

Canadian  
**BROADCASTER & TELESCREEN**  
TWICE  
A  
MONTH

Vol. 16, No. 23

TORONTO

December 5th, 1957





It's Christmas again--the traditional time for fun and fellowship; for happy family reunions; for Christmas trees and Christmas dinners; for gifts and good wishes.

Canada's Community Radio Stations -- working in co-operation with their sponsors -- are proud to play their parts in linking every Canadian with the world of entertainment and inspiration, at home and abroad.

**MERRY CHRISTMAS!**  
**JOYEUX NOEL!**



## CARTB Radio Broadcasting Stations

<b>ATLANTIC (17)</b>		CFOR	Orillia
CKDH	Amherst	CKLB	Oshawa
CKBC	Bathurst	CFOS	Owen Sound
CKBW	Bridgewater	CHOV	Pembroke
CFCY	Charlottetown	CHEX	Peterborough
CFNB	Fredericton	CFPA	Port Arthur
CHNS	Halifax	CJRH	Richmond Hill
CJCH	Halifax	CHOK	Sarnia
CKEN	Kentville	CJIC	Sault Ste. Marie
CKCW	Moncton	CKCY	Sault Ste. Marie
CKMR	Newcastle	CFRS	Simcoe
CKEC	New Glasgow	CJET	Smith's Falls
CJRW	Summerside	CKTB	St. Catharines
CFBC	Saint John	CHLO	St. Thomas
CHSJ	Saint John	CJCS	Stratford
CJON	St. John's	CHNO	Sudbury
CKCL	Truro	CKOT	Tillsonburg
CFAB	Windsor	CKGB	Timmins
		CFRB	Toronto
		CHUM	Toronto
		CKFH	Toronto
		CKLW	Windsor
		CKNX	Wingham
		CKOX	Woodstock
<b>FRENCH LANGUAGE (32)</b>		<b>PRAIRIES (31)</b>	
CFGT	Alma	CFAM	Altona
CHAD	Amos	CKX	Brandon
CJMT	Chicoutimi	CFAC	Calgary
CHRD	Drummondville	CFCN	Calgary
CHFA	Edmonton	CKXL	Calgary
CJEM	Edmundston	CFCW	Camrose
CFRG	Gravelbourg	CKDM	Dauphin
CKCH	Hull	CFRN	Edmonton
CKRS	Jonquière	CHED	Edmonton
CKLS	LaSarre	CJCA	Edmonton
CKBL	Matane	CFAR	Flin Flon
CKBM	Montmagny	CFGP	Grande Prairie
CJMS	Montreal	CJOC	Lethbridge
CKAC	Montreal	CKSA	Lloydminster
CHNC	New Carlisle	CHAT	Medicine Hat
CHRC	Quebec	CHAB	Moose Jaw
CKCV	Quebec	CJNB	North Battleford
CJBR	Rimouski	CKYL	Peace River
CHRL	Roberval	CKBI	Prince Albert
CKRN	Rouyn	CKRD	Red Deer
CFNS	Saskatoon	CKCK	Regina
CJSO	Sorel	CKRM	Regina
CKSB	St. Boniface	CFQC	Saskatoon
CKRB	St. Georges de Beauce	CKOM	Saskatoon
CKJL	St. Jerome	CKSW	Swift Current
CFBR	Sudbury	CFSL	Weyburn
CKLD	Thetford Mines	CJOB	Winnipeg
CHLN	Three Rivers	CKRC	Winnipeg
CFCL	Timmins	CKY	Winnipeg
CKVD	Val D'Or	CJGX	Yorkton
CFDA	Victoriaville	CFRY	Portage La Prairie
CKVM	Ville Marie		
<b>CENTRAL CANADA (48)</b>		<b>PACIFIC (18)</b>	
CKBB	Barrie	CHWK	Chilliwack
CJBQ	Belleville	CJDC	Dawson Creek
CFJB	Brampton	CFJC	Kamloops
CKPC	Brantford	CKOV	Kelowna
CFCO	Chatham	CHUB	Nanaimo
CKSF	Cornwall	CKLN	Nelson
CKPR	Fort William	CKNW	New Westminster
CFTJ	Galt	CKLG	North Vancouver
CJOY	Guelph	CKOK	Penticton
CHML	Hamilton	CKPG	Prince George
CKOC	Hamilton	CJAV	Port Alberni
CJRL	Kenora	CJAT	Trail
CKLC	Kingston	C-FUN	Vancouver
CKWS	Kingston	CJOR	Vancouver
CJKL	Kirkland Lake	CKWX	Vancouver
CKCR	Kitchener	CJIB	Vernon
CKLY	Lindsay	CJVI	Victoria
CJSP	Leamington	CKDA	Victoria
CFPL	London		
CKSL	London		
CFCF	Montreal		
CJAD	Montreal		
CFCH	North Bay		
CHWO	Oakville		

*Radio*

**THEY BARBECUED THEIR BREAKFAST**



Photo by T. D. Murphy.

WHEN BROADCAST OPERATIONS at CHWO, Oakville, were temporarily transferred to the transmitter site due to a power cut, the listeners were invited to a barbecue. Jean Caine, of the station staff, pours coffee for the guests while sales director Victor Tipple feeds the dog.

OAKVILLE RADIO THREW a coffee and barbecued breakfast party the other Sunday. Occasion was the black-out of Oakville by the Public Utilities Commission to facilitate new installations.

The town - - including CHWO studios - - was without power from 9 am to 1 pm on November 3. Notification went to the radio station only on the Thursday previous. Nevertheless, CHWO President Howard Caine found time to have broadcast operations shifted for the Sunday to the Cement block Transmitter House in Trafalgar Township, four miles away.

At the same time, an open invitation was bulletined to listeners to visit the temporary site, watch proceedings and solve their breakfast problems by being the guests of CHWO for coffee and baconburgers.

Nearly 300 people, including some from Toronto, Hamilton and a couple from Montreal, bumped along a country lane to enjoy President Caine's hospitality.

Dick George, assisted by operator Larry Costello, ran his *Music for Sunday Morning* show from just inside the transmitter using a turntable brought from the Oakville studios. Also on hand was a portable

tape recorder for some commercial announcements and such special features as the weather report.

The babble of conversation and the proximity of excited small boys failed to disturb him. Nearest thing to an "incident" was a vigorous clash between two dogs, probably the only impromptu dog fight ever broadcast.

Commenting that he would look for the opportunity to stage another open house at the transmitter, President Caine said: "Another time I'd like to have more time to plan it, give it more and longer advance billing and have the whole staff there on the reception line to meet the public. But we were pretty satisfied just the same."

CHWO Sales Director Victor Tipple presided at the barbecue and Chief Engineer Hans Wecke set up the facilities for broadcasting at the Cement block Transmitter.

**GIVE BOOKS  
THIS CHRISTMAS**

Broadcaster Book Dept.  
54 Wellington Street West  
Toronto

*For anything musical—Jingles, Shows,  
live or recorded—contact*

**DON WRIGHT**  
*Productions*

OFFICE: 32 ALCORN AVE., TORONTO, WA. 3-7329  
Residence: 77 Chestnut Park Rd., WA. 5-1631

IN  
**British Columbia  
CJOR**

5000 Watts at 600 Kc

Covers

NOT **ALL** THE TREES

NOT **ALL** THE MOUNTAINS

BUT **MOST** OF THE PEOPLE

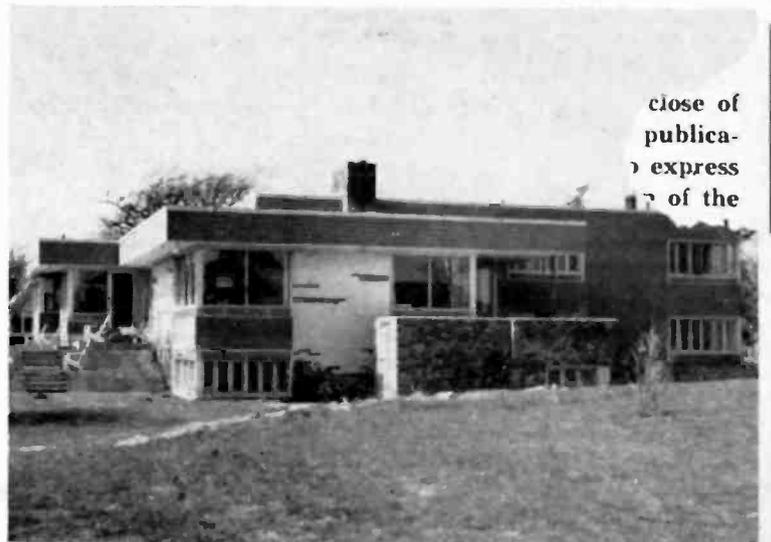
At Lowest Cost Per

Thousand Circulation \*

**THE PERSONALITY STATION  
VANCOUVER, B.C. <sup>reps.</sup> STOVIN-BYLES**

\* E-H circulation report — November '56

**NEW HOMES  
in CJON's  
Coverage Area—Newfoundland**

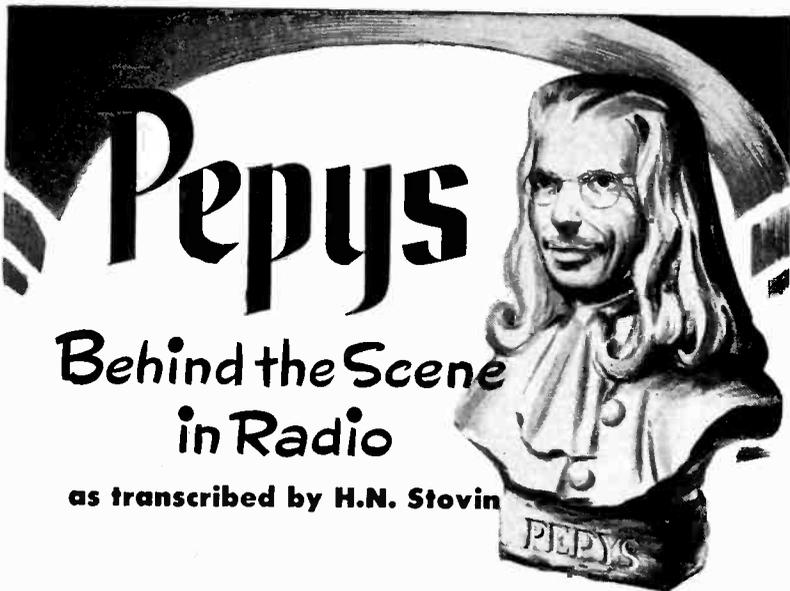


close of  
publica-  
express  
of the

This is one of the over 1,200 new homes built during the last six months in CJON's Coverage Area, which represents three million in construction money — This house sold for eighty five thousand.

See Stovin-Byles in Canada

Weed & Co. in USA



This day to set down another story of a long-time user of Radio, which does pleasure me much, since it is the experience of the Johnson Wax Company, as told to me by their alert and friendly Advertising Manager, Miss Grace Wilson ● ● ● Back in the late '20's, when Radio was becoming known as a means of advertising as well as entertainment, this Company did sponsor one of the best-known programs of all time, to wit, Fibber McGee and Molly, and continued to do so on a half-hour weekly basis for some 16 years. This team did not only provide mirthful entertainment, but did also induce much lasting loyalty to Johnson products among their faithful listeners ● ● ● Even before that, Johnson Wax Company had used Radio in a number of ways, and do myself well-remember their Sunday night half-hour coming from Montreal, called "The House By The Side Of The Road", with Christopher Ellis. They did also use strong spot campaigns in areas where additional publicity was required ● ● ● While, today, other mediums of advertising are also being used, Johnson's do still use Radio, in the form of Spot Commercials, though in somewhat lesser numbers than formerly. In Quebec Province, however, they do use Radio to a larger degree, and have for some time past co-sponsored — with Robin Hood Flour — the outstanding program "Je Vous Ai Tant Aime" ● ● ● Did ask Miss Wilson whether, in her considered opinion, Radio was being replaced by other forms of entertainment, and she replied decisively "Radio has for a long time been an integral part of Canadian family life, and will continue to have a place in the Canadian Home" ● ● ● And so to bed, that my faithful wife has of late been protecting our well-being with Johnson's "Pride", which indeed does keep it lustrous and free of tarnish.

"AND A VERY MERRIE CHRISTMAS TO ALL OF YOU"

**STOVIN-BYLES Limited**  
MONTREAL TORONTO WINNIPEG VANCOUVER

Representing:

Radio Stations	Television Stations
CJOR Vancouver	KVOS-TV Serving Vancouver-Victoria
CFPR Prince Rupert	CHAT-TV Medicine Hat
CKLN Nelson	CJBR-TV Rimouski
CKXL Calgary	CKMI-TV Quebec City
CJNB North Battleford	CKCW-TV Moncton
CKOM Saskatoon	CJON-TV St. John's, Nfld.
CJGX Yorkton	CJOX-TV Argentina
CKY Winnipeg	ZBM-TV Bermuda
CJRL Kenora	ZNS Nassau
CJBC Toronto	CMQ Cuba
CFOS Owen Sound	

*Sounding Board*

**Sponsors Back Closed Circuit TV**

THIS COMPANY, Supreme Music Centre, in order to facilitate TV sales in the area, some time ago established co-axial cable hookup for viewers. Being a remote section, Kirkland Lake has not had anything really viewable in the way of TV until co-axial arrived.

Now, as a further step, we are entering TV programming with a full day's operation on a daily basis through a closed circuit, viewable in Kirkland Lake only, on channel 2.

Possibly it's of no concern to you, but just for the record, I thought I'd let you know we are setting ourselves a voluntary and self-imposed code of ethics and regulations which will comply strictly with that laid out by the Canadian Association of Broadcasters.

We may be written off as a fly-by-night unit by TV stations in general, but I can tell you very sincerely that insofar as integrity of operation, sincerity of programming and striving for honesty in our presentations to the viewing public, no legitimate station will be following a more strict schedule.

Already we have the backing of enough sponsors to carry us successfully on the basis of a beginning in operations.

I think we will have something to offer Kirkland Lake viewers; we will certainly have some interesting news for your paper; whether or not you print it, we would still like to be on your list of subscribers.

BOB ST. CLAIR,  
General Manager,  
Supreme Music,  
Kirkland Lake,

**SOMETHING TO SAY?**

- YOUR LIKES
- YOUR DISLIKES
- YOUR COMMENTS
- YOUR CRITICISMS
- on News and Views
- in The Broadcaster.

SEND THEM TO  
"SOUNDING BOARD"

you've mentioned . . . Radio, Television, Research, etc.

But under what-the-hell heading will you publish items like the "TV Week" award picture on page 12 of this same issue? It's a good picture with a pretty girl and for a worthy cause . . . until you get to the bottom right hand corner where a guy I seem to have seen somewhere before, Byles, I think you name him, is either on the verge of getting a mouthful of shoulder or the shoulder a mouthful of teeth. That guy looks delinquent to me . . . and not so very juvenile! Have you ever, in all your gruesome experience seen anything so leeringly like it? Doesn't she know what that proximity portends? Doesn't she care what that Rep Represents ? ? ? SOMEBODY SAVE HER BEFORE IT'S TOO LATE ! ! ! !

A - reply - at - your - earliest - convenience - would - be - appreciated.

ALAN SAVAGE, Manager,  
Radio-TV Department,  
Cockfield, Brown & Co. Ltd.

Dear Alan: Omnes Gallia divisa est in tres partes. Ed.

**Mouthful Of Shoulder**

IN THE current issue, November 21st, *Over The Desk* tells us that you're going to revise format and even shorten the name. All of this is good and should improve the paper. It's a good idea to head the pages with several designations

**Don't Cut The Pages**

I REALLY DON'T care if you drop the Telescreen from CB & T, as long as you don't cut down on the number of pages. You see, I like not reading more pages rather than less.

The truth of the matter is that since I became ad-manager of Rothmans of Pall Mall Canada Ltd., I've scarcely had time to read the picture on the front cover.

I think you had better start sending it to me at home - - 290 Salem Avenue, Toronto - - but then I'll be heading out for Vancouver for three months in December and I don't know where I'll be staying. So you figure it out, but please see that I get it. I just can't bear the thought of missing CFRB's ads on the back cover of each issue.

A. E. (BEN) FOORD,  
Advertising Manager,  
Rothman's of Pall Mall  
Canada Ltd.

**A SMOKEY GREETING**

from the heart of  
Canada's great tobacco  
country where 279,000  
people daily look to

**CFRS** SIMCOE  
1560 k.c. 250 watts

Represented by

*Radio & Television  
Sales Inc.*

Montreal Toronto

**G. N. MACKENZIE LIMITED HAS *the* SHOWS**

MONTREAL TORONTO WINNIPEG VANCOUVER  
1411 Crescent St. 519 Jarvis St. 171 McDermott 1407 W. Broadway

# Canadian BROADCASTER & TELESREEN

TWICE  
A  
MONTH

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Production Dept. . . . . LESLIE E. HEDDEN

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Vol. 16, No. 23

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December 5th, 1957

## Why Aren't They Always Looking And Listening?

Christmas is coming. The air will be alive with carols and seasonal music. Soon we shall be listening to the Queen's message from the heart of the Commonwealth. Radio and television will play their major parts through the holiday. They always add greatly to events like this. Last week's Grey Cup game is another example. But why aren't they always looking and listening?

In the case of radio, it is a popular cry that the receiver has moved out of the living-room. Why? Television viewers account for the programs they miss by explaining that they are becoming "more discriminating". Why? The Fowler Report showed that the Commission was not out of sympathy with the industry's quest for fair administration. But, like the Massey Commission before it, it held the programs of private broadcasters in low esteem, and even advocated a system of punitive regulation to insure improvement.

At least part of this criticism is accepted by thousands of ordinary citizens who just cannot be bothered to explore it for themselves. They know of the dangers of government broadcasting. What they do not know is just how much better their lot would be if the CBC were relegated in some way into the background and the private broadcasters were given a freer hand.

Certainly the industry should pursue its quest for an independent regulatory body, but how?

Millions of words have been written and spoken to prove the inequity of the CBC. Little or nothing has been said - - or done - - to establish in the public mind that the private broadcasters could do better.

Obviously the responsibility rests with the broadcasters themselves but the advertisers and their agencies are involved too. To be specific:

(1) The private broadcasters could establish a national program division to produce

their own musical and dramatic programs on tape and film on a co-operative basis. This would entail the employment of top ranking producers, writers and directors as well as performers, many of whom exist in concert, theatrical and other organizations.

(2) The influence of the advertising agencies on programming has to be controlled. The present era of continuously playing the kind of music called "Rock and Roll" under the generic head of "Top 50", is dangerous to a degree. It is an actual fact that there are buyers of advertising who see that it is "getting the audience" and so buy in on it for their products or clients, while they would raise the roof if they caught their own children listening to it. By contributing to this trend, broadcasters are paying for immediate gain with long term loss of respect.

(3) Stations should use personnel of a higher calibre. When an announcer said, in this office, "I know he done it because I seen him", he was displaying an amazing ignorance of the language from which he derives his living. Unfortunately he is one of many and this sort of bad English is not far from par for the course. It indicates a need - - and it is an immediate one - - to clean house completely; to re-employ only those with sufficient education to enable them to speak correctly; and to fill in the blanks with a higher type of man. There are people with a perfectly human approach, who, without being boring longhairs, will appeal to all orders of society with a command of simple English which will be an example for everyone.

If broadcasting is going to make its point with the authorities, it has to gain in stature. To do this it must divert more of its energy and more of its money into better programs and better people. Don't you think the sponsors might like it too?

### CB&T Reverts To CB And Changes Pub Dates

**S**TARTING in January, there will be two changes in this paper.

(1) We shall continue to report activities in the radio and television broadcasting business, but the name of the paper will revert to the original "Canadian Broadcaster".

(2) Publication dates will be the second and fourth Thursday of each month, starting with the first issue of the year which will be the issue of January 9. Closing dates for advertising will be two weeks ahead of publication dates.

While the name of the paper is being shortened, it is our aim to expand the scope of the paper to give fuller coverage of advertising agency activities, research developments and other matters concerning advertising in general and radio and television broadcast advertising in particular.

As we approach the close of our sixteenth year of publication, we should like to express our sincere appreciation of the keen interest of the broadcasters and the advertising industry, and hope that we may continue to earn it in the years to come.



# CKCK GOES ALL OUT IN ELECTION



Photo by Don Webb.

**STAFFS OF CKCK AND CKCK-TV get a briefing before taking up their posts at the 40 Regina polls - - the first step in CKCK's election coverage.**

SIXTY-FOUR radio and TV staffers of CKCK, Regina, were at work at the forty polls and in the studio during the city's 1957 Civic Election last month, to bring the listening audience the most comprehensive and speediest results coverage possible.

The election broadcast commenced on CKCK when the polls closed at 8 pm and continued until final results were in at approximately 12.45 am.

Staffers at the polls telephoned returns as they became available.

Progressive totals, party standings, popular vote trends were tabulated at the station and aired.

Prior to the election, each candidate had been sent a personal letter from CKCK informing him of broadcast coverage plans. As a result, the majority of the candidates were in the studios following progress during the evening. As soon as the unsuccessful candidates conceded, newscaster Jim McLeod was on hand with the CKCK mike for statements from both successful and defeated contestants.

## Station Has Portable Ring

STUDIO PREVIEWS and close-ups of wrestling champs are shown now on CFQC-TV, Saskatoon, to provide viewing fans of the sport and the mat mastodons themselves a warm-up for the evening bouts which follow.

Wrestlers visiting Saskatoon on the regular championship circuit are taken to the CFQC studios where, in a special portable ring, they display their brawny backs and beefy chests. The presentations also feature demonstration holds and short exhibition tangles.

Fans are invited to attend these studio bouts by using special tickets. They are presented weekly.

## A SUNNY CHRISTMAS!

From the heart of Canada's Sun Parlor and the seventh major market, comes the happy greeting of

**CJSP LEAMINGTON**

710 k.c. 250 watts

Represented by

*Radio & Television Sales Inc.*

Montreal Toronto

## Season's Greetings

from

"Victoria's Most Listened To Station"

# CKDA

1220 Kilocycles

10,000 Watts

## Blind Host Runs "Silver Lining" Show

DESIGNED TO brighten up the lives of the elderly, crippled, bed-ridden and hospitalised, CKGN-TV, North Bay, launched a new thirty-minute studio program entitled *Look for the Silver Lining* on November 16.

Program host is totally blind Bill Saunders. Married and a family man, Bill lost his vision after a serious car accident and is employed by CKGN-TV as Canada's only blind announcer.

Hostess is 21-year-old Miss Elaine Ricker, a wheel-chair polio case who contracted the disease when she was ten.

"It is not a morbid show," says producer Barry Penhale. The accent is on hope.

Features include a weekly editorial

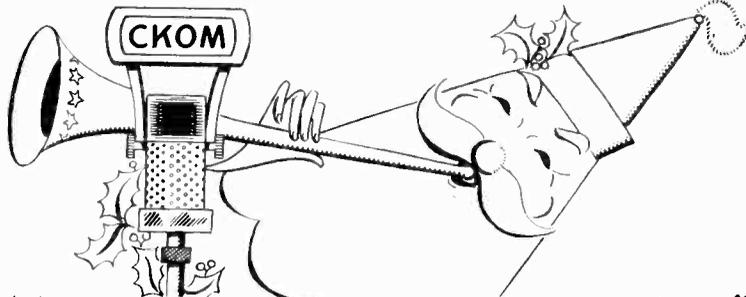
delivered by either the host or hostess; a short film travelogue; pen pal service and hobbies for the handicapped. Special guests include medical and service club representatives.

Special promotion is being provided for such public service organizations as the CNIB, Polio Foundation, Cancer Society and others.

Each week three deserving people in hospitals or homes are phoned from the studio by Bill or Elaine, and receive suitable gifts such as books, tobacco and flowers.

The program goes out live on Saturdays at 1.00 pm and it is hoped that it will also help acquaint the more fortunate with just how well the physically handicapped are managing.

# HERE'S A HAPPY NOTE TO YOU FROM CKOM



# "MERRY CHRISTMAS"

**Pepys**  
ON  
TELEVISION

A recent article in the Vancouver "Sun" commented "the 210,000 TV families in the Victoria-Vancouver area are getting the Channel 12 habit". It went on to say that this KVOS-TV Bellingham-Vancouver channel has the five most popular weekday programs, and five of the first seven for the entire week.

## STOVIN-BYLES Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

Representing

- |         |                    |         |                  |
|---------|--------------------|---------|------------------|
| KVOS-TV | Vancouver-Victoria | CJON-TV | St. John's Nfld. |
| CHAT-TV | Medicine Hat       | CJOX-TV | Argentina        |
| CJBR-TV | Rimouski           | ZBM-TV  | Bermuda          |
| CKMI-TV | Quebec City        | CMQ     | Television       |
| CKCW-TV | Moncton            |         | Network, Cuba    |



BLESS ALL THE A.E.'S IN IVY-LEAGUE SUITS,  
 BLESS ALL THE SPONSORS AND BLESS THEIR CHERROOTS,  
 BLESS THE TIME BUYERS WHO SCHEDULE WITH CARE,  
 BLESS THE CBC BOYS AND MR. FOWLER,  
 BLESS ALL OUR RIVALS AND BLESS ALL OUR FRIENDS,  
 BLESS BBM AND BLESS ALL ITS TRENDS,  
 BLESS OTHER MEDIA . . . EVEN T.V.



FROM ALL OF US HERE  
 IN CALGARY



**C  
F  
C  
N**

*Merry Christmas Everyone!*

# POINTS OF SALE

**GOOD LISTENING** is the **Christmas Gift** these **PROGRESSIVE STATIONS** are giving their **Listeners and Sponsors**

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

**PAUL MULVIHILL & Co. Ltd.**

**TORONTO**  
77 York St.  
EM. 3-8814



**MONTREAL**  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097

## French Language Conference

# A NOVEL APPROACH TO THE FRENCH LANGUAGE PROBLEM

An Address by **NOLIN TRUDEAU**, Publicité Services Ltée.

**M**Y TALK TO YOU today is in a way a fable. Some may call it a vision, others a prediction, but most will think it is just wishful thinking, which maybe it is.

Let us suppose we are in the year 2057. Between 1957 and 2057, we have had great wars, one in 1984, which was won by Russia, introducing George Orwell's era of Big Brother, and the second, which was won by the Allies, in the year 2028, after a four-year conflict which began in August 2014 with the assassination of the president of the Republic of England, at the hands of a member of the I.R.A.

Following the Armistice of 2018, the United States, having no money left, had to sell back Louisiana to France. In 1987 and again in 2015, this area was invaded and destroyed by the Russians.

To the West of Louisiana, starting from Mexico and stretching to Northern California, you have a Spanish-American country.

In the East, the United States of 2057 is made up of its original 13 colonies. Together with Ontario, this, the industrial heart of North America, was also annihilated by the U.S.S.R. and the entire English population of Central Canada and of the Central United States was decimated.

### FRENCH SALES GO WEST

Now French-Canada, which was spared the great Russian invasion of

1984, has become the most populous area of Canada. It stretches from Nova Scotia to the Red River. English-speaking Canada consists of the Western provinces.

The population of French-Canada is 45 million and that of English-speaking Canada, approximately 15 million.

The bulk of commerce and industry in Canada is now run by French-speaking Canadians who, upon acquiring a healthy majority



**Nolin Trudeau**

some 50 years ago, promptly reverted to unilinguism.

Now in order to sell their goods and services to the English-speaking people of the West, the Franco-Canadian manufacturers, advertisers, and businessmen, must have their advertising sales promotion material translated into English, and they are doing what they believe to be their level best to make inroads in the expanding English Canada market which has always been largely agricultural, but where great discoveries of oil, minerals, etc., are creating an industrial revolution.

In Toronto, (which has been renamed Fort-Rouillé), the "Cercle des annonceurs et publicitaires" is holding an English market conference, today, November 12, 2057, in an effort to show the French-speaking advertisers who are its members, what they should do to sell their wares in English Canada.

Over the past 15 years, there has been a growing interest on the part of these French-Canadian manufacturers towards the English-speaking Canadian consumers. It is felt however, that these Anglo-Canadians are

a constant source of trouble. They have a large group of vociferous, narrow-minded nationalists who repeatedly demand that their language be respected and claim that everything which is produced in French should be in turn published in English.

At this English market conference, a panel of distinguished bilingual Anglo-Canadian experts have been endeavoring to convince French advertisers that the West is now a big market and that if they want to tap it properly, they must sell to it in English.

### EXPLAINING THE ENGLISH

We have with us today a gentleman by the name of O'Neill, who is explaining to us . . . in French . . . what it is all about. His firm specializes in English translation, copywriting and public relations. He is trying to convince us that we cannot translate literally from French to English because this results in stilted copy which will not achieve the desired results among the English people of Canada.

Mr. O'Neill says, for example, that Lavigne and Pelletier, of Quebec City, Canadas largest manufacturers of soap and beauty products could secure a much larger share of the English-Canadian market if they employed a larger number of English-speaking salesmen.

Says Mr. O'Neill: "Some of the Lavigne and Pelletier salesmen who come to Calgary, speak no English whatsoever! While in the larger cities of the West the population is fairly bilingual, it must not be forgotten that in smaller centers the English population speaks no French whatsoever and cannot understand French salesmen, circulars and advertisements."

Mr. O'Neill goes on to state that "if French-Canadian advertisers want to sell in the West and on the Pacific Coast, they not only have to secure English translations of their texts and hire English-speaking salesmen and advertise in English dailies, periodicals, radio and television stations, but they must also try to place themselves in the shoes of their Anglo-Canadian clients, and create English advertising from scratch.

He is highly critical of the tendency of French-speaking manufacturers to have all their English translation done in Toronto . . . pardon me . . . Fort Rouillé, Montréal, and Québec, at the last minute, when all the French copy has been approved, and when it is too late to effect changes in art treatment which is not suitable in the West.

"You spend hours, even weeks, creating French ads . . . some of which are intended exclusively for Western consumption and will never be used in French . . . but when it comes to writing that ad in English, you figure it is not worthwhile paying for a good job, getting a good man to do it, and giving him reasonable time to produce it."

Sometimes, in Winnipeg, adds Mr. O'Neill, we receive a stack of advertisements which are all ready to go to press in French. We are asked to translate this in a hurry, and rush it



*Says*

From our Reps—

Radio and Television Sales

and All of Us in

**CANADA'S SUN PARLOR**

the Warmest

Seasons Greetings

**CJSP**

**RADIO**

Leamington, Ontario

### BONNE ANNÉE!

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

**CFDA VICTORIAVILLE**

1,000 watts 1380 k.c.

Represented by

*Radio & Television Sales Inc.*

Montreal

Toronto

## "...bosoms should be covered, legs not too evident"

back to Fort Rouillé where it is typeset.

Quite often - - and I hope this will not offend my distinguished audience - - the French copy is rather poor, ambiguous, difficult to understand and even more difficult to translate. What used to be a clear, crisp, concise language has been bastardized to a point where all sorts of high pressure words are coined at will, and for which we have no English equivalents.

### NO LEGS BY REQUEST

"Furthermore," declares O'Neill in 2057, "the French-Canadian mentality has evolved considerably over the past century. You have become more gallic than your ancestors ever were. In our sedate, prudish provinces of Western Canada we are now getting advertisements which cause our young girls to blush and our Protestant Ministers to fulminate against the lax morals of this era..

"You should remember that in our neck of the woods, bosoms should be covered, legs not too evident, and that situations which suggest too much promiscuity should be carefully avoided. Edmonton is not Paris, nor are Vancouver and Victoria Sodom and Gomorrah!

"And leave us alone with your blue, fleur-de-lys flag. We still use the glorious Union Jack of pre-revolution days.

"Coming back to the language difficulties, Lavigne and Pelletier have a product which is called *Pschitt* and frankly, this sounds like heck to the English ears of Western Canadians."

He adds that "such typically French trade names as *Couvrefeu*, *Sainedent*, *Bonmatin*, *Jambonbon*, are extremely tricky words to place in slogans, jingles, etc. because no English words rhyme with them. They are descriptive respectively of a fire extinguisher, a dentifrice, an alarm clock and a ham. But who knows that in English?"

In his address Mr. O'Neill stresses the fact that it is extremely difficult for firms like his to adapt French proverbs which are already illustrated. For instance, in the case of "Bonne renommée vaut mieux que ceinture dorée" (a good reputation is better than a golden belt) Mr. O'Neill says that "a golden belt" is meaningless in English Canada and it is essential to change the art work because it simply does not fit the English equivalent.

### ONLY PEOPLE HAVE SEX

"You, Frenchmen," he states, "have a tendency to use in your headings the 'sex' of articles, forgetting that only people have a sex in English. For instance the WINNIPEG FREE PRESS received an advertisement from the Québec advertising agency of Guay & Trudeau, last week, with a slogan for the firm of Forget and Messier, manufacturers and distributors of tobacco products and smoking accessories, with the heading: 'He is full of flame for her'.

The art work shows a pipe and a lighter in the foreground and a young couple in the background. In English we cannot use the slogan nor the illustration. Furthermore,

the name of the lighter is *Feuconstant*, which in English sounds like 'few constant', which sounds like the dickens!

"The pipe, which is one of the biggest sales items in French Canada, does not sell well out West because it is called *La pipe Jos Latour*, after a French Canadian rebel of the revolution which followed the war of 1818, whom you consider a hero but whom we consider a traitor."

According to Mr. O'Neill, last month, October 2057, Jos Bilodeau, president of the largest advertising agency in Canada, was heard to say: "Those English-Canadian translators never agree on what is good English. Now, I learned English in high school and I had satisfactory notes. So I know English well enough to read it, and one piece of copy which was translated by Patrick O'Brien, seems quite satisfactory to me because it sounds like English, and I can understand it, whereas this man Sean McCarthy, he re-writes our copy and we don't know what he is talking about, although some people affirm that his work is excellent.

"Now in Winnipeg there is an advertising agency service which claims that all our translation should be done in the heart of the English market.

"Do you realize", says Mr. Bilodeau, "that we would have to send every piece of French copy to Winnipeg, wait until the translation comes back to Montreal, have it typeset by French-speaking typesetters who do not know any English, and send it back to Winnipeg for proofreading by the English translators. This is a costly procedure and I frankly believe that the English market is too small to warrant all this trouble and expense."

### MARGIN OF PROFIT

Is Mr. Bilodeau right? In this year 2057, should he not realize that 25 per cent of the population of Canada may well represent the margin of profit of all his clients? Would he not be wise to have a branch in Winnipeg and one in Vancouver, well staffed with English-speaking Canadians who are capable of creating brand new campaigns for the extremely important English market?

At the conclusion of his remarks, Mr. O'Neill states: "I have here before me a document which is a hundred years old, and in which a speaker, addressing a French market Conference in 1957, stated:

**"To sell the French market more effectively, let's try creative French advertising and selling for a change. It will surely pay off. For every cent you spend on original French promotion, you will cash in handsomely in good will — and in increased profits!"**

"My recollection of what occurred in the ensuing years is vague," says Mr. O'Neill, "but it seems to me that what applied to the minority French market of 1957 applies just as well to the minority English market of 2057."

## What the license

### Means to You!

A SINGLE CAPAC license gives radio and television broadcasters the right to use practically all of the world's best loved music of the twentieth century.

Almost three hundred composers, authors and publishers residing in Canada make their music available to broadcasters through CAPAC. Membership in CAPAC entitles Canadians to secure payment for the use of their music not only in Canada but in practically all other countries.

Much of the music being broadcast in Canada has its origin in United States. This is particularly true in the case of dance tunes and ballads, and surveys show that composers and authors represented by CAPAC wrote 9 out of 10 of the most popular tunes of the past twenty-five years.

Broadcasters also enjoy, through the CAPAC license, the privilege of broadcasting the inspired music from the numerous operettas and musical plays written by world-renowned composers.

British and French music comprise an important part of the daily broadcasting schedule of every radio station. Through its affiliation with the Performing Right Society of Great Britain and the Societe des Auteurs, Compositeurs et Editeurs de Musique of France, CAPAC is able to license broadcasters to perform the distinguished music of Britain and France.

Altogether, CAPAC, through its affiliation with composers' organizations in more than thirty countries, represents approximately 100,000 composers, authors and publishers of practically all nationalities. This vast reservoir of music, which is made available to broadcasters under a single CAPAC license, includes most of the music broadcast in Canada.

CAPAC is a central bureau established for the convenience of broadcasters and other music users, as well as music writers and their publishers. If no such central bureau existed it would be necessary for each broadcaster to negotiate separately for licenses with the individual copyright owners wherever they may reside. All the license fees paid by broadcasters, after deducting the cost of administration, are distributed to composers, authors and publishers in proportion to the extent their music is broadcast.

## COMPOSERS, AUTHORS and PUBLISHERS ASSOCIATION

OF CANADA LIMITED

182 ST. GEORGE STREET

TORONTO 5

**G. N. MACKENZIE LIMITED HAS **

MONTREAL TORONTO WINNIPEG VANCOUVER  
1411 Crescent St. 519 Jarvis St. 171 McDermott 1407 W. Broadway

*Emergency*

# STATION JOINS SEARCH FOR MISSING WOMAN

WITHIN TWO hours of a routine news broadcast, several hundred volunteers turned up at a farm house seven - and - one - half miles from Dauphin, Manitoba, to help search for a missing woman.

The bulletin was aired by CKDM-Radio, Dauphin, at 6 pm one Friday evening last month after 75-year-old Mrs. Margaret Chernesky had been missing from her son-in-law's farm since noon. RCMP officers had failed to trace her whereabouts.

Among those who heard the broadcast was CKDM station manager Michael Hopkins, then at his home.

With daylight gone, there seemed little hope that a frail, elderly lady could survive the 20 degree night temperature in swamp and dense bush. Hopkins, however, returned to the studios, interrupted a program and broadcast a plea for volunteers to help search for Mrs. Chernesky.

By 8 pm four hundred and fifty local people, equipped with flash-lights, had assembled at the farm home of John Babee, the missing woman's son-in-law. Among them was every available CKDM staffer.



CKDM NEWSMAN GARY KIRTON along with other volunteers at side of the tiny Babee home during the night-long search.

The RCMP supervised the ensuing search which lasted until midnight.

Meanwhile, a broadcast headquarters was established in the Babee farm and search reports were aired every 15 minutes. Back at the studio, a skeleton staff answered countless telephone enquiries and broadcast appeals for battery supplies, coffee, sandwiches and transportation for volunteer searchers.

