Margaret Large — (12) Ches Cooper — (13) Robert G. Large — (14) Paul Williams — (16) Mrs. Margaret Large — (18) Verne MacFarlane — (20) John Jay — (21) All-Canada Television — (22) Weed Television.

NEWFOUNDLAND

CJOX-TV, ARGENTIA: .097 kw. Audio; .190 kw. Video on Channel 10. (Satellite of CJON-TV, commencing May 15, 1957.)

CJON-TV, ST. JOHNS: 11 kw. Audio; 21.04 kw. Video on Channel 6. CBC Kine. (1) Newfoundland Broadcasting Co. Ltd. — (2) Geoff Stirling — (3) Don Jamieson — (4) Colin Jamieson — (5) Jack Baird — (6 & 7) Colin Jamieson — (8) Ignatius Rumboldt — (9) Jim Thoms — (10) Bill Callahan — (11) Mrs. Muriel McKay — (12) Charlie Bursey — (13) Mary Myler — (14) Emilie Davis — (15) Reg Powell — (16) Colin Jamieson — (17) Edna Chayton — (18) Lloyd Greening — (19) Len Walsh — (20) Oscar Hierlihy — (21) All-Canada Television — (22) Weed Television.

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By Utilizing Station Breaks Sponsors Receive an Average of \$100.00 a Week in Free Time.



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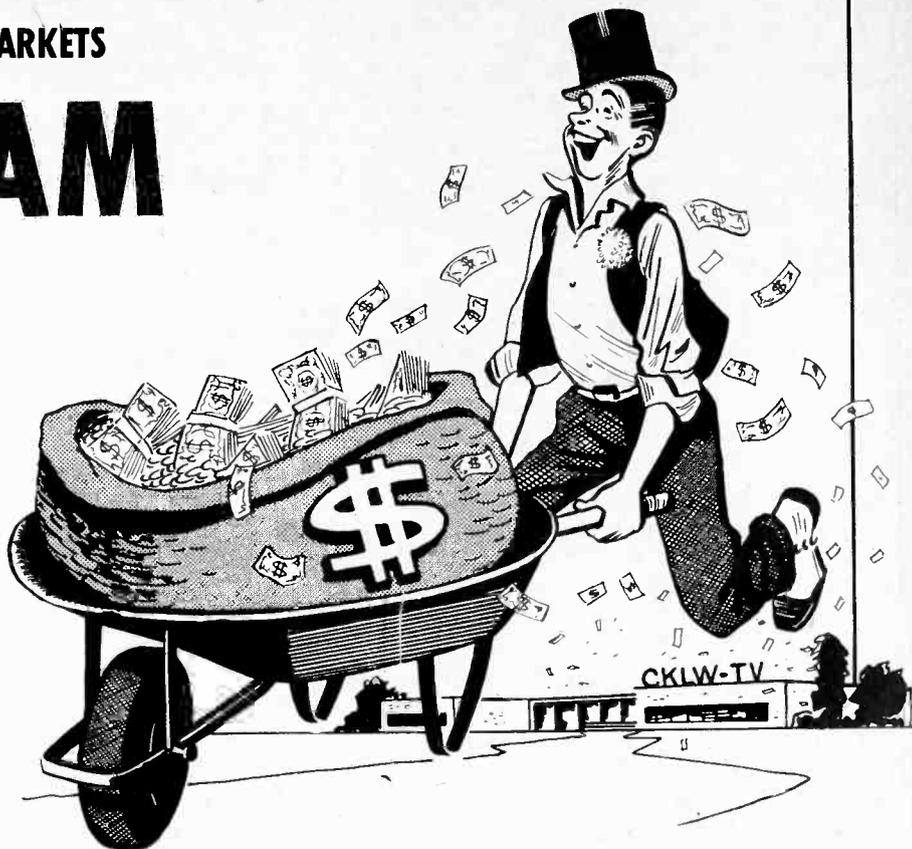
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A **MUST ON YOUR RADIO-TV SCHEDULES**
IN ONE OF CANADA'S **RICHEST MARKETS**

CKLW-TV *and* AM

Serving
BUSY, PROSPEROUS WINDSOR
and **SOUTHWESTERN ONTARIO**



1ST

IN COVERAGE

IN PROGRAMMING

IN POWER (325,000 watts video)

WITH FIRST-RUN MOVIES

Proven results are the rule with North America's strongest station . . . growing sales and rapidly accelerating name recognition in a widely diversified list of products. We need only to look at the record to tell you that you, too, can sell more on CKLW-TV . . . over the year or in one certain period. Spot announcements, participations, exclusively sponsored shows, live or on film . . . whatever you want, it's yours on CKLW-TV. With more than 110,000 sets in its area, CKLW-TV's 325,000 watt power gives you Canada's greatest concentration of televiewers in ratio to population. Ask your nearest All-Canada Television representative for latest facts on this thriving, easy-to-reach market.

And in radio CKLW-AM is still your biggest buy in Southwestern Ontario. 50,000 watt power . . . day and night . . . consistently high ratings. BBM figures show 213,920 radio homes in coverage area.

TYPICAL CKLW-TV FEATURES

- ★ **MILLION DOLLAR MOVIES**
Starring the biggest names in show business. First run 20TH CENTURY and MGM pictures.
- ★ **TOP SYNDICATED FILMS**
- ★ **POPEYE (Captain Jolly)**
- ★ **ART LAING's** ★ **MYRTLE LABBITT** ★ **AUSTIN GRANT**
WEATHERVANE ★ **MARY MORGAN** and **OTHERS**
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with Gene Autry and Roy Rogers
- ★ **Local Stars in Fashions, Home Economics, News, Weather, Adventure, Comedy, including**

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TV . . . 325,000 WATTS
AM . . . 50,000 WATTS . . . 800 KC

REPRESENTATIVES—
All-Canada Television;
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FOR *maximum penetration* OF THE CANADIAN MARKET

FOR *maximum impact*

ADVERTISERS BUY *Network* TV AND RADIO

TV —There are more than 2,500,000 television homes in Canada.
Over 60% of all Canadian households now have TV.

CBC TELEVISION NETWORKS . . . English and French . . . serve this enormous audience through CBC stations and 30 affiliated stations.

RADIO —There are more than 4,000,000 radio homes in Canada
. . . . over 6,800,000 radio sets in Canadian homes and automobiles.

CBC RADIO NETWORKS comprised of both CBC stations and affiliates, English and French, serve Canadians in all parts of Canada . . . in markets large and small . . . reaching millions of listeners at home and countless thousands on Canadian highways.

Used in combination, CBC NETWORKS make available to advertisers the tremendous impact of television plus the effective, low-cost mass coverage that only network radio provides —

In both French and English, you'll have our full co-operation in the effective use of CBC networks and in the creation and production of Canadian programs.



CANADIAN BROADCASTING CORPORATION

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Toronto 5, Ont.

Commercial Division

1425 Dorchester St.
Montreal 25, P.Q.

RADIO NETWORK STATIONS

CBC Trans-Canada Network

Atlantic Region (Basic)

CBI Sydney
 CBH Halifax
 CFNB Fredericton
 CBA Sackville
 CHSJ Saint John

Atlantic Region (Supplementary)

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

Mid-Eastern Region (Basic)

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

Mid-Eastern Region (Supplementary)

CHOK Sarnia
 CJQC Quebec
 CKOC Hamilton
 CHLO St. Thomas

Prairie Region (Basic)

CBW Winnipeg
 CBK Watrous
 CBX Edmonton
 CJOC Lethbridge

Prairie Region (Supplementary)

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

Pacific Region (Basic)

CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBU Vancouver
 CFPR Prince Rupert

Pacific Region (Supplementary)

CKLN Nelson
 CKPG Prince George

CBC Dominion Network

Atlantic Region (Basic)

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

Mid-Eastern Region (Basic)

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

CHEX
 CFPL
 CFCO
 CFPA

Peterborough
 London
 Chatham
 Port Arthur

Mid-Eastern Region (Supplementary)

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

Prairie Region (Basic)

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

Prairie Region (Supplementary)

CHAT Medicine Hat
 CKRD Red Deer

Pacific Region (Basic)

CHWK Chilliwack
 CJOR Vancouver
 CJVI Victoria

Pacific Region (Supplementary)

CJIB Vernon
 CKOK Penticton

CBC French Network

(Basic)

CBF Montreal
 CBV Quebec
 CBJ Chicoutimi
 CBAF Moncton
 CHNC New Carlisle

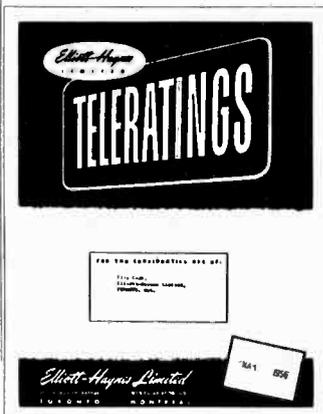
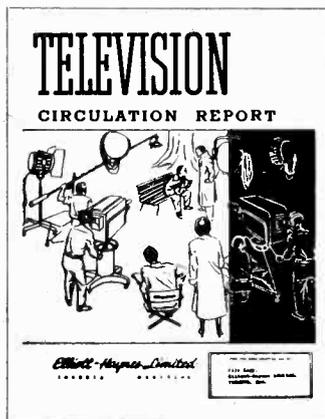
(Supplementary)

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

*These four stations sold as a group.

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Elliott-Haynes is now providing the only truly national Telerating Service in Canada, based on the proved "coincidental telephone survey" technique. Continuous surveys are made in Halifax, Saint John, Montreal, Toronto, Hamilton, Kitchener, London, Windsor, Winnipeg, Regina, Calgary, Vancouver and Victoria. National Telerating reports contain qualitative data on audience composition, sponsor identification and American overflow audience.

E-H Comprehensive Service offers:—

- Late evening television viewing trends.
- Sunday afternoon television audience trends.
- Television Circulation Reports.
- National Telerating Reports.
- Monthly Telerating Reports covering 28 markets.

FAST

On your desk by the 10th of the succeeding month.

ACCURATE

Based on coincidental telephone calls made when the audience is assembled, in direct ratio to area population.

INEXPENSIVE

Tailored to any advertising agency's or sponsor's research budget and the extent of use of the medium.

Elliott-Haynes Limited

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 WI. 1913

515 Broadview Ave., Toronto
 HO. 3-1144

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) James Macdonald — (11) Pat Church — (12) Murdoch MacLachlan — (13 & 14) Mrs. Betty Neads — (15) Tom Rannie — (17) Bob Cartmell — (19 to 22) All-Canada — (23) Weed & Co.

CJDC, DAWSON CREEK: 1,000 watts on 1,350 kcs. Dom. Basic. (1) Radio Station CJDC Ltd. — (2) H. L. Michaud — (3 to 5) Mike Lavern — (6 to 10) Chuck Mudrak — (11) Ethel Emes — (12) Rod Marshall — (13) Mike Lavern — (14) Ethel Emes — (15) Mildred Rickerby — (16) Miriam Edinger — (17) Murray Stevens — (19 & 20) Radio Representatives Ltd. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Donald Cooke Inc.

CFJC, KAMLOOPS: 1,000 watts on 910 kcs. T-Can. Basic. (1) Inland

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

Broadcasters Ltd. — (2) Ron White — (3) Ian G. Clark — (5) Walter Harwood — (6) Gordon Rye — (7) Tom Koch — (8) Bob Hill — (9 & 10) Bill McGowan — (11) Jean Ross — (12) Gordon Rye — (13) John Skelly — (14) Shirley Page — (15) Mrs. Leona Gobbie — (16) Bob Hill — (17) Fred Weber — (19 to 22) All-Canada — (23) 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 H. Browne — (5) Jack Bews — (7) Frank Bond — (9 & 10) Bob Hall

— (12) Hugh Caley — (13) Ed Boyd — (14) Jack Bews — (15) Mrs. Freda Woodhouse — (16) Maureen Diedrick — (18) Jack Thompson — (19 to 22) All-Canada — (23) 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) Vic Fergie — (7) Chuck Rudd — (8) Reid McLeod — (9) Vic Fergie — (10) Bob Leckie — (11) Mrs. Mena Rudd — (12) Al Erskine — (13) Mrs. Sheila Hassell — (14) Shirley Ingleton — (15) Bob Leckie (16) — Reid McLeod — (17) Ross

McIntyre — (19 & 20) Stephens & Towndrow Ltd. — (21) Horace N. Stovin & Co. — (22) John N. Hunt — (23) Donald Cooke Inc.

CKLN, NELSON: 250 watts on 1,240 kcs. T-Can. Supp. (1) News Publishing Co. Ltd. — (2) Maj. R. H. Green — (3) Alan R. Ramsden — (19 to 22) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

CKNW, NEW WESTMINSTER: 5,000 watts, on 1,320 kcs. (1) International Broadcasting Co. Ltd. — (2) Frank A. Griffiths — (3) Bill Hughes — (4) Hugh Wallace — (6 & 7) Hal Davis — (8) Len Hopkins — (9 & 10) James Cox — (13) Mel Cooper — (14) Mrs. Anne Bolton — (15) Tony Antonias — (16) Len Hopkins — (17) Leo Haydamack — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (23) Forjoe & Co.

CKOK, PENTICTON: 1,000 watts on 800 kcs. Dom Supp. (1) CKOK Ltd. — (2 & 3) M. P. Finnerty — (5) Ralph Robinson — (7) Russ Richardson — (9) Mike Mangan — (10) Dave Roegele — (11) Pat Hanlon — (14) Jack Wall — (15) Lou Hohenadel — (16) Bev Bond — (17) Geo. Cameron — (19 & 20) Paul Mulvihill & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Forjoe & Co.

CJAV, PORT ALBERNI: 250 watts on 1,240 kcs. (1) CJAV Ltd. — (3) Ken Hutcheson — (5) Geoff Holmes — (9) Andrew Marquis — (10) Stan Hofseth — (13) David Sands — (15) Mrs. Mary Hedley — (16) George Cowie — (17) Ross McIntyre — (19 & 20) Stephens & Towndrow Ltd. — (21) Horace N. Stovin & Co. — (22) John N. Hunt — (23) Donald Cooke Inc.

CKPG, PRINCE GEORGE: 250 watts on 550 kcs. T-Can. Supp. (1) Radio Station CKPG Ltd. — (2) Frank H. Elphicke — (3) Cecil G. Elphicke — (4 & 5) Bob Harkins — (6 to 8) Ron East — (9 & 10) Jack Carbutt — (11) Ron East — (12) Marcel Leveque — (13) Michael Thornthwaite — (14) Marcel Leveque — (15) Helen Smith — (16 & 18) Brian Forst — (19 to 22) All-Canada — (23) 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 Horace N. Stovin & Co.

CKCQ, QUESNEL: 1,000 watts on 570 kcs. (1) Cariboo Broadcasters Ltd. — (2) Jim H. Ritchie — (3) J. Fred Weber, Man Dir. (Manager—Dennis Reid) — (5) John V. Boates — (7) Bob Leckie — (17) J. Fred Weber — (19 to 22) Radio Representatives Ltd.

CJAT, TRAIL: 1,000 watts on 610 kcs. T-Can. Basic. (1) Kootenay Broadcasting Co. Ltd. — (2) A. S. Mawdsley — (3) John W. Loader — (5) Joseph P. Kobluk — (6) Kenneth Hughes — (9 & 10) Bill McLoughlin — (13) John Boates — (14) David Townsend — (15) Mrs. Gill Dimock — (16) David Glover — (17) Jack Molyneux — (19 to 22) All-Canada — (23) Weed & Co.

