



Canadian
BROADCASTER

TORONTO

December 11th, 1958

EIGHT YEAR OLD Marlene Larock whispered a prayer into a CHWT microphone during a program from the Bruce Lyn School for Retarded Children and immediately the station's switchboard was swamped. Now tape recordings have been supplied to Retarded Children's branches across the country for use by local stations. The program was also used on CBC "Assignment". The photograph by Charles Osland of Oakville.

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TO ONE AND ALL

A Merry Christmas

and

A Happy New Year

from the CARTB Radio Family
of 149 Community Radio Stations
from the Atlantic to the Pacific

CARTB MEMBER RADIO STATIONS

ATLANTIC AREA (16)

CKDH Amherst, N.S.
CKBW Bridgewater, N.S.
CFCY Charlottetown, P.E.I.
CFNB Fredericton, N.B.
CHNS Halifax, N.S.
CJCH Halifax, N.S.
CKEN Kentville, N.S.
CKCW Moncton, N.B.
CKMR Newcastle, N.B.
CKEC New Glasgow, N.S.
CJRW Summerside, P.E.I.
CFBC Saint John, N.B.
CHSJ Saint John, N.B.
CJON St. John's, Nfld.
CKCL Truro, N.S.
CFAB Windsor, N.S.

FRENCH LANGUAGE — ALL PROVINCES (32)

CFGT Alma, P.Q.
CHAD Amos, P.Q.
CJMT Chicoutimi, P.Q.
CHRD Drummondville, P.Q.
CHFA Edmonton, Alta.
CJEM Edmundston, N.B.
CFRG & CFGR Gravelbourg, Sask.
CKCH Hull, P.Q.
CKRS Jonquiere, P.Q.
CKLS LaSarre, P.Q.
CKBL Matane, P.Q.
CKBM Montmagny, P.Q.
CJMS Montreal, P.Q.
CKAC Montreal, P.Q.
CHNC New Carlisle, P.Q.
CHRC Quebec, P.Q.
CKCV Quebec, P.Q.
CJBR Rimouski, P.Q.
CHRL Roberval, P.Q.
CKRN Rouyn, P.Q.

CFNS Saskatoon, Sask.
CJSO Sorel, P.Q.
CKSB St. Boniface, Man.
CKRB St. Georges de Beauce, P.Q.
CKJL St. Jerome, P.Q.
CFBR Sudbury, Ont.
CKLD Thetford Mines, P.Q.
CHLN Three Rivers, P.Q.
CFCL Timmins, Ont.
CKVD Val d'Or, P.Q.
CFDA Victoriaville, P.Q.
CKVM Ville Marie, P.Q.

CENTRAL CANADA (51)

CKBB Barrie, Ont.
CJBQ Belleville, Ont.
CJNR Blind River, Ont.
CFJB Brampton, Ont.
CKPC Brantford, Ont.
CFCO Chatham, Ont.
CHUC Cobourg, Ont.
CKSF Cornwall, Ont.
CKPR Fort William, Ont.
CFTJ Galt, Ont.
C-JOY Guelph, Ont.
CHML Hamilton, Ont.
CKOC Hamilton, Ont.
CKAR Huntsville, Ont.
CJRL Kenora, Ont.
CKLC Kingston, Ont.
CKWS Kingston, Ont.
CJKL Kirkland Lake, Ont.
CKCR Kitchener, Ont.
CKLY Lindsay, Ont.
CJSP Leamington, Ont.
CFPL London, Ont.
CKSL London, Ont.
CFCF Montreal, P.Q.
CJAD Montreal, P.Q.
CFCH North Bay, Ont.

CHWO Oakville, Ont.
CKLB Oshawa, Ont.
CFOS Owen Sound, Ont.
CHOV Pembroke, Ont.
CHEX Peterborough, Ont.
CFPA Port Arthur, Ont.
CJRH Richmond Hill, Ont.
CHOK Sarnia, Ont.
CJIC Sault Ste. Marie, Ont.
CKCY Sault Ste. Marie, Ont.
CFRS Simcoe, Ont.
JET Smiths Falls, Ont.
CKTB St. Catharines, Ont.
CHLO St. Thomas, Ont.
CJCS Stratford, Ont.
CHNO Sudbury, Ont.
CKOT Tillsonburg, Ont.
CKGB Timmins, Ont.
CFRB Toronto, Ont.
CHUM Toronto, Ont.
CKFI Toronto, Ont.
C-HOW Welland, Ont.
CKLW Windsor, Ont.
CKNX Wingham, Ont.
CKOX Woodstock, Ont.

PRAIRIES (31)

CFAM Altona, Man.
CFBA Brandon, Man.
CKX Calgary, Alta.
CFAC Calgary, Alta.
CFCA Calgary, Alta.
CKX Camrose, Alta.
CJDV Drumheller, Alta.
CKDM Dauphin, Man.
CFRN Edmonton, Alta.
CHED Edmonton, Alta.
CJCA Edmonton, Alta.
CFAR Flin Flon, Man.
CFGP Grande Prairie, Alta.

CJOC Lethbridge, Alta.
CKSA Lloydminster,
Sask.-Alta.
CHAT Medicine Hat, Alta.
CHAB Moose Jaw, Sask.
CJNB North Battleford, Sask.
CKYL Peace River, Alta.
CKBI Prince Albert, Sask.
CKRD Red Deer, Alta.
CKCK Regina, Sask.
CKRM Regina, Sask.
CFQC Saskatoon, Sask.
CKOM Saskatoon, Sask.
CKSW Swift Current, Sask.
CFSL Weyburn, Sask.
CJOB Winnipeg, Man.
CKRC Winnipeg, Man.
CKY Winnipeg, Man.
CJGX Yorkton, Sask.

PACIFIC (19)

CHWK Chilliwack, B.C.
CKEK Cranbrook, B.C.
CJDC Dawson Creek, B.C.
CFJC Kamloops, B.C.
CKOV Kelowna, B.C.
CHUB Nanaimo, B.C.
CKLN Nelson, B.C.
CKNW New Westminster, B.C.
CKLG North Vancouver, B.C.
CKOK Penticton, B.C.
CKPG Prince George, B.C.
CJAV Port Alberni, B.C.
CJAT Trail, B.C.
C-FUN Vancouver, B.C.
CJOR Vancouver, B.C.
CKWX Vancouver, B.C.
CJIB Vernon, B.C.
CJVI Victoria, B.C.
CKDA Victoria, B.C.

Board of Broadcast Governors

GOVERNMENT MUST CHANGE SINGLE-SERVICE TV POLICY BEFORE BBG CAN ACT

by The Canadian Press

AT ITS INAUGURAL meeting in Ottawa late last month, the Board of Broadcast Governors appointed its seven member executive committee and set its next meeting for the last week of January 1959.

The 15-member BBG, concluding a two-day organization meeting, was required under law to set up an executive committee, made up of its three full-time members and four of the twelve part-time members. A quorum is five members.

the last week in January. There are upwards of thirty applications now in the hands of the Transport Department awaiting reference to the BBG for its consideration. A number of these deal with bids for new radio and television stations, power increases, changes of frequency, transfers of shares and so forth. Details have not been disclosed.

TV MONOPOLY STANDS FOR NOW

None of the TV applications is for

it affects the smaller cities with privately-owned TV stations, is a matter of economics concerning growth of population and advertising markets.

The single-service policy was established in 1952 by the former Liberal government and continued by the present Progressive-Conservative administration.

With the present microwave network, made up of CBC and privately-owned stations, now stretching from the Atlantic to the Pacific, the national

in applying for TV licenses in the cities now restricted to the CBC.

The fact that available VHF TV channels - - 2 to 13 - - are limited in number will result in some highly-competitive bidding.

TECHNICAL PERSONNEL

At the Ottawa meeting, Dr. Stewart said no date has been set for the first meeting of the executive committee, to be called by the chairman when the need arises.

He said the BBG's first full meeting also discussed the question of obtaining legal and technical personnel, but reached no decision.

He said it is possible that some of the CBC personnel, now dealing with broadcasting regulations, may come to the board.

At this meeting, the BBG also discussed its relations with the Transport Department on the handling of applications for radio and television licenses, power increases and changes of frequencies.

Applications for licenses to operate radio and television stations must go first to the department, the government's licensing authority, which checks the plans for technical requirements. The department then forwards the application to the board for its consideration and recommendations to the government.

The interview in Ottawa between the 15-member BBG and the Transport officials - - John Baldwin, deputy minister and C. M. Brant, chief of the technical division of the telecommunications branch - - was one of the final items of the two-day organizational meeting.



Photo by Newton, Ottawa

HERE IS THE BOARD OF BROADCAST GOVERNORS, with Hon. George Nowlan, at its inaugural meeting in Ottawa last month. They are left to right, front row: Mrs. R. G. Gilbride, Canadian Cancer Society, Montreal; Roger Duhamel, vice-chairman; Dr. Andrew Stewart, chairman; Carlyle Allison, permanent member; Dr. Mabel G. Connell, Prince Albert dentist. Back row, left to right: Yvan Sabourin, Montreal lawyer; Lieut.-Colonel J. David Stewart, Charlottetown industrialist; Edward A. Dunlop, Canadian Arthritis and Rheumatism Society, Toronto; Hon. George Nowlan, Minister of National Revenue; Robert S. Furlong, St. John's Nfld., lawyer; Dr. Eugene Forsey, research director, Canadian Labor Congress, Ottawa; Guy Hudon, Dean of Laval University's Law Faculty, Quebec City; Joseph F. Brown, Vancouver florist; Dr. Emlyn Davies, Toronto Baptist minister; Roy Duchemin, "Cape Breton Post", Sydney. Missing from the picture is Colin B. Mackay, president of the University of New Brunswick.

Dr. Andrew Stewart, chairman of the BBG, said the four part-time members of the executive committee for the next six months are: Yvan Sabourin, Dr. Eugene Forsey, Colonel J. David Stewart and Dr. Emlyn Davies.

Edward A. Dunlop was named as alternative for Dr. Davies.

The other two full-time members of the BBG, and automatically members of the executive committee, are Roger Duhamel, vice-chairman and Carlyle Allison.

Dr. Stewart said the fact that the next meeting of the board is to be held in the week of January 26 "does not mean that the board may not hear applications before that time". This statement was interpreted to mean that the board may decide to meet before

a station in cities or towns where there is already a TV outlet. Government policy against more than one TV outlet in a community has not been altered. Until it is, no applications for second stations are accepted.

The reason for this is that no applicant is being permitted to assume a favored position by filing an application on an if, as and when basis. It is expected that before long the government will relax this restriction and the field will then be open. Numerous applications are believed ready.

It is likely that at first, the policy will be relaxed only in the larger Canadian cities such as Vancouver, Winnipeg, Toronto, Montreal and possibly Halifax, Edmonton and Calgary.

When the policy is changed, as

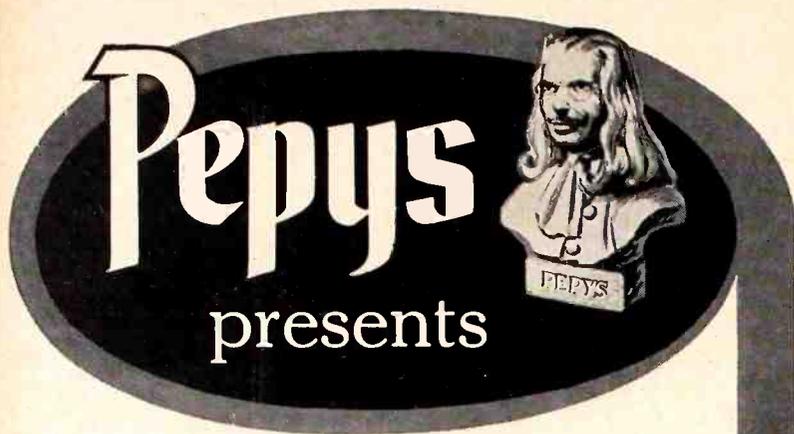
service can be said to be pretty well completed.

A Canadian Press survey shows that a large number of groups are interested or have indicated interest

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a glance ...
take a good
LOOK
and learn why
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THE AWARD WINNING STATIONS

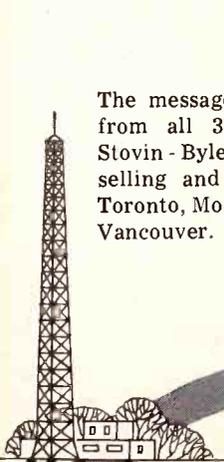
CJON Radio Television
NEWFOUNDLAND



Father Christmas

The biggest good-will Agency in the world

All year, we have been offering our sincere tribute to our good friends the Advertising Agencies. Now, as the spirit of Christmas spreads across the world, it is a pleasure to put business aside for a season, and pen a few words on our own behalf. To those many good friends — Clients and Agencies — who have given courteous interviews to our Sales Force, and done business with us, we say a warm "Thank You". To each of you — Sponsors, Agencies, a generous Trade Press, and the good stations whom we represent: - A MERRY CHRISTMAS & A HAPPY NEW YEAR.



The message of goodwill comes from all 32 members of the Stovin-Byles family — office, selling and management — in Toronto, Montreal, Winnipeg and Vancouver.



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| CJNB North Battleford | CFJR Brockville | CKCW-TV Moncton |
| CKOM Saskatoon | CKSF Cornwall | CJON-TV St. John's, Nfld. |
| CJGX Yorkton | CHOV Pembroke | CJOX-TV Argentina |
| CKY Winnipeg | CKCW Moncton | ZBM-TV Bermuda |
| CJRL Kenora | CJON St. John's, Nfld. | CMQ Television Network, Cuba |
| | ZBM Bermuda | |
| | ZNS Nassau | |
| | CMQ Cuba | |

MANY AWAIT LIFT OF TV BAN

ACCORDING TO The Canadian Press, here is a run-down of various broadcasting and other groups which have disclosed their intention to apply for TV licenses:

Vancouver-New Westminster (two channels available): Radio Stations CKWX, Vancouver, CKLG, North Vancouver and CKNW, New Westminster.

Edmonton (three channels available): Radio Stations CHED and CJCA have expressed interest and at least two or three other groups are reported interested.

Calgary (three channels available): Radio Station CFCN.

Winnipeg (three channels available): Red River Television Association, a 16-man syndicate; Parker, Kucher and Associates; and Radio

Stations CKY and CJOB, Winnipeg. Toronto has seven known prospective applicants for the single available channel there: Joel Aldred of Fifeshire Productions; John Bassett, publisher of the TORONTO TELEGRAM, head of the Bayton Broadcast Inc.; Spence Caldwell; Jack Kent Cooke, owner of Radio Station CKEY; Famous Players Canadian Corporation; Foster Hewitt, owner of Radio Station CKFH; and Standard Radio Ltd., owners of CFRB.

Montreal (two channels available): French language Radio Stations CKAC and CKVL and English language Radio Stations CFCF and CJAD.

Halifax - Dartmouth (one channel available): Franklyn - Herschorn Theatres Ltd. intends to apply for a station in Dartmouth.

French Quiz Rates High For Molson's Beer

A NEW FRENCH give-away program, *La Poule aux Oeufs d'Or* (the hen that lays the golden eggs), was rated second in a recent Elliott-Haynes survey, after only seven shows.

The program is seen Monday nights on the CBC French network. Ray Tailfer of Cockfield Brown, Montreal produces the show for Molson's Brewery Ltd.

Emceed by Roger Baulu, the program is conducted in this manner:

Two contestants are picked out of the audience at random and are asked questions simultaneously. The first one to know the answer rings a

bell. The first to get three correct answers out of five stays on the stage; the other receives a consolation prize and returns to the audience.

The winning contestant then picks out one plastic egg from a basket of thirty. One of the eggs contains the jackpot; the others contain prizes beginning at \$100.

Before opening the egg, the contestant selects an envelope worth from \$30 to \$1,000. This is opened and the contestant decides whether to take the amount shown in the envelope, or the contents of the egg, as yet unknown. If the egg is chosen, slides of the prizes won are projected on a screen.

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Springhill

Maritime Broadcasters Went All-Out In Mine Disaster

THE ABILITY OF RADIO and television to inform, not only their local listeners and viewers, but entire nations was again evidenced last month when Maritime stations, both private and CBC, worked around the clock to keep the world informed about the Springhill mine disaster.

Only a limited number of reports from stations are available, but this run-down will give a picture of what the broadcasters did - - all of them.

The production staff at CKCW radio and television in Moncton held its regular morning meeting on Thursday, October 23 and as usual discussed plans for forthcoming programs and promotions. One of the suggestions was that the stations dig back into the film and tape morgues and resurrect the films and tapes dealing with the station's coverage of the November 1, 1956 explosion in the number four mine of the Cumberland Railway and Coal Company in Springhill, Nova Scotia. It was decided that the radio station would feature an hour long salute and remembrance type of program to the town of Springhill on Friday night, October 31, the eve of the tragic event.

These plans never went into effect because a few hours later at 8.05 pm, the earth shattering bump occurred at the number two colliery at Springhill.

The first news of the disaster reached the radio newsroom within minutes and broadcast line facilities were ordered by Fred Lynds, CKCW president, and Station Manager Tom Tonner set out with the remote van, with the radio and television equipment. From the television station went Joe Irvine, program director and cameramen Russ Cochran and Ilona Varjassy. To co-ordinate the radio and television set-up went Claude Cain and Douglas Harkness of CKCW's newsroom. To do live commentaries went Earle Ross, Gerry Fogarty, Bob Reid, Bob Steeves and Tom Tonner. Supervising engineer on the remote broadcasts was assistant studio engineer, Bob Oke. One of the television men, Basil Clooney, went along as an overall advisor and contact man, in view of the fact that his step-father is a Springhill miner but fortunately was not trapped in the mine.

On arrival at the scene, the CKCW staffers were met by Ralph Gilroy, Mayor of Springhill. He went on the air immediately to explain how the situation was at that point.

Tom Tonner said that it was soon evident that they were feeding almost the entire continent with live commentary and film. Radio stations across the Dominion were fed from CKCW's main control room in Moncton. Every employee of the two stations had been alerted and stood by on a 24 hour a day basis. Stenos worked as switchboard operators and everybody filled in where they were needed.

Phone calls were received from as far away as Texas for both radio and television coverage. At one stage the radio station was feeding reports to Sydney, Australia.

When the 12 men were found alive,

Wednesday, October 29, Bob Oke pulled off a real engineering feat during the period that they were being brought to the surface.

Through the help of Civil Defence, Tom Tonner managed to obtain two walkie-talkie outfits. Tonner stationed himself at the pithead and Oke remained in the press headquarters where the broadcast lines were terminated. To get Tonner's voice signal out of the head phone set and into the microphone, Oke used two dixie cups taped together with the microphone inserted in one and the head set receiver in the other. Stations all

CHNS remained on the air continuously throughout Thursday, October 24 right through to 3.30 am, Sunday, October 26. They returned to round-the-clock broadcasting on Wednesday, October 29 until 6.00 am Friday, October 31. CHNS broadcast crews with direct lines to the station, remained at Springhill until Tuesday, November 4.

During the disaster, a great number of stations in both Canada and the United States contacted CHNS for exclusive telephone reports. These were done by CHNS announcers and fed to the various stations both

their network.

CFBC, Saint John, sent staff announcer Bill Anderson down to Springhill, staying on the air day and night as long as there was network service.

CJCB, Sidney, sent several newsmen to Springhill, staying on the air around the clock for the first two days. They also aired on-the-spot reports from CKCW's Tom Tonner.

VOCM, St. John's, aired about 20 hours of broadcasts taking in announcements, interviews and on-the-spot reports.

NEW GLASGOW HAD DUAL INTEREST

For CKEC, New Glasgow's local listening audience the interest in the Springhill disaster was two-fold. First, the fate of the trapped miners and secondly, the welfare of the draegermen from Stellarton, Thorburn and Westville who were working underground searching for the miners.

The first coverage of the disaster, beyond the preliminary wire bulletins from Broadcast News, was by CKEC reporter, Bob Hale. He arrived at Springhill and immediately made phone contact from near the pithead to the studios in New Glasgow. He gave the names of the local draegermen who were preparing to go underground and every quarter hour he phoned in a bulletin with local name emphasis, since CKEC listeners included the wives and families of the draegermen.

At about 2.30 am, Friday, October 24, Hale reported the return to the surface of the first draeger crew. He was able to talk to some of them and thus give a first hand account of conditions underground, in language understood by the local coal mining listeners. This was repeated over and over until late Sunday, October 26. By then it established that the draegermen were doing what was for them a routine operation, in cramped conditions but relatively free of gas and no danger of fire. This news relaxed local fears about the safety of the draegermen.

CKEC said that besides their own bulletins they took the CBC Trans-Canada network service from Springhill. For the last three days the CBC and Broadcast News coverage was used on a 24 hour basis.

CJON GETS BACKGROUND

CJON's news coverage actually started minutes before the Canadian Press wire flashed its first bulletin. A newstip from a listener with relatives in the stricken area alerted the CJON news editor on duty, Wally Millman. While he was checking out the story the first flash came over the wire.

Alerting CJON News Director Jim Thoms, Millman continued to feed the first fragmentary wire reports to the announcer on duty, meanwhile making phone contact with CKDH, Amherst and CKCW, Moncton, requesting all possible voice reports from their newsmen on the scene at Springhill.

The first voice reports on the disaster were aired at 10.15 pm, less than three hours after the tragedy



CP Wirephotos
A. L. FAIRLEY, operational head of Dosco and executive vice-president, is shown in the top picture during a press conference at Springhill. Below, wives of two of the twelve miners contacted on the 13,000 foot level, Mrs. Caleb Rushton, left, and Mrs. Gorley Kemp, whose husband was first to be heard through the pipe.

over the country said the signal quality was 100 per cent.

CHNS SUPPLIED REPORTS

Apart from the supervisory staff, twenty announcers, operators, switchboard personnel and drivers from CHNS, Halifax, took part in the Springhill operation.

John Holden, CHNS promotion manager, says that within two hours of the news breaking, two broadcast crews were on the road to Springhill, which is a three hour drive from Halifax. Until the crews reached the disaster area, CKDH, Amherst, supplied CHNS listeners with on-the-spot reports.

The station used its mobile transmitter CJY 47, with walkie-talkies, at Springhill, enabling CHNS to do on-the-spot descriptions and interviews from the pit-head.

directly from Springhill and the studios in Halifax.

Among these stations were CKVL, Verdun; CKEY, Toronto; CJOB, Winnipeg; CKXL, Calgary; the Mutual Network newsroom in Washington; WTOP, Washington; WPTR, Action-Central, Albany; WOHO, Toledo, Ohio; WDDC, Washington and other stations in the states of Main and Massachusetts.

CKDH FED MUTUAL

CKDH, Amherst, Nova Scotia, fed the CBC Trans-Canada Radio network and the CBC television network as well as supplying coverage to several privately owned Maritime stations. They also piped reports through to the 461 stations of the Mutual network in the US and tape recordings were supplied to Mutual News of Washington, for relay to

... the word "Springhill again" sparked immediate action.

occurred, with Richard Bordeaux of Amherst giving on-the-spot details. This was repeated at 10.30 in CJON's national news bulletin. Continuing CP stories were aired immediately upon receipt.

At midnight the first voice report from CKCW was aired. News editor Millman remained on the job overnight, recording a further four reports, two from Amherst and two from Moncton.

Thoms meanwhile was searching CJON news files, preparing a comprehensive report on the background to the disaster including the Springhill fire last year, the explosion in 1956 and an overall history of the town.

The overnight voice reports, the wire stories and the background information were woven into as complete a picture as possible for CJON's sign-on newscast at 6.30, with the story continually being updated in subsequent newscasts as further details came in.

At 8 pm on the Friday evening following the bump, the first of a continuing nightly series of Springhill reports was aired, incorporating all voice reports received during the past 24 hours.

One of the highlights of Saturday, October 25, coverage was a 30 minute interview between CJON's Bob Lewis and a St. John's resident, insurance man Len Wilson, who grew up in Springhill and had worked in and around the mines. His brother-in-law and nephew were still trapped in the mine at the time.

Wilson painted a very graphic word

picture of the mine itself and gave the CJON listeners a very moving insight into the Springhill situation and the feelings of the families involved. Shortly after Wilson ended the interview with the statement that he wouldn't give up hope, word was received that his nephew had been rescued. Several days later the body of his brother-in-law was brought to the surface just prior to the first miracle.

CJON-TV, starting with the first bulletin Thursday night, continued to break into regular programming with voice-over bulletins of latest developments. Arrangements were made with CKCW-TV and CBHT to fly film, first of which was aired in a special Springhill roundup on Saturday afternoon.

CBC WORKED WITH PRIVATES

Within minutes after the first flash was out, in Halifax, 160 miles away, the CBC news centre sprang to life. It was nearing the end of a busy day, but the word "Springhill again" sparked immediate action.

At the request of CBC Halifax, station CKDH, Amherst, had Joan Watson on the scene before 10 pm and reports started going out to the CBC Maritimes radio and television audience.

By 8.30 pm, CBHT's assistant technical producer, Don Blois, was on the phone, arranging for the vital feed lines and extra power that would carry the story to Canada and the world. A mobile television unit was made ready as crews started on their way in short order. Some went in

their own cars, carrying colleagues as passengers.

The unit left around 2 am, and six hours later was operating. They knew the weather would be cold, but they hadn't figured on the torrential rain and dense fog. Both combined to delay lining up the equipment with the nearest relay tower - - twelve miles away.

Within 24 hours of the cave-in, the first live TV picture went over the network. Eighty-one men had been saved, and that seemed to be all. CBC radio and television crews tried, along with the citizens, to keep up hope, although the endless efforts of rescue teams seemed to be useless.

The cold and the rain had been partially defeated. Producer Bill Harper didn't realize until he got to the scene that he had only fifteen cents in his pocket. Even at that early stage, the mutual respect of broadcasters and Springhill people showed itself. A local merchant promptly provided boots, socks and raincoats to the grateful newsmen.

Throughout, a line was kept open on the telephone between Springhill and CBC Halifax. "The rescuers are working... there is still some hope."

Details were fed to all three major US networks and the BBC for both radio and television use. CBHT alone shot 10,000 feet of film for the CBC. A news package was distributed to 22 outlets around the world. Kinoscopes of the live coverage stretched to more than 4,200 feet.

Springhill people co-operated unhesitatingly. The Salvation Army provided coffee and sandwiches. Civil

defence brought in a portable generator in case of power failure. Suppliers of every kind called to say, "Whatever you need, we'll get for you - - fast."

The CBC crews were hungry, as were the rescuers; they were as wet and cold and tired; electric shocks from the rain-drenched equipment plagued them. But none of this showed through the long grind of five days and nights.

By Monday, October 27, it seemed to be over. Mobile units and crews were called back to Halifax as the CBC men, like many in Springhill, were resigned to the fact that nothing short of a miracle could release any more miners. Also like the people of Springhill, they could not help but hope, and so CBC staffer Ken Homer stayed on.

At 2 pm, Wednesday, the miracle came - - twelve men were still alive, entombed at the 13,000-foot level. The mobile unit raced back, covering the 160 miles in about four hours. The crews, just beginning a much-needed rest, were roused and ordered back to the scene. One reporter, Kingsley Brown, was just outside Halifax on his way home, when he heard the bulletin on his car radio. He checked with CBC Halifax by phone, then sped back to Springhill.

Right across Canada broadcasters have been leading campaigns for relief for victims of the Springhill disaster, each station in its own style. It was a grim and awful tragedy. Broadcasters, along with all Canadians, have done what they could to shed a little light in the darkness.

TELEVISION'S YOUNGEST™ PERFORMER

The Date: DECEMBER 2nd, 1952
The Performer: GORDON CAMPBELL KERR

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Alphonse Ouimet

CBC WON'T BLOCK SECOND STATIONS BUT MUST MAINTAIN OWN REVENUE

J. ALPHONSE OUIMET, new CBC president, said in Ottawa last month, that he does not think the corporation will oppose the licensing of second television stations to compete with the CBC.

"Second stations would be a good thing from the public's point of view," he said. However, he felt that it was more than likely that the CBC would draw attention of the newly established BBG to the loss of commercial revenue the publicly owned

corporation might suffer if competing stations were set up.

Ouimet said that while the corporation would not oppose private competition, it would have to consider establishing its own outlets if it found private stations in larger centres did not carry a high enough proportion of the CBC's national television coverage.

However, this situation would depend on the kind of regulations the BBG imposes on private stations.

He said that in line with the Fowler report the CBC recently adopted a more aggressive policy to obtain more commercial revenues, but is still far behind private broadcasters.

Previously, the CBC soft-pedalled commercial revenues, as recommended by the Massey Royal Commission on the Arts, Letters and Sciences.

What the future holds would depend on what parliamentary committees on broadcasting recommend to the CBC.

Ouimet said the CBC, in future, may be more active in making known its views on broadcasting. The Fowler Royal Commission on Broadcasting criticized the CBC for not doing so.

In the past, it has been generally silent in controversies involving itself and private broadcasters. In most cases, these controversies arose from the fact the CBC was the regulator of broadcasting, a position it no longer holds.

Now that the BBG has been set up, the CBC president hopes such controversies will disappear.

CBC FINANCES

Speaking of CBC finances, he said the estimates contained in the report of the Fowler Royal Commission on Broadcasting represent fairly well the needs of the CBC.

The figures, for the next six years, ending in 1963, call for about \$494,500,000 for operating expenses,

and about \$115,000,000 for capital requirements. The royal commission estimated commercial revenues would amount to more than \$141,000,000, leaving the remainder, about \$468,500,000, to be supplied out of the treasury.

However, whether these huge sums are voted to the CBC will depend on parliament and the government.

The CBC is to present to the government a five-year program of capital needs, with a projection of its operating costs for a similar period.

A large part of the capital costs will involve the construction of a building in Ottawa to house under one roof all CBC headquarters staff, and production centres in Montreal, Toronto and possibly, Vancouver. Such all-embracing centres were recommended by the Fowler Commission.

No building sites have been chosen, except for the Ottawa headquarters where preliminary public services are being installed by the Federal Works Department. Construction has not yet been authorized.

At present, the CBC is building low-power television repeater stations at Corner Brook, Newfoundland; Yarmouth - Shelburne - Liverpool, Nova Scotia; Kenora, Ontario; and Trail, BC, for the English-language network; and at Moncton, NB; and Winnipeg - St. Boniface, Manitoba, for the French network.

Merry Scriptmas to all

from

WALTER A. DALES

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... leads to *action* in the form of cash register results. Reach a large,* responsive audience . . . and sell the Calgary market over CFAC.

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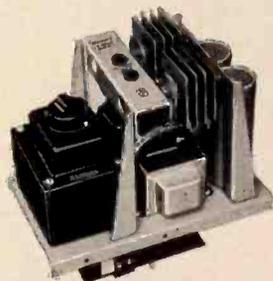
CFAC is the medium to sell the supermarket shopper! Attraction while she listens to this trusted station . . .

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Maybe these are not the gifts



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the equipment you order has on it the name Northern Electric. In this way you give yourself better programming facilities which is as good as a gift.



We at Northern Electric

wish to express to each of you a

Merry Christmas. We hope in 1959

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MAILED OUT your stack of Christmas cards yet? Put the tree up? Bought the turkey? Got everything all set for jolly old Santa? Maybe not quite, but you will. Sure you will, because you've gone temporarily nuts like the rest of your fellow countrymen. You're in the middle of another of those schizophrenic attacks that strikes everyone at this time of year. It's known as the Christmas spirit.

Well, you can count me out. I've seen the light, brothers and sisters. You couldn't squeeze a drop of Christmas spirit out of me if you backed a holly-bedecked steam roller over me. I've had enough and I'm not afraid to say so.

I ask you! When is this senseless slaughter of hundreds of thousands of innocent turkeys going to stop? I've protested to the Humane Society about it but got nowhere. Their motto seems to be - *if you can eat it, kill it.*

Let me ask you another. Where is this wanton destruction of one of our most valuable natural resources, trees, going to end? I spoke to the forestry department about it but they didn't understand the question. They loaded me down with literature on where to plant Christmas trees, how to plant them, and when to knock them off.

One thing that is nice about Christmas is the wonderful music.

I bet your favorite song is "I'm Dreaming of a White Christmas." How did I know? Oh, it was just a shot in the dark. There's something else I know, too. While you listen to it, you glance up at the sky and should just two whiter-than-white little snowflakes drift down, you grab for a road map and figure out the shortest route to Florida.

There was a time when I had no objection to carollers making their rounds. They usually stood under a street lamp, freezing their tonsils, which was their business. If the wind was in the right direction, their croaking was wafted across the roof tops to land harmlessly in the cedar swamp on the outskirts of town.

During the last few years, however, the kids in the neighborhood have latched onto this time-honored tradition and converted it into a money-making venture. For a few weeks before Christmas, every night takes on all the charm of Hallowe'en.

The little darlings hammer on your door. When you open it, you look right into several wide open mouths from which a variety of squeaks and squeals make their escape. The whole thing is very cute if you aren't musically inclined, but don't think the little ones put on the performance for free. Every one of them has that trick-or-treat glint in his beady little eyes. You better pay up or the next morning you'll find the tires on your

car flatter than the kiddies' voices the night before.

A friend of mine tried to discourage this sort of thing by always keeping an ovenful of hot pennies handy, to distribute to the little robbers. Unfortunately, the authorities took a dim view of this practise and this will be the first Christmas my friend will have spent at liberty in four years.

How are you doing with your Christmas shopping? You know, the stores started planning for Christmas away back last June. That's right, they really did. They've worked real hard making out new price tags which are twenty per cent higher than the old ones, especially for the happy holiday season.

It is fun, though, isn't it, bucking the mobs to buy up nice gifts for your friends and relatives. All the shoppers are full of the Christmas spirit. You can tell that by the enthusiastic manner in which they kick each other out of the way as they merrily, merrily bulldoze a path from one department to another.

What a feeling of satisfaction there is in breaking through to the various counters and ticking off another name on your gift list. A pair of Paris garters for Uncle Ed, and at the novelty counter you find just the thing for Cousin Alec, a key chain. Not just an ordinary key chain, mind you, but one with a spy glass on the end. Won't Cousin Alec have a wonderful time peeking at the naked woman? Last year you gave him a monkey that danced in front of him while he drove his car. He was heart-broken when it got smashed in that awful accident shortly afterwards. He never even saw the car ahead till he hit it.

I don't know about you, but I can always spot the temporary Christmas help in the stores. You can tell they're inexperienced because they're so pleasant. They greet you with a smile and nothing is too much trouble.

Christmas Greetings
from
CFCO CHATHAM
1000 Watts on 630 Kcs.

Public service

... explains the growth of French Language Radio on the Prairies. Over 180,000 Western "Canadiens" faithfully depend on "their" stations for news, weather, road and market reports plus the finest in musical entertainment and "home" type programs.

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FINE MUSIC • PUBLIC SERVICE • OUTSTANDING RESULTS FOR ADVERTISERS • LOW, LOW COST PER THOUSAND • CBC FRENCH NETWORK AFFILIATION

You aren't a man unless you mess up the living room with 6' of undressed lumber

To make Christmas shopping even more exciting, be sure to take the kids along to meet dear old Santa. It's lots of fun watching them trying to squirm out of his grasp. They scream and kick until he subdues them with a stranglehold and forces them to confess what they want for Christmas. If he's the sadistic type, he will give their little behinds a nip to keep the fun going. Everybody stands by and laughs as victim after victim is dragged screaming to their doom. For one buck you can even have a color picture taken of this weird ritual.