### FIVE DAY SEARCH

Following morning, the Civil Defence Authorities took over supervision of the search which was to last for five days. During that time, CKDM studios remained the clearing point for the unending stream of supplies of food, coffee and cigarettes which arrived in answer to broadcast appeals.

Thousands of volunteer searchers - - men, women and children - - also arrived and were organized and transported from the radio station to the Babee home area. Many came from as far away as seventy-five miles.

The combing of the area continued daily from daybreak to dusk, CKDM maintaining a constant radio report on progress to its listeners.

Bob Hunt, of the station sales force, took part in the search in his own aircraft.

By Wednesday afternoon, the authorities discontinued the search for Mrs. Chernesky, reasoning she could not have withstood the severe outside temperatures for so long.

But a short time later, she was found in a neighbor's yard, two-and-one-half miles from her home. In hospital it was concluded that she had been suffering from temporary amnesia.

Be a Regular  
**BROADCASTER**  
**READER**  
\$ 5.00 a year  
\$10.00 for 3 years

### JOYEUX NOEL!

More than 100,000  
Canadiens served by this  
unusual farm station  
send the traditional  
greeting of

**CKBM MONTMAGNY**  
1490 k.c. 250 watts

Represented by

*Radio & Television  
Sales Inc.*

Montreal Toronto

# Cheers from ched

**ched** EDMONTON

*Tan Grant's*

## Technicolumn

TELEPROMPTER OF CANADA Ltd. recently developed a modification of the standard TelePrompTer unit. It is called a Tellens.

It works on a simple mirror reflection principle, to augment the regular unit and enable a performer to read his TelePrompTer script while looking directly into the camera lens, rather than above it, where the unit is mounted.

A plain mirror is mounted at an approximate 35 degree angle above the TelePrompTer, and facing it. Under the unit, parallel with the plain mirror, is a one-way mirror that covers the camera lens.

The one-way mirror (titanium oxide-coated glass), which is 30 per cent reflective and 70 per cent transparent, reflects the message to the speaker from its position directly in front of the lens. The camera, the same as the human eye, sees through the one-way mirror without distortion.

To adjust for the loss of light through the glass, the camera lens is opened a half-stop.

The Tellens, strictly a television device, was developed by Hap Shlafly TelePrompTer's vice-president of engineering and was first used in Canada by the Queen for her speech to the Dominion on her recent Royal Tour.

Another special adaptation of the Tellens is the Tellens-M, which is a similar device. But for movie production. This unit fits Mitchell movie cameras, models B and C, 16 mm and 35 mm.

**P**ATIENTS IN A Cambridgeshire hospital in Britain can now listen to their favorite BBC radio programs without either the discomfort of wearing headphones or the risk of disturbing other patients by having a general loudspeaker in the ward.

Pillow-phones, loudspeakers encased in sponge-rubber and washable plastic, have been installed so that patients can tuck them under their pillows and listen in peace. There is no chance of listening after lights out, for a control receiver with an automatic time switch operates from the Matron's office.

**T**HE LATEST NEWS from Ampex concerns their VR-100 Videotape Recorder, which although it has been developed, is not yet in production.

Several important features have been added that were not available in the hand built prototypes. Most outstanding is the new facility for interchangeability of tapes between any Videotape Recorders.

Some of the component electronic assemblies have been redesigned for improved accessibility in servicing. All operating controls, set-up controls, maintenance adjustments, tubes and fuses have been brought to the front panel of each of the electronic components.

These are just two of the features of the VR-100, but a more detailed run-down on this piece of equipment will be given in the next issue.

# CARTB

## TAPE DELEGATES FOR HOME STATIONS



Dominion-Wide.

FRANCES OAKES BALDWIN, CARTB, interviews Mrs. Keith Rand, new president of the FWIC in Ottawa.

NEW GROUND in public service was broken last month when CARTB arranged taped interview reports from delegates to a women's convention in Ottawa to be shipped to their home-town stations across Canada. The service was unique in that it embraced private radio stations from St. John's, Newfoundland, to Victoria, BC.

Occasion was the Diamond Jubilee Convention of the Federated Women's Institutes of Canada. Frances Oakes Baldwin, Jerry Walker and Gerry Acton of CARTB handled this unusual assignment during the 4-day convention.

In addition, interviews with the retiring national president (Mrs. Nancy Adams of Ethelton, Sask.) and the new president (Mrs. Keith Rand of Nova Scotia) were taped for all Saskatchewan and Nova Scotian stations. Finally, a convention round-up with eight representatives from all areas of Canada was prepared.

At the same time, CARTB handled all the secretarial and mimeographing work for this important women's group, who were holding the first national convention in their sixty-

year history.

One of the delegates, Mrs. E. W. Braden of Peace River, was the mother-in-law of announcer Roy Darling of CJDC - Radio, Dawson Creek. (Although appearing too young, she swore she had six grandchildren and stressed that no one looks old in the Peace River country.)

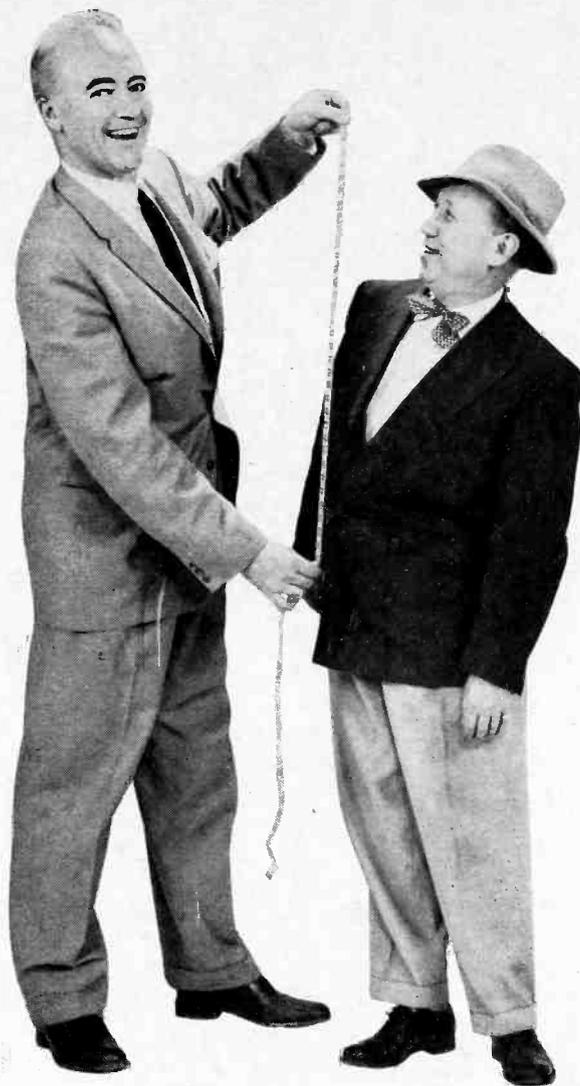
Mrs. Marian Sherman, of CJIB-Radio, Prince Albert, attended the convention as a delegate and a broadcaster.

As a final gesture, interviewed delegates were presented with souvenir discs of their recordings.

### Radio Sales Soar

SALES OF RADIOS and record players were higher in the first nine months of 1957 than in the same period in 1956. Radio set sales rose to 486,780 units from 456,501. Record player sales increased to 148,031 from 100,664.

In the same comparative periods, television units sales showed a decline from 403,399 to 288,156.



tailored  
for  
Chesebrough-Pond's

by G. N. MACKENZIE

ANOTHER big radio show . . . Gordon Sinclair's "Let's get Personal" . . . created for Chesebrough-Pond's (Canada) Limited

G. N. MACKENZIE LIMITED

has the shows

TORONTO

WINNIPEG

VANCOUVER



# Season's Greetings

## CHAB

### MOOSE JAW SASKATCHEWAN



UP HERE

where we're

NEARER THE NORTH POLE

and the

HANDSHAKE IS A LITTLE WARMER

WE TAKE TIME OUT

from a

BOOMING CHRISTMAS SEASON

to wish

everyone everywhere

# THE WARMEST SEASON'S GREETINGS

## CJDC

DAWSON CREEK, B.C.

RADIO REPS in Toronto and Montreal

JOHN N. HUNT in Vancouver

A. J. MESSNER in Winnipeg

DONALD COOKE in USA

## SOON FIVE THOUSAND WATTS!



FOR A FULL YEAR ON THE OLD POWER **CKLC** RADIO HAS CONSISTENTLY HAD MORE LISTENERS IN KINGSTON THAN ANY OTHER STATION !\*

CALL STOVIN-BYLES ABOUT

### CKLC

KINGSTON, ONT.

\* Based on Elliott-Haynes Regular Rating Surveys in 1957!

## Christmas Program

# SANTA IS COMING BY RADIO AND TV

COAST-TO-COAST, radio and TV stations are preparing their programs for Christmas. Some already have shows on the air with the festive touch. Elsewhere, there are plans to introduce Santa Claus from a rocket; attend the service in a local prison; broadcast from Santa's North Pole Workshop and hear from some of Canada's thronging immigrants.

The majority of stations plan late-night services on Christmas Eve which will set the pattern for what is traditionally the year's great day of inspiration and goodwill.

In the East, at St. John's, Newfoundland, CJON-TV, is to present for the second year a special church service direct from its studios at 10 pm on Christmas Eve. The large studio is converted into a chapel, with altar, choir stalls, pews. Viewers are invited to attend.

At 6 am Christmas day, morning man Bob Lewis begins a three-hour tour of St. John's in a mobile unit. Included in this are calls on a family which has fourteen children; to the local prison to broadcast a portion of a service; to the home of the Mayor and finally to the home of station vice-president Don Jamieson.

All this material is filmed and shown later in the day.

Don Jamieson's two daughters, aged eight and five, are featured on Christmas Eve when, in the comfort of his home, he tells them the story of the Night Before Christmas. In the same show, instead of a weather forecast, the elder girl indicates the route of Santa Claus will take from the North Pole and the kind of weather he is going to encounter.

Station staff also make their bow when, on Christmas Eve, TV cameras show viewers just what everybody does and who they are.

### SPIRIT OF CHRISTMAS

CJON-Radio puts on an annual "special" on Christmas afternoon. Titled *The Spirit of Christmas*, the station uses dozens of ham operators in remote sections of the province to

bring in such people as an Eskimo in the Far North; a TCA pilot flying overhead; cottage hospital patients.

In Ontario, CKLC-Radio, Kingston, plans a special program featuring the famous choir of their own St. George's Cathedral. This was the first outside choir to sing in England's historic Westminster Abbey. Last year a similar program was carried coast-to-coast by the CBC Dominion Network.

CFCL-TV, Timmins, plans to introduce Santa Claus the 1957 way. "The Russians have nothing on us!" they say. "We are combining our natural set - - a snowy hill next to the studio - - with a touch of the new. Santa will leave his reindeer at the North Pole this year and will visit Timmins by rocket.

"The hilltop will be equipped with a special rocket prop, plus a robot as yet unnamed. As the *Santa Show* starts on Christmas Eve a specially-produced film strip will show Santa's rocket zooming over the city and landing on the hill. Cameraman will be outside to capture Santa's arrival and his descent from the rocket, his run over the hill and into the studio where the set illustrates modern snowflakes along with satellites."

CHCH-TV, Hamilton, began their seasonal activities on November 25 when Santa Claus started a daily five-minute report from his workshop at the North Pole. The program includes the reading of letters to Santa and anecdotes concerning favorite characters like Rudolph the Red-Nosed Reindeer.

### CAROLS FROM AFAR

In Toronto, CHFI-FM plans a sound broadcast of Handels Messiah from 8-10 pm on Christmas Eve. The following day Ronald Colman reads Charles Dickens' "A Christmas Carol" and a special program is being aired in which authentic carols are being sung from other lands, in their native tongues.

Out west in Saskatoon, CFQC-Radio is running a special Christmas Eve show. Planned to last ninety minutes, the program will capture the sound of Saskatoon preparing for Christmas.

Among other items listeners will hear caroling and choir singing; hear children at home preparing for bed to await Santa's arrival; and listen to live interviews at transportation terminals with out-of-town folk coming home for Christmas.

A topical note will be struck by visits to the homes of recent immigrants to Canada with a word description of their preparations and a discussion on the differences between Canadian Christmas traditions and those in the lands of their birth.

At CHAB-Radio, Moose Jaw, there has been seasonal activity for some time. Writes general manager Sid Boyling:

### TOP 50 GREETINGS!

Advertisers have found it's the "Top 50" appeal that makes a station great in Metropolitan Toronto so, a personal greeting from

**CHUM** TORONTO

1050 k.c. 2500 watts

Represented by

*Radio & Television Sales Inc.*

Montreal

## G. N. MACKENZIE LIMITED HAS *the* SHOWS

MONTREAL 1411 Crescent St. TORONTO 519 Jarvis St. WINNIPEG 171 McDermott VANCOUVER 1407 W. Broadway

*"Listeners pour in dimes and quarters"*

"Before Christmas we conduct a campaign on a daily *Mailbag* program to raise funds to purchase gifts and stage a dinner for the children at the Indian Head Orange Home, one hundred miles east of Moose Jaw."

Donations are acknowledged on the air and the dinner party itself is broadcast along with a program prepared by the children. CHAB also airs its Staff Party. This is an institution out Moose Jaw where the station staff in turn stages an hour's program of entertainment.

**SANTA'S WORKSHOP**

In Lethbridge, Alberta, CJLH-TV, has been running a weekly *Santa's Workshop* program since early November. "Hoyt Hardware Ltd.," writes CJLH sales manager W. L. Crittenden, "have always maintained a huge Toyland for the Christmas season. Only 10 minutes per week, this show has a studio set representing Hoyt's Receiving Centre with the implication that all toys are received directly from Santa's Workshop. The personality announcer plays with and demonstrates toys of all shapes and sizes.

"The last three weeks before Christmas, Santa himself appears in the studio to tell of all the new toys in store for children."

CHAT-Radio, Medicine Hat, brings Santa to town as usual. He arrives on December 11, with reindeer and sleigh, and is greeted by the Mayor at the City Hall. During the following days he visits church functions, hospitals, toy stores.

"Our program from noon on the 24th to sign off on the 26th," writes sales manager Orvill Kope, "is made up of Christmas music, plays and stories - - all sponsored."

Out in British Columbia, CKNW-Radio, New Westminster, runs an ambitious Orphans' Christmas Fund. This is the Fund's twelfth year. Promotion manager Mel Cooper writes: "It usually takes about \$20,000 to take care of this Fund. Money is obtained in many ways." Listeners pour in dimes and quarters; company employee groups, churches donate;

there is a special tag day; the Vancouver Bartenders' Union, dressed as clowns, call on all Licensed Premises to collect (they usually pull in \$1500 this way).

To arouse special interest this year, CKNW flew in a group of Hawaiian entertainers to give two concerts.

Meanwhile, a CKNW secretary is employed compiling a list of all orphaned, handicapped and underprivileged children on the lower mainland. Each receives an individually wrapped and addressed gift of clothing or toys from the Fund.

But the man who will listen with especially pleasant memories to the broadcast of Christmas carols, however, will be Howard Caine of CHWO-Radio, Oakville.

A short time ago, he received a gift of \$5 from a clergyman in Toronto, expressing his own pleasure at CHWO broadcasts.

Acceptance of gifts is against the station policy but eventually it was agreed that an album of carols should be purchased, with the clergyman's agreement, to be aired over the Christmas period.

**QCC Nominations Due Dec. 31**

THE CARTB HAS announced that nominations for the Quarter Century Club are now in order. A new ruling provides that applications for memberships must be submitted to the Committee not less than ninety days prior to the Annual Meeting. Applications should therefore reach the Committee by December 31.

Those eligible are persons who, at the time of the Award, are in the employ of a CARTB station and who have actively served the industry for 25 years; and also those who for a quarter century or more have served the industry partly or wholly in the sales representative field or in such allied fields as the Committee itself may, from time to time, deem proper.

Nominations should be sent to Mr. Jack Beardall, Chairman of the Committee, c/o Broadcasting Station CFCO, Box 277, Chatham, Ontario, with supporting evidence.

**GERALD W. LEE**

CONSULTING RADIO ENGINEER

LOCATED AT

134 BLOOR ST. WEST TORONTO, ONTARIO  
BUSINESS: WA. 1-5911 RESIDENCE: HI. 7-0854

A complete Radio and T.V. Consulting service, including Management Advice, Market Research Surveys, Technical Briefs, Equipment Estimates, Proofs of Performance, Transmitter & Studio Layout

TIME OUT  
FOR A WORD

from

SANTA

*"Happy Christmas"*

Jack Dennett



**HAPPY NEW YEAR**

from the gang at

CFQC - TV Saskatoon

CFRN - TV Edmonton

CHEK - TV Victoria

CJFB - TV Swift Current

KXLY - TV Spokane

*Television Representatives Limited*

TORONTO

MONTREAL

WINNIPEG

VANCOUVER

# Take it from SANTA ...use TV

**Worth's Radio & Television**  
COMPLETE REPAIR SERVICE FOR ALL MAKES OF  
RADIO AND TELEVISION SETS

Mr. H. A. Crittenden,  
General Manager,  
CKCK Television,  
REGINA, Saskatchewan.

Regina, Sask.,  
November 22nd, 1957.

Dear Mr. Crittenden:

We wanted you to know about the success of some recent television advertising on Channel 2.

Our new automotive and hardware business was started in March of this year. We consider that a good deal of our success in selling the following amounts of each of the articles mentioned below was largely due to the impact of Television Advertising.

During May 1957, about 1100 gallons of paint was sold in a very short period. We also sold numerous eye sets over a period of time, but, one TV advertisement sold 16 units on a Saturday and several more orders were taken as the supply was sold out. Two ads on TV also sold about 3 to 4 hundred gallons of anti-freeze.

Will you please express to the members of your staff, who handled our account, our sincere thanks,

Yours truly,  
*Worth's*  
WORTH'S RADIO & TELEVISION.



## CKCK-TV

CHANNEL 2 - REGINA

# CHCH-TV

## Covers the Big 1/5 of a Big Nation

1/5 of total Retail Sales are made in our Hamilton, Toronto, Niagara Peninsula Coverage Area.

- 1/5 of Furniture and Appliance Sales
- 1/5 of Food Sales
- 1/5 of Auto Sales
- 1/5 of Drug Sales

To sell 1/5 of Canada's buying power with one station, one market, one rate card

BUY



With a High Powered  
150,000 WATTS

### News

## CUBANS BAN NEWSMEN'S TAPES



RECORDING A TOAST by President Batista of Cuba are three Canadian radio and television newsmen who recently visited Havana. Left to right they are: Hugh Bremner, CFPL-Radio, London; a travel agency official; Ron Laidlaw, CFPL-TV; President Batista; Bert Cannings CFCF-Radio, Montreal. In the background are Mrs. Bremner and Mrs. Laidlaw.

SECURITY CHECKS, secret police and revoked arrangements created an Iron Curtain climate for three Canadian newsmen who recently interviewed President Fulgencio Batista, dictator of Cuba.

The Canadians were Bert Cannings, CFCF-Radio, Montreal; Hugh Bremner, CFPL-Radio, London; Ron Laidlaw, CFPL-TV. They were among a press party which went on to Havana after a radio and TV convention in Miami last month.

Cannings and Bremner were equipped with portable tape recorders on the pre-arranged understanding that Batista would be available for recorded comment.

On arrival in Havana, the party was told that questions had to be submitted in advance and only one newsman could ask questions. This was agreed.

Later it was announced that the president wanted a short social meeting instead, and would be wide open for questioning. But the president's press adviser, former CBC news chief Edmond Chester, subsequently cancelled this arrangement, banned recordings and stipulated that the

interview must be regarded as off the record.

### PARAPETS AND POLICE

To reach the meeting in the presidential palace, the newsmen were routed through two police checkpoints, a gate guarded by regular troops and up two flights of police-patrolled stairs.

On the roof of the building could be seen sandbag parapets which housed what appeared to be machine guns.

Batista held the interview near the stairway where twenty-three people died in an attempt on his life in the spring. In passable English, he read an address of welcome and proposed a toast to the visitors, all of which was recorded. Then the newsmen's tape machines were put into the care of secret police until they left.

Altogether the session lasted about thirty minutes during which time police hemmed in newsmen and president. At one point, official Cuban press and TV photographers took pictures, prints of which were later supplied to the visitors. On their departure, the latter had to negotiate the same military and police checks.

### Ohio Entries Close Jan. 2

ENTRIES FOR the 1958 American Exhibition of Educational Radio and Television Programs close January 2 next. There is a \$3 exhibit fee per entry for radio and \$6 fee for TV. Discs, tapes and films entered in the competition must be sent pre-paid. There is no limit on the number of entries, but for each series entered, only one typical program will be considered. All educational programs, whether sponsored or sustaining are eligible.

Any radio or TV station interested in competing can get entry blanks from the Institute for Education by Radio-Television, Ohio State University, Columbus 10, Ohio.



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

Phone for Booklet in

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

*Women's Advertising Club of Toronto*

# CANADA MUST BUY FROM BRITAIN TO ENSURE SURVIVAL

CONCERN OVER the migration from Canada of highly trained men in creative fields and a plea for Canadian advertising and PR people to concentrate their interest on home and British products was expressed in a speech last month by Carl Pollock, president of the Dominion Electrohome Industries.

Addressing the Women's Advertising Club of Toronto, Pollock queried whether Canada, as a newly important country, is doing her share of the work in creative fields.

He said that the availability of ideas from Canada's only close neighboring country has developed an over-dependence upon such sources for the spark of creativeness. This situation is reaching the point at which Canada is being developed by Americans with the help of Canadians.

Too many highly trained Canadians, who should be future builders of Canada, are leaving the country, he stated.

### MORE WORK FOR CREATORS

It is possible to stimulate greater activity in Canada in creative work. Pollock referred to the proposal made to the Gordon Commission by the Canadian Manufacturers' Association and the Radio-Electronics-Television Manufacturers' Association.

This suggested generous deductions from corporate income before taxes

to companies which establish departments to carry on creative work. Any such reduction in tax should, in the long run, help keep engineers and scientists in Canada - - thus making home industries more prosperous with more people employed in production.

The Prime Minister's recent suggestion that Canada's trade should be more diversified, with particular emphasis on trade with Britain, went to the root of the problem, Pollock said.

One of the most important benefits of such a policy would be the exposure of Canadian businessmen to other sources of creative stimulus which naturally follow trade.

### BUY BRITISH - - HELP CANADA

Canada must realize that it needs to buy more from Britain to ensure survival as the kind of nation it wants to be, and not just help Britain out of a current dilemma.

"I suggest that interested government ministers should call a gathering of Canadians who are knowledgeable in creative advertising and public relations and place before them the challenge of how to sell the Canadian public, and the Canadian businesses, the idea that it is to their own best interest to concentrate their buying on Canadian and British products.

"The present unfavorable trends in Canada's external trade will have to

be reversed and sooner or later the government will be put on the spot to do something about it.

"Canadians must be convinced that it does matter where and from whom they do their buying and I am sure you will agree it is a job for Canadian advertisers and public relations people."

GIVE THE ACCIDENT SQUAD A HOLIDAY THIS YEAR

The greatest French advertising medium in Quebec

300 000 KV

**CHLT-TV** CHANNEL 7

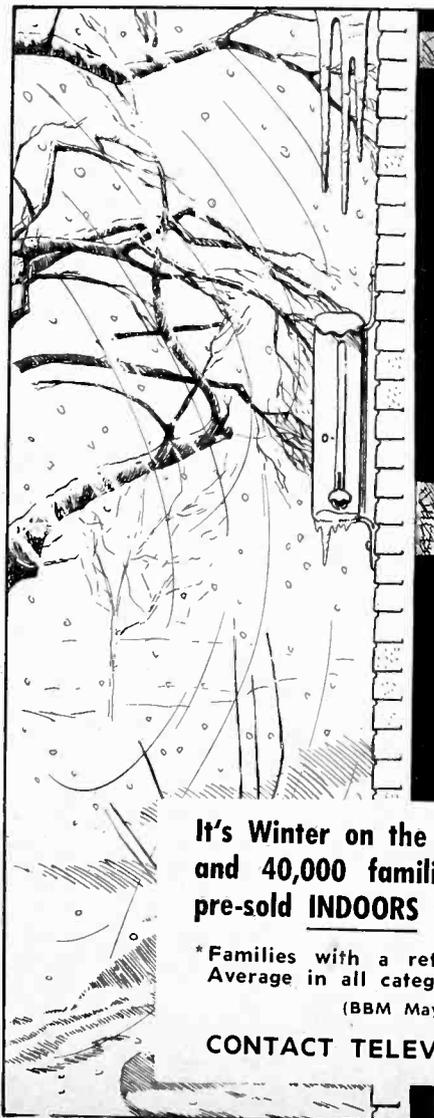
SHERBROOKE

We cover the Montreal market

Season's Greetings to Broadcasters from Johnnie Walker

**WALCAN LTD.**

VICTORIA BUILDING 140 WELLINGTON ST  
Ottawa Ontario



## COLD WEATHER SHOPPING



It's Winter on the Prairies — and 40,000 families in Central Saskatchewan are pre-sold INDOORS with CFQC-TV\*.

\*Families with a retail buying record above the National Average in all categories.

(BBM May '57 plus known retail sales)

CONTACT TELEVISION REPRESENTATIVES LTD.

CHANNEL 8



SASKATOON SASKATCHEWAN

OUR BEST WISHES  
TO YOU AND YOURS  
FOR A JOYOUS CHRISTMAS  
AND A BRIGHT NEW YEAR . . .

BILL GUILD  
AND ALL THE STAFF  
AT B.C.'s CAPITAL CITY  
STATION . . .

**CJVI**  
*Victoria*



May Your

**C**hristmas be Blessed

**K**indled with Goodwill

**S**uccess and Prosperity

**L**ighting the New Year

**Would Scrap CBC Nets**

**S**UGGESTIONS THAT the CBC should be scrapped as a broadcasting network system were put forward in the House of Commons last month by John R. Taylor, PC member for Vancouver Burrard.

He said that, private enterprise should be given full scope in broadcasting and the CBC should be used to provide serious music, dramatic programs and other broadcasts which cannot subsist commercially.

Mr. Taylor said that Vancouver has only one television outlet - - the CBC. The alternative choice for viewers is a number of US stations.

He added that the CBC on a budget of 40 million dollars reported a deficit last year and there is no need for Government interference in a field where private enterprise could operate successfully.

He advocated the establishment of private TV in Vancouver at the earliest possible date.

**Good Samaritan**

**Does Nine Hour Stint**

**T**O HELP RAISE money for the station's Good Samaritan Fund, disc jockey Norm Pringle of CKDA-Radio, Victoria, went on the air for nine hours on November 18. The stint began at 5.05 pm and took the form of a marathon between Pat Boone and Elvis Presley recordings. Pringle closed the program at 2.00 am after hundreds of telephone calls had come in. One elderly woman pledged \$125 to the fund.

**CBC NETS Save Phone Costs**

**D**URING THE HEARING of an application by the Bell Telephone Company to increase its rates in Quebec and Ontario, it was disclosed that revenues received by the Company from the CBC for radio and TV network services help reduce general telephone service charges.

R. Holley Keefer of Montreal, Bell's vice-president of operations, was testifying in Ottawa to a meeting of the Board of Transport Commissioners. He was asking to increase telephone rates by about seven per cent. Approval of the application would enable Bell to boost its revenues by some \$24 million annually.

Keefer told the Board that the bulk of the service provided for the CBC is under a contract which runs until 1958. "The rates under which this service is supplied reduce the revenues required for our general telephone service," he said.

He declined to state the sum paid by the CBC for its radio and TV network facilities on the grounds that this would be disclosing information to competitors. Some of these already provide facilities for CBC. Keefer pointed out that Bell, in fact, provides only a small portion of the CBC network.

**Minister Sees More Sats.**

**S**ATELLITE TELEVISION stations, relaying programs from a mother station, cost \$15,000 and up to build and probably will operate automatically without technicians to man them, stated Revenue Minister Nowlan in a Commons reply to Douglas Fisher (CCF - - Port Arthur).

Nowlan said the CBC has contemplated the possibility of three types of satellite stations. The true satellite would pick up broadcasts of a mother station and rebroadcast them. A second type would be relay stations, fed by a microwave network. A third would use TV recordings and films. The true satellite is cheapest to operate. Use of recordings and film is the most expensive.

Douglas Fisher represents one of several areas in Canada which have been seeking satellite TV stations as a means of providing television broadcasts where sparse population would not justify the expense of a regular TV station.

**CHOV**  
DEMBROKE  
THE **Buy**  
THAT **Sells**  
SEE THE STOVIN BOYS

Warm Wishes For  
A Blessed Christmas

AND

A Happy and Prosperous  
New Year

FROM

THE VOICE OF THE NIAGARA PENINSULA

PAUL MULVIHILL  
Representative now in both  
Toronto and Montreal

The NIAGARA DISTRICT STATION

**CKTB**  
ST. CATHARINES

*CCC Resolution*

**Premier Told: Present TV Monopoly Disliked**

**A**MONG THE resolutions approved at the 1957 Annual Meeting of the Canadian Chamber of Commerce which was brought up at a meeting between the Prime Minister and Chamber delegates last month was one headed *Radio and Television*. It read as follows:

"Radio and television offer two of the most influential channels of communication. The Chamber believes in the principle that no person or organization in any field should be both competitor and regulator and therefore believes in the establishment of a separate regulatory body having minimum essential regulatory powers over radio and television

broadcasting in Canada.

"The Chamber does not approve of the present monopolistic policy with regard to television. Licenses should be granted to establish additional stations in centres at present served by CBC or by private television stations, provided alternative channels are available.

"The Canadian Chamber of Commerce believes that in order to permit proper scrutiny and to meet changing conditions, any public funds required to operate the Canadian Broadcasting Corporation should be sought as an annual grant from the Parliament of Canada.

"Recommendations: The Chamber

urges (1) the establishment of a separate regulatory body having minimum essential regulatory powers over radio and television broadcasting in Canada; and (2) that licenses be granted to establish additional stations in centres at present served by the CBC or private television stations, provided additional channels are available; and (3) that any public funds required to operate CBC be sought as an annual grant from the Parliament of Canada."

The meeting with the Prime Minister was arranged to acquaint him with the resolutions approved at the Annual Meeting.

**CJEM-RADIO**  
EDMUNDSTON, N. B.  
1000 WATTS  
570 kc.

**"La Voix du MADAWASKA"**  
covers the fastest growing market in the Atlantic Provinces . . .

**US Subliminal Test Shows "Negative Results"**

**A**N AMERICAN television station has reported "negative" results in an experiment with subliminal projection. The station concerned was WTWO, Bangor, Maine.

In a report to the Federal Communications Commission by the station. It was stated that the words "Write WTWO" were flashed on screens as a test of the project.

John Citrick, aide to FCC chairman, told a newsman that there was not appreciable increases in mail addressed to the station and that WTWO, "called the results of the test negative."

In addition to the report from WTWO, Citrick said radio station

WCCO, Minneapolis, had experimented with the technique by transmitting decibel messages -- too high for the conscious mind to hear.

The experiment, conducted by the University of Michigan, transmitted the words "Beat Michigan," making it difficult to determine the effectiveness of the test. Michigan defeated Minnesota.

The major television networks in the US have told the FCC that "they had no intention of using subliminal projection."

Earlier, an FCC spokesman had said that the Bangor, Maine, report was the first such announcement they had received.

ALL OF US AT

**CKLB-AM and CKLB-FM**

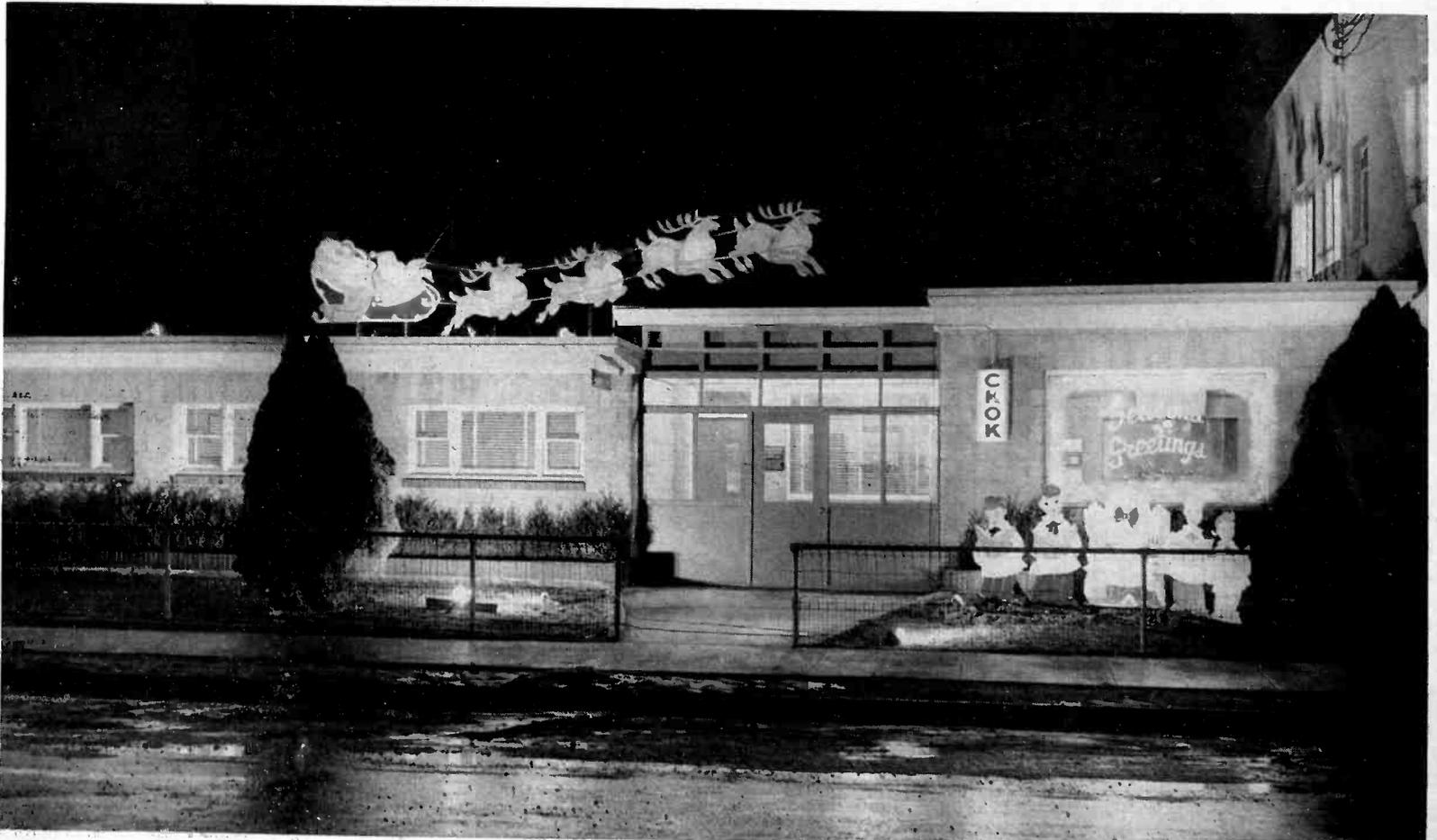
*extend heartiest wishes*

*from Oshawa*

*for a Joyful Christmas*

*and a Happy, Prosperous 1958*

**CKOK-land . . . Christmas 1957**



**SANTA CLAUS TAKES OFF**  
from RADIO STATION CKOK, PENTICTON

Photo by Stocks

See PAUL MULVIHILL, & CO. IN CANADA

FORJOE & CO. IN U.S.A.

# TV's PRIME STRENGTH IS VISUAL IMMEDIACY

by BRUCE GENDALL  
Staff Writer

ALMOST ANY advertiser will tell you what keeps him awake at nights when he thinks of television -- the shortage of advertising time in prime viewing hours and the relatively high cost of the medium.

What possibly concerns him less just now is how he should use best the time he can get in terms of television. It is an astonishing fact that you will today still find agencies and businesses with no one whose sole concern is the use of television. This accounts in no small measure for much of the current abuse of the medium.

Television in Canada is still a tender vine of five summers. It has a lot to learn -- and there are things which even the U.S. after its own long experience is still unaware of.



BRUCE GENDALL

The president of one of the top U.S. agency's has written: "We still have a long way to go in developing its full possibilities. Many people still think of television as a way of talking to huge crowds of people. But the TV audience does not exist in the form of crowds."

It is true millions may be watching a program or a commercial but they are doing so in small groups in their homes. Thus television should not be presented in terms of entertaining a crowd or haranguing a mob, but in terms of coming into homes as a friend.

"It is a sorry thing when we hear of great numbers of people turning away from their sets during commercials. This wouldn't happen if the commercial came as an interesting message from a friend, rather than as a fast line of chatter from a salesman trying to force his way into the house."

The trend today in television as a whole is being directed more and more to qualitative performance. There is realisation dawning that TV is no more the movie-house brought to the fireside than it is radio with pictures. Television is ... television.

### DIRECTNESS AND IMMEDIACY

Dr. Lawrence Lynch, professor of philosophy at St. Michael's College, Toronto, is a man who has taken a great deal of objective interest in the medium. "Television presents reality," he says. "There is in it something of the personal, the existent, the intimate. It can bring into the home a sense of directness and immediacy such as is lacking in the movies and radio."

"Take a hockey game. In your living-room you're there right up at the seat of the action, on top of the puck as it moves ... and it's now, it's reality."

"It is probably at its strongest portraying character. Emotion, tension, happiness -- all can be

radiated to a strong degree on the TV screen.

"Radio is an effort to transmit material into sound with devices for description which appeal to the imagination. Television transmits truth and insight as no other media can. It must be considered for what it is and not as a branch of radio or the film industry."

"Psychologically it catches people in a unique mood. They are relaxed, in their arm-chairs, in their homes. They are unaffected by the stimulus of a crowded movie house or theatre."

"They are in a mood when they want to be entertained and can be educated."

The essence of radio is that it creates in the listener's mind an imaginative picture. To do this it must emphasize the sounds and effects which go towards creating this picture. Generally, the success or failure of radio depends upon how well or badly this is performed.

Television does not need to project this forced reality; it does not rely on sound alone to produce an effect. The picture on the screen does that initially ... the sound supports, emphasizes and is complimentary to the picture. In theory, the best television is sight without sound.

Television brings to the viewer continuous movement. It leaves little to the imagination and as such it cannot afford to suffer from any slip from the sense and feeling of integrity.