CBU, VANCOUVER: 10,000 watts on 610 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CKOK-land *Now,* HERE ARE THE SPONSORS



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PARKER EQUIPMENT LIMITED, promote industrial and logging equipment and trucks on CKOK's Farm Editor program daily at 1:00 p.m. and a weekly half-hour show. They spend 80% of their advertising budget with CKOK. Pictured is Lloyd Parker, manager of the equipment firm.

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RADIO STATION CKOK, PENTICTON, B.C.

Represented by

HUNT in VANCOUVER

MULVIHILL in TORONTO & MONTREAL

FORJOE in U.S.A.

C-FUN, VANCOUVER: 1,000 watts on 1,410 kcs. (1) Radio C-FUN Ltd. — (2) Roy Keay — (3) Jack Sayers — (5) Fin Anthony — (6 & 7) Stan Lettner — (9) Hal Rodd — (10) Bob Pickell — (13) Alan Macnab — (14) Mrs. Gay Shanahan — (15) Tom Holub — (16) Mrs. Peggy Morton — (17) Dave Rogers — (19 & 20) National Broadcast Sales — (23) Hil F. Best Co., New York; Hugh Feltis & Assoc., Seattle; & H. S. Jacobson, Portland.

CJOR, VANCOUVER: 5,000 watts on 600 kcs. Dom. Basic. (1) CJOR Ltd. — (2 & 3) G. C. Chandler — (5) Don Laws — (6) Lloyd Hoole — (7) Vic Waters — (9) Jack Webster — (10) Bruno Cimolai — (11) Laddie Watkis — (13) Hud Olson — (14) Mrs. Audrey Smith — (15) Hec MacKay — (16) Marilou Sinclair — (17) Art Chandler (19 to 22) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

CKLG, NORTH VANCOUVER: 1,000 watts on 1,070 kcs. (1) Lions Gate Broadcasting Ltd. — (2) W. Clarke Gibson — (3) R. T. Bowman — (5) J. Crawford — (7) Rudy Hartman — (8) Terry Clark — (9) Patrick Burns — (10) Al Pollard — (13) Al Jensen — (14) Mrs. Margaret Davis — (15) Loretta Gaboriau — (16) Terry Clark — (17) Trevor Payne — (18) Ron Katzin — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Donald Cooke Inc.

CKWX, VANCOUVER: 5,000 watts on 980 kcs. Mutual. (1) CKWX Radio Ltd. — (2) Arthur E. Holstead — (3) Frank H. Elphicke — (4) Sam G. Ross — (5) Clare Copeland (Local Sales — Doug Greig) — (7) John Ansell — (8) Jimmy Morris — (9) Eric Sanderson — (10) Bill Stephenson — (11) Nina Anthony — (12) Norman Griffin — (13) Phil Baldwin — (14) Jack Hughes — (15) Mrs. Kelly Young — (16) Fred Bass — (17) Charlie Smith — (18) Gene Kern — (19 to 22) All-Canada — (23) Weed & Co.

CJIB, VERNON: 1,000 watts on 940 kcs. Dom. Supp. (1) Interior Broadcasters Ltd. — (2) C. H. Pitt — (3) Gil Seabrook — (4) Harry Gorman — (5) Ann Gaustin — (6) Jack Pollard — (9) Mrs. Mabel Johnson — (10) Don Warner — (17) Laurie Wright — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) John N. Hunt — (23) Forjoe & Co.

CJVI, VICTORIA: 10,000 watts on 900 kcs. Dom. Basic. (1) Island Broadcasting Co. — (3) W. M. Guild — (5) F. G. Usher — (6) R. T. Batey — (8) Al Smith — (9) Earle MacLeod — (10) Lloyd Saunders — (13) Hugh Curtis (Merchandising Manager — Bill Allen) — (14) R. L. McGill — (15) Mrs. K. Jefferies — (16) Jim Eddie — (17) Jos. Sommers — (18) Cy Beard — (19 to 22) All-Canada — (23) Weed & Co.

CKDA, VICTORIA: 5,000 watts on 1,280 kcs. (1) Capital Broadcasting System Ltd. — (2) David M. Armstrong — (3 & 5) David G. Hill — (6) T. J. O'Neill — (7 & 9) Andy Stephen — (10) Keith McKenzie — (13) Harry O. Watts — (14) Delores Pawliw — (15) Cynthia Robert — (16) Danny Christian — (17) Norm Berquist — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) John N. Hunt — (23) Forjoe & Co.

ALBERTA

CFAC, CALGARY: 5,000 watts on 960 kcs. T-Can. Supp. (1) Calgary Broadcasting Co. Ltd. — (2) Basil

Dean — (3) A. M. Cairns — (5) Donald H. Hartford — (6) George Brown — (9) Don McDermid — (10) Joe Marks — (11) Florence Thorpe — (12) Ronald McCullough — (13) Ruth Scott — (14) Margaret Antill — (15) Margaret Walsh — (16) Jim Kunkel — (17) Earle Connor — (19 to 22) All-Canada — (23) Weed & Co.

CFCN, CALGARY: 10,000 watts on 1,060 kcs. Dom. Basic. (1) The Voice of the Prairies Ltd. — (2 & 3) H. Gordon Love (Operations Manager — Gordon Carter) — (6) Ned B. Corrigan — (9) Wm. N. Love — (10) Henry Viney — (12) Ross J. Henry — (13) — Jas. A. Love — (14) Mrs. Jean Bown — (15) Frank B. Brand — (16) Edna Calmain — (17) Robert W. Lamb — (19 & 20) Radio Representatives Ltd. (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Canadian Station Representatives Ltd. (Harlan G. Oaks & Associates in San Francisco and Los Angeles).

CKXL, CALGARY: 1,000 watts on 1,140 kcs. (1) CKXL Ltd. — (2)

Fred Shaw — (3) Al MacKenzie — (5) Allan J. Barker — (6) Peter J. Edwards — (9) Emmett Kronin — (10) Joe Carbury — (15) Mrs. Doreen MacGregor — (17) Gordon Morrison — (19 to 22) Horace N. Stovin & Co. — (23) Forjoe & Co.

CFCW, CAMROSE: 250 watts on 1,230 kcs. (1) Camrose Broadcasting Co. Ltd. — (2 & 3) Hal Yerxa — (4) Gene Ross — (5) Al Richardson — (6) Ross Arthur — (9) Dick MacLean — (10) Jimmy Brown — (12) Dick Clements — (14) Lois Hoveland — (15) Gordon Larson — (16) Mabel Salee — (17) Ken Anholt — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt.

CBX, EDMONTON: 50,000 watts on 1,010 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) G. R. A. Rice — (3 & 5) Arnold Hopps — (6) George Duffield — (7) Jim Findlay — (8) Joe McCal-

lum — (9) Laurie Graham — (10) Al Shaver — (11) Mrs. Eve Henderson — (13) Mrs. Corinne Noonan — (14) Mary Collins — (15) John Barron — (16) Joe McCallum — (17) Frank Makepeace — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Canadian Station Representatives Ltd. (Harlan G. Oaks & Assoc. in San Francisco and Los Angeles).

CHED, EDMONTON: 10,000 watts on 1,080 kcs. (1) CHED Ltd. — (3) Don McKay — (4) Lew Roskin — (5) Murray Dyck — (6 to 8) Jerry Forbes — (9) Don Rollans — (10) Bryan Hall — (13) John Baldock — (14) Eleanor McDougall — (15) Rob Greene — (16) Dick Taylor — (17) Clint Nichol — (19 & 20) Stephens & Towndrow Ltd. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Forjoe & Co.

CHFA, EDMONTON: 5,000 watts on 680 kcs. French Net. Supp. (1) Radio-Edmonton Ltée. — (2) Andre Déchesne — (3) Bernardin Gagnon — (4, 6 & 7) Jean Caron

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TOPS ... in Community Service
TOPS ... in Audience Interest
TOPS ... in Sponsor Demand

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PRIVATE CANADIAN RADIO AND
TELEVISION STATIONS WITH
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Head Office - Toronto

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) James Macdonald — (11) Pat Church — (12) Murdoch MacLachlan — (13 & 14) Mrs. Betty Neads — (15) Tom Rannie — (17) Bob Cartmell — (19 to 22) All-Canada — (23) Weed & Co.

CDJC, DAWSON CREEK: 1,000 watts on 1,350 kcs. Dom. Basic. (1) Radio Station CJDC Ltd. — (2) H. L. Michaud — (3 to 5) Mike Lavern — (6 to 10) Chuck Mudrak — (11) Ethel Emes — (12) Rod Marshall — (13) Mike Lavern — (14) Ethel Emes — (15) Mildred Rickerby — (16) Miriam Edinger — (17) Murray Stevens — (19 & 20) Radio Representatives Ltd. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Donald Cooke Inc.

CFJC, KAMLOOPS: 1,000 watts on 910 kcs. T-Can. Basic. (1) Inland

KEY

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

Broadcasters Ltd. — (2) Ron White — (3) Ian G. Clark — (5) Walter Harwood — (6) Gordon Rye — (7) Tom Koch — (8) Bob Hill — (9 & 10) Bill McGowan — (11) Jean Ross — (12) Gordon Rye — (13) John Skelly — (14) Shirley Page — (15) Mrs. Leona Gobbie — (16) Bob Hill — (17) Fred Weber — (19 to 22) All-Canada — (23) 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 H. Browne — (5) Jack Bews — (7) Frank Bond — (9 & 10) Bob Hall

— (12) Hugh Caley — (13) Ed Boyd — (14) Jack Bews — (15) Mrs. Freda Woodhouse — (16) Maureen Diedrick — (18) Jack Thompson — (19 to 22) All-Canada — (23) 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) Vic Fergie — (7) Chuck Rudd — (8) Reid McLeod — (9) Vic Fergie — (10) Bob Leckie — (11) Mrs. Mena Rudd — (12) Al Erskine — (13) Mrs. Sheila Hassell — (14) Shirley Ingleton — (15) Bob Leckie (16) — Reid McLeod — (17) Ross

McIntyre — (19 & 20) Stephens & Towndrow Ltd. — (21) Horace N. Stovin & Co. — (22) John N. Hunt — (23) Donald Cooke Inc.

CKLN, NELSON: 250 watts on 1,240 kcs. T-Can. Supp. (1) News Publishing Co. Ltd. — (2) Maj. R. H. Green — (3) Alan R. Ramsden — (19 to 22) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

CKNW, NEW WESTMINSTER: 5,000 watts, on 1,320 kcs. (1) International Broadcasting Co. Ltd. — (2) Frank A. Griffiths — (3) Bill Hughes — (4) Hugh Wallace — (6 & 7) Hal Davis — (8) Len Hopkins — (9 & 10) James Cox — (13) Mel Cooper — (14) Mrs. Anne Bolton — (15) Tony Antonias — (16) Len Hopkins — (17) Leo Haydamack — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (23) Forjoe & Co.

CKOK, PENTICTON: 1,000 watts on 800 kcs. Dom Supp. (1) CKOK Ltd. — (2 & 3) M. P. Finnerty — (5) Ralph Robinson — (7) Russ Richardson — (9) Mike Mangan — (10) Dave Roegele — (11) Pat Hanlon — (14) Jack Wall — (15) Lou Hohenadel — (16) Bev Bond — (17) Geo. Cameron — (19 & 20) Paul Mulvihill & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Forjoe & Co.

CJAV, PORT ALBERNI: 250 watts on 1,240 kcs. (1) CJAV Ltd. — (3) Ken Hutcheson — (5) Geoff Holmes — (9) Andrew Marquis — (10) Stan Hofseth — (13) David Sands — (15) Mrs. Mary Hedley — (16) George Cowie — (17) Ross McIntyre — (19 & 20) Stephens & Towndrow Ltd. — (21) Horace N. Stovin & Co. — (22) John N. Hunt — (23) Donald Cooke Inc.

CKPG, PRINCE GEORGE: 250 watts on 550 kcs. T-Can. Supp. (1) Radio Station CKPG Ltd. — (2) Frank H. Elphicke — (3) Cecil G. Elphicke — (4 & 5) Bob Harkins — (6 to 8) Ron East — (9 & 10) Jack Carbutt — (11) Ron East — (12) Marcel Leveque — (13) Michael Thornthwaite — (14) Marcel Leveque — (15) Helen Smith — (16 & 18) Brian Forst — (19 to 22) All-Canada — (23) 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 Horace N. Stovin & Co.

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CJAT, TRAIL: 1,000 watts on 610 kcs. T-Can. Basic. (1) Kootenay Broadcasting Co. Ltd. — (2) A. S. Mawdsley — (3) John W. Loader — (5) Joseph P. Kobluk — (6) Kenneth Hughes — (9 & 10) Bill McLoughlin — (13) John Boates — (14) David Townsend — (15) Mrs. Gill Dimock — (16) David Glover — (17) Jack Molyneux — (19 to 22) All-Canada — (23) Weed & Co.

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CJOR, VANCOUVER: 5,000 watts on 600 kcs. Dom. Basic. (1) CJOR Ltd. — (2 & 3) G. C. Chandler — (5) Don Laws — (6) Lloyd Hoole — (7) Vic Waters — (9) Jack Webster — (10) Bruno Cimolai — (11) Laddie Watkis — (13) Hud Olson — (14) Mrs. Audrey Smith — (15) Hec MacKay — (16) Marilou Sinclair — (17) Art Chandler (19 to 22) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

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CKWX, VANCOUVER: 5,000 watts on 980 kcs. Mutual. (1) CKWX Radio Ltd. — (2) Arthur E. Holstead — (3) Frank H. Elphicke — (4) Sam G. Ross — (5) Clare Copeland (Local Sales — Doug Greig) — (7) John Ansell — (8) Jimmy Morris — (9) Eric Sanderson — (10) Bill Stephenson — (11) Nina Anthony — (12) Norman Griffin — (13) Phil Baldwin — (14) Jack Hughes — (15) Mrs. Kelly Young — (16) Fred Bass — (17) Charlie Smith — (18) Gene Kern — (19 to 22) All-Canada — (23) Weed & Co.

CJIB, VERNON: 1,000 watts on 940 kcs. Dom. Supp. (1) Interior Broadcasters Ltd. — (2) C. H. Pitt — (3) Gil Seabrook — (4) Harry Gorman — (5) Ann Gaustin — (6) Jack Pollard — (9) Mrs. Mabel Johnson — (10) Don Warner — (17) Laurie Wright — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) John N. Hunt — (23) Forjoe & Co.

CJVI, VICTORIA: 10,000 watts on 900 kcs. Dom. Basic. (1) Island Broadcasting Co. — (3) W. M. Guild — (5) F. G. Usher — (6) R. T. Batey — (8) Al Smith — (9) Earle MacLeod — (10) Lloyd Saunders — (13) Hugh Curtis (Merchandising Manager — Bill Allen) — (14) R. L. McGill — (15) Mrs. K. Jefferies — (16) Jim Eddie — (17) Jos. Sommers — (18) Cy Beard — (19 to 22) All-Canada — (23) Weed & Co.