After the Christmas shopping is done, there's the tree to put up. Now, if you were to drag a tree into your house in the middle of July you'd stand a good chance of gaining free admission to the booby hatch. Not so at Christmas. Why you aren't a man unless you mess up the living-room with six feet of undressed lumber. And isn't it amazing how a little Christmas tree grows several feet between the place where you bought it and your living room? It's even more amazing how the wife will help you hack off a few feet so it won't gouge a hole in the ceiling. Who cares about the chips and branches flying in all directions? Any other time of the year just drop a cigarette ash on the rug and listen to the static that comes out of the little woman.

Of course, a Christmas tree by itself isn't any good. It's really an eyesore. That's why you drape it with strings of lights and baubles. When not a pine needle is showing, you know the job is done. And don't forget to put that big silver star on the top. Even if it means knocking over a thirty dollar table lamp with the step ladder to do it. You don't have to worry about the medical bills for injuries you suffer when the ladder slips. Blue Cross will take care of that. Your fire insurance will come in handy, too, if your house burns down because the tree lights shorted.

The highlight of the festive season is Christmas morning. Being at home with the family is a never to be forgotten experience. An even better experience is to book yourself into a motel on Christmas Eve.

It seems you've just been in bed a few minutes when the kids are yelling for you to get up. As a matter of fact, you have. It's four-thirty and Santa has been to your house. If ever there was a time for togetherness, this isn't it.

The whole family gathers around the Christmas tree to open the gifts. There's a small mountain of them. By the time you take all the gift wrappings of them, and get them out of the boxes, the pile isn't quite as big. Be careful you don't lose the baby under the avalanche of waste paper that's knee-deep on the living room floor.

What did you get? Gee, a pair of Paris garters from Uncle Ed. You never wear them but the kids will have a lot of fun using them for sling shots. And what is this? A key chain from Cousin Alec and it has a spy glass on the other end.

"No, Junior, you certainly can't have a look. This is not for little boys -- and get the h --- out of the way. You're standing right in Daddy's light."

While you're opening your gifts you wonder how the gifts you sent various friends and relatives are going over. Deep down you know they're going over big because you spent more than you intended to. Why you figured it out and you spent \$93 on gifts. Don't look now but tomorrow you can buy the whole kit and caboodle for \$22.36. It'll say so in big print in tomorrow's DAILY BUGLE.

You'll no doubt be attending a lot of Christmas parties. I will be too, and I dread it. I honestly believe the whole thing is a ghastly plot to get together people who have been avoiding each other all year.

"Hi, Sam. Good to see you again." (Get a load of that loud sport jacket he's wearing. I wonder if one of those nags at Woodbine has missed it yet).

"Well, look who's here. Bill, boy, haven't seen you for months." (I saw him a dozen times but ducked. I see

he got his hair cropped close. It makes his head look even pointier).

"Hey, Gloria, doll, how's my baby?" (I better steer clear of that dish or there goes the house and lot. And I wish she'd stop leaning over that coffee table in that low cut dress. My glasses are fogging up.)

Instead of leading you to a quiet spot and putting a bottle in front of you, so you can get down to serious drinking, your host plunks you right in the middle of a nest of gabbers.

You'd appreciate a shot of rye about now, but do you get one? Of course not. This is a special occasion that calls for something special. The host proudly trots out a bottle of Goom Gootchie. You've never heard of it? I know you haven't. I told you it was something special. A missionary uncle brought it out of the wilds of Peru. Goom Gootchie is made by a savage tribe of head hunters.

After several warnings to just sip it and some feeble jokes about not

lighting a match near it, you take a sip. Wow! If those savages drink this stuff what do they use for *Drano*?

Now, you must have a piece of Christmas cake. That's just what you need to settle an upset stomach. Then come the fatal words, "I made it myself." At this point I start slapping my pockets to make sure I haven't forgotten to bring my *Tums* along.

Oh, well, Christmas only comes once a year.

Say, I better wind this up. I've got a lot of things to do. I've got to pick up a few gifts -- a big fat turkey -- the biggest Christmas tree I can find and I promised to go to the party at Jenkins tonight. Boy, you really have a lot of fun there. Old Jim always has something special to drink. I don't know where he gets it but boy--oh-boy you better not light a match near it.

"Rudolph the red-nosed reindeer. Tra la la la la la la!"



RALPH C. ELLIS
President
Toronto



JOSEPH A. MORGAN
Sales Representative
Toronto



J. HENRI TREMBLAY
Eastern Sales Supervisor
Montreal



*Merry
Christmas
and a
Prosperous
New Year*

**FROM ALL OF
US—
TO ALL OF
YOU.**

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Canadian TV Week

BAB ANNOUNCES WINNERS OF STATION CONTEST

THE THREE WINNERS in the Broadcast Advertising Bureau's contest to promote "Canadian TV Week", are: CHCT-TV, Calgary, for the best overall English language promotion; Télévision de Québec (Canada) Ltée, for the best overall French language promotion; and CKCK-TV, Regina, for the best merchandising promotion resulting in sales.

To promote "TV Week" in Calgary, CHCT-TV telecast continuously for 184 hours, making it the first TV station in Canada to program non-stop for that length of time.

A total of 46 hours of live local programming was carried. The station used part of this time to provide an opportunity for amateur talent and service clubs to appear on television. The station's regular weekly schedule contains about 16 hours of live programming.

To tie in sponsors with "TV Week", CHCT-TV offered a package deal. Advertisers who bought a daily segment received hourly participation for twelve hours, during the period from 1 am to 1 pm. In addition, the station supplied display material to the stores concerned, and station personalities visited the shops for in-store merchandising. All told, more than 300 one-minute commercials were sold into the extra hours of telecasting, besides the regularly scheduled commercials.

CHCT-TV employed a full-time

display man to handle the window displays in the Calgary shops. The displays all revolved around the "TV Week" slogan "Television — Your Window on the World".

As an additional promotion, the station prepared a mailing slug, which was put on all correspondence leaving the station during that week: "FIRST 24 hour telecasting for seven days — TV Week 1958".

UNITED NATIONS TIE-IN

Télévision de Québec (Canada) Ltée, which owns and operates CFCM-TV and CKMI-TV, Quebec, conducted its "TV Week" promotion as a joint effort between the two stations.

Besides using the promotion aids supplied by BAB, the stations employed several original ideas. To amplify the theme of "TV Week", they made use of the emblem of the United Nations to illustrate the "world" concept. Identification and promotion flashes all carried the UN insignia.

On Saturday, September 27, the day before "TV Week" officially began, a parade of local TV personalities was staged. The parade consisted of fifteen cars, the stations' mobile unit, a tractor-drawn float, and an escort of six motorcycle policemen. Each of the cars bore a large sign denoting a specific local program. Each car flew "TV Week" streamers and had a globe of the

world mounted on the hood.

The parade began at the stations' studios and proceeded to the city hall, where the mayor of Quebec officially opened "TV Week".

The stations held an open house on Sunday, September 28, for local clients and their families. The men were received by the sales staff, while the women were entertained by the producer and cast of the daily women's programs. The children were kept amused with a continuous showing of cartoons in one of the studios.

A television camera was set up in the main studio so that the guests could see themselves on the monitors. More than 400 people attended the three-hour reception.

Extending the basic theme of the week, each day was identified with a particular phase of the medium: Sunday's theme was public service; Monday's was comedy. The other subjects stressed during the week were drama, education, adventure, variety, and news and sports. These sub-themes were injected into daily programs, identification and promotion flashes and newspaper ads.

To highlight the close of "TV Week", the stations staged a balloon launching, which bore the initials IGY (Industry's Greatest Year). Five hydrogen-filled balloons were launched from the fifty-foot level of the stations' transmitter tower. The "countdown" and "firing" were conducted by the mayor of Ste. Foy, the community in which the tower is located.

One of the "satellites" ascended à la Cape Canaveral. It exploded at the top of the tower. However, the four remaining balloons rose into the air successfully. Each balloon contained a merchandise token, with the idea that when the balloons returned to the ground, the finder would return the token in exchange for a prize.

With the launching of the balloons, which received good coverage from the press, CFCM-TV and CKMI-TV ended their "TV Week" promotion.

AUDY AND VIDY

CKCK-TV, Regina, stressed sales and in-store merchandising in their "TV week" promotion. The station held several contests as an aid to retail merchants.

The station started off the week by sending letters and presentation folders to a selected 100 retailers in the area. The folders contained the display material which was available to the merchant. The letters were followed up with personal calls. As a result the station sold all available time during that week.

Bill Argan, the station artist, created and designed two station characters, "Audy" and "Vidy", which were used with on-the-air identification slides, in the station lobby and store-window displays, as well as in local and national advertising campaigns.

The retail merchant and the customer were tied in on a contest promotion for in-store traffic. The customer was not required to purchase anything, only sign his or her name and address on a contest form and deposit it in a container. Of the thousands of entries received, two names were drawn to receive the prizes, a deep freeze unit and a clothes dryer.

A window display contest was encouraged among the retailers taking part in the "TV Week" celebrations. Prizes were presented to the stores with the best merchandising tie-in using the "TV Week" theme. First prize consisted of thirteen one-minute live commercials for use prior to Christmas.

Advertising agency personnel were sent miniature TV banks, each containing five pennies to commemorate CKCK-TV's fifth year in operation. Those who received the banks were asked to complete the last line of the verse printed on the face of the bank. The winner was presented with a set of luggage.

CKCK-TV began an on-air promotion during "TV Week". Everyone who purchased TV sets before July 27, 1954, the day the station commenced operations, was requested to send in his or her name, the make of set, and the date it was purchased. Each will receive a membership card in the TV Pioneers Club, and one will be the winner of a brand new TV set.

The winning stations will receive their plaque awards at presentation ceremonies to be held in Toronto in the near future. The awards will be made by the TV Representatives Association.



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directs WARM
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way for a . . .
**MERRY
CHRISTMAS**

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Radio Reps - Canada
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500 KC
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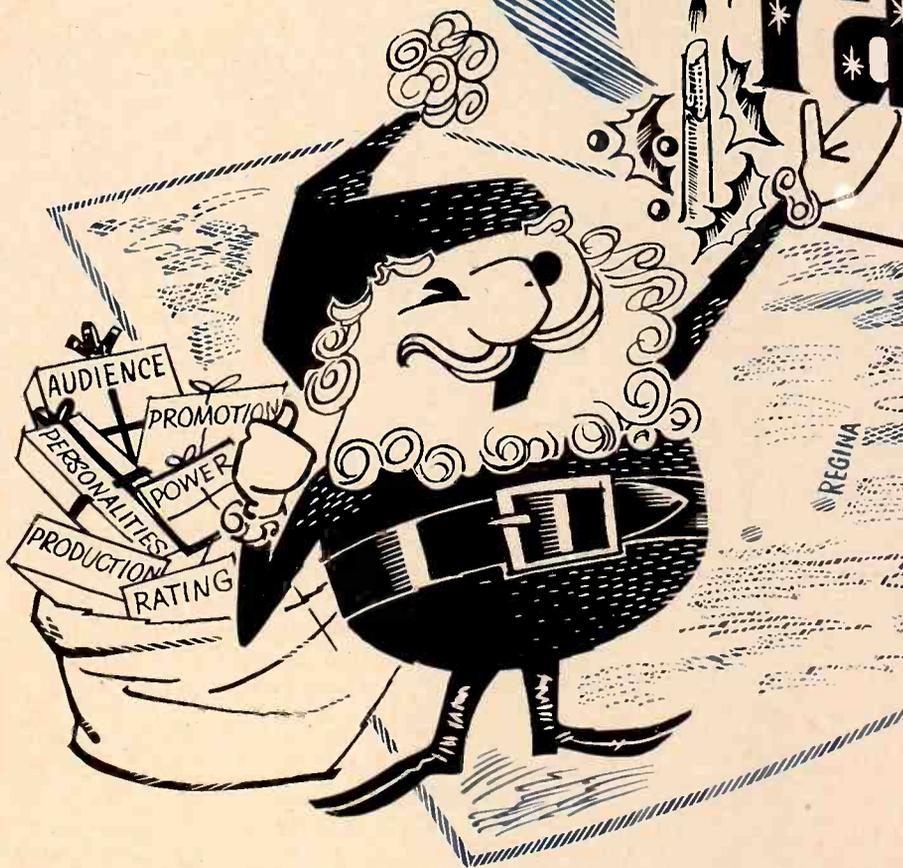
Seasons Greetings

Stephens  Towndrow
Limited

Radio Station Representatives
Toronto — Montreal

Season's Greetings

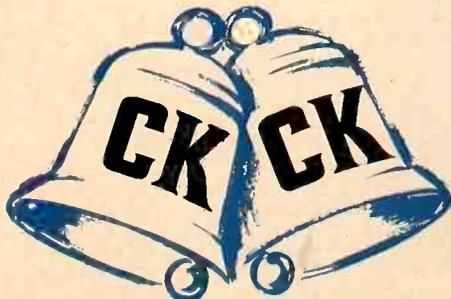
from the gang



Our wish for you —

“May the Christmas season bring you blessings and joy—the New Year bring you health, happiness and prosperity.”

Don Dawson,
Manager CKCK Radio



620

REGINA

REPRESENTATIVES:
All Canada Radio Facilities

We just received an anonymous letter from a World Traveller who writes . . .

" . . . and I understand that this Xmas I will have even less trouble with my frisky reindeer since 4 out of 5 homes in Canada have TV."

Those TV antennae are handy for hitching up a team of reindeer but are even more useful to a year 'round team—

THE CLIENT-AGENCY TEAM

For they allow them to bring their message to the same 4 out of 5 homes.

We suggest you follow Mr. Claus' lead and hitch your team up with Television.



P.S. (from Mr. Claus)

and the 37 CARTB
Member TV Stations

Merry Christmas



BROADCAST ADVERTISING BUREAU

TV Division

Suite 404 - 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.

LISTENING IS *Your* BUSINESS

by C. W. Wright



IN OUR LAST article we dealt with the matter of "deaf spots" induced in certain people by the unfortunate effects resulting from listening to certain words.

Today we discuss a somewhat similar condition, but one which has much more serious end results. Let us call this particularly bad listening habit: *Yielding to emotional prejudices.*

This one is really bad. Not only does it reduce listening considerably whenever it operates, but it can result in its total elimination! And under some circumstances, for a long period of time, too.

Let us examine what actually happens. The speaker may be making an "informative" speech; that is, he is *telling* his audience something, hoping thereby to add to its stock of knowledge relative to that particular subject. For example, let us assume a typical sales training session.

The speaker is busy enunciating a basic "selling principle," that is, a procedure standard in almost any selling situation. Now the moment some salesman in the audience hears this principle, he finds himself in immediate disagreement. In an effort to justify his own beliefs up to that moment he becomes a victim of an emotional prejudice, and ceases to listen!

He may take the attitude that, "It wouldn't work in my territory" or "That's old stuff" or "I've heard that one for years," or any one of a dozen mental reactions.

No doubt it is human to resist the acceptance of information which comes into sudden and sharp conflict with our own experiences to that moment. However, if we wish to be good listeners, then we must resist the end result of such an attitude.

Here is the usual sequence of procedure under these circumstances. We hear an assertion by the speaker. Up until this time we have always believed otherwise. Hence the speaker is now at variance with our life's experience to date. What do we do? We immediately go back over this experience in an effort to secure supporting evidence for the belief we currently hold.

When the salesman heard that basic principle and decided it "wouldn't work for him," he quickly reviewed a large share of his selling career, and took comfort from the many instances when it apparently had not served him well. Like the drowning person, his life passed quickly in review, and he picked out as much evidence as he could to support his belief. He became a victim of a well developed emotional prejudice, and probably ceased to listen entirely!

Dr. Ralph Nichols says that under these circumstances, "We immediately go in *militant search* for material that will prove us right and the speaker wrong."

Well, we cannot go in mental "*militant search*" for evidence and listen intently at the same time. One or the other procedure must suffer, and listening is the invariable loser.

Now, however human we may decide this process to be, it still comprises one of our most serious listening mistakes, and every effort must be made to guard against it.

Let us see how the operation of this "emotional prejudice" reduces the potential success of many salesmen. As soon as the prospect raises an objection to buying, or intrudes something new into the interview, the salesmen mentally decides that the prospect is "off the beam" and immediately searches his own experience for evidence to support this somewhat hasty conclusion. In the meantime he has ceased to listen and thereby misses the import of much of what the prospect has to say. This is unfortunate, because the prospect may be engaged in the delightful process of selling himself!

A careful observation of some salesmen at work will reveal the frequency with which this "emotional prejudice" takes over. The moment



G. N. MACKENZIE LIMITED HAS SHOWS

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the prospect opens his mouth to comment, the salesman with "all the answers" adopts an attitude of complete frustration, and waits, with obvious impatience, for the prospect to stop talking!

Whilst waiting, he rarely listens. Rather, he mentally reviews previous experiences of this kind. He recalls the phraseology with which he floored the last prospect and contemplates, with keen anticipation, a repeat performance in this instance.

Well, any experienced salesman knows that one can talk oneself into a sale and out of a sale both in the same talk! Perhaps, in this bad listening habit, we have a solution to this costly selling error.

Then there is the matter of the "question period," arranged to follow the completion of a talk at a public gathering. In the course of his remarks, the speaker comes into mental conflict with a listener. The listener, aware of the provision made for questions, decides to query the speaker later. Right there and then he "tunes out" the speaker, and starts to prepare his speech! Maybe he is that peculiar type of person who delights to "needle" the speaker, rather than genuinely seek the clarification of a point. There are such people, and they spend considerable time and effort to ensure their questions being classified as "sharp." While so engaged they have practically reduced their listening to the vanishing point.

Even when the question is really an honest effort to secure additional information, somewhat the same conditions can apply. The listener quite naturally wants to make a good

impression when he speaks, and may spend some considerable time in mental preparation.

Now the remedy for all this is fairly obvious. When the speaker comes into mental conflict with our experiences and beliefs to date, resist the temptation to immediately seek support for the belief currently held.

Listen to *all* that the speaker has to say. Hear his evidence, and then examine your belief in the light of his. Secondly, remember this, if a speaker does not "conflict" occasionally with your pet beliefs, then probably both you and he are in a rut together!

In the matter of asking questions, don't worry unduly about your "performance" in the role of interrogator. Listen to the speaker throughout; worry more about intelligence and aptness of your question than about the fine phraseology with which you will clothe it.

Speakers, and associated listeners approve intelligent questions, relative to the subject under discussion. You can ask this type if you listen and avoid the insidious evil of an "emotional prejudice."

TV For Northern Ireland

A FRANCHISE to set up a TV station in Northern Ireland has been granted by the Independent Television Authority to a group headed by the Earl of Antrim, film producers Betty Box, William MacQuitty and Sir Laurence Olivier.

The station will cover Tyrone and Londonderry counties and part of the Antrim coast, from Larne to Portrush, with a potential audience of over a million people.



The first Canadian installation of the compact weather station at CJMS, Montreal.

Program Director, Jean Baulu, reads barometric pressure, temperature, wind direction and velocity. The information is telemetered from a roof-top installation illustrated in the insert.

For further information contact the Exclusive Canadian Representatives:

Alex L. Clark
LIMITED

3751 Bloor Street West

Toronto, Ontario

The 'LC chime rings out to wish you a

Merry Christmas

and a

Happy New Year



There'll be big things happening in Kingston in '59. You'll hear about them from

CKLC

KINGSTON's FAVORITE STATION

see

Stovin-Byles in Canada

Forjoe Canadian Ltd. in USA

News

RADIO MUST REVERT TO RESPONSIBLE REPORTING

A speech to the RTNDA Convention
by JAMES BORMANN

RADIO PROGRAMMING in general is passing through what you might call a period of evolution - - or revolution - - depending on whether you believe the changes have come from without or from within. And the changing pattern of programming, of course, has affected radio news as well.

Two kinds of radio have emerged. One kind is the solid and responsible type of broadcasting that bears a

be a product of radio's beat generation have placed their reliance on music - - mostly on one kind of music. Many of them have chickened-out on their responsibility to provide honest, enterprising news coverage for their listeners. Some even apologize for what news they do offer by first reminding their listeners that they are never more than minutes away from music. Then they proceed to ding-up what they think will pass

the same racous conglomeration comes on like gangbusters to jolt the juveniles who listen to this fare out of their rock and roll trance.

A case in point: The night the Pope died, I heard such a station, breaking late with the bulletin, like a five-alarm fire. When the clanging stopped and the sad news of the Pope's death was told, the disc jockey blazed back into a pulsing Presley tune as though the news that the world had been waiting for had been only a false alarm.

The entrepreneurs of this so-called "modern" form of broadcasting freely admit they would prefer to get along without news - - just grind out music from sign-on to sign-off. "News," they say, "doesn't fit the format. And besides," they say, "it's not our responsibility to educate or inform the public."

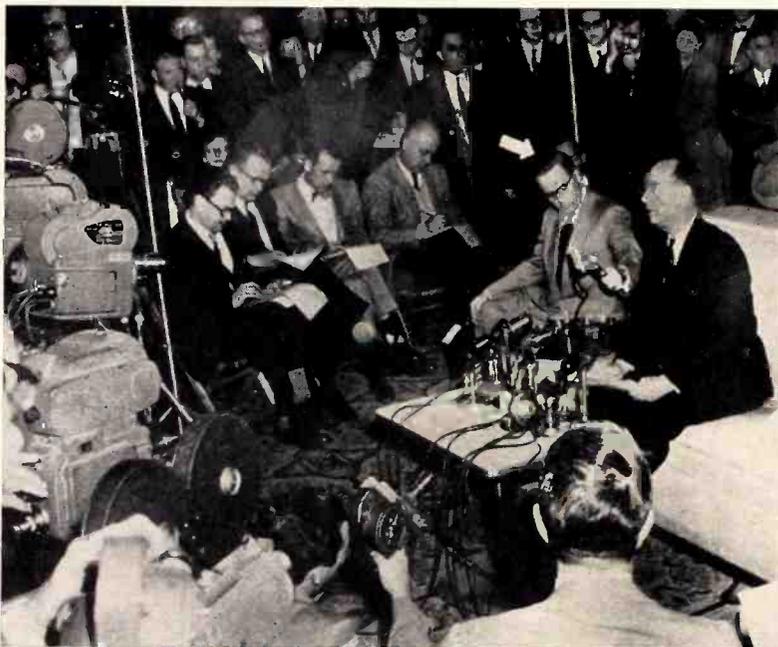
But their claims to respectability and acceptance that we read about so often alongside their display ads in the trade press betray the image they hope to create outside their home markets. Reports of public service and of news scoops they are supposed to have scored presumably create the desired impression in New York, the home of Madison Avenue; and in Washington, the home of the Federal Communications Commission.

But the people who are exposed to this kind of broadcasting every day - - the home town people inside the home market - - know when the truth is being tortured.

TORTURED TRUTH

Tortured truth is a by-product of this kind of broadcasting, as it was for the Soviet sports writer who was assigned to cover a race in America. The "world's fastest Russian" was to run against the "world's fastest American." Imagine the dismay of the Soviet scribe when the Yank won that footrace by a country mile! He knew that a truthful report would

(Continued on page 18)



AP Wirephoto

JAMES BORMANN, news director of WCCO-Radio, Minneapolis-St. Paul, who delivered the keynote speech at the recent RTNDA Convention, is seen here (indicated by arrow) interviewing Adlai Stevenson at a press conference in St. Paul.

close kinship to radio that flourished in the days when those standards of practice were adopted. The other is an "all shook-up" kind of radio that chooses to call itself "modern."

This division has found an off-beat expression in the field of broadcast news. Let's examine it for a moment. The "shook-up boys" who seem to

for a newscast with sound effects, weird weather reports, phony predictions of things to come, out-dated Hollywood gossip, 10-second carping comments, screaming praises of themselves - - and a starvation diet of news.

Thirty minutes later, as the juke box swings round again to news time,

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

Jim Pittis

Wilma McCaskill

Lorrie Potts

& Company

BROADCASTING
STATION REPRESENTATIVES

1454A Yonge St. 1117 St. Catherine St. W.
Toronto Montreal

PETERSON PRODUCTIONS

MOTION PICTURE PRODUCERS

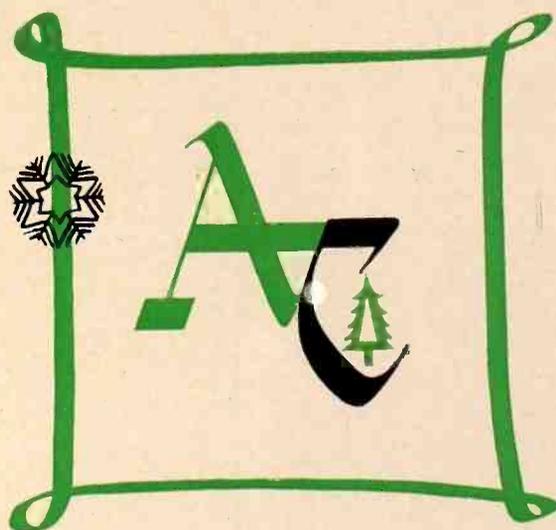
- INDUSTRIAL
- COMMERCIAL
- TV FILMS AND COMMERCIALS

Downtown studios with complete production facilities

337 - 9 KING ST. W.

TORONTO

EM. 2 - 3287



Sending messages is our business — of news — of commerce — of entertainment.

Pause now to reflect on another message... the original message of Christmas.

It is in this spirit that we give our good wishes to you at this time.

ALL-CANADA RADIO & TELEVISION LIMITED

TIME OUT FOR A WORD

from

SANTA

"Happy Christmas"

Jack Dennett



CFCW
the
BIG
FARM
VOICE
of
ALBERTA

Studios and Offices in Two Cities

CAMROSE
and
STETTLER

Now — DOUBLE IMPACT — MORE SALES

1000
Winning Watts

REPS: **Lorrie Potts & Co.**
Toronto — Montreal
A. J. Messner & Co.
Winnipeg
Hunt, Scharf Reps. Ltd.
Vancouver

(Continued from page 16)

lose him his job - - and perhaps even his head. So he decided not to mention that it was a 2-man race, and he puzzled out a lead that went something like this:

"The heroic Soviet distance runner, Ivan Steponich, staged a glorious rally to win second place in the footrace of the century today."

Still avoiding any reference to the fact that only two men ran, the Russian writer went on to explain how badly the American track was prepared - - not nearly so up-to-snuff as the tracks Steponich was accustomed to in his homeland - - and what poor sportsmanship the Russian runner had encountered in the race.

This went on for several paragraphs, and then the story concluded with this brief paragraph:

"The American runner placed next-to-the-last."

NEWS IS THE WHOLE STORY

As newsmen, striving for professional status in a relatively new field of endeavor, each of us has a stake in the preservation of the kind of broadcasting that demands the whole story.

If we were to surrender to the philosophy of broadcasting that news is something to be glossed over quickly - - something to be "capsulized" like bad medicine and then washed down with a torrent of discordant platter music - - then our days as newsmen are numbered. And so are the days for public reliance on broadcasting for aggressive coverage and informative newscasts.

Lest this be interpreted as the sore-head mumbling of a bad loser, let me assure you that my station does have such competition as I have so unkindly described. Not one station, but several. And allow me to add that in our market, my station has more audience every day, day and night, than the next six stations combined . . . just as we had before this kind of competition.

So this is in no sense a personal tirade. The situation I have described is a two worlds concept that has split broadcasting down the middle nationwide. A showdown that vitally affects all of us in broadcasting - - and particularly those of us in news - - is now shaping up.

For our organization, this has a special meaning. From the beginning, RTNDA has fostered the kind of responsible broadcasting that is ini-

mical to juke box broadcasters. And by the same token, the disc jockey "newsmen" who stands as an alert sentinel in his echo chamber is inimical to the professional standards which we represent. Some of these birds who pose as newsmen really aren't smart enough to know that a Pizza-burger is really an Italian from Pittsburgh.

The question will inevitably arise: which kind of broadcasting and newscasting will prevail? It seems clearly in the interest of all of us - - and more particularly of the public interest - - that we redouble our efforts to live up to the highest standards. If we do this without compromising to our screaming competition, our kind of broadcast news will prevail. And if we fail to measure up to the professional image we hope to reflect, then our kind of news broadcasting will come out second-best. The public that relies upon us to keep them well informed would be the biggest loser in the end.

MATURE REPORTING WINS OUT

This much we can count on. The public will continue to support mature and responsible news reporting. You can't kid the public into thinking it is well informed when the news diet that's offered contains only a kernel of news, heavily coated with showmanship. Showmanship is a necessary ingredient, but solid news coverage is the mainstay. Discriminating listeners recognize this. Three out of four adult listeners in our market listen to us - - and news is the number one reason for this. The same story has been repeated in market after market across the country. When responsible broadcasting has been threatened by the razzle-dazzle operators, station management has found that a full-size, aggressive news operation has been the ace in the hole for winning public acceptance.

As newsmen we concern ourselves with many problems. We still have a big job to complete, in unison with other media, to break down the barriers barring newsmen from full and free access to the news - - particularly in government.

There is the internal problem of a commercial system which fostered the sale of spots for frequency as opposed to the sale of programs for prestige. This cut sharply into news-cast sponsorship. In some stations it undercut the revenue upon which a full-size news operation depends. It also accelerated the trend to more

For 1958 —

a "Merry Christmas" from
CHAB Radio

For 1959 —

a "Happy New Year" and
"Best Wishes"
from **CHAB Radio and CHAB-TV**

CHAB

MOOSE JAW — SASKATCHEWAN

frequent 5-minute news programs, and the merits of this development are still being argued.

But the number one problem for broadcast newsmen today, I submit, is the problem of advancing professional standards for our stations, for our listeners and for ourselves. The rise of irresponsible newscasting has only aggravated the old ailment. All of us, at least, recognize the nature of the competition, and over the years we have equipped ourselves with the professional know-how to deal with it successfully.

FLASH BACK TO 1871

There's some reassurance in the knowledge that our growth problems have a historic precedent in the early days of newspapering. In the course of his research for a series of centennial programs which we call *Minnesota Milestones*, Chuck Sarjeant of our staff turned up a speech (such as this one) delivered to a group of pioneer publishers and editors. The place was Saint Paul; the year, 1871, the speaker was Publisher J. A. Leonard of the *ROCHESTER, MINNESOTA, POST*. He said:

"There has grown up somehow in the popular mind an opinion, not actually believed, that he whose living is to be made by furnishing the people with a newspaper, engages in a business having about it no business principles; that he is a happy-go-lucky lounge and toiler by turns; with no higher aim than to be acknowledged as a sort of semi-respectable pauper to whom pay is charity and support is patronage; a half-starved bore and beggar, dunning and imploring week after week for anything to pay for his services; in person a ragged, ink-daubed unmanly slouch, whose earthly ambition is sometime to get a whole new suit of clothes at once, to be paid for by puffing, and whose greatest intellectual efforts culminate in bandying dirty personalities with some equally contemptible black-guard."

I don't imply that this is an accurate portrayal of our own competitors in so-called "modern" radio. I only want to point out that Mr. Leonard, the early Minnesota publisher, felt obliged to indulge in some spade-calling for the good of the order. And the time seems appropriate to do it again. Though the medium is different, and the manner of speaking has changed, the requirement to set high standards and live up to them is as necessary now as it was for newspaperman in 1871.

Let's face it. Broadcast management is in a tough spot. Responsible broadcasters in some areas are hard-put to meet the new challenge of high velocity programming. Some are tempted to compromise and some have already yielded.

As professional newsmen, we should seize the opportunity to help management make this difficult decision. We hold the answer to the problem. A strong news staff can marshal a force against which the juke boxers have no defense. In market after market it has won the battle. It is destined to win the war, I firmly believe, if we can demonstrate to management that news - news with integrity - is the secret weapon,

New Dimension

RCA SENDS STEREOPHONIC SOUND BY AM RADIO

A NEW WAY OF transmitting stereophonic sound over a standard AM radio station frequency was announced earlier this month by the Radio Corporation of America in New York.

Dr. James Hillier, vice-president of RCA Laboratories, called it "perhaps the longest forward stride in the standard radio broadcast field in nearly 30 years."

Stereophonic sound is the three-dimensional sound effect produced by recording with two microphones and reproducing the sound through separate channels and separate loudspeakers. It gives the same effect as actually listening in a concert hall.

Up to now, radio transmission of stereophonic sound has required the use of Frequency Modulation transmission and reception.

One method has been to send one channel of the sound by FM and the

other by AM. This requires both an AM and FM receiver in the home. Another method, called FM Multiplexing, requires a special FM receiver.

The RCA announcement means that a kind of multiplexing technique can now be applied to AM transmission.

TRUE STEREO EFFECT

RCA does not claim that the new AM technique will produce high fidelity, but it will produce a true stereophonic effect.

Hillier said that the AM stereo technique, which is still in the lab stages, would have an advantage of being sent from a single AM transmitter and received by a single AM receiver that feeds the two channels into matched loudspeakers.

It could be adapted for automobile radios, he said, and it also would not

make present AM radio receivers obsolete. They would receive the broadcast normally, but without the stereophonic effect.

On this side of the border, radio station CFCF, Montreal has announced that they have launched a regular schedule of stereophonic broadcasts.

From 4:05 to 5:00 pm every day, the completely stereophonic program *Startime In Stereo* uses both the station's AM and FM facilities in the manner mentioned above.

CFCF says that listeners placing an AM radio and FM radio about ten feet apart from each other and positioning themselves midway between the two, achieve full stereophonic sound. Their first broadcast reproduced stereo music from discs. However, they have announced plans to present a complete Dixieland program in full stereophonic sound.

**Throughout the Holiday Season
we will be with you
... in spirit!**

**CKBI and
CKBI-TV
Prince Albert
Saskatchewan**

**... and we hope
more of you will be with us
in 1959!**

Charles Bick's Copy Clinic

WOE UNTO YOU SCRIBES AND AGENCIES

THE PRACTISE of classifying copywriters, by medium or product or similar categories, is woeful indeed. It's a habit that hurts everyone: the writers who are trapped by it, the agencies which pursue it, the industry which is weaker because of it.

True, there are mechanical and chemical differences in media and products. But these differences should not be attributed to copywriters. They are people with flesh and blood and, usually, brains. What differences exist among them are of degree, not of kind.

The measure of a writer is: *Can he WRITE?*

Yet this criterion, judging by the personnel practise of many advertising agencies, is lost in the shuffle. Writers seeking jobs, as well as those holding jobs, are pigeon-holed as categorically as the movies *type-cast* fine versatile performers.

When that happens, *this happens:*

- Agencies settle for stale hackneyed writers instead of seeking fresh competent writers.

- By pirating instead of recruiting, employers unintentionally promote mediocre copy and salary waste.
- By not taking time to mold a creative team, they foster stopgaps instead of solutions to their creative personnel problems.

The banner of reform flutters feebly. But hope springs eternal, and your reporter hopes somewhere some woe may be alleviated, by pinpointing the evils of pigeon-holing.

For factual evidence, let's see what happened to various writers. You will find common denominators in these stories. In addition to my above statements, you will want to draw conclusions of your own.

Readers of my last article will recall the story of Joe, and appreciate the relevance of repeating it at this time.

CASE HISTORIES

Case No. 1. Joe is an outstanding copywriter. During recent years, he was assigned almost exclusively to

writing network television commercials and he wrote some brilliant ones. A large regional agency near his hometown, larger than the national agency he had been serving, acquired his services. Joe soon discovered that his new work involved radio copy, 3 to 1, over television copy. It was rough that first week, getting back into the swing of radio. Nearly half of Joe's radio copy was returned by the copy chief for re-writing. His television copy was OK'd in every instance. Even the second week, there were some rejections of his radio copy.