(An interesting sidelight on this is that blind people prefer to "see" a TV play than listen to one on radio. They maintain that radio in its struggle to register on a listener's imagination, produces something which is not real. Television, on the other hand, is essentially true to life. Emphasized emotion or effect registers exactly as such on a viewer.)

A radio-TV expert recently catalogued his own emotions in a com-

parison of various media in the history of a new automobile.

When he first saw the car advertised in newspapers, he was not tremendously impressed. Later, when the campaign was supported by radio, his interest became stimulated. Expertly conceived announcements gave his imagination free reign.

Finally, the campaign turned to TV and the favorable impression created by radio was reduced by the reality confronting him. It was nothing like he expected.

No audio could counteract the visual impact which had been made.

These are the sort of problems television advertisers have to face now and in the future. There is little rule-of-thumb treatment which can be applied to decide what makes up the right or the wrong approach.

Each product has to be taken as it stands. The Schwerin Research Corporation has attempted, in testing over 6,000 commercials, to draw up a list of TV fundamentals. They quote seven as outstanding:

There should be one unified impression, not just an enumeration of copy points; there should be only one mood -- either logical or emotional; the video should do the primary job, the audio merely supporting; the structure and order should be as simple as possible; the story should be presented in the viewer's terms, not the product's; the viewer should be involved in what is presented; any entertainment that is used should have some purpose as far as selling the product is concerned.

The famous gambler Beau Nash, winning five thousand pounds on the turn of a card, heard a ruined member of the nobility say: "That sum would make me happy for the rest of my life." Nash pushed his winnings across the table to the man, remarking disinterestedly, "go then and be happy!"

In the modern world, few of us faced with dealing in thousands, can afford to effect similar detachment. In the modern world of television, where thousands over a period can become millions, no one can afford to be anything but precise.

The combination of high cost and time shortage underscores more than ever "the need to reduce the guesswork in television advertising." For this reason, it's not a bad thing to sit down once in a while and quietly consider just what television is -- as well as what it isn't.

### New Camera Chain Ordered

CJON-TV AND CJOX-TV, Newfoundland have ordered another RCA camera chain, which would make it possible to step up live television production in that area.

The station says they are now signing on at 1.30 p.m. and starting their afternoon transmission with a complete movie, adding that these shows would not be reruns of the late night movie.

### SEASON'S GREETINGS!

More than 1,000,000 tourists and 57,000 Quebecers rely on the only English Radio voice of ancient Quebec, that of

**CJQC QUEBEC CITY**

250 watts 1340 k.c.

Represented by

*Radio & Television Sales Inc.*

Montreal Toronto

MERRY CHRISTMAS  
to all our friends  
and the best for the  
NEW YEAR

*Alex L. Clark*  
**LIMITED**

"Our Only Business Is Selling and Servicing Equipment"

3745 Bloor Street West

BEI mont 1 - 3303

Toronto, Ontario

# Look to Western Canada For Biggest Sales Boost

Look west for your biggest boost in sales — and the farther west the better. Dominion Bureau of Statistics reports since '51 in the under 15 was in Prince Edward 6.5%—and the

Marketing, Oct. 4, 1957



# DOMINATES IN THE

# VANCOUVER-VICTORIA MARKET

PLUS NEW WESTMINSTER, NANAIMO, PORT ALBERNI, FRASER VALLEY, POWELL RIVER

# ★ MAXIMUM AUDIENCE ★ LOWEST COST

	<b>KVOS-TV</b>	<b>STATION A (Vancouver)</b>	<b>DAYTIME SALES BLAZER PACKAGE 1 MINUTE SPOTS</b>	
20 secs. ....	\$110.00*	\$136.00	5 per week .....	\$162.00*
1 min. ....	137.50*	170.00	10 per week .....	\$300.00*
30 min. ....	330.00*	408.00	15 per week .....	\$435.00*
			20 per week .....	\$570.00*

\* Up to 25% frequency discount.

\* Less frequency discounts.

# KVOS TV

**(CANADA) Ltd.**



## channel 12

OFFICES: 1687 W. Broadway,  
Vancouver, B.C.  
Cherry 5142.

REPS:  
STOVIN-BYLES LIMITED — Montreal, Toronto, Winnipeg.  
FORJOE TV INC. — New York, Chicago, Los Angeles, San Francisco

START  
THE NEW YEAR RIGHT  
IN THE RICH SOO  
AREA

**CJIC**

moves to its

**NEW  
FREQUENCY  
1050**

on

**NEW YEAR'S DAY**

to

*Reach  
More People*

**MORE  
EFFECTIVELY**

**NO. 1 STATION  
IN AREA**

as reported by

**\*BBM  
\*ELLIOTT-HAYNES**

**CJIC**  
**SAULT STE. MARIE**

CONTACT REPS.  
**LORRIE POTTS & CO.**

Toronto • Montreal

# EVERYBODY LOVES CHRISTMAS CARDS

This is one of the well-known series of "Queer Quirks"

by ALEC PHARE

SO, ONCE AGAIN, Christmas is almost here! This lovely thing that came into our world nearly twenty centuries ago, and has lasted through all the changes and chances of life, comes again. And already there are Christmas Cards on your mantelshelf, and mine, to remind us of it. Though they are phrased in a thousand ways, though one carries the timeless story of the Christ Child in Bethlehem and the next the Pagan concept of Santa Claus, each brings with it a message of friendliness and goodwill. And so, because they remind us of old friends, and bring a seasonable feeling of festivity and brightness into our homes, everybody loves to receive, and to send, Christmas Cards - - except, possibly, - - the overloaded postmen whose feet must surely be weary when at last they sit down to open their own mail!

Most of our Christmas Customs are far, far older than the Manger in Bethlehem, for there were Pagan festivals in many lands at this time of the winter solstice, and we have taken something from each of them - - Greek, Roman, Scandinavian, Teuton, Druid, and more - - to make up our present-day festivities. Virgil describes in one of the Georgics, what we would call a decorated Christmas Tree; our Yule logs and overloaded dinner tables recall that our ancient Norse ancestors had a

pre-Christian festival; and white-bearded Druids in the groves of Ancient Britain cut mistletoe with a golden sickle at their mid-winter feasts. But the onrushing flood of Christmas cards which sweeps our postal system each year at this time began as a trickle just one hundred years ago. Like our gay Christmas Tree, the Christmas Card - - as we know it now - - was a product of Victorian revival of Christmas festivities, once forbidden by Puritan Laws.

We may think of Christmas Cards as being much older than that. One poet whose verse I saw recently certainly thought so, for he has them dating back to the time of King John's day - - he of Magna Carta fame. He writes:

*"King John was not a good man,  
He had such nasty ways  
That sometimes no one spoke to  
him  
For days and days and days.  
And every year, at Christmastime  
The cards upon his shelf  
That wished him Merry Christmas  
Cheer  
And happiness throughout the  
year  
Were never from his near and  
dear,  
But only from himself!"*

But I am afraid that is only a poets clever fancy - - there weren't any

Christmas Cards in King John's day; and anyway, he couldn't write! It wasn't until 1843 - - exactly one hundred and fourteen years ago - - that Christmas cards, as we know them, came into being.

It all began when an artist named Horsely - - John Calcott Horsley R.A. - - called upon an art dealer in Bond Street, London, by name Henry Cole.

Horsely had an idea. Cole saw in it a novelty he could sell in his shop. Neither of them realized it was an industry that Horsley held under his arm that morning. He was carrying the first Christmas Card! Now, it is possible that the idea came to Cole out of the blue; but if it did, it was an idea which had been in the air in one form or another for close on two thousand years.

The Romans, long ago, sent gifts to the Emperor at the New Year, but as time wore on the gifts were gradually replaced by small formal tablets on which greetings were engraved. These died with Rome, but the idea cropped up again in 15th Century Germany, this time dressed in respectable Christian garments, with its pagan origins forgotten. These cards were religious ones. Usually they showed the Christ Child, and the wording mentioned "a blessed New Year."

Once more the idea slipped down a crack in the centuries, and three hundred years passed before it slipped out again, still in Germany. In its early stages it was simply a Continental version of the Scottish "first footing," and before long it had spread to most of the other Western European countries. People went visiting on New Year's Day to wish their friends good luck. If the friends happened to be out first-footing as well, they left their visiting cards, after scribbling their good wishes on the back.

From there it was an easy step for the local printer to produce cards with the greeting ready-made; and after that the way was clear for anyone to elaborate on the original simple theme. Fairly soon the market was flooded with all sorts of cards, most of them atrocious - - cards for uncles and cards for aunts, cards for papa and the new baby and little Hans. But they were not Christmas Cards, and they were not used in Britain. They were designed for Germans, and Austrians, and Frenchmen who wanted to call on friends at the New Year.

Then came Cole and Horsley. We shall never know for certain which of them worked out the idea in full, but it was probably Cole - - the shopkeeper. He set Horsley to painting, and in due time one thousand lithographed and hand-colored cards appeared for sale in his shop.

They showed a family drinking a toast, along with other Christmas scenes, and the only copy known to be still in existence is now in the

## A RECIPE FOR

# GOOD CHEER Wassail Bowl

- 4 cups cider, apple juice or ale
- 1/4 teaspoon nutmeg
- 1/2 teaspoon cinnamon
- 1/4 cup fruit sugar
- 4 cups of sherry
- a dash of whiskey or rum (optional)

Bring cider, apple juice or ale to the boil. Add all other ingredients except rum or whiskey, and stir without boiling until sugar is dissolved. Cover tightly and let stand over low heat for at least three minutes. Add whiskey or rum and pour into serving bowl.

A few apples, baked until just tender with a little brown sugar, and a few slices of lemon, may be added to the serving bowl for extra garnish and flavour.

Keep serving bowl covered, and serve hot.



With Warmest Wishes From

**The White Oaks Station**

**CHWO**  
OAKVILLE

The Thousand Wait Voice of Ontario's Richest Market

British Museum. It was not a remarkable card, as cards go nowadays, but it had two remarkable things about it. One was that it bore the words "A Merry Christmas and a Happy New Year to You" - - a greeting which has never been improved upon, and so is still being used today.

The other remarkable thing is that, although Mr. Cole had hit on an idea, but had also brought it fully armed from the press, ready to face a century of wear and tear, there was one thing wrong with it. He had produced something that nobody wanted! It wouldn't sell! So Henry Cole never printed another one, and turned his attention instead to acquiring a knighthood and founding the Victoria and Albert Museum.

So the public had to wait another twenty years for its Christmas Cards; and, in 1870, the Post Master General found a problem on his hands. There had always been some congestion of the mails on Christmas Day, but that was nothing compared with the avalanche of Christmas Cards which now began to descend about his ears.

By 1877 the first "Post Early for Christmas" notices were appearing, and the cards were coming in full flood. Soon they had even penetrated to Scotland, stronghold of Hogmanay. They have stayed there ever since - - and it is not true that the thrifty Scots always sign Christmas Cards with pencil, so that they may be cleaned up with an eraser and used over again!

• • •

The range of materials used by the Victorians is amazing, according to Dr. G. R. Lower, former librarian at McGill University, who has made a study of these old-time cards. Card-board was the most common base, but the ingenious manufacturers also used pleated silk, mirrors, imitation tortoiseshell, mother-of-pearl and ivory; silk fringe, lace chenille, velvet, sachets, dried flowers, seaweed and moss, celluloid of violent colors and extraordinary design, and slabs of cork cut out to represent castles, bridges and rocks by the sea. Greetings ranged from the sublime to the ridiculous and even risqué.

A quite usual illustration might portray a scantily-clad young female gambolling with a bevy of cupids against a background of mistletoe or flowering South Sea plants. Religious subjects were hardly ever seen.

Although Tennyson once refused an offer of £1000 if he would write some Christmas Card verses, other notables were kindlier disposed. A few Victorian cards were designed by such first-rate book illustrators as Kate Greenaway, and some by Royal Academicians who condescended to contribute designs. But by far the greater number of cards of that time were commercial products turned out to satisfy public demand for brightly colored prints. Today, our taste in Christmas Cards is, happily, much better; although you could not sell a design of geraniums in Canada, nor a picture of poinsettias in England!

• • •

It is on record that an Indian prince once spent £500,000 on a Christmas Card for a European woman of high rank. Although it measured only twelve inches by ten,

it involved six months' incessant work for the artists who produced it. The card was of ivory, but not ordinary ivory. Forty elephants were killed before tusks of exactly the right quality were obtained to yield the thin ivory card. Then four Indian artists went to work to reproduce on this small surface no fewer than ten thousand scenes from the life of the Hindu prophet, Buddha. Around the edges of this masterpiece were finally set, as a frame for the pictures, forty-four of the finest diamonds.

Another Christmas Card netted a fortune of £40,000. A Yorkshireman who had for years been estranged from a bad tempered old aunt, suddenly remembered her loneliness and sent her a very inexpensive Christmas Card - - without, however, putting his name on it. But she recognized his handwriting on the envelope and, greatly touched, made a fresh will, leaving him what was then the equivalent of \$200,000. So, if you know any Indian Princes or any wealthy aunts, remember - - it isn't too late even now to get a Christmas Card into the mail!

• • •

Dr. Cyril Joad once expressed the view that Christmas Cards were "a desire for causing people to spend their money on things of no value and giving them to others who don't want them." There is a measure of truth in this, but it is a very, very small measure. I prefer the sentiment of a former Governor-General of Canada, Lord Tweedsmuir, written at a time when the world was appalled by the havoc and destruction that barbarous man had brought upon the civilized world of the twentieth century. "I would remind Canadians of European descent that they can perform a great service to the land of their adoption by jealously guarding the best traditions of the land of their birth." And that is what our Christmas Cards should be - - a guarding of the best traditions. It is not the design or the costliness of the Card that counts, for the true spirit of Christmas is not manufactured. It was born - - when a Babe was born in Bethlehem. The stream of love and goodwill which is Christmas began with God, only its continuation is with men. If the Christmas message is real, to you and to me, as we send our greetings far and wide, then the angelic message - - first heard on Judean hillsides - - "Glory to God, Goodwill Toward Men," also becomes real, and Christmas can come again, and again.

**MEMO**  
The BIG Voice  
in  
Central Ontario  
**CFOR-RADIO**  
NOW 10,000 watts!!

reps  
**STEPHENS & TOWNDROW Ltd.**  
TORONTO

Let \*TPR Serve You!

**ALL Radio & TV STATIONS  
Are Reported:**

- WHERE:** Canada's 19 largest markets.
- WHEN:** October 2 - 8, 1957.
- WHY:** To provide complete and reliable data on radio and TV audiences.
- WHAT:** Reports include -
- Ratings by ½ and ¼ hours showing both percentages and number of households tuned.
  - Audience Composition - number of men, women and children tuning - station by station.
- PLUS:** Special tabulations of cumulative audiences to meet YOUR specific needs.

\* TIME PERIOD RATING REPORTS

Write, wire or phone  
CLYDE McDONALD

**McDONALD RESEARCH LIMITED**  
2510 YONGE STREET TORONTO 12  
Phone: HU. 1-5681



**NORTHERN RADIO -  
RADIO NORD INC.**

wishes to all its sponsors,  
fellow broadcasters and friends

a

**MERRY CHRISTMAS**

and a

**HAPPY NEW YEAR**

David A. (Bobby) Gourd  
President

**Taking time out from a busy schedule to wish all our friends the SEASON'S GREETINGS**

**CKY**

*The Listener's Choice - Manitoba's Voice*



**Over the Desk**

CHRISTMAS IS SUCH a pleasant season, especially after you've put your Christmas issue to bed. We haven't, but shall be doing so any moment. So perhaps I should step plum out of character and say "thank you everybody for everything". We shall probably all be speaking to each other again by the time this gets to be proof-read, so, assuming this to be the case, I should like to include in my "everybody", the boys in the office and the long suffering printers, without whose dogged devotion it would not be possible.

And that's that. Now what?

At this point, I should bring in a fable about a poor little boy with no place to go at this festive season, but I'm a big boy now, and I'm going to spend the holiday with the Charley Edwards. They had the break last year when I went to the Jim Allards. They can't have everything, every year. I can though. And do.

What else?

I suppose everyone has a stand-out Christmas stored away in their memories. Mine was the year that Aunt Minnie gave me an electric train. I had months and months of fun playing with it, after father had finished and it had come back from the factory where we had to send it for repairs.

Christmas 1923 stands out in my memory too. It was my first in Canada. I wondered what I was going to do. But as it all worked out, I should have been wondering about how I was going to do all the things that offered. Apart from the legal side, I think I became a Canadian, inside me, after that first Christmas. I found out about Canadian hospitality then, and somehow or other this lone eagle has found that it is a continuing process, that has gone on ever since.

I think I've been wanting to get that off my chest for quite a time. There's something which crops up in my mind every year about this time. The Christmas cards are beginning to trickle in, and pretty soon it will develop into a deluge. Then New Year's and down they come.

What I've been wondering is whether there isn't someone somewhere who would like all my old cards, and yours too. Maybe it's a hospital or children's orphanage or something. If anyone has any suggestions along these lines, we'd be glad to let them have ours, and also to let it be known through the paper where others can send them too.

**CREATIVE SALESMEN**

CREATIVE IS A MUCH bandied word in advertising circles. Sometimes it is just another word; sometimes it means what it implies. Never before to my knowledge has it been tagged onto a broadcasting sales representative. But John Morris, who joined Stovin-Byles Ltd. November 1 is described as a member



JOHN MORRIS

of their "creative selling staff". John, who, came to Canada from the north of England in 1952, explains that this new type of time selling, a brain-child of President Bill Byles, reverses the old technique of

desk-banging, so dear to the hearts of reps in general, and stresses the production of ideas, tailor-made

May Your  
**Christmas**  
**J**oys  
**B**e  
**Q**uotidian

**A WHITE CHRISTMAS!**

The traditional wish of the White Oak station, Canada's newest radio voice, serving 50,000 suburban residents of Toronto-Hamilton.

**CHWO** OAKVILLE  
1250 k.c. 1000 watts

Represented by  
*Radio & Television Sales Inc.*

Montreal Toronto



**Seasons Greetings**

*Stephens & Towndrow*  
Limited  
Radio Station Representatives  
Toronto - Montreal

to fit the needs of the account in question.

John started in the rep business with National Broadcast Sales, where Bob Leslie clings to the old-style system of hard sell, and he credits his former chief for a thorough indoctrination into the business of breaking down sales resistance. The new-style selling, John says, presents a highly interesting challenge, though, as he puts it, "a bit of desk-banging still goes a long way". The main plank in the Morris philosophy is to "make it easier for people to do business with him". (Where have I heard that phrase before?).

He went to London in April 1956, to take charge of sales for CKSL, when that station opened.

**RADIO MARKET PLACE**

ANY PRIVATE citizen in and around Vernon, B.C., who has anything - - but anything - - to buy or sell may do so for the nominal fee of 50 cents over CJIB's daily *Radio Market Place*.

Last July, a farm listener a hundred miles away had seven acres of strawberries for sale. Through some freak in the weather they had ripened quickly and all at once. He ran one advertisement of the come-and-pick - them - yourself - and - bring - your - own - container variety. This one ad cost him 50c and about two weeks later his wife phoned in to say that the seven acres of British Sovereign Strawberries had been sold, with people coming from 100 miles away to pick them.

Another example is the student who was a little short of cash, but wanted to go to Nova Scotia. He

wanted a ride the next day, and for one ad on RMP he got it.

Others who have been accommodated include people looking for apartments, people who have lost or found something of value. Other things that have been sold include birds, cut flowers, fruit, fur coats and many others.

Another CJIB public service program is *Employment Bulletin*, which follows the 8.10 newscast on Monday mornings. It gives briefly job opportunities that are available, such as carpenters, farm help, saw mill

workers and laborers, and, in the case of female workers, waitresses, stenos, domestics and sales clerks. This service covers the area from Vernon to Salmon Arm to Revelstoke to Field and the northern part of the Okanagan Valley.

**AND THE SAME TO YOU**

Which brings up the point that it's Christmas. Oh, I mentioned that, didn't I? Have yourselves a good time, and if you can spare a minute, buzz me if you hear anything, won't you?

**CJFB-TV**  
SWIFT CURRENT

Now on the Air . . .

Canada's first Automatic  
Television Station!

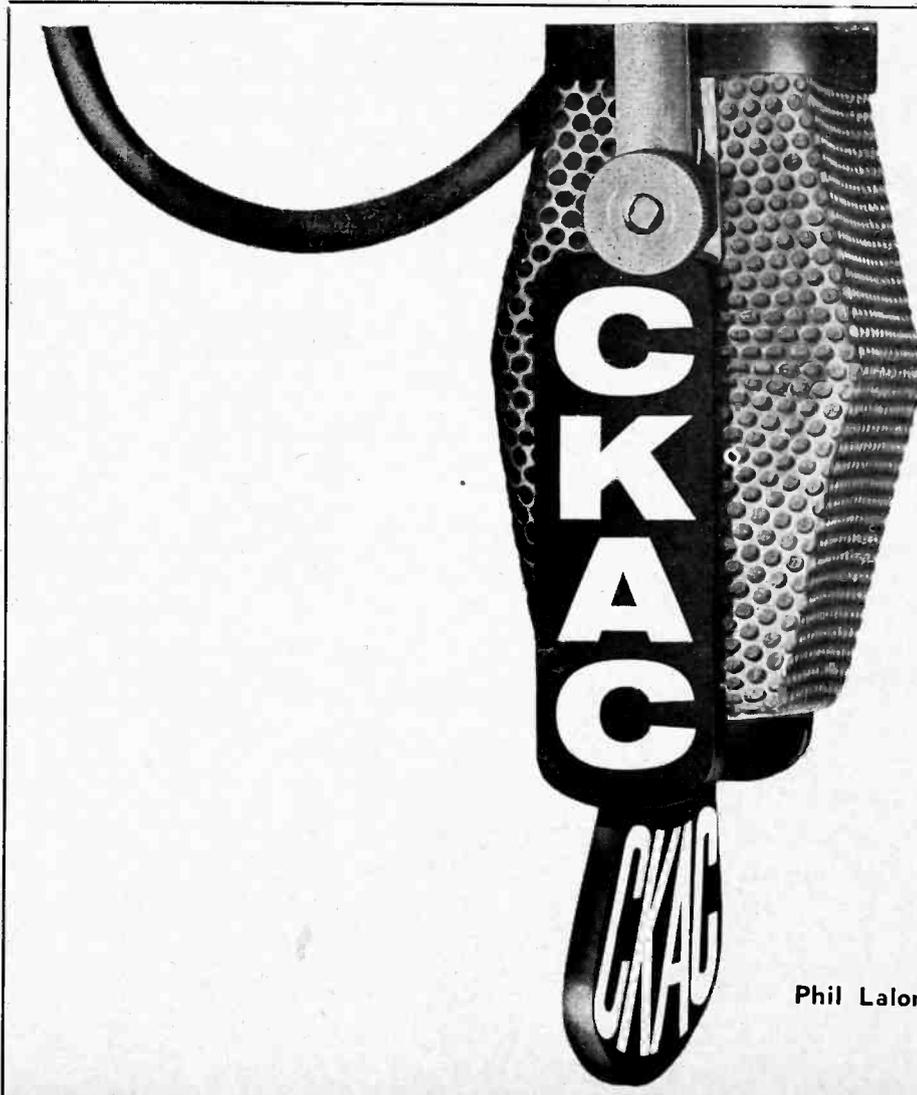
For facts call

*Television Representatives Ltd.*

TORONTO - MONTREAL - WINNIPEG - VANCOUVER

Season's  
Greetings

**FROM**  
**CANADA'S**  
**FIRST**  
**HI-FI**  
**STATION**  
**CFJB**  
**BRAMPTON**  
**ONTARIO**



**HAVE A  
RELAXED  
CHRISTMAS!**

We wish you a Christmas of quiet and contentment . . . a Christmas of pleasant tidings, of minds at ease, of comfort and warmth and goodwill. Us? We're bound to have a busy bustling, booming Christmas as we get set to burst forth with 50,000 watts early in the new year.

*A Merry Christmas — have a spot  
of relaxation for us!*

Phil Lalonde  
George Bourassa  
and the gang at CKAC, Montreal

# SIGHT & SOUND

News From Advertising Avenue About Radio and Television Accounts, Stations and People



Compiled by  
Ian Grant

## Television

**A**NSCO OF CANADA Ltd., through W. A. McCracken Ltd., will be starting a television flash campaign sometime in January. French and Maritime markets will be excluded.

**S**TARTING SATURDAY, January 4, Zorro will be brought to the full English network and all its supplementary stations by Seven-Up. The contract runs for 52 weeks and the agency is Vickers & Benson Ltd.

## Radio

**T**HE T. MILBURN Co. Ltd., through Ronalds Advertising Ltd., started a radio campaign November 25 to run until December 13 on a total of ten stations. The product is Dr. Fowler's Extract of Wild Strawberry.

## People

**A**N ADDITION TO the sales staff of Radio and Television Sales Inc. is Keith Kearney.

Keith served as a gunner in the Royal Canadian Artillery during World War II, then as a salesman for various publications in Toronto before returning to Ottawa in 1952. He took over local sales of CKOY and was commercial manager of that station when he left to join Radio and TV Sales.

**M**ARY CARDON, co-winner in June this year of the first-ever Woman of the Year award by the Federation of Canadian Advertising and Sales Clubs, will rejoin J. Walter Thompson Company Ltd., January 2 as director of media and research for the Montreal office.

Miss Cardon left J. W. T. in April 1955 after 25 years with the company.

**T**HE APPOINTMENT of Dick Thibodeau as National Sales and

Promotion Manager of CHRC Radio, Quebec City has been announced by Henri Lepage, general manager.

Prior to joining CHRC, Dick was research manager and French language assistant with the Broadcast Advertising Bureau, Toronto, a division of the CARTB.

Before joining BAB he was national advertising manager for LE NOUVELLISTE, the daily paper in Three Rivers, Quebec.

**T**HE VICE-PRESIDENT and general manager of Leo Burnett Company of Canada Ltd., John Miles, has left to become an account executive on the Ford account at J. Walter Thompson Co. Ltd. So far there has been no successor named at Burnett.

**J**ACK BRICKENDEN has been appointed supervisor of publicity for the CBC's Ontario and English networks. He was a Winnipeg newspaperman before joining the CBC in 1949.

**R**ADIO STATION representatives, Stephens & Towndrow Ltd., recently announced the appointment of J. Bart Gibb to their Toronto office.

Bart Gibb brings with him a good knowledge of radio and advertising. He was an account executive with Harold F. Stanfield Ltd., Montreal and spent six years in radio in the West.

## Stations

**T**ELEVISION viewers in Western Ontario are now able to look at another American TV station.

The station is WICU-TV, Erie on Channel 12, which recently boosted its power from 30,000 to 312,000 watts. This increase is expected to make it perfectly visible to viewers in London, Kitchener, Hamilton and St. Catharines and their surrounding

areas.

WICU is primarily an NBC station and will give viewers an opportunity to see programs that have been denied them since NBC went into the ultra-high frequencies in Buffalo on Channel 17.

## Syndicated Shows

**A** NEW TELEVISION show currently running on the ABC network is now available in Canada. The series, *All Star Golf*, contains 26 episodes, each one hour long.

The program carries the play-by-play coverage of recent 18-hole tournaments, and features such top golfers as Cary Middlecoff, Sam Snead, Julius Boros, Ed Furgol, Dutch Harrison and Lloyd Mangrum.

CBUT, Vancouver has bought the show which is distributed in Canada by Caldwell Television Film Sales.

**T**HE TORONTO office of G. N. Mackenzie reports the sale of half-hour shows to the following stations.

CKTB, St. Catharines, 5; CFBP, Grande Prairie, 2; CKDH, Amherst, 5; CJGX, Yorkton, 8; CKCQ, Quesnel, 3. These shows include *Adventure Into Fear*, *Crime Files of Flamond*, *Life Begins at 80*, *Peril, Letter of Destiny*, *Let George Do It*, *It's A Crime Mr. Cillins* and *Thirty Minutes To Go*.

Also CJCB, Sydney bought 260 episodes of *Eb & Zeb*, and CJVI bought 130 half-hours of *Radio Novels*.

## Agencies

**T**HE TORONTO office of Benton & Bowles Inc., previously located at 1407 Yonge St., has moved to 10 Mary St., Toronto. The telephone number remains the same, WA. 4-9328.



A

## Three Channel Greeting

HEALTH  
HAPPINESS  
PROSPERITY

from

THE GIANT CHANNEL 6 FAMILY

CFCL-TV, Channel 6, TIMMINS

Channel 3  
in Kapuskasing

Channel 2  
in Kirkland Lake

## CFCL-TV

SEE . . . Paul Mulvihill & Co. Ltd. — Toronto, Montreal  
John N. Hunt — Vancouver  
Joseph H. McGillvra — U.S.A.

P.S. And the same thing goes double for CFCL-Radio

## Merry Christmas

from

THE MANAGEMENT AND STAFF

of

## CHFI-FM Ltd.

to their many friends in the agency field who have helped to get Canada's only exclusive HI-FI FM Station on the rails.

*Performing Fees*

**CAPAC WILL SEEK FEE HIKE**

HIGHER FEES for radio, television and certain other performance of works in the repertoires of two performing rights societies have been proposed for 1958.

The proposed fees have been filed with the State Secretary's Copyright Office by the Composers, Authors and Publishers Association of Canada Ltd. and BMI Canada Ltd. Objections must be filed by December 9, when the Copyright Appeal Board takes the proposed tariffs under consideration.

CAPAC proposes to increase its fee for private radio broadcasting to two per cent of the station's gross revenue for the second month preceding that in which a performing licence is issued. This is an increase of one-quarter of one per cent over the 1957 fee which was one- and-three-quarters per cent.

(Since the new plan does not allow for certain existing deductions from gross revenue, such as advertising agencies and sales reps' commissions, CARTB estimates that, in effect, the increase, as sought, would amount to about 24 per cent.)

By this method of calculation, the station's fee for January, 1958, would be based on the gross revenue for November, 1957.

For a general licence covering any number of performances on both radio and television, CAPAC seeks a fee from the CBC of 1.8 cents per capita of Canada's population as last

reported by DBS. This year the fee was 1.6 cents.

CAPAC seeks a fee of two per cent of gross revenue from private television stations with which the Society reached a private agreement covering 1957 fees.

BMI proposes a blanket fee of \$100,000 - - as opposed to \$98,000 last year - - for use of its works by private radio stations. No increase is proposed in its \$30,000 fee for television broadcast of its works by private TV stations.

In the fee for ballrooms, dance halls, roller and ice-skating rinks, CAPAC again sought an increase to eight-tenths of one per cent of admission receipts. The Copyright Board last year rejected a bid for an increase to the figure and set the fee at seven-tenths of one per cent.

**Labor Dispute Is Settled**

THE DISPUTE between the Cape Breton Broadcasters Ltd., Sydney, N.S. and the International Alliance of Theatrical Stage Employees and Moving Picture Operators has been settled.

The Labor Department has announced that the disputants have agreed to a two-year contract, effective September 1, 1957, which provides a 10 per cent wage increase in the first year and an additional 5 per cent increase in the second year. The dispute involved fifteen employees.

**NARTB Reverts To NAB**

BY AN OVERWHELMING majority, members of the US National Association of Radio and Television Broadcasters have agreed to revert to their old name, National Association of Broadcasters. This change will take effect January 1.

The association was organized in 1922 as the NAB and maintained that name until 1951 when they merged with the TV broadcasters. The name was then changed to the NARTB.

Membership of the NARTB currently stands at 1,727 radio stations, 319 TV stations, the four US national networks and three American national TV networks. In addition there are 117 associate members from allied fields.

**"My Stars  
Merry Xmas All"**



Ernie Courtney  
and  
"Uncle Ned"

**V**oicing  
**O**ur  
**C**heery  
**M**essage

TO FRIENDS  
FAR AND NEAR

**MERRY  
XMAS**  
and  
**HAPPY  
NEW  
YEAR**

from

**VOCM**

Radio Nfld. - ST. JOHN'S  
Represented By  
Radio & Telev. Sales - Canada  
Can. Station Reps - U.S.A.

To One and All . . .

**Merry Christmas!**

*Radio Representatives Limited*  
KEY RADIO STATIONS — COAST TO COAST



MONTREAL      WINNIPEG  
VANCOUVER  
HEAD OFFICE:  
76 ST. CLAIR AVENUE WEST  
TORONTO

## *Creative Advertising*

# WIDE INTERESTS, DEEP KNOWLEDGE PROMOTE BEST IDEAS

by HUGH McCONKEY and MARIE MARTIN

WE HAVE NO hesitation in stating quite dogmatically that ideas come to the prepared mind. First to the mind generally prepared to be receptive and alert to all sorts of ideas -- even those miles away from any advertising or promotional problem. You must be interested in astronomy, the stock market, the archeology of the middle east, the way a blonde lights her cigarette. Get used to talking about things in general. You might consider all this a sort of mental exercise to stimulate creativeness. In corroboration is the fact that most genuinely creative people are interested in all sorts of things -- Bacon, Leonardo, Edison, Einstein, all of them showed keen interest in many lines of thought.

The next type of preparation is

that for the specific problem at hand. (But don't kid yourself that step one is a seven day project. If your first nineteen years haven't shown an inclination to follow step one, stop fooling yourself and get into the sales department.) Learn all you can about the subject, explore every alley possible. Read, look at, taste, use, hear, weigh -- saturate yourself in every way possible with your subject. Frankly, this is often rather boring. It sometimes seems a waste of time because you use so few of the facts you so laboriously cull. But of course if you dig up and use the right facts you've hit the jackpot. Most of the deceptively simple great ideas are laboriously dredged up in this way.

Along about now, you're ready

for the meeting -- the agency or departmental plans board meeting that is designed to solve all! Ha! But as any seasoned creative person knows, what a meeting of this kind can do -- and sometimes actually does -- is bring the problem and the subject into focus. (All of these meetings are fine, but somebody's got to write the commercial.) Ideas can only be dead on when they relate, not just to the product or service in question, but also to the specific environment of the subject. We're sure that this is why the "idea" of a brand image has swept the advertising world like wild fire. Honest, it's not just a new gimmick phrase, but a clarification of the problem at hand in regard to its background of the moment.

So here we are at the plans board meeting with everyone throwing in his own two cents worth, and occasionally striking a spark in the creative man's conscious mind. This is no time to decide anything except the basics of the problem in all its aspects. The creative person should try to prevent any hard and fast restrictions being laid down here.

Like it or not (and most of us do) we're in a tough business. Name one other where you get so close to a client, however vicariously. You learn to like and respect them, their products, their problems, their people. And probably in no other business can you be eliminated so cleanly and with so little fuss or sentiment. One day you're wondering how you can help to increase sales with radio spots in Blind River, the next morning the mail brings a "Sorry to have to tell you this, but ..." letter.

### LOOKING FOR IDEAS

On the other hand, there's no other business that offers quite the same challenge, the research, the distilling of ideas, visualizing the presentation, working diligently and competently (brilliantly if you've got the stuff!) over copy, smarting under criticism, glowing over a sudden pat on the head. These things are all part of the total satisfaction of the job. At the same time . . . remember that it is a tough business, ideas are dearly won, and well worth fighting for. Therefore we repeat: The real creative person will prevent any hard and fast restrictions being laid down at a meeting. He'll know that his real job comes just later when he is back at his desk. He may appear to be indolently chewing a pencil for an hour or so, but leave him be. This is actually when he is working hardest because he is THINKING. Anybody will tell you this is not easy. And only a very lucky copywriter will come up with the answer at this stage. He will probably be bored, unhappy, feel depressed, not have a really usable idea in his head. Worst of all, he knows it.

Next step -- and note that all of



# CKCO-TV KITCHENER

**MERRY CHRISTMAS**

and a

**PROSPEROUS  
NEW YEAR**



Thank you for a  
successful 1957!

CALDWELL  EQUIPMENT  
COMPANY LIMITED

these steps should be well separated by thinking and working on other problems -- next step in that specific assignment is the random "looking for ideas." This also gives the impression that the lazy creative temperamental genius is wasting his time leafing through magazines, newspapers or just walking around with a blank look. In simple truth, whether he actually knows it or not, he is bringing his subconscious into play through his association of ideas. As he leafs idly through his books he is associating in his mind, in a random, foolish sort of way, his problem with all of the things he sees.

For instance, how could the thought behind the mattress ad be used to promote banking services over the radio? And so he goes on and on -- not idly at all, but cerebrating like mad. He makes idle notes. He makes profound, penetrating notes. He roughly sketches some ideas, even crazy ones. Sometimes a glimmer comes in at the corner of his mind. (Marie has just pointed out that I/we must occasionally say her mind. Sorry.) The glimmer disappears fast. But he makes a doodle of whatever sparked it. It might just come back to him later. He goes on and on. He gets bored, discouraged.

Now it's time to talk, because experience has taught him that ideas don't just pop up out of a vacuum. At the same time, he's far enough past his cub days to know that you can't skip any of the earlier stages. If you haven't completed them, don't talk until you have, when your mind needs stimulation.

So once again he appears to be wasting his time. He grabs whoever he can. Only criterion: the victim of his talking bout must have a fairly alert mind, because he is being used as a sort of sounding board. Lots of ideas *seem* all right till you try to describe them to a cynic! Then even their loving father will admit they're misbegotten. Alternatively, a crazy, off-beat notion might be rescued from the wastepaper basket because the alert listener can visualize it more clearly than its begetter. This sort of thing happens in the best of agencies -- often because the creator can't see the forest for the trees, or VICE VERSA. He often returns to his desk (now, for a switch, managing to look very busy while actually doing nothing) while the idea has begun to take shape over what seemed like a time-wasting bull-session, full of laughter and extraneous conversation in the un-

businesslike haze of cigarette smoke and coffee fumes.

**OVER TO THE SUBCONSCIOUS**

If our poor desparate creative genius has not jelled his idea yet (which is possible even in the best circles) he now must relax and let his subconscious take over. He may think idly about the PROBLEM a few minutes in bed at night. He may use free association as he leafs through his favorite book at home; he may really THINK for short sessions at his desk while working on other projects (the mind has many compartments, fortunately!). But, he must not worry, fret or force his mind at this stage. He has done all he can do consciously. He works on these other problems, doesn't think about this tough one beyond the point of boredom and ... EUREKA -- the idea jells. It can happen in a dream, at a movie or at his desk. But it doesn't really matter: there it is, clearly visualized, thought out so that the copy just about writes itself.