CKDA, VICTORIA: 5,000 watts on 1,280 kcs. (1) Capital Broadcasting System Ltd. — (2) David M. Armstrong — (3 & 5) David G. Hill — (6) T. J. O'Neill — (7 & 9) Andy Stephen — (10) Keith McKenzie — (13) Harry O. Watts — (14) Delores Pawliw — (15) Cynthia Robert — (16) Danny Christian — (17) Norm Berquist — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) John N. Hunt — (23) Forjoe & Co.

ALBERTA

CFAC, CALGARY: 5,000 watts on 960 kcs. T-Can. Supp. (1) Calgary Broadcasting Co. Ltd. — (2) Basil

Dean — (3) A. M. Cairns — (5) Donald H. Hartford — (6) George Brown — (9) Don McDermid — (10) Joe Marks — (11) Florence Thorpe — (12) Ronald McCullough — (13) Ruth Scott — (14) Margaret Antill — (15) Margaret Walsh — (16) Jim Kunkel — (17) Earle Connor — (19 to 22) All-Canada — (23) Weed & Co.

CFCN, CALGARY: 10,000 watts on 1,060 kcs. Dom. Basic. (1) The Voice of the Prairies Ltd. — (2 & 3) H. Gordon Love (Operations Manager — Gordon Carter) — (6) Ned B. Corrigan — (9) Wm. N. Love — (10) Henry Viney — (12) Ross J. Henry — (13) — Jas. A. Love — (14) Mrs. Jean Bown — (15) Frank B. Brand — (16) Edna Calmain — (17) Robert W. Lamb — (19 & 20) Radio Representatives Ltd. (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Canadian Station Representatives Ltd. (Harlan G. Oaks & Associates in San Francisco and Los Angeles).

CKXL, CALGARY: 1,000 watts on 1,140 kcs. (1) CKXL Ltd. — (2)

Fred Shaw — (3) Al MacKenzie — (5) Allan J. Barker — (6) Peter J. Edwards — (9) Emmett Kronin — (10) Joe Carbury — (15) Mrs. Doreen MacGregor — (17) Gordon Morrison — (19 to 22) Horace N. Stovin & Co. — (23) Forjoe & Co.

CFCW, CAMROSE: 250 watts on 1,230 kcs. (1) Camrose Broadcasting Co. Ltd. — (2 & 3) Hal Yerxa — (4) Gene Ross — (5) Al Richardson — (6) Ross Arthur — (9) Dick MacLean — (10) Jimmy Brown — (12) Dick Clements — (14) Lois Hoveland — (15) Gordon Larson — (16) Mabel Salee — (17) Ken Anholt — (19 & 20) Lorrrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt.

CBX, EDMONTON: 50,000 watts on 1,010 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) G. R. A. Rice — (3 & 5) Arnold Hopps — (6) George Duffield — (7) Jim Findlay — (8) Joe McCal-

lum — (9) Laurie Graham — (10) Al Shaver — (11) Mrs. Eve Henderson — (13) Mrs. Corinne Noonan — (14) Mary Collins — (15) John Barron — (16) Joe McCallum — (17) Frank Makepeace — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Canadian Station Representatives Ltd. (Harlan G. Oaks & Assoc. in San Francisco and Los Angeles).

CHED, EDMONTON: 10,000 watts on 1,080 kcs. (1) CHED Ltd. — (3) Don McKay — (4) Lew Roskin — (5) Murray Dyck — (6 to 8) Jerry Forbes — (9) Don Rollans — (10) Bryan Hall — (13) John Baldock — (14) Eleanor McDougall — (15) Rob Greene — (16) Dick Taylor — (17) Clint Nichol — (19 & 20) Stephens & Towndrow Ltd. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Forjoe & Co.

CHFA, EDMONTON: 5,000 watts on 680 kcs. French Net. Supp. (1) Radio-Edmonton Ltée. — (2) Andre Déchesne — (3) Bernardin Gagnon — (4, 6 & 7) Jean Caron

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Merrel Dahlgren — (19 to 22) All-Canada — (23) Weed & Co.

CKUA, EDMONTON: 1,000 watts on 580 kcs. (1) Alberta Government Telephones — (3 & 7) John W. Hagerman — (9) Paul Tatarewicz — (10) Arthur A. Ward — (14) Carl W. Noack — (16) Margaret Scheideman — (17) William Pinko — (18) Joseph Berry.

ard Simmonds — (19 & 20) (*Pending*) — (21) A. J. Messner & Co. — (22) John N. Hunt.

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dergi — (10) Guy Pariseau — (11) Jeanne Beaugard — (12) Guy Pariseau — (13) Dumont Lepage — (14) Jeannine Fournier — (16) Denise Huel — (17) Marc Riou — (19 & 20) Omer Renaud & Co. — (22) John N. Hunt.

CHAB, MOOSE JAW: 5,000 watts on 800 kcs. Dom. Basic. (1) CHAIB Ltd. — (2) Mrs. L. A. Davis — (3) Sid Boyling — (4 & 5) Nev Skingle (Local Sales — Joe Lawlor) — (6) Jack Johnson — (7) Lillian Bechtold — (10) Ken Newans — (12) George Price — (13) Mrs. Martha Fidler — (14) Ellen Harvey — (15) Dorothy Vickery — (17) Merv Pickford — (19) Stephens & Towndrow Ltd. — (20) Radio Times Sales — (21 & 22) Horace N. Stovin & Co. — (23) Weed & Co.

CJCA, EDMONTON: 5,000 watts on 930 kcs. T-Can. Supp. (1) The Edmonton Journal — (3) Gerry Gaetz — (4) Rolfe Barnes — (5) Cam Perry — (6) Dalt Elton — (7) Doug Homersham — (8) Harry Boon — (9) Russ Sheppard (10) Maurice Carter — (12) Don Clayton — (13) Mrs. Virginia Bell — (14) Mrs. Lorna Burlock — (15) Peggy Miller — (16) Harry Boon — (17) Frank Hollingworth — (18)

CFGP, GRANDE PRAIRIE: 5,000 watts on 1,050 kcs. T-Can. Supp. (1) The Northern Broadcasting Corporation Ltd. — (2) H. E. Pearson — (3) Arthur Balfour — (4) Jack Soars — (5) Gordon Percy — (6 & 7) Norman Hickey — (8) Gottfried Sprecher — (9) Mrs. Gertrude Charters — (10) Francis Tanner — (11) Edna Balfour — (12) Jerry Moffatt — (13) Dan Taylor — (14) Lorna Hall — (15) Al Donahue — (16) Gottfried Sprecher — (17) James deRoaldes — (18) Francis Tanner — (19 to 22) All-Canada — (23) Weed & Co.

CKYL, PEACE RIVER: 1,000 watts on 630 kcs. (1) Peace River Broadcasting Corporation Ltd. — (2) Oscar Moro — (3) Wm. C. Gliege — (17) R. J. Guy — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt.

CJNB, NORTH BATTLEFORD: 1,000 watts on 1,460 kcs. (1) Northwestern Broadcasting Co. Ltd. — (2) Harry S. Hay — (3 & 4) Harry (Dekker — (5) Bob Barr — (6, 7 & 9) Le Sage — (10) Eldon Elliott — (11) Mrs. Chris Dekker — (12) Lawrence Branter — (13) Mrs. Chris Dekker — (14) Eileen Risking — (15) Louise Tetrault — (16) Jim Oxman — (17) Al Ruddell — (18) Don Brown — (19 to 22) Horace N. Stovin & Co.

CJOC, LETHBRIDGE: 10,000 watts daytime (5,000 watts nighttime) on 1,220 kcs. T-Can. Basic. (1) Lethbridge Broadcasting Ltd. — (2) H. R. Carson — (3) N. Botterill — (4) Joe Budd — (5) B. J. O'Grady — (6) Ed Conville — (9) Bill Skelton — (10) Al McCann — (11) Mrs. Daphne Manson — (12) Richard Barton — (13) Don MacFarlane — (14) Mrs. D. Brown — (15) S. Hulley — (16) Mrs. D. Duncan — (17) Doug Card — (19 to 22) All-Canada — (23) Weed & Co.

CKRD, RED DEER: 1,000 watts on 850 kcs. Dom. Supp. (1) Central Alberta Broadcasting Co. — (2 & 3) Gordon S. Henry — (5) Cam Harju — (6 & 7) Stan Sparling — (9) Jim Younie — (10) Stan Sparling — (11) Mrs. Marilyn Dorohoy — (12 & 13) Jim Younie — (14) Mrs. Betty Anderson — (15) Mrs. Marilyn Dorohoy — (17) Ken Martin — (18) Jim Tobin — (19 to 22) Radio Representatives Ltd. — (23) Canadian Station Representatives Ltd.

CKBI, PRINCE ALBERT: 10,000 watts on 900 kcs. Dom. Basic. (1) Central Broadcasting Co. Ltd. — (3) Edward Rawlinson — (4) Frank Rawlinson — (5) Gerald Prest — (6) Jack Cennon — (8) Ian Barrie — (9) Jim Spooner — (10) Nick Roche — (11) Mrs. Marion Sherman — (12) Ron Castle — (17) Tom van Nes — (19 to 22) All Canada — (23) Weed & Co.

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CFRG & CFGR, GRAVELBOURG: 5,000 watts on 710 kcs. daytime; 250 watts on 1,230 kcs. nighttime. (1) Radio Gravelbourg Ltée. — (2) Dr. Rosario Morin — (3) Dumont Lepage — (5) Joseph DeGagne — (7) Dumont Lepage — (9) Leon Ken-

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		CJCA				
		Station #2	Station #3	Station #4	Others	
(A) To which station do you turn your radio on in the morning?	%	56	11	4	4	25
(B) At lunch time, to which station do you listen for the farm broadcast?	%	61	8	15	—	16
(C) To which station do you listen for suppertime news?	%	54	7	4	6	29
(D) To which station would you tune in time of emergency?	%	56	8	2	3	31

DO YOU OWN A TELEVISION SET?

Yes 16%
 No 84%

HOW OFTEN DO YOU MAKE A SHOPPING TRIP TO EDMONTON?

Once a month 12%
 Twice a month 11%
 Every 3 months 24%
 Once a year 38%
 Never 15%

CJCA — 5,000 Watts

Station #2 — 5,000 Watts

Station #3 — 50,000 Watts

Station #4 — 10,000 Watts, Daytime

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KEY

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

Clifford Sifton — (3) Harold A. Crittenden — (4) Don Dawson — (5) Roy Malone — (6) Jim Grisenthwaite — (9) Jim McLeod — (10) Ken Milton — (11) Mrs. Betty Sear — (13) Lorie Molter — (14) Mrs. Marnie Pulford — (15) Dave Dunn — (16) Anne Gonzo — (17) Ernest A. Strong — (19 to 22) All-Canada — (23) Weed & Co.

(19 to 21) Horace N. Stovin & Co. — (22) John N. Hunt — (23) Weed & Co.

CKSW, SWIFT CURRENT: 250 watts on 1,400 kcs. (1) Frontier City Broadcasting Co. Ltd. — (2) Doug Scott — (3) Wilf Gilbey — (5) Bill Friest — (6) Wilf Gilbey — (9) Bruce Lukes — (10) Al Hewitt — (11) Mrs. Berne Janke — (12) Wilf Gilbey — (13) Doug Scott — (14) Joyce Cook — (15) Karen Jameson — (16) Mrs. Berne Janke — (17) Mac Hanna — (18) Jim Archibald — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd.

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

WEYBURN: 250 watts on 1,340 kcs. (Approved by CBC. D/T approval pending.) (1) Soo Line Broadcasting Co. Ltd.

CJGX, YORKTON: 10,000 watts daytime (1,000 watts nighttime) on 940 kcs. Dom. Basic. (1) Yorkton Broadcasting Co. — (2) Dawson Richardson — (3) John M. Shortreed — (5) George Gallagher — (6) Merv Phillips — (9) Lorne Harasen — (10) Linus Westberg — (12) Doug Sherwin — (13) Jack Goodman — (14) Hannah Stupak — (16) Tony Pawluck — (17) Harry McRae — (19 & 20) Horace N. Stovin & Co. — (21) Inland Broadcast Service — (22) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

MANITOBA

CFAM, ALTONA: 1,000 watts on 1,290 kcs. (1) Southern Manitoba Broadcasting Co. Ltd. — (2 & 3) Abe J. Thiessen — (5) Walter G. Kroeker — (6) Dennis Berkman — (8) Ben Horch — (9) Bill Grogan — (11) Esther Horch — (12) Reuben Hamm — (13) David Friessen — (14) Marie Classen — (15) Elmer Hildebrand — (17) Harry Classen — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Donald Cooke Inc.

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 — (7) Frank Bird — (9) James K. Struthers — (10) Don Hoskins —

CKRM, REGINA: 5,000 watts on 980 kcs. Dom. Basic. (1) Western Communications Ltd. — (2) Dr. Emmet McCusker — (3) Wilf E. Collier — (5) Harry Dane — (6) Bob Hill — (7) Art Kennard — (9) Ted Cholod — (10) Paul Hack — (11) Mrs. Joy Perkins — (12) Art Kennard — (13) Don Beisel — (14) Audrey Taylor — (15) Gordon MacDiarmid — (16) Morley Jageaur — (17) Len Cozine — (18) Bill Oaks — (19 to 22) Radio Representatives Ltd. — (23) Canadian Station Representatives Ltd.

CFNS, SASKATOON: 1,000 watts on 1,170 kcs. French Net. Supp. (1) Radio-Prairies-Nord Ltée. — (2) Rev. Fr. Beaulac — (3) Charles Papen — (5) Mrs. Therese St. Arnaud — (7) Mrs. Marie A. Papen — (9 & 10) Jean Detillieux — (11) Mrs. Marie A. Papen — (12) Rossel Vien — (14) Mrs. Therese St. Arnaud — (16) Mrs. Marie A. Papen — (17 & 18) Jean Lacroix — (19 & 20) Omer Renaud — (22) John N. Hunt — (23) J. H. McGillvra Inc.

CFQC, SASKATOON: 5,000 watts on 600 kcs. Dom. Basic. (1) A. A. Murphy & Sons Ltd. — (2) A. A. Murphy — (3) Vern Dallin — (4) G. Blair Nelson — (6 & 7) Roy Currie — (8) Bill Bill — (9) Bill Cameron — (10) Don Wittman — (13) Mrs. Edna Kinlock — (14) Mabel Lewis — (16) Bill Bill — (17) Lyn Hoskins — (19 & 20) Radio Representatives Ltd. — (21) (22) Radio Representatives Ltd. — Broadcast Representatives Ltd. — (23) Canadian Station Representatives Ltd.

CKOM, SASKATOON: 5,000 watts on 1,420 kcs. (1) Saskatoon Community Broadcasting Co. Ltd. — (2 & 3) Bob Hosie — (4 & 5) Don Tunnicliffe — (6) Arnie Stilling — (7 & 8) Gordon Walburn — (9) Del Delmage — (10) Art Henderson — (11) Mrs. Alma Smith — (12) Dan Worden — (13) Pat Murray — (14) Jean Billings — (15) Pat Murray — (16) Mrs. Eleanor Cailles — (17) Maynard Greer —

1957 B.B.M. FIGURES SHOW

"CFQC has up to twice as many night time listeners as any other Northern Saskatchewan Radio Station."

LISTEN TO CFQC REGULARLY

Place Your Advertising Where It Does The Most

CONTACT OUR REPS:

Radio Reps - Canada
Canadian Station Reps - U.S.A.



In Area #98 (including Brandon City) 58% more homes are tuned to CKX RADIO than any other station.