So Joe was called in by the department head, who told him he had failed to live up to his advance notice. And the agency was giving Joe his discharge notice - - two weeks. They said he was just a television writer, not radio.

Joe's replacement was a copywriter from a rival local agency, who was given a premium salary as a lure. By the time the replacement arrived, Joe was turning out radio copy that matched the calibre of his television work. The copy chief, the department head and the agency president all admitted their embarrassment and mistake - - to Joe, too! But the die was cast and there could be no excess baggage on the payroll.

Thus Joe relocated, finding a better position as copy director with another agency handling national accounts. One month later his recent employer felt client repercussions. Where was

Joe? Where were the great commercials he wrote in the time he was there? So the employer tried to lure Joe by offering more than he, or his replacement, was now earning. Even though the employer levelled with him and admitted the mistake, Joe was disenchanted, tired of moving and stayed where he was.

Case No. 2. Phil is a fine copywriter who had written mostly for electrical appliances, foods and beverages, plus some experience in personal products. He was recommended by an agency copy chief for a position that included writing for a toiletries and cosmetics account. Then he was interviewed and recommended by the creative group head, finally by the creative director. But the senior account executive said NO: - The client ought to get a writer with specific experience in its products . . . and fast. So the agency stole Writer "X" from an agency handling the competitor's line of products, and Writer X is now saying the same things as before - - only at a different desk. Ironically, Phil went after Writer X's job, where he his pleasing everyone with his fresh approach - - that is, everyone except that senior account executive who said NO.

Case No. 3. Don is copy chief with a motion picture company that makes TV commercials and documentary advertising films. His formal education was academic, as opposed to scientific, but he has turned out top-notch scripts on technical industrial subjects. That's because Don knows how to *communicate*. He was nearly taken off one film project, because the agency told the client to let one of its own engineers write the script. The engineer had the right technical background and Don did not. To the client's credit, he disregarded the advice. To Don's credit, he turned out a script that has been applauded by the entire aircraft industry, not to mention the client and the agency.

Case No. 4. Karl is one of the best-known advertising men on this continent. He headed up all creative writing - - at the company level - - for the largest division of one of the world's giant corporations. Some of his original campaigns, executed by the advertising agency and the company's sales promotion group, would be familiar to you. After the latest of many promotions took him too far

Vive le sport!



WHO'LL WIN THE DAVIS PUP ?

Being in the unique position of not having any dogs on our station list to offer agencies and advertisers, we've felt left out this year.

To compensate, Ken Davis would like you to win a French poodle pup for Christmas. The only requirement is that you work for a Canadian advertiser or advertising agency.

It's easy to enter. No box tops, hard tops or even facsimiles. Just guess the combined daytime power output of the radio stations represented by IBS as of December 1, 1958. (Clue - they reach 97 per cent of all French homes in Canada.)

Send your answers by December 15, to Ron Bishop, Toronto, or to Lionel Morin, Montreal.

The greatest French advertising medium in Quebec

300 000 KV

CHLT-TV CHANNEL 7

SHERBROOKE

We cover the Montreal market

For release early in the New Year. The First important package of post '48 Feature Pictures for Television. 203 carefully selected Hollywood productions.

Top Stars — Top Quality — Top Results

for the newest in TV features

SOVEREIGN FILM DISTRIBUTORS LTD.

277 Victoria St., Toronto

Representing in Canada:— Motion Pictures for Television Ltd. Hollywood Television Service Coronet Instructional Films

IBS INTERPROVINCIAL BROADCAST SALES LTD.

Toronto: Ken Davis, Gen. Mgr., 199 Bay Street, EM. 4-1197
Montreal: Lionel Morin, Mgr., 1411 Stanley Street, VI. 9-5221

away from the typewriter, Karl decided to become an agency copy-writer. A man of independent means, he resigned his prominent post with the calm assurance that his services would be snapped up. Karl's salary requirement was modest, a fraction of his former one, but then Karl is a very modest guy.

The answer was invariably the same: "You're not an agency man. You have a fine reputation, but you lack agency experience."

This treatment posed a challenge and Karl spent most of a year trying to overcome it. Finally in desperation he opened up his own consulting firm, where he is enjoying the patronage of the agencies which wouldn't give him a job.

Case No. 5. For this last case, let me narrate a personal episode, not that this paper is the adman's TRUE CONFESSIONS, but because my own experience bears out the experience of Karl and others.

When I made my decision to enter the agency field, I had spent eight years in the advertising business and was currently employed by a specialized creative organization. This firm is not unlike the one Karl started, only larger and more versatile. Its specialty is writing and producing everything:- Radio transcriptions, sales training literature, television commercials, promotional brochures, industrial films and you-name-it. Its customers include national manufacturers, local retailers, government branches, small local agencies for whom it functions as a creative department, as well as large national agencies which it assists on a variety of projects.

Having spent most of my business

career working with agencies and performing agency duties, I got nowhere when I first sought employment as an agency copywriter. The reason: "You're not an agency man. Your writing is excellent, but you lack agency experience."

THE AGENCY MAN

Geoffrey Heighington, a leading personnel consultant who knows the advertising business, has this to say:- "There is too much stealing going on in the agency field and not enough talent recruited from outside the field."

Frankly, I used to wonder if I had to be nominated, perhaps go through some mysterious initiation ceremony, to join the agency fraternity.

Finally one day, without ceremony, I made the grade - - and I'm glad I did! But I still haven't discovered what's different about me, now that I'm an agency man with agency experience.

Maybe someday they'll let me work in the personnel department. Then I'll find out!

Meantime, Merry Christmas everybody!

CHARLES BICK is creative director, Radio and TV, in the Toronto office of Erwin, Wasey, Ruthrauff & Ryan Ltd.



In Canada's No. 1 Market — get these leading radio personalities to deliver your sales message on

Elwood Glover on his "At Ease" show is the salesman for these companies and many more:



- Olympia Business Machines
R.C.A. Victor Co.
Ruud Mfg. Co.
Miles Laboratories Ltd.
Rohm and Haas Co.
Seabreeze Mfg. Co.

On "Toast and Jamboree", Bruce Smith talks about these products (to name a few)



- Libby, McNeill, Libby of Canada Ltd.
Salada-Shirff-Horsley Corp.
American Motors Ltd.
Dominion Stores Ltd.
Imperial Oil Ltd.
Canada Bread Ltd.

And June Dennis and Byng Whitteker on "Audio" sell for the following companies:



- Metropolitan Life
General Foods
Allen & Hanbury
Lever Bros.
American Home Products
Cinerama

Prime availabilities on these fine shows are scarce. If you want your product to enjoy the salesmanship of these warm personalities,

call now

RADIO STATION

CJBC

a CBC station

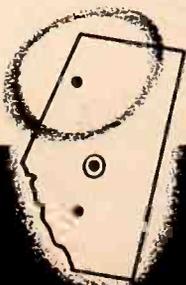
Reps: Stovin-Byles

Toronto, Montreal, Winnipeg, Vancouver



CHRISTMAS GREETINGS FROM GRANDE PRAIRIE

CAPITAL OF THE INLAND EMPIRE



Have you smiled on your way to the bank lately?

If you haven't, why not take another look at those television film packages from

The Man With The Gong 

— they could make 1959 a very happy New Year.

The man with the world renowned beat sends you

Season's Greetings

from

Toronto Saint John
Winnipeg Vancouver

Calgary

and

Meilleurs Souhais

from

Montreal

TV DIVISION

RANK FILM DISTRIBUTORS OF CANADA LTD.

277 Victoria Street, Toronto, Ont.
EMpire 3-5251

Ryerson Institute

INDUSTRY SUPPORTS TRADE SCHOOL WITH SCHOLARSHIPS

SCHOLARSHIPS IN RADIO and Television Arts for 1958-9 were presented recently at awards night ceremonies at the Ryerson Institute of Technology.

They are left to right, standing: David McClure, for Special Proficiency in Announcing, First Year (Northern Broadcasting); Jack Gates, for Special Proficiency in Writing, Second Year (CFCF, Montreal); Joseph Frenken, for Special Proficiency in Operating, First Year (All-Canada Radio & Television); Gordon Redding, Entrance Scholarship (CKNX, Wingham); Robert Gardner, for Special Proficiency in Television Production, Second Year (CJON, Newfoundland); David Kirkland, for Special Proficiency in Announcing, Second Year (Sponsor Magazine); Bruce Fortnum, for Special Proficiency in Operation, Performance and Administration of CJRT, Second Year (CFPL, London); Jerry Millan, for Special Proficiency in Radio Production, Second Year (CFRN, Edmonton).

Sitting, left to right, are: Adele Waker, for Special Proficiency in Acting, First Year (CKY, Winnipeg); Sid Perlmutter, director of Radio and Television Arts, Ryerson Institute; H. H. Kerr, principal, Ryerson Institute; Andy McDermott, sales manager, Radio and Television Sales Inc., and chairman of scholarship and bursary committee, Radio and Television Arts; Margaret Collins, for Special Proficiency in Writing, First

Year (CJCA, Edmonton).

The following have pledged contributions to a bursary fund, from which all awards are made upon the recommendation of the Advisory Committee to deserving students of the Radio and Television Arts courses: CFRB, Toronto; CFCN, Calgary; CFJR, Brockville; CFQC,

Saskatoon; CHAT, Medicine Hat; CHML, Hamilton; CJCA, Edmonton; CKCK, Regina; CKCW, Moncton; CJAD, Montreal; CJIC, Sault Ste. Marie; CJOY, Guelph; CFOS, Owen Sound; CKVR-TV, Barrie; CHOK, Sarnia; Canadian Broadcaster; United Press International and Screen Gems of Canada.

Here are the winners



Best Wishes for a Merry Christmas and a Happy New Year

CFQC - TV Saskatoon

CHEK - TV Victoria

CFRN - TV Edmonton

KXLY - TV Spokane

* CHAB-TV Moose Jaw

* On the Air Feb. 1, 1959.



Television Representatives Limited

TORONTO

MONTREAL

WINNIPEG

VANCOUVER

Technicolumn

OF INTEREST to the electronic and sound engineer is the matching of beam power amplifier tubes. Tung-Sol Electric recently announced that it will release its Tung-Sol 6550 and 5881 beam power amplifier tubes in packed pairs. This performance matching at the factory is designed to eliminate much of the distortion which makes possible the finest sound reproduction in commercial and hi-fi equipment. The 5881's are for service in amplifiers of up to 50 watts; the 6550's are used in amplifiers and commercial sound equipment of up to 100 watts.

Three Canadian East-coast towns are being linked in an electronic "passing play" to bring TV-viewers programs originating in Halifax. This service provided by the CBC uses an unmanned-satellite type relay system developed by engineers of RCA Victor Company, and features a new development known as "en route coverage". This is not microwave coverage or power boosting by a community antenna, but a coverage whereby receivers between the stations can pick up the broadcasts. First of its kind in Canada, the system links Halifax with Liverpool, Shelburne and Yarmouth, N.S.

Here is how it will work. Programs in Halifax are transmitted to the Liverpool satellite on Channel 3 and Liverpool passes them on to Shelburne on Channel 12, Shelburne re-transmits the signal on Channel 8 to Yarmouth, which will be transmitting in turn on Channel 11.

RCA officials say the system is applicable in many other parts of Canada and that several inquiries are under consideration to set up similar facilities elsewhere in semi-remote areas far away from existing TV stations.

A new magnetic miniature tube locator has been introduced by Canadian General Electric. Designed to speed the centering of miniature tube pins, eliminating the difficulty in hard to reach locations; it is available through G-E tube jobbers.

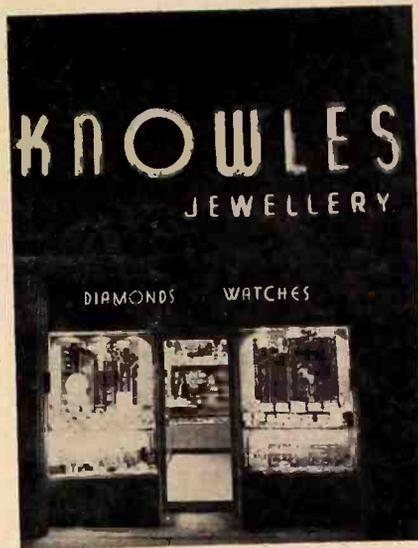
Dage Television announces that it has a "self-contained, completely automatic TV camera". Although Dage makes only closed-circuit television equipment, this could be a forecast of more efficient equipment to come to the broadcasting industry.

Designated Model 63A, it automatically accommodates a light range of 120 to 1, with 50% change in video output level. This is equivalent to automatic adjustment of lens stops from f/1.5 to f/16.

In addition, it automatically self adjusts beam, target and electrical focus circuits to optimum values. Model 63A is supplied in a blue-gray hammertone case, measuring 6 1/4" high by 5 3/8" wide by 11 3/16" long. It weighs only 10 pounds.

The Andrew Corporation has a new catalogue which contains much of the newest equipment in antenna systems, antenna and transmission lines, which is available to broadcasters, through a letter to Andrew Antenna Corporation Ltd., 606 Beech Street, Whitby, Ontario. This 96-page catalogue, which includes 16 pages of engineering data, is designed for the use of all communication and electronic engineers in Canada.

We're Selling RINGS



THANKS TO
CFRN-TV
IN
EDMONTON



"Two months ago we advertised 8 dozen ring mounts on Laura Lindsey's show, SIESTA. In the span of only four weeks following the show we sold 68 mounts, 64 of which were to customers who particularly referred to our TV commercial! No other media was used for this promotion.

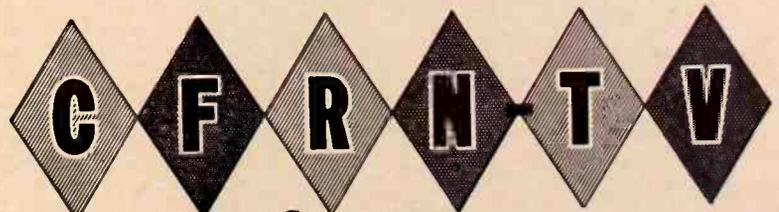
In terms of cash, 64 mounts averaging \$30 each - \$1,920. TV time and live camera cost for one occasion - \$103.

We had used all basic daily media in the past, but from our experience we have found that no medium in Edmonton can touch CFRN-TV's sales effectiveness.

That's why I'm spending all of my Christmas advertising budget with CFRN-TV".

Herb Knowles

Herb Knowles,
KNOWLES JEWELLERY,
EDMONTON



CHANNEL 3 EDMONTON

SEE: TELEVISION REPRESENTATIVES LTD. CANADA • BROADCAST SALES — WINNIPEG CANADIAN STATION REPRESENTATIVES — U.S.A. • HARLAN G. OAKES — WEST COAST U.S.A.

- Imported Foods
- Gift Baskets
- Pheasant and Mallard Ducks

EPICUREAN GIFTS LTD.

105 King St. E., Toronto
EM. 8-4054

SHINDIG FOR SHUT-INS IS STAGED BY STATION

A TWO-HOUR MUSICAL review was staged last month by CHED-Radio, Edmonton, for 2,000 of Northern Alberta's handicapped, affording them a unique opportunity to get together for an evening out - - for some, it was the first time out of their homes in years.

CHED staffers have always made visits to individual and to small groups of shut-ins, so it was decided to hold a *Shut-In Shindig* in the Edmonton Gardens, to which the area's disabled would be invited.

Aside from the preparation and staging of the show, CHED undertook the added responsibility of transporting the patients to and from the auditorium. The Lethbridge



Photo by Ranson

SHOWMAN BILLY O'CONNOR chats with three of the 2,000 handicapped people who were the guests of CHED-Radio last month at the station's two-hour musical review, "Shut-In Shindig". Staged in the Edmonton Gardens, the show was seen by more than 2,400.

*With deepest sincerity,
we wish you good cheer,
A very Merry Christmas,
and a Happy New Year.*

JERRY SOLWAY — DICK ROSENBERG
LAWRENCE FEIN

TELEFILM OF CANADA

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

Physically Handicapped Association loaned the station its Walter Callow bus, a vehicle specially built to accommodate difficult chair, stretcher and amputee cases. With the bus, CHED was able to transport 28 people who could not travel by any other conveyance. One of the passengers was a woman who had not left her hospital bed in ten years.

The station organized loading and unloading crews to help the chair and stretcher cases get out of the cars and buses and into the Gardens more quickly and easily. Over two thou-

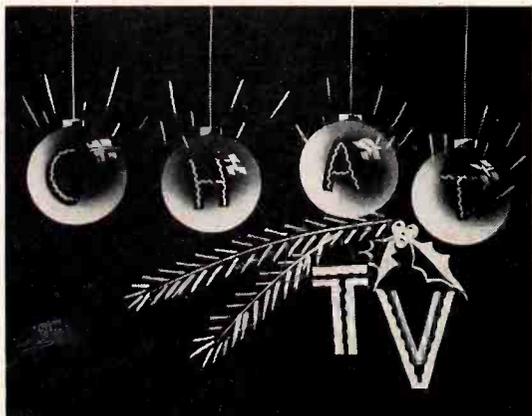
sand patients were handled in this manner.

Veteran showman Billy O'Connor, singer Sylvia Murphy and a cast of forty entertained a crowd of some 2,400 for two solid hours before the show finally ended.

Those responsible for the transportation of the guests swung swiftly into action at the conclusion of the show, and soon had them on their way back to private homes, hospitals and institutions, tired, but with a renewed awareness that people had not forgotten them.

As we end our first full year of television
And our hearts are full of thanks for what we've seen...
We feel it's time to mention that we're grateful
For the shows we've viewed, and places we have been...
As a passenger on TV's magic carpet
We journeyed to the coast to Ripple Rock,
We travelled with the Princess through the nation
And read the time of day by Peace Tower clock.
We hollered for Durelle at TV ringside
And hated Stengel as he scalped the Braves...
We watched the nation count the way we voted,
Deplored the sight of Springhill's tragic graves.

We laughed at Milton Berle and Wayne and Shuster,
Spent Sunday night with Sullivans, Ed and Joyce...
We rode the West with Earp and Gunned with Paladin,



Relaxed, shoes off, because of Como's voice...
And some of us have faced the local camera,
Then faced the criticism of our wives...
We've learned that just a little dab will do it...
And have felt clean for the first time in our lives.

We've spent a happy year with Television
Now desire to express our gratitude...
To those before and those behind the scenes
Who made possible the wondrous things we've viewed!

Written, without bias,

By R. J. Buss

On behalf of the viewers of

CHAT-TV
MEDICINE HAT

CFQC-TV

CIVIL DEFENCE NOW STEADY FEATURE

A PROGRAM THAT started as a ten-minute late night fill-in has grown into a weekly half-hour public service show called *This Is Civil Defence*, on CFQC-TV, Saskatoon.

Colin MacLean, announcer-producer, while looking for material for his ten-minute program, *Tonight With Colin*, contacted the Saskatoon Civil Defence Headquarters with the idea of using some of their material for one show.

He discovered that civil defence, a topic he knew little about, was a subject which seemed to hold an unending source of material. Colin put the idea up to station management and they agreed that he should go ahead with a public service series to inform the public about the activities of civil defence. His program time was extended to half an hour at 6.00 pm on Thursdays.

The show follows a standard format, but is not fully scripted. It always opens cold on a dramatic shot such as: "This is a broken arm; the medical term is a compound fracture, an expression for one of the most painful injuries it is possible to receive. As you can see, the bone is completely broken through and severed and is protruding through the skin."

These words and a close-up live studio shot of the arm described, greeted after-supper viewers in Saskatoon one Thursday in mid-November. The arm belonging to Colin MacLean was in fact quite whole. Its gory aspect was the result of a few minutes work by a member of the casualty simulation team of Saskatoon's Civil Defence.

This type of opening is followed by the filmed opening, a missile launching and an exploding H-Bomb. The meat of the program is usually comprised of a film of national scope, followed by demonstrations and interviews giving the local application.

The station says that since Saskatoon is not expected to be a prime target in the event of nuclear war, the great emphasis in the series will be on welfare and medical services.

For the remaining shows in the series, CFQC-TV has lined up demonstrations, films and interviews concerning welfare, fire, rescue, radiology, communications, transportation, engineering and warden services.

Letters from the Minister of National Health and Welfare, the Premier of Saskatchewan, the

Saskatchewan Minister of Social Welfare and Rehabilitation and local Civil Defence authorities have come into this station expressing enthusiasm about the series.

Premier T. C. Douglas said in part, "The civil defence programs of CFQC-TV are one way by which this knowledge can reach the public in the Saskatoon listening area. I wish to express the thanks of the province to CFQC-TV for its volunteer role in providing this public relations service."

Waldo Monteith, minister of National Health and Welfare, said, "In bringing the civil defence story to residents of the Saskatoon area, this program series is rendering a valuable public service. I would commend not only local civil defence officials but also Station CFQC-TV for its generosity in donating 26 one-half hour periods for this important project."



MEDICAL SERVICES EDITIONS of the "This Is Civil Defence" series featured demonstrations of emergency hospital equipment by members of the St. John Ambulance. Shown above, Producer Colin MacLean, in shirtsleeves, waits for the cue to introduce the story of casualty simulation. Sitting next to him is C. S. Tubb, president of the St. John Ambulance in Saskatoon.

WINNERS!



CHUM is extremely proud of its Alexander Park baseball team — they were winners in every game played during the full season of the inter-playground league.

Radio one IN TORONTO • the new CHUM • 5000 watts • 1050 kcs.



**Telephone
Answering
Service**

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

Phone for Booklet in

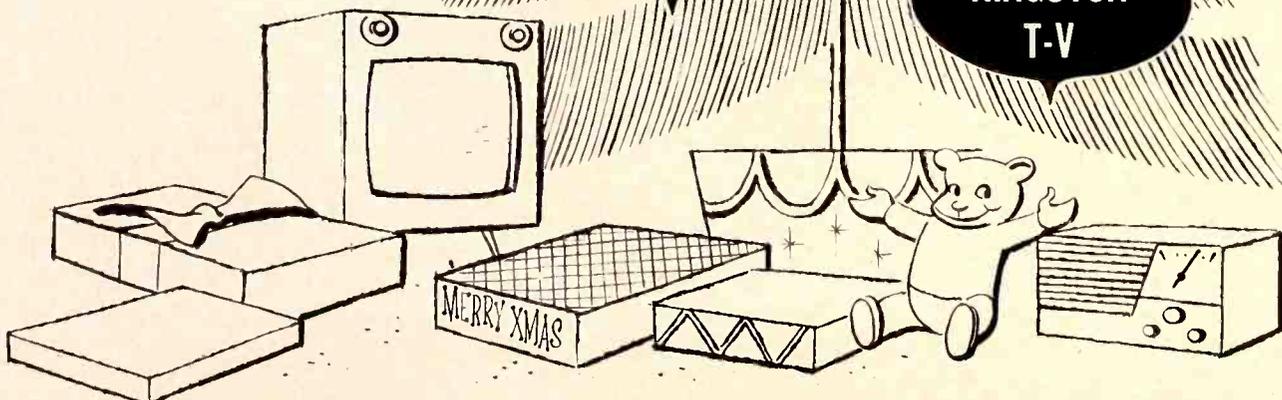
Toronto Montreal
WA. 4-4471 UN. 6-6921

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 }



Agriculture

WESTERNERS COME EAST TO COVER WINTER FAIR

ALL-CANADA RADIO and Television held an informal luncheon in Toronto last month for the farm directors of two radio and two television stations in Western Canada. They were: Doug Johnson, CKX, Brandon; John Church, CFAC, Calgary; Reuben Hamm, CHCT-TV, Calgary and Richard Barton, CJLH-

TV, Lethbridge. They were in Toronto covering the Royal Winter Fair. John Church, himself a farmer, was sending back a ten minute daily report which was used on his two daily farm shows, one in the early morning and the other at noon. His morning program is sponsored by a Calgary livestock commission firm,

Adams, Wood & Weiller.

Dick Barton sent back five interviews daily. These were used on his two daily programs at 7 am and 12.15 pm. The Alberta Department of Economic Affairs was also attending the Fair and sending back film to the Alberta stations. The parts of the film that were applicable to Lethbridge were described by Barton in telegrams to the station.

Reuben Hamm sent back 7 minutes of film each day along with a voice tape. These were used on his mid-day program at 12.50.

Doug Johnson kept the Brandon farmers filled in with taped interviews used on three daily programs at 7.25 am, 1.05 pm and 6.30 pm.

All four of the Western visitors agreed that the outstanding part of the Fair was the livestock and flowers.



DOUG JOHNSON, CKX, BRANDON, farm director, is seen chatting with the stars of the Royal Winter Fair, Arthur Godfrey and his palomino, Goldie, in Toronto last month.

**JOYEUX NOEL !
BONNE ANNEE**

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

Croit en la beauté de sa langue!

Faconne de fiers citoyen Canadiens!

Rayonne dans tous les foyers, par sa musique et ses émissions de choix!

Garde nos traditions nationales et religieuses!

Représentants:
Montréal-Toronto—
Interprovincial Broadcast Sales
Vancouver—
Hunt, Scharf Representatives Ltd.

For a complete coverage of the French Market—

CFRG is IT

Christmas Greetings

from

Hallmark
RECORDINGS

81 Grenville Street, Toronto
WAlnut 4-0731

*Mastering and Manufacturing
all types of disc and
tape for industry and home.
Ampex Sales and Service.*

Get Your Man!

Get Your Job!

with an
ad in

**CANADIAN
BROADCASTER**

Season's Greetings



From

Radio Representatives Limited

and its 22 Key radio
stations from coast to coast

Radio Representatives Limited

KEY RADIO STATIONS — COAST TO COAST



MONTREAL WINNIPEG
VANCOUVER

HEAD OFFICE:
76 ST. CLAIR AVENUE WEST
TORONTO

CJGX, Yorkton

CAMPAIGNS FOR TIME CHANGE

OVER THREE THOUSAND Eastern Saskatchewan voters last month signed a petition prepared and circulated by CJGX, Yorkton, asking the provincial government to allow municipalities to revert to Central Standard Time where desired.

After many years on CST, this part

of the province was required by law to observe Mountain Standard Time for the winter months. This legislation was very unpopular and when CJGX made the petition available voters throughout the whole area were on hand to sign it.

Municipalities have now been advised that they may revert to CST if they wish, but the legislation still on statutes will certainly be reviewed in February, when the Saskatchewan Legislature again sits. The premier has been supplied with the CJGX petition in the hope that it may be of some guidance.

The action of the station was publicly supported by several weekly newspapers throughout that part of the province and in one case by a private individual who paid for an advertisement in his home paper advising that the petition could be signed in his store.

Merry Christmas

to

Canadian Broadcaster and all readers

And happy travels in 1959

Claire Wallace
Travel Bureau Ltd.

1110 Yonge St. WA. 3-8471

"Jingle" Tells! Santa Early!
On Nov. 12, Inland Natural Gas, Vancouver, advised: "Okanagan Radio has very definitely won First Prize" (for "Gas Range Week" sales-promotion during radio stations contest). Support of CKOK, Penticton; CJIB, Vernon; CKOV, Kelowna, termed "excellent". OKANAGAN RADIO, P.O. Box 1481, Kelowna, B.C.

SEES SUBTLE CENSORSHIP IN FCC's REGULATIONS

A FEDERAL COMMUNICATIONS Commissioner, T. M. Craven, has expressed his opposition to what he calls the subtle form of censorship long exercised by the FCC over radio and TV programming in the US.

Craven stated his views in a lengthy dissent to a commission proposal to revise and simplify some of the forms filled out by applicants for new broadcasting stations, and by stations seeking license renewal. The forms now require the applicant to state what percentage of his air time has been, or will be devoted to various types of programs, such as religion, agriculture or news and sports.

If the forms were to be revised, Craven said, it would be a good time to get rid of these listings, as they inevitably suggest what the FCC wanted the station to handle in its daily programming.

The Commission has always taken the position that these categories were simply designed to serve as guideposts for the broadcasting industry. But, said Craven, the applicant filling out the forms "knows full well that his views are destined to be evaluated in the light of preconceived opinions of the regulating agency".

Noting that the Communications Act prohibits the Commission from censoring programs, except for barring obscene and indecent material and advertisements of lotteries, Craven stated:

"The Commission should discontinue using program proposals as one of the criteria on which it bases its approval or disapproval of an application."

In general, he said, the commission "should leave the task of programming in the public interest exclusively to the licensee where it belongs as a matter of right and duty."

Craven said he believes the individual station owner is much better acquainted with the program needs of his audience than FCC could possibly be.

Christmas

and

New Year

Greetings

From

all

Of Us

At

CHRISTOPHER SMITH II FILM LABORATORIES

COMPLETE SENSITOMETRIC CONTROL
SPRAY PROCESSING 35 mm and 16 mm
black and white

TV REDUCTION PRINTING
OVERNIGHT SERVICE ON RUSHES

30 Wellington Street East Toronto, Ont.
Phone EM. 3-1314

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".

CFNB
SERVING NEW BRUNSWICK'S EXPANDING ECONOMY

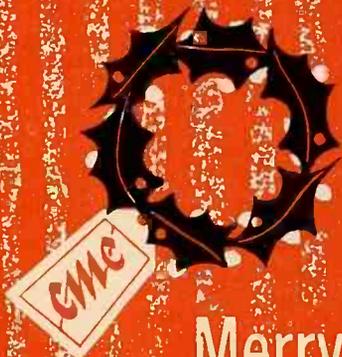
Have our Reps give you the full story — see:
The All-Canada Man.
Weed & Co. in the United States.

**COLUMBIA
RECORDS**





Max Harrison



Merry
Christmas
and a
Happy
New Year

To
our many friends
in Broadcast
and
Television Stations
across
the country



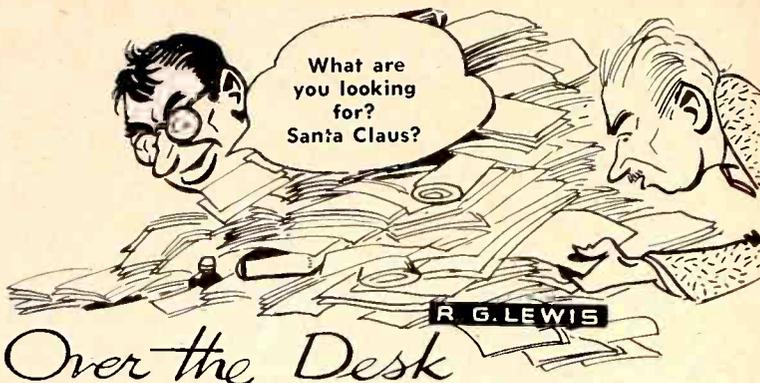
Marconi



CANADIAN MARCONI COMPANY

Broadcast
and
Television
Station Equipment
Sales

May Your
Christmas
Joys
Be
Quotidian



JOHNNY BRENT, of CKNX, Wingham, has just "retired" from the program, *Top of the Morning*, which ran for no less than eighteen years.

Johnny arrived in Wingham from Kitchener and took over the wake-up show from station owner "Doc"

that during this time he has read some 154,000 commercials; and that the music played would fill 281 24-hour days.

From here in, Johnny is "taking it easy" as sports editor, talent manager and manager of the CKNX Travelling Barn Dance.



PARTIES WITH A PURPOSE

OFFICE CHRISTMAS parties seem to have gone into an eclipse the past few years. Most organizations stage their own staff affairs, but the old-fashioned open house has gone by the board, and I am inclined to think this is all to the good. They had reached a point where the hosts at such events found themselves entertaining people whose names they did not know, but whose faces seemed vaguely familiar from last year's party.

I have vivid recollections of one of these affairs we staged at the Broadcaster office. The place was teeming with people when one quite unfamiliar figure came up to me and said: "Were you invited to this?" This prompted us to hang up a sign the next year which read: "Happy Christmas Everyone - - especially the people we know!"

Notwithstanding all this, there were two parties last month, which came under the heading of "festivities", but which were well worth while, because they were parties with a purpose.

First came CKBB, Barrie's mid-day gathering to announce the launching of its boost to five kilowatts. Actually it was not one gathering but three. There was a different guest list for Tuesday, Wednesday and Thursday, November 25-7. We horned in on the last day. I'm not sure what our category was, but it was a pleasant affair, with a short pitch by President Ralph Snelgrove which was informative, restrained and in good taste. Ralph was supported by CKBB Manager Bob Hunter among others.

Cruikshank, who had been handling it himself. At that time it was known as the CKNX *Breakfast Club*. Through the years it has gone back from the original 8 am slot, to 6.30, where it is now. It has always been a light-hearted melange of this and that, designed especially for the farm audience which covers most of the CKNX listeners.

Johnny announce - operated the show for about three years. Then they brought in an operator, largely because it became too much of a production for one man to handle the live talent which was used on the program.

It might interest you to know that when the program first started, the station's power was 250 watts. Since then it has jumped to 1,000 and expects shortly to hit 2,500.

Johnny estimates that he has spent in the neighborhood of 14,000 hours on the air with this one program;

Season's
Greetings

from

CKY

WINNIPEG

5000 WATTS

580 KCS.

Merry Christmas

in High Fidelity

from

THE MANAGEMENT AND STAFF

of

CHFI-FM Ltd.

98.1 Megs.

Toronto

The other celebration was staged by CFPL-TV, London, to mark its fifth anniversary. They transported friends from the industry, the agencies and the sponsors to London by bus.

They had a man-size blizzard to contend with, but they arrived at the Hotel London in time for a delayed lunch - - at about 3 pm. Walter Blackburn, president of CFPL and the LONDON FREE PRESS presided at this function. A congratulatory address was delivered by Ken Farthing of Canadian Westinghouse, representing the ACA, and Mr. Blackburn responded.

After lunch the guests were taken on conducted tours of the station. They were given demonstrations of programs and a reasonable quotient of shenanigans.

The final affair was a dinner at the London Hunt and Country Club, where congratulations were expressed by local and other dignitaries. These were notably London's Mayor Allan Johnston; Ernest Halpenny, London's federal member; Ralph Snelgrove of Barrie, representing the CARTB of which he is a director and Arthur Ford, editor-in-chief of the LONDON FREE PRESS. Alan Bell and Ernie Legate, respectively executive heads of the CAAA and ACA, were unable to complete the drive to London on account of weather conditions. Murray Brown and Bob Reinhart spoke for the station, and the chairman and organizer of the event was Stuart MacKay, general manager of All-Canada Radio & Television Ltd.

AIR BOHEMIAN GIRL

THE GILBERT AND SULLIVAN Society of Victoria, B.C. got itself a complete airing of the operetta, *The Bohemian Girl*, over CJVI-Radio recently, as a part of that station's contribution to the B.C. Centennial.

It was on Monday evening, November 24, from 8 to 10, and the whole show, with its cast of over 40, was



presented from CJVI's main studio.

Musical accompaniment was provided by two CJVI staffers, Al Smith at the piano and Jack Lenaghan (in the picture) at the studio organ.

Over a hundred phone calls were received directly after the broadcast, and during the next few days there were many requests for another show of the same type next year.

EXTRA COPIES
of the
DIRECTORY ISSUE
50 CENTS

FILLER MATERIAL

THIS LETTER from Ted Meunier, Radio Sales Manager of CFCL, Timmins, speaks for itself.

"It was certainly a pleasure talking with you on my recent visit to Toronto. If you recall, Ian Grant and Roy Green accepted to have lunch with me; it would have been a pleasure if you could have joined us, but I distinctly remember hearing you say that it was too bad - - 'cause you had so much work to do (which I refuse to believe) but that you would willingly accept the \$3.50 (a rather expensive meal 'old bean').

"At that time I was stupefied. I just couldn't believe that Dick Lewis had turned Editor - Publisher to a professional beggar - - but after feeling my way around a bit in various business circles in Toronto, I found out you were serious about the \$3.50.