That's it. That's how ideas are come by. GOOD IDEAS. They can

be born full fledged, at almost every or any point along the road we have described. They quite often come sooner and easier to the old hand who has come through the whole depressing routine so often before. Probably because he or she is more relaxed, their sub-conscious better geared, they are not so likely to fall prey to the horrible, time wasting thought that nothing will come this time.

The truth is -- based on personal suffering and observation of others suffering in the throes of creation -- the idea always does come in the end IF the mind is well prepared and IF there is a creative flair there in the first place. (See how cleverly we are winding our way back to the premise at the beginning. Why not re-read it.)

**CRIBBING IS NOT CHEATING**

And mind you, it is a worth while process. Great ideas, like the wonderful Marlboro commercials brought to life through the voice of Julie London, the Jell-o series, Mr. Friendly, Piels Bros. on TV, are not easily come by ... but the rewards

are equally great, and the time used turned out to be cheaply spent indeed.

Now we've talked about looking for ideas, picking up ideas from other sources. This sounds like cribbing, and it is in a way. But it most definitely isn't cheating. Nobody, but nobody, not even a genius can come up with a brand new, unused, previously unborn great idea more than a very few times in a lifetime. Just about *everybody* is capable of lifting an idea whole -- so to speak -- and re-using it with a different tag line. But it does take creativeness to take an old, tired, seemingly used up, battered and discarded idea and give it a new twist and a new lift. Try doing it yourself some time and you'll realize it's not exactly easy. But it is what most copywriter's get paid for. The best copywriters have trained their "ids" to do it for them. But that "id" takes a lot of prodding.

And, if by some lucky chance you have, or know, one of those rare ones who can come up with the really new, and great, rejoice and follow him, man, follow him!

*Season's Greetings*

*It's been a busy year*

**RADIO** **CKBI** **TV**

900 Kc. PRINCE ALBERT Channel 5  
10,000 Watts Saskatchewan 100,000 Watts

Representatives: All-Canada Radio — Weed & Co. in USA

**A BONNE SANTÉ!**

A toast from  
Quebec's third  
largest market

in the RICH  
**ST. MAURICE VALLEY**  
where Most people  
listen to

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

Represented by  
**Radio & Telescreen  
Sales Inc.**  
Montreal Toronto

*Adman's Christmas Phantasy*

# SANTA LOST HIS BEARD AND HIS REINDEER! HO! HO! HO!

by JOE YOUNG

IT ALL BEGAN about six weeks ago. I was sitting at my desk fully relaxed and indulging in my favorite pastime - - reading the "Help Wanted" ads in an American trade magazine. I was debating with myself whether to take the \$18,000 copy writing job on the left side of the page or the \$30,000 creative director's position in the box ad on the right. Then the phone rang.

I let it ring again. You see, it has long been a policy of mine never to answer a phone on the first ring. I don't want anybody to get the impression I've got nothing else to do. I lifted the receiver and hesitated about seven or eight seconds before I spoke. This is another one of my policies which many callers find extremely aggravating and that is its precise purpose. I figure I'll aggravate them before they get a chance to aggravate me.

"Joe Young speaking" I said, when I was good and ready. On the other end was my boss.

"Sorry to get you up, Young," he said tersely. "Could you come to my office, I have an urgent matter to discuss with you?"

Before I could answer, he hung up in my ear. I was furious because if there's one thing I can't stand it's bad manners on the telephone.

About two seconds later I sauntered into the big boy's office winded but with an air of confidence.

"How's the wife and kids," I asked. Not that I cared but to show him that I don't get panicky before getting down to business when urgent matters come up and am willing to exchange pleasantries.

"I've told you before that I'm not married," he grunted. For some reason when I'm called into his office that fact always slips my mind. The boss then gave me the pitch.

"Young," he said, "Santa Claus is in trouble. His popularity has dropped for some reason or another and if something isn't done quickly there's every indication that Santa

will be completely out of business in a year or so. So, Young, find out what's wrong. Take a survey, - - a depth survey. Have a chit chat with yourself, spin your compass, find out which way north is and go up and see this Claus guy. Straighten things out."

"I'll get right on it, boss," I said, "and it is indeed gratifying to know that you have so much confidence in my ability to send me on such an important assignment."

"The fact is, Young, you're the

some extra office space around here."

As we shook hands I said, "I won't let you down, sir. Thank you again, and give my best regards to your wife and kids."

As I turned and left his office I heard him muttering something about not being married. I felt sorry for him because it was obvious the strain of his job was getting him down. It's not everybody who can take things in their stride like me.

It was time for action. I raced back

first item on the agenda was to find out why Santa Claus had dropped in popularity.

The next day I made a survey of about 200 children in the four to eight year old class. The question I asked them was, "Do you believe in Santa Claus?" I don't want to go into statistics but the results of this survey were indeed discouraging. It was with a heavy heart that I headed for the nearest bar. After my eighth drink I got overly generous and bought one for every one in the bar but it was worth it. Immediately afterwards I asked my question. "Do you believe in Santa Claus?" and the response was one hundred per cent in the affirmative. In all fairness I must report that this dropped to five per cent when I refused to buy another round of drinks.

My second day of surveying was even more discouraging than the first. I talked to children in the 9 to 14 year old bracket. Their answers were vulgar, vicious and in many cases threatening. However, separating the wheat from the chaff, it became glaringly clear why Santa's popularity was on the wane. I must visit him at once and straighten things out.

After waiting several days for permission from Washington to fly over northern Canada to the North Pole I was on my way. Apparently my security status was in doubt because I insisted on wearing red flannels, hence the delay.



I found old Santa in his workshop looking very dejected. When he saw me, he roared: Ho, Ho Ho! You're the advertising agency man they sent up to help me, eh? Ho, Ho, Ho!" Santa was putting up a brave front but I could tell he wasn't putting his all into his Ho, Ho, Ho's.

"How are things going, Santa?" I asked.

"There's no use beating about the Christmas tree, son. Things ain't good and to make matters worse, I can't blame the Liberals this year," he said.

"Just how bad are things, Santa?"

"Ho, Ho, Ho! If I don't get more letters from kids telling me what they want for Christmas, son, business will be so bad I'll have to lay off a couple of reindeer," Santa confessed.

The moment had now come for me to break the news gently to poor old Santa. "Santa," I said, "I know why you're losing your popularity. You haven't gone along with the times. You're old-fashioned."

"Ho, Ho, Ho! Me? Old-fashioned? Why if I was any other way I wouldn't be Santa Claus. But if you've got any ideas, son, lemme have them."

"Well, Santa, first of all get rid of those six mangy reindeer," I said.

"Ho, Ho, Ho! The hell you say," Santa roared. This violent outburst unnerved me for a moment and I looked around to see if any children were present. He continued, "Who do you want me to get to pull my sleigh? Marilyn Monroe, Jayne Mansfield and Jane Russell?"



only one around here who believes in Santa Claus so I don't have much choice," he replied.

"Thank you, sir," I said with as much modesty as I could muster.

"Good luck, Young," the boss said as he extended his hand. "Take all the time you want. We can use

to my office, put my coat on, and with only a few seconds to spare caught up with the boys going for coffee break. I made it a short one and forty-five minutes later returned to my office. Sipping another cup of coffee I brought back with me, I mapped out my campaign. The

## MERRY CHRISTMAS—HAPPY NEW YEAR

Greetings of this type are going out to thousands of CFNB listeners from advertisers of all types and all sizes. They carry a most personal and friendly greeting into thousands of homes where CFNB voices are welcomed and respected every day of the year. Whether "good will" or "good sell", you can't overlook CFNB's "Provincial Coverage".



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

"Say, that's a great idea, Santa," I said feeling a little envious that I hadn't thought of it myself. "What a stunt! Think you can get them, Santa?"

"Ho, Ho, Ho! The hell you say," Santa roared again, and his face got redder and redder.

After Santa calmed down I explained to him that in this modern day and age he should travel by helicopter. It would be faster and after all modern roofs weren't made for reindeer to pound on. As a matter of fact some of them aren't even made for rain to pound on.

After I convinced him of this I figured the smart thing to do was to strike while the iron was hot. It took a lot of doing but I also talked him into shaving off his beard because nobody wore beards anymore, except around the CBC. While I had him in the mood to listen to reason I also mentioned that his pot belly wasn't something to be proud of. Carrying all that lard around wasn't good for his health, and the sooner he went on a diet the better.

Well, I stayed up there with Santa

for about three weeks and got things pretty well straightened out. The helicopter was delivered and he learned how to operate it. He shaved every day, and stuck strictly to his diet.

It was with a great feeling of accomplishment I returned home.

"Come in, come in, Young," the boss greeted me. "How did you make out at the North Pole?"

I looked down at my finger nails, flicked my lapel and said, "Don't worry, boss I straightened everything out up there. By the way, how's the wife and kids?"

"I haven't got a wife," he hissed.

"Oh, got a divorce while I was away, eh?" I replied, "I don't blame you, boss. Between you and me I always thought she was a lemon."

"Look, Young," the boss screamed, "I haven't got a wife. I never had a wife. I don't want a wife."

It was obvious the boss was sour on marriage so I dropped the subject and talked about my trip. "I really streamlined things up there,

boss," I said. "Look at this picture."

He took the picture and scanned it with a puzzled look. "Who is this weak-chinned, skinny little old man, Young?" he asked.

"That's the new Santa Claus," I said proudly.

"Santa Claus?" the boss screamed as he staggered into his leather upholstered chair. "Oh, no, no! Did you have anything to do with this, Young?"

"You bet I did, boss," I bragged.

"And it wasn't easy talking him into getting rid of his reindeer and buying a helicopter, shaving off his beard and going on a strict diet, but I did it."

The next thing I knew I was outside the boss's office. The door was shut and I could hear heavy sobbing going on inside. I guess he's finally cracked up, the poor guy. The pressure in this business is too much for him. You know everybody isn't like me and can take everything in their stride.

I hope the boss gets better soon. I'm sure sorry I didn't get a chance to wish him a Merry Christmas.

# Christmas

and

# New Year

# Greetings

From

all

Of Us

At

**COLUMBIA  
RECORDS**



Warm  
Wishes  
for a  
Merry  
Christmas  
and a  
Happy  
New Year

to everyone  
from the

**SESAC TRANSCRIBED LIBRARY**

especially from

**Alice • Jim • Bud**

# POINTS OF SALE

**GOOD LOOKING** is the Christmas Gift these **PROGRESSIVE STATIONS** are giving their Viewers and Sponsors

- CKVR-TV** Channel 3
- CKGN-TV** North Bay
- CFCL-TV** Timmins

## PAUL MULVIHILL & Co. Ltd.

TORONTO  
77 York St.  
EM. 3-8814

MONTREAL  
1543 Crescent St.  
MURRAY MacIVOR  
PL. 1097



## CFCN Contest

### 10-YR-OLD COWGIRL HITS GREY CUP TRAIL

A MEMBER OF the CFCN, Calgary, *Junior Quarterback Club* and a cowgirl to boot, 10-year-old Linda Leask of Madden, Alberta, accompanied by her mother, visited Toronto last week to see the Grey Cup Game.

Linda was the winner of a draw for an expense-paid trip to the annual football classic.

Dressed in a new Western outfit, presented to her by CFCN and co-operating sponsors of the *Junior Quarterback Club* program, Linda and her mother flew to Toronto, where they saw the game and the parade. That evening they were guests of the Toronto Maple Leaf Hockey Club to see the Leafs play the Boston Bruins.

The draw, made in Calgary on November 11, was the climax to the activities of CFCN's *Junior Football Club*, which started early in July. CFCN, in co-operation with Canada Safeway Stores and Calgary Packers Ltd., supplied free seats to all games in Calgary this fall.

Admission to the games was free with the surrender of a Skylark Bread label or a Calgary Packers' Select Brand Margarine label. Also, one of these labels sent in to the Saturday morning *Junior Quarterback Club* program on CFCN entitled the senders to a membership and made them eligible for the draw.



LINDA LEASK, IN WESTERN OUTFIT, receives her prize-winning TCA tickets for her free trip to the Grey Cup game in Toronto. Handing over the tickets is Don Meek of Canada Safeway (left). Onlookers (l. to r.) are Henry Viney, CFCN sports director, Don Thomas, station special events director, Linda's mother and J. Easton of Calgary Packers.

Members of the CFCN staff were present at all the games to supervise the children and help direct the cheering.

Consolation prizes for the children not on the Toronto trip were miniature footballs autographed by several Calgary players.

# NOW Broadcasting at 5000 WATTS!!

RADIO REP'S IN TORONTO & MONTREAL

YOUNG CANADIAN LTD. in U.S.A.



TONY MESSNER IN WINNIPEG

JOHN HUNT IN VANCOUVER

## IN BRANDON THE AGRICULTURAL CAPITAL OF MANITOBA

### MORE POWER!

5000 WATTS

### MORE COVERAGE!

75,000 HOMES

### MORE LISTENERS!

300,000 IN WESTERN MANITOBA AND EASTERN SASKATCHEWAN

*Television*

**COLOR SCORES WHEN PROPERLY USED**

AFTER TWO YEARS pretesting experience on the use and impact of color TV commercials, the Horace Schwerin Research Corporation recently published their findings. While warning that the report represents no final and definitive judgment, Schwerin states that the outstanding fact disclosed was that "color, when it is properly used, enjoys a tremendous advantage over the same commercials in monochrome."

The Corporation's findings indicated that women are more influenced than men by color, and that holiday and other special promotions proved most effective.

The most successful commercials tested were those employing natural and recognizable rather than "showcase" settings. "Commercials which featured portable and clock radios, television sets and phonograph records, in abstract settings - - bright, solid colors providing a sort of chromatic limbo - - failed to do significantly better than the same commercials in black-and-white. Natural settings, on the other hand, whether interior or exterior, gained a large advantage from color presentation."

Off-beat, abstract use of color

appears to distract the viewer. When it adds to the visual impact of familiar scenes, it was found to be at its most effective.

In one instance use was made of a large number of scene-and-idea changes. From the audience viewpoint, the video was too "busy" and, even though color was applied, the result was a failure saleswise.

It was also found that color, while increasing commercial effectiveness, tends to decrease remembrance of sales points.

New commodity brands were shown to benefit from color more than products already familiar to the viewer.

"An effective color commercial" says Schwerin "is not made by waving a rainbow over a black-and-white rendition of the product. It seems almost self-evident that products with sensory appeal such as foods, beverages, apparel and fabrics stand to gain the most from color commercials . . . ."

"When color does open up in earnest, everyone in the food field will jump simultaneously. And in the face of extremely heavy competition, the advertiser who has not learned the potentialities and limitations of color will be lost in a kaleidoscopic shuffle."

**MP Battles 7 Yrs For Kootenay Radio**

FIVE-THOUSAND people in the district of Kootenay West, British Columbia are not getting radio coverage. This fact was revealed in the House of Commons last month by H. W. Herridge, MP for that constituency.

These people have not had the opportunity of listening to the CBC programs, except on very rare occasions during the daylight hours. During the evening hours they have to rely entirely upon US programs which are not very enjoyable, Herridge said.

Seven years ago studies were made and it was found that five relay stations would be needed to bring CBC programs to these people. Two of these were built, he said, one at Castlegar and the other at Kaslo. Herridge went on to say he had been informed that the others could not be built because of lack of funds and

the expense of developing television.

He appealed to the House to give consideration to the fact that radio services should be rendered to these people who are producing a lot of wealth in the isolated parts of this country.

Also speaking on a subject of a similar nature was Noel Barbes, Liberal member for Chapleau.

He explained that there are 125,000 people in the Eastern Abitibi region, 90% of them French-speaking, who are demanding television service in their language.

The new station at Rouyn will serve the Western half of Abitibi but not the Eastern area, he said, and suggested that the Government cut down on its international service to Europe and Latin America and use the money to build relay stations at Parent and Senneterre in Northern Quebec.

*For quality, quantity, and easiest terms,  
Telefilm stands at the top of the firms.  
With deepest sincerity, we wish you good cheer,  
A very Merry Christmas, and a Happy New Year.*

JERRY SOLWAY — DICK ROSENBERG

**TELEFILM OF CANADA**

130 CARLTON ST. TORONTO WA: 2-3163-4

**LOOKING FOR CHRISTMAS SALES?**

**SHOP EARLY**

(AVOID THE CROWDS)

**RIGHT NOW TELEVISION STATIONS ACROSS THE COUNTRY ARE OFFERING CHOICE AVAILABILITIES. BUT THEY'RE GOING FAST. SUPPLIES ARE LIMITED, SO DON'T DELAY**

**PLACE YOUR ORDER NOW**

**WITH**

**TELEVISION**

**CANADA'S NUMBER ONE SALESMAN**

*CARTB Member Stations*

CJON-TV,	St. John's	CFCL-TV,	Timmins
CFCY-TV,	Charlottetown	CFCJ-TV,	Port Arthur
CHSJ-TV,	Saint John	CJIC-TV,	Sault Ste. Marie
CKCW-TV,	Moncton	CKLW-TV,	Windsor
CKRS-TV,	Jonquiere	CKNX-TV,	Wingham
CFCM-TV,	Quebec City	CKX-TV,	Brandon
CKMI-TV,	Quebec City	CKCK-TV,	Regina
CKRN-TV,	Rouyn	CJFB-TV,	Swift Current
CKVR-TV,	Barrie	CFQC-TV,	Saskatoon
CKWS-TV,	Kingston	CHCT-TV,	Calgary
CHEX-TV,	Peterborough	CHCA-TV,	Red Deer
CKCO-TV,	Kitchener	CFRN-TV,	Edmonton
CHCH-TV,	Hamilton	CJLH-TV,	Lethbridge
CFPL-TV,	London	CHAT-TV,	Medicine Hat
CKGN-TV,	North Bay	CHEK-TV,	Victoria
		CHBC-TV,	Kelowna

**BROADCAST ADVERTISING BUREAU**

*TV Division*

Suite 414 - 200 St. Clair Ave. West - Toronto 7  
Phone WA. 2-3684

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

*Career Corner*

# WHY I AM GLAD I WENT TO RYERSON

"MY IMMEDIATE ambition is to make a film of the Radio-Television Arts Course at Ryerson and send it out to TV stations. You never know, they might use it," said 20-year-old Louis Gwartz, who has just embarked upon the final term of his three-year student stint.

He is in the senior class of the one hundred and ninety-nine young Ryerson students who are, at this moment, preparing themselves for careers in broadcasting.



LOU GWARTZ

Louis Gwartz, has few illusions about the worth of the training he is getting. You'll find people who severely criticize the attitude of technical college graduates when they move into their first career jobs. They think they know it all, the critics say.

"It seems to me that youngsters with that attitude have missed the point of their training," says Louis,

who has worked nights and weekends driving a truck to help pay for his three-year course.

"Ryerson has given me a broad general knowledge of broadcasting and an insight into every operation. I don't pretend I'm an expert in any of them but I do understand, in some degree, the whole picture. What I have to do when I finish at Ryerson is to put theory into practice . . . and go on learning.

"The course has also helped me decide in which specific field of broadcasting I would like to work," he said.

Gwartz hopes to move into television producing in time. When he started at Ryerson he wanted to be a radio announcer. But the wide field of subjects covered in the first two years of the course enabled him to make a choice according to the knowledge and preferences he acquired.

### BEST STEP TO INDUSTRY

This opportunity to make a choice of activity, Gwartz said, is one which a youngster going straight into the industry, untrained, has greater difficulty in finding. Usually, he is so busy concentrating on the job in hand that he has little time to explore other facets. The college student can do all this before he starts working for dollars.

In the first year he gets a theoretical grounding in radio, TV, films

and live theatre - - including basic stage performance techniques.

In the second year, some practical work is embarked upon. In the third, the student makes his selection between radio and television. He can start to specialize, an important factor in a world where specialization counts for so much.

Ryerson operates a closed-circuit TV system where students produce their own shows. It was thanks to this experience that Lou discovered his enthusiasm for producing.

"I see television as a living-room show. It is entertainment and it opens a wide variety of creative possibilities. It is a career for the future.

"And to think once I thought of being a truck driver."

### CCA Committee Named

A FOUR-MAN Policy Guidance Committee has been appointed to work with the Council of Canadian Advertising in its campaign to support and draw attention to the problems of education in Canada.

Committee members appointed are Dr. C. C. Goldring, Toronto's Director of Education; Dr. C. E. Phillips, Professor of Education and Supervisor of Graduate Studies, Ontario College of Education; G. G. Croskery, Conference Director, Canadian Conference on Education; G. A. Lawrence, Manager of the Public Relations Department of Imperial Oil Co. Ltd.

As reported in our last issue, the CCA aims to spend something in excess of \$1 million to broaden national interest in education.

### Announcer Wins Award

LAST MONTH Bob Lockhart, an announcer from VOCM, St. John's, received a certificate from the Canadian Humane Association in recognition of his daring recovery of a boy's body from a storm sewer.

Lockhart, who is 26, is the founder of the Newfoundland Diving Club. When he heard that four-year-old Rickey Byrne had fallen into a pool at Victoria Park, St. John's, last January, and had been swept into a storm sewer which runs under the streets, he volunteered to go and get the body.

He entered the underground tunnel in his rubber diving suit and breathing apparatus three times before he found the body. It was wedged between two timbers near a sheer drop which nearly claimed his life.

Lockhart said that if Don Marston, a frogman who was on the surface, had not taken up the slack rope tied around his waist he would have slipped over the edge. He and Marston brought the body to the surface.

The Canadian Humane Association selected him for an award for prompt action and presence of mind. The certificate was presented by the Lieutenant Governor, Sir Leonard Outerbridge.

### Christening Is Aired

SOMETHING NEW was added to religious broadcasting in the West when CJOR-Radio, Vancouver, aired a christening service for three babies as part of their regular Sunday evening broadcast from Vancouver's Christ Church Cathedral.

To the knowledge of church officials, this christening, broadcast on November 17, was the first one ever to be heard over the air.

Two Sundays later, on December 1, CJOR claimed another first when a Confirmation Service was aired during the regular Anglican service broadcast.

### Television Executive . . . Presently Employed

Has reached top, with present family owned station . . . 7 years Canadian radio . . . 3 years Television . . . Well versed in programming, Production, Performing, Film Buying, and Personnel . . . Age 29, married with one child . . . Desire position aggressive station, with room to progress . . . Present employer aware of this ad . . . Can provide top references . . . Write to

Box A349

Canadian Broadcaster & Telescreen  
54 Wellington St. West  
Toronto, Ontario

### FOR SALE

Used, #1 Cinesalesman continuous 16mm Sound Projectors. Built in screen or wall screen. Best offer.

Phone WALnut 2-2103

CALDWELL  
A-V EQUIPMENT  
CO. LTD.

447 Jarvis Street • Toronto

### WANTED

Two announcers for expanding Central Ontario Radio Station. Salary tops and Pension Plan. Send audition tape and full particulars to:

Box 347

Canadian Broadcaster  
& Telescreen  
54 Wellington Street West  
Toronto, Ontario

### TOP NOTCH TV-TIME SALESMAN AVAILABLE

Mature, experienced in all phases of TV Time Sales and Programming—Three years experience as on and off camera announcer. Will relocate if satisfactory salary offered. Reply To Box A348  
Canadian Broadcaster & Telescreen  
54 Wellington Street West  
Toronto, Ontario

### AVAILABLE — ALL-ROUND RADIO-T.V. MAN Canadian and U.S. exp.

Will relocate as  
ASSISTANT MANAGER or in PRODUCTION

Address enquiries to:

J. K. THOMAS & COMPANY

Placement Consultants & Psychological Services

46 AVENUE ROAD, TORONTO 5, ONT. — WALnut 3-9805

### Wanted by CHUM Toronto — Announcer

### Who WANTS to do All Nite Show

12.00 midnight to 6 a.m.

Call PHIL LADD — UNiversity 1-4441

### PRODUCER REQUIRED

by

### METROPOLITAN RADIO STATION

Must have extensive knowledge of pop music, past and present, plus programming experience. Excellent salary, bonus and pension plan and many other staff privileges. Send details to:

Box A350

Canadian Broadcaster - 54 Wellington St. W. - Toronto 1



**MUSICAL NOTE**

The word is out that Rock and Roll is shortly to be replaced with Wiggle and Push.

. . .

**PAN MAIL**

Sir: I have been reading your paper for years. Your arguments are sound - -all sound. CBC-Lover.

. . .

**SOCIAL REGISTER**

We have it from Ross MacRae that in Regina The 400 is actually 30.

. . .

**AUDREY STUFF**

Then there's the girl who was so dumb she thought her boy friend must have hoof and mouth disease because all he ever wanted to do was dance and eat.

. . .

**NOT-SO-DUMB DORA**

You should see the hat check girl who demanded two cents exchange on the twenty-five cent (US) tip I gave her.

. . .

**MEMO TO ME**

I think I'm doing all right this issue, don't you? The only thing is I just heard a bird say my column is strictly for the people.

. . .

**SICKER JOKE**

Quit yer lookin' at that there soap opera, Lily. I don't want you gettin' none of them subliminal ideas.

. . .

**CLOSING COMMERCIAL**

That this Christmas your plate may be piled high with rich viands and luscious confections, and your glass charged to overflowing with oceans of full-bodied liquors whose fragrance delights your palate, is the heart-felt wish of the manufacturers and distributors of Dr. Byles' Genuine Liver Rinse.

. . .

**HITCH-HIKER**

And that's just how I feel.

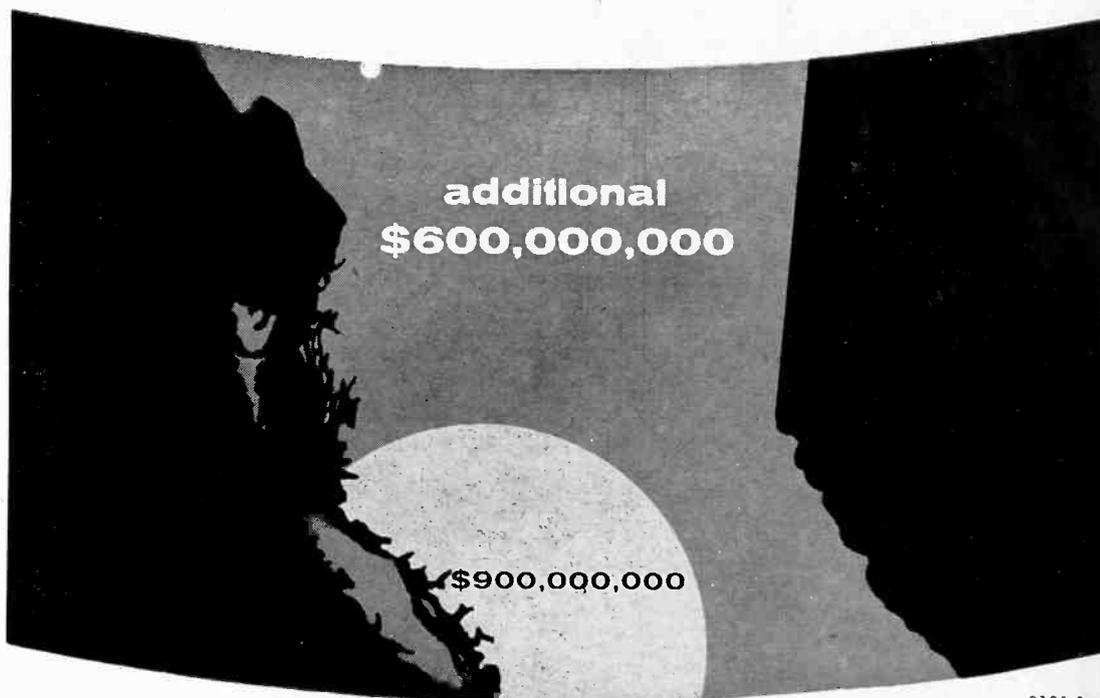
*with 50,000 watts*

# CKWX

*covers an additional*

# \$600,000,000

*market in annual sales*



8101-1

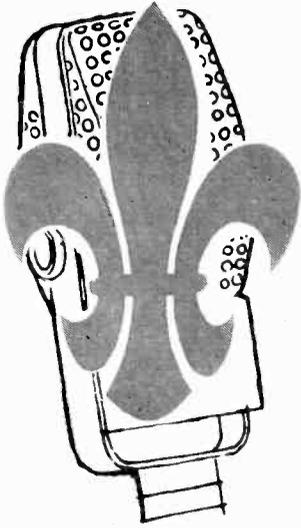
The only advertising medium that covers all British Columbia

Radio British Columbia

# CKWX

Vancouver

Reps: Canada — All-Canada Radio Facilities Ltd. Reps: United States — Weed and Company



# Get the Hardy Story to cover Quebec....



... Population 4,686,500



... Families 1,034,600



... Radio Homes 1,009,640



... Retail Sales 3¼ Billion dollars



... 96.9% of Householders own **RADIOS**

## You need these

# **HARDY** Radio Stations

- |                 |                    |                |                        |
|-----------------|--------------------|----------------|------------------------|
| CJSO, Sorel     | CHLT, Sherbrooke   | CKRN, Rouyn    | CKLD, Thetford Mines   |
| CKBL, Matane    | CHRC, Quebec City  | CKVD, Val D'Or | CKTS, Sherbrooke (E)   |
| CHRL, Roberval  | CKVM, Ville-Marie  | CHAD, Amos     | CKNB, Campbellton (E)  |
| CKRS, Jonquiere | CHNC, New Carlisle | CKLS, La Sarre | CKSM, Shawinigan Falls |

Jos. A. **HARDY** Co. Ltd.

**RADIO DIVISION**

TORONTO

MONTREAL



# 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 Peterborough  
 CFPL London  
 CFCO Chatham  
 CFPA Port Arthur

## Mid-Eastern Region (Supplementary)

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

## Prairie Region (Basic)

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

## Prairie Region (Supplementary)

- CHAT Medicine Hat  
 CKRD Red Deer
- Pacific Region (Basic)**  
 CHWK Chilliwack  
 CJOR Vancouver  
 CJVI Victoria

## Pacific Region (Supplementary)

- CJIB Vernon  
 CKOK Penticton

## CBC French Network

- (Basic)**  
 CBF Montreal  
 CBV Quebec  
 CBJ Chicoutimi  
 CBAF Moncton  
 CHNC New Carlisle
- (Supplementary)**  
 CKCH Hull  
 CHGB Ste. Anne de la Pocière  
 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.

# announcing



## AN EXPANSION OF THE *Elliott-Haynes* TELERATING SERVICE

National Teleratings covering French Programs in Quebec

Monthly Telerating Reports to include quarterly surveys in 35 markets in Canada

Write for a complete description and rates

*Elliott-Haynes Limited*

1500 St. Catherine St. W.  
 MONTREAL  
 WI. 1913

515 Broadview Avenue  
 TORONTO  
 HO. 3-1144

# STATION and PERSONNEL REGISTER (Radio)

## BRITISH COLUMBIA

**CKEK, CRANBROOK - KIMBERLEY:** 1,000 watts on 570 kcs. (1) East Kootenay Broadcasting Ltd. — (2 & 3) Robert A. Reagh — (4) Thomas Davidson — (5) Jimmy Fetherston — (6) Thomas Davidson — (9) Bob Inglis — (10) Frank Matovich — (11 & 14) Mrs. Mary Leadbetter — (15) Geraldine Reagh — (17) Robert A. Reagh — (22) John N. Hunt.

**CHWK, CHILLIWACK:** 1,000 watts on 1,270 kcs. Dom. Basic. (1) Fraser Valley Broadcasters Ltd. — (2) Jack Pilling — (5) Bill Teetzel — (6) Murdo MacLachlan — (9) Vance Hull — (19 to 22) All-Canada — (23) Weed & Co.

**CJDC, DAWSON CREEK:** 1,000 watts on 1,350 kcs. T-Can. Supp. (1) Radio Station CJDC Ltd. — (2) H. L. Michaud — (3 to 5) Mike La Vern — (7) LeRoy Tansem — (9 & 10) Chuck Mudrack — (11) Ethel Emes — (12) LeRoy Tansem — (13) Mike La Vern — (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) Radio Station CFJC — (2) Ronald White — (3) Ian G. Clark — (4) Fred Webber — (5) Walter Harwood — (6) Robert Hill — (9 & 10) William McGowan — (11) Irene Orton — (13) Walter Harwood — (14) Shirley Paige — (15) Irene Orton — (16)

Robert Hill — (17) Fred Webber — (18) Gordon Rye — (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) James H. Browne — (5) Jack D. Bews — (7) Arthur G. Hall — (9 & 10) Robert J. Hall — (12) Hugh Caley — (13) Ed Boyd — (14) Anne Penner — (15) Mrs. Freda Woodhouse — (16) Maureen Diederick — (17) Arthur Vipond — (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) Chuck Rudd — (7) Vic Fergie — (8) Reid McLeod — (9) Vic Fergie — (10) Stan Moncrieff — (11) Mrs. Shirley Ingleton — (12) Lyall Feltham — (13) Stan Moncrieff — (14) Bob Golob — (15) Mrs. Shirley Ingleton — (16) Jacqueline Ferrar — (17) Ross MacIntyre — (19 & 20) Stephens & Towndrow Ltd. — (21) Stovin-Byles Ltd. — (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 & 17) Alan R. Ramsden — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CKNW, NEW WESTMINSTER:** 5,000 watts on 1,320 kcs. (1) Radio NW Ltd. — (2) Frank A. Griffiths — (3) Bill Hughes — (4) Hal Davis — (5) Clay Hawkins — (6) Hal Davis — (8) Len Hopkins — (9 & 10) Jim 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) Maurice P. Finnerty — (4 & 5) Ralph Robinson — (7 & 8) Leland Faebish — (9) Mike Mangan — (10) Dave Roegele — (12) Bjorn A. Bjornson — (13) Dave Roegele — (14) Jack Wall — (15) Lou Hohenadel — (16) Beverly Bond — (17) George 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) Bill Leoppky — (9) Andy Marquis — (11) Mrs. Zel Richards — (14) Mrs. Mary

Hedley — (15) Mrs. Doris Gooch — (16) George Cowie — (17) Ross McIntyre — (19 & 20) Stephens & Towndrow Ltd. — (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, 7 & 8) Ron East — (9 & 10) Jack Carbutt — (11) Ron East — (12) Jack Carbutt — (13) Mike Thornthwaite — (14) Marcel Leveque — (15) Helen Smith — (16) Mike Thornthwaite — (17) Jack Carbutt — (18) Len Fraser — (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 Stovin-Byles Ltd.

**CKCQ, QUESNEL:** 1,000 watts on 570 kcs. (1) Cariboo Broadcasters Ltd. — (2) James H. Ritchie — (3) Dennis Reid — (7) Robert Leckie — (12) James H. Ritchie — (13) John Boates — (15) Beverly Broten — (16) Ron Anderson — (17) Fred Webber — (19 to 22) Radio Representatives Ltd. — (23) Donald Cooke Inc.

**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) Joe Kobluk — (6) Ken Hughes — (9 & 10) Bill McLoughlin — (14) Dave Townsend — (15) Mrs. Gil Dimock — (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.

**C-FUN, VANCOUVER:** 1,000 watts on 1,410 kcs. (1) Radio C-FUN Ltd. — (2) Robert R. Keay — (3) John L. Sayers — (5) Fin Anthony — (6) Jim Thom — (9) Hal Rodd — (10) Bob Pickell — (11) Mrs. Agnes Thom — (13) Al Macnab — (14) Eve Rickaby — (15) Aubrey Price — (16) Judy Welch — (17) Dave Rogers — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (23) Devney Inc.

**CJOR, VANCOUVER:** 5,000 watts on 600 kcs. Dom. Basic. (1) CJOR Ltd. — (2 & 3) George 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) Hector McKay — (16) Mrs. Marlyn Packham — (17) Art Chandler — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CKLG, NORTH VANCOUVER:** 1,000 watts on 1,070 kcs. (1) Lions Gate Broadcasting Ltd. — (2) E. A. Gibson — (3) John N. Hunt — (5) Jim Crawford — (6) Lyndon Grove — (7) Rudy Hartman — (8) Terry Clarke — (9) Patrick Burns — (10) Al Pollard — (13) Lyndon Grove — (14) Mrs. Margaret Davis — (15) Loretta Gaboriau — (16) Terry Clarke — (18) Ron Katzin — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Donald Cooke Inc.

**CKWX, VANCOUVER:** 50,000 watts on 1,130 kcs. (1) CKWX Radio Ltd. — (2) Arthur E. Holstead — (3) Frank H. Elphicke — (4) Sam G.

Ross — (5) Clare Copeland — (7) John Ansell (Research and Planning — M. MacDonald) — (8) Jim Morris — (9) Eric Sanderson — (10) Bill Stephenson — (11) Mrs. Nina Anthony — (12) Norman Griffin — (13) Phil Baldwin — (14) Jack Hughes — (15) Mrs. Pat Young — (16) Fred Bass — (17) Charles Smith — (18) Stan Davis — (19 to 22) All-Canada — (23) Weed & Co.

**CJIB, VERNON:** 1,000 watts on 940 kcs. Dom. Supp. (1) Interior Broadcasters Ltd. — (2) Charles H. Pitt — (3) Gil Seabrook — (4) Harry Gorman — (5) Ann Gaustin — (6) Jack Pollard — (9) Mrs. Mabel Johnson — (10) Don Warner — (14) Mrs. Martha Isobe — (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. Ltd. — (2) James Taylor — (3) William Guild — (5) Fred Usher — (6) Dick Batey — (7) Walter Cownden — (9) Gordon Williamson — (10) Lundy Sanderson — (13) Bill Allen — (14) Bob McGill — (15) Mrs. Kay Jefferies — (16) Al Smith — (17) Joe Sommers — (18) Cy Beard — (19 to 22) All-Canada — (23) Weed & Co.

**CKDA, VICTORIA:** 10,000 watts on 1,220 kcs. (1) Capital Broadcasting System Ltd. — (2) David M. Armstrong — (3) David G. Hill — (5) Allan Klenman (National Sales — David G. Hill) — (6) Tippy O'Neill — (7) Andy Stephen — (8) Tippy O'Neill — (9) Andy Stephen — (10) Keith McKenzie — (11) Mrs. Cy Roberts — (13) Bob Hallock — (14) Delores Pawliw — (15) Mrs. Cy Roberts — (16) Danny Christian — (17) Norman Bergquist — (18) Mike Doyel — (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) Don Hartford — (6) George A. Brown — (9) Don McDermid — (10) Eric Bishop — (11) Florence Thorpe — (12) John Church — (13) Ruth Scott — (14) Marg Antill — (15) Marg Walsh — (16) Jim Kunkel — (17) Earle C. Conner — (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 — (5) Gordon L. Carter — (6) Ned B. Corrigan — (8) Joan Sykes — (9) Wm. N. Love — (10) Henry Viney — (11) Alveria Larson — (12) Ross J. Henry — (13) Jas. A. Love — (14) Mrs. Jean Bown — (15) Frank B. Brand — (16) Joan Sykes — (17) Robert W. Lamb — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Young Canadian Ltd.; Harlan G. Oakes.