MONDAY, TUESDAY, WEDNESDAY, FRIDAY (BBM-TPA Survey, Nov. 1956) (7:00 P.M. to 5:00 P.M.)

	Area #98	BRANDON
Population	70,490	25,800
Retail Sales	57,840,000.00	33,110,000.00
Net Buying Income	54,548,000.00	25,127,000.00

(Figures from Sales Management 1956)

FOR POSITIVE RESULTS — IT'S

CKX RADIO BRANDON

The Agricultural Capital of Manitoba.

OUR REPS — RADIO REPS.

For anything musical — live or recorded — contact

DON WRIGHT
Productions

Remember the new location!

77 CHESTNUT PARK ROAD, TORONTO
WA. 5 - 1631

(12) Doug Johnson — (13) Miss Shirley Wright — (14) Mildred Hammond — (16) Joan Atehison — (17) E. Humphrey Davies — (18) Harold Donogh — (19 & 20) Radio Representatives Ltd. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Canadian Representatives Ltd.

CKDM, DAUPHIN: 1,000 watts on 1,050 kcs. (1) Dauphin Broadcasting Co. Ltd. — (2) A. Tommy Warnock — (3) Michael Hopkins — (4 & 5) Jack Henderson — (6 & 7) Brian Skinner — (9) John McManus — (10) Lorne Jamieson — (11) Helen Henderson — (13) John McManus — (14) Mrs. S. Marcyniuk — (15) Mrs. Audrey Mansoff — (16) Doug Simmons — (19 & 20) Radio Representatives Ltd. — (21) A. J. Messner & Co. — (22) Radio Representatives Ltd. — (23) Canadian Station Representatives Ltd.

CFAR, FLIN FLON: 1,000 watts on 590 kcs. T-Can. Supp. (1) Arctic Radio Corp. — (3) C. H. Witney — (7) Ev Smallwood — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N.

Hunt — (23) Canadian Station Representatives Ltd.

CFRY, PORTAGE LA PRAIRIE: 250 watts on 1,570 kcs. (1) Portage-Delta Broadcasting Co. Ltd. — (2 & 3) R. D. Hughes — (4) J. Bohonos — (5) R. D. Hughes — (6 & 7) J. Bohonos — (9) Ted Meseyton — (10) Warren Knox — (11) J. Bohonos — (12) Arthur Warkenten — (14) Dolores Kustra — (16) Wayne Campbell — (17) R. D. Hughes — (19 & 20) Lorrie Potts & Co.

CKSB, ST. BONIFACE: 1,000 watts on 1,250 kcs. French Net. Supp. (1) Radio-Saint-Boniface Ltée. — (2) C. E. Champange — (3) Roland Couture — (5) Ralph Normandeau — (7) Denis Belair — (8) Lee Brodeur — (9 & 10) Maxime Désautniers — (11) Leo Brodeur — (15) Madeleine Painchaud — (16) Marie Boulianne — (17) Yves Savignac — (19 & 20) Omer Renaud & Co. — (22) John N. Hunt — (23) J. H. McGillvra Inc.

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

CJOB, WINNIPEG: 250 watts on 1,340 kcs. (1) Blick Broadcasting Ltd. — (2 & 3) John O. Blick — (5) Rory M. MacLennan — (6 & 7) George C. Davies — (8) Victor Turland — (9 & 10) Bill Trebilcoe — (13) Richard Moody — (14) Mrs. Ann Drewry — (15) Mildred Ellison — (16) Victor Turland — (17) Reg V. Durie — (18) Jack Campbell — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Canadian Station Representatives Ltd.

CKRC, WINNIPEG: 5,000 watts on 630 kcs. Dom. Basic. (1) Trans-Canada Communications Ltd. — (2) Victor Sifton — (3) Bill Spears — (4) Bob Tait — (5) Jack McRory — (6 & 7) Bob Bye — (9) Ev Dutton — (10) John Esaw — (11) Ethel Halpenny — (12) Ron Oakes — (13) Bill Edge — (14) Helga Baldwinson — (15) Ken Babb — (16) Snolag Jonasson — (17) Bert Hooper — (18) Bev Small — (19 to 22) All-Canada — (23) Weed & Co.

CKY, WINNIPEG: 5,000 watts on 580 kcs. (1) Broadcasting Station CKY,

Ltd. — (2 & 3) L. E. Moffat — (4) Don McDermid — (5) Reg G. Stapley — (7) Jack R. Stewart — (8) Herb Brittain — (9) Jack R. Stewart — (10) Jack Wells — (13) George Keith — (14) Mona Mackie — (15) Dorothy Thomson — (16) Joyce Sherman — (17) Andy Malowanchuk — (19 to 22) Horace N. Stovin & Co. — (23) Forjoe & Co.

ONTARIO

CKBB, BARRIE: 250 watts on 1,230 kcs. (1) Barrie Broadcasting Co. Ltd. — (2) Ralph Snelgrove — (3) Robert Hunter — (5) Edward Delaney — (7) Leon Mangoff — (9) Bill Harrington — (10) Bob McLean — (11) Karen Johnston — (12) Jack Ruttle — (14) Mrs. Shirley Archer — (15) Mrs. Jesse Callow — (17) Norman Farr — (19 & 20) Paul Mulvihill — (23) Canadian Station Representatives Ltd.

CJBQ, BELLEVILLE: 1,000 watts on 800 kcs. Dom. Supp. (1) Quinte Broadcasting Co. Ltd. — (2) A. McLean Haig — (3) William H. Stovin — (4) Frank C. Murray — (5) John H. MacDonald — (6 & 7) Phil. R. Flagler — (9) Harry Mulhall — (10) Jack Devine — (11) Harriet Stevens — (12) Phil. R. Flagler — (14) Mrs. Hilda Hebden — (15) Marcia Blatherwick — (16) Terrance Cronan — (17) John B. Buchanan — (19 to 22) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

CFJB, BRAMPTON: 250 watts on 1,090 kcs. (1) Broadcasting Station CFJB Ltd. — (2) Douglas M. Dickson — (3) William E. Todd — (5) Stan Larke — (7 & 9) John Fox — (11) Mrs. Mary Ladner — (12) Stan Larke — (14) Mrs. Ruth Martin — (15) Shelley Panter — (16) Lillian Berg — (17) Robert McBean — (19 & 20) Radio Time Sales — (23) Donald Cooke Inc.

CKPC, BRANTFORD: 1,000 watts on 1,380 kcs. Dom. Supp. (1) The Telephone City Broadcast Ltd. — (2) Mrs. F. M. Buchanan — (3) R. Buchanan — (5) Russ Waters — (7) Arnold Anderson — (9) Al Chandler — (10) Arnold Anderson — (11) Mrs. Marian George — (12) Jim Featherston — (14) Mrs. Faith Bisworm — (15) Mrs. Marguerite Totl — (16) Mrs. Ingrid Schroder — (17) Jim Featherston — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt.

CFJR, BROCKVILLE: 250 watts on 1,450 kcs. Dom. Basic. (1) Eastern Ontario Broadcasting Co. Ltd. — (2 & 3) Jack Radford — (4) Tom Statham — (5) Keith Pelton — (6) Jim Chapman — (10) Tom Statham — (12) Lloyd Kerr — (14) Norine Kelly — (16) Jim Chapman — (17) Sid Penstone — (19 & 20) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

CFCO, CHATHAM: 1,000 watts on 630 kcs. Dom. Basic. (1 & 3) John

Here's the HOT NEWS from CKRC

CKRC

shows the greatest increase in both city and area audience of any Canadian Station surveyed.

A comparison of the Mar. 1957 and Sept. 1956 Elliott-Haynes Early Morn. Surveys (7-9 a.m. average) shows . . .

	% INCREASE	
	MARCH/57	SEPT./56
CKRC	+ 29.0	+ 26.4
Station "B"	— 7.9%	— 5.0
Station "C"	— 6.8%	— 28.0

REPS: ALL-CANADA RADIO FACILITIES LTD. WEED AND CO in U.S.A.

CKRC 630 K.C.

BROADCASTING TO ALL OF Manitoba FROM THE Red River Valley

RADIO

SOLD BY

Stephens & Towndrow Limited

Toronto Montreal

EXCLUSIVELY

KEY

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

Beardall — (5 & 6) Archie Ferrie — (7 & 8) Bob Anakin — (9, 11 & 12) Winnie Miller — (13) Archie Ferrie — (14) Gordon Brooks — (15) Lois Riddle — (16) Bob Anakin — (17) Gordon Brooks.

(12) Vaughan Douglas — (13) Norm Jary — (14) Theresa Lester — (15) Tari Tolman — (16) Mrs. Joyce Donnelly — (17) Jack Milligan — (18) Bev. Sparkman — (19 to 22) Radio Representatives Ltd. — (23) Donald Cooke Inc.

CKSF, CORNWALL: 250 watts on 1,230 kcs. Dom. Supp. (1) Daily Standard - Freeholder Ltd. — (2) George Fleming — (3) Fred H. Pemberton — (4) Alma Larocque (6 & 10) Carl Fisher — (12) Alec Mullins — (13) Doris Roberts — (14) Vera Leonard — (15) Bob Eadie — (16) Roly Forget — (17) Mahlon Clark — (18) Lyal Nixon (19 to 22) Horace N. Stovin & Co. — (23) J. H. McGillvra Inc.

CHML, HAMILTON: 5,000 watts on 900 kcs. Dom. Supp. (1) Maple Leaf Broadcasting Co. Ltd. — (2) Ken D. Soble — (3) Tom Darling — (5) W. Denis Whitaker — (6) Agnes M. Anderson — (9) Don Johnston — (10) Norm Marshall — (13) Bill Hall — (14) Julie Patra-boy — (15) Michael Thompson — (16) Tony Luciani — (17) Hugh Potter — (18) Morris Crump — (19) Stephens & Towndrow — (20) National Broadcast Sales — (22) John N. Hunt — (23) Canadian Station Representatives Ltd.

CFOB, FORT FRANCES: 1,000 watts on 800 kcs. Dom. Supp. (1) Border Broadcasting Ltd. — (2) Theodore O. Peterson — (3) Don A. Fawcett — (6) John Simpson — (9) Robert Carle — (14) Mrs. Shirley Stuart — (15) Mrs. Norma Pattison — (16) Mrs. Lorraine Chapman — (17) O. Petsnick — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Donald Cooke Inc.

CKOC, HAMILTON: 5,000 watts on 1,150 kcs. T-Can. Supp. (1) Wentworth Radio Broadcasting Co. Ltd. — (2) Clifford Sifton — (3) William T. Cranston — (4 & 5) J. Norman Inkster (Local Sales — A. L. d'Eon) — (7) Terry J. Garner — (8) Shirley Van Haarlem — (9) D. Graham Emslie — (10) Perc Allen — (11) Mrs. Joan Robertshaw — (13) K. Digby Wright — (14) Trudy Nylund — (15) Mrs. Joan Robertshaw — (16) Shirley Van Haarlem — (17) Leslie Horton — (18) Arthur N. Todd — (19 to 22) All-Canada — (23) Weed & Co.

CKPR, FORT WILLIAM: 1,000 watts on 580 kcs. T-Can. Supp. (1) H. F. Dougall Co. Ltd. — (2 & 3) Hector F. Dougall — (4 & 5) George D. Jeffrey — (6, 7 & 9) John P. Friesen — (10) Royden L. Dahmer — (12 & 13) John Masters — (14) Mrs. Lorraine Peters — (15) Mrs. Mary Ann Papineau — (16) Barbara Kittle — (17) W. Thompson Ross — (18) Stewart Fernie — (19 & 20) Radio Representatives Ltd. — (21) Horace N. Stovin & Co. — (22) All-Canada — (23) Canadian Station Representatives Ltd.

HUNTSVILLE: 250 watts on 1,340 kcs. (Approved by CBC. D/T approval pending.) (1) Lloyd Olan on behalf of a company to be incorporated.

CKGR, GALT: 250 watts on 1,110 kcs. (1) Galt Broadcasting Co. Ltd. (2 & 3) John V. Evans — (9) Neil Thomas — (10) Jack Gracie — (11) Sally Whittington — (12) Neil Thomas — (14) Sally Whittington — (15) Elaine Griffith — (17) Paul Kemper — (19 & 20) Radio Time Sales.

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 — (7 & 9) M. Cooke — (10) J. Thomson — (16) L. Ball — (17) R. Queen — (19 to 22) Horace N. Stovin & Co. — (23) Donald Cooke Inc.

CJOY, GUELPH: 250 watts on 1,450 kcs. (1) CJOY Ltd. — (2) Wally Slatter — (3) Fred Metcalf — (5) Jack Jackson — (7) Don Le Blanc — (9) Bill Leitch — (10) Norm Jary — (11) Jeannine Legault —

CKLC, KINGSTON: 1,000 watts on 1,380 kcs. Dom. Supp. (1) St. Lawrence Broadcasting Co. Ltd. — (2) Robert Grant — (3) Terry D. French — (5) John F. French — (6) John Bermingham — (7) Ken Philips — (8) Joe Walters — (9) Allan Saunders — (10) Johnnie Kelly — (11) Mrs. Marion Earl — (12) Cliff Robb — (13) Mrs. Rita Lloyd — (14) Betty Bell — (15)

Mrs. Jean Baxter — (16) Mary Donovan — (17) Barry M. Ogden — (19 to 22) Horace N. Stovin & Co. — (23) Forjoe & Co.

CKWS, KINGSTON: 5,000 watts on 960 kcs. T-Can. Basic. (1) Frontenac Broadcasting Co. Ltd. — (2) Sen. W. R. Davies — (3) Wally Rewegan — (5) Bill King — (7) Allan Brooks — (9) Harvey Tate — (10) Peter Handley — (11) Mrs. Joyce McKenzie — (12 & 13) Bill Barnes — (14) Mrs. Francis Harvey (15) Barbara Hamilton — (16) Tom Saunders — (17) Bert Cobb — (18) Ken Peebles — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada — (23) Weed & Co.

CJKL, KIRKLAND LAKE: 5,000 watts on 560 kcs. T-Can. Basic. (1) Kirkland Lake Broadcasting Ltd. — (2) Mrs. I. J. Elliott — (3) Ken C. Billings — (5) Dave Clark — (7) Jesse French — (9) Myer Murray — (10) Bill Hamilton — (12) Ron Smith — (14) Mrs. Jesse Lockie — (15) Mrs. Barbara Johnston — (16) Mose Yokom — (17) Cy Spence — (18) Eddie Price — (19 & 20) National Broadcast Sales — (21) All-Canada — (22) John N. Hunt & All-Canada — (23) Weed & Co.

CKCR, KITCHENER: 250 watts on 1,490 kcs. Dom. Supp. (1) K-W Broadcasting Co. Ltd. — (2 & 3) Jim Mitchell — (4) Ken MacKinnon — (5) Jack Liddle — (6) Ken MacKinnon — (7) John Hodges — (8) Ken MacKinnon — (9) Dick Austin — (10) Jim Shearon — (11) Mrs. Ellen Flood — (12) Paul Freeman — (13) Jim Shearon — (14) Jeannette Lavery — (15) Joan Ganci — (16) Mrs. Molly Zakrzewski — (17) Ion Hartman — (18) Don MacDonald — (19 & 20) Omer Renaud & Co. — (22) John N. Hunt — (23) J. H. McGillvra Inc.