"I've been 'hit up' before for a meal . . . but nothing that expensive . . . so permit me, 'dear beggar of prestige' to enclose a cheque for the said amount in hope that I have prevented from near starvation a man we all admire so much."

And sure enough, there, neatly folded into the letter was the cheque he referred to, signed by CFCL-TV President Conrad Lavigne, and marked "to be used for food only". And do you know that ever since I received it, I have completely lost my appetite. Oh well, I guess the

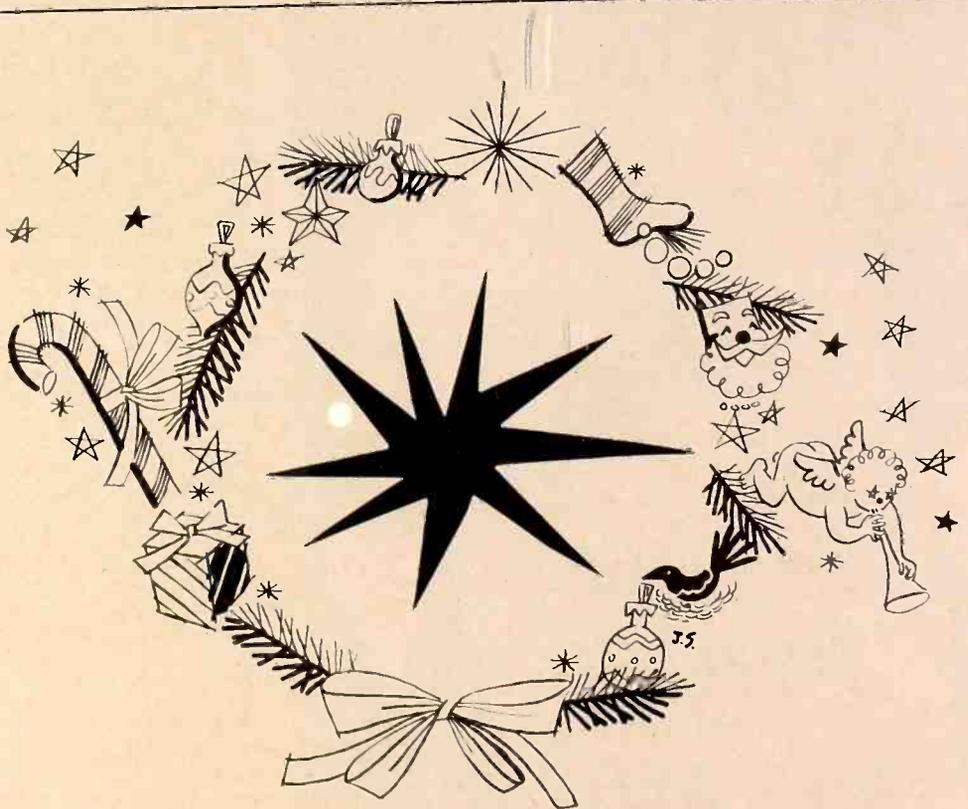
bank won't mind carrying it down in their books for a month or two. I'll surely be hungry by then.

And speaking of hunger, I hope you develop it aplenty before you sit down at the festive board. Meanwhile, buzz me if you hear anything, won't you?

THANK YOU

CJIC

Sault Ste. Marie, Ontario



SEASONS GREETINGS

to our Canadian friends

Alice

Bud

Jim

Sid

SESAC INC.

producers of the famous

SESAC TRANSCRIBED LIBRARY and "repertory recordings"

NAT TAYLOR WINS PIONEER AWARD



N. A. TAYLOR, president of Toronto International Film Studios Ltd. and a director of NTA Telefilm (Canada) Ltd., is shown (right) receiving The Pioneer of the Year Award for 1958 from R. W. Bolstad, president of the Canadian Picture Pioneers at the annual dinner in the King Edward Sheraton Hotel, Toronto. Bolstad is vice-president of Famous Players Canadian Corporation. Seated at the left is the chairman of the Municipality of Metropolitan Toronto, Frederick G. Gardiner.

Santa Claus has 100,000 over-size stockings to fill in the fastest-growing "small" market in Canada, where the only daily voice is that of

CJNR

Blind River — Elliot Lake

See
The Happy Little Elves at
RADIO AND TELEVISION SALES
Toronto & Montreal

University Radio Societies

WOULD BROADCAST COAST-TO-COAST

RADIO SOCIETY representatives from four universities in Western Canada met in Saskatoon last month to discuss the possibility of expanding their organization into one of national scope.

The group resolved to go on record as being in favor of a nation-wide organization of university broadcasters which would be responsible for a coast-to-coast radio program.

Such a program would have its educational aspect, would let the industry know what university students are capable of doing and would keep the citizens of Canada informed of activities in Canadian universities.

In other discussions the delegates agreed on the need for greater co-operation from the CBC and the privately owned radio stations in the matter of summer employment of university students. The group said many students educating themselves for careers in radio are forced to take summer work in other fields due to the meagre salaries offered by the radio stations.

The delegates also decided to estab-

lish further contacts among their groups through the exchange of information on their organizational structure, press clippings appearing in university and other newspapers and taped programs which would make it possible to carry up-to-date material from other universities on their broadcasts.

This group was formerly known as the Western University Radio Federation, but the organization had its name changed at the meeting to the Western Association of University Broadcasters. The president of the University of Saskatchewan Radio Society, Dave Smiley, was named president of the group.

The association accepted the radio society of the new University of Alberta in Calgary as an associate member.

Others present at the convention were members of the radio societies at the University of British Columbia and the University of Alberta. There were no delegates from the University of Manitoba which also has a membership in the association.

DICK LEWIS HAS BEEN PITCHING FOR A FULL PAGE CHRISTMAS SPREAD. IF WE KEEP ON ADDING SATELLITES AND POWER INCREASES WE WILL NEED THE WHOLE ISSUE TO TELL OUR STORY. BUT AT THIS TIME OF THE YEAR ALL WE WISH TO SAY IS MERRY CHRISTMAS AND A HAPPY NEW YEAR AND EXTEND A CORDIAL INVITATION TO VISIT US FOR A TASTE OF REAL NORTHERN ONTARIO HOSPITALITY.

CFCL

Radio and TV

Representatives:

RADIO

Interprovincial Broadcast Sales — Toronto & Montreal
Hunt, Sharp Reps Ltd. — Vancouver
Devney Inc. — USA

TV

Paul Mulvihill & Co. Ltd. — Toronto & Montreal
Devney Inc. — USA

HERE'S A HAPPY NOTE TO YOU FROM CKOM

"MERRY CHRISTMAS"



we wish all our friends

a

Merry Christmas

and a

Happy New Year



LONDON

Foremost in Forest City



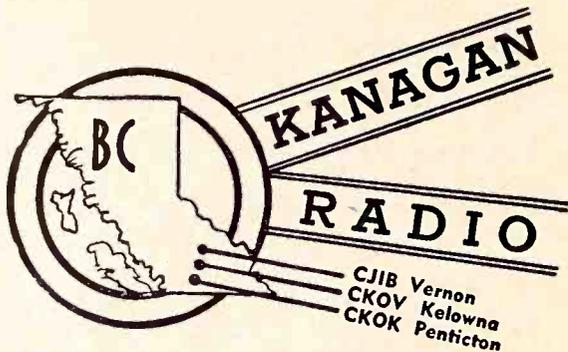
* SALES A-C-T-I-V-I-T-Y

* Sales Management

Okanagan Radioland is Larger

In Retail Sales	Than	104	Leading	Canadian	Cities
In Food	"	96	"	"	"
In Drugs	"	106	"	"	"
In General Merch.	"	116	"	"	"
In Automotive	"	112	"	"	"
In Furniture & Appl.	"	77	"	"	"

**TRIPLE - ACTION RADIO IN A
\$100,000,000.00 CAPTIVE MARKET!**



Reps: ALL-CANADA
Canada

WEED & CO. U.S.A.

U. S. Government

Charges Firms Blocked Exports Of Radio and TV Sets to Canada

THE UNITED STATES government has filed a civil anti-trust suit against General Electric, Westinghouse Electric and the Dutch firm, N. V. Philips Gloeilampenfabrieken. The suit stated that the three companies conspired to prevent the export of American radio and TV sets to Canada.

Operating through Canadian subsidiaries, the companies were said to have engaged in unlawful combination with 13 co-conspirators, not named as defendants in the suit, to control the market by setting up a Canadian patent pool. The complaint stated that the conspiracy had virtually closed the Canadian market to American radio manufacturers since 1927.

The US government said the Canadian patent pool started patent infringement suits against manufacturers and dealers of American radio and TV sets, and refused to license dealers who intended to import American sets into Canada.

Ray J. Luebbe, vice-president and general counsel for GE, stated that the charges were "unfounded in fact, unwarranted in law and ill-advised in terms of public policy." He said the company's Canadian subsidiary "is and always has been operated by its Canadian management as a Canadian enterprise. The management of General Electric Company does not

dictate to it or regulate the administration of its affairs."

Mr. Luebbe said the case "raises a serious question as to the extent to which the United States Department of Justice should try to interfere with the legitimate attempts by friendly foreign countries, particularly Canada, to foster and maintain essential industries within their own borders".

The government said the alleged practices also "adversely affected" American consumers by depriving them of the benefits which would have resulted from increased production of American sets for the Canadian market.

Wins Home Week Contest

RADIO STATION CKOX, Woodstock, has been awarded first place in the radio category of this year's National Home Week Media Awards Contest.

Mrs. Isobel Temple, director of publicity for the National House Builders Association, said in a letter to the station, that the judges had no hesitation in giving the award to CKOX, as they were "impressed with your recognition of the news value of the National Home Week promotion, and with your terrific job in bringing the whole thing, live, to your audience."

CKOX conducted interviews and carried news stories well in advance of National Home Week. Then, two weeks prior to the event, the station held a saturation announcement campaign. Climaxing the promotion, were seven hours of live broadcasts made direct from the homes on display during National Home Week.

Second place in the contest went to CKXL - Radio, Calgary, for the station's contribution to the success of Calgary's Home Week.

Presentation of the awards will take place in Montreal, January 14.

Add 4 Stations Down Under

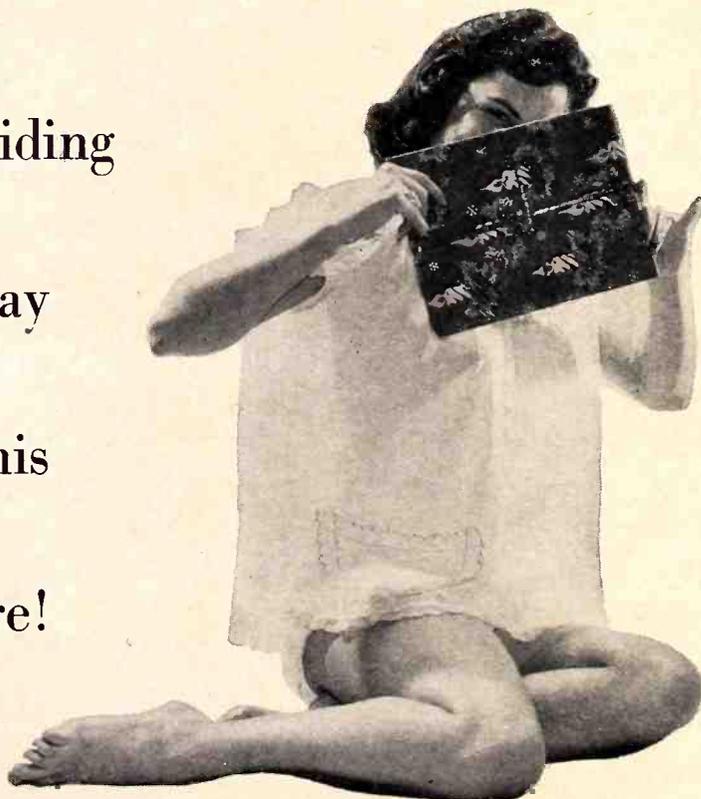
FOUR NEW TV stations are expected to be built in Australia within the next year, stated John Evans, general manager of Greater Union Theatres Ltd. This would bring the country's total to ten.

The six stations now in operation are divided between Sydney and Melbourne, each city having one government and two commercial outlets. Brisbane and Adelaide will have a similar set-up, and Hobart and Perth will have one government and one commercial station. All are expected to be on the air before the end of 1959. Mr. Evans also predicted that the number of TV stations would rise to 24 within the foreseeable future.

The Australian Post Office, which operates the telephone and telegraph services, has laid down a 400 mile coaxial cable between Sydney and Melbourne, with two channels available for TV on lease.

Greater Union Theatres has only a six per cent interest in Channel 9 in Melbourne. Because of its financial alliance with the Rank organization, it is restricted from entering TV except in a minor role.

There's No Hiding
Our Wish
That You May
Be Richly
Blessed at this
Season - and
In the Future!



CJSP RADIO
Leamington Ontario

Radio & Television Sales — Toronto, Montreal



TAKE IT EASY

If you drive carefully over the festive season and get yourself banged up in a smash, you will have the satisfaction of knowing it wasn't your fault.



SIGNUS TROUBLE

An interesting billboard is being displayed in New York's Village. It reads: "Open a two-name account in the Bowery Savings Bank". Presumably this means one in your right name and one for your alias.



AUDREY STUFF

Then there's the gal who was so dumb she thought a Christmas box was the carton it came in.



MORE OF THE SAME

But she hadn't a thing on her sister, who was firmly convinced that Boxing Day was fight night at the local arena.



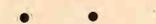
COULDN'T TAKE IT

He went on the wagon and then fell right off again, because he just couldn't stand waking up each morning with a hang-under.



INTEGRATED COMMERCIAL

As we are not moving into our new offices at 219 Bay Street until the middle of January, it will be quite in order to direct gifts and other tokens of your high esteem for us to our present address, which is still 54 Wellington Street West, Toronto.



WANT AD DEPT.

For sale, progressive drugstore. Has speediest lunch counter in town and extremely profitable sale of digestive tablets.



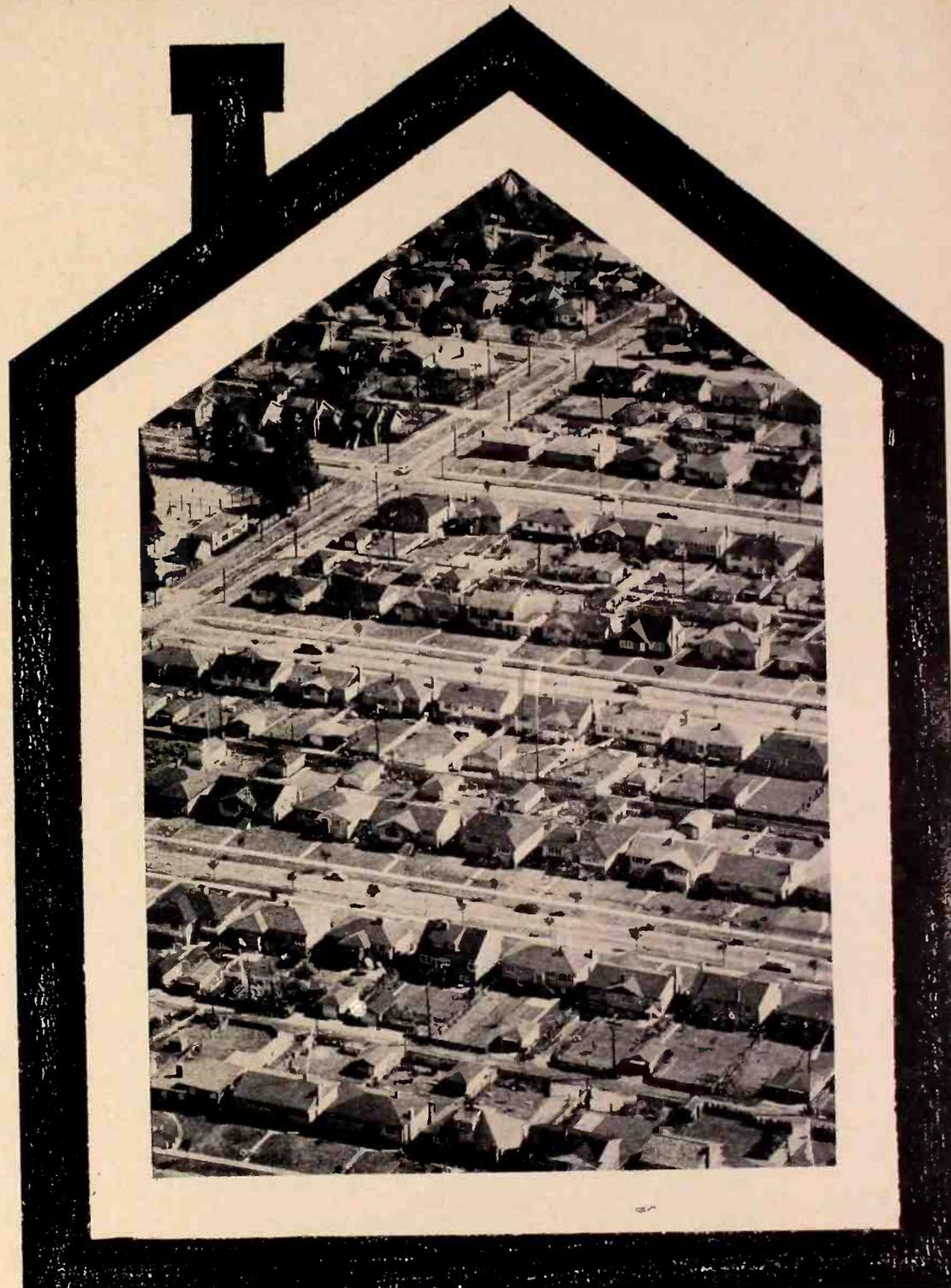
C'EST LA GUERRE

We have to credit CHUM's Phil Stone for the one about the general who spent so much of his life fighting battles and winning wars, that he never got around to writing his memoirs.



THE TIME HAS COME

May the vision of a greater Canada, stretching its arteries way into the farthest reaches of the vast undeveloped north, and its trade lanes into the remotest outposts of the far-flung Commonwealth, be ours this Christmas and throughout the coming year. (The foregoing is a paid political announcement).



with 50,000 watts **CKWX** reaches more homes than any other B.C. station

and there are 425,000 households in B.C.

RADIO BRITISH COLUMBIA, VANCOUVER

CKWX

BBM CIRCULATION-133,600



Station CFCF Still Carries On

The essence of public service, particularly in commercial fields, is continuity. The service must be reliable both in quality and in regularity. If they are operating against competition, the hotelkeeper, the shopkeeper, the theatre manager must try to avoid shutting down, even for necessary repairs or renovation.

Instead, the "business as usual" sign goes up and the work is done bit by bit. This is the cognition that a great deal of customer preference is really habit and that habit, once broken, is difficult to rebuild.

The slogan that "the show must go on" and "business as usual" was

given dramatic illustration on Thursday, when the Cote des Neiges studios of the Marconi station, CFCF, Canada's oldest station, were gutted by fire.

Programs were disrupted and schedules shattered, but there was a gap of less than five minutes caused by the transfer from one broadcasting point to another. An improvised schedule was carried on from the transmitter, then continued from rented quarters in the centre of the city.

The losses are high, the dislocations are many, but the CFCF staff must certainly have set something of a record for continuity.

Editorial Montreal Gazette
Oct. 25 1958



CFCF Radio Studio Hit By Blaze

Fire early this afternoon... CFCF and a few other... The two-alarm blaze started in the building... There was heavy smoke... The second alarm... But firemen... The fire under... Officials of the radio...

CFCF Studios Guttled, Broadcasting Goes On

A two-alarm fire almost completely gutted the broadcasting studios of Radio Station CFCF, at 4824 Cote des Neiges Rd. yesterday. No one was injured in the blaze, which started in the basement of the barn-like building and is believed to have reached the upper floor via air conditioning ducts. Station officials about 1 p.m. when they entered the building to check the origin of heavy smoke. Firemen and equipment from Stations 34, 27 and in tonight the traffic around fire engines parked around the building, studio and...

NERO was a piker

Station CFCF Still Carries On

The essence of public service, particularly in commercial fields, is continuity. The service must be reliable both in quality and in regularity. If they are operating against competition, the hotelkeeper, the shopkeeper, the theatre manager must try to avoid shutting down, even for necessary repairs or renovations. Instead, the "business as usual" sign goes up and the work is done bit by bit. This is the cognition that a great deal of customer preference is really habit and that habit, once broken, is difficult to rebuild. The slogan that "the show must go on" and "business as usual" was given dramatic illustration on Thursday, when the Cote des Neiges studios of the Marconi station, CFCF, Canada's oldest station, were gutted by fire. Programs were disrupted and schedules shattered, but there was a gap of less than five minutes caused by the transfer from one broadcasting point to another. An improvised schedule was carried on from the transmitter, then continued from rented quarters in the centre of the city. The losses are high, the dislocations are many, but the CFCF staff must certainly have set something of a record for continuity.

TV-RADIO

DIAL TURNS

By Bernard Dube

Station CFCF whose studios and headquarters on Cote des Neiges road, were destroyed by fire early yesterday afternoon, is expected to resume regular program broadcasting this morning.

Although the fire spread quickly, the station did not go off the air for more than a few minutes. After the blaze broke out, by primary studios set up in the Downtown, the station had resumed some of its regular programming. In the crisis, station CFCF...

CFCF Burns But Show Goes On

A two-alarm fire almost completely gutted the broadcasting studios of Radio Station CFCF, at 4824 Cote des Neiges Rd. yesterday. No one was injured in the blaze, which started in the basement of the barn-like building and is believed to have reached the upper floor via air conditioning ducts. Station officials about 1 p.m. when they entered the building to check the origin of heavy smoke. Firemen and equipment from Stations 34, 27 and in tonight the traffic around fire engines parked around the building, studio and...

MAN-WE'VE PROVED IT!

CFCF Back On Schedule

Radio Station CFCF, whose studios were heavily damaged by a two-alarm fire yesterday, is today broadcasting on a regular schedule and identifying itself as "CFCF Radio—the hottest spot on your dial." The station is operating from an emergency studio in the Square Building in the Dominion program Building. The broadcast for weeks would be continued from the temporary base of the three-storey building and spread through the air conditioning system. It was discovered at about 12:30 p.m. while a station announcer read the news. Cause of the fire was still unknown today.

CFCF a tradition of service

SIGHT & SOUND

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



Compiled by
Ian Grant

Radio & Television

METEOR is running a one minute spot campaign on 37 radio stations from December 5 to 13.

Sunbeam Bread is running approximately 400 announcements during the month of December on CHUM, Toronto.

Seven-Up is running a pre-Christmas campaign on about seven Ontario radio stations from December 15 to 31.

The above three accounts are handled through the Toronto office of Vickers & Benson.

DUNLOP Canada Ltd. has started alternate week sponsorship of *Weekend In Sports*, the five minute program seen each Sunday night at 11.10 pm on the English Television network.

W. K. Buckley Ltd. is starting a radio campaign on about 150 radio stations across the country January 5. The campaign will run approximately 10 weeks, depending on the market. Products to be featured are Buckley's Mixture, Jack & Jill Cough Syrup and Stainless White Rub.

Oxo (Canada) Ltd. is starting a radio campaign during the week of January 19 on about 30 stations. It will run until the week of April 13. During the same period Oxo is using CBFT, Montreal and CFCM-TV, Quebec City.

The above three accounts are handled by Stanfield, Johnson & Hill Ltd.

CHATELAINE Magazine is running flash announcements on 19 radio stations across Canada on December 23 and 24, promoting their January issue.

Ford (Monarch) is buying in, one or two times a week, on news and sportscasts on 21 English television stations during December.

They are buying into the French television network program *Le Théâtre des Etoiles* during the weeks

of December 8 and 22.

Ford is also running TV spots and flashes on 7 English (6 CBC) stations and one French, from December 3 to 23.

These accounts are handled through Cockfield, Brown & Co.

LEVER Brothers will discontinue sponsorship of *Show Business with Sinclair* as of December 31. This program will be sponsored nationally by Imperial Tobacco as of January 1.

Livers said they dropped the program because brand requirements for a radio program of this type do not exist for 1959.

The program is produced and distributed by G. N. Mackenzie.

CHRISTIE Brown will start sponsorship of the five minute TV program, *Le Studio du Père Ambroise*, during the first week in January. It will run twice a week on selective French television stations.

The program is distributed by G. N. Mackenzie.

CARLING Breweries Ltd. has bought the *Walter Winchell File* on WKBW-TV, Buffalo. The account is handled through McKim Advertising.

ORANGE Crush Limited Vancouver has received the Certificate of Award from the Advertising Association of the West and the Television Bureau of Advertising Inc., for "a notable achievement in television advertising."

The award was won for an eight-second station identification film

commercial produced for Orange Crush by Animation Inc., Hollywood. The account is handled by Cockfield, Brown & Co.

Agencies

THE TORONTO agency of Breithaupt, Milsom Ltd., has opened a branch office in Vancouver at B.C. Estates Building, 1075 Melville St. Telephone number MUTual 5-8455.

Gordon Wood, formerly of the Hudson's Bay Co., will be in charge of the new branch.

Two Vancouver accounts that will be handled by the office are Canada Rice Mills Ltd. and Martin & Robertson Ltd.

THE accounts for the two Bristol-Myers products, Trig and Vitalis, have been transferred from Ronalds Advertising to Vickers & Benson.

The account executive at V & B is Frank Thomas, who handles all other B-M accounts at the agency.

THE Toronto office of J. J. Gibbons Ltd., has been appointed to handle the advertising of Dearborn Chemical Co., water treatment specialists. The account executive is Bud Saunders.

The account was formerly handled by Buchen Company of Chicago.

O'BRIEN Advertising Ltd. has opened a new office in Toronto at the Board of Trade Building, 11 Adelaide St. West. Telephone number is EMpire 4-5912.

Managing the new office is George F. Sayers. It will initially look after a Department of National Defence and an Encyclopedia Canadiana account.

(Continued on page 40)

JUST A GOOD
OLD FASHIONED
**MERRY
CHRISTMAS**
and
**HAPPY
NEW YEAR**

CHUB Nanaimo	CJAV Port Alberni
------------------------	-----------------------------

Announcement



CLARE COPELAND

Frank H. Elphicke, V-P and General Manager of CKWX Radio Ltd., Vancouver, announces the appointment of Clare Copeland as General Sales Manager. Mr. Copeland has been both National Sales Manager and Retail Sales Manager of CKWX over the past six years. Previously he was in the promotion dept. at CKRC Winnipeg, a retail salesman with CJCA Edmonton and a radio station representative with All-Canada Radio and Television in Toronto and Montreal.

CKWX Radio Ltd.



CLIENT: JUBILEE ALE
FOR TOP TV COMMERCIALS
call

**animation
productions**

103 ROSE AVE.,
TORONTO, WA. 2-5515

in B. C.

C J O R

PERSONALITIES

ARE

"BEST SELLERS"

(your product is protected against
competitive advertising)

see

Stovin-Byles

for details

5000 watts on 600 kcs

Still covers the greatest area in B.C.

CJOR VANCOUVER, B.C.

SALESMEN

We have an excellent opportunity for an experienced radio time salesman who would like to locate in an ideal Ontario town. Our 10,000 watt station serves a wide scope of towns and villages with an excellent 15-year record of service. There is radio and TV competition adjacent to our town — an interesting situation in which we find ourselves quite successful. There is no age restriction, but we are actually interested in a married man, who knows this business — a man who knows how to get along with small community people — "a man who isn't afraid of hard work".

Established accounts already provide a good Commission Fund at a high rate. The present two salesmen do very well for themselves and the "third man on the team" will be started with a good drawing account and an equivalent opportunity to share in the Fortunes of the "Sales Group".

We have an outstanding Production Department that constantly turns out varied and highly saleable programming. We have a good Group Insurance Plan — modern and friendly working conditions — a good Boss who likes Good Salesmen — a Real Good Deal for the Right Guy.

Of course, you will need your own car. Fill in the rest of your picture and send it — in honest confidence — to

Bill Pratt,
Commercial Manager,
CFOR-RADIO,
ORILLIA, Ontario.

(Continued from page 39)

THE Montreal office of Burns Advertising Agency has moved to larger quarters at 1980 Sherbrooke Street West. The phone number remains unchanged, WELLINGTON 5-5257.

THE Toronto office of Stanfield, Johnson & Hill has been appointed to handle the advertising for Canadian Cinerama Corp. Ltd. The account executive is Roger Godbeer.

People

FRANK A. Healy has been appointed manager of the public relations department at Baker Advertising Limited. He was formerly with the House of Seagram in Montreal where he set up and managed its Office of Information.

Mr. Healy has a varied experience in writing and public relations start-

WANTED

Experienced TV Copy
Writer for Commercial
Department of CHCH-TV.
Send details of back-
ground to:

Copy Editor,
CHCH-TV,
Box 1111,
Hamilton, Ontario.

ing with The Canadian Press in 1937 followed by several years of public relations work with the Tea Bureau and Ford of Canada. He is a former general manager of the Association of Canadian Advertisers.

MARCEL SEGUIN has been appointed assistant manager of the Montreal office of Screen Gems (Canada) Ltd.

Marcel Seguin joined the CBC in 1947 in the treasurer's representatives office and in June 1951 was transferred to the national office of the personnel and administration services. In 1953 he was moved to the film section, where he organized the film library and film traffic office. Since 1956 he has been procurement officer for the CBC French network.

PATRICK Tweedie has been appointed promotion director at CFCE, Montreal.

Pat was with CFBC, Saint John before joining Walter Dales in 1954, after which he went to Steinbergs, Montreal.

DON MacMillan, radio and television director at McCann-Erickson is currently enjoying sunshine down in Los Angeles where he is working on the Christie Brown and Westinghouse accounts. He will arrive back in Toronto December 14.

Stations

TRANS-Ocean Radio and Television Representatives has been appointed by CJFB-TV, Swift Current, as the station's Toronto and Montreal reps. This is effective January 1.

SUNDAY, November 30, saw the opening of Buffalo, New York's newest television station, WKBW-TV, on Channel 7.

President of the new station is Dr. Clinton H. Churchill. Manager is John H. Norton and the sales manager is Thomas E. Martin.

The power of WKBW-TV is 70.8 kw. video and 42.7 kw. audio with an antenna height of 1420 feet above average terrain. It is a basic station of the ABC network carrying such programs as *Voice of Firestone*, *Patti Page*, *Wyatt Earp*, *Zorro*, *Lawrence Welk* and the *Wednesday Night Fights*.

In a phone conversation Martin said that according to their engineers they should be received in Toronto as well as WBEN-TV, Channel 4. On the line-up of Canadian sponsors, he said that so far they have Molson's Brewery Ltd.; John Labatt Ltd.; O'Keefe Brewing Company; Carling Breweries Ltd. and Lever Brothers Ltd.

NORTHERN RADIO—RADIO NORD INC.



wishes to all its sponsors,
agencies, fellow broadcasters
and friends

Merry Christmas

and a

Happy New Year

David A. (Bobby) Gourd
President

George A. Chartrand
Commercial Manager

Representatives:

Trans-Ocean — Montreal, Toronto
Hunt, Sharf Reps Ltd. — Vancouver
Weed & Company — U.S.A.

GIRL AVAILABLE

Five years experience as agency time buyer. Age 32, single, looking for berth in agency or rep office. Good references, hard worker, available now.

Box A 406
CANADIAN BROADCASTER
54 Wellington W. - Toronto, Ont.

WANTED

Experienced night man. Able to take direction and do things our way. If you're looking for the right move this is it. Send tape and full particulars to:

Box A 407
CANADIAN BROADCASTER
54 Wellington W. Toronto, Ont.

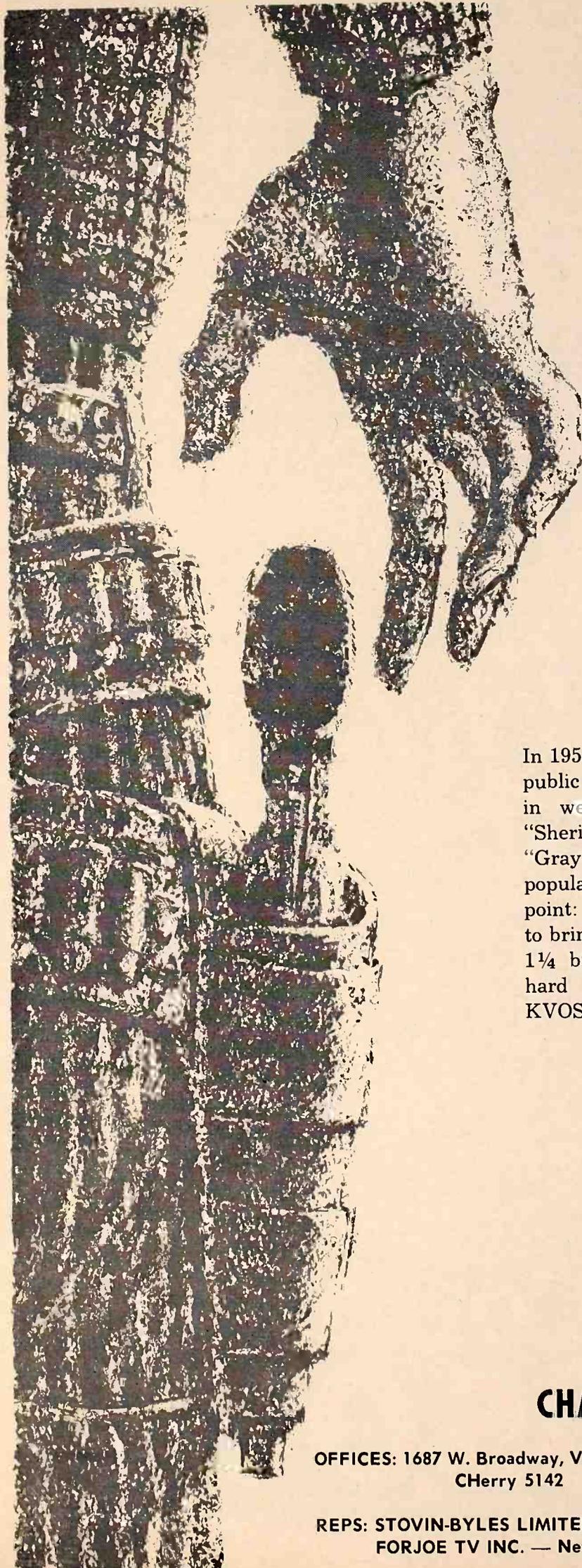
Live "SPARKPLUG" as commercial program and operations manager. Good salary and incentive. All benefits. Big radio station — Eastern Canada. Proven past performance a must. Bilingual (French-English) preferred.

We'll buy a SPARKER for programs and a PLUGGER for work.

Box A405
CANADIAN BROADCASTER
54 Wellington Street West Toronto, Ontario

All round general duty announcers wanted by progressive Maritime Radio Station. Must be reliable and willing to take a real interest in the station. Good salary, employee benefits, and working conditions. Send tape and full particulars to

Box A404
CANADIAN BROADCASTER
54 Wellington Street West Toronto, Ontario



KVOS TV DOMINATES CANADA'S 3rd MARKET WITH THE TOP WESTERNS

In 1958, the accent is on action when it comes to giving the public what it wants. KVOS TV has scheduled the best in westerns: "Gunsmoke", "Have Gun, Will Travel", "Sheriff of Cochise", "Western Marshal", "Trackdown", "Gray Ghost", "Stories of the Century" — among the most popular shows in TV history. Which proves an important point: KVOS TV knows how to attract viewers and how to bring them back again. This year, take *direct aim* at the 1¼ billion dollar VANCOUVER-VICTORIA market. Hit hard and hit often with a consistent ad campaign on KVOS TV.