**CKXL, CALGARY:** 1,000 watts on 1,140 kcs. (1) CKXL Ltd. — (2 & 3) Al MacKenzie — (4) Peter Edwards — (5) Allan Barker — (6) Ross Craig — (7) Dick Tregillus — (9) Emmett Cronin — (10) Joe Carbury

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OLD FASHIONED  
MERRY  
CHRISTMAS  
and  
HAPPY  
NEW YEAR

**CHUB**

Nanaimo

**CJAV**

Port Alberni

Merry Scriptmas

to all

from

**WALTER A. DALES**

RADIOSCRIPTS

270 FORT STREET, WINNIPEG

(14) Mrs. Mary Gonville — (16) Mrs. Meda Pelletier—(17) Gordon Morrison—(19 to 22) Stovin-Byles Ltd. — (23) Forjoe & Co.

**CFCW, CAMROSE:** 250 watts on 1,230 kcs. (1) Camrose Broadcasting Co. Ltd. — (2) Hal Yerxa — (3) Gene Ross — (5) A. Y. Richardson — (6 & 7) Ross Arthur — (8) Mabel Sallee — (9) Joe Meyers — (10) Jim Brown — (11) Dianne Holt — (12) Gene Ross — (13) Lyndy Olson — (14) Adele Nisi — (15) Gordon Larson—(16) Mabel Sallee —(17 & 18) 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) Dick Rice — (3 & 5) Arnold J. Hopps — (6) George Duffield — (7) Tony Biamonte — (9) Wm. H. Hogle — (10) Al Shaver — (11) Eve Henderson — (13) Mrs. Corinne Noonan — (14) Mary Collins — (15) John Barron — (16) Mrs. Ann Ferguson—(17) Frank Makepeace — (18) Marcel Prefontaine — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd.—(23) Young Canadian Ltd.; Harlan G. Oakes.

**CHED, EDMONTON:** 10,000 watts daytime (1,000 watts nighttime) on 1,030 kcs. (1) CHED Ltd. — (3 & 5) Murray Dyck — (6) Jerry Forbes — (9) Don Rollans — (10) Bryan Hall — (13) Allan Slaughter — (14) Eleanor McDougall — (16) Dick Taylor — (17) Clint Nichol — (19 & 20) Stephens & Townsend Ltd. — (21) A. J. Messner & Co. —

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	

(22) John N. Hunt — (23) Forjoe & Co.

**CHFA, EDMONTON:** 5,000 watts on 680 kcs. French Net. Supp. (1) Radio-Edmonton Ltée. — (2) A. M. Dechene — (3 & 5) Bernardin Gagnon — (17) Jean Caron — (9) René Goblot — (10) Laurier Picard — (11) Mrs. Madeleine Mangione — (12) René Goblot—(16) Gabriel Paradis — (17) Charles Ferland — (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt — (23) J. H. McGillvra Inc.

**CJCA, EDMONTON:** 5,000 watts on 930 kcs. T-Can. Supp. (1) Edmonton Broadcasting Co. Ltd. — (2) Walter A. MacDonald — (3) Gerry Gaetz — (4) Rolfe Barnes — (5) Cameron Perry — (6 & 7) Dalt Elton — (8) Harry Boon — (9) Russ Shepard — (10) Ken Foss — (12) Don Clayton — (13) Mrs. Virginia Bell — (14) Martha King — (15) Peggy Miller — (16) Harry Boon — (17) Frank Hollingworth —(18) Merrel Dahlgren—(19 to 22) All-Canada — (23) Weed & Co.

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

**CFGP, GRANDE PRAIRIE:** 10,000 watts on 1,050 kcs. T-Can. Supp.

(1) Northern Broadcasting Corp. — (3) Arthur Balfour — (4) Jack Soars — (5) Gordon Percy — (7) Norman Hickey—(8) Gottfried Sprecher — (9) Mrs. Gertrude Charters — (10) Fran Tanner — (13) Miss B. Elder — (14) Miss D. Lowe — (15) Al Donahue — (16) Cecil Morton — (17) James deRoaldes — (18) Merle Zoerb — (19 to 22) All-Canada — (23) Weed & Co.

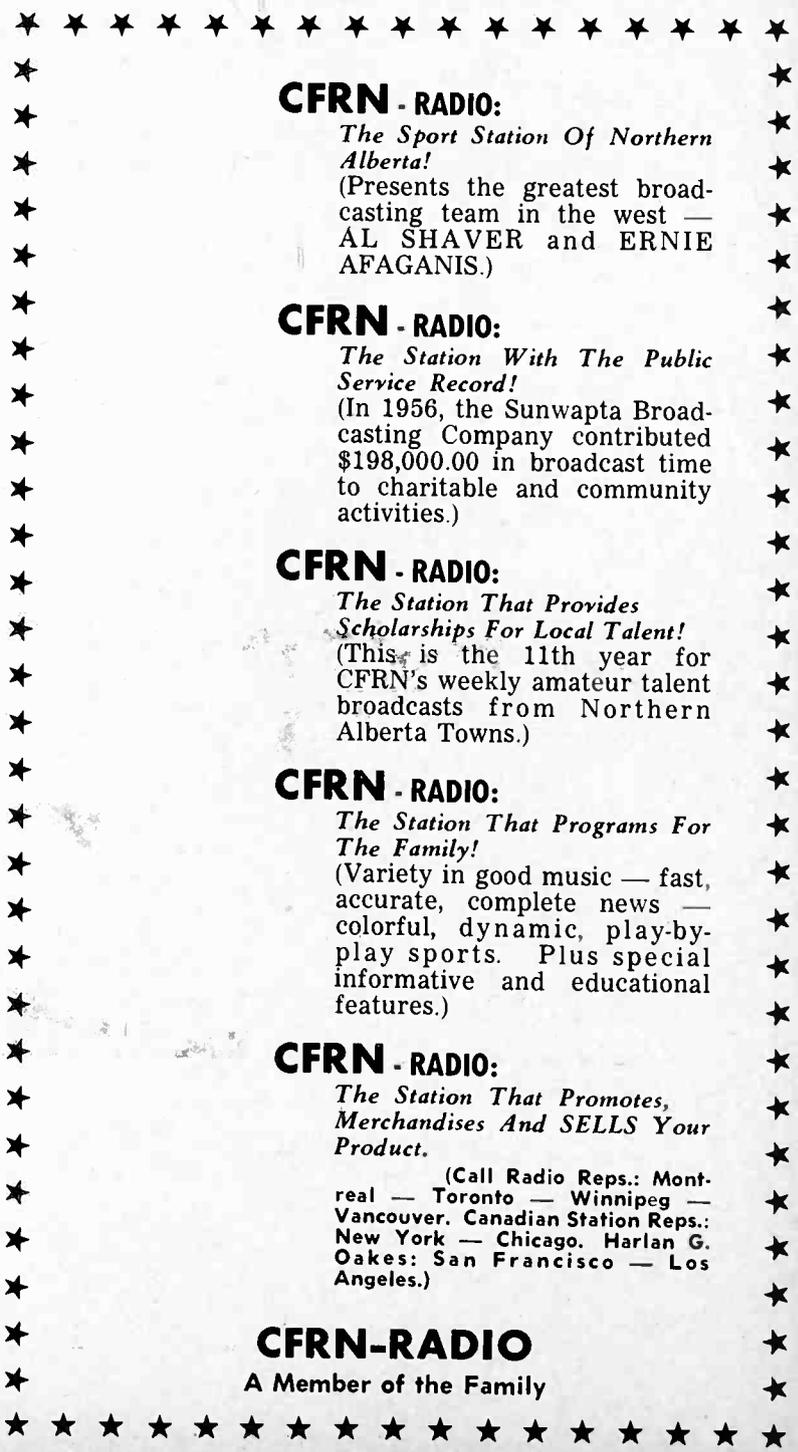
**CJOC, LETHBRIDGE:** 10,000 watts on 1,220 kcs. T-Can. Supp. (1) Lethbridge Broadcasting Ltd. — (2) H. R. Carson — (3) Norman Botterill — (4) Joe Budd — (5) Bert O'Grady — (6 & 7) Wally Stambuck — (9) Bill Skelton — (10) Al McCann—(11) Mrs. Daphne Manson — (12) Richard Barton — (13) Mrs. Mary Pieschuk — (14) Mrs. Barbara Martens — (15) Mrs. Joan Waterfield—(16) Don Carlson — (17) Douglas J. Card — (19 to 22) All-Canada — (23) Weed & Co.

**CKSA, LLOYDMINSTER:** 1,000 watts on 1,150 kcs. (1) Sask.-Alta. Broadcasters Ltd. — (2) A. F. Shortell — (3) T. A. Shandro — (4) Alice Patzer — (5) S. M. Lavold — (6, 7 & 8) Dan Taylor — (9 & 10) Don Ewart — (11) Libbie Young — (12) Tony Mayer — (13) William Dowson — (14) Gladys Noehring — (15) William Dowson — (16) Libbie Young — (17) H. H. Simmonds — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) John N. Hunt.

**CHAT, MEDICINE HAT:** 1,000 watts on 1,270 kcs. Dom. Supp. (1) Monarch Broadcasting Co. Ltd. — (2) J. H. Yuill — (3) R. J. Buss — (4 & 5) Orville Kope — (6) Ian Carson—(9) Mickey Lynch—(11) Slim Cook — (14) Barbara Burns — (15) Joan MacClaren — (17) Sid Gaffney — (18) Ted Cotton — (19 to 22) All-Canada — (23) Weed & Co.

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

**CKRD, RED DEER:** 1,000 watts on



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*The Sport Station Of Northern Alberta!*

(Presents the greatest broadcasting team in the west — AL SHAVER and ERNIE AFAGANIS.)

**CFRN - RADIO:**

*The Station With The Public Service Record!*

(In 1956, the Sunwapta Broadcasting Company contributed \$198,000.00 in broadcast time to charitable and community activities.)

**CFRN - RADIO:**

*The Station That Provides Scholarships For Local Talent!*

(This is the 11th year for CFRN's weekly amateur talent broadcasts from Northern Alberta Towns.)

**CFRN - RADIO:**

*The Station That Programs For The Family!*

(Variety in good music — fast, accurate, complete news — colorful, dynamic, play-by-play sports. Plus special informative and educational features.)

**CFRN - RADIO:**

*The Station That Promotes, Merchandises And SELLS Your Product.*

(Call Radio Reps.: Montreal — Toronto — Winnipeg — Vancouver. Canadian Station Reps.: New York — Chicago. Harlan G. Oakes: San Francisco — Los Angeles.)

**CFRN-RADIO**

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*Tom Ballantyne*  
*Jeff Tarkenton* *Jan Grant*  
*Bob Miller*



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



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**THE RADIO HUB OF SASKATCHEWAN**



850 kcs. Dom. Supp. (1) Central Alberta Broadcasting Co. Ltd. — (2 & 3) Gordon S. Henry — (5) Bill Scott — (6) Ron Henry — (9) Jim Younie — (10) Russ Peake — (11) Julie Brown — (13) Jim Younie — (14) Mrs. Freda Mannix — (15) Julie Brown — (16) Mrs. Freda Mannix — (17) Bob Sears — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) Radio Representatives Ltd. — (23) Young Canadian Ltd.

### SASKATCHEWAN

**CFGR, GRAVELBOURG:** 250 watts on 1,230 kcs. French Supp. (1) Radio-Gravelbourg Ltée. — (2) Dr. Rosario Morin, M.D. — (3) Dumont Lepage — (5) Joseph E. DeGagne — (6) Guy Pariseau — (7) Dumont Lepage — (8) Reme Berube — (9) Leon Kendergi — (10) Guy Pariseau — (11) Jeanne Bauregard — (12) Guy Pariseau — (13) Dumont Lepage — (14 & 15) Jeanne Bauregard — (16) Denise Huel — (17) Marc Riou — (18) Arthur Bouffard — (19 & 20) Interprovincial Broadcast Sales — (23) John N. Hunt.

**CFRG, GRAVELBOURG:** 5,000 watts on 710 kcs. French Supp. (1) Radio-Gravelbourg Ltée. — (2) Dr. Rosario Morin, M.D. — (3) Dumont Lepage — (5) Joseph E. DeGagne — (6) Guy Pariseau — (7) Dumont Lepage — (8) Rene Berube — (9) Leon Kendergi — (10) Guy Pariseau — (11) Jeanne Bauregard — (12) Guy Pariseau — (13) Dumont Lepage — (14 & 15) Jeanne Bauregard — (16) Denise Huel — (17) Marc Riou — (18) Arthur Bouffard — (19 & 20) Interprovincial Broadcast Sales — (22) John H. Hunt.

**CHAB, MOOSE JAW:** 5,000 watts on 800 kcs. Dom. Basic. (1) Radio Station CHAB Ltd. — (2 & 3) J. Sid Boyling — (4 & 5) Nev Skingle — (6) Lillian Bechthold — (7) Jay Leddy — (9) John McManus — (10) Ken Newans — (12) George Price — (13) Nev Skingle — (14) Darlene Steenson — (15) Dorothy Vickery — (16) Lillian Bechthold — (17) Merv Pickford — (18) Stan Burton — (19) Stephens & Towndrow Ltd. — (20) Radio Time Sales — (21 & 22) Stovin-Byles Ltd. — (23) Weed & Co.

**CJNB, NORTH BATTLEFORD:** 1,000 watts on 1,460 kcs. (1) Northwestern Broadcasting Co. — (2) Harry S. Hay — (3) Harry Dekker — (5) Bob Barr — (6, 7 & 9) Lee Sage — (10) Eldon Elliot — (11) Bob Hildebrand — (12) Lawrence Branter — (13) Mrs. C. Dekker — (14) Arlene Cole — (15) Louise Tetrault — (16) Mrs. Alva Branter — (17) Al Ruddell — (18) Don Brown — (19 to 22) Stovin-Byles 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) James Spooner — (10) Nick Roche — (11) Mrs. Marion Sherman — (12) Ron Castle — (13) Gerald Prest — (14) Mrs. Dora Fuller — (16) Irene Zbesheski — (17) Tom Van Nes — (19 to 22) All-Canada — (23) Weed & Co.

**CKCK, REGINA:** 5,000 watts on 620 kcs. T-Can. Supp. (1) Trans-Canada Communications Ltd. — (3) Harold A. Crittendon — (4) Donald R. 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) David Dunn — (16) Ann Gonzo — (17) Ernie Strong — (19 to 22) All-Canada — (23) Weed & Co.

**CKRM, REGINA:** 5,000 watts on 980 kcs. Dom. Basic. (1) Western Communications Ltd. — (2) Dr. Emmett A. McCusker — (3) Wilf Collier — (5) Harry Dane — (7) Bob Hill — (10) Paul Hack — (13) Don Beisel — (14) Audrey Taylor — (15) Jeannie Rutherford — (16) Margot Ingram — (17) Len Cozine — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Young Canadian Ltd.

**CFNS, SASKATOON:** 1,000 watts on 1,170 kcs. French Supp. (1) Radio-Prairies-Nord Ltée. — (2) Rev. J. A. Beaulac — (3) Charles Papen — (5) Jos. E. DeGagne — (7) Mrs. Marie A. Papen — (9) J. Detillieux — (11) Mrs. Marie Papen — (12) Roger Gautier — (14) Albertine Lepage — (16) Julienne Théoret — (17) John Lacroix — (19 & 20) Interprovincial Broadcast Sales — (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 — (5) Clyde Bourassa — (6) Roy Currie — (7) Laurie Korchin — (9) Bill Cameron — (10) Don Wittman — (13) Dick Sienko — (14) Mabel Lewis — (15) Bryan Peddie — (16) Mrs. Eleanor Cailles — (17) Lyn Hoskins — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Young Canadian Ltd.

**CKOM, SASKATOON:** 5,000 watts on 1,420 kcs. (1) Saskatoon Community Broadcasting Co. Ltd. — (2 & 3) Robert A. Hosie — (4 & 5) G. Donald Tunnicliffe — (6) Arnold E. Stilling — (7 & 8) Gordon E. Walburn — (9) Jarvis Whitney — (10) Arthur D. Henderson — (11) Patricia Murray — (12) Dan Worden — (13) Patricia Murray — (14) Julie Drinkle — (15) Patricia Murray — (16) Gordon E. Walburn — (17) Maynard Greer — (19 to 21) Stovin-Byles Ltd. — (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 & 10) Gray Niven — (11) Mrs. June Smith — (12) George Lazarenko — (14) Joyce Cook — (15) Pam Best — (16) Marlene Child — (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.

**CFSL, WEYBURN:** 250 watts on 1,340 kcs. (1) Soo Line Broadcasting Co. Ltd. — (2) G. H. Russell — (3) Keith D. Baker — (6) George Sillery — (9) Verne Prior — (14) Mrs. Eileen McHolm — (15) Mary Robertson — (17) Keith D. Baker — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) John N. Hunt.

**CJGX, YORKTON:** 10,000 watts daytime (1,000 watts nighttime) on 940 kcs. Dom. Basic. (1) Yorkton Broadcasting Co. Ltd. — (2) Dawson Richardson — (3) Jack M. Shortreed — (5) George Gallagher — (6 & 7) Merv Phillips — (9) Ted Harper — (10) Linus Westburg — (12) Doug Sherwin — (13) Jack Goodman — (14) Hannah Stupak — (15) Maureen Rogan — (16) Owen Hanson — (17) Harry McRae — (19 & 20) Stovin-Byles Ltd. — (21) A. J. Messner & Co. — (22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**MANITOBA**

**CFAM, ALTONA:** 1,000 watts on 1,290 kcs. (1) Southern Manitoba Broadcasting Co. — (2 & 3) A. J. Thiessen — (4 & 6) Dennis Barkman — (8) Ben Horch — (9) Dennis Barkman — (11) Mrs. Esther Horch — (12 & 13) Leonard Enns — (14) Dennis Barkman — (17) John J. Pauls — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Donald Cooke Inc.

**CKX, BRANDON:** 5,000 watts daytime (1,000 watts nighttime) 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) Jim Struthers — (10) Don Hoskins — (12) Doug Johnson — (14) Mildred Hammond — (16) Joan Atchison — (17) Humphrey Davies — (18) Harold Donogh — (19 & 20) Radio Representatives Ltd. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Young Canadian Ltd.

**CKDM, DAUPHIN:** 1,000 watts on 730 kcs. (1) Dauphin Broadcasting Co. Ltd. — (2) A. T. Warnock — (3) Michael Hopkins — (4 & 5) J. M. Henderson — (6 & 7) Brian Skinner — (9) Jerry Birch — (10) R. Lorne Jamieson — (11) Mrs. Helen Henderson — (12) R. Lorne Jamieson — (13) Brian Skinner — (14) Ruth Archer — (15) Mrs. A. Mansoff — (16) Douglas Simmons — (17) G. O. Woodward — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Young Canadian Ltd.

**CFAR, FLIN FLON:** 1,000 watts on 590 kcs. T-Can. Supp. (1) Arctic Radio Corp. — (3) C. H. Witney — (7) E. S. Smallwood — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Young Canadian Ltd.

**CFRY, PORTAGE LA PRAIRIE:** 250 watts on 1,570 kcs. (1) Portage-Delta Broadcasting Ltd. — (2 & 3) Dick Hughes — (5) Dolores Kustra — (6, 9 & 12) Ted Meseyton — (16) Wayne Campbell — (17) Dick Hughes — (18) Wayne Campbell — (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. Champagne — (3) Roland Couture — (5) Ralph Normandeau — (7) Denis Belair — (9 & 10) Maxime Désauliniers — (15) Madeleine Painchaud — (16) Mrs. Marie Fournier — (17) Yves Savignac — (18) Yves Rémillard — (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt — (23) J. H. McGillvra Inc.

**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	

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

**CJOB, WINNIPEG:** 5,000 watts on 680 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 M. Moody — (14) Elizabeth Fraser — (15) Robert Black — (16) Victor Turland — (17) Reg. V. Durie — (18) Jack Campbell — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. — (22) Radio Representatives Ltd. — (23) Young Canadian Ltd.

**CKRC, WINNIPEG:** 5,000 watts on 630 kcs. Dom. Basic. (1) Trans-Canada Communications Ltd. —

(2) C. Sifton — (3) Bill Speers — (4 & 5) Bob Tait — (6 & 7) Bob Bye — (9) Ev Dutton — (10) Johnny Esaw — (11) Ethel Halpenny — (12) Ron Oakes — (13) Bill Edge — (14) Phyllis Valentine — (15) Ken Babb — (16) Snojlaug Jonasson — (17) Bert Hooper — (18) Bev Small (19 to 22) All-Canada — (23) Weed & Co.

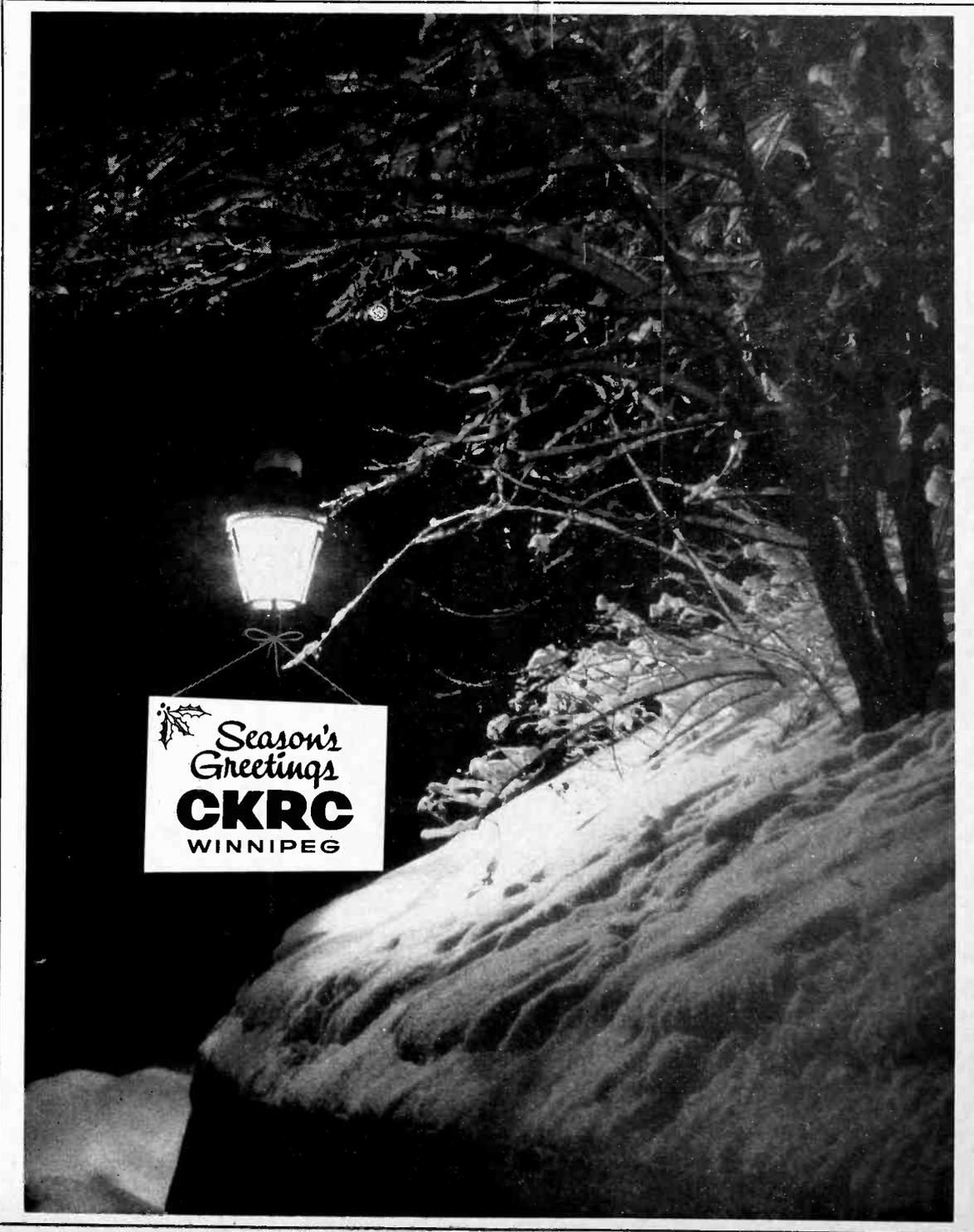
**CKY, WINNIPEG:** 5,000 watts on 580 kcs. (1) Broadcasting Station CKY Ltd. — (2) L. E. Moffat — (3) Jack M. Davidson — (5) Don A. McDermid (Local Sales -- R. G. Stapley) — (6) W. Liska — (7) J. R. Stewart — (8) Herb Brittain — (9) J. R. Stewart — (10) Jack Wells — (13) G. F. Keith — (14) Mona Mackie — (15) Dorothy Thomson — (16) Joyce Sherman — (17) A. Malowanchuk — (19 to 22) Stovin-Byles Ltd. — (23) Forjoe & Co.

**ONTARIO**

**CKBB, BARRIE:** 250 watts on 1,230 kcs. (1) Barrie Broadcasting Co., Ltd., — (2) Ralph T. Snelgrove — (3 & 5) Robert Hunter — (7) Jack Ruttle — (9) Bill Harrington — (10) Bob McLean — (11) Karen Johnston — (14) Mrs. Shirley Archer — (15) Mrs. Jessie Callow — (17) Jack Mattenley — (19 & 20) Paul Mulvihill & Co. — (22) John N. Hunt. — (23) Young Canadian Ltd.

**CJBQ, BELLEVILLE:** 1,000 watts on 800 kcs. (1) Quinte Broadcasting Co. Ltd., — (2) A. McLean Haig — (3) Bill Stovin — (5) Hamie MacDonald — (7) Lee Jourard — (9) Harry Mulhall — (10) Jack Devine — (11) Harriet Stevens — (12) Phil Flagler — (13) Tom Hookings — (14) Mrs. Hilda Hebden — (15) Mrs. Mary Thomas-Peters — (16) Mrs. Audrey Hart — (17) Jack Buchanan — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CFJB, BRAMPTON:** 250 watts on 1,090 kcs. (1) Broadcasting Station CFJB, Ltd., — (2) D. M.



Season's Greetings  
**CKRC**  
WINNIPEG

**JOYEUX NOEL !  
BONNE ANNEE**

**CFRG  
GRAVELBOURG (Sask.)**  
5,000 Watts 710 Kcs.

**C**roit en la beauté de sa langue!  
**F**açonne de fiers citoyen Canadiens!  
**R**ayonne dans tous les foyers, par sa musique et ses émissions de choix!  
**G**arde nos traditions nationales et religieuses!

Représentants:  
Montréal—Toronto—  
Interprovincial Broadcast Sales  
Vancouver—  
John N. Hunt & Associates  
For a complete coverage of the French Market—  
**CFRG is IT**



EVERYONE

at

**CKOC**  
RADIO HAMILTON

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

A VERY

**Merry  
Christmas**

and a

**Good  
New Year**



**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          |                    |

Dickson — (3) John H. Fox — (11) Mrs. Mary Ladner — (12) Joe Nelson — (14) Durelle Rand — (15) Shelley Panter — (16) Lillian Berg — (17) Robert L. McBean — (19 & 20) Radio Time Sales — (23) Donald Cooke Inc.

**CKPC, BRANTFORD:** 1,000 watts on 1,000 kcs. Dom. Supp. (1) Telephone City Broadcast Ltd. — (2) Mrs. Florence M. Buchanan — (3) Dick Buchanan — (5) Russ Waters — (6) Bill Brady — (7) Arnold Anderson — (9) Al Chandler — (10) Arnold Anderson — (11) Mrs. Marion George — (12) Jim Featherston — (14) Mrs. Ingrid Schroeder — (15) Mrs. Marguerite Toltl — (17) Jim Featherston — (18) Jay Gellner — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt.

**CFJR, BROCKVILLE:** 250 watts on 1,450 kcs. (1) Eastern Ontario Broadcasting Co. Ltd. — (2 & 3) J. R. Radford — (4) Tom Statham — (5) Keith Pelton — (6 to 8) Jim Chapman — (9) Keith Pelton — (10) Tom Statham — (11) Gary Parkhill — (12) Lloyd Ker — (13) Jim Chapman — (14) Norine Kelly — (17) S. Penstone — (19 to 22) Stovin-Byles Ltd. — (23) Adam Young.

**CFCO, CHATHAM:** 1,000 watts on 630 kcs. Dom. Basic. (1 & 3) John Beardall — (5 & 6) Arch Ferrie — (7 & 8) Bob Anakin — (9) Mrs. Sue Luyt — (10) Gordon Brooks — (11 & 12) Mrs. Sue Luyt — (13) Arch Ferrie — (14) Gordon Brooks — (15) Mrs. Anna Hall — (16) Bob Anakin — (17) Gordon Brooks — (18) Bob Anakin.

**CKSF, CORNWALL:** 250 watts on 1,230 kcs. Dom. Supp. (1) Daily Standard Freeholder — (2) George Fleming — (3) Fred H. Pemberton — (4) Carl Fisher — (5) Fred Ellis — (6) Johnny Larocque — (7) Fred H. Pemberton — (10) Carl Fisher — (12) Alex Mullen — (13) Alma Larocque — (14) Vera Leonard — (15) Doris Roberts — (16) Roly Forget — (17) Mahlon Clark — (18) Lylal Nixon — (19 to 22) Stovin-Byles Ltd. — (23) J. H. McGillvra Inc.

**CFOB, FORT FRANCES:** 1,000 watts on 800 kcs. Dom. Supp. (1) Border Broadcasting Ltd. — (2) T. O. Peterson — (3) D. A. Fawcett — (7) John Simpson — (9) Dennis Soar — (10) Kevin Frillman — (11) Keith Vettergreen — (12) Stewart Hogan — (13) Keith Vettergreen — (14) Mrs. Shirley Stuart — (15) Mrs. Norma Pattison — (16) John Cochrane — (17) Oscar Petsnick — (19 & 20) Radio Representatives Ltd. — (21) Broadcast Representatives Ltd. —

(22) Radio Representatives Ltd. — (23) Donald Cooke Inc.

**CKPR, FORT WILLIAM:** 5,000 watts daytime (1,000 watts nighttime) on 580 kcs. T-Can. Supp. (1) H. F. Dougall Co. Ltd. — (2 & 3) Hector F. Dougall — (4 & 5) George D. Jeffrey — (7 & 9) John P. Friesen — (10) Roy Dahmer — (12 & 13) Jack Masters — (14) Patricia Ann Moir — (15) Mrs. Mary Ann Papi-neau — (16) Gloria Britt — (17) W. Tom Ross — (18) Stuart Fernie — (19 & 20) Radio Representatives Ltd. — (21) Stovin-Byles Ltd. — (22) All-Canada — (23) Young Canadian Ltd.

**CFTJ, GALT:** 250 watts on 1,110 kcs. (1) The Galt Broadcasting Co. Ltd. — (2 & 3) John V. Evans — (11 & 14) Sally Whittington — (15) Elaine Griffith — (17) Paul Kemper — (19 & 20) Radio Time Sales — (22) John N. Hunt.

**CJOY, GUELPH:** 450 watts on 1,450 kcs. (1) CJOY Ltd. — (2) Wallace Slatter — (3) Wallace Slatter and Frederick Metcalf — (5) John Jackson — (7) Don Le Blanc — (9) William Leitch — (10) Norman Jary — (11) Tari Tolman — (12) Vaughan Douglas — (13) Norman Jary — (14) Sanda Hower — (15) Isobel Boggs — (16) Mrs. Joyce Donnelly — (17) Jack Milligan — (18) Beverly Sparkman — (19 to 22) Radio Representatives Ltd. — (23) Donald Cooke Inc.

**CHML, HAMILTON:** 5,000 watts on 900 kcs. Dom. Supp. (1) Maple Leaf Broadcasting Co. Ltd. — (2) Kenneth D. Soble — (3) Thomas E. Darling — (5) W. Denis Whitaker — (6) William E. Hall — (9) Donald Johnston — (10) Norman Marshall — (13) Babs Corbett — (14) Julie Patroy — (15) Frank Fogwell — (16) Tony Luciani — (17) Hugh Potter — (18) Morris Crump — (19) Stephens & Town-drow Ltd. — (20) National Broad-cast Sales — (22) John N. Hunt — (23) Young Canadian Ltd.

**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 — (6) Terry J. Garner — (9) D. Graham Emslie — (10) Perc Allen — (11) Mrs. John Robertshaw — (13) K. Digby Wright — (14) Trudy Nylund — (15) Mrs. Joan Robertshaw — (16) Shirley van Haarlem — (17) Leslie Horton — (18) Arthur Todd — (19 to 22) All-Canada — (23) Weed & Co.

**CKAR, HUNTSVILLE:** (1) Muskoka-Parry Sound Broadcasting Ltd. — (2) Lloyd Olan. (In process of organization.)

**CJRL, KENORA:** 1,000 watts on 1,220 kcs. (1) Lake of the Woods Broad-casting Ltd. — (2) Stuart King — (3) William Wylie — (6) Murray Cooke — (8) Lorne Ball — (9) Wes Rowson — (10) Jack Thomson — (15) Mrs. Fran Cooke — (17) Dick Queen — (19 to 22) Stovin-Byles Ltd. — (23) Donald Cooke Inc.

**CKLC, KINGSTON:** 5,000 watts on 1,380 kcs. Dom. Supp. (1) St. Law-rence Broadcasting Co. Ltd. — (3) Terry D. French — (5) John F. French — (6) C. John Birmingham — (7) Ken Philips — (8) Joe Walters — (9) Allan Saunders — (10) Johnnie Kelly — (11) Mrs. Marion Earl — (12) Cliff Robb — (13) T. D. French — (14) Doreen Hewson — (15) Jean Baxter — (16) Joe Walters — (17) Barry Ogden — (19 to 22) Stovin-Byles Ltd. — (23) Forjoe & Co.

**CKWS, KINGSTON:** 5,000 watts on 960 kcs. T-Can. Basic. (1) Fron-tenac Broadcasting Co. Ltd. — (2) Sen. W. Rupert Davies — (3) Wally Rewegan — (5) Bill King — (7) Al Brooks — (9) Pete Gomery — (10) Pete Handley — (11) Mrs. Joyce McKenzie — (12) Ross Evans — (13) Mrs. Rita Lloyd — (14) Mrs. Fran Harvey — (15) Mrs. Barb Cogan — (16) Ray Eck-ford — (17) Bert Cobb — (18) Wayne Harrison — (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. Irma Brydson — (3) Ken Billings — (5) Dave Clark — (6 & 7) Don O'Neil — (8) Mose Yokom — (9) Myer Murray — (10) Bill Hamilton — (11) Mrs. Anita Thompson — (12) Ron Smith — (14) Mrs. Gaye Fennah — (15) Mrs. Jane Milligan — (16) Mose Yokom — (17) Cy Spence — (18) Eddy Price — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada — (23) Weed & Co.

**CKCR, KITCHENER:** 250 watts on 1,490 kcs. Dom. Supp. (1) K.W. Broadcasting Co. Ltd. — (2 & 3) James C. Mitchell — (4) Ken Mac-Kinnon — (5) Jack Liddle — (7) John Hodges — (9) Paul Freeman — (10) Jim Shearon — (11) Kay Simons — (13) Jim Shearon — (14) Jeannette Lavery — (15) Gord Neil — (16) Molly Zakre-zewski — (17) Ion Hartman — (19 & 20) National Broadcast Sales — (22) John N. Hunt — (23) J. H. McGillvra Inc.

**CJSP, LEAMINGTON:** 250 watts on 710 kcs. (1) Sun Parlor Broadcast Ltd. — (2) Albert A. Bruner — (3) John L. Moore — (5) Albert A. Bruner — (6 & 7) John L. Moore — (8) Jean R. Richards — (9) Art Gadd — (10) Johnny Garton — (12) Clem Fisher — (13) Mrs. Eleanor Carder — (14) Mrs. Elsie Willms — (15) Stuart Brandy — (16) Jay Jackson — (17) Ed Derkach — (18) John L. Moore — (19 & 20) Radio and Television Sales — (23) H. F. Best Co.

**CKLY, LINDSAY:** 1,000 watts on 910 kcs. (1) Greg May Broadcast-ing Ltd. — (3) E. Neill Gregory — (4) C. Arthur Gregory — (5) Mrs. Lucile Birchard — (9) Dave Roberts — (11) Mrs. D. Anderson — (14) Miss M. Balfour — (15) Miss M. Howie — (16) Mrs. B. A. Black — (17) C. A. Gregory — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt.

**CFPL, LONDON:** 5,000 watts on 980 kcs. Dom. Basic. (1) The London Free Press Printing Co. Ltd. — (2) Walter J. Blackburn — (3)

**Christmas Greetings**

from

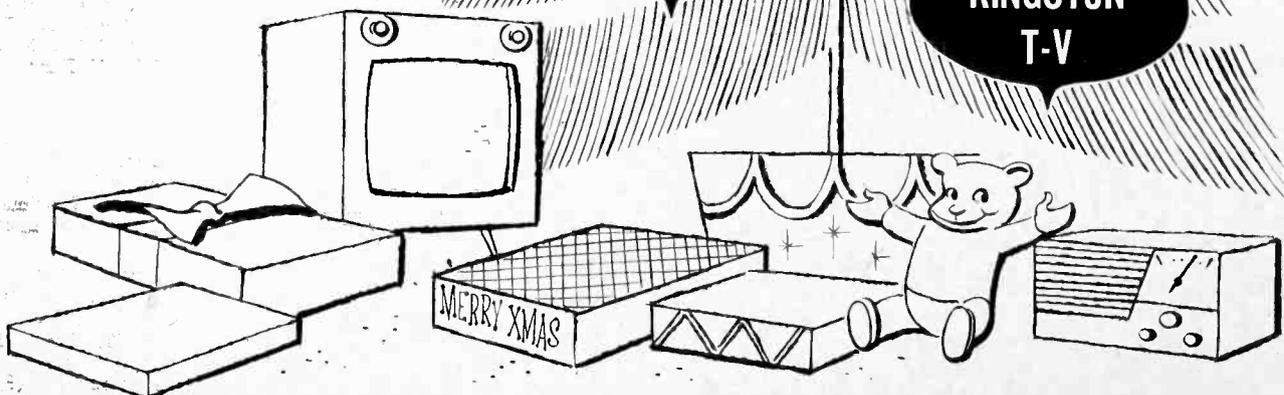
**CFCO CHATHAM**

1000 Watts on 630 Kcs.

you are  
the brightest star  
on our  
christmas tree...