THESE MEN KNOW THE KINGSTON MARKET!

On *Two Surveys* these men who know chose CKLC. In July, 1956 and in Feb., 1957 we asked 100 Kingston Retailers which Kingston radio station they would use if planning a radio campaign.

ANSWER	July %	Feb. %
CKLC	28	33
CKWS	14	18
Both Stations	12	15
Would not use radio	8	7
No opinion	38	27

(Elliott-Haynes Surveys)

BUY CKLC

CHOICE THE VOICE OF KINGSTON and EASTERN ONTARIO

Contact: Horace N. Stovin (Can.) Forjoe & Co. (U.S.A.)

The B.B.M. Time Period Audience Study (Nov./56)

Reports:

CKWS 91 firsts
 Other Station 8 "
 Equal 9
PERIODS REPORTED 108

See T.P.A. area number 57 for Frontenac-Lennox-Addington, the Home counties.

The secret is in our programming — Ask N.B.S. or WEED & CO.

CKWS-RADIO

Your town and country salesman

960 Kcs 5000 Watts

KINGSTON, ONTARIO

Your Cue . . .

- OVER 400 . . .**
Hotels, Motels, Lodges and Resorts in CJBQ's primary listening area, will display
- OVER 5,000 . . .**
Cards in their accommodations reminding visitors to DIAL 800. Daily holiday population of
- OVER 12,000 . . .**
Will also know of CJBQ Radio because of strategically placed
- 24 SHEET BILLBOARDS . . .**
All colored, many lighted, bearing the message . . . Now — DIAL 800 — CJBQ.

BELLEVILLE & TRENTON



Your Trade Paper Advertising

Year after year, whether an industry likes it or not, its trade paper does a continuing job of keeping its readers posted on the activities and developments of that industry. These readers are not exclusively either buyers or sellers. Rather they comprise a select family of those who buy and sell a related number of products and services.

The phrase "public relations" is one of the most abused and over-used in the English language. But if you will give it some thought, you will agree that the function of a trade paper is public relations to the n'th degree.

When some new development occurs, when a new technique of fertilizing tomatoes is developed, when someone discovers a new means of selling goods by radio, when a business which forms an important part of the industry is bought or sold, the industries concerned learn about it first from their trade papers.

When legislation is introduced which will militate against an industry's interests, it is the trade paper which reports the facts and often uses its editorial columns with which to help influence a more favorable decision. When a program director gets married, or has a baby, or both, the news is carried in the columns of the trade paper.

Trade papers devote considerable space to reporting promotions and moves of key personnel, often from the selling side to the buying side of the industry, or vice versa. They also report the advent of new arrivals into the ranks of the industry. In this manner, they act as a constant liaison between employer and employee, between buyer and seller. In our particular case, we go a little farther on the employment side, maintaining an employment department, which, we hope, works out to the mutual advantage of those who are seeking the right kind of personnel, and those, in the ranks of the employed, who are looking for the right kind of berth.

Finally, in this present era, when there are those who would have people believe that all business is a greedy monster, interested exclusively in its own gain, no matter what the cost to its victims, an industry is able to have its good works recorded in

print, in its trade papers, if it will be far-sighted enough and institutional-minded enough to co-operate by supplying the information.

So a trade paper becomes an agent of liaison, and an information service between members of the industry it serves, and also a perpetual salesman for that industry among that large proportion of its readers who are in some capacity or other on the buying side. (In our case this group represents two-thirds of our total circulation.)

A trade paper is a friend of the family — a friend of those who buy the product as well as of those who sell it. It spends its time expressing kind thoughts about you and your customers. Yet, if it is worth its salt, it maintains complete independence from each.

Then what?

Your trade paper advertising.

People advertise their wares on a radio station because they feel that the people they want to reach feel kindly towards that station. They know the announcers and performers like friends and neighbors. They even know where the recordings stick.

The logical place for you to reach national advertisers with your sales stories is through the advertising trade press, whose readers feel they know our writers just as your listeners feel they know you.

Whatever you do, it is of absolutely vital importance to see to it that copy is written in the language of those who read the paper. When a national advertiser addresses your listeners in the parlance of Bay Street, Toronto, you are rightfully indignant. But in the case of your trade paper advertising, you are talking to those same national sponsors.

So see that your messages are composed in their lingo, if you want them to have ready acceptance.

Actually advertising and selling are synonymous. When one of your salesmen is selling a show personally, the potential sponsor asks him a lot of questions, which he answers. When you are using advertising as your salesman, you have to dream up the

questions that would be asked, and answer them in your ads. In this way, your ads can be made to perform the same function on a less intense but wider scale as is achieved by the live salesman.

Naturally it's a lot easier to say the right thing when someone says: "Everyone listens to the other station," or "I've been using newspaper for years and get good results." Unfortunately — or perhaps fortunately — your sales staff can't cover nearly as many prospects as your trade paper.

Here are three questions, at least one of which should be answered in every ad you run.

1. Why should I advertise in this area?
2. Why should I advertise by radio?
3. Why should I use your station?

First, why should I advertise in this area?

This question doesn't get all the answering it might, presumably for two reasons. (1) Stations feel that time buyers know all about their market, which may or may not be the case. (2) They feel they will be plugging for their competitors.

Outside of the larger and better-known centres at any rate, it is important to impress on advertisers that here is a potential market.

You can't take it for granted that anyone knows anything about your market.

Second, why should I advertise by radio?

Tell them what *all* radio, not just your own station, does in your area. Maybe you should give them comparative figures with other media—if you dare. But at any rate, sell the medium, even if someone else earns some of the gravy you bought and paid for.

Everyone climbs on the No. 3 Bandwagon—*why should I use your station?* This is your cue for ratings, mail pull, success stories and all the ads that come the easiest. They are valuable, of course.

Ask yourself if you are satisfied that the first two questions have been answered. Are they sold on the idea that your's is a worthwhile market? Are they sold on the idea that radio is a worth-while medium?

Richard Stuebs

Publisher.

CJSP, LEAMINGTON: 250 watts on 710 kcs. (1) Sun Parlor Broadcasters Ltd. — (2) Albert A. Bruner — (3) John L. Moore — (5) Albert A. Bruner — (6) Stuart C. Brandy — (7) John L. Moore — (8) Jean Richards — (9) Art Gadd — (10) Johnny Garton — (11) Mrs. Pat Crerar — (12) Clem Fisher — (13) Mrs. Eleanor Carder — (14) Elsie Unger — (15) Stuart C. Brandy — (16) Jay Jackson — (17) Ed Derkack — (19 & 20) Radio & Television Sales Inc. — (23) Hil F. Best.

CKLY, LINDSAY: 1,000 watts on 910 kcs. (1) Greg-May Broadcasting Ltd. — (2 & 3) Neill Gregory — (4) C. A. Gregory — (5) Jack MacKey — (11) Mrs. Donald Anderson — (14) M. Balfour — (15) Mrs. Lucile Birchard — (16) Betty Jones — (17) C. A. Gregory — (19 & 20) Lorrie Potts & Co.

CFPL, LONDON: 5,000 watts on 980 kcs. Dom. Basic. (1) London Free Press Printing Co. Ltd. — (2) Walter J. Blackburn — (3) Murray T. Brown (Station Manager—Douglas C. Trowell) — (5) Kenneth S. Lott — (6) Jack N. Illman — (7 & 8) Geoff Bingle & William Yardy — (9) Hugh Bremmer — (10) Ken Ellis — (12) Roy Jewell — (13) Harvey Clarke — (14) Jack N. Illman — (15) Mrs. Patricia Francombe — (16) Jacquelyn Barnes — (17) Glen Robitaille — (18) Graham Murray — (19 to 22) All-Canada — (23) Weed & Co.

CKSL, LONDON: 5,000 watts on 1,290 kcs. (1) London Broadcasters Ltd. — (2) F. Vincent Regan — (3) J. Lyman Potts — (5) John C. Morris — (6 to 8) Francis R. Kirton — (9) David Bradley — (10) Pete James — (13) Graham Goulden — (14) Grace Howald — (15) Joe Armstrong — (16) Jeannette Woelfle — (17) Ron Turnpenny — (18) Roeland Koster — (19 & 20) National Broadcast Sales — (21 & 22) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

CHVC, NIAGARA FALLS & WEL-LAND: 5,000 watts on 1,600 kcs. (1) Radio Station CHVC Ltd. — (3) B. Howard Bedford — (6) A. W. Blakely — (8) Patricia Guild — (9) R. J. Cleland — (10) Gordon Dorst — (11) Mrs. Erica Campbell — (12) Joseph Wilson — (14) Mrs. Helen Cowie — (15) Mrs. Erica Campbell — (16) Barbara Axford — (17) L. H. Rooke — (18) Ken Lee — (19 & 20) Lorrie Potts & Co. — (23) Donald Cooke Inc.

CFCH, NORTH BAY: 1,000 watts on 600 kcs. T-Can. Basic. (1) Northern Broadcasting Ltd. — (2) Mrs. P. A. Campbell — (3) Keith Packer — (5) Gord Robinson — (7 & 8) Clarence Houston — (9) Reg Finmore — (10) Bruce Anderson — (13) Bill O'Halloran — (14) Mrs. Melba Rainville — (15) Mrs. Ann Rainville — (16) Mike Coyle — (17) Jack Barnaby — (18) Joe McCausland — (19 & 20) National Broadcast Sales — (22) John N. Hunt — (23) Weed & Co.

CHWO, OAKVILLE: 1,000 watts on 1,250 kcs. (1) CHWO Radio Ltd. — (2 & 3) Howard C. Caine — (8) Dick George — (9) Cy Young — (10) John Black — (11) Mrs. Jeane Caine — (14) Leo Shanly — (15) Agnes Forrester — (17) Ron Speck — (19 & 20) Radio & Television Sales Inc.

CFOR, ORILLIA: 5,000 watts on 1,570 kcs. Dom. Supp. (1 & 3) Gordon E. Smith — (5) William J. Pratt — (6 & 7) Pete McGarvey — (9) Bob Douglas — (10) John Wood — (11) Nanci Brandon — (12) Pete McGarvey — (14) Elsie Graham — (15) Mrs. Joan Grant — (16) Nanci Brandon — (17) George

Slinn — (18) Peter Rowe — (19 & 20) Stephens & Towndrow — (23) Canadian Station Representatives Ltd.

CKLB, OSHAWA: 5,000 watts on 1,350 kcs. (1) Lakeland Broadcasting Co. Ltd. — (2) Alfred H. Collins — (3 & 5) Gordon G. Garrison — (8) Fred Russell — (10) James Best — (11) Mrs. Barbara Pollack — (12) Frank Eidt — (14) Mrs. Vicki Millar — (15) Frank Eidt — (16) Margaret McKay — (17) William Marchand — (18) Ron Craig — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt — (23) J. H. McGillvra Inc.

CBO, OTTAWA: 5,000 watts on 910 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

CKOY, OTTAWA: 5,000 watts on 1,310 kcs. Dom. Supp. (1) CKOY Ltd. — (2) D. I. Cameron — (3) Jack Daly — (5) Don Hamilton — (6 & 7) Keith Sterling — (9) Mac Lipson — (10) Jack Daly — (11) Mrs. Pat Hamilton — (12) Dave Johnson — (13) Norm Perry — (14) Jerry Beland — (15) Ann Hammell — (16) Walter Munro — (17) Ken Puttock — (18) Tom Born — (19 & 20) National Broadcast Sales — (22) John N. Hunt — (23) Donald Cooke Inc.

CFRA, OTTAWA: 5,000 watts on 560 kcs. (1) CFRA Ltd. — (2 & 3) Frank Ryan — (4) Don Martin — (5) George Gowling — (7) Tom Foley — (8) Gord Atkinson — (9) Campbell McDonald — (10) Tom Foley — (11) Joan Baxter — (12) Frank Ryan — (13) Don MacKinnon — (14) Janet Robertson — (15) Don Morin — (16) Lynn Woodburn — (17) Harold Peerenboom — (18) Murray Smith — (19 & 20) Stephens & Towndrow — (23) Weed & Co.

CFOS, OWEN SOUND: 1,000 watts on 1,470 kcs. Dom. Supp. (1) Grey & Bruce Broadcasting Co. Ltd. — (2) C. J. McTavish — (3) William N. Hawkins — (5) Russ Tomlinson — (6) Stewart Blancher — (10) Crawford Douglas — (11) Mrs. I. Ellinghausen — (12 & 13) Lawrence Phillips — (14) Mrs. Phyllis Arnett — (15) Don Hickling — (16) Ron Gobert — (17) Garry Stoffer — (19 to 22) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

CHOV, PEMBROKE: 1,000 watts on 1,350 kcs. Dom. Basic. (1) The Ottawa Valley Broadcasting Co. Ltd. — (2 & 3) E. Gordon Archibald — (5) Ramsay F. Garrow — (7) Bill Kay — (9) Art Gallagher — (10) Bill Kay — (12) Don Kohls — (13) J. B. "Bun" Scott — (14)

Florence Brum — (15) Marion Egan — (16) Mrs. Stephanie Daly — (17) Edwin Schmidt — (18) Murray Mathieson — (19 to 21) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

CHEX, PETERBOROUGH: 1,000 watts on 1,430 kcs. Dom. Basic. (1) Kawartha Broadcasting Co. Ltd. — (2) Sen. R. Davies — (3) N. J. Weatherwax — (4 & 5) Robert Redmond — (7) William Williamson — (9) Rudell Crary — (10) John Danko — (11) Josie McMeekin — (12) Thomas Willis — (13) Gerry Grady — (14) Mrs. Shirley Read — (15) Josie McMeekin — (16) Barbara Hollingsworth — (17) Bert Crump — (18) Frank Schoales — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada — (23) Weed & Co.



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PORT HOPE: 1,000 watts on 1,300 kcs. (1) United Counties Broadcasting Co. Ltd. — (2) Foster M. Russell.

CJRH, RICHMOND HILL: 500 watts on 1,300 kcs. (Call letters not yet approved.) (1) Radio Richmond Hill Ltd. (2 & 3) John O. Graham — (7) Stephen Appleby.

CKTB, ST. CATHARINES: 1,000 watts on 620 kcs. Dom. Supp. (1) The Niagara District Broadcasting Co. Ltd. — (2) W. B. C. Burgoyne — (3) Mary C. Burgoyne — (4 & 5) V. A. Lococo — (6 & 7) Jack Dawson — (8) Clarence Colton — (9) Jay Glover — (10) Rex Stimers — (11) Elda Flintoft — (12 & 13) Roy Bonisteel — (14) Mrs. Marion Mosher — (15) Bob Johnston — (16) Dorothy Moody — (17) W. Allen — (18) Larry Holleran —

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

(19 & 20) Paul Mulvihill & Co. — (23) J. H. McGillvra Inc.

CHLO, ST. THOMAS: 1,000 watts on 680 kcs. T-Can. Supp. (1) Radio Station CHLO Ltd. — (2) G. Clarence Nichols — (3) Eldred M. Smith — (4) Peter K. Dickens — (5) George W. Harper & Leonard C. Evans — (7) William G. Moyer — (9) Lyle Cameron — (10) Alec Reynolds — (11) Mrs. Mary Jane Stephens — (12) Robert Tschanz — (13) Peter K. Dickens — (14) Mrs. Thelma Vankoughnet — (15) Donald M. Lumley — (16) Mrs. Hilda Kilburn — (17) William R. Onn — (19 & 20) Stephens & Towndrow — (22) John N. Hunt — (23) Donald Cooke Inc.