- **BIGGEST B.C. AUDIENCE!**
- **LOWEST RATES!**

Sign-on time: 7:30 a.m. Mon. — Fri.



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

City 90,000



Bracebridge

Penetang

Midland

CKBB

Dial 950
5000 Wts.

Dominates a Market of:

175,000

Meaford

Collingwood

Stayner

Barrie

Gravenhurst

Beaverton

Alliston

Newmarket



Country 85,000

DIRECTORY OF STATION SALES REPRESENTATIVES

ALL-CANADA RADIO & TELEVISION LTD.

Toronto — Victory Building, 80 Richmond St. W. — Radio, EMpire 6-7691; TV EMpire 6-9236. Manager Television Division — R. C. Thompson. Manager Broadcast Services Division — Peter Harricks. Manager Program Sales Division — Dana SMurray. Manager Radio Time Sale — Bill Brennen. Manager Television Time Sales — Ross McCreath. Manager Production Dept. — Innis Goodwin.

Montreal — Dominion Square Building — University 6-9868. Manager Quebec Area and Montreal Office — Ken Peter.

Vancouver — 1161 Melville St. — MUtual 4461. Manager — John Baldwin.

Winnipeg — 706 Electric Railway Chambers — Whitehall 2-6861. Manager — Bruce Pirie.

Calgary — Taylor, Pearson & Carson Building — AMherst 2-7691. Sales Manager — Jack Cavanaugh.

BROADCAST REPRESENTATIVES LTD.

Winnipeg — Lindsay Building — Whitehall 2-6374. Manager — R. MacLennan.

BOY & CO. LTD.

Richmond St. W. — 33. Manager — Arthur

Montreal — 1489 Mountain St., Suite 19 — VICTOR 2-1101. Vice-President and General Manager — Hénault Champagne.

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

HUNT, SCHARF REPRESENTATIVES LTD.

Vancouver — 307 Burrard Building, 1030 West Georgia St., Vancouver 5 — MUtual 4-6277. President — John N. Hunt. Vice-President and Managing Director — C. A. Brian Scharf.

INTERPROVINCIAL BROADCAST SALES

Toronto — 199 Bay St. — EMpire 4-1197. General Manager — Ken W. Davis. Sales Manager — Bud Munro.

Montreal — 1411 Stanley St. — VICTOR 9-5221. Manager — Lionel Morin.

A. J. MESSNER & CO.

Winnipeg — 171 McDermot Avenue E., Winnipeg 2 — Whitehall 3-9574. Manager — A. J. "Tony" Messner.

PAUL MULVIHILL & CO. LTD.

Toronto — 77 York St. — EMpire 3-8814. Manager — Paul Mulvihill. Assistant Manager — Norm Bonnell.

Montreal — 1548 Crescent St. — VICTOR 2-1097. Manager — Murray MacIvor.

NATIONAL BROADCAST SALES LTD.

Toronto — Markad Building, 430 King St. W., Toronto 2-B — EMpire 6-3718. General Manager — R. A. Leslie. Assistant General Manager — W. C. Tierney.

Montreal — 1396 St. Catherine St. W. — UNiversity 6-1538. Manager — E. F. Kavanagh.

LORRIE POTTS & CO.

Toronto — 1454a Yonge St. — WALnut 1-8951. Manager — Lorrie Potts.

Montreal — 1117 St. Catherine St. W. — VICTOR 5-6448. Manager — Scotty Sheridan.

RADIO AND TELEVISION SALES INC.

Toronto — 10 Adelaide St. E. — EMpire 6-8944. Manager — A. A. McDermott.

Montreal — 1543 Crescent St. — BELaire 7042. Manager — Emery Richmond.

RADIO REPRESENTATIVES LTD.

Toronto — 76 St. Clair Ave. W. — WALnut 4-0727. President — T. Gordon Ferris. Manager — R. D. Munro.

Montreal — 1411 Crescent St. — AVenue 8-4257. Manager — Wilf Dippie.

Vancouver — 1407 West Broadway CEDar 1171/2. Manager — W. E. J. Hall.

Winnipeg — Lindsay Building — Whitehall 2-6374. Manager — R. MacLennan.

RADIO TIME SALES (ONT.) LTD.

Toronto — 147 University Ave. — EMpire 6-5471; EMpire 6-6680. Manager — Norm Brown.

RADIO TIME SALES (QUE.) LTD.

Montreal — Room 517, Keefer Building, 1440 St. Catherine St. W. — UNiversity 6-2012. Manager — Ralph Judge.

STEPHENS & TOWNDROW LTD.

Toronto — Room 302, 4 Albert St. — EMpire 6-4221. Managers — Bill Stephens and Ernie Towndrow.

Montreal — 1434 St. Catherine St. W. — UNiversity 6-5295. Manager — L. J. Kennedy.

STOVIN-BYLES LTD

Toronto — 406 Jarvis St. — WALnut 4-5768. Chairman of the Board — Horace N. Stovin. President — Bill D. Byles. Manager Television Division — J. L. Raeburn.

Montreal — 608 Keefer Bldg. — UNiversity 6-3392. Manager Radio Division — Forbes Calder. Manager Television Division — J. R. Genin.

Vancouver — 517 Crown Building, 615 Pender St. W. — MUtual 2-4831. Manager — J. W. Stovin.

Winnipeg — 325 Portage Ave. — Whitehall 2-5097. Manager — Dave Robertson.

TELEVISION REPRESENTATIVES LTD.

Toronto — 76 St. Clair Ave. W. — WALnut 4-0727. President — T. Gordon Ferris. Manager — M. J. Roberts.

Montreal — 1411 Crescent St. — AVenue 8-4257. Manager — Wilf Dippie.

Vancouver — 1407 West Broadway — CEDar 1171/2. Manager — W. E. J. Hall.

TRANS-OCEAN RADIO AND TELEVISION REPRESENTATIVES REGISTERED

Toronto — 357 Bay St. — EMpire 6-5455. Radio Manager — Ted Pepler. TV Manager — Alex Stewart.

Montreal — 1500 St. Catherine St. W. — WELLington 7-9327. Radio Manager — Guy Daviault. TV Manager — Gil Laroche.

DONALD COOKE INCORPORATED

New York — 666 Fifth Avenue, New York 19 — JUDson 2-2727.

Chicago — 205 West Wacker Drive — STATE 2-5096.

Los Angeles — 111 North La Cienega Blvd., Beverly Hills — OLYMPIA 2-1313.

San Francisco — 166 Geary St. — YUKon 6-0621.

DEVNEY INCORPORATED

New York — 366 Madison Avenue, New York 17 — MURray Hill 7-5365. Manager — E. J. Devney.

Chicago — 185 North Wabash Ave., Chicago 1. Manager — Gerald J. Kelly.

Los Angeles — 612 South Serrano Avenue, Los Angeles 5. Manager — Fred E. Crawford, Jr.

San Francisco — 233 Sansome St., San Francisco 4. Manager — William A. Ayres.

FORJOE CANADIAN, LTD.

New York — 580 Fifth Avenue, New York 36 — JUDson 6-3100. President — Joseph Bloom.

Chicago — 435 N. Michigan Avenue, Chicago 11 — DELaware 7-3504. General Manager — Robert A. Lazar.

Philadelphia — 310 W. Glen Echo Road, Philadelphia 19 — CHEstnut Hill 7-4510. General Manager — Morton Lowenstein.

Atlanta — 1371 Peachtree St., N.E. — TRinity 5-0404. General Manager — Bernard I. Ochs.

Los Angeles — 451 N. La Cienega Blvd., Los Angeles 48 — OLEander 5-7755. Vice-president and General Manager — Lawrence Krasner.

San Francisco — 681 Market St., San Francisco 5 — SUTter 1-7569. General Manager — Charles E. Haddix.

Portland — COMmerce 9735.

Seattle — ZENith 9496.

WEED & COMPANY

New York — 579 Fifth Avenue, New York 17 — PLaza 9-4700. President — Joseph J. Weed. Vice-president — Peter A. McGurk.

Chicago — Prudential Plaza, Chicago 1 — WHITEhall 4-3434. Radio Manager — Neal Weed. Television Manager — George Lindsay.

Detroit — 1610 Book Building — WOODward 1-2685. Radio and Television Manager — Bernard Pearse.

Atlanta — Glenn Building, Atlanta 3 — JACKson 3-4081.

Hollywood — 6331 Hollywood Blvd. Hollywood 28 — HOLLYwood 2-6676. Radio Manager — Ralph Jones. Television Manager — Edwin Metcalfe.

San Francisco — 625 Market St., San Francisco 5 — EXbrook 7-0535. Radio Manager — Don Carr. Television Manager — Boyd Rippey.

Boston — 1010 Statler Building, Boston 16 — HUBbard 2-5677. Radio Manager — Jay Murley. Television Manager — Robert Reardon.

Des Moines — 509 Grand Avenue, Des Moines 9 — ATLantic 2-0200. Radio and Television Manager — Don Peterson.

Dallas — 1309 Main St., Dallas — Manager — Fred L. Edwards.

YOUNG CANADIAN LIMITED

New York — 3 East 54th St., New York 22 — PLaza 1-4848. Manager — Tom Malone.

Chicago — Prudential Plaza, Chicago 1 — MICHigan 2-6190.

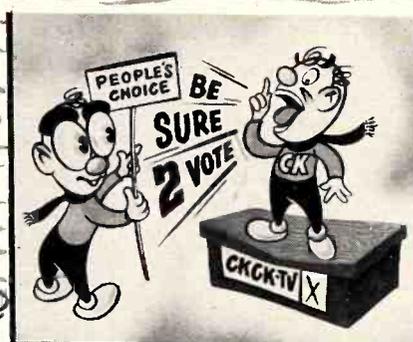
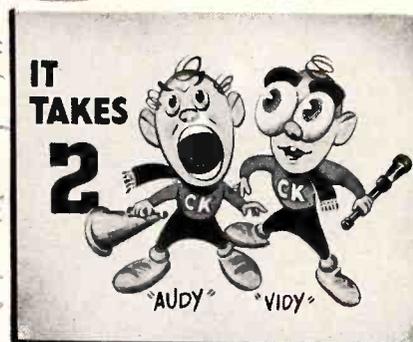
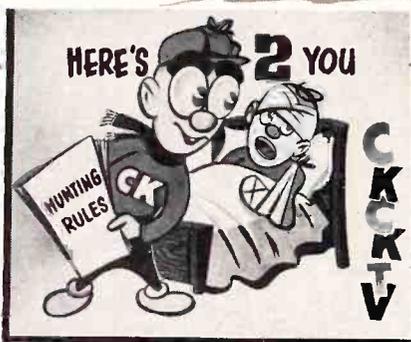
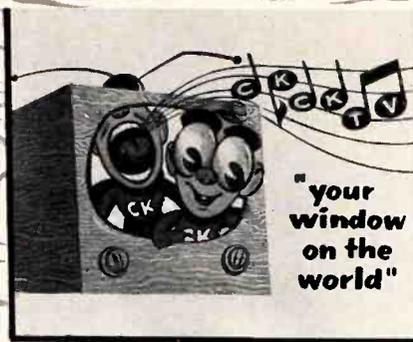
Atlanta — 1182 West Peachtree S. TRinity 3-2564. Manager — Harold M. Parks.

St. Louis — 317 North 11th St. MAIN 1-5020. Manager — John Hetherington.

Los Angeles — 6331 Hollywood Blvd. Los Angeles 28 — HOLLYwood 2-2289. Manager — William Wallace.

San Francisco — Russ Building YUKon 6-6769. Manager — Frank A. Waters.

Voicing
Our
Cheery
Message
TO FRIENDS
FR AND NEAR
MERRY
XMAS
and
HAPPY
NEW
YEAR
from
VOCM
10,000 Watts
Radio Bld. - ST. JOHN'S
represented By
Radio Telev. Sales - Canada
Young Canadian Ltd. - U.S.A.



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
 KKEC 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 Sault William

Mid-Eastern Region (Supplementary)
 CHOK Sarnia
 CJQC Quebec
 CKOC Hamilton
 CHLO St. Thomas
 CJNR Blind River

Prairie Region (Basic)
 CBW Winnipeg
 CBK Watrous
 CBX Edmonton
 CBXA 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

Peterborough
 London
 Chatham
 Port Arthur

Mid-Eastern Region (Supplementary)
 CKCV Quebec
 CKTB St. Catharines
 CHML Hamilton
 CKPC Brantford
 CKCR Kitchener
 CKNX Wingham
 CJCS Stratford
 CFOS Owen Sound
 CKSF Cornwall
 CJBQ Belleville
 CFOR Orillia
 CFOB Fort Francis
 CHNO Sudbury
 CKLW Windsor
 CKLC Kingston
 CJRL Kenora

Prairie Region (Basic)
 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

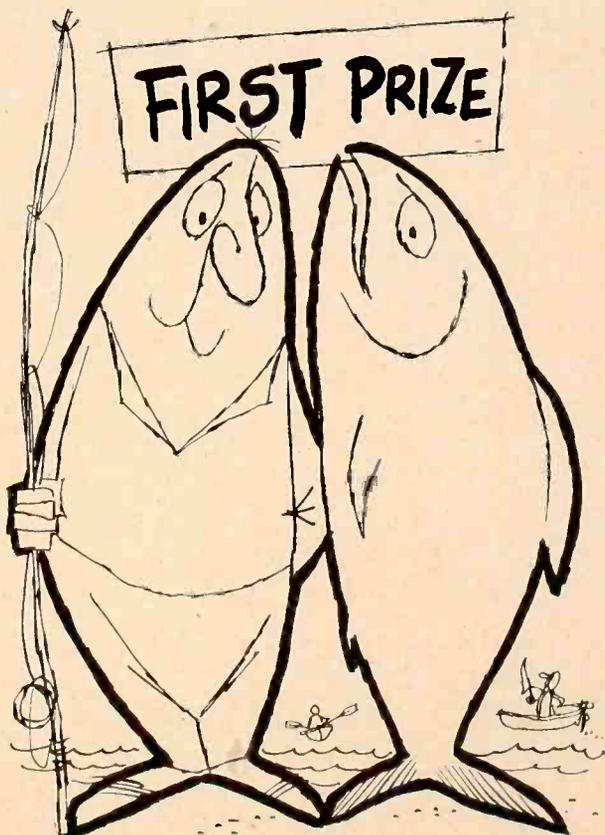
(Basic)
 CBF Montreal
 CBV Quebec
 CBAJ Chicoutimi
 CBAF Moncton
 CHNC New Carlisle

(Supplementary)
 CKCH Hull
 CHGB Ste. Anne de la Pocatière

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

*These four stations sold as a group.

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ASSOCIATION OF BROADCASTERS**

STATION and PERSONNEL REGISTER (Radio)

BRITISH COLUMBIA

CKEK, CRANBROOK: 1,000 watts on 570 kcs. (1) East Kootenay Broadcasting Co. Ltd. — (2 & 3) Robert A. Reagh — (4) Tom Davidson — (5) Jim Fetherston — (6) Tom Davidson — (9) Bob Inglis — (10) Frank Matovitch — (11) Iva Mcpherson — (13 & 14) Paul Haines — (16) Frank Matovitch — (17) Robert A. Reagh — (19 & 20) Radio & TV Sales — (21) A. J. Messner & Co. — (22) Hunt, Scharf Reps Ltd.

CHWK, CHILLIWACK: 1,000 watts on 1,270 kcs. Dom. Basic. (1) Fraser Valley Broadcasters Ltd. — (2 & 3) Jack Pilling — (5) Bill Teetzel — (6) Murdo Maclachlan — (9) Vance Hull — (10) John Bell — (11) Mrs. Betty Neads — (12) Murdo Maclachlan — (13) Gordon Rose — (14) Mrs. Betty Neads — (15) Tom Rannie — (17) Bob Cartmell — (19 to 22) All-Canada Radio & TV — (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 & 5) Mike La Vern — (6) Chuck Mudrak — (7 & 8) Roy Darling — (9) Val Wake — (10) Chuck Mudrak — (11) Mrs. Freda Woodhouse — (12) Max Wald — (13) Mike La Vern — (14) Mrs. Freda Woodhouse — (15) Glenn Cowen — (16) Miriam Edinger — (17) Mel Lang — (19 & 20) Radio Reps Ltd. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Reps Ltd. — (23) Donald Cooke Inc.

CFJC, KAMLOOPS: 1,000 watts on 910 kcs. T-Can. Basic. (1) Inland Broadcasters Ltd. — (2) Ron White — (3) Ian G. Clark — (4) Fred Weber — (5) Walter Harwood — (6) Norman McDonald — (9) Gordon Rye — (10) Norman McDonald — (11) Shirley Page — (13) Walter Harwood — (14) Shirley Page — (15) Jerry Boulton — (16) Bob Hill — (17) Fred Weber — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CKOV, KELOWNA: 1,000 watts on 630 kcs. T-Can. Basic. (1) Okanagan Broadcasters Ltd. — (2) Mrs. Tryph Browne — (3) James H. Browne — (4) Stan Lettner — (5) John D. Bews — (7) Stan Lettner — (9 & 10) Bob Hall — (11) Mrs. Marion Bews — (14) Anne Penner — (15) Mrs. Virginia Walls — (17) Art Vipond — (19 to 22) All-Canada Radio & TV — (23) Weed & 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	

CHUB, NANAIMO: 10,000 watts on 1,570 kcs. (1) Standard Broadcasting Co. Ltd. — (3) Chuck Rudd — (5) Mrs. Sheila Hassell — (6) Vic Fergie — (7) Chuck Rudd & (9) Vic Fergie — (8) Chuck Rudd — (9) Vic Fergie — (10) Larry Thomas — (11 & 13) Mrs. Sheila Hassell — (14) Bob Golob — (15) Judy Almas — (16) Miss Georgie Horth — (17) Lew Fox — (19 & 20) Stephens & Towndrow Ltd. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Reps Ltd. — (23) Donald Cooke Inc.

CKLN, NELSON: 1,000 watts on 1,390 kcs. T-Can. Supp. (1) News Publishing Co. — (3 & 17) Alan R. Ramsden — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

CKNW, NEW WESTMINSTER: 5,000 watts on 980 kcs. (1) Radio NW Ltd. — (2) Frank Griffiths — (3) William J. Hughes — (4) Hal Davis — (5) Mel Cooper — (6 & 7) Hal Davis — (8) Len Hopkins — (9 & 10) Jim Cox — (13) Mel Cooper — (14) Mrs. Ann Bolton — (15) Tony Antonias — (16) Len Hopkins — (17) Jack Gordon — (18) Leo Haydamack — (19 & 20) Radio Reps Ltd. — (21) Broadcast Reps Ltd. — (23) Forjoe Canadian Ltd.

CKOK, PENTICTON: 1,000 watts on 800 kcs. Dom. Supp. (1) CKOK Ltd. — (2 & 3) Maurice P. Finerty (Station Man. — Ralph J. Robinson) — (5) Ken Compton — (7) Leland H. Faebish — (9) Mike Mangan — (10) Dick Getz — (12) Bjorn Bjornson — (14) Jack Wall — (15) Lou Hohenadel — (16) Mrs. Beverley Watts — (17) George E. Cameron — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CJAV, PORT ALBERNI: 250 watts on 1,240 kcs. (1) CJAV Ltd. — (2 & 3) Ken Hutcheson — (4) Andy Marquis — (5) William Loeppky — (6 & 7) Andy Marquis — (9) Shervin Shragge — (10) Ray Jordan — (11) Doris Jowsey — (12) Ray Jordan — (14) Shirley Madill — (15) Doris Jowsey — (16) Bill

Gibson — (17) J. McFegan — (19 & 20) Stephens & Towndrow Ltd. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Reps Ltd. — (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) Robert Harkins — (6 & 7) Ron East — (9 & 10) Jack Carbutt — (11) Ron East — (12) Marcel Leveque — (13) Mike Thornthwaite — (14) Marcel Leveque — (15) Helen Smith — (16) Mike Thornthwaite — (17 & 18) Len Fraser — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CFPR, PRINCE RUPERT: 250 watts on 1,240 kcs. Trans-Can. 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 Ritchie — (3) Dennis Reid — (5) John Boates — (6) Bob Leckie — (10) Dennis Reid — (11) Mrs. Mona Neilsen — (12) James Ritchie — (13) John Boates — (14) James Ritchie — (15) Dennis Carr — (16) Jim Clarke — (17) Fred Weber — (18) Gil McCall — (19 & 20) Radio Reps Ltd. — (21) Broadcast Sales Ltd. — (22) Radio Reps Ltd.

CJAT, TRAIL: 1,000 watts on 610 kcs. T-Can. Basic — (1) Kootenay Broadcasting Co. Ltd. — (2) Stan Mawdsley — (3) John W. Loader — (5) Joe Kobluk — (6) Ken Hughes — (9 & 10) Bill McLoughlin — (14) David Townsend — (16) Elena Decembrini — (19 to 22) All-Canada Radio & TV — (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) Roy Keay — (3) Jack Sayers — (5) Doug Greig — (6) Terry Garner — (9) Hal Rodd — (10) Bob Pickell — (11) Mrs. Agnes Thom — (13) Doug Reid — (14) Mrs. Gaye Shanahan — (15) Aubrey Price — (16) Mrs. Eve Rickaby — (17) Dave Rogers — (19 & 20) National Broadcast Sales — (23) Devney Inc.

CJOR, VANCOUVER: 5,000 watts on 600 kcs. Dom. Basic. (1) CJOR Ltd. — (2 & 3) George C. Chandler — (5) Don Laws — (6) Lloyd Hoole — (7) Vic Waters — (9) Bruno Cimolai — (10) Bill Good — (11) Miss Laddie Watkis — (13) Hud Olson — (14) Mrs. Audrey Smith — (15) Hector MacKay — (16) Mrs. Marilon Packham — (17)

(17) Art Chandler — (19 to 21) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

CKLG, NORTH VANCOUVER: 10,000 watts on 730 kcs. (1) Lions Gate Broadcasting Ltd. — (2) Earson Gibson — (3) John N. Hunt — (5) Jim Mantell — (6 & 7) Rudy Hartman — (8) Miss Terry Clark — (9) Patrick Burns — (10) Al Pollard — (11) Mrs. Marjorie Gage — (13) Frank Fleming — (14) Mrs. Margaret Davis — (15) Loretta Gaboriau — (16) Miss Terry Clark — (17) Peter Mackintosh — (18) Merlin Gutensohn — (19 & 20) Stephens & Towndrow Ltd. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Reps Ltd. — (23) Donald Cooke Inc.

CKWX, VANCOUVER: 50,000 watts on 1,130 kcs. MBS. (1) CKWX Radio Ltd. — (2) Arthur Holstead — (3) Frank H. Elphicke — (5) Clare Copeland — (6 & 7) John Ansell — (8) Jim Morris — (9) Eric Sanderson — (10) Bill Stephenson — (11) Mrs. Nina Anthony — (12) Norman Griffin — (13) Phil Baldwin — (14) Jack Hughes — (15) Mrs. Kelly Young — (16) Fred Bass — (17) Charles Smith — (19 to 21) All-Canada Radio & TV — (23) Weed & Co.

CJIB, VERNON: 1,000 watts on 940 kcs. Dom. Supp. (1) Interior Broadcasters Ltd. — (2) Richard Peters — (3) Gil Seabrook — (4) Harry Gorman — (5) Ann Gaustin — (6) Jack Pollard — (9) Mrs. Mabel Johnson — (10) Don Warner — (13) George Leek — (14) Herta Henne — (15) Mrs. Belle Rounce — (17) Laurie Wright — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CJVI, VICTORIA: 10,000 watts on 900 kcs. Dom. Basic. (1) Island Broadcasting Co. Ltd. — (3) William Guild — (5) Fred Usher — (6) Dick Batey — (7) Walter Cownden — (8) Al Smith — (9) Gordon Williamson — (10) Lundy Sanderson — (13) William S. Allen — (14) Bob McGill — (15) Mrs. Kay Jeffries — (16) Mrs. Ray Case — (17) Joe Sommers — (18) Cy Beard — (19 to 22) All-Canada Radio & TV — (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 (Operations Man. — Andy Stephen) — (5) David G. Hill — (6) Al Collins — (8) Buddy Glover — (9) Andy Stephen — (10) Keith Mackenzie — (13) David G. Hill — (14) Miss Gen Gamache — (15) Mrs. Cy Roberts — (16) Buddy Glover — (17) Norman Bergquist — (18) Mike Doyle — (19 & 20) Radio Reps Ltd. — (21) Broadcast Reps Ltd. — (22) Hunt, Scharf Reps Ltd. — (23) Forjoe Canadian Ltd.

ALBERTA

CFAC, CALGARY: 5,000 watts on 960 kcs. T-Can. Supp. (1) Calgary Broadcasting Co. Ltd. — (2) Basil Dean — (3) Bert Cairns — (5) Don Hartford — (6) George A. Brown — (9) Don McDermid — (10) Eric Bishop — (11) Florence Thorpe — (12) John Church — (13) Bev

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10,000 watts

and

CHEK-TV

CHANNEL SIX

VICTORIA, B.C.

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To all our pals in radio

Regardless of their stations

To all our friends in T-V, too

With their Western variations

To all the boys in agencies

Across this busy nation

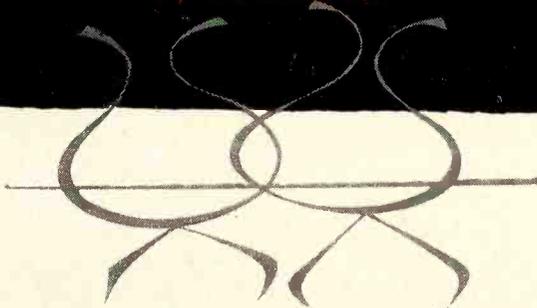
To everybody, everywhere

Comes our hearty salutation

May Your Christmas
Be A Happy One

From . . . the radio
sensation!

CFCN
CALGARY



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 | |

Mannix — (14) Marg Antill—(15) Doug Painter—(17) Earle C. Connor — (19 to 22) All-Canada Radio & TV — (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— (9) Les Saul — (10) Henry Viney — (12) Ross Henry — (13) James A. Love — (14) Mrs. Jean Bown — (15) Frank B. Brand — (16) Dena Litchinsky — (17) Robert W. Lamb — (19 & 20) Radio Repts Ltd. — (21) Broadcast Repts Ltd.— (22) Radio Repts Ltd.—(23) Young Canadian Ltd.

CKXL, CALGARY: 1,000 watts on 1,140 kcs. (1) CKXL Ltd. — (2 & 3) Al MacKenzie — (5) Allan J. Barker — (6) Ross Craig — (8) Mrs. Meda Lewis — (9) John Kennedy — (10) Joe Carbury — (13) Stan McKelvie — (14) Carol Milroy — (15) Mrs. Doreen Macgregor — (17) Gordon Morrison — (19 to 22) Stovin-Byles Ltd. — (23) Forjoe Canadian Ltd.

CFCW, CAMROSE: 1,000 watts on 1,230 kcs. (1) Camrose Broadcasting Co. Ltd. — (2) Hal Yerxa — (3) Gene Ross — (4) Gerald Harris — (5) Warren Holte — (6 & 7) Ross Arthur—(8) Ron Daley—(9) Joe Meyers — (10) Jim Brown — (11) Lee Marcoux — (12) Gene Ross — (13) Ray Wheeler — (14) Mrs. Adele Arthur — (15) Gordon Larson — (16) Ron Daley — (17) Ken Anholt — (18) Lyndy Olson — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd.

CJDV, DRUMHELLER: 1,000 watts on 910 kcs. (1) Dinosaur Broadcasting Co. Ltd. — (2) Gordon Purnell — (3) Tony Mayer — (5) Neg Magrill — (6) Bill Dowson — (7) Ken Tremain — (8) Ron Anderson — (9) Jim Fischer — (11) Mrs. June Dowson — (12 & 13) Tony Mayer — (14) Ann Magrill — (15) Bill Dowson — (17) John Jonkman — (19 & 20) Trans-Ocean Radio & TV.

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) Arnold Hopps — (5) Tom Shandro — (6) George Duffield — (7 & 8) Harry Farmer — (9) William Hogle — (10) Ernie Afaganis—(11) Mrs. Megan Smith — (13) Mrs. Corinne Noonan—(14) Mary Collins — (15) John Barron — (16) Mrs. Anne Ferguson—(17) Frank Makepeace — (19 & 20) Radio Repts Ltd. — (21) Broadcast Repts Ltd. — (22) Radio Repts Ltd. — (23) Young Canadian Ltd.; Harlan G. Oakes.

CHED, EDMONTON: 10,000 watts daytime (1,000 watts nighttime) on 1,080 kcs. (1) CHED Ltd. — (3 & 5) Murray Dyck — (6) Jerry Forbes — (8) Dick Taylor — (9) Don Rollans — (10) Bryan Hall — (13) John Baldock — (14) Eleanor McDougall — (15) Doris Roberts — (16) Dick Taylor — (17) Clint Nichol — (19 & 20) Stephens & Towndrow Ltd. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd. — (23) Forjoe Canadian Ltd.

CHFA, EDMONTON: 5,000 watts on 680 kcs. French Net. Supp. (1) Radio-Edmonton Ltee.—(2) Andre Dechène — (3 & 5) Bernadin Gagnon — (6 & 7) Marcel Couture— (9) René Goblot — (10) Tharcis Forestier — (11) Mrs. Margaret Kemper — (12) René Goblot—(13) Marcel Couture — (14) Bernadin Gagnon — (16) Gabriel Paradis —

(17) Laurier Leclair — (19 & 20) Interprovincial Broadcast Sales — (22) Hunt, Scharf Repts Ltd.—(23) Devney Inc.

CJCA, EDMONTON: 5,000 watts on 930 kcs. T-Can. Supp. (1) Edmonton Broadcasting Co. Ltd. — (3) Gerry Gaetz — (4) Rolfe Barnes — (6) Dalt Elton — (8) Harry Boon — (9) Russ Sheppard — (10) Ken Foss — (13) Bill McNabb — (14) Martha King — (15) Peggy Miller — (17) Frank Hollingworth — (18) Merrel Dahlgren — (19, 20 & 22) All-Canada Radio & TV — (23) Weed & Co.

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

CFGP, GRANDE PRAIRIE: 10,000 watts on 1,050 kcs. T-Can. Supp. (1) Northern Broadcasting Corp. Ltd. — (2) Hugh Pearson — (3) Cameron Perry — (4) Jack Soars — (5) Gordon Percy — (6) Jack Soars — (8) Gottfried Sprecher — (9) Cameron Cathcart — (10) Francis Tanner — (13) Mrs. Alice Lorenz — (14) Mrs. Irene Fraser — (15) Wayne Borden—(16) Cecil Morton — (17) Jim deRoaldes — (18) Merle Zoerb — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CJOC, LETHBRIDGE: 10,000 watts daytime (5,000 watts nighttime) on 1,220 kcs. T-Can. Supp. (1) Lethbridge Broadcasting Ltd.—(2) Harold Carson — (3) Arthur Balfour — (5) Bert O'Grady — (6 & 7) Wally Stambuck — (9) William Skelton — (10) Al McCann — (11) Mrs. Daphne Manson—(12) Richard Barton — (13) Mrs. Mary Pieschuk — (14) Mrs. Barbara Martens — (15) Bryon Peddie — (16) Mrs. Sheila Ryan — (17) Doug Card — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CKSA, LLOYDMINSTER: 1,000 watts on 1,150 kcs. (1) Sask.-Alta.

Broadcasters Ltd. — (2) Arthur Shortell — (3 & 5) Peter Edwards — (6 & 7) Don Ewart — (9) Greg Bonner — (10) Don Ewart — (11) Libbie Young — (12) Greg Bonner — (13) Alice Patzer — (14) Donna McKay — (15) Mrs. Millie Brown — (16) Libbie Young — (17) Howard Simmonds — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd.

CHAT, MEDICINE HAT: 1,000 watts on 1,270 kcs. Dom. Supp. (1) Monarch Broadcasting Co. Ltd. — (2) J. H. Yuill — (3) Robert J. Buss— (4 & 5) Orville Kope — (6) Bill Saviak — (8) Lorne Havard — (9) Mickey Lynch — (10) Lionel Cook — (11) Barbara Burns — (12) Jim Fisher — (13) June Duncan — (14) Barbara Burns — (15) Joan MacLaren — (17) Syd Gaffney — (18) Joe Bell — (19 to 22) Stovin-Byles Ltd. — (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 — (5) Dave Lilwall — (17) Bob Guy

— (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd.

CKRD, RED DEER: 1,000 watts on 850 kcs. Dom. Supp. (1) Central Alberta Broadcasting Co. Ltd.—(2 & 3) Gordon S. Henry — (5) William R. Scott — (6 & 7) Jim Younie — (9) Jay Smith — (10) Russ Peake — (12) A. Scott — (13) Jim Younie — (14) Mrs. Freda Mannix — (15) Ron Cooper — (16) Jim Elliott — (17) Robert Sears — (18) M. Smart — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) Radio Repts Ltd. — (23) Young Canadian Ltd.

SASKATCHEWAN

CFRG, GRAVELBOURG: 5,000 watts on 710 kcs. French Supp. Daytime broadcasting only. (1) La Compagnie Radio-Gravelbourg Ltée — (2) Dr. Rosario Morin, MD — (3) Dumont Lepage — (5) Joseph DeGagné — (6) Guy Pariseau — (7) Dumont Lepage — (8) Guy Pariseau — (9) Léon Kendergi — (11) Denise Huel — (14) Jeanne Beauregard — (16) Denise Huel — (17) Raymond Lizée — (18) Arthur Bouffard — (19 & 20) Interprovincial Broadcast Sales — (22) Hunt, Scharf Repts Ltd. — (23) Devney Inc.

CFGR, GRAVELBOURG: 250 watts on 1,230 kcs. French Supp. Night-time broadcasting only. Same staff as CFRG.

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Regardless of their stations

To all our friends in T-V, too

With their Western variations

To all the boys in agencies

Across this busy nation

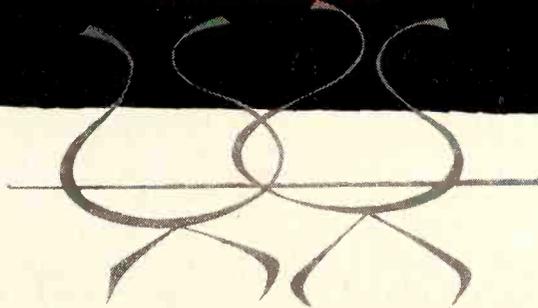
To everybody, everywhere

Comes our hearty salutation

May Your Christmas
Be A Happy One

From . . . the radio
sensation!

CFCN
CALGARY



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 | |

Mannix — (14) Marg Antill—(15) Doug Painter—(17) Earle C. Connor — (19 to 22) All-Canada Radio & TV — (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— (9) Les Saul — (10) Henry Viney — (12) Ross Henry — (13) James A. Love — (14) Mrs. Jean Bown — (15) Frank B. Brand — (16) Dena Litchinsky — (17) Robert W. Lamb — (19 & 20) Radio Repts Ltd. — (21) Broadcast Repts Ltd.— (22) Radio Repts Ltd.—(23) Young Canadian Ltd.