A "Merry Christmas"  
and "A Happy New Year"  
to you from all of us  
in the "Northern" group!

- CKGB - Timmins
- CJKL - Kirkland Lake
- CFCH - North Bay
- CHEX } - Peterborough
- CHEX-TV }
- CKWS } - Kingston
- CKWS-TV }



Douglas C. Trowell (General Manager — Murray T. Brown) — (7) Ward M. Cornell — (9) Hugh Bremner — (12) Roy Jewell — (13) Harvey C. Clarke — (14) John N. Illman — (16) Jacquelyn Barnes — (17) Glen A. Robitaille — (19 to 22) All-Canada — (23) Weed & Co.

**CKSL, LONDON:** 5,000 watts on 1,290 kcs. (1) London Broadcasters Ltd. — (2) F. V. Regan — (3) J. Lyman Potts — (5) Fred Ursel — (7) Frank Kirton — (9) Ed Blake — (10) John Wood — (13) Pat Dorey — (14) Grace Howald — (15) Joe Armstrong — (16) Mrs. Monica McGarrell — (17) Ron Turnpenny — (18) Roeland Koster — (19 & 20) National Broadcast Sales — (21 & 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CHVC, NIAGARA FALLS:** 5,000 watts on 1,600 kcs. (1) Radio Station CHVC Ltd. — (2) B. Howard Bedford — (6) A. W. Blakely — (8) Jack Simpson — (9) Ross Kenzie — (10) Gord Dorst — (11) Mrs. Erica Campbell — (12) Joseph Wilson — (13) Dan Ford — (14) Mrs. Shirley Johnson — (15) Olga

Wyshynski — (16) Barbara Axford — (17) T. E. Amis — (18) Ken Lee — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt — (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) Harry Edgar — (5) Gordon Robinson — (6 to 8) Clarence Houston — (9) Steve Hooper — (10) Bob Cronk — (13) Bruce Anderson — (14) Mrs. Melba Rainville — (15) Lorna Brown — (16) Shirley Ruggles — (17) Jack Barnaby — (18) Joe McCausland — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada — (23) Weed & Co.

**CHWO, OAKVILLE:** 1,000 watts on 1,250 kcs. (1) CHWO Radio Ltd. — (2 & 3) Howard Caine — (5) Victor Tipple — (6) Dick George — (7) Bob McLaughlin — (8) Dick George — (9) Cy Young — (10) John Black — (11) Mrs. Jean Caine — (13) Cy Young — (14) Mrs. Shirley Sibiga — (15) Agnes Forster — (16) Dick George — (17) Hans Wecke — (18) Bill McNaughton — (19 & 20) Radio & Television Sales.

**CFOR, ORILLIA:** 10,000 watts on 1,570 kcs. Dom. Supp. (1) Radio Station CFOR Ltd. — (2 & 3) Gordon E. Smith — (5) William J. Pratt — (6 to 8) Pete McGarvey — (9) Bob Douglas — (10) George Frank — (11) Nanci Brandon — (12) Pete McGarvey — (13) William J. Pratt — (14) Mrs. Florence Palmer — (15) Mrs. Joan Grant — (16) Mrs. Marg McFarland — (17) George Slinn — (18) Peter Rowe — (19 & 20) Stephens & Towndrow Ltd. — (21) Stovin-Byles Ltd. — (22) Radio Representatives Ltd. — (23) Young Canadian Ltd.

**CKLB, OSHAWA:** 5,000 watts on 1,350 kcs. (1) Lakeland Broadcasting Ltd. — (2) Alfred H. Collins — (3 & 5) Gordon G. Garrison — (7) Fred M. Oliver — (9) Art Cuthbert — (10) Bill McKissock — (11) Mrs. Barbara Pollock — (12) Frank Eidt — (14) Mrs. Vicki Millar — (15) Frank Eidt — (16) Margaret McKay — (17) William C. Marchand — (18) Bill McFarlan — (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.

**CFRA, OTTAWA:** 5,000 watts on 560 kcs. (1) CFRA Ltd. — (2 & 3) Frank Ryan — (4) Don Martin — (5) George Gowling — (6) Tom Foley — (7) Terry Kieley — (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) Gordon Longstreet — (17) Harold Peerenboom — (18) John Sproat — (19 & 20) Stephens & Towndrow Ltd. — (22) Radio Representatives Ltd. — (23) Weed & Co.

**CKOY, OTTAWA:** 5,000 watts daytime (1,000 watts nighttime) on 1,310 kcs. Dom. Basic. (1) CKOY Ltd. — (2) D. Irving Cameron — (3) Jack Daly — (5) Don Hamilton — (7) Keith Sterling — (8) Walter Munroe — (9) Mac Lipson — (10) Jack Daly (11) Mrs. Pat Hamilton — (13) Ann Hammell — (14) Gerry Beland — (15) Don Thompson — (17) Ken Puttock (18) Tom Born — (19 & 20) National Broadcast Sales — (22) John N. Hunt — (23) Donald Cooke Inc.

**CFOS, OWEN SOUND:** 1,000 watts on 1,470 kcs. Dom. Supp. (1) Grey & Bruce Broadcasting Co. Ltd. — (2) C. J. McTavish — (3 & 5) W. N. Hawkins — (6) Donald Danard — (11) Isobel Ellinghausen — (12 & 13) Lawrence Phillips — (14) Mrs. Phyllis Arnett — (15) Don Hickling — (16) Ronald Gobert — (17) Gerrit Stauffer — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CHOV, PEMBROKE:** 1,000 watts on 1,350 kcs. Dom. Basic. (1) Ottawa Valley Broadcasting Co. Ltd. — (2 & 3) E. Gordon Archibald — (5) Ramsay F. Garrow — (6) Bill Kay — (9) Art Gallagher — (10) Bill Kay — (12) Dan Trout — (13) J. B. "Bun" Scott — (14) Florence Brumm — (15) Marion Egan — (16) Mrs. Linda Nixon — (17) Edwin Schmidt — (18) Murray Mathieson — (19 to 22) Stovin-Byles Ltd.

**CHEX, PETERBOROUGH:** 5,000 watts on 980 kcs. Dom. Basic. (1) Kawartha Broadcasting Co. Ltd. — (2) Sen. W. Rupert Davies — (3) Jack Weatherwax — (5) Bob Redmond — (7) Bill Williamson — (9) Del Crary — (10) John Danko — (11 & 13) Josie McMeekin — (14) Mrs. Shirley Read — (15) Joyce Burton — (16) Mrs. Barb. Reeds — (17) Bert Crump — (18) Ken Lowell — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada — (23) Weed & Co.

**CFPA, PORT ARTHUR:** 250 watts on 1,230 kcs. Dom. Basic. (1) Ralph H. Parker Ltd. — (2) R. H. Parker — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Weed & Co.

**CHUC, PORT HOPE:** 1,000 watts on 1,500 kcs. (1) The United Broadcasting Co. — (2) Foster M. Russell — (4) Werner Bartmann — (16) Patricia McIlraith — (17) Don B. Williamson.

**CJRH, RICHMOND HILL:** 500 watts on 1,300 kcs. (1) Radio Richmond Hill Ltd. — (2) John O. Graham — (3) Stuart H. Coxford — (5) Stan Larke — (7) Stephen Ker Appleby — (9) John Tyrrell — (10) Jack Seaton — (11) Mrs. Margorie Chadwick — (12) Andy Williams — (14 & 15) Stan Larke — (16) Jack Seaton — (17) Bill

## Serving Canada

The Canadian appetite for news from home and abroad characterizes a fast-developing nation, an alert people.

Canadian broadcasters work continually and effectively to satisfy the national news appetite with ever-expanding newsrooms and broadening coverage.

Broadcast News works closely with station management and news departments to develop services tailored to requirements of the private broadcasters.

Broadcast News teletypes operate day and night in 180 private radio and television stations with news from The Canadian Press, The Associated Press and Reuters.

# BROADCAST NEWS

Head Office . . . Toronto

McDougall — (19) Radio Representatives Ltd.

**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) Vincent A. Locco — (6 & 7) Jack Dawson — (8) Clarence Colton (9) Jay Glover — (10) Rex Stimers — (11) Elda Flintoft — (12 & 13) Roy Bonisteel — (14) Marion Mosher — (15) Bob Johnston — (16) Dorothy Moody — (17) William Allen — (18) Larry Holleran — (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 (in London Leonard C. Evans) — (7) William G. Moyer — (9) Lyle D. Cameron — (10) William Moyer — (11) Maureen Smith — (12) Jim Pierson — (13) Peter Dickens — (14) Mrs. Thelma Vankoughnett — (15) Donald M. Lumley — (16) Maureen Smith — (17) William R. Onn — (19 & 20) Stephens & Towndrow Ltd. — (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 Irvine — (3) Karl Monk — (5) Arthur O'Hagan — (7) George Ludgate — (9) Gene McLaughlin — (10) George Ludgate — (11) Mrs. Elaine Bitz — (12) Tom Rowe — (14) Mrs. Elaine Bitz — (15) Mrs. Orma Gibson — (16) Mrs. Zelda Warnez — (17) Robert F. Cooke — (18) Robert White — (19 & 20) Paul Mulvihill & Co.

**CJIC, SAULT STE. MARIE:** 250 watts on 1,490 kcs. T-Can. Basic. (1) Hyland Radio TV Ltd. — (2) Mrs. Eileen Hyland — (3) Elbern G. Vance — (5) Wilfred Belec — (9) Lionel McAuley — (10) Russ Ramsay — (11) Dorothy Rydall — (13) Terry O'Connell — (14) Tom McWatters — (15) Mrs. Helen Conway — (16) Cecelia Leblanc — (17) Dave Irwin — (19 & 20) 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 —

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          |                    |

(6) John Meadows — (7) Ken Duke — (8) Ray Koivisto — (9) David Carter — (10) Harry Wolfe — (11) Mrs. Clare Bestall — (12) Ken Duke — (13) John Meadows — (14) Patricia Rimmer — (15) Arlene McAuley — (16) Don Kunkel — (17) Joe Marinelli — (18) Patrick Conway — (19 & 20) Stephens & Towndrow Ltd. — (23) Young Canadian Ltd.

**CFRS, SIMCOE:** 250 watts on 1,560 kcs. (1) Simcoe Broadcasting Co. — (2 & 3) Ted Fielder — (4) Fred Sherratt — (5) Richard T. Maxwell — (7) John M. Roxburgh — (8) Margaret Patter — (9) Robert Laine — (10) John M. Roxburgh — (11) Bette Barber — (12) Doug Barnet — (13) Robert Burns — (14) Patricia O'Neill — (15) Robert Laine — (16) Margaret Patter — (17) Leslie Rooke — (18) David Spencer — (19 & 20) Radio & Television Sales.

**CJET, SMITHS FALLS:** 1,000 watts on 1,070 kcs. (1) Rideau Broadcasting Ltd. — (2 & 3) Jack Pollie — (5) Don Slater — (6) Bill Falkner — (7) Ron McKee — (9) Bill Falkner — (11) Mrs. Dorothy Hitchins — (14) Jean Barrager — (15) Marjorie Girdwood — (16) Rita Pankow — (17) Fred Roney — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt — (23) J. H. McGillvra Inc.

**CJCS, STRATFORD:** 250 watts on 1,240 kcs. Dom. Supp. (1) CJCS Ltd. — (2) Frank M. Squires — (3 & 5) Stanley E. Tapley — (7, 9 & 10) William Inkol — (11 & 14) Grace Wietersen — (15) Mrs. Marion McKay — (17) John Grigg — (19, 20 & 22) All-Canada — (23) Weed & Co.

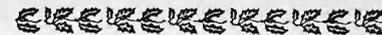
**CFBR, SUDBURY:** 1,000 watts on 550 kcs. French Supp. (1) The Sudbury Broadcasting Co. Ltd. — (2) F. Baxter Ricard — (3) Rene Riel — (9) Yves Langevin — (10) Jean Pierre Coallier — (17) Henry Albert — (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt — (23) Young Canadian Ltd.

**CHNO, SUDBURY:** 1,000 watts on 900 kcs. Dom. Supp. (1) The Sudbury Broadcasting Co. Ltd. — (2) F. Baxter Ricard — (3 & 5) Peter Scott — (9) Irv Morrison — (10) Joe Spence — (11) Judy Jacobson — (13) Helen Grenon — (14) Helen Sampson — (16) Helen Grenon — (17) Henry Albert — (18) Helen Burtnyk — (19 & 20) National Broadcast Sales — (22) John N. Hunt — (23) Young Canadian Ltd.

**CKSO, SUDBURY:** 5,000 watts on 790 kcs. T-Can. Basic. (1) CKSO Radio Ltd. — (2) George M. Miller, Q.C. — (3) Wilf Woodill — (4) Ken Dobson — (5) Ralph Connor — (6 & 7) Bob Alexander — (9) Nick Bowdidge — (10) Dan Kelly — (11) Trudy Manchester — (13) Ralph Connor — (14) Mrs. Eileen Forbom — (15) Bob Alexander — (16) Lucille Albert — (17) James McRae — (19 to 22) All-Canada — (23) Weed & Co.

**CKOT, TILLSONBURG:** 1,000 watts on 1,510 kcs. (1) Tillsonburg Broadcasting Co. Ltd. — (2) Ralph Hawkins — (3) John Lamers — (5) Jack Campbell — (6 & 7) A. Kenneth Orton — (9) Ralph Errington — (10) George D'Ambrose — (11) Mrs. Thelma Hyatt — (12) Ralph Errington — (13) John Lamers — (14) Julie Charvi — (15) Mrs. Lois Yallop — (16) Marilyn Bain — (17) A. Kenneth Orton — (19 to 22) Radio Representatives Ltd.

**CFCL, TIMMINS:** 1,000 watts on 580 kcs. French Supp. (1) J. Conrad Lavigne Enterprises Ltd. — (2) J. Conrad Lavigne — (3) Rene Barrette — (5) Ted Meunier — (6) Albert Aube — (7 & 9) Raymond Lemay — (10) Gaston Bergeron — (11) Marguerite Philion — (14) Jacqueline Kelly — (15) Gerald Lefebvre — (16) Helene Lessard — (17) Roch Demers — (19 & 20) Interprovincial Broadcast Sales. — (22) John N. Hunt — (23) Devney Inc.

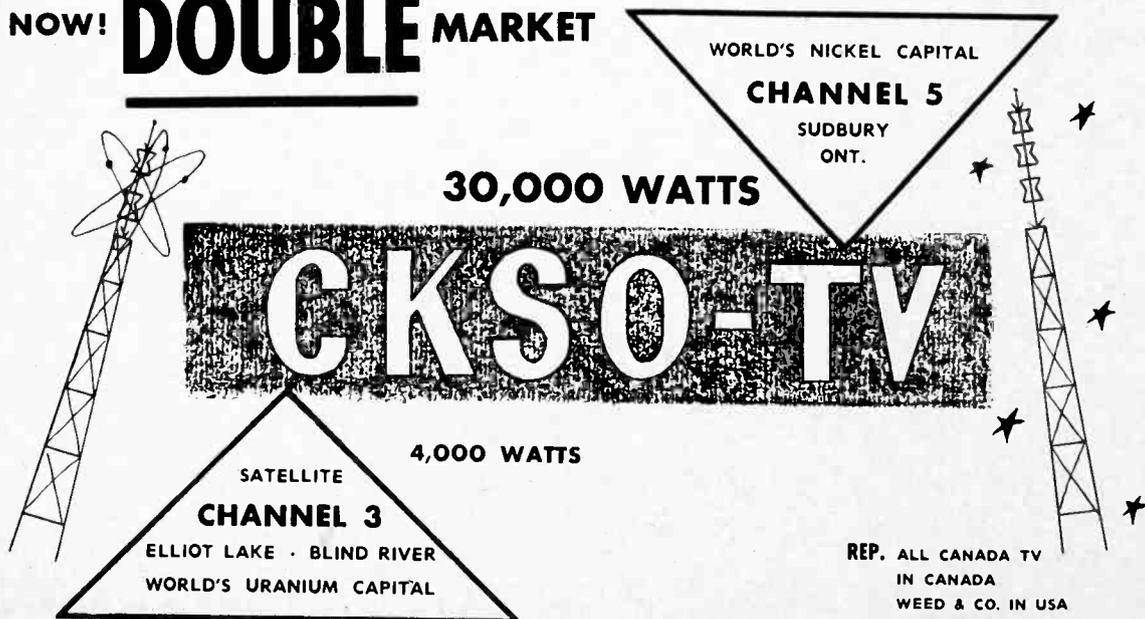


Merry Christmas!  
New Year too!  
Pleasant Easter-tide  
to you!  
Happy Birthday!  
Bright Thanksgiving!  
May you know  
the joy of living  
Till December  
comes again.

We'll send another  
greeting then!

- Lorrie Potts
- Neil Henderson
- Scotty Sheridan
- Wilma McCaskill

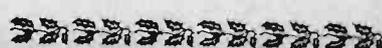
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& Company

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**CKGB, TIMMINS:** 5,000 watts on 680 kcs. T-Can. Basic. (1) Timmins Broadcasting Ltd. — (2) Kenneth R. Thomson — (3) Gerry Hall — (5) Gino Cicci — (7) Bill Nadeau — (8) Noble Ruscitti — (9) Bob Burns — (10) Terry Powell — (11) Mrs. Anne Stanley — (12) Jim Prince — (13) Dan Kelly — (14) Mary Plute — (15) Sandra Southcott — (16) Noble Ruscitti — (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 Sedgwick — (3) Lloyd Moore — (5) Waldo Holden — (6) Earl Dunn — (7) Wes McKnight — (8) Wishart Campbell — (10) Wes McKnight — (12) Rex Frost — (13) Ken C. Marsden — (14) Mrs. Mary Falconer — (16) Art Collins — (17) Clive Eastwood — (18) Bill Baker — (20 to 22) All-Canada — (23) Young Canadian Ltd.

**CHUM, TORONTO:** 2,500 watts on 1,050 kcs. (1) York Broadcasters Ltd. — (2 & 3) Allan Waters — (5) Wes Armstrong — (7) Phil Ladd — (9) Pat Bennett — (10) Phil Stone — (17) George Jones — (19) Stephens & Towndrow Ltd. — (20) Radio and Television Sales — (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 Stovin-Byles Ltd.

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	

**CHFI-FM, TORONTO:** 9,450 watts on 98.1 kcs. (1) CHFI-FM Ltd. — (2) Edward J. Piggott — (3) Don Wright — (5) Tom Young — (7 & 8) Vaughan Harvey — (9) John Mason — (10) Bob Shane — (11 & 14) Elizabeth Coleman — (15) David Amer — (17) Harry Verlinden — (18) Fred Cole — (19 to 22) Radio Representatives Ltd.

**CKEY, TORONTO:** 5,000 watts daytime (1,000 watts nighttime) on 580 kcs. (1) Toronto Broadcasting Co. Ltd. — (2) Jack Kent Cooke — (3) Hal E. Cooke — (5) Jack Turrall — (6) Ed Houston — (7) Don Insley — (8) Ed Houston — (9) Jack Oldham — (10) Joe Crysdale — (13) Jack Oldham — (14) Kendrick Crossley — (15) Mrs. Geraldine Boddington — (16) Joy Groves — (17) Allan Taylor — (18) Roy Lyttle — (20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) John N. Hunt — (23) Donald Cooke Inc.

**CKFH, TORONTO:** 250 watts on 1,400 kcs. (1) Foster W. Hewitt Broadcasting Ltd. — (2) Foster Hewitt — (3) Bill Hewitt — (5) Keith Davey — (7) Barry Nesbitt — (9) Alan Small — (14) Jane Wisman — (15) Dan Hyatt — (16) Mrs. Ingeborg Bartolusst — (17) Gerry Wilson — (18) Jack Lowe — (22) Radio Representatives Ltd. — (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. (1) Western Ontario Broadcasting Co. Ltd. — (2 & 3) J. E. Campeau — (6) S. C. Ritchie — (7) John Gordon — (8) Wally Townsend — (9) Austin Grant — (11) Mrs. Myrtle Labbitt — (13) Gene Saunders — (14) Mrs. Margaret Marshall — (16) Marian Snelgrove — (17) Stewart Clark — (19 to 22) All-Canada — (23) Adam Young.

**CKNX, WINGHAM:** 1,000 watts on 920 kcs. Dom. Supp. (1) Radio Station CKNX Ltd. — (2) W. T. Cruickshank — (3) John J. Cruickshank — (7) John Langridge — (8) H. V. Pum — (9) John A. Strong — (10) John Brent — (11) Margaret Brophy — (12) Bob Carbert — (13) Roger West — (14) Mrs. Lillian Gorbitt — (15) Mrs. Shirley Boucher — (16) Iona Terry — (17) Scott Reid — (18) Elmer Purdon — (19 & 20) Lorrie Potts & Co. — (23) Young Canadian Ltd.

**CKOX, WOODSTOCK:** 250 watts on 1,340 kcs. (1) Oxford Broadcasting Co. Ltd. — (2 & 3) M. J. Werry — (7) William Tonner — (9) Brian

Williams — (10) William Tonner — (11) Alice Munro — (14) Mrs. A. B. Brown — (17) Paul Hunter — (19 & 20) Lorrie Potts & Co. — (22) John N. Hunt.

**QUEBEC**

**CFGT, ALMA:** 1,000 watts on 1,270 kcs. (1) Radio Lac St-Jean Ltée. — (2) Conrad Bergeron — (3) Jean-Jacques Fortin — (7) France Fortin — (9) Rosaire Pelletier — (10) Jean-Jacques Fortin — (11) Lorraine Duguay — (13) Rosaire Pelletier — (14) Rosa Gauthier — (15) Rosaire Pelletier — (16) Rita Fortin — (17) Marius Girard — (18) Claude Collard — (19 & 20) Interprovincial Broadcast Sales.

**CHAD, AMOS:** 250 watts on 1,340 kcs. (1) Radio Nord Inc. — (2) David A. Gourd — (3) J. M. Perreault — (5) Georges Chartrand — (7, 9 & 10) J. M. Perreault — (11) Yolande Gervais — (12) Lucien Brien — (13) J. M. Perreault — (14) Mrs. B. Guimont — (17) Jean-Guy Langevin — (19 & 20) Joseph A. Hardy & Co. Ltd. — (22) John N. Hunt — (23) Weed & Co.

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

**CJMT, CHICOUTIMI:** 1,000 watts on 1,420 kcs. (1) CJMT Ltée. — (2) J. O. Masse — (3) J. Marcel Houle — (5) F. Ranger — (8) G. Paradis — (10) R. Labrecque — (11) Miss T. Tremblay — (13) P. Tremblay — (14) Denise Fortin — (15) Francois Belley — (16) Gilles Paradis — (17) Lucien Simard — (18) A. Fortin — (19 & 20) Interprovincial Broadcast Sales — (23) Weed & Co.

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**24 Hours  
Daily!**



*From Our House To Yours . . . .*

**CKNX RADIO and TELEVISION**

**Wingham**



**CHRD, DRUMMONDVILLE:** 250 watts on 1,340 kcs. (1) Radio Drummond Ltée. — (2) M. Sigouin — (3 & 5) Benoit Vanier — (7) Hector Ledoux — (9) Andre Boulanger — (10) Yvon Dufour — (12) Hector Ledoux — (16) Jean-Guy Paul — (17) Gerard Paul.

**CHEF GRANBY:** 250 watts on 1,450 kcs. (1) The Granby Broadcasting Co. Ltd. — (3) Marcel Provost — (5) Carl Erlewyn — (7) Ray-Marc Dube — (9) Claude Dery — (10 & 12) Yvon Lavoie — (14) France Arbour — (15) Ray-Marc Dube — (16) Mrs. Jeanne De Cayen — (18) Gerard Laliberte — (19 & 20) Radio Times Sales.

**CKCH, HULL:** 5,000 watts on 970 kcs. French Net Supp. (1) La Cie de Radiodiffusion CKCH de Hull Ltée. — (2) Wilfrid Carr — (3) Jean-Paul Lemire — (4 & 5) Henri W. Allard — (7) Rheel Gaudet — (8) Aurele Groulx — (9) Jean Pierre Sanche — (10) Pierre Dufault — (11) Louise Simard — (14) Simone Lancot — (15) Hilda Trudeau — (16) Emile Routhier — (17) Jean-Louis Guerette — (18) Joseph Haddad — (19 & 20) Interprovincial Broadcast Sales — (22) John N. Hunt — (23) Weed & Co.

**CKRS, JONQUIERE:** 1,000 watts on 590 kcs. (1) Radio-Saguenay Ltée. — (2) Henri Lepage — (3) Guy Boivin (General Manager — Tom Burham) — (5) Bob Singfield — (7) Guy Boivin — (9) Lionel Tremblay — (10) Jena Martin — (11) Bernadette Dufresne — (12) Maurice Hamel — (13) Guy Boivin — (14) Bob Singfield — (15) Camille Gagnon — (16) Marcel Perron — (17) Gerard Lemieux — (18) Gerard Gosselin — (19 & 20) Joseph A. Hardy & Co. — (22) John N. Hunt — (23) Adam Young.

**CKLS, LA SARRE:** 250 watts on 1,240 kcs. French Net. Basic. (1) Northern Radio-Radio Nord Inc. — (2) David A. Gourd — (5)

**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 Repts   |
| 4. Assistant Manager        | 12. Farm Director      | 20. Montreal Repts  |
| 5. Commercial Manager       | 13. Promotion Director | 21. Winnipeg Repts  |
| 6. Production Director      | 14. Traffic Manager    | 22. Vancouver Repts |
| 7. Program Director         | 15. Copy Chief         | 23. U.S. Repts      |
| 8. Music Director           | 16. Librarian          |                     |

George Chartrand — (7) Yvon Martel — (9) Bernard Valiquette — (10) Guy Lauzon — (13) George Chartrand — (14) Yvon Martel — (17) Jean-Guy Langevin — (18) Ernie Chartrand — (19 & 20) Joseph A. Hardy & Co. — (22) John N. Hunt — (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) Rene Lapointe — (4 & 5) Octave Lapointe — (6 & 7) Rene Lapointe — (8) Claude Guenette — (9 & 10) Jean Berger — (11) Armande Desrosiers — (12) Robert Grandmaison — (13) Andre St-Arnaud — (14) Georgette Lavoie — (15) Ginette Otis — (16) Marcelle Carrier — (17) Yvan Fortier — (18) Auguste Tremblay — (19 & 20) Joseph A. Hardy & Co.

**CKBM, MONTMAGNY:** 250 watts on 1,490 kcs. (1) Radio Alleghanys Inc. — (2) Henri Deschenes — (3 & 5) Andre Mercier — (6 & 7) Henri Deschenes — (9 & 10) Jose Rettino — (11) Henriette Michon — (12) Jose Rettino — (13) Andre Mercier — (14 to 16) Jean-Pierre Mercier — (17) Marcel Coulombe — (19 & 20) Radio & Television Sales.

**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) S. M. Finlayson — (3) R. E. Misener — (5) Keith Dancy — (7) Vin Dittmer — (9) Bert Cannings — (10) Russ Taylor — (11) Pat Marini — (13) Harold Heron — (14) Joe Coates — (15) Jean McKinnon — (17) J. C. Douglas — (19 to 22) All-Canada — (23) Weed & Co.

**CJAD, MONTREAL:** 10,000 watts on 800 kcs. CBS. (1) CJAD Ltd. — (1) Art Dupont — (3) Mac McCurdy — (5) Berthe Poulet — (7) Ned Conlon — (9) Hamilton Grant — (10) Danny Gallivan — (11) Doris Clark — (13) Bob Laurion — (14) Berthe Poulet — (16) Anna Watt — (17) Aurele Boisvert — (18) Gord Hope — (19 & 20) Radio Times Sales — (23) Young Canadian Ltd.

**CJMS, MONTREAL:** 5,000 watts on 1,280 kcs. (1) La Bonne Chanson Inc. — (2) J. L. Guav — (3) Fernand Guav — (4 to 8) Windv Morielli — (9) Guy Langis — (10) Bert Souliere — (11) Hugette Proulx — (12) Jean Guy Bellemare — (13) Jean P. Champagne — (14) Hugette Boileau — (15) Simon Roland — (16) Madeline Menard — (17) Jean Garceau — (18) Jean Guy Robbin — (19 to 22) Stovin-Byles Ltd. — (23) Forjoe & Co.

**CKAC, MONTREAL:** 10,000 watts daytime (5,000 watts nighttime) on 730 kcs. CBS. (1) La Compagnie de Publication de Lapresse Ltée. — (2) Mrs. A. DuTremblay — (3) Phil Lalonde — (4) Roy Malouin — (5) George Bourassa — (6) Jeannette Brouillet — (7) Ferdinand Biondi — (8) Jacques Catudal — (9) Paul Boudreau — (10) Yvon Blais — (13) Paul Gelinis — (14) Andre Daveluy — (15) Berthe Robitaille — (16) Guy Lepage — (17) Len Spencer — (18) Gerry Champagne — (19) Interprovincial Broadcast Sales — (23) Weed & Co.

**CHNC, NEW CARLISLE:** 5,000 watts on 610 kcs. French Basic. (1) The Gaspesia Radio Broadcasting Co. — (2) Dr. C. Dumont — (3) Dr. Chas. Houde — (4) Jean R. Peloquin — (7) Ivan Leclerc — (17) Bruce MacDonald — (19 & 20) Joseph A. Hardy & Co. — (23) Young Canadian Ltd.

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

**CHRC, QUEBEC:** 10,000 watts on 800 kcs. (1) CHRC Ltée. — (2) Lt. Col. Herve Baribeau — (3) Henri Lepage — (4 & 5) Aurele Pelletier — (6) Magella Alain — (9) Rosaire Labrecque — (10) Maurice Descares — (11) Mrs. Aline Fortier — (13) Richard D. Thibodeau — (14) Julienne Belanger — (15) Henri Veilleux — (16) Fernando St-Georges — (17) Arsene Nadeau — (18) Marcel Huard — (19 & 20) Joseph A. Hardy & Co. — (23) Young Canadian 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. (1) CKCV Ltée. — (2) Gaston Pratte — (3) Paul Lepage (Station Manager — Marcel Leboeuf) — (5) Paul Lepage — (6) Michel Garipey — (7) Marcel Leboeuf — (8) Jean Leroye — (9) Roger Bruneau — (10) Jean Pouliot — (11) Marie-Paule Vachon — (12) Roger Bruneau — (13) Jean Guy Bernier — (14) Marie-Paule Vachon — (15) Jean Bender — (16) Jean Leroye — (17) Lucien Gobeil — (18) Andre Duchesneau — (19 & 20) Interprovincial Broadcast Sales — (23) Weed & Co.

**CJBR, RIMOUSKI:** 10,000 watts on 900 kcs. French Net. Supp. (1) The Central Public Service Corporation Ltd. — (2) Jacques Brilliant — (3) Andre Lecomte — (4) Francois Raymond — (5) Andre Lecomte — (6 & 7) Sandy Burgess — (8) Lorenzo Michaud — (9) Guy Ross — (10) Bernard Langlois — (11) Gemma Tessier — (12) Arthur Rioux — (13) Sandy Burgess —

(14) Miss C. Marmen — (15) Bernard Langlois — (16) Lorenzo Michaud — (17) Marcel Vallee — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CJFP, RIVIERE-DU-LOUP:** 250 watts on 1,400 kcs. French Net. Supp. (1) Radio-Temiscouata Ltée. — (2) Armand Belle — (3 & 5) Henri Bourdeau — (6) Luc Simard — (7 & 8) Raoul Savard — (9) Robert L'Heureux — (10) Raoul Savard — (11) Odette Dionne — (12) Andrien Martin — (13) Remi Beaulieu — (14 & 15) Jacqueline Voyer — (16) Rene Viel — (17) Raymond Lavoie — (18) Rene Viel — (19 & 20) Interprovincial Broadcast Sales — (23) Young Canadian 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. (1) Northern Radio-Radio Nord Inc. — (2) D. A. Gourd — (3) Guy Lauzon — (5) George A. Chartrand — (7) Yvon Martel — (13) George A. Chartrand — (14) Yvon Martel — (17) J. Guy Langevin — (18) Ernest Chartrand — (19 & 20) Joseph A. Hardy & Co. Ltd. — (22) John N. Hunt — (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 Frère — (7) Raymond Gagné — (8) Clement Landry — (9 & 10) Gilles Bradet — (12) Louis Fortin — (13 & 14) Maurice Lévesque — (15) Paul-Emile Hudon — (16) Clément Landry —

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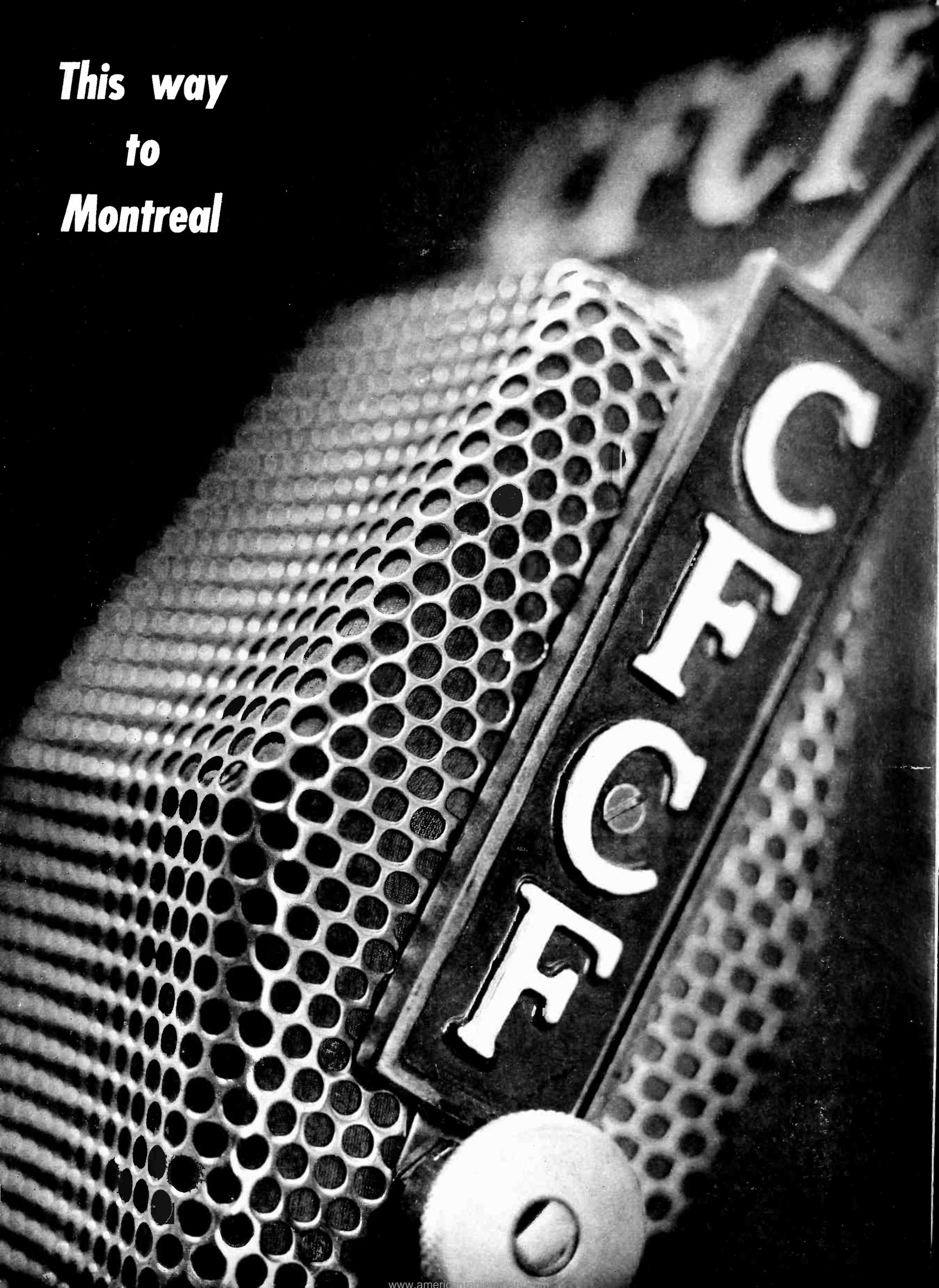
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Broadcast Sales Ltd.  
In U.S.A.  
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to  
Montreal***



(17) Georges Desjardins — (18) Antoine Dubé — (19 & 20) Omer Renaud & Co. — (23) J. H. McGillvra Inc.

**CKRB, ST. GEORGES de BEAUCE:** 250 watts on 1,400 kcs. (1) Radio-Beauce Inc.—(2) Yvon Thibaudeau — (3) Charles A. Thibaudeau — (4 & 5) Jean Barbeau — (6 & 7) Gilles Bernier — (8) Yolande Paquet — (9) Jules Venne — (10) Pierre Hudon — (11) Yolande Paquet — (12) Yvette Mathieu — (13) Gilles Bernier — (14) Jules Venne — (15) Pierre Hudon — (16) Lucille Poulin — (17) Armand Cateillier — (18) Rene Moison — (19 & 20) Interprovincial Broadcast Sales.

**CHRS, ST-JEAN:** 1,000 watts on 1,090 kcs. (1) Radio-Iberville Ltd. — (2) Jean-Paul Auclair — (3) Bernard Turcot — (5) Jack Turcot — (7)

Bernard Turcot — (9) Pierre Meunier — (10) Nadeau Papineau — (11) Lise Jette — (12) Bernard Turcot — (14) Jack Turcot — (17) Guy de Valter — (18) Claude Deschamps — (19 & 20) Interprovincial Broadcast Sales.

**CKJL, ST. JEROME:** 1,000 watts on 900 kcs. (1) Radio Laurentides Inc. — (2) Jean Lalonde — (3 & 5) Jean Senecal — (9) Charles Rollet — (11) Susan Rochon — (12) Roland Chevrier — (14) Lise Guindon — (16) Gilles Carriere — (17) Jean Senecal — (18) Jean C. Boivon — (19 & 20) Lorrie Potts & Co.