CHOK, SARNIA: 5,000 watts on 1,070 kcs. T-Can. Supp. (1) Sarnia

Broadcasting Ltd. — (2) Claude R. Irvine — (3) Karl E. Monk — (5) Arthur O'Hagan — (7) Phil Clayton — (9) Gene McLaughlin — (10) George Ludgate — (11) Mrs. Margaret Anderson — (14) Mrs. Elaine Bitz — (15) Ann Charyk — (16) Mrs. Orma Gibson — (17) Robert Cooke — (18) Robert White — (19 & 20) Paul Mulvihill & Co. — (23) Donald Cooke Inc.

CJIC, SAULT STE. MARIE: 250 watts on 1,490 kcs. T-Can. Basic. (1) Hyland Broadcasting Co. — (2) Mrs. J. G. Hyland — (3) E. G. Vance — (5) Wilfred Belec — (6) Terrance O'Connell — (7) George Jonescu — (8) Jerry Miheluk — (9) Lionel McCauley — (10) Russ Ramsay — (11) Dorothy Rydall — (12) Donald Ramsay — (13) Terrence O'Connell — (14) Tom Mc-

Watters — (15) Mrs. Helen Conway — (16) Tom McWatters — (17) David Irwin — (18) Jerry Miheluk — (19 to 22) Lorrie Potts & Co. — (23) J. H. McGillvra Inc.

CKCY, SAULT STE. MARIE: 250 watts on 1,400 kcs. (1) Algonquin Radio & TV Ltd. — (2) Carmen P. Greco — (3 & 5) Al Bestall — (6) Gino Marcon — (7) Ken Duke — (8) Ray Koivisto — (9) David Carter — (10) Harry Wolfe — (11) Clare Bestall — (13) Al Bestall — (14) Norma Pearson — (15) Arlene McAuley — (17) Joseph Marinelli — (18) Patrick Conway — (19 & 20) Stephens & Towndrow — (23) Canadian Station Representatives Ltd.

CFRS, SIMCOE: 250 watts on 1,560 kcs. (1) Simcoe Broadcasting Co. — (2 & 3) Ted M. Fielder — (5) Fred G. Sherratt — (6 & 7) Ted M. Fielder — (9) John J. Morrison — (10) John M. Roxburgh — (11) Bette Barber — (12) Douglas W. Bernet — (13) Miles Garrod — (14) Patricia O'Neill — (15) John M. Roxburgh — (16) Mrs. Patricia Lindsay — (17) Miles Garrod — (18) Jack Kusch — (19 & 20) Radio & Television Sales Inc.

CJET, SMITHS FALLS: 1,000 watts on 1,070 kcs. (1) Rideau Broadcasting Ltd. — (2 & 3) Jack Pollie — (5) Dick Weiler — (7) Bill Falkner — (10) Jim Hallinan — (11) Mrs. Dorothy Hitchins — (12) A. R. Stewart — (14) Jean Barrager — (15) Marjorie Girdwood — (16) Rita Pankow — (17) Fred Roney — (19 & 20) Lorrie Potts & Co. — (23) J. H. McGillvra, Inc.

CJCS, STRATFORD: 250 watts on 1,240 kcs. Dom. Supp. (1) CJCS Ltd. — (2) Frank M. Squires — (3 & 5) Stan E. Tapley — (7) Bill Inkol — (9) Bruce Schulthies — (10) Bill Inkol — (11) Grace Wiertersten — (12) Don Manson — (15) Mrs. Marion McKay — (16) Peter Hall — (17) John Grigg — (19 to 22) All-Canada — (23) Weed & Co.

CHNO, SUDBURY: 1,000 watts on 900 kcs. Dom. & French Net. Supp. (1) The Sudbury Broadcasting Co. Ltd. — (2) F. B. Ricard — (3) Rene Riel — (4) Peter Scott — (5) Rene Riel — (6) Peter Scott — (9) Irv Morrison — (10) Joe Spence — (11) Judy Jacobson — (13) Bob White — (14) Simone Plante — (16) Helen Grenon — (17) Len Stone — (18) Dick Ranger — (19 & 20) Omer Renaud & Co. — (22) John N. Hunt — (23) Canadian Station Representatives Ltd.

CKSO, SUDBURY: 5,000 watts on 790 kcs. T-Can. Basic. (1) CKSO Radio Ltd. — (2) George M. Miller — (3) W. J. Woodill — (4) Ken Dobson — (5) W. J. Woodill — (6 & 7) Bob Alexander — (9) Robert Evans — (10) Cam Church — (11) Shirley Shea — (14) Mrs. Eileen Forbom — (15) Bob Alexander — (16) Lucille Albert — (17) Jim McRae — (19 to 22) All-Canada — (23) Weed & Co.

CKOT, TILLSONBURG: 250 watts on 1,510 kcs. (1) Tillsonburg Broadcasting Co. Ltd. — (2) Dr. Ralph Hawkins — (3) John Lamers — (5) Jack Campbell — (7) A. Kenneth Orton — (9) Ralph Errington — (10) George D'Ambrose — (11) Mrs. Thelma Hyatt — (12) Ralph Errington — (14) Julie Chanyi — (15) Mrs. Lois Yallop — (16) Marilyn Bain — (17) A. Kenneth Orton — (19 to 21) Radio Representatives Ltd

CFCL, TIMMINS: 1,000 watts on 580 kcs. French Net. Supp. (1) J. Conrad Lavigne Enterprises Ltd. — (2) J. Conrad Lavigne — (3) Albert Aubé — (5) Ted Meunier — (7 & 9) Raymond Lemay — (10)

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CKGB, TIMMINS: 5,000 watts on 680 kcs. T-Can. Basic. (1) Timmins Broadcasting Co. Ltd. — (2) Kenneth R. Thomson — (3) Gerry Hall — (5) Gino C Ricci — (7) William Nadeau — (9) Lou Schaffer — (10) Terry Powell — (11) Mrs. Anne Stanley — (13) Lou Schaffer — (14) Mary Plute — (15) Sandra Southcott — (16) Mario Bonifacio — (17) Ernie Mott — (18) Doug McCormick — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada — (23) Weed & Co.

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

CFRB, TORONTO: 50,000 watts on 1,010 kcs. CBS. (1) Rogers Radio Broadcasting Co. Ltd. — (2) Harry Sedgewick — (3) E. Lloyd Moore — (5) Waldo Holden — (6 & 7) Wes McKnight — (8) Wishart Campbell — (9 & 10) Wes McKnight — (11) Mrs. Kate Aitken — (12) Rex Frost — (13) Ken Marsden — (14) Mrs. Mary Falconer — (16) Ron McAllister — (17) Clive Eastwood — (18) Bill Baker — (20 to 22) All-Canada — (23) Canadian Station Representatives Ltd.

CHUM, TORONTO: 2,500 watts on 1,050 kcs. (1) York Broadcasters Ltd. — (2 & 3) Allan Waters — (7) Phil Ladd — (9) Pat Bennet — (10) Phil Stone — (14) Dorene Coulson — (17) George Jones — (19 to 22) Radio & Television Sales Inc. — (23) J. H. McGillvra Inc.

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.

CHFI-FM, TORONTO: 340 watts on 98.1 mcs. (1) Edward J. Piggott — (3) Don Wright — (5) Tom Young — (7) Mrs. Claire Stubbs — (8) Vaughan Harvie — (17) Harry Verlinden — (18) Bob Shane — (19 & 20) Radio Representatives Ltd.

CKEY, TORONTO: 5,000 watts (D) 1,000 watts (N) on 580 kcs. (1) Toronto Broadcasting Co. Ltd. —

(2) Jack Kent Cooke — (3) Hal E. Cooke — (5) Jack Turrall — (6) Edmund Houston — (7) Donald W. Insley — (8) Edmund Houston — (9) Jack Oldham — (10) Joe Crysedale — (13) J. Edgar Guest — (14) Kendrick Crossley — (15) Mrs. Geraldine Boddington — (16) Joy Groves — (17) Allan K. Taylor — (18) Roy Lyttle — (19 & 20) National Broadcast Sales — (22) John N. Hunt — (23) Donald Cooke Inc.

CKFH, TORONTO: 250 watts on 1,400 kcs. (1) Foster Hewitt Broadcasting Ltd. — (2) Foster Hewitt — (3) Bill Hewitt — (5) Keith Davey — (6 & 7) Barry Nesbitt — (10) Bill Hewitt — (14) Sondra Spafford — (15) Dan Hyatt — (16) Mrs. Ingeborg Bartolusst & Colleen Harper — (17) Gerald Wilson — (20) Stephens & Towndrow — (23) Weed Co.

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

CKLW, WINDSOR: 50,000 watts on 800 kcs. Dom. Supp. & Mutual. (1) Western Ontario Broadcasting Co. Ltd. — (2 & 3) J. E. Campeau — (4) S. Campbell Ritchie — (7) John Gordon — (8) Walter Townsend — (9) Austin Grant — (10) Arthur Laing — (11) Myrtle Labbitt — (12) Austin Grant — (14) Mrs. Margaret Marshall — (16) Marian Johnson — (17 & 18) Stewart Clark — (19 to 22) All-Canada — (23) Canadian Station Representatives Ltd.

CKNX, WINGHAM: 1,000 watts on 920 kcs. Dom. Supp. (1) Radio Station CKNX Ltd. — (2) W. T. Cruickshank — (3) J. J. Cruickshank — (8) H. V. Pym — (9) John Strong — (10) Ed Blake — (11) Margaret Brophy — (12) Robert Carbert — (14) John Langridge — (15) Mrs. Shirley Boucher — (16) Iona Terry — (17) Scott Reid — (18) Elmer Purdon — (19 & 20) Lorrie Potts & Co. — (23) Canadian Station Representatives Ltd.

CKOX, WOODSTOCK: 250 watts on 1,340 kcs. (1) Oxford Broadcasting Co. Ltd. — (2 & 3) M. J. Werry — (5) Rex Brooks — (7) William Tonner — (9) Jack MacLean — (10) William Tonner — (11) Alice Munro — (13) Rex Brooks — (15) Carol Brooks — (16) J. Shorrocks — (18) W. McDougall — (19 & 20) Omer Renaud & Co. — (22) John N. Hunt.

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- CKSM, Shawinigan Falls
- CJSO, Sorel
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- CKNB, Campbellton, N.B.

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KEY

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

QUEBEC

CFGT, ALMA: 1,000 watts on 1,270 kcs. (1) Radio Lac-St.-Jean Ltée. — (2) C. Bergeron — (3) Jean-Jacques Fortin — (5) Jacques Côté — (7) F. Fortin — (9) Rosaire Pelletier — (10) J.-Jacques Fortin — (17) Marius Girard — (19 & 20) Omer Renaud & Co.

CHAD, AMOS: 250 watts on 1,340 kcs. French Net. Supp. (1) Northern Radio-Radio Nord, Inc. — (2 & 3) David A. Gourd — (4) Yvon Martel — (5) George Chartrand — (9 & 10) Guy Lauzon — (13) George Chartrand — (14) Mrs. Brigitte Guimont — (17) Jean-Guy Langevin — (19 & 20) Omer Renaud & Co. — (23) Weed & Co.

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

CJMT, CHICOUTIMI: 250 watts on 1,450 kcs. (1) CJMT Ltée. — (2) J. O. Masse — (2) J.-Marcel Houle — (5) Pierre Tremblay — (6) Andre Jean — (7) J.-Marcel Houle — (9) Gilles Paradis — (10) Raymond Labrecque — (11) Janine Tremblay — (13) Denise Fortin — (14) Janine Tremblay — (16) Gilles Paradis — (17) Lucien Simard — (18) Marc Tremblay & Antoine Fortin — (19 & 20) Omer Renaud & Co. — (23) J. H. McGillvra Inc.

CHRD, DRUMMONDVILLE: 250 watts on 1,340 kcs. (1) Radio Drummond Ltée. — (2) Maurice Sigouin — (3 & 5) Benoit Vanier — (6 & 7) Hector Ledoux — (8) Jean-Guy Paul — (9) Lionel Parent — (10) Yvon Dufeur — (12) Hector Ledoux — (13) Benoit Vanier — (16) Jean-Guy Paul — (17) Gerard Paul — (18) Lionel Parent — (19 & 20) Omer Renaud & Co.

CHEF, GRANBY: 250 watts on 1,450 gcs. French Radio Assoc. (1) La Cie De Radiodiffusion De Granby Ltée. — (3) J. Ambroise Comeau — (5) Denis Gingras — (6 & 7) Ray-Marc Dubé — (9) Claude Déry — (10) Marcel Doucet — (11) Mrs. Jeanne De Cayen — (12) Jean Dutrisac — (14 & 15) Yvan Provencher — (15) Mrs. Jeanne De Cayen — (17) Gérard Laliberte — (19 & 20) Omer Renaud & Co.

CKCH, HULL: 5,000 watts on 970 kcs. French Net. Supp. (1) Le Syndicat D'Oeuvres Sociales Ltée. — (2) W. Carr — (3) Jean-Paul Lemire — (4 & 5) Henri W. Allard — (7) Jean-Paul Lemire — (8) Aurèle Groulx — (9) Jean-Pierre Sanche — (10) Pierre Dufault — (11) Louise Simard — (13) Henri W. Allard — (14) Mrs. Denyse Sanche — (15) Hilda Trudeau — (16) Emile Routhier — (17) Jean-Louis Guérette — (18) Joseph Haddad — (19 & 20) Omer Renaud & Co. — (22) John N. Hunt — (23) J. H. McGillvra Inc.

CKRS, JONQUIERE: 1,000 watts on 590 kcs. (1) Radio-Saguenay Ltd. — (2) Henri Lepage — (3) Guy Boivin — (5) Bob Singfield — (6 & 7) Yvan Frenette — (9) Lionel Tremblay — (10) Jean Martin — (13) Yvan Frenette — (14) Bob Singfield — (15) Yvan Frenette — (16) Marcel Perron — (17) Gérard

Lemieux — (18) Gérard Gosselin — (19 & 20) Joseph A. Hardy & Co. Ltd. — (22) John N. Hunt — (23) Canadian Station Representatives Ltd.

CKLS, LA SARRE: 250 watts on 1,540 kcs. French Net. Supp. (1) Northern Radio-Radio Nord Inc. — (2) David A. Gourd — (3) Gabriel Tremblay — (4) Lucien Brien — (5 & 6) Lise Aubé — (7) Lucien Brien — (8) Gaby Tremblay — (9) Lise Aubé — (10) Roger Houle — (11) Lise Aubé — (12) Lucien Brien — (14) Lise Aubé — (17) J.-Guy Langevin — (18) Pierre Trepanier — (19 & 20) Omer Renaud & Co. — (23) 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 & 7) René Lapointe — (8) Mrs. Armande Desrosiers — (9 & 10) Jean Berger — (11) Mrs. Armande Desrosiers — (12) Robert Grandmaison — (13 & 14) André St. Arnaud — (15) Mrs. Georgette Lavoie — (16) Mrs. Huguette Bujold — (17) Yvan Fortier — (18) Philippe Gosselin — (19 & 20) Joseph A. Hardy & Co. Ltd. — (23) Canadian Station Representatives Ltd.