CKXL, CALGARY: 1,000 watts on 1,140 kcs. (1) CKXL Ltd. — (2 & 3) Al MacKenzie — (5) Allan J. Barker — (6) Ross Craig — (8) Mrs. Meda Lewis — (9) John Kennedy — (10) Joe Carbury — (13) Stan McKelvie — (14) Carol Milroy — (15) Mrs. Doreen Macgregor — (17) Gordon Morrison — (19 to 22) Stovin-Byles Ltd. — (23) Forjoe Canadian Ltd.

CFCW, CAMROSE: 1,000 watts on 1,230 kcs. (1) Camrose Broadcasting Co. Ltd. — (2) Hal Yerxa — (3) Gene Ross — (4) Gerald Harris — (5) Warren Holte — (6 & 7) Ross Arthur—(8) Ron Daley—(9) Joe Meyers — (10) Jim Brown — (11) Lee Marcoux — (12) Gene Ross — (13) Ray Wheeler — (14) Mrs. Adele Arthur — (15) Gordon Larson — (16) Ron Daley — (17) Ken Anholt — (18) Lyndy Olson — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd.

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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) Arnold Hopps — (5) Tom Shandro — (6) George Duffield — (7 & 8) Harry Farmer — (9) William Hogle — (10) Ernie Afaganis—(11) Mrs. Megan Smith — (13) Mrs. Corinne Noonan—(14) Mary Collins — (15) John Barron — (16) Mrs. Anne Ferguson—(17) Frank Makepeace — (19 & 20) Radio Repts Ltd. — (21) Broadcast Repts Ltd. — (22) Radio Repts Ltd. — (23) Young Canadian Ltd.; Harlan G. Oakes.

CHED, EDMONTON: 10,000 watts daytime (1,000 watts nighttime) on 1,080 kcs. (1) CHED Ltd. — (3 & 5) Murray Dyck — (6) Jerry Forbes — (8) Dick Taylor — (9) Don Rollans — (10) Bryan Hall — (13) John Baldock — (14) Eleanor McDougall — (15) Doris Roberts — (16) Dick Taylor — (17) Clint Nichol — (19 & 20) Stephens & Towndrow Ltd. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd. — (23) Forjoe Canadian Ltd.

CHFA, EDMONTON: 5,000 watts on 680 kcs. French Net. Supp. (1) Radio-Edmonton Ltee.—(2) Andre Dechène — (3 & 5) Bernadin Gagnon — (6 & 7) Marcel Couture— (9) René Goblot — (10) Tharcis Forestier — (11) Mrs. Margaret Kemper — (12) René Goblot—(13) Marcel Couture — (14) Bernadin Gagnon — (16) Gabriel Paradis —

(17) Laurier Leclair — (19 & 20) Interprovincial Broadcast Sales — (22) Hunt, Scharf Repts Ltd.—(23) Devney Inc.

CJCA, EDMONTON: 5,000 watts on 930 kcs. T-Can. Supp. (1) Edmonton Broadcasting Co. Ltd. — (3) Gerry Gaetz — (4) Rolfe Barnes — (6) Dalt Elton — (8) Harry Boon — (9) Russ Sheppard — (10) Ken Foss — (13) Bill McNabb — (14) Martha King — (15) Peggy Miller — (17) Frank Hollingworth — (18) Merrel Dahlgren — (19, 20 & 22) All-Canada Radio & TV — (23) Weed & Co.

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

CFGP, GRANDE PRAIRIE: 10,000 watts on 1,050 kcs. T-Can. Supp. (1) Northern Broadcasting Corp. Ltd. — (2) Hugh Pearson — (3) Cameron Perry — (4) Jack Soars — (5) Gordon Percy — (6) Jack Soars — (8) Gottfried Sprecher — (9) Cameron Cathcart — (10) Francis Tanner — (13) Mrs. Alice Lorenz — (14) Mrs. Irene Fraser — (15) Wayne Borden—(16) Cecil Morton — (17) Jim deRoaldes — (18) Merle Zoerb — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CJOC, LETHBRIDGE: 10,000 watts daytime (5,000 watts nighttime) on 1,220 kcs. T-Can. Supp. (1) Lethbridge Broadcasting Ltd.—(2) Harold Carson — (3) Arthur Balfour — (5) Bert O'Grady — (6 & 7) Wally Stambuck — (9) William Skelton — (10) Al McCann — (11) Mrs. Daphne Manson—(12) Richard Barton — (13) Mrs. Mary Pieschuk — (14) Mrs. Barbara Martens — (15) Bryon Peddie — (16) Mrs. Sheila Ryan — (17) Doug Card — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CKSA, LLOYDMINSTER: 1,000 watts on 1,150 kcs. (1) Sask.-Alta.

Broadcasters Ltd. — (2) Arthur Shortell — (3 & 5) Peter Edwards — (6 & 7) Don Ewart — (9) Greg Bonner — (10) Don Ewart — (11) Libbie Young — (12) Greg Bonner — (13) Alice Patzer — (14) Donna McKay — (15) Mrs. Millie Brown — (16) Libbie Young — (17) Howard Simmonds — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd.

CHAT, MEDICINE HAT: 1,000 watts on 1,270 kcs. Dom. Supp. (1) Monarch Broadcasting Co. Ltd. — (2) J. H. Yuill — (3) Robert J. Buss— (4 & 5) Orville Kope — (6) Bill Saviak — (8) Lorne Havard — (9) Mickey Lynch — (10) Lionel Cook — (11) Barbara Burns — (12) Jim Fisher — (13) June Duncan — (14) Barbara Burns — (15) Joan MacLaren — (17) Syd Gaffney — (18) Joe Bell — (19 to 22) Stovin-Byles Ltd. — (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 — (5) Dave Lilwall — (17) Bob Guy

— (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd.

CKRD, RED DEER: 1,000 watts on 850 kcs. Dom. Supp. (1) Central Alberta Broadcasting Co. Ltd.—(2 & 3) Gordon S. Henry — (5) William R. Scott — (6 & 7) Jim Younie — (9) Jay Smith — (10) Russ Peake — (12) A. Scott — (13) Jim Younie — (14) Mrs. Freda Mannix — (15) Ron Cooper — (16) Jim Elliott — (17) Robert Sears — (18) M. Smart — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) Radio Repts Ltd. — (23) Young Canadian Ltd.

SASKATCHEWAN

CFRG, GRAVELBOURG: 5,000 watts on 710 kcs. French Supp. Daytime broadcasting only. (1) La Compagnie Radio-Gravelbourg Ltée — (2) Dr. Rosario Morin, MD — (3) Dumont Lepage — (5) Joseph DeGagné — (6) Guy Pariseau — (7) Dumont Lepage — (8) Guy Pariseau — (9) Léon Kendergi — (11) Denise Huel — (14) Jeanne Beau regard — (16) Denise Huel — (17) Raymond Lizée — (18) Arthur Bouffard — (19 & 20) Interprovincial Broadcast Sales — (22) Hunt, Scharf Repts Ltd. — (23) Devney Inc.

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CJNB, NORTH BATTLEFORD: 10,000 watts on 1,460 kcs. (1) Northwestern Broadcasting Co. Ltd. — (2) Harry S. Hay — (3) Harry G. Dekker — (5) Alex Johnson — (6 & 7) Lee Sage — (8) Ron Smith — (9) Lee Sage — (10) Eldon Elliot — (11) Bob Hildebrand — (12) Lawrence Branter — (13) Mrs. Chris Dekker — (14) Arlene Cole — (15) Mrs. Lois Cook — (16) Mrs. Elva Branter — (17) Al Ruddell — (19 to 22) Stovin-Byles Ltd. — (23) Devney Inc.

CKBI, PRINCE ALBERT: 10,000 watts on 900 kcs. Dom. Basic. (1) Central Broadcasting Co. Ltd. — (2) Edward Rawlinson — (3) Frank Rawlinson — (5) Gerald Prest (Local Sales Man. — Ian Robertson) — (6 & 7) Ian Barrie — (9 & 10) Nick Roche — (11) Mrs. Marion Sherman — (12) Gerry Palmer — (13) Buster Prest — (14) Mrs. Dora Fuller — (15) Jean Anderson — (16) Mrs. Irene Stubbs — (17) Tom Van Nes — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CKCK, REGINA: 5,000 watts on 620 kcs. T-Can. Supp. (1) Trans-Canada Communications Ltd. — (3) Donald R. Dawson — (5) Roy Ma-

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1. Owner or Company name	9. News Director	17. Chief Engineer
2. President (if a company)	10. Sports Director	18. Chief Operator
3. Manager	11. Women's Director	19. Toronto 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	

lone (Local Sales Man. — James Grisenthwaite) — (6) Robert Macdonald — (9) James McLeod — (10) Ken Milton — (13) Miss Lorie Molter — (14) Alan Sheridan — (15) Wilma Dobson — (16) Anne Gonzo — (17) Ernest Strong — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CKRM, REGINA: 5,000 watts on 980 kcs. Dom. Basic. (1) Western Communications Ltd. — (2) Dr. E. A. McCusker — (3) Wilf Collier — (5) Harry Dane — (6, 7 & 8) Bob Hill — (9) Ted Cholod — (10) Paul Hack — (12) Art Kennard — (13) Dan Taylor — (14) Kay Lazarus — (15) Mrs. Jeannie Dewhurst — (16) Ken Hortness — (17) Len Cozine — (18) Earl Brown — (19 & 20) Radio Repts Ltd. — (21) Broadcast Repts Ltd. — (22) Radio Repts Ltd. — (23) Young Canadian Ltd.

CFNS, SASKATOON: 1,000 watts on 1,170 kcs. French Supp. (1) Radio-Prairies-Nord Ltée — (2) Clotaire Denis — (3) Charles Papen — (5) Joseph DeGagné — (7) Mrs. Marie Papen — (9) Roger Gautier — (10) Jacques Boucher — (11) Mrs. Marie Papen — (14) Jacqueline Desaulniers — (16) Julienne Theoret — (19 & 20) Interprovincial Broadcast Sales — (22) Hunt, Scharf Repts Ltd. — (23) Devney Inc.

CFQC, SASKATOON: 5,000 watts on 600 kcs. Dom. Basic. (1) A. A.

Murphy & Sons Ltd. — (2) A. A. Murphy — (3) Vernon Dallin — (4) G. Blair Nelson — (5) Clyde Bourassa — (6) Roy Currie — (7) Laurie Korchin — (8) Bud Hafsteinn — (9) Bill Cameron — (10) Lloyd Saunders — (11) Margaret Morrison — (13) Mrs. Effie Nicholas — (14) Mabel Lewis — (15) Pat Madden — (16) Mrs. Eleanor Cailes — (17) Lyn Hoskins — (19 & 20) Radio Repts Ltd. — (21) Broadcast Repts Ltd. — (22) Radio Repts Ltd. — (23) Young Canadian Ltd.; Harlan G. Oakes.

CKOM, SASKATOON: 5,000 watts on 1,420 kcs. (1) Saskatoon Community Broadcasting Co. Ltd. — (2 & 3) Robert A. Hosie — (4 & 5) Donald Tunnicliffe — (6) Arnold Stillings — (7 & 8) Gordon Walburn — (9) J. J. Whitney — (10) Arthur Henderson — (11) Mrs. Alma Smith — (12) Dan Worden — (13) Mrs. Pat Baudru — (14) Shirley Sabraw — (15) Mrs. Pat Baudru — (16) Mrs. Inez McGowan — (17) Maynard Greer — (19 & 20) Stovin-Byles Ltd. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd. — (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) William Friest — (6) Wilf Gilbey — (7 & 8) Dave Mostoway — (9) George Lazerenko — (10) Lloyd Halyk — (11) Mrs. June Smith — (12) George Lazerenko — (13) Mrs. June Smith — (14) Joyce Cook — (15) Mrs. Martha Millen — (16) Joan Sykes — (17) Wilf Gilbey — (19 & 20) Radio Repts. Ltd. — (21) Broadcast Repts. Ltd. — (22) Radio Repts. 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 Silbery — (9) Bill Hart — (10) Mike Winlaw — (11) Don Olson — (12) Bill Hart — (14) Betty Ann Still — (15) Sally Landin — (19 & 20) National Broadcast Sales — (21 & 22) Stovin-Byles Ltd.

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 Shortreed — (5) George Gallagher — (6 & 7) Merv Phillips — (9) Dick Reynolds — (10) Mal Isaac — (12) Doug Sherwin — (13) Jack Goodman — (14) Mrs. Jean Coleridge — (15) Maureen Rogan — (16) Gil Fletcher — (17) Harry McRae — (19 & 20) Stovin-Byles Ltd. — (21) A. J. Messner & Co. — (22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

MANITOBA

CFAM, ALTONA: 5,000 watts on 1,290 kcs. (1) Southern Manitoba Broadcasting Co. Ltd. — (2) Walter Kroeker — (3) Dave K. Friesen — (4) Dennis Barkman — (5) Elmer Hildebrand — (6) Dennis Barkman — (7) Dave K. Friesen — (8) Ben Horch — (9) Bill Jordan — (10) Larry Johnstone — (11) Mrs. Esther Horch — (12) Dr. P. J. Olson — (13) Dave K. Friesen — (14) Chris Voth — (15) Marilyn

Martens — (16) Jessie Hildebrandt — (17) John J. Pauls — (18) Neil Klassen — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd. — (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) Henry Stothard — (12) Doug Johnson — (13) Marvin Freeman — (14) Mona Franklin — (15) Les MacDiarmid — (16) Joan Atchison — (17) Humphrey Davies — (18) Harold Donogh — (19 & 20) Radio Repts Ltd. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd. — (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) Brian Skinner — (8) D. R. Simmons — (9) Ben Meisner — (10) Lou Hill — (11) Helen Henderson — (12) Lou Hill — (13) Lorne G. Bignell — (14) Ruth Archer — (15) Mrs. Audrey Mansoff — (16) D. R. Simmons — (17) A. Watson — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd. — (23) Young Canadian Ltd.

CFAR, FLIN FLON: 1,000 watts on 590 kcs. T-Can. Supp. (1) Arctic Radio Corporation — (3) C. H. Witney — (4) Ev Smallwood — (5) Alec Cobban — (6, 7 & 9) Ev Smallwood — (10) Bernie Pascall — (14, 16 & 18) Clare Powell — (19 & 20) Lorrie Potts & Co. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Repts Ltd. — (23) Young Canadian Ltd.

CFRY, PORTAGE LA PRAIRIE: 250 watts on 1,570 kcs. (1) Portage-Delta Broadcasting Co. Ltd. — (2 & 3) Dick Hughes — (4) Ted Meseyton — (5) Dolores Kustra — (6) Ted Meseyton — (11) Nancy Lane — (12) Ted Meseyton — (16) Wayne Campbell — (17) Dick Hughes — (19) Lorrie Potts & Co.

CKSB, ST. BONIFACE: 1,000 watts on 1,250 kcs. French Net Supp. (1) Radio-Saint-Boniface Ltée. — (2) Auguste Dansereau — (3) Roland Couture — (5) Ralph Normandeau — (7) Denis Belair — (9 & 10) Maxime Désaulniers — (15) Madeleine Painchaud — (16) Marie Benoist — (17) Yves Savignac — (18) Yves Remillard — (19 & 20) Interprovincial Broadcast Sales — (22) Hunt, Scharf Repts Ltd. — (23) Devney Inc.

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

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CKRC, WINNIPEG: 5,000 watts on 630 kcs. Dom. Basic. (1) Trans-Canada Communications Ltd. — (2) Clifford Sifton — (3) William A. Speers — (4) Robert F. Tait — (5) Jack G. McRory — (6) Robert T. Bye — (8) Ken Babb — (9) Ev Dutton — (10) Johnny Esaw — (13) Gordon Walker — (14) Phyllis Valentine — (15) Jim Armstrong — (16) Mrs. Ruth Smith — (17) A.

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Yorkton, Saskatchewan

December 11th, 1958

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ONTARIO

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CJBQ, BELLEVILLE: 1,000 watts on 800 kcs. Dom. Supp. (1) Quinte Broadcasting Co. Ltd. — (2) A. McLean Haig — (3) Bill Stovin — (5) Hamie MacDonald — (6) 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-Peter — (16) Donna May — (17) Jack Buchanan — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

CJNR, BLIND RIVER: 1,000 watts on 730 kcs. T-Can. Supp. (1) Nash Radio & Television Broadcasting Co. Ltd. — (2) Thomas C. Nash — (3) Cecil McKnight — (6) Jack Reid — (10) Dick Trotter — (11) Gwen Mayling — (14) Mrs. Molly Holder — (16) Pat Marsden — (17) Thomas C. Nash — (19 & 20) Radio & TV Sales.

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CFJR, BROCKVILLE: 250 watts on 1,450 kcs. Dom. Basic. (1) Eastern Ontario Broadcasting Co. Ltd. — (2 & 3) Jack R. Radford — (4) Tom Statham — (5) Keith Pelton — (6) Jack R. Radford — (8) Jim Chapman — (9) Jack R. Radford — (10) Tom Statham — (11) Cam Roberts — (12) Lloyd Kerr — (13) Jim Chapman — (14) Norine Kelly — (16) Jim Chapman — (17) Sid Penstone — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

CFCO, CHATHAM: 1,000 watts on 630 kcs. Dom. Basic. (1 & 3) John Beardall — (5 & 6) Arch Ferrie — (7 & 8) Bob Anakin — (9, 11 & 12)

Mrs. Una Fulchner — (13) Arch Ferrie — (14) Gordon Brooks — (15) Joan Thompson — (16) Bob Anakin — (17) Gordon Brooks — (18) Bob Anakin.

CHUC, COBOURG: 1,000 watts on 1,500 kcs. (1) Radio CHUC Ltd. — (2) Don Williamson — (3 & 5) Al d'Eon — (7, 8 & 9) Ken Duke — (10) Noris Whitfield — (11) Louise Guy — (12) Alan Porteous — (14) Shirley Hoselton — (15) Mrs. Beth Larson — (16) Louise Guy — (17) Don Williamson — (18) Alan Bradley — (19 & 20) Radio & TV Sales.

CKSF, CORNWALL: 1,000 watts on 1,220 kcs. Dom. Supp. (1) Daily Standard-Freeholder Ltd. — (2) George Fleming — (3) Fred Pemberton — (4) Carl Fisher — (5) Fred Pemberton — (6) John Larocque — (7) Carl Fisher — (9) Hal Lee — (10) Carl Fisher — (11) Heather Maggs — (12) Alex Mullen — (13) Alma Larocque — (14) Vera Leonard — (15) Ruby Hemond — (16) Roly Forget — (17) Mahlon Clark — (18) Lyal Nixon — (19 to 22) Stovin-Byles Ltd. — (23) Devney Inc.

CFOB, FORT FRANCES: 1,000 watts on 800 kcs. Dom. Supp. (1) Border

Broadcasting Ltd. — (2) T. O. Peterson — (3 to 8) Donald Fawcett — (9) Kevin Frillman — (10) Dennis Soar — (13) Donald Fawcett — (14) Mrs. Connie Avis — (15) Bill Young — (16) Frances Pelletier — (17) Oscar Petsnick — (19 & 20) Radio Repts Ltd. — (22) A. J. Messner & Co. — (23) Donald Cooke Inc.

CKPR, FORT WILLIAM: 5,000 watts on 580 kcs. T-Can. Supp. (1 & 2) H. F. Dougall — (3 & 5) George Jeffrey — (6, 7 & 9) John Friesan — (10) Donald Hutton — (12 & 13) Jack Masters — (14) Anne Mior — (15) Mrs. Maryann Papineau — (16) Gloria Britt — (17) Tom Ross — (19 & 20) Radio Repts Ltd. — (21) Stovin-Byles Ltd. — (22) All-Canada Radio & TV — (23) Young Canadian Ltd.

CFTJ, GALT: 250 watts on 1,110 kcs. (1) The Galt Broadcasting Co. Ltd. — (2 & 3) John V. Evans — (11) Dawn Rycroft — (14) Maureen Pawelko — (17) Paul Kemper — (19 & 20) Radio Time Sales — (22) Hunt, Scharf Repts Ltd.

C-JOY, GUELPH: 250 watts on 1,450 kcs. (1) C-JOY Ltd. — (2) Wallace Slatter — (3) Fred Metcalfe — (5)

Jack Jackson — (7) Don LeBlanc — (9) Ralph Errington — (10) Norm Jary — (11) Miss Tari Talman — (12) Jim Peirson — (13) Norm Jary — (14) Mrs. Theresa Bush — (15) Isobel Boggs — (16) Mrs. Joyce Donnelly — (17) Jack Milligan — (18) Bev Sparkman — (19 to 22) Radio Repts Ltd. — (23) Donald Cooke Inc.

CHML, HAMILTON: 5,000 watts on 900 kcs. Dom. Supp. (1) Maple Leaf Broadcasting Co. Ltd. — (2) Ken D. Soble — (3) Thomas E. Darling — (5) W. Denis Whitaker — (6) Bill Hall — (9) Donald Johnston — (10) Norman Marshall — (13) Michael Thompson — (14) Julie Patraboy — (15) Frank Fogwell — (16) Tony Luciani — (17) Hugh Potter — (18) Morris Crump — (19) Stephens & Towndrow Ltd. — (20) National Broadcast Sales — (21) Stovin-Byles Ltd. — (22) Hunt, Scharf Repts Ltd. — (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) Norman Inkster — (6) Jack Hill — (9) Graham Emslie — (10) Maurice Carter —

Seasons Greetings

not transcribed
but live
and sincere

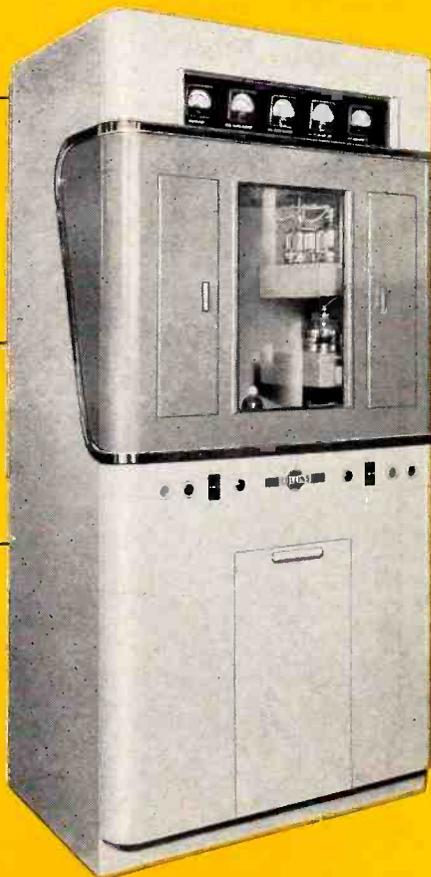
radio 630

CKRC

Collins - the one for *quality* broadcast

AM TRANSMITTING EQUIPMENT

Collins has developed the most advanced line of transmitting equipment available, built around time-tested transmitters ranging in power from 100 watts to 10 kw.



1000/500, 500/250, 250/100 WATT TRANSMITTERS

The 1 kw 20V, 500 watt 550A and 250 watt 300J are each housed in a single identical cabinet (pictured at left). They feature: full coverage, 540-1600 kc; instantly selectable power; simplified oscillator eliminates use of crystal ovens, assures dependability; tetrode tubes operate below rated dissipation levels;

precise metering; only 7 tube types; all controls on front, easy access to interior and all tubes visible at a glance; blower cooling; adaptability to remote control; a Collins power increase package makes possible overnight conversion of the 300J to a 550A or 20V, also overnight conversion of the 550A to a 20V.

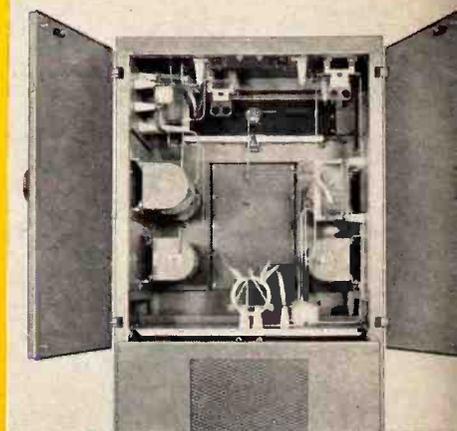
5/10 KW TRANSMITTERS

Feature for feature, the 21E/M is the most economical transmitter available; no crystal ovens, no external equipment, easy access to all relays, forced air cooling, visible tubes, compact size with three bays similar to cabinet at left.

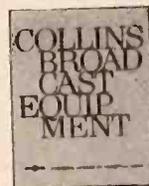
Circuitry is simplified, with only 9 tube types in the 5 kw 21E and 10 in the 10 kw 21M. Spurious radiation is held to a minimum. Collins power increase package allows overnight conversion from 5 kw to 10 kw.

DIRECTIONAL ANTENNA EQUIPMENT

Collins 81M Phasors are individually designed to each broadcaster's requirements as specified by his consulting engineer. Housed in cabinets to match Collins or other transmitters, the 81M features easily adjusted networks, highest stability, ease of maintenance, adequate voltage and current safety, and maximum economy. Collins 42E-7/8 Antenna Tuners are housed in weatherproof heavy-gauge welded steel cabinets and feature accessibility.



complete source equipment



The equipment listed on these pages is but a cross section of the full Collins line — a combination of time-tested leaders and new designs. The full line is presented in a new fully illustrated catalog which also has reference charts and tables for use by station engineering and management personnel. If you have not yet received your copy or if you desire additional copies, contact Collins of Canada immediately.



**COLLINS RADIO COMPANY
OF CANADA, LTD.**

11 Bermondsey Road

Toronto 16

SPEECH INPUT CONSOLES

Collins Consoles are designed for high fidelity AM, FM and TV service or program control in audio systems.

212F — Supplies complete control over simultaneous broadcasting and auditioning from any 5 of 12 inputs. The 212F also monitors remote lines, and controls speakers and warning lights.

212E — Dual channel unit provides simultaneous mixing of 9 of 22 inputs, including mikes, remote lines, high level tape and network line. Also supplies monitoring of program lines and remote lines, and control of speakers and warning lights.

REMOTE AMPLIFIERS

212Z — The lightest full-function remote available, this 4-channel transistorized unit weighs only 22 lbs. with battery in carrying case. Other features: printed circuitry, automatic power changeover, typewriter-size carrying case.

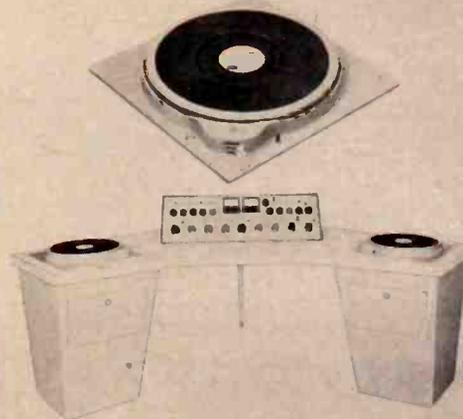
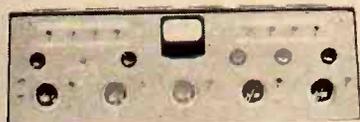
MICROMOTE — This is the ideal unit for a one-man, one-mike situation. It weighs only 10 oz. complete with ear-plug headphone and mike connector and fits easily into a breast pocket or on belt. Contains 6 transistors and 4 mercury batteries (with average life of over 200 hours) and has built in battery test light.

TURNTABLE EQUIPMENT

TT-400/200 — These new tables feature simplicity with only 3 moving parts in the drive mechanism; heavy cast aluminum construction; gear shift (3) speed selector with neutral positions between speeds; unique indentation for 7" 45 rpm discs, eliminating spindle adapter; double-ball thrust bearing. Available in 16" 4-pole (TT-400) or synchronous (TT-400S) and 12" 4-pole (TT-200) or synchronous (TT-200S).

CUSTOM CONTROL DESKS

Collins now offers attractively styled custom-built control desks, individually designed to your requirements at a surprisingly low cost. Ask your Collins representative for a proposal.



MR. ACCOUNT EXECUTIVE— MR. RADIO DIRECTOR—

WE can help you — and would welcome the opportunity —

WE "tailor" highly commercial radio shows to the NEEDS of your account.

Distributed on tape to the MARKETS of your choice — to do the specific selling job your account requires — WHERE it is needed.

Canada's best performers are available through us in packaged shows — in French or English.

Our SELLING package is complete from production to shipping.

YOU direct and bill gross.

Some of our "BLUE CHIP" accounts:

Swift Canadian Co. — MONEY MAN

LE GRAND ARGENTIER

Chesebrough-Pond's — LET'S GET PERSONAL

Christie, Brown Company — LE STUDIO DU PERE
AMBROISE

Imperial Flo-Glaze Paints — MR. AND MRS.
M. ET MME.

Maple Leaf — Purity Mills — QU'EST CE QUE C'EST

Imperial Tobacco — SHOW BUSINESS

G. N. MACKENZIE LIMITED

HAS  SHOWS

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

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	

(11) Mrs. Joan Robertshaw — (13) Lyn Cooper — (14) Mrs. Marion Goddard — (15) Mrs. Joan Robertshaw — (16) Arthur Todd — (17) Leslie Horton — (18) Arthur Todd — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CKAR, HUNTSVILLE: 1,000 watts on 590 kcs. (1) Muskoka - Parry Sound Broadcasting Ltd. — (2) Lloyd G. Olan — (3) Robert J. Dean — (5) Frank McIlroy — (6) Mrs. Katherine Dean — (7) Don Willcox — (8) Mrs. Nadine Mosbaugh — (9) Lou Leslie — (10) Jim Bishop — (11) Karen Hazzard — (12) Doug Tipper — (13) Dick Sienko — (14) Carolyn Jones — (15) Karen Hazzard — (16) Mrs. Nadine Mosbaugh — (17 & 18) Murray Shields — (19 to 22) Radio Reps Ltd.

CJRL, KENORA: 1,000 watts on 1,220 kcs. Dom. Basic. (1) Lake of the Woods Broadcasting Ltd. — (2) Stuart King — (3) William Wylie — (6) Jack Thomson — (8) Michael Williams — (9) Wes Rowson — (10) Jack Thomson — (11) Miss N. Chorney — (14) Mrs. Joyce Chevrier — (15) Mrs. Anna May McLay — (16) Fred Kinch — (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. Lawrence Broadcasting Co. Ltd. — (2) Robert Grant — (3) Terry D. French — (5) John F. French — (6) John Bermingham — (7) Buddy Guilfoyle — (8) Joe Walters — (9) Allan Saunders — (10) Johnnie Kelly — (11) Marion Earl — (12) Cliff Robb — (13) Terry D. French — (14) Doreen Hewson — (15) Mrs. Jean Baxter — (16) Joe Walters — (17) William W. Grant — (18) Kevin Nagle — (19 to 22) Stovin-Byles Ltd. — (23) Forjoe Canadian Ltd.

CKWS, KINGSTON: 5,000 watts on 960 kcs. T-Can. Basic. (1) Frontenac Broadcasting Co. Ltd. — (2) Sen. W. Rupert Davies — (3) Wally Rewegan — (5) William King — (7) Allan Brooks — (8) Ray Eckford — (9) Floyd Patterson — (10) Max Jackson — (13) Mrs. Rita Lloyd — (14) Mrs. Francis Harvey — (15) Mrs. Eva Howard — (16) Ray Eckford — (17) Bert Cobb — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada Radio & TV — (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 — (7) Don O'Neil — (9) Myer Murray — (10) Bill Hamilton — (11) Anita Thompson — (12) Ron Smith — (14) Mrs. Gaye Fennah — (15) Mrs. Jane Milligan — (16) Mose Yokom — (17) Cy Spence — (18) Eddie Price — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada Radio & TV — (23) Weed & Co.

CKCR, KITCHENER: 250 watts on 1,490 kcs. Dom. Supp. (1) K. W. Broadcasting Co. Ltd. — (2 & 3) James Mitchell — (5) Jack Little — (6 & 7) Gordon Ross — (9) Paul Freeman — (10) Don Cameron — (11) Kay Simons — (12) Gordon Neil — (13) John Hodges — (14) Jeannette Lavery — (15) Gordon Neil — (16) Mrs. Molly Zakrzewski

— (17) Ion Hartman — (19 & 20) National Broadcast Sales — (22) Hunt, Scharf Reps Ltd. — (23) Devney Inc.

CJSP, LEAMINGTON: 250 watts on 710 kcs. (1) Sun Parlor Broadcasters Ltd. — (2) George P. Whaley — (3) Albert Bruner — (5) Albert Bruner — (7) Lou Tomasi — (9) Art Gadd — (10) Johnny Garton — (12) Clem Fisher — (13) Albert Bruner — (14) Mrs. Effie Roach — (15) Martin Walley — (17) Edwin Derkach — (19 & 20) Radio & TV Sales — (23) Hil F. Best.

CKLY, LINDSAY: 1,000 watts on 910 kcs. (1) Greg - May Broadcasting Co. — (2 & 3) E. Neill Gregory — (4) Bill Gregory — (5) Bob Willan — (11) Mrs. Thelma Gilson — (14) Millie Balfour — (16) Mrs. Betty Black — (17) Bill Gregory — (19 & 20) Radio Time Sales — (22) Hunt, Scharf Reps Ltd.

CFPL, LONDON: 5,000 watts on 980 kcs. Dom. Basic. (1) London Free Press Printing Co. — (2) Walter J. Blackburn — (3) Murray T. Brown (Station & Commercial Man. — Douglas C. Trowell) — (7) Ward Cornell — (8) Caroline Honey — (9) Hugh Bremner — (10) Pete James — (12) Roy Jewell — (13) Harvey M. Clarke — (14) Jack Ilman — (16) Caroline Honey — (17) Glen Robitaille — (18) Keith Roberts — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CKSL, LONDON: 5,000 watts on 1,290 kcs. (1) London Broadcasters Ltd. — (2) F. Vincent Regan — (3) Keith Dancy — (5) Fred Ursel — (7) Vaughn Bjerre — (9) Ed Blake — (10) John Wood — (13) Pat Dorey — (14) Grace Howald — (15) Gordon Symons — (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 — (4 & 5) A. W. Blakely — (6) Ross Kenzie — (9) Crawford Douglas — (10) Gord Dorst — (11) Mrs. Erica Campbell — (12) Joseph Wilson — (14) Mrs. Edith Guild — (15) Olga Wyshynski — (16) Bob Soulsby — (17) Les Rooke — (18) Ken Lee — (19 & 20) Lorrie Potts & Co. — (22) Hunt, Scharf Reps Ltd. — (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 — (4 & 5) Clarence Houston — (6, 7 & 8) Bill O'Halloran — (9) Bruce Anderson — (10) Peter Hadley — (11) Lorna Brown — (12 & 13) George Barr — (14) Mrs. Melba Rainville — (15) Lorna Brown — (16) Mrs. Shirley Ruggles — (17) Jack Barnaby — (18) Joe McCausland — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada Radio & TV — (23) Weed & Co.

CHWO, OAKVILLE: 1,000 watts on 1,250 kcs. (1) CHWO Radio Ltd. — (2 & 3) Howard C. Caine — (5) Victor Tipple — (7) Robert McLaughlin — (9) Cecil J. Young — (10) John Black — (11) Mrs. Jean

Caine — (14) Mrs. Marjorie Bond — (15) Shirley Hopkins — (16) Richard George — (17) Hans Wecke — (18) William McNaughton — (19, 20 & 22) Radio & TV 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 & 7) Pete McGarvey — (9) Bob Douglas — (10) George Franks — (11) Nanci Brandon — (12) Pete McGarvey — (14) Mrs. Peggy Smith — (15) John Lawson — (16) Margaret McFarland — (17) George Slinn — (18) Peter Rowe — (19 & 20) Stephens & Towndrow Ltd. — (21) A. J. Messner & Co. — (22) Radio Reps Ltd. — (23) Young Canadian Ltd.