**CKSM, SHAWINIGAN FALLS:** 1,000 watts on 1,220 kcs. (1) La Cie de Radiodiffusion de Shawinigan Falls Ltée. — (2) A. Gelinat — (3) Allan Rogerson — (4 & 5) Emilien Beaulieu — (6 & 7) Alain Chartier — (8) Roger Daoust — (9) C. Brousseau — (10) Andre Duquette — (11) Marie L. Rogerson — (12) A. Houde — (13) Allan Rogerson — (14) Marie L. Rogerson — (15) C. Brousseau — (16) Roger Daoust — (17) Ernest Brunelle — (18) J. D. Lesage — (19 & 20) Joseph A. Hardy & Co. Ltd.

**CHLT, SHERBROOKE:** 1,000 watts on 900 kcs. French Net. Supp. (1) La Tribune Ltée. — (2) Paul Desruisseaux — (3) J. A. Gauthier — (5) J. L. Gauthier — (6 to 8) V. Bernard — (9) H. Crusene — (11) A. Desjardins — (14) J. L. Gauthier — (15) R. Daignault — (16) D. Belanger — (17) M. Lyonnais — (18) Marcel Girard — (19 & 20) Joseph A. Hardy & Co. Ltd. — (22) John N. Hunt — (23) Adam Young Inc.

**CKTS, SHERBROOKE:** 250 watts on 1,240 kcs. (1) Telegram Printing & Publishing Co. Ltd. — (2) Sen.

Charles B. Howard — (3) Alpee Gauthier (Station Manager — J-L. Gauthier) — (4 & 5) Morris C. Austin — (6 to 8) Dick Varney — (9) Gordon Beerworth — (10) Gordon Breen — (11) Sally Billing — (12) Gordon Beerworth — (13) P. Joly — (14) Morris C. Austin — (15) Sally Billing—(16) Dorothy Belanger — (17) Marcel Lyonnais — (18) Marcel Girard — (19 & 20) Joseph A. Hardy & Co. Ltd. — (23) Young Canadian Ltd. (Moving to 1,000 watts on 900 kcs. next spring.)

**CJSO, SOREL:** 1,000 watts on 1,320 kcs. (1) Radio-Richelieu Ltée. — (2) J. A. Villeneuve — (3) Maurice Boulianne — (5) Maurice Berube — (6) Lorenzo Brouillard — (7) Claude Rochon — (8) Georges Codling — (10) Michel Champagne — (11) Mrs. Denise Payeur — (14) Lorenzo Brouillard — (16) Pauline Peloquin — (17) Joseph Cardin — (19 & 20) Joseph A. Hardy & Co. Ltd. — (23) Donald Cooke Inc.

**CKLD, THETFORD MINES:** 250 watts on 1,230 kcs. French Net. Supp. (1) Radio Megantic Ltée. — (2 & 3) Henri Lagueux — (4) Will Dugre — (5) Henri Lagueux — (6 & 7) Raymond Buri — (8) Elizabeth Bolduc — (9) Jacques Pepin — (10) Raymond Buri — (11) Elizabeth Bolduc — (12) Jacques Pepin — (13) Lise Cote — (14) Will Dugre — (16) Elizabeth Bolduc — (17) Georges Lord — (18) Paul Cloutier — (19 & 20) Joseph A. Hardy & Co. Ltd. — (23) Young Canadian Ltd.

**CHLN, TROIS-RIVIERES:** 5,000 watts on 550 kcs. (1) Radio Trois-Rivieres Inc. — (2) Hon. Jacob Nicol — (3) Leon Trepanier — (5) Maurice Duval — (6 & 7) Maurice Dansereau — (9) Sylvio St-Amant (10) Jean Paul Truble — (13) Maurice Duval — (14) Suzanne

Desaulniers — (15) Ernest Lamy — (16) Claude Colbert — (17) Oric Lefebvre — (18) Yvon Rocheleau — (19 & 20) Interprovincial Broadcast Sales — (23) Adam Young.

**CKTR, TROIS-RIVIERES:** 1,000 watts on 1,350 kcs. French Radio Assoc. (1) CKTR Ltée. — (2 & 3) J. Fernand Rufange — (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 Basic. (1) Northern Radio-Radio Nord Inc.—(2) David A. Gourd — (3) Frank Capelari — (5) George Chartrand — (7) Yvon Martel — (9) Bernard Valiquette — (10) Guy Lauzon — (13) George Chartrand — (14) Yvon Martel — (17) Jean-Guy Langevin — (18) Ernie Chartrand—(19 & 20) Joseph A. Hardy & Co. — (22) John N. Hunt — (23) Weed & Co.

**CKVL, VERDUN:** 50,000 watts daytime (10,000 watts nighttime) on 850 kcs. French Radio Assoc. (1) Radio Station CKVL Ltd. — (2) Jack Tietolman — (3) Corey Thomson —(5) Jack Tietolman—(6) Marcel Provot — (7) Guy Belanger (English - Hal Wardel) — (8) Roman Ritterbrandt—(9) Marcel Beaugard — (10) Robert Rivet — (11) Pierrette Champoux (English-June Warren) — (12) Alphonse Lapointe — (13) Corey Thomson — (14) Judah Tietolman — (15) Gaston Saulnier — (16) Laurent Bourdi (English - June Warren) — (17) Maurice Rousseau — (18)

**A POWER-FULL SEASON!**

With 50,000 watts just around the corner and the biggest line-up of live programs in Canadian radio history. All the Best from

**CKVL**

VERDUN - MONTREAL

Represented by

*Radio & Television Sales Inc.*

Montreal Toronto

Lionel, the Lobster Says:

**JOYOUS GREETINGS**

at Christmas and throughout the Year

**CKCW-TV and RADIO MONCTON, NEW BRUNSWICK**

REPRESENTATIVES: STOVIN-BYLES IN CANADA • ADAM YOUNG IN U.S.A.



Gerard Pelchat — (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 — (6 to 10) J. Maurice Bilodeau—(12) Vincent Lanouette — (13) Roger Gilbert — (14) J. Maurice Bilodeau — (15) Francoise Champoux—(16) Marcel Rheault — (17 & 18) Roger Paul — (19 & 20) Radio & Television Sales — (23) Canadian Station Representatives Ltd.

**CKVM, VILLE-MARIE:** 1,000 watts on 710 kcs. (1) Radio Lemiscam- ingue Inc. — (2) Herve Leblanc — (3) Guy Burelle — (4) Gerard Trepanier — (5 & 7) Guy Burelle — (9) Marcel Ladouceur — (10) Yvon Lariviere — (11) Mrs. A. D. Ethier — (12) P. E. Desjardins — (13) Marcel Ladouceur—(14 & 16) Gisele Loiselle — (17) Gaston Tasset—(19 & 20) Joseph A. Hardy & Co.—(23) Canadian Station Representatives Ltd.

**NEW BRUNSWICK**

**CKBC, BATHURST:** 250 watts on 1,400 kcs. (1) Bathurst Broadcast- ing Co. Ltd. — (2 & 3) J. Leo Hachey — (5) Richard J. Gallagher — (6, 7 & 9) Ray Bourque — (10) Ray MacDonald — (11) Mrs. Marty Elliott — (12) Ray Bourque — (13) Richard J. Gallagher — (14 & 15) Mrs. Marty Elliott — (16) Mrs. A. Hachey — (17) Phil Paquet — (19 & 20) Lorrie Potts & Co. — (23) Young Canadian Ltd.

**CKNB, CAMPBELLTON:** 1,000 watts on 950 kcs. Dom. Basic. (1) Resti- gouche Broadcasting Co. Ltd. — (2) John D. Alexander — (3 & 5) Robert D. Richards — (6 & 7) R. Bruce Richards — (13) Robert B. Richards — (14) Lois Engall — (15) R. Bruce Richards — (16) Ruby Mann — (17) Phil Paquet — (19 & 20) Joseph A. Hardy & Co. Ltd. — (22) O'Brien Advertising Ltd. — (23) Weed & Co.

**CJEM, EDMUNDSTON:** 1,000 watts on 570 kcs. French Supp. (1) Edmundston Radio Ltd. — (2) George Michaud — (3) Georges Guerrette — (4) Bob Beaulieu — (5) Georges Guerrette — (7) Guy Theriault — (8) Georges Geurrette — (9 & 10) Hermel Dumont — (11) Germaine Boucher — (12) Adrien Levesque — (13) Bob Beaulieu — (14) Mrs. Jacqueline Charron — (15) Patrick Gendron — (16) Yvonne Roussel — (17) Marcel Vallee—(18) Walter Martin — (19 & 20) Interprovincial Broadcast Sales — (23) Young Canadian 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)—(6 & 7) Harold McFee—(9) Larry Knowles — (10) Don Holterman — (11) Mrs. Helen Johnson — (13) Allan Fisher — (14) Mrs. Betty Dolan — (15) George Mountain — (16) Nancy Edgar — (17) Glen Love — (18) Ed 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) T. H. Tonner — (6 & 7) Robert Reid — (8) Jack Reid — (9) John Power — (10) Earl Ross — (11) Mrs. Margaret Crosby — (13) Gene Alton — (14)

**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 Repts   |
| 4. Assistant Manager        | 12. Farm Director      | 20. Montreal Repts  |
| 5. Commercial Manager       | 13. Promotion Director | 21. Winnipeg Repts  |
| 6. Production Director      | 14. Traffic Manager    | 22. Vancouver Repts |
| 7. Program Director         | 15. Copy Chief         | 23. U.S. Repts      |
| 8. Music Director           | 16. Librarian          |                     |

Eunice MacLean — (15) Roy Hicks — (16) Herbert Hebert (17) Keith McConnell — (18) Robert Oke — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

**CKMR, NEWCASTLE:** 1,000 watts on 790 kcs. T-Can. Supp. (1) Miramichi Broadcasting Co. Ltd. — (2) L. W. Fleit — (3 & 5) Robert J. Wallace — (6) Fred Haining — (7) Robert J. Wallace — (9) Paul Hansen — (10) Fred Haining — (11) Mrs. Phil Swezey — (13) Fred Haining — (14) Mrs. Marion MacDougall — (15) Fred Haining — (17) Robert J. Wallace — (18) Blair Trevors — (19 & 20) Radio Time Sales Ltd. — (22) John N. Hunt.

**CFBC, SAINT JOHN:** 5,000 watts on 930 kcs. Dom. Basic. (1) Fundy Broadcasting Co. Ltd. — (2) Dr. A. M. A. McLean — (3) Hugh T. Trueman — (5) Vince Saunders — (6) Gord Smith—(7) Don Armstrong — (9) Ben Hunter — (10) Gord Smith — (13) Mrs. Marita McNulty — (14) Sally-Jo Watson — (16) Jean Hayes — (17) Harold M. Stout — (18) Edith Ricketts — (19 & 20) National Broadcast Sales —(22) John N. Hunt—(23) Young Canadian Ltd.

**CHSJ, SAINT JOHN:** 5,000 watts on 1,150 kcs. T-Can. Basic. (3) Earl McCarron — (6) Jim Morrow — (9) Assoc. with Telegraph Journal and Times & Globe — (10) Bill Bailev — (11) Mrs. Ruth Crosbie — (12) Len Rudolph — (13) Al Murphy — (14) Grace Craft — (15) Ross Ingraham — (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**

**CKDH, AMHERST:** 250 watts on 1,400 kcs. (1) Amherst Broadcasting Co. Ltd. — (2 & 3) Donald P. Hinton — (4) Duncan McIntyre — (5) Donald P. Hinton — (6 to 8) Bud Morrison — (9) Doug Harkness — (12 & 13) Abel Odding—(14) Alma Hebert — (15) Bud Morrison — (16) Alma Hebert.

**CJFX, ANTIGONISH:** 5,000 watts on 580 kcs. Dom. Basic. (1) Atlantic Broadcasters Ltd. — (2) Dr. D. MacCormack — (3) J. Clyde Nunn — (7) Bruce Rafuse — (8) Levis Desjardins — (9) W. F. MacKinnon — (10) Al B. Graham — (15) May Doucet — (15) Bruce Rafuse — (16) Levis Desjardins — (17) Gordon MacDougall — (18) Martin Graham—(19 & 20) Paul Mulvihill & Co. Ltd. — (23) Young Canadian 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, 5 & 6) James A. MacLeod — (7 & 8) A. Maxwell Ramey — (9) James A. MacLeod — (10) Robert MacLaren — (11) Norma Rafuse—(12) Hugh Godfrey — (13) David Flack — (14) Mrs. Pauline Fraser — (15) James A. MacLeod—(16) Robert C. Stillwell (Music Librarian—Hugh Godfrey) — (17) Douglas 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 — (6 & 7) John A. Funston — (8) Richard L. Fry — (9) Clive Schaefer — (10) John A. Funston — (13) John Holden — (14) Joan Hiltz — (15) Harry L. Stephen — (16) Mrs. Emily Blight — (17) Arthur W. Greig — (18) Carl Westhaver — (19 to 22) All-Canada — (23) Weed & Co.

**CJCH, HALIFAX:** 5,000 watts on 920 kcs. (1) CJCH Ltd. — (2) Gerald Martin — (3) E. Finlay MacDonald — (5) Howard Gerard — (6) Len J. Chapple — (7) Cy Lynch — (9) Hugh Dunlop — (10) Gerald Regan (11) Mrs. Abbie Lane — (14) Howard Gerard — (15) Svdney C. Pilkington — (16) Harold Mosher — (17) Gerald MacWilliams — (18) Allan Campbell — (19 & 20) Paul Mulvihill & Co. Ltd. — (23) Canadian Station Representatives Ltd.

**CKEN, KENTVILLE:** 1,000 watts on 1,350 kcs. (1) Evangeline Broad- casting Co. Ltd. — (2) F. J. Burn — (3) Jack Lewis — (5) Mrs. Ellie MacMillan—(6 & 7) Willard Bishop — (9) Al Williamson — (10) Bob Huggins—(11) Mrs. Joyce Watling — (13) Ron Pulsifer — (14) Ann Cunningham — (15) Peter Allen — (17) Avarid Bishop — (18) Hal Sproule — (19 & 20) Lorrie Potts & Co. Ltd.

**CKEC, NEW GLASGOW:** 250 watts on 1,230 kcs. T-Can. Supp. (1) Hector Broadcasting Co. Ltd. — (2 & 3) James M. Cameron — (5) Margaret Almon — (6 & 7) Wm. Desbarres — (9) Robert Hale — (10) John MacDonald — (11) Margaret Almon — (12) Wm. Des- barres — (14) Joan Tupper — (15) Robert Hale — (16) Wm. Graham — (17) Lew Wright — (19 & 20) Lorrie Potts & Co. Ltd. — (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. Nathan- son (3) N. L. Nathanson — (5) Lloyd MacDonald — (8) Elizabeth Smyth — (9 & 10) Don MacIssac — (11) Terry MacLellan — (13) Florence MacLeod — (14) Donna Falle — (15) Lloyd Taylor — (16) Elizabeth Smyth—(17) Alf Vernon —(18) Robbie Robinson—(19 to 22) All-Canada — (23) Weed & Co.

**CKCL, TRURO:** 1,000 watts on 600 kcs. (1) Colchester Broadcasting Co. Ltd — (2 & 3) J. A. Manning — (5) H. C. Deryk Upton—(7 & 8) Jack Armstrong — (9) Harry Dewar — (10) Winston Langille — (12) Harry Dewar — (14) Mrs. E. B. MacKenzie — (15) Mrs. Anne Cox — (16) Mrs. Jeanne Gourlev — (17) Sidney Bernasconi — (18) Robert Bartlett — (19 & 20) Radio Time Sales Ltd. — (22) John N. Hunt.

**CFAB, WINDSOR:** 250 watts on 1,450 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) F. J. Burn — (3) Jack Lewis — (5) Mrs. Ellie Mac- millan — (6 & 7) Willard Bishop — (9) Al Williamson — (10) Bob Huggins—(11) Mrs. Joyce Watling — (13) Ron Pulsifer — (14) Ann Cunningham — (15) Peter Allen — (17) Avarid Bishop — (18) Hal Sproule — (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 & 5) R. F. Large — (6) Loman McAulay — (8) Wm. K. Rogers — (9) A. S. Dickson — (10) Loman McAulay — (11) Jane Weldon — (12) Ches Cooper — (13) Janet Gordon — (14) Paul Williams — (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 — (7 & 8) Lowell Huestis — (9) Dave Fitzpatrick — (10 & 12) Bob Schurman — (13) Lowell Huestis — (14) Jane Morrison — (16) Dave Biggar — (17) Angus Mackie — (18) Fred MacFarlane — (19 to 22) Radio Representatives Ltd.

**NEWFOUNDLAND**

**CBY, CORNER BROOK:** 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 Broad- casting Co. Ltd. — (2) Geoff Stirl- ing — (3) Don Jamieson — (4) Colin Jamieson — (5) Jack Baird — (6 & 7) George MacDonald — (8) Ignatius Rumboldt — (9) Jim Thome—(10) Bill Callahan—(11) Mrs. Winnifred Packer — (12) Jim Quislev — (13) Mrs. Ada Mevers — (14) Emilie Davis — (15) Mrs. Joan LeClair—(16) Shirlev Marsh — (17) Oscar Hierlihv — (18) Len Walsh — (19 to 22) Stovin-Byles Ltd. — (23) Weed & Co.

**VOCM, ST. JOHN'S:** 1,000 watts on 590 kcs. — (1) Colonial Broad- casting System — (2) Walter Williams — (3) Harold N. Butler — (Joseph V. Butler Station Man- ager) — (5) Mengie Shulman — (6) Denys Ferrv — (7) Joseph V. Butler — (8) Kathryn Purcell — (9) Ronald Wadden — (10) James T. Browne — (11) Denys Ferrv — (12) James M. Murdoch — (13) Denys Ferrv — (14) James M. Murdoch — (15) Mary Hollet — (16) Kathryn Purcell—(17) Walter B. Williams — (18) Charles Nose- worthy — (19 & 20) Radio & Tele- vision Sales — (22) John N. Hunt — (23) Young Canadian Ltd.

# 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
	Hamilton	JA. 7-9284	37 James St. S.	J. N. Elliott	J. N. Elliott
Associated Broadcasting Co. Ltd.	Toronto	WA. 4-1111	1139 Bay St.	— — —	— — —
Atherton & Currier Inc.	Toronto	EM. 3-5418	100 Adelaide St. W.	Eleanor Austen	Eleanor Austen
Baker Advertising Agency Ltd.	Toronto	EM. 8-7801	212 King St. W.	Jack Horler	Don Farrow (TV) John Powell (Radio) (Through Toronto)
	Montreal	UN. 6-3049	660 St. Catherine St. W.	Lloyd Converse	Ralph Draper
Batten, Barton, Durstine & Osborne Inc.	Toronto	WA. 4-3787	160 Bloor St. E.	Ramsay Lees	Mrs. Elizabeth Parsons
Bennett & Northrop Inc.	Halifax	3-8164	Maritime Life Bldg.	G. P. Backman	
Bingham, John McKenney Ltd.	Toronto	EM. 2-2641	32 Front St. W.	John M. Bingham	John M. Bingham
	Montreal	HU. 1-5032	4645 Cavendish Blvd.	(Through Toronto)	(Through Toronto)
	Preston	OL. 3-4464	541 William St.	(Through Toronto)	(Through Toronto)
	Winnipeg	422564	257 Osborne St.	(Through Toronto)	(Through Toronto)
	Vancouver	BA. 8201	2205 Fir St.	(Through Toronto)	(Through Toronto)
Bleasdale Advertising	Victoria	2-6741	1104 Douglas St.	Harry Bleasdale	Harry Bleasdale
Bradley, Venning & Hilton Ltd.	Toronto	WA. 2-3138	11 Yorkville Ave.	Lora Baker	Lora Baker
Breithaupt, Milsom Ltd.	Toronto	HU. 1-5251	44 Eglinton Ave. W.	Sam Wilkes	(Miss) Irene Wray
Brooks Advertising Ltd.	Toronto	EM. 8-2396	21 Dundas Square	Roy Partridge	(Mrs.) J. deMunick
Brown, Mitchell & Wright Ltd.	Vancouver	TA. 7277	735 Davie St.	John Blundell	John G. Service
	Calgary		411-6th Ave. W.	Alex Wood	John G. Service
Burnett, Leo Co. of Canada Ltd.	Toronto	EM. 6-5801	133 Richmond St. W.	James B. McRae	Donald Ferguson
Burns Advertising Agency Ltd.	Montreal	WE. 5-5257	1247 Guy St.	Ralph Novek	A. Robillard
	Toronto	WA. 2-6698	96 Bloor St. W.	(Through Montreal)	
Caldwell, Spence Agency	Toronto	WA. 2-2103	447 Jarvis St.	Ken Page	Claus Hobe
Canadian Advertising Agency Ltd.	Montreal	PL. 8061	1454 Mountain St.	M. Fontaine	M. Fontaine
	Toronto	EM. 3-3051	80 King St. W.	Irvin Teitel	Irvin Teitel
	Winnipeg	92-6923	403 Elec. R'lwy Chambers	R. Waugh	R. Waugh
	Vancouver	TA. 1938	1137 W. Hastings St.	K. Johnson	K. Johnson
Cardon, Rose Ltd.	Montreal	PL. 9581	1411 Crescent St.	R. L. Hurwitz	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.	W. D. Harwood	Earl Box
	Toronto	WA. 4-5492	185 Bloor St. E.	Alan Savage	Cam Logan
	Winnipeg	92-3538	Elec. R'lwy Chambers	John Burke-Gaffney	J. Gibson
	Vancouver	PA. 1111	1030 West Georgia St.	Godfrey F. Holloway	(Mrs.) Joyce Trought
Collyer Advertising Ltd.	Montreal	PL. 8672	1510 Drummond St.	R. Baudry	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	VI. 9-5246	391 St. James St. W.	Vic Gray	Vic Gray
	Toronto	EM. 4-7204	100 Adelaide St. W.	J. Hulme	J. Hulme
Dancer-Fitzgerald-Sample (Canada) Ltd.	Toronto	WA. 4-8425	200 St. Clair Ave. 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 St.	Hal B. Williams	Hal B. Williams
Ellis Advertising Co. (Canada)	Niagara Falls	EL. 4-4015	1986 Drummond Rd.	— — —	Olga Halasz
Erwin, Wasey, Ruthrauff & Ryan Ltd.	Toronto	WA. 1-5187	610 Church St.	John Mann	Craig Muir

**Best Wishes for  
A Merry Christmas and a Prosperous New Year**

from  
RALPH C. ELLIS

**FREMANTLE OF CANADA**

Limited

Representing

**NBC TELEVISION FILMS**

A Division of California National Productions Inc.

17 DUNDONALD STREET

WALnut 4-9635

TORONTO 5

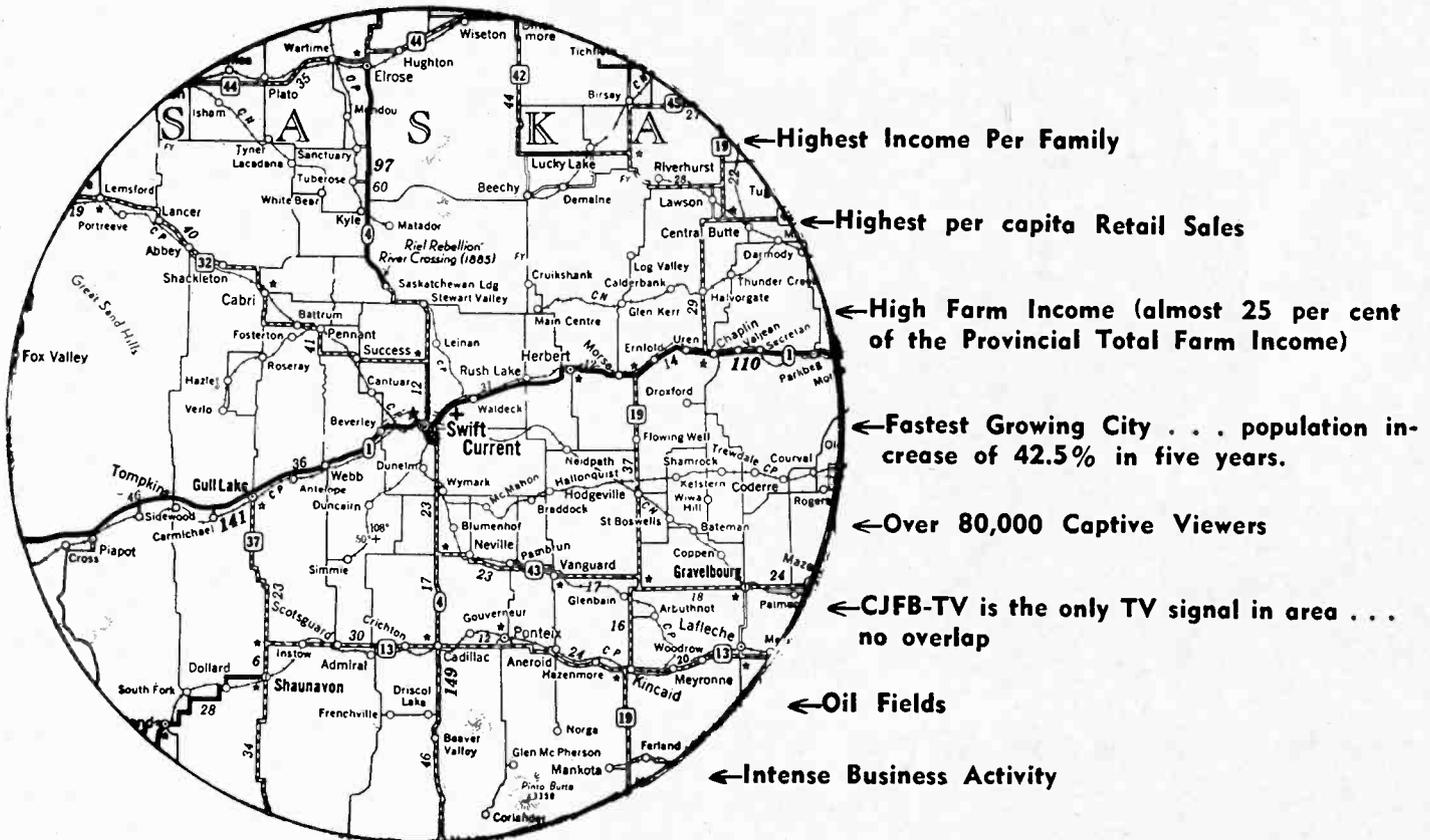
**Now on the Air . . .**

# A New Powerful Sales Medium In a Wealthy Captive Market

## CJFB-TV

**Channel 5 — Swift Current, Sask.**

**Leading the Nation with Automation . . . . .**  
**. . . . . Canada's FIRST Automatic TV Station**  
**Serving the Great Southwest Saskatchewan**



**Increase your sales in this wealthy captive market the direct way . . . . .**

**CJFB-TV Swift Current**  
**13,300 Watts Video; 6650 Watts Audio**

Represented by:

**TELEVISION REPRESENTATIVES LTD.**  
Toronto — Montreal — Winnipeg — Vancouver  
**FORJOE & CO. — USA**

## ADVERTISING AGENCIES (cont'd)

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Ferguson, George Associates Ltd.	Montreal	AV. 8-8102	985 Sherbrooke St. W.	George R. Ferguson	L. F. Ross
Ferres Advertising Ltd.	Hamilton	JA. 9-1116	63 Duke St.	E. Boyd Heaven	E. Boyd Heaven
Foote, Cone & Belding Canada Ltd.	Toronto	WA. 4-4477	10 St. Mary St.	Arthur Sylvah	Arthur Sylvah
Foster Advertising Ltd.	Toronto Montreal Ottawa Winnipeg	WA. 4-4681 UN. 6-7901 CE. 6-5909 WH. 2-2151	149 Alcorn Ave. Sun Life Bld. Ottawa Journal Bld. 156 Lombard Ave.	Alex MacKay Charlotte Toupin <i>(Through Toronto)</i> <i>(Through Toronto)</i>	Mary Newton Charlotte Toupin
Gibbons, J. J. Ltd.	Toronto Montreal Winnipeg Regina Calgary Edmonton Vancouver	WA. 4-8391 PL. 2721 92-7373 3-2787 2-5437 2-7512 PA. 0157	46 St. Clair Avenue E. 1454 Mountain St. 272 Main Street 1840 McIntyre St. 513 - 8th Avenue W. 206 Petroleum Bld. 1533 West Pender St.	Walter Reeves Peter Ross Bruce Johnston R. P. Wilson Alf Bell Tom McMillan (Mrs.) Hazel Bakes	Frank Robinson Peter Ross Bruce Johnston R. P. Wilson Alf Bell Tom McMillan (Mrs.) Hazel Bakes
Gislason-Reynolds Ltd.	Toronto	WA. 4-7364	21 Park Road	Guy Gislason	R. Gee
Goodis Goldberg Ltd.	Toronto	WA. 3-8491	153 St. Clair Ave. W.	Allan Schwam	Samuel Goldberg
Goodwin Advertising Ltd.	Vancouver	PA. 3474	207 West Hastings St.	T. M. Taylor	T. M. Taylor
Grant Advertising of Canada Ltd.	Toronto	EM. 3-3396	103 Church St.	(Mrs.) L. G. Taylor	(Mrs.) L. G. Taylor
Grosberg, Pollock & Gwartzman Ltd.	Toronto	WA. 4-9211	78 Charles St. W.	<i>(Handled by individual account executives)</i>	
Hayhurst, F. H. Co. Ltd.	Toronto	EM. 6-0731	7 King St. E.	Robert D. Amos	Pat Hepburn E. Brown Brian Pierce
Heggie Advertising Co. Ltd.	Toronto	HU. 1-5125	97 Eglinton Ave. E.	Denyse L. Mathieu	John Chilman
Huot, J. E. Publicitee Ltée.	Montreal	PL. 4131	353 St. Nicholas St.	John Chilman	John Chilman
Hutchins Advertising of Canada Ltd.	Toronto	WA. 4-3753	35 Hayden St.	P. E. Rioux	Homere Dubois
Imperial Advertising Ltd.	Halifax	3-9373	38 Blowers St.	Pat Hennessy	Pat Hennessy
Industrial Advertising Agency Ltd.	Toronto Montreal	WA. 4-6671 UN. 6-4806	631 Spadina Avenue 1265 Stanley St.	J. B. Regan	(Miss) Norma Murray
Jarvis, Albert Ltd.	Toronto Montreal	EM. 3-2438 PL. 8767	94 Yonge St. 1466 Crescent St.	(Mrs.) Vera Percival R. W. Stamp	(Mrs.) Vera Percival R. W. Stamp
Kelley, Russell T. Co. Ltd.	Toronto Montreal	EM. 3-2438 PL. 8767	94 Yonge St. 1466 Crescent St.	Evan Morton	Evan Morton
Kelley, Russell T. Co. Ltd.	Hamilton Vancouver	JA. 2-1155 PA. 9174	627 Main St. E. 1455 West Georgia St.	Jack Price M. Tyler	Jack Price M. Tyler
Kenyon & Eckhardt Ltd.	Toronto	WA. 4-9531	321 Bloor St. E.	Gordon Hinch	Gordon Hinch
Locke, Johnson & Co. Ltd.	Toronto	WA. 4-8481	255 Davenport Road	Rick Campbell	Bernie Rusak
Lovick, James & Co. Ltd.	Vancouver Toronto Winnipeg Calgary Regina Edmonton Montreal	TA. 6221 WA. 1-1121 93-0623 2-6161 LA. 3-7570 4-2181 UN. 6-8391	1178 West Pender St. 800 Bay Street 404 Power Bld. Toronto Gen. Trusts Bld. 401 Kerr Block 10014 - 107th St. 623 Dominion Sq. Bld.	(Mrs.) G. Willisroff S. B. Hayward (Miss) E. McCulloch (Miss) June Duncan George R. Bothwell Colin Beale Dave McMaster	M. R. Woodward (Miss) Olive Jennings (Miss) E. McCulloch (Mrs.) Leslie White George R. Bothwell Colin Beale Dave McMaster
MacLaren Advertising Co. Ltd.	Toronto Montreal Winnipeg Vancouver	EM. 4-0321 VI. 5-1222 WH. 2-6321 MA. 6268	111 Richmond St. W. 550 Sherbrooke St. W. 911 Elec. R'lw'y Chambers 1240 West Pender St.	Hugh Horler R. Saucier L. Trudel	Mary Moran H. Wood W. Wilson J. Hoyland
McCann-Erickson (Canada) Ltd.	Toronto Montreal Vancouver	WA. 4-9641 VI. 9-8341 MU. 3-5608	200 Bloor St. E. Peel Centre, 2055 Peel St. 1030 W. Georgia	Don McMillan Wm. Munro Florence Asson	Lloyd Hefford Wm. Munro Florence Asson
McCauley-Knight Advertising Agency	Toronto	EM. 6-3939	6 Adelaide St. E.	— — —	— — —
McConnell Eastman & Co. Ltd.	Toronto Montreal London Winnipeg Calgary Vancouver Edmonton	EM. 3-7004 UN. 6-7941 4-4528 WH. 3-7406 AM. 2-1432 MA. 2161 2-5107	147 University Ave. Dominion Sq. Bld. Huron & Erie Bld. 382 Portage Ave. 337 W. 8th Street 1198 W. Pender St. 10020 - 109th Street	Austin Moran E. N. McDonald <i>(Handled by individual account executives)</i> <i>(Handled by individual account executives)</i> <i>(Handled by individual account executives)</i> <i>(Handled by individual account executives)</i>	Eleanor Shinnick E. N. McDonald
McCracken, W. A. Ltd.	Toronto Montreal	WA. 4-0721 BE. 9591	153 St. Clair Ave. W. 1510 Drummond St.	A. T. Cooper Godfrey Humphrys	(Mrs.) Marjorie Graves (Mrs.) Marjorie Graves
McGregor-Deaville Advertising	Toronto	WA. 2-4864	1157 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 Toronto Winnipeg Vancouver	MA. 4152 WA. 4-0981 92-3491 MU. 3-8121	1510 Drummond St. 1407 Yonge Street 250 Portage Ave. 1030 West Georgia St.	Wilf Charland Peel Steven Tommy Church Andy Brown John Cumming	Joan Bridge Beverley Nicholl Andy Brown John Cumming
Muter, Culiner, Frankfurter & Gould Ltd.	Toronto	WA. 4-5736	1121 Bay Street	Eddie Gould Gerry Raffleman	Phyllis Scott
Nattall & Maloney Ltd.	Calgary Edmonton	69-2370 4-4910	223 - 7th Ave. East 536 Civic Block	Gerald Wren Gerald Bird	Kay Schneider M. Lycan
O'Brian Advertising Ltd.	Vancouver	PA. 9174	1455 West Georgia St.	A. J. Collins	M. Maddigan
Orr, William R. Ltd.	Toronto	WA. 4-3708	464 Yonge Street	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 Montreal	EM. 3-6047 UN. 1-5437	380 Victoria St. 1501 Shell Tower	George P. Vale George P. Vale	George P. Vale Barry Kinnon

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Payeur Publicite	Quebec	LA. 9-3322	639 - 8th Avenue	P. E. Giguere	G. H. Payeur
Pennell Advertising	Toronto	EM. 4-2079	81 Queen St. West	Mary Barrer	Mary Barrer
Plant, Elton M. Co.	Windsor	CL. 4-1159	303 Bartlet Bld.	E. M. Plant	Ann Hames
Purkis, Thorton Ltd.	Toronto	EM. 3-3762	330 Bay St.	Gladys Race	Gladys Race
Quebec Advertising	Montreal Quebec	PL. 9851 LA. 9-2531	1520 Mountain St. 100 Youville Sq.	Yvon Fortier Gaston Perron	Yvon Fortier Gaston Perron
Reynolds, E. W. Ltd.	Toronto Montreal	EM. 2-2381 UN. 6-1775	154 University Ave. 1440 St. Catherine St. W.	Henry Karpus Jean Tougas	Vera Hopkins Jean Tougas
Richards, Fletcher D. Inc.	Montreal	BE. 8821	550 Sherbrooke St. W.	T. A. Deans	T. A. Deans
Ronalds Advertising Agency Ltd.	Montreal Toronto Edmonton	UN. 6-9571 EM. 3-0237 2-8356	Keefer Bld. 108 Peter St. 218 Tegler Bld.	Peter Golick Jerry Lodge	Mary Laphkas Lyn Salloum Art Bishop
Ross Roy of Canada Ltd.	Windsor	CL. 6-2371	Canada Trust Bld.	Carl Hassel	R. A. Post
Sauviat, G. R. & Assoc.	Montreal	VI. 5-6039	1448A Mountain St.	— — —	J. Brunelle
Schneider Cardon Ltd.	Montreal Toronto	UN. 1-4764 RE. 1880 (tem.)	1224 St. Catherine St. W. 325 Joicey Blvd. (Temp.)	Monty Isaacs Gordon Allen	Rolande Morin (Mrs.) Joan (Nie) Chillcott
Sills, Allan R. Ltd.	Toronto	EM. 8-6434	137 Wellington St. W.	Allan R. Sills	Allan R. Sills
Smith, R. C. & Son Ltd.	Toronto	EM. 4-9396	380 Victoria St.	G. Alec Phare	G. Alec Phare
Spitzer & Mills Ltd.	Toronto Montreal	EM. 6-2811 HU. 1-0344	50 King St. W. 3405 Addington Ave.	Ralph Hart Paul Corbeil	Susie McCullagh Paul Corbeil
Stanfield, Harold F. Ltd.	Montreal Toronto	UN. 6-8741 EM. 6-5454	Dominion Square Bld. 121 Richmond St. W.	B. A. C. Quill Bill Ross	Ernie Smith
Stevenson & Scott Ltd.	Montreal Toronto Vancouver Halifax	UN. 6-9361 EM. 3-5773 MU. 3-5696 3-8608	1260 University St. 100 Adelaide St. W. 402 West Pender St. 8 Prince St.	Sheldon Lodge (Mrs.) Doris Reay (Mrs.) Sherrel Adair Ronald Kitley	Sheldon Lodge (Mrs.) Doris Reay (Mrs.) Sherrel Adair 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 Toronto	UN. 6-6771 EM. 3-9402	602 Domnion Square Bld. 600 University Ave.	Phillippe Fiset Frank Flint (Radio) Jack Lingeman (TV)	John Cornell Phyllis Sivell
Thompson-Peterson Adver. Agency Ltd.	Toronto Montreal	EM. 8-8091 UN. 6-9745	215 Victoria St. 913 Sun Life Bld.	Edward Bowman <i>(Through Toronto)</i>	Edward Bowman <i>(Through Toronto)</i>
Vamplew Advertising	Toronto	WA. 3-5589	1175 Bay Street	Thomas Vamplew G. G. Beedham	Thomas Vamplew G. G. Beedham
Vickers & Benson Ltd.	Montreal Toronto	UN. 6-7701 EM. 4-6301	Keefer Bld. 110 Church St.	Henault Champagne Dave Catton	(Mrs) Jeannine Guerin (Mrs.) Laura Jensen
Walsh Advertising Co. Ltd.	Windsor Toronto Montreal	CL. 6-2671 EM. 3-3053 UN. 6-8921	1787 Walker Road 44 King St. W. 660 St. Catherine St. W.	<i>(Through Toronto)</i> (Mrs.) Muriel Murray (Miss) Therese Cote	(Mrs.) Muriel Murray (Miss) Therese Cote
Whitehall Broadcasting Ltd.	Montreal	VI. 9-4156	1510 Drummond St.	Wilf Charland	Joan Bridge
Willis Advertising Ltd.	Toronto	EM. 3-2073	220 Richmond St. W.	Clarence Kenney	Clarence Kenny
Wood, A. D. Advertising	Calgary	AM. 2-4767	620 - 8th Ave. West	— — —	N. B. Wood
Yanef, Chris Advertising	Toronto	WA. 1-3376	85 Grenville Ave.	Chris Yanef	Chris Yanef
Young & Rubicam Ltd.	Montreal Toronto	UN. 6-8941 EM. 2-2341	660 St. Catherine St. W. 44 King St. W.	Gaby LaLande W. H. Clark	Helen Quinn Doreen Dunlop

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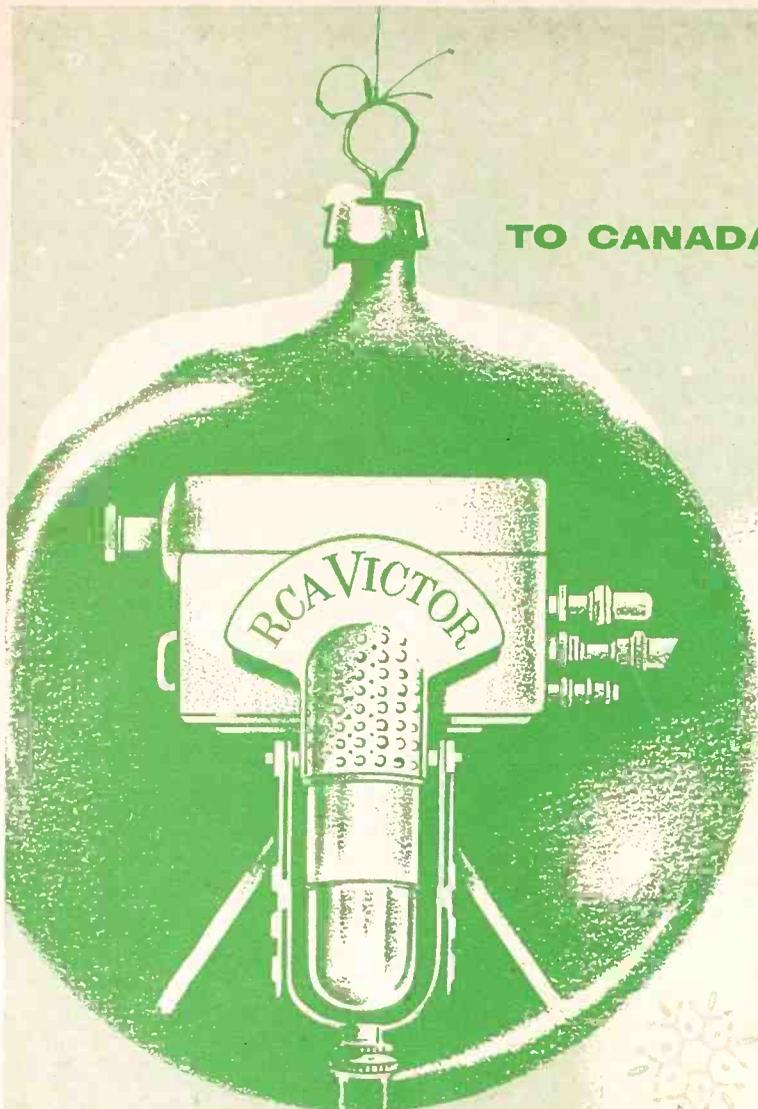
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TO CANADA'S BROADCASTING INDUSTRY



# Season's Greetings

AND ALL BEST WISHES FOR  
CONTINUED SUCCESS

This season of the year is a happy time. A time when friends and neighbours wish each other well. And RCA Victor is happy to extend season's greetings and all best wishes for continued success to the Canadian Radio and Television broadcasting industry.