CKBM, MONTMAGNY: 250 watts on 1,490 kcs. (1) Radio Alléghany Inc. — (2) Henri Deschênes — (3 & 5) André Mercier — (6 & 7) Henri Deschênes — (9 & 10) José Rettino — (11) Aline Desjardins — (12) José Rettino — (13) André Mercier — (14) Jean-Pierre Mercier — (15) Denis Blais — (16) Jean-Pierre Mercier — (17) Marcel Coulombe — (19 & 20) 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.

CFCF, MONTREAL: 5,000 watts on 600 kcs. Dom. Basic. & ABC. (1) Canadian Marconi Co. — (2) Stewart M. Finlayson — (3) Richard E. Misener — (5) Keith Dancy — (6) Dean Kaye — (7) Vin Dittmer — (9) Bert Cannings — (10) Russ Taylor — (11) Fran Mollison — (13) Harold G. Heron — (14) —oe Coates — (15) Jean McKinnon — (16) Art Collins — (17) Creighton Douglas — (18) Jack A. Hemming — (19 to 22) All-Canada — (23) Weed & Co.

CHLP, MONTREAL: 1,000 watts on 1,410 kcs. (1) La Cie de Publication de la Patrie Ltée. — (2) Mrs. P. R. Tremblay — (3, 5 & 7) Fernand E. Bergevin — (9) Armand Goulet — (10) Roland Ricard — (14) Evangéline Bernier — (17) Alphonse Clouthier — (19 & 20) Omer Renaud & Co. — (22) John N. Hunt — (23) J. H. McGillvra Inc.

CJAD, MONTREAL: 10,000 watts on 800 kcs. CBS. (1) CJAD Ltd. — (2) Arthur Dupont — (3) Mac McCurdy — (5) Berthe Poulet — (7) Ned Conlon — (9) Hamilton Grant — (10) Danny Gallivan — (11) Doris Clark — (13) Bob Laurion



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Transmission Facilities*

BETTER COVERAGE

— (14) Berthe Poulet — (16) Anna Watt — (17) Aurele Boisvert — (18) Gord Hope — (19 & 20) Radio Time Sales — (23) 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) W. Morielli — (7) Albert Brie — (9) Alain Hogue — (10) Jacques Beauchamp — (11) Huguette Proulx — (13) Huguette Boileau — (14) Claudette Guay — (15) J. L. Pelland — (16) Miss Ménard — (17) Jean Garceau — (18) J. G. Robin — (19 to 22) Horace N. Stovin & Co. — (23) Forjoe & Co.

CKAC, MONTREAL: 10,000 watts on 730 kcs. CBS. (1) La Compagnie de Publication de "La Presse" Ltée — (2) Mrs. A. DuTremblay — (3) Phil Lalonde — (4) Roy Malouin — (5) George Bourassa — (7) Ferdinand Biondi — (8) Jacques Catudel — (9) Paul Boudreau — (10) Yvons Blais — (11) Jeannette Brouillet — (13) Paul Gélinas — (14) André Daveluy — Berthe Robitaille — (16) Guy Lepage — (17) Len Spencer — (19 & 20) Omer Renaud & Co. — (23) Canadian Station Representatives Ltd.

CHNC, NEW CARLISLE: 5,000 watts on 610 kcs. French Net. Basic. (1) The Gaspesia Radio Broadcasting Co. Ltd. — (2) Dr. Chas. Dumont — (3) Dr. Chas. Houde — (7) Jean Neron — (17) Bruce McDonald — (19 & 20) Joseph A. Hardy & Co. Ltd. — (23) Canadian Station Representatives Ltd.

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

KEY

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

CHRC, QUEBEC: 5,000 watts on 800 kcs. (1) CHRC Ltée. — (2) Herve Baribeau — (3) Henri Lepage — (4 & 5) Aurèle Pelletier — (6 & 7) Magella Alain — (9) Maurice Des-carreaux — (10) Mme. A. Fortier — (13) Aurèle Pelletier — (14) Julienne Belanger — (15) Henri Veilleux — (16) Fernando St.-Georges — (17) Arsène Nadeau — (18) Marcel Huard — (19 & 20) Joseph A. Hardy & Co Ltd. — (23) Canadian Station Representatives Ltd.

CJQC, QUEBEC: 250 watts on 1,340 kcs. T-Can. Supp. (1) The Goodwill Broadcasters of Quebec Inc. — (2) Howard Wert — (3) George MacDonald — (4) Harold Burnside — (6) George MacDonald — (9) John Anthony — (10) Carl Higgins — (11) Mrs. Ursula Delaney — (14) Gisele Giguere — (15) Mrs. Rae Townsend — (16) Robert Sharples — (17) Mike Lavallee — (18) Fernand Guillemette — (19 & 20) Radio & Television Sales Inc.

CKCV, QUEBEC: 5,000 watts on 1,280 kcs. French Radio Assoc. (1) CKCV Ltée. — (2) Gaston Pratte — (3) Paul Lepage — (4) Marie-Paule Vachon — (5) Jean Guy Bernier — (6 & 7) Marcel Leboeuf — (8) Jean Leroye — (9) Roger Bruneau — (10) Jean Pouliot — (11) Marie-Paul Vachon — (12) Roger Bruneau — (13) Jean Guy Bernier — (14) Marie-Paule Vachon

— (15) Jean Bender — (16) Jean Leroye — (17) Lucien Gobeil — (18) André Duchesneau — (19 & 20) Omer Renaud & Co. — (23) Weed & Co.

CJBR, RIMOUSKI: 10,000 watts on 900 kcs. French Net. Supp. (1) The Central Public Service Corporation Ltd. — (2) Jacques Brillant — (3) André Lecomte — (4) Francois Raymond — (5) Robert Côté — (7) Sandy Burgess — (8) Lorenzo Michaud — (9) Guy Ross — (10) Bernard Langlois — (11) Gemma Tessier — (13) Sandv Burgess — (15) Bernard Langlois — (16) Lorenzo Michaud — (17) Marcel Vallée — (18) Louis Desrosiers — (19 to 22) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

CFJP, RIVIERE - DU - LOUP: 250 watts on 1,400 kcs. French Net. Supp. & French Radio Assoc. (1) Radio - Témiscouata Ltd. — (2) Armand Belle — (3) Henri Bourdeau — (5) Luc Simarc — (6) René Viel — (7) Raoul Savard — (8) Odette Dionne — (9) Gaston Côté — (10) Raoul Savard — (11) Odette Dionne — (12) Adrien Martin — (13) Rémi Beaulieu — (14) Jacqueline Voyer — (15) Jacques Pinon — (16) Aline Dionne — (17) Raymond Lavoie — (18) René Viel — (19 & 20) Omer Renaud & Co. — (23) Canadian Station Representatives Ltd.

CHRL, ROBERVAL: 1,000 watts on 910 kcs. (1) Radio Roberval Inc. — (2) Georges Gagnon — (3) J. Wilfrid Mondoux — (4) J. C. Bordeleau — (5) Normand Gagnon — (6 to 8) Harvey Paradis — (9) Nelson St-Pierre — (10) Gerry Binet — (14) Therese Dore — (15) Denise Ringuette — (16) Claudette Gagnon — (17) Marcel Bolduc — (19 & 20) Joseph A. Hardy & Co. Ltd.

CKRN, ROUYN: 250 watts on 1,400 kcs. French Net. Supp. (1) Northern Radio - Radio Nord Inc. — (2 & 3) David A. Gourd — (4) Yvon Martel — (5) George Chartrand — (9 & 10) Guy Lauzon — (13) George Chartrand — (14) Mrs. Brigitte Guimont — (17) Jean-Guy Langevin — (19 & 20) Omer Renaud & Co. — (23) Weed & Co.

CHGB, STE.-ANNE de la POCA-TIERE: 1,000 watts on 1,350 kcs. French Net. Supp. (1) CHGB Ltée. — (2 & 3) Georges Desjardins — (4 & 5) Paul-Emile Hudon — (6) Antoine Frève — (7) Raymond Gagné — (8) Slément Landry — (9 & 10) Gilles Bradet — (12) Louis Fortin — (13 & 14) Maurice Lévesque — (15) Paul-Emile Hudon — (16) Clément Landry — (17) Georges Desjardins — (18) Antoine Dubé — (19 & 20) Omer Renaud & Co. — (23) J. H. McGillvra.

CKRB, ST. GEORGES de BEAUCE: 250 watts on 1,400 kcs. (1) Yvon & Charles A. Thibaudeau — (3) Charles A. Thibaudeau — (5) Jean Barbeau — (7) Gilles Bernier — (8) Mrs. Dorothy Paquet — (11) Suzette Weilleux — (14) Yvette Mathieu — (16) Mrs. Dorothy Paquet — (17) Armand Cateillier — (19 & 20) Omer Renaud & Co.

CHRS, ST-JEAN: 1,000 watts on 1,090 kcs. (1) Radio-Iberville Ltée. — (2) Jean-Paul Auclair — (3 &

7) Bernard Turcot — (9) Pierre Meunier — (10) Nadeau Papineau — (11) Lise Jette — (12) Bernard Turcot — (13) Claude Maltais — (18) Michel Lessard.

CKJL, ST. JEROME: 1,000 watts on 900 kcs. (1) Radio Laurentides Inc. — (2) Jean Lalonde — (3) Jean Senecal — (5) Jean Lalonde — (9) Lucien Millette — (10) Jacques Tremblay — (12) Yves Pelletier — (14) L. Menard — (17) Jean Senecal — (18) Jean Sauriol — (19 & 20) Lorrie Potts & Co.

CKSM, SHAWINIGAN FALLS: 1,000 watts on 1,220 kcs. (1) Shawinigan Falls Broadcasting Co. Ltd. — (3) Allan Rogerson — (5) Emilien Beaulieu — (8) Roger Daoust — (9) — Alain Chartier — (10) Andre Duquette — (11) Marie L. Rogerson — (13) Allan Rogerson — (17) Ernest Brunelle — (18) Jacques Dupont — (19 & 20) Joseph A. Hardy & Co. Ltd.

CHLT, SHERBROOKE: 1,000 watts on 900 kcs. French Net. Supp. (1) La Tribune Ltée. — (2) Paul Desruisseau — (3) Alphonse Gauthier — (4 & 5) J. L. Gauthier — (7) J. M. Provost — (8) Paul Marcel Robidoux — (9) Claude Bédard — (10) Gaston Levesque — (11) M. McMahon — (13) G. A. Choquette — (14) Marie Louise Jovian — (15) Yvan Vittiuick — (16) Colette Lacomber — (17) Marcel Lyonnais — (18) Marcel Girard — (19 & 20) Joseph A. Hardy & Co. Ltd. — (23) Canadian Station Representatives Ltd.

CKTS, SHERBROOKE: 250 watts on 1,250 kcs. Dom. Basic. (1) Telegram Printing & Publishing Co. Ltd. — (2) Charles B. Howard — (3) Alphonse Gauthier — (4) Maurice Austin — (5) J. L. Gauthier — (7) Maurice Austin — (9) Jerry Cowan — (10) Gordon Breen — (11) Val Horsfall — (12) W. G. McDougall — (13) G. A. Choquette — (14) Val Horsfall — (15) Maurice Austin — (16) Dorothee Bélanger — (17) Marcel Lyonnais — (18) Marcel Girard — (19 & 20) Joseph A. Hardy & Co. Ltd. — (23) Canadian Representatives Ltd.

CJSO, SOREL: 1,000 watts on 1,320 kcs. French Radio Assoc. (1) Radio Richelieu Ltée. (2) J. A. Villeneuve — (3) Maurice Boulianne — (5) Maurice Bérubé — (7) Claude Rochon — (8) Georges Codling — (9) Claude Rochon — (10) Jean-Yvon Houle — (13) Maurice Boulianne — (14) Lorenzo Brouillard — (16) Nicole Arsenault — (17) Joseph & Hardy & Co. Ltd. — (23) Donald Cooke, Inc.

CKLD, THETFORD MINES: 250 watts on 1,230 kcs. French Radio Assoc. (1) Radio Mégantic Ltée — (2 & 3) Henri Lagueux — (4 & 5) Wille Dugré — (6) Raymond Buri — (7) Richard Fournier — (8) Elizabeth Bolduc — (9) Raymond Perreault — (10) Bertrand Potvin — (11) Elizabeth Bolduc — (12) Bertrand Potvin — (13) Janine Landry — (14) Wille Dugré — (16) Elizabeth Bolduc — (17) Georges Lord — (18) Paul Clouthier — (19 & 20) Joseph A. Hardy & Co. Ltd. — (23) Canadian Station Representatives Ltd.

CHLN, TROIS - RIVIERES: 5,000 watts on 550 kcs. French Radio Assoc. (1) Radio Trois-Rivieres Inc. — (2) Hon. Jacob Nicol — (3) Leon Trepanier — (5) Maurice Duval — (6 & 7) Maurice Danse-reau — (9) Sylvio St. Amant — (10) Jean Paul Trudel — (13) Maurice Duval — (14) Suzanne (16) G. DeCelles — (17) Oric Le-Deslauriers — (15) Ernest Lamy febvre — (18) Yvon Rocheleau —

Buy the audience that buys the merchandise

Surely, it takes results to make local advertisers renew year after year. In fact, CHRC has the highest percentage of renewals for local accounts. Many of them have advertised constantly for over 20, 15, 10 or 5 years.

Surely local accounts buy on logic. They know that CHRC's programming to the family serves fathers and mothers best and gives their advertising the greatest sales impact.

Of course, your national advertising on CHRC is sure to get results in French Quebec — to do a really effective selling job — at the lowest possible cost.

5,000 watts



800 kcs.

THE RADIO SELLING POWER OF QUEBEC CITY



REPS — Jos. A. Hardy & Co. Ltd. — Canadian Station Representatives.

(19 & 20) Omer Renaud & Co. — (23) Canadian Station Representatives Ltd.

CKTR, TROIS - RIVIERES: 1,000 watts on 1,350 kcs. French Radio Assoc. (1) CKTR Ltée — (2 & 3) J. Fernand Rufiange — (5) Charles Couture — (6) Olivier Desilets — (8) Gaston Charron — (9) Armand Martel — (10) Michel Lecours — (12) André Gaudreault — (13) Charles Couture — (14) Lise Paquin-Ferron — (15) Robert Levesque — (16) Jules Héroux — (17) Hervé Lapointe — (18) Fernand Lamy — (19 & 20) Radio & Television Sales Inc. — (23) Donald Cooke Inc.

CKVD, VAL D'OR: 250 watts on 1,230 kcs. French Net. Supp. (1) Northern Radio - Radio Nord, Inc. — (2 & 3) David A. Gourd — (4) Yvon Martel — (5) George Chartrand — (9 & 10) Guy Lauzon — (13) George Chartrand — (14) Mrs. Brigitte Guimont — (17) Jean-Guy Langevin — (19 & 20) Omer Renaud & Co. — (23) 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) Albert Clouthier — (7) Marcel Provost — (8) Roman Ryterbend — (9) Marcel Beaugard — (10) Bob Rivet — (11) P. Champoux — (12) J. A. Lapointe — (13) Gab DesMarais — (14) Judah Tietolman — (15) Gaston Saulnier — (16) Laurent Bourdy — (17) Maurice Rousseau — (18) Gilles Guay — (19 to 22) Radio Television Sales Inc. — (23) Donald Cooke Inc.