CKLB, OSHAWA: 5,000 watts on 1,350 kcs. (1) Lakeland Broadcasting Co. Ltd. — (2) Alfred H. Collins — (3 & 5) Gordon G. Garrison — (7) Fred Oliver — (9) Andrew Todd — (10) William McKissock — (11) Mrs. Barbara Pollock — (12) Frank Eidt — (13) Fred Oliver — (14) Mrs. Vicki Millar — (15) Frank Eidt — (16) Margaret McKay — (17) William C. Marchand — (18) Reg McCausland — (19 & 20) Lorrie Potts & Co. — (22) Hunt, Scharf Reps Ltd. — (23) Devney 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) Frank Ryan — (3) Tom Foley — (5) George Cowling — (7) Terry Kielty — (8) Lynn Woodburn — (9) Campbell McDonald — (10) Tom Foley — (11) Joan Baxter — (12) Frank Ryan — (14) Janet Robertson — (15) Don Morin — (16) Lynn Woodburn — (17) Harold Peerenboom — (18) John Sproat — (19 & 20) Stephens & Towndrow Ltd. — (22) Radio Reps 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 Tyrell (Station Man. — Jack Daly) — (5) Don Hamilton — (7) Keith Sterling — (8) Walter Munroe — (9) Mac Lipson — (10) Jack Daly — (13) Ann Hammell — (14) Gerry Beland — (15) Ann Hammell — (16) Walter Munroe — (17) Ken Puttock — (18) Tommy Borne — (19 & 20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) Hunt, Scharf Reps Ltd. — (23) Donald Cooke Inc.

CFOS, OWEN SOUND: 1,000 watts on 560 kcs. Dom. Supp. (1) Grey & Bruce Broadcasting Co. Ltd. — (2) C. J. McTavish — (3) William

Hawkins — (5) Russ Tomlinson — (6) Donald Danard — (9) Barry Kentner — (10) Eric Wesselby — (11) Isobel Doyle — (12) Lawrence Phillips — (13) Ronald Boyd — (14) Mrs. Phyllis Arnett — (15) Donald Hickling — (16) Craig Hamilton — (17) Ronald Speck — (19 to 22) Stovin-Byles Ltd. — (23) Young Canadian Ltd.

CHOV, PEMBROKE: 1,000 watts on 1,350 kcs. Dom. Basic. (1) The Ottawa Valley Broadcasting Co. Ltd. — (2) E. Gordon Archibald — (5) Ramsay Garrow — (7) Bill Kay — (9) Pat Leonard — (10) Bill Kay — (12) Pat Leonard — (13) J. B. Scott — (14) Florence Brumm — (15) Marion Egan — (16) Mrs. Linda Nixon — (18) Murray Matheison — (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) Reginald Carne — (7) Bill Williamson — (10) John Danko — (13) Josie McMeekin — (14) Claire Rochfort — (15) Joyce Burton — (16) Barbara Reeds — (17) Bert Crump — (18) Frank Schoales — (19 & 20) National National Broadcast Sales — (21 & 22) All-Canada Radio & TV — (23) Weed & Co.

CFPA, PORT ARTHUR: 250 watts on 1,230 kcs. Dom. Basic. (1) Ralph H. Parker Ltd. — (2 & 3) Ralph H. Parker — (5) Don Willis — (6 & 7) Doug Phillips — (9) Ralph Donnelly — (19 & 20) Paul Mulvihill & Co. — (21) A. J. Messner & Co. — (22) Hunt, Scharf Reps Ltd. — (23) Weed & Co.

CJRH, RICHMOND HILL: 500 watts on 1,300 kcs. (Soon 1,000 watts daytime; 250 watts nighttime on 1,310 kcs.) (1) Radio Richmond Hill Ltd. — (2) John O. Graham — (3) Stewart H. Coxford — (5) Stan Larke — (7) Stephen K. Appleby — (9) Gary Parkhill — (10) Jack Seaton — (11) Mrs. Marj Chadwick — (12) Hal Burns — (13) John O. Graham — (14) Pat Page — (15) Ann Windsor — (16) Fred Owen — (17) Bill McDougall — (19 to 22) Radio Reps Ltd.

CKTB, ST. CATHARINES: 1,000 watts on 620 kcs. Dom. Supp. (1) The Niagara District Broadcasting Co. Ltd. — (2) William C. Burgoyne — (3) Mary C. Burgoyne — (4 & 5) Vincent Lococo — (6 & 7) Jack Dawson — (8) Clarence Colton — (9) Jay Glover — (10) Rex Stimers — (11) Mrs. Elda McBride — (12 & 13) Roy Bonisteel — (14) Mrs. Marion Mosher — (15) Bob Johnston — (16) Dorothy Moody — (17) Bill Allen — (18) Larry Holleran — (19 & 20) Paul Mulvihill & Co. — (23) Devney Inc.

CHLO, ST. THOMAS: 1,000 watts on 680 kcs. T-Can. Supp. (1) Radio Station CHLO Ltd. — (2) Clarence Nichols — (3) John L. Moore (Office Man. — James Heseltine) — (5) George Harper — (6 & 7) Bill Moyer — (9) Lyle Cameron — (10) Johnny Mather — (11) Maureen Smith — (12) Ken Hodge — (13) Lon Lumley — (14) Thelma Van-koughnett — (15) Don Lumley — (17) Bill Onn — (18) Doug Hinz — (19 & 22) Radio & TV Sales — (23) Donald Cooke Inc.

CHOK, SARNIA: 5,000 watts on 1,070 kcs. T-Can. Supp. (1) Sarnia Broadcasting Ltd. — (2) Claude R. Irvine — (3) Karl Monk — (5) Art O'Hagan — (7) George Ludgate — (9) Gene McLaughlin — (10) George Ludgate — (12) Tom Rowe — (14) Mrs. Norma Gibson — (15) Dian Jacques — (16) Mrs. Zelda Warnez — (17) Robert F. Cooke — (18) Robert White — (19 & 20) Paul Mulvihill & Co. — (23) Donald Cooke Inc.

CJIC, SAULT STE. MARIE: 250 watts on 1,050 kcs. T-Can. Supp. (1) Hyland Radio-TV Ltd. — (2) Mrs. J. G. Hyland — (3) Elbern G. Vance — (5) Wilf Belec — (6) George Jonescu — (7) Tom McWatters — (8) Jerry Mihaluk — (9) Lionel McAuley — (10) Russ Ramsay — (11) Mrs. Grace Pitt — (12) Don Ramsay — (13) Terrence O'Connell — (14) Tom McWatters — (15) Mrs. Helen Conway — (16) Lou Barnes — (17) David Irwin — (18) Jerry Mihaluk — (19 & 20) Lorrie Potts & Co. — (23) Devney Inc.

CKCY, SAULT STE. MARIE: 250 watts on 1,400 kcs. (1) Algonquin Radio & TV Ltd. — (2) Carmen P. Greco — (3 & 5) Allen Bestall — (6 & 7) John Meadows — (8) Raymond Koivisto — (9) D. Mc-

Kerrow — (10) Harry Wolfe — (11) Mrs. Clare Bestall — (13) John Meadows — (14) Patricia Rimmer — (15) Mrs. Dorinda Young — (16) Jim McWilliams — (17) Joseph 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. Ltd. — (2) Ted M. Fielder — (3 & 5) Fred G. Sherratt — (7) Ted M. Fielder — (9) Phil Clayton — (10) John Roxborough — (11) Bette Barber — (12) Doug Barnet — (13) Phil Clayton — (14) Jean Aitken — (15) Mrs. Ruthann Caswell — (16) Margaret Patter — (17) Robert Watmough — (18) Dave Spencer — (19 & 20) Radio & TV Sales.

CJET, SMITHS FALLS: 1,000 watts on 630 kcs. (1) Rideau Broadcasting Ltd. — (2 & 3) Jack W. Pollie — (5) Don Slater — (7) Ron McKee — (9) Terry McConnell — (10) Jim Shearon — (14) Jean Barrager — (15) Bill Compeau — (16) Marjorie Gordwood — (17) Kurt Mayer — (19 & 20) Lorrie Potts & Co. — (22) Hunt, Scharf Reps Ltd. — (23) Devney Inc.

CJCS, STRATFORD: 250 watts on 1,240 kcs. Dom. Supp. (1) CJCS Ltd. — (2) Frank M. Squires — (3 & 5) Stan Tapley — (7, 9 & 10) Bill Inkol — (11) Mrs. Marion McKay — (12) Tony Parsonage — (13) Stan Tapley — (14) Mrs. Thelma Boehler — (15) Mrs. Marion McKay — (17) John Grigg — (19, 20 & 22) Radio Reps Ltd. — (23) Weed & Co.

CFBR, SUDBURY: 1,000 watts on 550 kcs. French Supp. (1) The Sudbury Broadcasting Co. Ltd. — (2) F. Baxter Ricard — (3 & 5) René Riel — (7) Jean Pierre Coallier —

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 Watt Voice of Ontario's Richest Market

Warm Wishes For
A Blessed Christmas

AND

A Happy and Prosperous
New Year

FROM

THE VOICE OF THE NIAGARA PENINSULA

Represented
by Paul Mulvihill
Toronto & Montreal

The NIAGARA DISTRICT STATION

CKTB
ST. CATHARINES

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 which amounts to less than 15 per cent of the gross amount collected, are distributed to composers, authors and publishers in proportion to the extent their music is broadcast.

COMPOSERS, AUTHORS and PUBLISHERS ASSOCIATION

OF CANADA LIMITED

1263 BAY STREET

TORONTO 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 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 | |

(9) Kirk Lavillandre — (10) Jean Pierre Coallier — (13) Robert Grandmaison — (14) Mrs. Simone Plante — (15) Jean Pierre Coallier — (16) Mrs. Helen Burtnyk — (17) Henry Albert — (19 & 20) Interprovincial Broadcast Sales — (22) Hunt, Scharf Reps Ltd. — (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 & 6) Peter Scott — (9) Nick Bowdidge — (10) Joe Spence — (11) Judy Jacobson — (13) Alan Zelonka — (14) Mrs. Simone Plante — (15) Mrs. Helen Grenon — (16) Mrs. Helen Burtnyk — (17) Henry Albert — (18) Helen Gilje — (19 & 20) National Broadcast Sales — (22) Hunt, Scharf Reps Ltd. — (23) Young Canadian Ltd.

CKSO, SUDBURY: 5,000 watts on 790 kcs. T-Can. Basic. (1) CKSO Radio Ltd. — (2) George M. Miller, QC — (3) Wilf Woodill — (5) Ralph Connor — (7) Bob Staton — (9) Raiph Connor — (10) Dan Kelly — (11) Trudy Manchester — (13) Ralph Connor — (14) Mrs. Eileen Forbom — (15) Bob Staton — (16) Lucille Albert — (17) Jim McRae — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CKOT, TILLSONBURG: 1,000 watts on 1,510 kcs. (1) Tillsonburg Broadcasting Co. Ltd. — (2) Dr. Ralph Hawkins — (3) John Lamers — (5) Jack Campbell — (6 & 7) Ken Orton — (9) Frank Taylor — (10) George D'Ambrose — (11) Mrs. Thelma Hyatt — (12) Ron Caldwell — (13) John Lamers — (14) Mrs. Mae Fleming — (15) Mrs. Lois Yallop — (16) Bernice Barnard — (17) Ken Orton — (19 to 22) Radio Reps Ltd.

CFCL, TIMMINS: 1,000 watts on 580 kcs. French Supp. (1) J. Conrad Lavigne Enterprises Ltd. — (2) J. Conrad Lavigne — (3) René Barrette — (4) Albert Aubé — (5) Ted Meunier — (6) Robert Bordelieu — (7 & 8) Gérald Lefebvre — (9) Mrs. Betty Shields — (10) Gaston Bergeron — (11) Mrs. Marguerite Bordeleau — (14) Jacqueline Kelly — (15) Mrs. Jacque Gosselin — (16) Mrs. Jeanne Larcher — (17) Roch Demers — (18) Pierre Filliatreault — (19 & 20) Interprovincial Broadcast Sales — (22) Hunt, Scharf Reps Ltd. — (23) Devney Inc.

CKGB, TIMMINS: 5,000 watts on 680 kcs. T-Can. Basic. (1) Timmins Broadcasting Co. Ltd. — (2) Kenneth R. Thomson — (3) Gerry Hall — (5) Gino Ciccì — (7) William Nadeau — (9) James Zaza — (10) Terry Powell — (11) Mrs. Anne Stanley — (12 & 13) Dan Kelly — (14) Mary Plute — (15) Mrs. Colleen Haunch — (16) Noble Ruscitti — (17) Ernie Mott — (18) Milan Gornick — (19 & 20) National Broadcast Sales — (21 & 22) All-Canada Radio & TV — (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 — (7) Wes

McKnight & Jack Dawson — (8) Wishart Campbell — (9) Ron McAlister — (10) Wes McKnight — (12) Rex Frost — (13) Ken Marsden — (14) Mrs. Mary Falconer — (16) Art Collins — (17) Clive Eastwood — (18) Bill Baker — (20 to 22) All-Canada Radio & TV — (23) Young Canadian Ltd.

CHFI - FM, TORONTO: 9,450 watts on 98.1 megs. (1) CHFI-FM Ltd. — (2) Edward J. Piggott — (3) Donald Wright — (5) Gordon Kent — (7) Dave Amer — (17) Harry Verlingen — (19 to 22) Radio & TV Sales.

CHUM, TORONTO: 5,000 watts daytime (2,500 watts nighttime) on 1,050 kcs. (1) York Broadcasters Ltd. — (2 & 3) Allan F. Waters — (5) Wes Armstrong — (6 & 7) Allan Slaight — (9) Miss Pat Bennett — (10) Phil Stone — (13) Allan Slaight — (14) Wes Armstrong — (15) Allan Slaight — (16) Mary McInness — (17) George Jones — (18) Fred Snyder — (19) Stephens & Townsend Ltd. — (20) Radio & TV Sales — (22) Radio Reps Ltd. — (23) Devney 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.

CKEY, TORONTO: 5,000 watts daytime (1,000 watts nighttime) on 580 kcs. (1) Frybrook Ltd. — (2) Jack Kent Cooke — (3) Hal Cooke — (5) Jim Armstrong — (7) Don Insley — (8) Ed Houston — (9) Howard Cooney — (10) Joe Crysedale — (13) Basil Foster — (14) Kendrick Crossley — (15) Mrs. Jerry Bodington — (16) Joy Groves — (17) Alan Taylor — (18) Roy Lyttle — (20) National Broadcast Sales — (21) A. J. Messner & Co. — (22) Hunt, Scharf Reps Ltd. — (23) Donald Cooke Inc.

CKFH, TORONTO: 250 watts on 1,400 kcs. (1) Foster Hewitt Broadcasting Ltd. — (2) Foster Hewitt — (3) Bill Hewitt — (5) Keith Davey — (6 & 7) Barry Nesbitt — (9) Phil Murray — (10) Bill Hewitt — (11) Mona Gould — (13) Barry Nesbitt — (14) Janette Wisman — (15) Dan Hyatt — (16) Mrs. Ingeborg Bortulussi — (17) Gerry Wilson — (18) Jack Lowe — (20) Lorrie Potts & Co. — (23) Weed & Co.

C-HOW, WELLAND: 500 watts on 1,470 kcs. (1) Wellport Broadcasting Ltd. — (2 & 3) Gordon W. Burnett — (5) Robert Redmond — (6) Doug Manning — (7) Dave Wright — (8) Ron Grimster — (9) Rennie Heard — (10) Dave Wright — (11) Betty Pfau — (12) Jack Haney — (13) Gordon Burnett — (14) Betty Pfau — (15) Joan McNulty — (16) Tom Bishop — (17) Gerry van Amelsvoort — (18) Les Turvey — (19 to 22) Radio Reps Ltd.

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

CKLW, WINDSOR: 50,000 watts on 800 kcs. Dom. Supp. (1) Western Ontario Broadcasting Co. Ltd. — (2 & 3) J. E. Campeau (Operations Man. — S. Campbell Ritchie) — (5) Mrs. Marg Marshall — (6 & 7) John Gordon — (8) Wally Townsend — (9) Austin Grant — (10)

Jim Vankuren — (11) Mrs. Myrtle Labbitt — (12) Austin Grant — (13) Art Gloster — (14 & 15) Mrs. Margaret Marshall — (16) Marion Johnson — (17) Stewart Clark — (19 to 22) All-Canada Radio & TV — (23) Young Canadian Ltd.

CKNX, WINGHAM: 1,000 watts on 920 kcs. Dom. Supp. (1) Radio Station CKNX Ltd. — (2) W. T. Cruickshank — (3) G. W. Cruickshank — (4) John Cruickshank — (6) Don Hildebrand — (7) John Langridge — (8) H. V. Pym — (9) John Strong — (10) John Brent — (11) Margaret Brophy — (12) Vaughan Douglas — (13) Roger West — (14) Mrs. Lillian Gorbitt — (15) Bessie Campbell — (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) Ross Marshall — (10) William Tonner — (11) Alice Munro — (14) Mrs. A. Brown — (15) Janet Seltzer — (17) Paul Hunter — (19 & 20) Lorrie Potts & Co. — (22) Hunt, Scharf Repts Ltd.

QUEBEC

CFGT, ALMA: 1,000 watts on 1,270 kcs. (1) Radio Lac St-Jean Ltée — (2) Jules Collard — (3) Jean-Jacques Fortin — (5) Jacques Coté — (7) Rosaire Pelletier — (10) Jean-Jacques Fortin — (16) Laurianne Tremblay — (17) Claude Collard — (19 & 20) Interprovincial Broadcast Sales.

CHAD, AMOS: 250 watts on 1,340 kcs. French Supp. (1) Radio Nord Inc. — (2) David A. Gourd — (3) F. G. Capellari — (4) Yvon Martel — (5) Georges Chartrand — (6) F.

G. Capellari — (7) Bernard Valiquette — (8, 9 & 10) Claude Picard — (11) Yolande Gervais — (12) Claude Picard — (13) F. G. Capellari — (14) Mrs. B. Guimont — (15) Claude Picard — (16) Yolande Gervais — (17) Jean-Guy Langevin — (18) J. Trépanier — (19 & 20) Trans-Ocean Radio & TV — (22) Hunt, Scharf Repts Ltd. — (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) Francois Ranger — (7) André Jean — (8) André Lajoie — (9) Antoni Joly — (10) Raymond Labrecque — (11) Therese Tremblay — (13) André Jean — (14) Denise Fortin — (15) François Belley — (16) André Lajoie — (17) Lucien Simard — (19 & 20) Interprovincial Broadcast Sales — (23) Weed & Co.

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

CHEF, GRANBY: 250 watts on 1,430 kcs. (1) La Voix de L'Est Ltée — (2 & 3) Aimé Laurion — (4) Henri Champagne — (5) Constant Brodeur — (7) Ray Marc Dubé — (17) Gérard Laliberté — (19 & 20) Radio Time Sales.

CKCH, HULL: 5,000 watts on 970 kcs. French Supp. (1) Le Syndicat d'Oeuvres Sociales Ltée — (2) Wilfrid Carr — (3) Jean - Paul

Lemire — (4 & 5) Henri W. Allard (6 & 7) B. Charbonneau — (8) Aurèle Groulx — (9) Jean Pierre Sanche — (10) Pierre Dufault & L. Duval — (11) Mrs. Lizette Gervais — (13) Henri W. Allard — (14) Simone Lanctôt — (15) Hilda Trudeau — (16) Emile Routhier — (17) Jean-Louis Guérette — (18) Joseph Haddad — (19 & 20) Interprovincial Broadcasts Sales — (22) Hunt, Scharf Repts Ltd. — (23) Weed & Co.

CKRS, JONQUIERE: 1,000 watts on 590 kcs. (1) Radio Saguenay Ltée — (2) Henri Lepage — (3) Guy Boivin (General & Commercial Man. — Tom Burham) — (6 & 7) Guy Boivin — (8) Bob Singfield — (9) Lionel Tremblay (10) Jean Martin — (11) Bernadette Dufresne — (13, 14 & 15) Guy Boivin — (16) Marcel Perron — (17 & 18) Gérard Lemieux — (19 & 20) Jos. A. Hardy & Co. — (22) Hunt, Scharf Repts Ltd. — (23) Young Canadian Ltd.

CKLS, LA SARRE: 250 watts on 1,240 kcs. French Supp. (1) Northern Radio-Radio Nord Inc. — (3) David A. Gourd — (4 & 5) Yvon Martel — (6 to 12) Bernard Valiquette — (13) Yvon Martel — (14) Mrs. Brigitte Guimont — (16) Bernard Valiquette — (17 & 18) Jean-Guy Langevin — (19 & 20) Trans-Ocean Radio & TV — (22) Hunt, Scharf Repts Ltd. — (23) Weed & Co.

CKBL, MATANE: 5,000 watts on 1,250 kcs. French Supp. (1) La Compagnie de Radiodiffusion de Matane Ltée — (2 & 3) René Lapointe — (4 & 5) Octave Lapointe — (6) René Lapointe — (7) Claude Guenette — (8) Marcelle Carrier — (9) André Watters — (10) Jean Berger — (11) Armande Desrosiers — (12) Guy Anger —

(13) Georges Guy — (14) Georgette Lavoie — (15) Ginette Otis — (16) Marcelle Carrier — (17) Yvan Fortier — (18) Auguste Tremblay — (19 & 20) Jos. A. Hardy & Co. — (22) Hunt, Scharf Repts Ltd. — (23) Young Canadian Ltd.

CKBM, MONTMAGNY: 250 watts on 1,490 kcs. (1) Radio Alléghanys Inc. — (2) Henri Deschênes — (3 & 5) André Mercier — (6, 7 & 9) Henri Deschênes — (10) José Rettino — (11) Henriette Michon — (12) José Rettino — (13) André Mercier — (14) Jeanne-Pierre Mercier — (15) Henriette Michon — (16) Jean-Pierre Mercier — (17) Marcel Coulombe — (19 & 20) Radio & TV 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) Richard E. Misener — (5) Vin Dittmer — (6) Dean Kaye — (7) Laurie Irvine — (9) Bert Cannings — (10) Gord Sinclair — (11) Pat Marini — (13) Patrick Tweedie — (14) Jim McManus — (15) Jean McKinnon — (16) Russell Griffith — (17) J. Creighton Douglas — (18) George Bowden — (19, 21 & 22) All-Canada Radio & TV — (23) Weed & Co.

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

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Books are the answer to the problem of keeping ahead of the fast-moving developments of radio and television broadcast advertising. Here is a list of recommended reading selected from the text books used by the Radio & Television Arts course of the Ryerson Institute of Technology. The Broadcaster Book Department will do your shopping for these or any other books and ship them to you prepaid.

Radio

- Radio — the Fifth Estate (Walker) . . . \$ 5.25
- Radio Production and Direction (Crews) . . . 5.50
- Professional Radio Writing (Crews) . . . 5.50
- Handbook of Broadcasting (Abbott & Rider) . . . 9.10

Television

- Techniques of Television Production (Rudy Bretz) . . . 11.50
- Movies for TV (Battison) . . . 5.50
- TV Writing and Selling (Roberts) . . . 7.75
- Television Scripts for Staging and Study (Stasheff & Bretz) . . . 5.75
- Television Techniques (Bettinger & Kornberg) 6.00
- Staging TV Programs and Commercials (Wade) 7.75
- The Television Program (Stasheff & Bretz) . . . 5.75

Advertising

- Advertising Agency Operations and Management (Roger Barton) . . . \$ 8.05

General

- Roget's Thesaurus . . . 3.50
- Webster's Collegiate Dictionary 1196 pages . . . 5.50
- Indexed Edition . . . 6.50
- Bartlett's Familiar Quotations . . . 11.00
- Oxford's Companion to Music (Choles) . . . 14.00

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For Video Automatic Gain Control
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CJMS, MONTREAL: 5,000 watts on 1,280 kcs. (1) CJMS Radio Ltd. — (2) F. Guay — (3) Johnny Nadon — (5) B. Grierson — (6) Jean Baulu — (7) Jean Lajoie — (8) M. Ménard — (9) Bernard Tremblay — (10) J. Plant — (11) J. Bertrand — (12) C. Dumont — (13) B. Cabana — (14) Mrs. G. Belanger — (15) Jacques Antoons — (16) L. Gelinat — (17) Jean Garceau — (18) Jean-Guy Robin — (19, 21 & 22) Stephens & Townsend Ltd. — (23) Forjoe Canadian Ltd.

CKAC, MONTREAL: 50,000 watts on 730 kcs. CBS. (1) La Compagnie de Publication La Presse Ltée — (2) Mrs. P. R. Du Tremblay — (3) Phil Lalonde — (4) Roy Malouin — (5) Georges Bourassa — (6) Errol Malouin — (7) Ferdinand Biondi — (8) Jean-Pierre Comeau — (9) Paul Boudreau — (10) Yvon Blais — (11) Jeannette Brouillet — (13) Paul Gelinat — (14) André Daveluy — (15) Jean Lemont — (16) Guy Lepage — (17) Len Spencer — (18) Gerry Champagne — (19) Interprovincial Broadcast Sales — (22) All-Canada Radio & TV — (23) Weed & Co.

CHNC, NEW CARLISLE: 5,000 watts on 610 kcs. French Basic. (1) Gaspesia Radio Broadcasting Co. Ltd. — (2) Dr. Charles Dumont — (3) Dr. Charles Houde — (5) John R. Péloquin — (11) Lorraine Duguay — (18) Bruce MacDonald — (19 & 20) Jos. A. Hardy & Co. — (23) Young Canadian Ltd.

CBV, QUEBEC: 10,000 watts on 980 kcs. French Network. Owned and operated by the Canadian Broadcasting Corporation.

CHRC, QUEBEC: 10,000 watts on 800 kcs. French Radio Assoc. (1) CHRC Ltd. — (2) Lt.-Col. Hervé Baribeau — (3) Henri Lepage (Station Man. — Aurele Pelletier) — (5) Richard F. Thibodeau — (7) Magella Alain — (9) Rosaire Labrecque — (10) Maurice Descarreaux — (11) Mrs. Aline Fortier — (13) Richard F. Thibodeau — (14) Julienne Bélanger — (15) Henri Veilleux — (16) Fernando St.-Georges — (17) Arsene Nadeau — (18) Marcel Huard — (19 & 20) Jos. A. Hardy & Co. — (23) Young Canadian Ltd.

CJQC, QUEBEC: 250 watts on 1,340 kcs. T-Can. Supp. (1) Goodwill Broadcasters of Quebec Inc. — (2) Paul Lepage — (3 & 5) Harold Burnside — (7) Richard Drew — (9) Eddy Cliffe — (10) Richard Drew — (11) Mrs. Ursula Delaney — (13) Harold Burnside — (14) Gisele Giguere — (15) Mrs. H. Sharples — (16) Robert Sharples — (17) Fern Guillemette — (18) Robert Sharples — (19 & 20) Radio & TV Sales — (23) Young Canadian Ltd.

CKCV, QUEBEC: 5,000 watts on 1,280 kcs. (1) CKCV Ltée — (2) Gaston Pratte — (3) Paul Lepage (Station Man. — Marcel Leboeuf) — (4) Marie-Paule Vachon — (5) Marcel Leboeuf — (6 & 7) Michel Gariépy — (8) Roger Lachance — (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 Leroy — (17) Lucien Gobeil — (18) André Duchesneau — (19 & 20) Interprovincial Broadcast Sales — (23) Weed & Co.

CJBR, RIMOUSKI: 10,000 watts on

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

900 kcs. French Supp. (1) The Central Public Service Corp. Ltd. — (2) Jacques Brillant — (3) André Lecomte — (4) François Raymond — (5) André Lecomte — (6 & 7) Sandy Burgess — (8) Lorenzo Michaud — (9) Guy Ross — (10) Bernard Langlois — (11) Louise Lavallée — (12) Arthur Rioux — (13) Sandy Burgess — (14) Miss C. Marmen — (15) Bernard Langlois — (16) Lorenzo Michaud — (17) Marcel Vallée — (18) Gilles Fournier — (19 & 20) Interprovincial Broadcast Sales — (23) Weed & Co.

CJFP, RIVIERE DU LOUP: 250 watts on 1,400 kcs. French Supp. (1) Radio-Témiscouata Ltée — (3) Henri Bourdeau — (5) Luc Simard — (6) René Viel — (7) Raoul Savard — (8) Odette Dionne — (9) Robert L'Heuroux — (10) Raoul Savard — (11) Odette Dionne — (12) Adrien Marton — (13) Luc Simard — (14) Jacqueline Voyer — (15) Remi Beaulieu — (16) Jacqueline Gagnon — (17) Ray Lavoie — (18) René Viel — (19 & 20) Jos. A. Hardy & Co. — (23) Young Canadian Ltd.

CHRL, ROBERVAL: 1,000 watts on 910 kcs. (1) Radio Roberval Inc. — (2) Rod Lefebvre — (3) J.-C. Bordeleau — (5) Normand Gagnon — (7) Harvey Paradis — (8) Claudette Gagnon — (9) Jacques Cossette — (11) Mrs. Jeannette Mayne — (14) Simone Potvin — (16) Claudette Gagnon — (17) Marcel Bolduc — (18) Caroll Tremblay — (19 & 20) Jos. A. Hardy & Co.

CKRN, ROUYN: 250 watts on 1,400 kcs. French Supp. (2) David A. Gourd — (4 & 5) Yvon Martel — (6 to 12) Bernard Valiquette — (13) Yvon Martel — (14) Mrs. Brigitte Guimont — (16) Bernard Valiquette — (17 & 18) Jean-Guy Langevin — (19 & 20) Trans-Ocean Radio & TV — (22) Hunt, Scharf Repts Ltd. — (23) Weed & Co.

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

CKRB, ST. GEORGES DE BEAUCE: 5,000 watts on 1,250 kcs. French Supp. (1) Radio Beauce Inc. — (2) Yvon Thibodeau — (3) Charles A. Thibodeau — (5) Jean Barbeau — (7) Gilles Bernier — (8) Lise Forget — (9) Jules Venne — (10) Gilles Bernier — (11) Lise Forget — (13) Mrs. Yvette Mathieu — (14) Gilles Bernier — (15) Raymond Poulin — (16) Lise Forget — (17) Armand Catellier — (18) René Moisan — (19 & 20) Interprovincial Broadcast Sales.

CHRS, ST.-JEAN: 1,000 watts on 1,090 kcs. (1) Radio Iberville Ltée — (2) J. Paul Auclair — (3) Bernard Turcot — (5 & 7) Jack Turcot — (9) Pierre Meunier — (10) Nadeau Papineau — (12) Max Girard — (14 & 15) Jack Turcot — (16)

Pierre St-Jacques — (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 & 3) Jean Lalonde — (4) Jean Senécal — (5) André Lalonde — (6) Roland Chevrier — (7) Jean Lalonde — (8) Pierre Leroux — (9) Alain Hogue — (10) André Vézina — (11) Susan Rochon — (12) Blaise Gouin — (13) Hank Bassior (English); Susan Rochon (French) — (14) Roger Lopez — (15) Charles Rollet — (16) Mrs. Henriette Daoust — (17) Jean Senécal — (18) Yves Bourassa — (19) Lorrie Potts & Co. (20) Jos. A. Hardy & Co.

CKSM, SHAWINIGAN FALLS: 1,000 watts on 1,220 kcs. (1) Shawinigan Falls Broadcasting Co. Ltd. — (2) A. Gelinat, QC — (3) Allan Rogerson — (4 & 5) Emilien Beaulieu — (6 & 7) Alain Chartier — (8) Roger Daoust — (9) Alain Chartier — (10) André Duquette — (11) Marie Rogerson — (12 & 13) André Houde — (14) Jeanne Lesage — (15) Alain Chartier — (16) Jeanne Lesage — (17) Ernest Brunelle — (18) Jacques Dupont — (19 & 20) Jos. A. Hardy & Co.

CHLT, SHERBROOKE: 5,000 watts on 630 kcs. French Supp. (1) La Tribune Ltée — (2) Paul Desruisseaux — (3) Alphée Gauthier (Station Man. — V. Bernard) — (5) J. L. Gauthier — (9) Henri Crusène — (10) C. Bédard — (11) Aline Desjardins — (13) V. Bernard — (15) R. Daignault — (16) Miss D. Bélanger — (17) Léo Gilbeau — (18) Marcel Girard — (19 & 20) Trans-Ocean Radio & TV — (22) Hunt, Scharf Repts Ltd. — (23) Young Canadian Ltd.

CKTS, SHERBROOKE: 1,000 watts on 900 kcs. Dom. Basic. (1) The Sherbrooke Telegram — (2) Hon. Charles B. Howard — (3) Aloïse Gauthier (Station Man. — Morris Austin) — (5) J. L. Gauthier — (6 & 7) Dick Varney — (9) Gordon Beerworth — (10) Gordon Breen — (11) Sally Billing — (12 & 13) Gordon Beerworth — (14) Morris Austin — (15) Sally Billing — (16) Dorothee Bélanger — (17) Léo Gilbeau — (18) Marcel Girard — (19 & 20) Trans-Ocean Radio & TV — (23) Young Canadian Ltd.

CJJSO, SOREL: 1,000 watts on 1,320 kcs. (1) Radio Richelieu Ltée — (2) J. Arthur Villeneuve — (3) Maurice Boulianne — (5) Maurice Bérubé — (7) Claude Rochon — (8) George Codling — (9) Claude Rochon — (10) Michel Champagne — (11) Pierrette Salvas — (13) Maurice Boulianne — (14 & 15) Lorenzo Brouillard — (16) Pauline Péloquin — (17 & 18) Joseph Cardin — (19 & 20) Trans-Ocean Radio & TV — (23) Donald Cooke Inc.

CKLD, THETFORD MINES: 250 watts on 1,230 kcs. French Supp. (1) Radio Mégantic Ltd. — (2 & 3) Henri Lagueux — (4) Will Dugré — (7) Raymond Buri — (8) Elizabeth Bolduc — (9) Bertrand Potvin — (10) Irenée Goulet — (11) Elizabeth Bolduc — (12) Irenée Goulet — (13) Raymond Buri — (14) Will Dugré — (15) Lise Coté — (16) Elizabeth Bolduc — (17 & 18) Paul Cloutier — (19 & 20) Jos. A. Hardy & Co. — (23) Young Canadian Ltd.

CHLN, TROIS-RIVIERES: 5,000 watts on 550 kcs. (1) Radio Trois-Rivières Inc. — (2) Honoré Dansereau — (3) Léon Trépanier — (5) Maurice Duval — (6 & 7) Maurice Dansereau — (9) Sylvio St-Amant — (10) Jean Paul Trudel — (13) Maurice Duval — (14) Suzanne Désaulniers — (15) Ernest Lamy — (16) Claude Colbert — (17) Orif Lefebvre — (18) Yvon Rocheleau — (19 & 20) Interprovincial Broadcast Sales — (23) Young Canadian Ltd.

CKTR, TROIS-RIVIERES: 5,000 watts on 1,150 kcs. French Radio Assoc. (1) CKTR (1958) Ltd. — (2) Paul Aboud — (3) J. Fernand Rufange — (5) Charles Couture — (6) Jules Héroux — (7) Jacques Dufresne — (9) Jacques Hébert — (10) Armand Martel — (13) Jacques Hébert — (14) Mrs. Lise P. Ferron — (15) Robert Lévesque — (16) Jules Héroux — (17) Hervé Lapointe — (18) Fernand Lamy — (19 & 20) Trans-Ocean Radio & TV — (23) Donald Cooke Inc.