This thriving industry, growing by leaps and bounds, has placed untold confidence in the RCA Victor Company, Ltd., as evidenced by the fact that many Canadian Radio and TV stations are today being served and served well, with equipment built and installed by RCA Victor — world leader in electronics.



ENGINEERING PRODUCTS DIVISION

**RCA VICTOR COMPANY, LTD.**

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

# PERSONNEL REGISTER (Television)

## BRITISH COLUMBIA

**CFCR-TV, KAMLOOPS:** .05 kw. Audio; .10 kw. Video on Channel 4. CBC Supp. (1) Twin Cities Television Ltd. — (2 & 3) Ian G. Clark — (4) Fred Webber — (5) Walter Harwood — (6) Tom Koch — (7) Jean Ross — (9 & 10) William McGowan — (13) Walter Harwood — (14) Shirley Paige — (16) Irene Orton — (17) Mrs. Margaret Heron — (20) Fred Webber — (21) All-Canada Television — (22) Weed Television.

**CHBC-TV, KELOWNA:** 1.6 kw. Audio; 3.7 kw. Video on Channel 2. CBC Supp. Satellite at Penticton: .27 kw. Audio; .54 kw. Video on Channel 13. Satellite at Vernon: .31 kw. Audio; .62 kw. Video on Channel 7. (1) Okanagan Valley Television Co. Ltd. — (2) J. H. Browne — (3) Roy G. Chapman — (5) Dick Sharp — (7 & 9) Stan Lettner — (10) Al Jordan — (13) Norm Williams — (15) Terry Bennett — (16) Norm Williams — (18) Russ Richardson — (19) Al Jordan — (20) Tom Wyatt — (21) All-Canada Television — (22) Weed Television.

**KVOS-TV, BELLINGHAM-VANCOUVER:** 112 kw. Audio; 224 kw. Video on Channel 12. CBS. (1) KVOS-TV (Canada) Ltd. — (2) Rogan Jones — (3) Gordon Reid — (5) Herman Burkart — (6) Jack Gattles — (7) Mrs. Joan McDermot — (15) Ken Davidson — (16) Dolores Robinson — (19) Andy Anderson — (20) Ernie Harper — (21) Stovin-Byles Ltd. — (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 Corporation.

**CHEK-TV, VICTORIA:** 9 kw. Audio; 1.8 kw. Video on Channel 6. CBC Basic. (1) CHEK-TV Ltd. — (2 & 3) David M. Armstrong — (4) Ted Bissland — (5) Colm O'Shea — (6) Phil Barter — (7) Ted Bissland — (8) Bob Gillespie — (9) Doug MacFarland — (10) Keith MacKenzie — (13) Bob Hallock — (14) Mrs. Joan Armstrong — (15) Donna Cranton — (16) Mrs. Cy Roberts — (17 & 18) Mrs. Sylvia Dickason — (19) Norm Bergquist — (21) Television Representatives Ltd. — (22) Forjoe & Co.

## ALBERTA

**CHCT-TV, CALGARY:** 50 kw. Audio; 100 kw. Video on Channel 2. CBC Basic. (1) Calgary Television Ltd. — (2) Fred R. Shaw — (3) Herb Stewart — (4) Richard Carson — (5) Bob Watson — (6) Barry Gordon — (7) Ron Chase — (9 & 10) Ed Whalen — (11) Mrs. Margaret Arnold — (12) Reuben Hamm — (13) Barry Nicholls — (15) Les Funtek — (16) Mrs. Irene Palmer — (18) Gordon Warner — (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 Basic. (1) Sunwapta Broadcasting Co. Ltd. — (2) Dick Rice — (3) Sid Lancaster — (5) Bruce Alloway — (6) Don Brinton — (7) George Kidd — (9) Bill Hogle — (10) Al Shaver — (11) Mrs. Laura Lindsay — (13) Isobel McDonald — (14) Vera Bayrak — (15) Frank Harris — (16) Eric Candy — (17 & 18) Keith Neale — (20) Ted Wadson — (21) Television Representatives Ltd. — (22) Young Canadian Ltd.; Harlan G. Oakes.

**CJLH-TV, LETHBRIDGE:** 85.5 kw. Audio; 171 kw. Video on Channel 7.

## 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         |                         |

CBC Basic. (1) Lethbridge Television Ltd. — (2) Hugh P. Buchanan — (3) Norman Botterill — (5) Lloyd Crittendon — (6) Tom McLaren — (9) Norman Young — (10) Al McCann — (14) Mrs. Ruth Reed — (17 & 18) Mrs. Betty Glendinning — (20) Vic Reed — (21) All-Canada Television — (22) Weed Television.

**CHAT-TV, MEDICINE HAT:** 3 kw. Audio; 5.7 kw. Video on Channel 6. CBC Supp. (1) Monarch Broadcasting Co. Ltd. — (2) J. Harlan Yuill — (3) Robert J. Buss — (4) Merv Stone — (5) Jack Oldham — (6) Merv Stone — (9) Bob Burns — (10) Slim Cook — (11) Margie McNeill — (14) Lorraine Povey — (15) Peter Soehn — (16) Margie McNeill — (17 & 18) Jacqueline Cove — (19) Ted Cotton — (20) Sid Gaffney — (21) Stovin-Byles Ltd. — (22) Weed Television.

**CHCA-TV, RED DEER:** 6.6 kw. Audio; 13 kw. Video on Channel 6. CBC Basic. (1) CHCA Television Ltd. — (2 & 3) G. A. Bartley — (4) Ray D. Torgrud — (5) Cam G. Harju — (9 & 10) Larry Arcand — (13) Mrs. Audrey Sole — (18) Jack Moseley — (19 & 20) Ted Wadson.

## SASKATCHEWAN

**CKBI-TV, PRINCE ALBERT:** 60 kw. Audio; 100 kw. Video on Channel 5. CBC Supp. (3) Ed Rawlinson — (5) Jerry Johnson — (21) All-Canada Television — (22) Weed Television. (Expected starting date December 15).

**CKCK-TV, REGINA:** 53.5 kw. Audio; 100 kw. Video on Channel 2. CBC Basic. (1) Transcanada Communications Ltd. — (2) Clifford Sifton — (3) Harold A. Crittenden — (5) Lloyd Westmoreland — (6) Larry Glover — (9) — Jim McLeod — (10) Ken Milton — (11) Mrs. Joy Perkins — (13) Bill Rees — (14) Mrs. Betty Bond — (15) Joe Soehn — (17) Bev Van Ziffle — (18) Gordon Grant — (20) Ernie Strong — (21) All-Canada Television — (22) Weed Television.

**CFQC-TV, SASKATOON:** 60 kw. Audio; 100 kw. Video on Channel 8. CBC Basic. (1) A. A. Murphy & Sons Ltd. — (2) A. A. Murphy — (3) G. Blair Nelson — (4) Walter Romanow — (5) Wil Klein — (9) Bill Cameron — (10) Don Whitman — (11) Mrs. Sally Merchant — (13) Geoff Jamieson — (14) Mrs. Evelyn Bergsteinson — (15) Nick Semenoff — (18) Lesia Semko — (20) Lyn Hoshkins — (21) Television Representatives Ltd. — (22) Young Canadian Ltd.; Harlan G. Oakes.

**CJFB-TV, SWIFT CURRENT:** 6.65 kw. Audio; 13.3 kw. Video on Channel 5. CBC Supp. (1) Swift Current Telesharing Co. Ltd. — (2 to 4) William D. Forst — (5) Walter S. Buffam — (6) Mrs. Julie Forst — (20) William D. Forst — (21) Television Representatives Ltd. — (22) Forjoe & Co.

**YORKTON:** 2.5 kw. audio; 5kw. video on Channel 3. (1) Yorkton Television Company Ltd. (Approved by the CBC. D/T approval pending.)

## MANITOBA

**CKX-TV, BRANDON:** 9.65 Audio; 19.3 kw. on Channel 5. CBC Basic. (1) Western Manitoba Broadcasters Ltd. — (2 & 3) John B. Craig — (4) Eric Davies — (5) Archie Olson — (7) Doug Lee — (9) Jim Struthers — (10) Don Hoskins — (12) Doug Johnson — (14) Mrs. Joyce Maxwell — (15) Mrs. Ann Smith — (17 & 18) Harold Pullaw — (19) Al 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 Corporation.

## ONTARIO

**CKVR-TV, BARRIE:** 13.3 kw. Audio; 26.6 kw. Video on Channel 3. CBC Basic. (1) Ralph Snelgrove Television Ltd. — (2) Ralph T. Snelgrove — (4) Jack Mattenley — (5) Charles Tierney — (7) Everett Smith — (9) Bill Harrington — (10) Bob McLean — (11) Karen Johnston — (13) Charles Tierney — (14) Mrs. Joan Coxall — (15) Frank Fog — (16) Don Pilcher — (17) Mrs. Marilyn Lockridge — (18) Dave Patrick — (19) George Walling — (20) Jack Mattenley — (21) Paul Mulvihill & Co. — (22) Young Canadian Ltd.

**CHCH-TV, HAMILTON:** 90 kw. Audio; 150 kw. Video on Channel 11. CBC Basic. (1) Niagara Television Ltd. — (2) Ken Soble — (3) Syd Bibby — (5) Ray Peters — (7) Jim Purvis — (9) Dave Rogers — (10) Norm Marshall — (11) Teddy Forman — (13) Staff Habberfield — (14) Lloyd Cothorp — (15) Bill Garnett — (16) Morry Katz — (18) Doug Gale — (20) Bill Jaynes — (21) All-Canada Television — (22) Young Canadian Ltd.

**CKWS-TV, KINGSTON:** 154 kw. Audio; 257 kw. Video on Channel 11. CBC Basic. (1) Frontenac Broadcasting Co. Ltd. — (2) Sen. W. Rupert Davis — (4) Roy Hofstetter — (5) Denny Payne — (6) Bill Luxton — (7) Don Nairn — (9) Pete Gomery — (13) Ted Curl — (14) Mrs. Marion Fleming — (15) Mrs. Pat Brennan — (16) Mrs. Theresa Moody — (17) Mrs. Lois Scrutton — (20) Bert Cobb — (21) All-Canada Television — (22) Young Canadian Ltd.

**CKCO-TV, KITCHENER:** 54.4 kw. Audio; 100 kw. Video on Channel 13. CBC Basic. (1) Central Ontario Television Ltd. — (2) Carl Pollock — (3) Eugene Fitzgibbons — (4 & 5) William McGregor — (6) Bruce Lawson — (7) Don Martz — (8) Joe Carlo — (9) Alan Hodge — (10) Tom Rafferty — (11) Mrs. Elaine Cole — (12) Ron Hill — (13) William Whiting — (14) Rita Glennie — (15) John Chester — (16) Bruce Lawson — (18) Erroll 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 Basic. (1) London Free Press Printing Co. Ltd. — (2) Walter J. Blackburn — (3) Murray T. Brown — (4) Robert Reinhart — (5) Cliff Wingrove — (6) Kevin Knight —

## CBC NETWORK STATIONS (TELEVISION)

### Basic

**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.  
 \*CJCS-TV Sault Ste. Marie, Ont.  
 \*CFCJ-TV Port Arthur, Ont.  
 \*CKVR-TV Barrie, Ont.  
 \*CKNX-TV Wingham, Ont.  
 \*CKGN-TV North Bay, Ont.  
 \*CFCL-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.

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

### Supplementary

\*CKMI-TV Quebec, Que.  
 \*CKRN-TV Rouyn, Que.  
 \*CHAT-TV Medicine Hat, Alta.  
 CHCA-TV Red Deer, Alta.  
 CKBI-TV Prince Albert, Sask.  
 CJFB-TV Swift Current, Sask.  
 CFCR-TV Kamloops, B.C.  
 CHCB-TV Kelowna, B.C.

\* Indicates stations on the Microwave Link.  
 \*\* Indicates Inter-Maritime Connected Network fed through Halifax.  
 \*\*\* Indicates both.

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 REPS do a better job when they understand the agencies.

AGENCIES do a better job when they understand the stations.

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# MERRY XMAS

et

# BONNE ANNEE!

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creators of

LIVE RADIO AND TV SHOWS

Exclusive Sales Representatives

for

Tele-International French TV Films

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UN. 6-8751

### 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         |                         |

(7) Robert Reinhart — (9) Ron Laidlaw — (10) Ward Cornell — (11) Mrs. Hope Garber — (12) Roy Jewell — (13) H. Warren Blahout — (14) Doris Kantrovic — (15) John Andrew — (16) Tom Bird — (17) Beatrice Nott — (19) Dale Duffield — (20) Glen Robitaille — (21) All-Canada Television — (22) Weed Television.

**CKGN-TV, NORTH BAY:** 25.75 kw. Audio; 51.5 kw. Video on Channel 10. CBC Basic. (1) Tel-Ad Co. — (2) Gerald Alger — (3 & 4) Ced Price — (5) Fred Noon — (6) Bill Hart — (7) Angus McLellan — (8) Bobi Nicol — (9) Harry Williams — (10) Bill Bennett — (11) Pat Williams — (12) Tom Kervin — (13) Barry Penhale — (14) Timothy Mathews — (15) Emmit Rainville — (16) Tom Bilenky — (17 & 18) Mrs. Evelyn Becks — (19) Sid Tompkins — (20) Dave Mee — (21) Paul Mulvihill & Co.; John N. Hunt — (22) Young Canadian Ltd.

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

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

**CHEX-TV, PETERBOROUGH:** 156 kw. Audio; 160 kw. Video on Channel 12. CBC Basic. (1) Kawartha Broadcasting Co. Ltd. — (2) Sen. W. Rupert Davies — (4) Keith Packer — (5) Doug Manning — (7) Gord Shale — (9) Del Crary — (10) Bill Spenceley — (11) Mrs. Marie Callaghan — (14) Beverly Young — (15) Ron Wilson — (16) Eleanor McBrien — (17 & 18) Ira McCorrison — (20) Bert Crump — (21) All-Canada Television — (22) Weed Television.

**CFJC-TV, PORT ARTHUR:** 15 kw. Audio; 28 kw. Video on Channel 2. CBC Basic. (1) Thunder Bay Electronics Ltd. — (2) H. F. Dougall — (3) Ralph H. Parker — (21) All-Canada Television — (22) Weed Television.

**CJIC-TV, SAULT STE. MARIE:** 15 kw. Audio; 28 kw. Video on Channel 2. CBC Basic. (1) Hyland Radio-TV Ltd. — (2) Mrs. J. G. Hyland — (3 & 4) Russ Ramsay — (5) Gene Plouffe — (6) Tye Palleck — (7) Gene Plouffe — (9) Lionel McAuley — (10) Russ Ramsay — (11 & 13) Mrs. Helen O'Connor — (14) Mrs. Rita Purdy — (15) Murray MacGillivray — (16) Beverly Mesaglio — (17 & 18) Beverly Gay — (19) Gerry Pearson — (20) Dave Irwin — (21) All-Canada Television — (22) Weed Television.

**CKSO-TV, SUDBURY:** 16 kw. Audio; 30 kw. Video on Channel 5. CBC Basic. (1) CKSO Radio Ltd. — (2) George M. Miller, Q.C. — (3) Wilf Woodill — (4) Jim Boyd — (5) Ralph Connor — (6 & 7) Jim Boyd — (9) Nick Bowdidge — (10) Dan Kelly — (11) Trudy Manchester — (13) Ralph Connor — (14) Mrs. Betty Sellars — (15) Richard Madsen — (16) Mrs. Betty Sellars — (20) Wally Roberts — (21) All-Canada Television — (22) Weed Television.

**CKSO-TV-1, ELLIOT LAKE:** 2 kw. Audio; 4 kw. Video on Channel 3. Satellite of CKSO-TV. Same staff.

**CFCL-TV, TIMMINS:** 9.25 kw. Audio; 18.5 kw. Video on Channel 6. CBC Basic. (2) J. Conrad Lavigne

— (3 & 5) Rene Barrette — (7) Jean DeVilliers — (9) Mrs. Betty Shields — (10) Gaston Bergeron — (11 & 13) Mrs. Isabella Appleby — (14) Pauline Dubois — (15) Michael Duncan — (16) Mrs. Isabella Appleby — (17 & 18) Mrs. Hazel Clermont — (19) Mario Cappadocio — (20) Roch Demers — (21) Paul Mulvihill & Co. — (22) Devney Inc.

**CFCL-TV-1, KAPUSKASING:** 17 watts audio; 34 watts video on Channel 3. Satellite of CFCL-TV. Same staff.

**CFCL-TV-2, ELK LAKE:** 1.76 kw. audio; 3.52 video on Channel 2. Satellite of CFCL-TV. Same staff.

**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 Basic. (1) Western Ontario Broadcasting Co. Ltd. — (2 & 3) J. E. Campeau — (4) S. Campbell Ritchie — (5) Giles McMahon — (6) Tom Sutton — (8) Wally Townsend — (9) Austin Grant — (11) Mrs. Myrtle Labbitt — (13) T. Don MacQueen — (14) Bruce H. Chick — (15) Charles Knight — (18) Arthur MacColl — (20) Stewart Clark — (21) All-Canada Television — (22) Adam Young.

**CKNX-TV, WINGHAM:** 19.5 kw. Audio; 38 kw. Video on Channel 8. CBC Basic. (1) Radio Station CKNX Ltd. — (2 & 3) W. T. Cruickshank — (4) G. W. Cruickshank — (5) C. R. Hamilton — (6 & 7) D. G. Hildebrand — (8) Leander Boucher — (9) John Strong — (10) Johnny Brent — (11) Marg Brophy — (12) Bob Carbert — (13) Mrs. Helen Fleury — (14) Mary Louise Flach — (15) Gerrard Van Duyn — (16) Jack Mitchell — (17) Bev Nethery — (18) Harold Swatridge — (19) Reg Bitton — (20) Scott Reid — (21) All-Canada Television — (22) Adam Young.

### QUEBEC

**CKRS-TV, JONQUIERE:** 10 kw. Audio; 20 kw. Video on Channel 12. CBC Basic. (1) Radio Saguenay Ltée. — (2) Henri Lepage — (3) Tom Burham — (4) Claude Blain — (5) Paul J. Audette — (6) Claude Blain — (7) Odette Arseneau — (9 & 10) Lionel Tremblay — (11) Bernadette Dufresne — (13) Tom Burham — (14) Odette Arseneau — (15) Bertrand Audet — (17 & 18) Eugene Michaud — (20) Gerard Lemieux — (21) Joseph A. Hardy & Co. — (22) Canadian Station Representatives Ltd.

**CKBL-TV, MATANE:** (Expected starting date, July 1958) 170 kw. Audio; 280 kw. Video on Channel 9. CBC French Basic. (1) La Compagnie de Radiodiffusion de Matane Ltée. — (2 & 3) Rene Lapointe — (4) Yvon Fortier — (10) Jean Berger — (11) Armande Desrosiers — (20) Yvon Fortier — (21) Joseph A. Hardy & Co.

**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.

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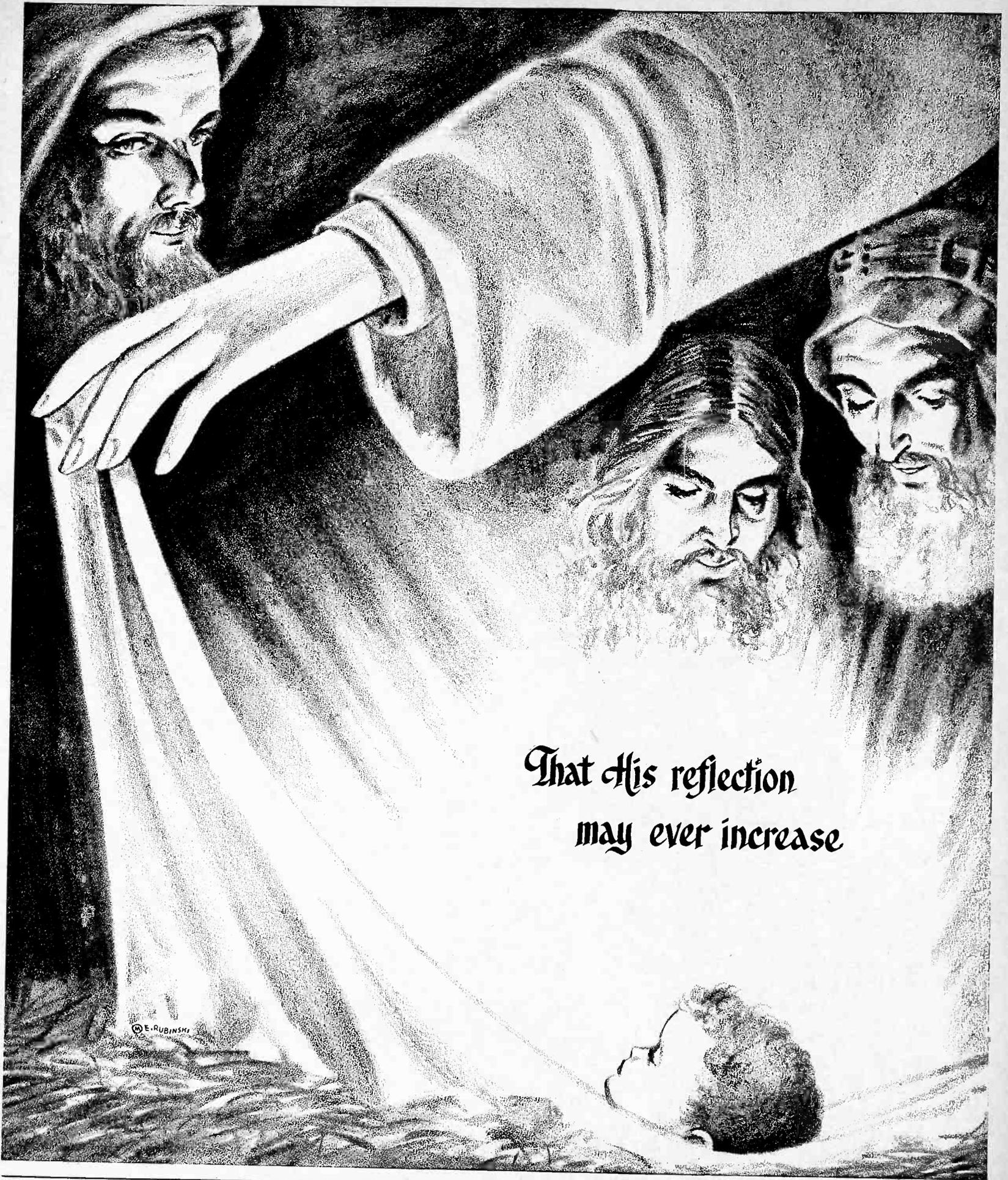
Canadian TV has come a long way, and 1958 will be the best year yet. We'll see plenty of shows . . . plenty of sales to big clients . . . lots more people employed in this exciting business. And Caldwell's will offer an even greater variety of *prestige programs* for the astute advertiser.

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**CFCM-TV, QUEBEC:** 6.3 kw. Audio; 12.6 kw. Video on Channel 4. CBC Basic. (1) Television de Quebec (Canada) Ltée.—(2) Gaston Pratte — (3) Jean Pouliot — (4 & 5) Ernie Miller — (7) Jacques Filteau — (9) Gaetan Plante — (10) Guy Lemieux — (11) Helene Roberge — (13) Benoit de Margerie — (14) Mrs. Francoise Cochrane — (15) Marcel Labadie — (16) Louis Tardivel — (17 & 18) Gerald Ross — (20) Marcel Chabot — (21) Joseph A. Hardy & Co.; John N. Hunt — (22) Weed Television.

**CKMI-TV, QUEBEC:** 2.8 kw. Audio; 5.6 kw. Video on Channel 5. CBC Supp. (1) Television de Quebec (Canada) Ltée.—(2) Gaston Pratte — (3) Jean A. Pouliot — (4 & 5) Arthur P. Fitzgibbons—(7) Gerald Taaffe—(13) Andrew N. McLellan — (14) Mrs. Francoise Cochrane — (15) Marcel Labadie — (18) Gerald Ross — (20) Marcel Chabot — (21) Stovin-Byles Ltd. — (22) Weed Television.

**CJBR - TV, RIMOUSKI:** 34.55 kw. Audio; 60.6 kw. Video on Channel 3. CBC French Basic. (1) The Central Public Service Corp. Ltd. — (2) Jacques Brillant — (3 to 5) Andre Lecomte — (6 & 7) Francois Raymond — (8) Raymond Fafard — (9) Guy Ross — (10) Claude Pearson — (11) Gemma Tessier — (13) Francois Raymond — (14) Hector Lavoie — (15) Georges Mercier — (16) Jean Chabot — (17 & 18) Hector Lavoie — (19) Gilles Fournier — (20) Marcel Vallee — (21) Stovin-Byles Ltd. — (22) Young Canadian Ltd.

**CKRN-TV, ROUYN:** 25 kw. Audio; 50 kw. Video on Channel 4. CBC French Basic & CBC English Supp. (1) Northern Radio - Radio Nord Inc. — (2 & 3) David A. Gourd —

**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         |                         |

(4 & 5) George Chartrand — (13) George Chartrand — (20) J. Guy Langevin — (21) Joseph A. Hardy & Co.; John N. Hunt — (22) Weed Television.

**CHLT-TV, SHERBROOKE:** 186 kw. Audio; 300 kw. Video on Channel 7. CBC Basic. (1) La Tribune Ltée. — (2) Paul Desruisseaux — (3) Alpee Gauthier — (4 & 5) John Gauthier — (7) Pierre Bruneau — (8) Paul Marcel Robidoux — (9 & 10) Dave Bloomberg — (11) Lise Cheno — (13) Paul-Andre Joly—(14) Mrs. Laurette Larocque — (15) Saro Bellomia — (16) Mrs. Marie-Louise Jovian—(17) Madeline Brodeur — (18) Lucien Perreault — (19) Jean Cote — (20) Leo Guilbault — (21) Joseph A. Hardy & Co.; John N. Hunt — (22) Adam Young.

**CFTM - TV, TROIS - RIVIERES:** (Expected starting date March 1958) 000 kw. audio; 000 kw. video on Channel 13. CBC Basic. (1) Television St. Maurice Incorporated — (2 & 3) Henri Audet — (21) Joseph A. Hardy & Co.

**NEW BRUNSWICK**

**CKCW - TV, MONCTON:** 16 kw. Audio; 25 kw. Video on Channel 2. CBC Basic. (1) Moncton Broadcasting Ltd. — (2) Fred A. Lynds —(5) Bruce Masters—(6) Herbert Button — (7) Joe S. Irvine — (9)

John Power — (10) Earle Ross — (11) Mrs. "P.J." Beer — (13) Barbara Parsons — (14) Marie Carroll — (15) Stan Morton — (16) Howard MacLean — (17 & 18) Marilyn Bell — (20) Keith MacConnell — (21) Stovin-Byles Ltd. — (22) Young Canadian Ltd.

**CHSJ-TV, SAINT JOHN:** 50 kw. Audio; 100 kw. Video on Channel 4. CBC Basic. (1) N.B. Broadcasting Co. Ltd.—(2) Thomas F. Drummie — (3) George A. Cromwell — (7) William A. Stewart — (9) Bill Cooper — (10) Fred Blizzard — (11) Jene Wood — (12) Len Rudolf — (14) Marjorie Hoben — (17) Margaret McGivern — (18) Guy Ferguson — (19) T. Reid Dowling — (20) Jack 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:** 108 kw. Audio; 180 kw. Video on Channel 4. CBC Basic. (1) Cape Breton Broadcasters Ltd. — (2 & 3) J. Marvin Nathanson — (5) Mrs. Effie Williams — (6) Lloyd MacInnis — (7) Mrs. M. C. MacQuarrie — (8) Norris Nathanson — (9) Don MacIsaac — (10) Lowell Murray —

(11) Ann Terry — (13) J. C. McVicar — (14) Betty Kelly — (15) Horst Paufler — (16) Max Quinton — (17) Gen MacDonald — (18) R. H. Demers — (19) Ron Reeves — (20) M. E. Bowles — (21) All-Canada Television — (22) Weed Television.

**PRINCE EDWARD ISLAND**

**CFCY-TV, CHARLOTTETOWN:** 38.5 kw. Audio; 79 kw. Video on Channel 13. CBC Basic. (1) Island Radio Broadcasting Co. Ltd. — (2) Mrs. K. S. Rogers — (3 & 5) Robert F. Large — (6) Loman MacAulay — (7) Paul Williams — (8) William K. Rogers — (9) Stuart Dickson — (10) Loman MacAulay — (11) Jane Weldon — (12) Ches Cooper — (13) Margaret Large — (14) Paul Williams — (16) Elaine Murley — (18) Vern MacFarlane — (20) John G. 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.

**CJON - TV, ST. JOHN'S:** 11 kw. Audio; 21.04 kw. Video on Channel 6. CBC Basic. (1) Nfld. Broadcasting Co. Ltd. — (2) Geoff Stirling — (3) Don Jamieson — (4) Colin Jamieson — (5) Jack Baird — (6) Charlie Lang — (7) Colin Jamieson — (8) Ignatius Rumboldt — (9) Jim Thoms — (10) Bill Callahan — (11) Mrs. Winnifred Packer — (12) Jim Quigley — (13) Mrs. Ada Meyers — (14) Emelie Davis — (15) Norman Duffit — (16) Mrs. Joan LeClair — (17) Edna Chaytor — (18) Nelson Squires — (19) Len Walsh — (20) Oscar Hierlihy — (21) Stovin-Byles Ltd. — (22) Weed Television.

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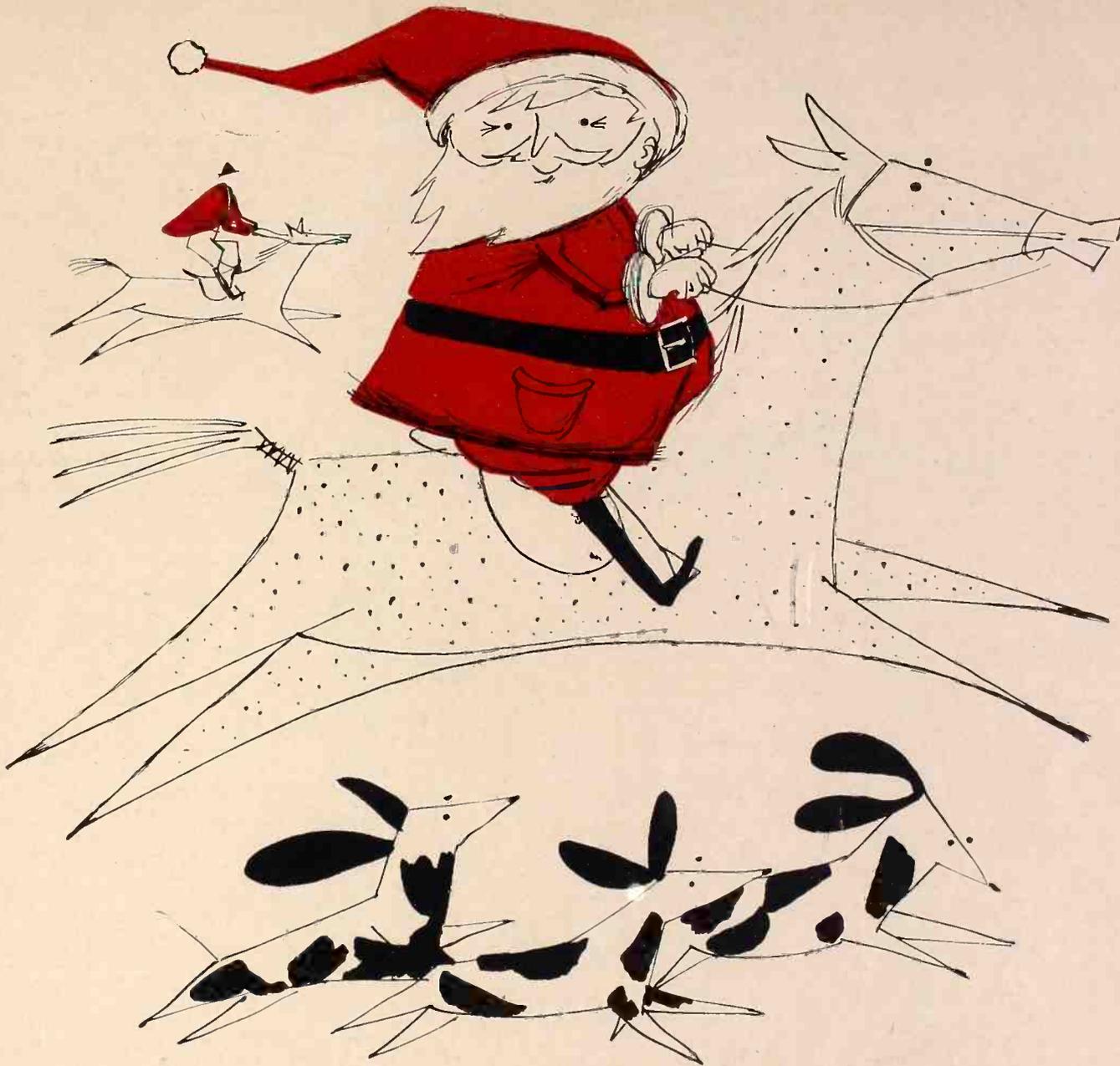
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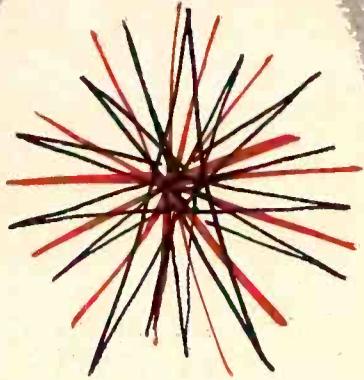
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