CFDA, VICTORIAVILLE: 1,000 watts on 1,380 kcs. (1) Radio Victoriaville Ltée. — (2) Dr. C. A. Gilbert — (3) Roger Gilbert — (5, 6 & 7) J. M. Bilodeau — (8) Marcel Rheault — (9 & 10) J. M. Bilodeau — (12) Marcel Rheault — (13 & 14) J. M. Bilodeau — (16) Marcel Rheault — (19 & 20) Radio & Television Sales Inc. — (22) John N. Hunt — (23) Canadian Station Representatives Ltd.

CKVM, VILLE-MARIE: 1,000 watts on 710 kcs. French Net. Supp. (1) Radio Temiscamingue Inc. — (2) Herve Leblanc — (3) Guy Burelle — (4) Gerard Trepanier — (5) Guy Burelle — (6) Marcel Ladouceur — (7 & 8) Gisele Loiselle — (9) Marcel Ladouceur — (10) Yvon Lariviere — (11) Mrs. Alice D. Ethier — (12) Roland Barrette — (13) — Marcel Ladouceur — (14) Gisele Loiselle — (15) Marcel Ladouceur — (16) Gisele Loiselle — (17) Gaston Tasset — (19 & 20) Joseph A. Hardy & Co. Ltd. — (23) Canadian Station Representatives Ltd.

NEW BRUNSWICK

CKBC, BATHURST: 250 watts on 1,400 kcs. (1) Bathurst Broadcasting Co. Ltd. — (2 & 3) J. Leo Hachey—(5) Richard J. Gallagher — (6) Dennis Comeau — (7) Ray Bourque — (8) Mrs. Evangeline Hachey — (9) Ray Bourque — (10) Gerry Fogarty — (11) Joan Hanna — (12) Ted Daigle — (13) Richard J. Gallagher — (14) Tilly Doucet — (15) Mrs. Marty Elliott — (16) Mrs. Evangeline Hachey — (17) Phil Paquet—(18) Ted Daigle — (19 & 20) Lorrie Potts & Co.

CKNB, CAMPBELLTON: 1,000 watts on 950 kcs. Dom. Basic. (1) Restigouche Broadcasting Co. Ltd.—(2) J. D. Alexander — (3) R. D. Richards — (4) R. B. Richards—(5) Ed. Butler — (6, 7 & 9) R. D. Richards (10) George O'Donoghue—(13) R. D. Richards—(14) Mrs. C. A. Perman — (15) R. B. Richards — (16) Lois Engall — (17) L. P. Paquet — (18) Alexander Firlotte — (19 & 20) Joseph A. Hardy & Co. Ltd. — (23) Weed & Co.

CJEM, EDMUNDSTON: 1,000 watts on 570 kcs. French Net. Supp. (1) Edmundston Radio Ltd. — (2) George Michaud — (3) Georges Guerrette — (4) Bob Beaulieu — (5) Georges Guerrette — (7) Guy Theriault — (9 & 10) Hermel Dumont — (11) Germaine Boucher — (12) Adrien Levesque — (13) Guy Thermault — (14) Mrs. Jacqueline Charron — (15) Pat Gendron — (16) Yvone Roussel — (17) Marcel Vallee — (18) Walter Martin — (19 to 22) Horace N. Stovin & Co. — (23) 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) D. Malcolm Neill (Station and Commercial Manager — Jack T. Fenety) — (7) Hymie McFee — (9) Larry Knowles — (10) Mac MacGowan — (11) Helen Howie — (13) Allen Fisher — (14) Betty MacDonald — (15) George Mountain — (16) Marie Bruce — (17) Glen Love — (18) Edward Everett — (19 to 22) All-Canada—(23) Weed & Co.

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

CKCW, MONCTON: 10,000 watts on 1,220 kcs. Dom. Basic. (1) Moncton Broadcasting Ltd. — (2) Fred A.

Lynds — (3 & 5) Tom H. Tonner — (7) Robert Reid — (8) Jack Armstrong — (9) John Power — (10) Earl Ross — (11) Mrs. Marg Crosby — (13) Gene Alton — (14) Mrs. Isobel Kelly — (15) Roy Hicks — (16) Jack Armstrong — (17) Keith MacConnell — (18) Bob Oke — (19 to 22) Horace N. Stovin & Co. — (23) Canadian Station Representatives Ltd.

L. Warren Flett — (3 & 5) Robert J. Wallace — (6) Fred Haining — (7) R. J. Wallace — (9) Paul Hansen — (10) Fred Haining — (11) Mrs. Phyl Sweezey — (13) Fred Haining — (14) Mrs. Marion MacDougall — (15) Fred Haining — (17) Robert J. Wallace — (18) Blair Trevors — (19 & 20) Omer Renaud & Co. — (22) John N. Hunt.

CKMR, NEWCASTLE: 1,000 watts on 790 kcs. T-Can. Supp. (1) Miramichi Broadcasting Co. Ltd. — (2)

CFBC, SAINT JOHN: 5,000 watts on 930 kcs. Dom. Basic. (1) Fundy Broadcasting Co. Ltd. — (2) Dr. A.

**Make It
A Good One**

Says Lionel . . .

Best Wishes for a
successful and productive
A.C.A. Convention.

For high-gear productions
Lionelize your advertising
plans by consulting the
Stovin sales force in
Toronto and Montreal.



CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

WELCOME TO ACA

CFNB
SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

Radio sells your product
Radio sells it well
In the proven effective medium
Let cost per thousand tell.

In storied old New Brunswick
We'll spread the word about
So see our reps this very day
Don't you dare miss out!

Have our Reps give you the full story — see:
The All-Canada Man.
Weed & Co. in the United States.

CJEM-RADIO
Edmundston, New Brunswick

New Brunswick's
HIGHEST PER FAMILY
INCOME COUNTIES ARE

1. Madawaska
2. Restigouche

BOTH in CJEM's coverage
area. A wise choice in
New Brunswick is:

CJEM-RADIO
1,000 watts

Ask the Stovin Boys

M. A. McLean—(3) Hugh T. True-man—(6) Gord Smith—(7) Donald Armstrong—(9) Ben Hunter—(10) Gord Smith—(11) Marg Williams—(13) Mrs. Marita McNulty—(14) Jean Trebble—(15) Cecilia Searle—(16) Jean Hayes—(17) Harold M. Stout—(18) Edith Ricketts—(19 & 20) National Broadcast Sales—(22) John N. Hunt—(23) Canadian Station Representatives Ltd.

CHSJ, SAINT JOHN: 5,000 watts on 1,150 kcs. T-Can. Basic. (1) New Brunswick Broadcasting Co.—(2) T. F. Drummie—(3) Earl McCarron—(5) Pem Fowler—(6) James Morrow—(10) Bill Bailey—(11) Mrs Ruth Crosbie—(12) Leonard C. Rudolf—(13) Alfred E. Murphy—(14) Grace Craft—(15) Nora Goodine—(16) Mrs. Margaret Percival—(17) John G. Bishop—(18) Frank Feero—(19 to 22) All-Canada—(23) Weed & Co.

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

NOVA SCOTIA

AMHERST: 250 watts on 1,400 kcs. (Approved by CBC. D/T approval pending.) (1) Amherst Broadcasting Co.

CJFX, ANTIGONISH: 5,000 watts on 580 kcs. Dom. Basic. (1) Atlantic Broadcasters Ltd.—(2) Dr. D. MacCormick—(3) Gordon C. MacDougall—(4) Jim Burrows—(7) Bruce Rafuse—(8) Levis Desjardines—(9) Bill McKinnon—(10 & 13) Al Graham—(14) Mae Doucet—(15) Chuck O'Brien—(16) Levis Desjardines—(17) Gordon MacDougall—(18) Wally Graham—(19 & 20) Paul Mulvihill & Co. Ltd.—(23) 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 to 6) James A. MacLeod—(7 & 8) A Maxwell Ramey—(9) James A. MacLeod—(10) Fred

KEY

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

Fox—(11) Norma Rafuse—(12) Hugh Godfrey—(13) David Flack—(14) Mrs. Pauline Fraser—(15) James A. MacLeod—(16) Robert C. Stillwell—(17) Douglas B. Hirtle—(19 to 22) Radio Representatives Ltd.—(23) Donald 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) The Maritime Broadcasting Co. Ltd.—(2) Graham W. Dennis—(3) Gerald J. Redmond—(5) Douglas A. Grant—(7) John A. Funston—(8) Richard L. Fry—(13) John Holden—(14) Agnes Gaudet—(15) Harry A. L. Stephen—(16) Emily LeBlanc—(17) Arthur W. Greig—(18) Carl E. Westhaver—(19 to 22) All-Canada—(23) Weed & Co.

CJCH, HALIFAX: 5,000 watts on 920 kcs. (1) Chronicle Co. Ltd.—(2) B. Pearson McCurdy—(3) Finlay MacDonald—(5) Clair Chambers—(6) J. Chapple—(7) Cyril Lynch—(9) Robert J. McCleave—(10) Donald G. Goodwin—(11) Mrs. Abbie Lane—(14) Howard Gerard—(15) Sydney C. Pilkington—(16) Harold Mosher—(17) A. Reg MacWilliams—(18) Allan G. Campbell—(19 & 20) Paul Mulvihill & Co. Ltd.—(23) Canadian Station Representatives Ltd.

CKEN, KENTVILLE: 1,000 watts on 1,350 kcs. (1) Evangeline Broadcasting Co. Ltd.—(2) G. H. Wilson—(3) Jack Lewis—(5) Mrs. Ellie Macmillan—(6 & 7) Willard Bishop—(9) Graham Galloway—(10) Bob Huggins—(1) Ann Ramey—(13) Graham Galloway—(14) Ann Cunningham—(15) Ron Pulsifer—(16) Ann Cunningham

—(17) Avarad Bishop—(19 & 20) Lorrie Potts & Co.

CKEC, NEW GLASGOW: 250 watts on 1,230 kcs. T-Can. Supp. (1) Hector Broadcasting Co. Ltd.—(2 & 3) James M. Cameron—(9) Robert Hale—(10) John MacDon-ald—(11) Mrs. Margaret Almon—(13) Robert Hale—(14) Joan McLeod—(16) Cecil Haggerty—(17) Charles Gougen—(19 & 20) Omer Renaud & Co.—(23) Donald Cooke Inc.

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

CJCB, SYDNEY: 5,000 watts on 1,270 kcs. Dom. Basic. (1) Cape Breton Broadcasters Ltd.—(2) N. Nathanson—(3) Norris L. Nathanson—(4) Lloyd P. MacDonald—(5) Mrs. Rita Gass—(6) Lloyd MacInnis—(8) Elizabeth Smythe—(9) Toby Halloran—(10) Don McIsaac—(11) Terry MacLellan—(13) Lloyd Taylor—(14) Florence MacLeod—(15) Bill Loeb—(16) Elizabeth Smythe—(17) Alfred Vernon—(18) Thomas Robertson—(19 to 22) All-Canada—(23) Weed & Co.

CKCL, TRURO: 1,000 watts on 600 kcs. (1) Colchester Broadcasting Co. Ltd.—(2 & 3) J. Arthur Manning—(5) H. C. Deryk Upton—(7) Doug Freeman—(9) Harry Dewar—(10) Win Langille—(12) Harry Dewar—(13) H. C. Deryk Upton—(14) Ecxyc MacKenzie—(15) Mrs. Betty Campbell—(16) Jean Gauthier—(17) Sid Bernasconi—(18) Bob Bartlett—(19 & 20) Radio Time Sales—(22) John N. Hunt.

CFAB, WINDSOR: 250 watts on 1,450 kcs. (1) Evangeline Broadcasting Co. Ltd.—(2) G. H. Wilson—(3) Jack Lewis—(5) Mrs. Ellie Macmillan—(6 & 7) Willard Bishop—(9) Graham Galloway—(10) Bob Huggins—(11) Ann Ramey—(13) Graham Galloway—(14) Ann Cunningham—(15) Ron Pulsifer—(16) Ann Cunningham—(17) Avarad Bishop—(19 & 20) Lorrie Potts & Co.

CJLS, YARMOUTH: 250 watts on 1,340 kcs. Dom. Basic. (1) Gateway Broadcasting Co. Ltd.—(2, 3 & 5) Donald L. Smith—(7, 9 & 10) Denny Comeau—(11 & 12) Gene Alton—(13 & 17) Wm. Singer—(19 to 22) All-Canada—(23) 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) R. F. Large—(5) E. P. Williams—(6) Loman McAulay—(7) R. F. Large—(9) A. S. Dickson—(10) Loman McAulay—(11) Mrs. M. E. Large—(12) Ches Cooper—(13) W. K. Rogers—(14) E. P. Williams—(15) Mrs. M. E. Large—(17) John G. Jay—(19 to 22) All Canada—(23) Weed & Co.

CJRW, SUMMERSIDE: 250 watts on 1,240 kcs. (1) Gulf Broadcasting Co. Ltd.—(2 & 3) Bob Schurman—(5) Doug Mitchell—(7 & 8) Lowell Huestis—(10) Don Cameron—(12) Bob Schurman—(13) Doug Mitchell—(14) Kay Praught—(15) Joe Clark—(16) Dave Biggar—(17) Angus McKie—(18) Fred MacFarlane—(19 to 22) Radio Representatives Ltd.

NEWFOUNDLAND

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

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

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

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

CJON, ST. JOHN'S: 5,000 watts on 930 kcs. (1) Newfoundland Broadcasting Co. Ltd.—(2) Geoff Stirling—(3) Don Jamieson—(5) Jack Baird—(6 & 7) Colin Jamieson—(8) Ignatius Rumboldt—(9) Jim Thoms—(10) Bill Callahan—(11) Mrs. Muriel McKay—(12) Charlie Bursey—(13) Mary Myler—(14) Emille Davis—(15) Colin Jamieson—(17) Oscar Hierlihy—(18) Albert Ryan—(19 to 22) All-Canada—(23) 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—(6) Denys Ferry—(7) Joseph V. Butler—(8) Kaye Purcell—(9) Nix Wadden—(10) Jim Browne—(11) Denys Ferry—(13) Mengie Shulman—(14) James M. Murdoch—(15) Mary Hollett—(16) Kaye Purcell—(17) Walter B. Williams—(18) Charlie Noseworthy—(19 to 22) Horace N. Stovin & Co.—(23) Canadian Station Representatives Ltd.



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Ernest Borgnine
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Rory Calhoun
Claudette Colbert
Jackie Cooper
Joseph Cotten
Broderick Crawford
Arlene Dahl
Linda Darnell
Melvyn Douglas
Paul Douglas
Irene Dunne
Joan Fontaine
Paulette Goddard
Paul Henreid
Dorothy Lamour
Ida Lupino
Herbert Marshall
Mercedes McCambridge
Ray Milland
Thomas Mitchell
Paul Muni
Merle Oberon
Pat O'Brien
Maureen O'Sullivan
Edward G. Robinson
Will Rogers, Jr.
Cesar Romero
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CFRB went on the air for the first time on February 19, 1927, and has operated continuously ever since. During those 30 years we have learned that it takes the co-operation and loyal support of a great many people to keep a radio station running happily. It takes so many, in fact, that we must admit the impossibility of thanking "all of the people all of the time."

Throughout the years we of CFRB have tried to say "thank you" by serving advertisers, listeners, and indeed the whole community to the best of our ability. And on this, the forty-second occasion of the Association of Canadian Advertisers' annual meeting, we would like to express in actual words our deep appreciation of your faith in us.

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