CKVD, VAL D'OR: 250 watts on 1,230 kcs. French Supp. (1) Northern Radio - Radio Nord Inc. — (3) David A. Gourd — (4 & 5) Yvon Martel — (6 to 12) Bernard Valiquette — (13) Yvon Martel — (14) Mrs. Brigitte Guimont — (16) Bernard Valiquette — (17 & 18) Jean-Guy Langevin — (19 & 20) Trans-Ocean Radio & TV — (22) Hunt, Scharf Repts Ltd. — (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 & 7) Marcel Provost — (8) Rolan Ritterbahn — (9) Marcel Beauregard — (10) Roland Bayer — (11) Pierrette Champoux — (12) Alphonse Lapointe — (13) Walter Downes — (14) Judah Tietolman — (15) Gaston Saulnier — (16) June Warren & Laurent Bourdi — (17) Maurice Rousseau — (18) Gerard Pelchat — (19 to 22) Radio & TV Sales — (23) Donald Cooke Inc.

CFDA, VICTORIAVILLE: 1,000 watts on 1,380 kcs. (1) Radio Victoriaville Ltée — (2) Dr. C. A. Gilbert — (3) Roger Gilbert — (5, 6 & 7) J. Maurice Bilodeau — (8) Marcel Rheault — (9 & 10) J. Maurice Bilodeau — (12) Marcel Rheault — (14) J. Maurice Bilodeau — (16) Marcel Rheault — (17 & 18) Roger Paul — (19 & 20) Radio & TV Sales — (23) Young Canadian Ltd.

CKVM, VILLE-MARIE: 1,000 watts on 710 kcs. French Supp. (1) Radio Témiscamingue Inc. — (2) Hervé Leblanc — (3) Guy Burelle — (4) Gisele Loiselle — (5) Guy Burelle — (6) Marcel Ladouceur — (7) Jean-Paul Paquette — (8) Gisele Loiselle — (9) Marcel Ladouceur — (10) Yvon Larivière — (11) Gisele Adam — (12) Paul Desjardins — (13) Jean-Paul Paquette — (14) Gisele Loiselle — (15) Yvon Larivière — (16) Jean-Paul Paquette — (17) Gaston Tasset — (19 & 20) Jos. A. Hardy & Co. — (23) Young Canadian Ltd.

NEW BRUNSWICK

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

CKNB, CAMPBELLTON: 1,000 watts on 950 kcs. Dom. Basic. (1) Restigouche Broadcasting Co. — (2) John Alexander — (3) Robert D. Richards — (4) Buck Richards — (5) Robert D. Richards — (6) Buck Richards — (9 & 10) Ben Dalen — (11 & 14) Lois Engall — (15) Buck Richards — (17) Phil Paquet — (19 & 20) Jos. A. Hardy & Co. — (23) Weed & Co.

CJEM, EDMUNDSTON: 1,000 watts on 570 kcs French Supp. (1) Edmundston Radio Ltd. — (2) George Michaud—(3 & 5) Georges Guerrette — (7) Bob Beaulieu — (8) Georges Guerrette — (9 & 10) Hermel Dumont — (13) Georges Guerrette — (14) Mrs. Jacqueline Charron — (15) Patrick Gendron — (16) Yvonne Roussel — (17) Marcel Valée—(18) Walter Martin — (19 & 20) Interprovincial Broadcast Sales — (23) Weed & Co.

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 & Commercial Man. — Jack Fenety) — (6 & 7) Harold McFee — (9) Lawrence Knowles — (11) Mrs. Murna Carpenter — (12) George W. Brown — (14) Allen H. Fisher — (15) George Mountain — (16) Mrs. Nancy Sandwith — (17) Glen D. Love — (18) Edward Everett — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

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

CKCW, MONCTON: 10,000 watts on 1,220 kcs. Dom. Basic. (1) Moncton Broadcasting Ltd. — (2) Fred A. Lynds — (3 & 5) Tom Tonner — (6 & 7) Bob Reid — (8) Jack Reid

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	

— (9) Claude Cain — (10) Earle Ross — (11) Mrs. Marg Crosby — (12) Bob Reid — (13) Marg Lacey — (14) Mrs. Helen Fairweather — (15) Roy Hicks — (16) Bert Hebert — (17) Keith MacConnell — (18) Bob 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. Warren Flett — (3 & 5) Robert J. Wallace — (6) Fred Haining — (7) Robert J. Wallace — (9) D. McWilliam — (10) Fred Haining — (11) Mrs. Phyl Sweezey — (13) Fred Haining — (14) Mrs. Marion McDougall — (15) Fred Haining — (17) Robert J. Wallace — (18) Blair Trevors — (19 & 20) Radio Time Sales — (22) Hunt, Scharf Reps Ltd.

CFBC, SAINT JOHN: 5,000 watts on 930 kcs. Dom. Basic. (1) Fundy Broadcasting Co. (2) Dr. A. M. A. McLean — (3) R. T. Bowman — (5) Vince Saunders — (6) Gordon Smith — (7) Donald Armstrong — (9) Bently Hunter — (10) Gordon Smith — (11 & 13) Mrs. Marita McNulty — (14) Mrs. Sally-Jo Baird — (16) Jean Hayes — (17) Harold Stout — (18) Helen Govang — (19, 20 & 22) Radio Reps Ltd. — (23) Young Canadian Ltd.

CHSJ, SAINT JOHN: 5,000 watts on 1,150 kcs. T-Can. Basic. (1) New Brunswick Broadcasting Co. Ltd. (3) Earl McCarron—(6 & 7) James Morrow — (10) William Bailey — (11) Mrs. Ruth Crosbie — (12) Len Rudolph — (14) Grace Craft — (16) Mrs. Frances Godin — (17) John G. Bishop — (18) Frank Feero.

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) William R. Nelson — (3) Mrs. Joan P. H. Watson — (5) John Greene — (7) George Reid — (9 & 10) William Wall — (11) Mrs. Joan P. H. Watson—(12) Department of Agriculture — (13) William Watson — (14) Robert McNutt — (16) David Moore—(17) Gerald McKay — (19 & 20) Jos. A. Hardy & Co.

CJFX, ANTIGONISH: 5,000 watts on 580 kcs. Dom. Basic. (1) Atlantic Broadcasters Ltd. (2) Rev. Dr. F. Giniven — (3) J. Clyde Nunn — (7) William F. MacKinnon — (9 & 10) Al Graham — (12) Levis Desjardins — (14) May Doucet — (15) Bruce Rafuse — (16) Levis Desjardins — (17) Gordon C. MacDougall — (19 & 20) Paul Mulvihill & Co. — (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 Hirtle — (4, 5 & 6) James MacLeod — (7 & 8) Maxwell Ramey — (9) James MacLeod — (10) Robert MacLaren — (11) Norma Rafuse — (12) Hugh Godfrey—(13) David Flack — (14) Mrs. Pauline Fraser — (15) Jean Ann Hebb — (16) Hugh Godfrey—(17 & 18) Douglas Hirtle — (19 to 22) Radio Reps 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: 10,000 watts on 960 kcs. Dom. Basic. (1) Maritime Broadcasting Co. Ltd.—(2) Graham W. Dennis—(3) Gerald J. Redmond — (5) Douglas A. Grant — (7) John Funston — (13) John Holden — (14) Joan Hiltz — (15) Harry Stephen — (16) Mrs. Emily Blight — (17) Arthur W. Greig — (18) Carl Westhaver — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CJCH, HALIFAX: 10,000 watts on 920 kcs. (1) CJCH Ltd. — (2) B. Pearson McCurdy—(3) E. Finlay MacDonald — (5) Clair Chambers — (6) Len Chapple—(7) Cy Lynch — (8) Harold Mosher — (9) Hugh Dunlop — (10) Pat Connolly — (11) Mrs. Abbie Lane—(14) Howard Gerard—(15) Syd Pilkington—(16) Harold Mosher — (17) Reginald MacWilliams—(18) Allan Campbell —(19 & 20) Paul Mulvihill & Co.—(23) Young Canadian Ltd.

CKEN, KENTVILLE: 1,000 watts on 1,350 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) Frank Burns — (3) Jack Lewis — (5) Mrs. Ellie Macmillan—(6 & 7) Willard Bishop — (8) Ann Ramey — (9) Ron Pulsifer — (10) Bob Huggins — (11) Ann Ramey — (12) Willard Bishop — (13) Ron Pulsifer — (14) Mrs. Ellie Macmillan — (15) Pete Allen — (16) Ann Cunningham — (17) Avard Bishop — (18) Hal Sproule — (19 & 20) Lorrie Potts & Co. — (22) Hunt, Scharf Reps Ltd.

CKEC, NEW GLASGOW: 250 watts on 1,230 kcs. T-Can. Supp. (1) Hector Broadcasting Co. Ltd. — (2 & 3) James M. Cameron — (4) Robert Hale — (5) Mrs. Margaret Almon — (6 & 7) Bill Graham — (8) Ted Hale — (9) Robert Hale — (10) John MacDonald — (11) Mrs. Margaret Almon — (12) Freeman Roach — (13) Bill Graham — (14) Miss Wally Ellis — (16) Ted Hale — (17) Lew Wright — (18) Rod MacDonald — (19 & 20) Lorrie Potts & Co. — (22) Hunt, Scharf Reps 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 & 3) Norris L. Nathanson — (5) Florence MacLeod — (6 & 7) Lloyd Taylor — (9 & 10) Don MacIssac — (11) Terry MacLellan — (13) Norris L. Nathanson — (14) Donna Simms — (15) Toby Hollaran—(16) Margaret Anderson — (17) Alf Vernon — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CKCL, TRURO: 100 watts on 600 kcs. (1) Colchester Broadcasting Co. Ltd. — (2) J. A. Manning — (5) H. C. Deryk Upton — (7 & 8) Jack Armstrong — (9) Harry Dewar — (10) Wynn Langille — (12) Harry Dewar — (14) Ecy MacKenzie — (15) Anne Cox — (16) Madeline Tedford — (17) Sidney Bernasconi — (18) Bob Bartlett — (19 & 20) Radio Time Sales — (22) Hunt, Scharf Reps Ltd.

CFAB, WINDSOR: 250 watts on 1,450 kcs. (1) Evangeline Broadcasting Co. Ltd. — (2) Frank Burns — (3) Jack Lewis — (5) Mrs. Ellie Macmillan — (6 & 7) Willard Bishop — (8) Ann Ramey — (9) Ron Pulsifer — (10) Bob Huggins — (11) Ann Ramey — (12) Willard Bishop — (13) Ron Pulsifer — (14) Mrs. Ellie Macmillan — (15) Pete Allen — (16) Ann Cunningham—(17) Avard Bishop — (18) Hal Sproule — (19 & 20) Lorrie Potts & Co.—(22) Hunt, Scharf Reps Ltd.

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) William 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) Robert F. Large — (6) Loman McAulay — (8) William K. Rogers (9) A. S. Dickson — (10) Loman McAulay — (11) Jane Weldon — (12) Ches Cooper — (13) Betty Large — (14) Paul Williams — (15) P. Blair — (17) John G. Jay — (19 to 22) All-Canada Radio & TV — (23) Weed & Co.

CJRW, SUMMERSIDE: 250 watts on 1,240 kcs. (1) Gulf Broadcasting Co. Ltd. — (2, 3 & 5) Bob Schurman — (7 & 8) Lowell Huestis — (9) Dave Biggar — (10) Bob Schurman — (13) Art Boudreau — (14) Jane Morrison — (16) Florence Ann Cameron — (17) Angus MacKie — (18) Fred MacFarlane — (19 to 22) Radio Reps Ltd.

NEWFOUNDLAND

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

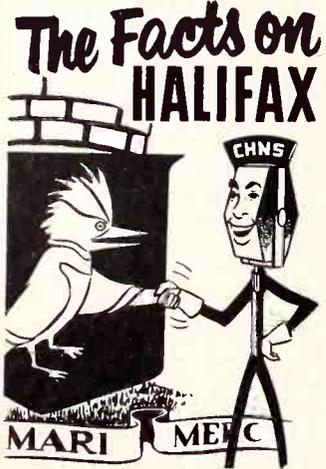
CBG, GANDER: 250 watts on 1,450 kcs. Trans-Canada Network. Owned and operated by the Canadian Broadcasting Corporation.

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

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

CJON, ST. JOHN'S: 5,000 watts on 930 kcs. (1) Nfld. Broadcasting Co. Ltd. — (2) Geoff Stirling — (3) Don Jamieson — (Operations Man. — George McDonald) — (5) Jack Baird — (6 & 7) Jerry Wiggins — (8) Ignatius Rumboldt — (9) Jim Thoms — (10) Bill Callahan — (11) Sally West — (12) Ed Bonnell — (13) Mrs. Judith Curtis — (14) Emelie Davis — (15) Mrs. Joan Le Clair — (16) Shirley Marsh — (17) Oscar Hierlihy — (18) Albert Ryan — (19 to 22) Stovin-Byles Ltd. — (23) Weed & Co.

VOCM, ST. JOHN'S: 10,000 watts on 590 kcs. (1) Colonial Broadcasting System Ltd. — (2) Walter B. Williams, Jr.—(3) Harold N. Butler — (4) Joseph V. Butler — (5) Mengie Shulman—(6) Denys Ferry — (7) James M. Murdoch — (8) Denys Ferry — (9) Nix Wadden — (10) James T. Browne — (11) Denys Ferry—(12) William Squires — (13 & 14) James M. Murdoch — (15) William Squires — (16) Kathryn Purcell — (17) Walter B. Williams, Jr. — (18) Charles Noseworthy — (19 to 22) Radio & TV Sales — (23) Young Canadian Ltd.



The latest Circulation Report from Elliott-Haynes gives the radio facts on Halifax and area as follows — CHNS reaches 58,604 MORE people than Station B — or a plus of 63%.

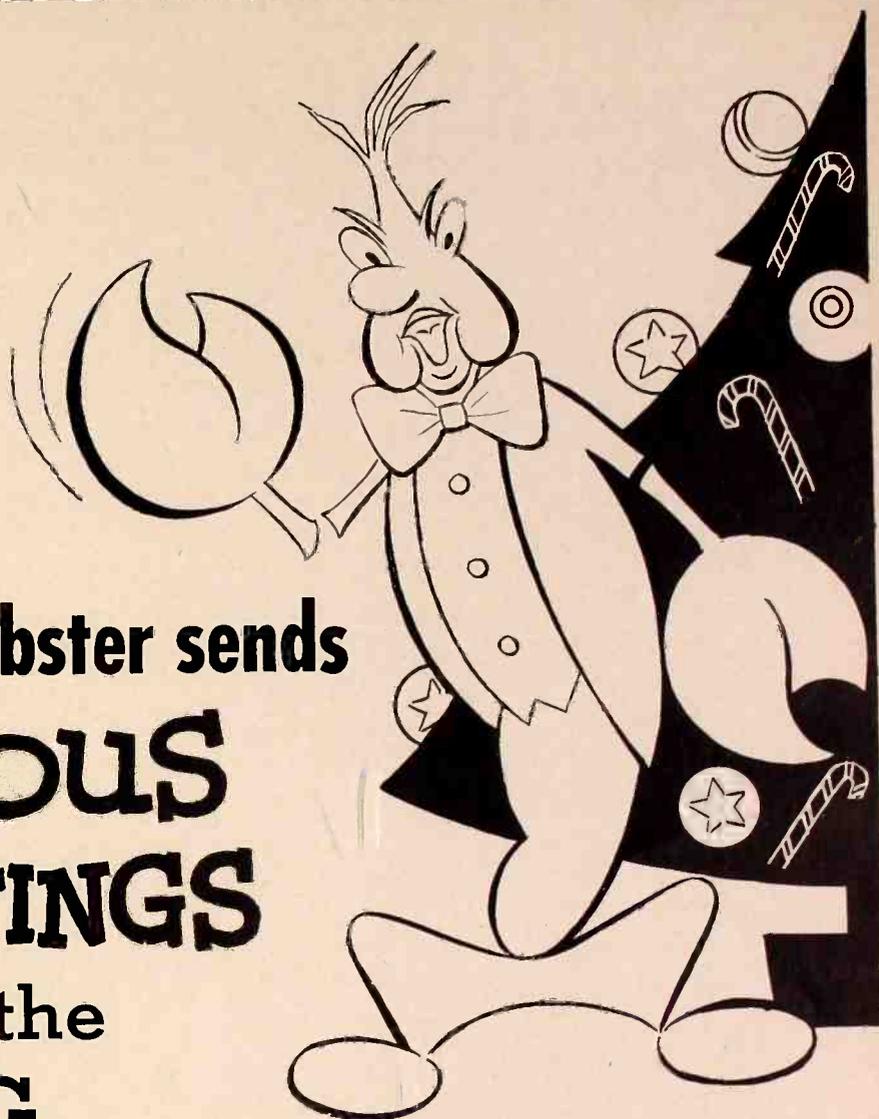
Or putting it another way, CHNS reaches 43,310 more homes than Station B — or a plus of 63%. With these facts before you, Mr. Time Buyer

NO MATTER WHAT YARDSTICK YOU USE . . .

CHNS

A "GOOD RULE" FOR YOU!

is the station to buy in Metropolitan HALIFAX

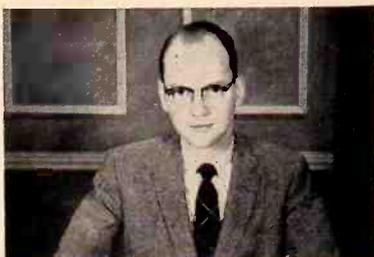


Lionel the Lobster sends
**JOYOUS
 GREETINGS**
 from the
GANG....

at Christmas and throughout
 the Year

CKCW-TV and RADIO
MONCTON, NEW BRUNSWICK

REPRESENTATIVES: Stovin-Byles in Canada • Adam Young U.S.A.



NEWS



THE STUDIO



THE BUNKHOUSE BOYS



SPORTS



WEATHER

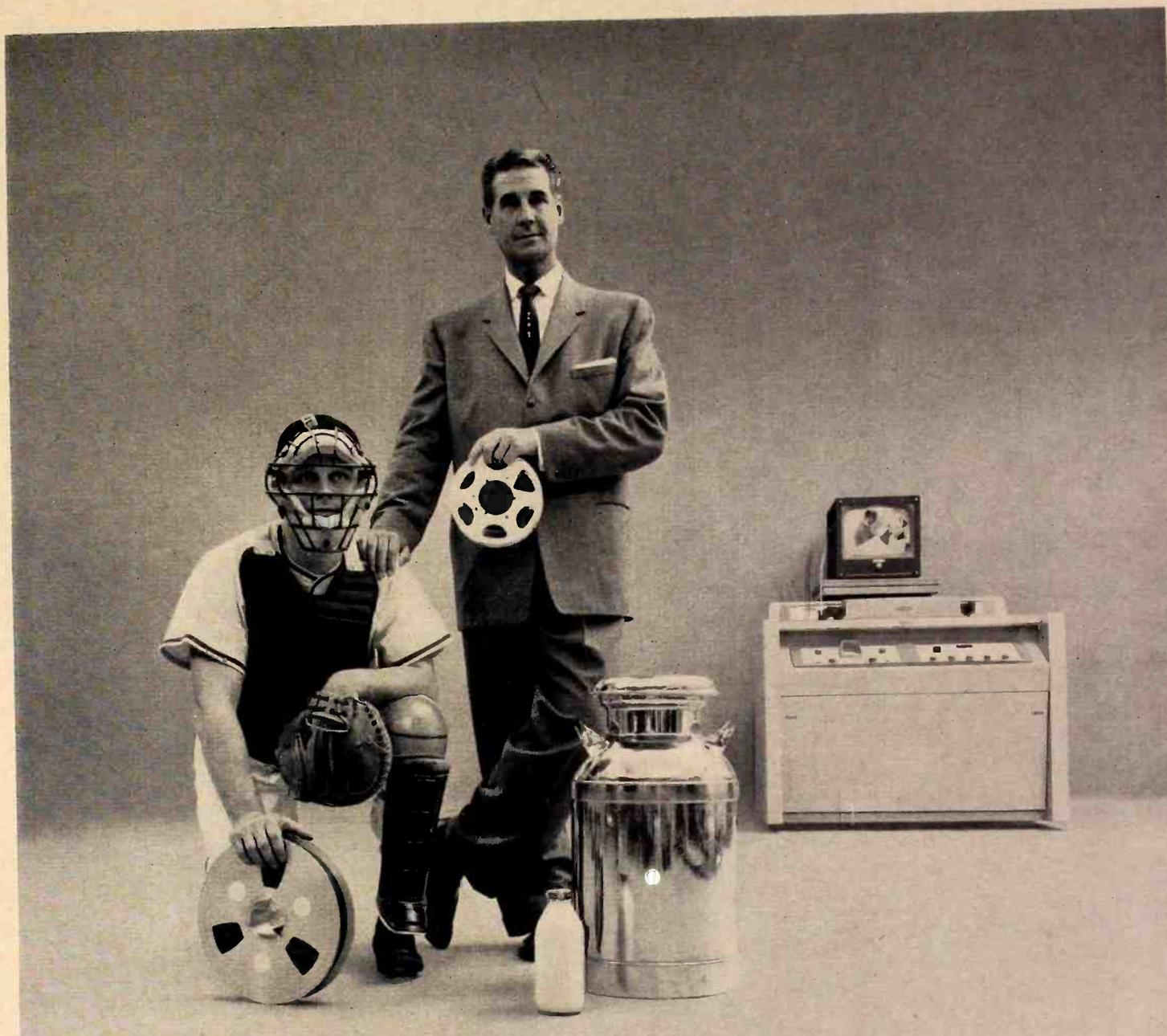


LITTLE RED SCHOOL HOUSE

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	HU. 5-6541	4 Lawton Blvd.	W. C. Townsend	W. C. Townsend
	Hamilton	JA. 7-9284	37 James St. S.	J. N. Elliott	J. N. Elliott
	Niagara Falls	EL. 4-3727	1986 Drummond Rd.	Geo. D. McLean	Geo. D. McLean
	Ottawa	PA. 8-3677	14 Bayswater St.	G. Fairbairn	G. Fairbairn
Atherton & Currier Inc.	Toronto	EM. 3-5418	100 Adelaide St. W.	Eleanor Austen	Eleanor Austen
Baker Advertising Agency Ltd.	Toronto	HU. 7-1511	670 Bayview Ave.	Jack Horler	Ivy Neve
	Montreal	UN. 6-3049	1255 University St.	Louis LaRocque	Bill Davidson (Through Toronto)
Batten, Barten, Durstine & Osborn Inc.	Toronto	WA. 4-3787	160 Bloor St. E.	S. Ramsay Lees	Ralph Draper (TV) Clara Gannett (Radio)
Bennett & Northrop Inc.	Halifax	3-8164	Sovereign Bldg.	G. P. Backman	(Mrs.) Elizabeth Parsons
Bingham, John McKenney Ltd.	Toronto	EM. 2-2641	32 Front St. W.	J. H. Titherington	J. H. Titherington
	Montreal	HU. 1-5032	4645 Cavendish Blvd.	(Through Toronto)	(Through Toronto)
	Preston	OL. 3-4464	541 William St.	(Through Toronto)	(Through Toronto)
	Winnipeg	42-2564	257 Osborne St.		
Bleasdale Advertising	Victoria	2-6741	1104 Douglas St.	Harry Bleasdale	Harry Bleasdale
Bradley, Venning & Hilton Ltd.	Toronto	WA. 5-3801	11 Yorkville Ave.	Phyllis McKinney	Phyllis McKinney
Breithaupt, Milsom Ltd.	Toronto	HU. 1-5251	44 Eglinton Ave. W.	Ev Palmer	Irene Wray
	Vancouver	MU. 5-8455	1075 Melville St.		
Brooks Advertising Ltd.	Toronto	EM. 8-2396	21 Dundas Square	Roy Partridge	(Mrs.) J. deMunnick
Brown, Mitchell & Wright Ltd.	Vancouver	MU. 4-7277	735 Davie St.	John Blundell	John G. Service
	Calgary	AM. 2-4767	411 - 6th Ave. W.	Tony Parkin	Tony Parkin
Burnett, Leo Co. of Canada Ltd.	Toronto	EM. 6-5801	133 Richmond St. W.	James B. McRae	Donald Ferguson Don DeNike
Burns Advertising Agency Ltd.	Montreal	WE. 5-5257	1980 Sherbrooke St. W.	Ralph Novek	J. P. Champagne
	Toronto	WA. 4-1117	96 Bloor St. W.	(Through Montreal)	
Canadian Advertising Agency Ltd.	Montreal	VI. 2-8061	1454 Mountain St.	M. Fontaine	M. Fontaine
	Toronto	EM. 3-3051	80 King St. W.	Irvin Teitel	Irvin Teitel
	Winnipeg	WH. 2-6923	403 Elec. R'l'y Chambers	R. Waugh	R. Waugh
	Vancouver	MU. 4-4151	1137 W. Hastings St.	Kenneth Johnson	Kenneth Johnson
Cardon, Rose Ltd.	Montreal	VI. 2-9581	1411 Crescent St.	R. A. Hurwitz	Norman Cardon
Carter, Garry J. of Canada Ltd.	Toronto	WA. 4-2505	59 Avenue Rd.	Bob Howe	Bob Howe
Cockfield, Brown & Co. Ltd.	Montreal	UN. 1-1771	Canada Cement Bldg.	R. W. Harwood	Earl Box
	Toronto	WA. 4-5492	185 Bloor St. E.	Alan Savage	Cam Logan
	Winnipeg	WH. 2-3538	Elec. R'l'wy Chambers	Jim Gibson	Jim Cameron
	Vancouver	MU. 1-1111	1030 W. Georgia St.	W. E. Bellman	J. M. Morrison (Mrs.) Joyce Trought
Collyer Advertising Ltd.	Montreal	VI. 2-8672	1510 Drummond St.	K. S. Chase	N. Fraser
	Toronto	EM. 3-2647	20 Carlton St.	Adele Evans	Adele Evans
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.	Donald V. Johnson	Donald V. Johnson
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	Dorothea Peterson (Radio) Lillian Ryan (TV)
Desbarats Advertising Agency	Montreal	UN. 6-4835	485 McGill St.	John Desbarats	Dudley Tasker
Dominion Broadcasting Co.	Toronto	EM. 3-3383	4 Albert St.	Hal B. Williams	Hal B. Williams
The Elkman Company	Philadelphia	LO. 4-5715	Suburban Station Bldg.	Donald Rosenblit	Joseph Elgart
Erwin Wasey, Ruthrauff & Ryan (Can.) Ltd.	Toronto	WA. 1-5187	610 Church St.	Charles Bick	Gerald Nason
Ferguson, George Associates Ltd.	Montreal	WE. 7-9401	1980 Sherbrooke St. W.	—	(Miss) E. Landry
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	WA. 4-4681	149 Alcorn Ave.	Mary Newton	Gwen Rudolphe
	Montreal	VI. 9-5343	550 Sherbrooke St. W.	Pierre Petel	Charlotte Toupin
	Ottawa	CE. 6-5909	77 Metcalfe St.	(Through Toronto)	(Through Toronto)
	Winnipeg	WH. 2-6554	156 Lombard Ave.		
Gibbons, J. J. Ltd.	Toronto	WA. 4-8391	46 St. Clair Ave. E.	Esther Henning	Esther Henning
	Montreal	UN. 6-5805	1440 St. Catherine St. W.	Peter Ross	Peter Ross
	Winnipeg	WH. 2-7373	272 Main St.	Bruce Johnston	Bruce Johnston
	Regina	3-2787	2070 Albert St.	Harold Ellis	Harold Ellis
	Calgary	AM. 2-5437	513 - 8th Ave. W.	Alf Bell	Alf Bell
	Edmonton	2-7512	206 Petroleum Bldg.	Tom McMillan	Tom McMillan
	Vancouver	MU. 1-0157	1533 West Pender St.	(Mrs.) Hazel Bakes	(Mrs.) Hazel Bakes
Gislason-Reynolds Ltd.	Toronto	WA. 4-7364	21 Park Rd.	Guy Gislason	Ron Gee
Goodis, Goldberg, Dair Ltd.	Toronto	WA. 3-8491	153 St. Clair Ave. W.	David C. McConnell	Samuel Goldberg
Goodwin-Ellis Advertising Ltd.	Vancouver	MU. 1-3474	207 W. Hastings St.	T. M. Taylor	T. M. Taylor
Grant Advertising of Canada Ltd.	Toronto	EM. 3-3396	103 Church St.	Joan G. King	Joan G. King



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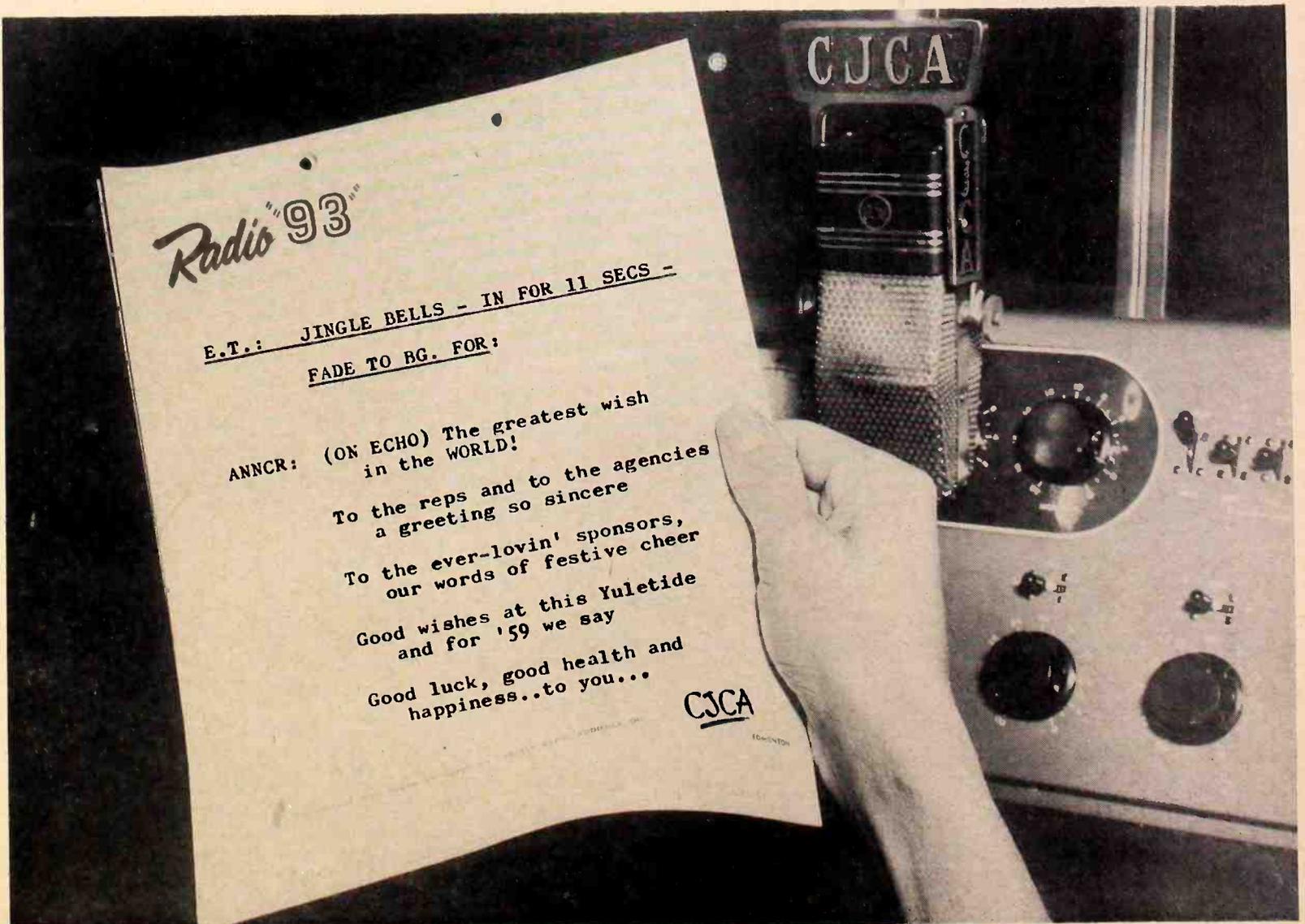


*TM AMPEX CORP.

ADVERTISING AGENCIES (continued)

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Grosberg, Pollock & Gwartzman Ltd.	Toronto	WA. 4-9211	78 Charles St. W.	H. J. Pollock	(Miss) P. Lim
F. H. Hayhurst Co. Ltd.	Toronto	EM. 6-0731	7 King St. E.	Robert D. Amos	Pat Hepburn E. Brown (Mrs.) Joan Johnston
	Montreal	VI. 5-0251	1510 Drummond St.	Roger H. de Ginet	
Heggie Advertising Co. Ltd.	Toronto	HU. 1-5125	97 Eglinton Ave. E.	John Chilman	John Chilman
Henri, Burley & McDonald Ltd.	Toronto	EM. 4-9226	159 Bay St.	J. H. Burley	A. L. Drewry
	Montreal	AV. 8-6269	1430 Bleury St.	Larry Stephens	Larry Stephens
Huot, J. E. Publicité Ltée	Montreal	VI. 2-9011	353 St. Nicholas St.	P. E. Rioux	Homere Dubois
Hutchins Advertising of Canada Ltd.	Toronto	WA. 4-3753	35 Hayden St.	William Bounsall	Pat Hennessy
Imperial Advertising Ltd.	Halifax	3-9373	38 Blowers St.	J. B. Regan	J. B. Regan
Industrial Advertising Agency Ltd.	Toronto	WA. 4-6671	631 Spadina Ave.	(Mrs.) Vera Percival	(Mrs.) Vera Percival
	Montreal	UN. 6-4086	1265 Stanley St.	A. G. Temple	A. G. Temple
Inter-Canada Que. Adver. Agency Ltd.	Montreal	VI. 2-9851	1520 Mountain St.	Yvon Fortier	Yvon Fortier
Jarvis, Albert Ltd.	Toronto	EM. 3-2438	94 Yonge St.	Evan Morton	Evan Morton
	Montreal	AV. 8-9234	1466 Crescent St.	—	John Carpenter
Kelley, Russell T. Co. Ltd.	Hamilton	JA. 2-1155	627 Main St. E.	Jack Price	Jack Price
Kenyon & Eckhardt Ltd.	Toronto	WA. 4-9531	321 Bloor St. E.	Dorothy Gill	Dorothy Gill
	Montreal	VI. 2-2534	550 Sherbrooke St. W.	John Winter	John Winter
Lovick, James & Co. Ltd.	Vancouver	MU. 4-6221	1178 W. Pender St.	—	Murray Woodward
	Toronto	WA. 1-1121	800 Bay St.	Bud Hayward	Olive Jennings
	Winnipeg	WH. 3-0623	307 Power Bldg.	Nora Thorvaldson	Nora Thorvaldson
	Calgary	AM. 2-6161	629-7th Ave. S.W.	Jay Joffe	Doris Urch
	Regina	LA. 3-7570	401 Kerr Block	George R. Bothwell	George R. Bothwell
	Edmonton	GA. 4-2181	10014-107th St.	—	Jean Richards
	Montreal	UN. 6-8391	623 Dominion Sq. Bldg.	—	Daphne McCree
MacLaren Advertising Co. Ltd.	Toronto	EM. 3-2244	111 Richmond St. W.	Hugh Horler	Mary Moran
	Montreal	VI. 5-1222	550 Sherbrooke St. W.	R. Saucier	H. Wood
	Winnipeg	WH. 2-6321	911 Elec. R'l'y Chambers	L. Trudel	—
	Vancouver	MU. 5-6268	1240 W. Pender St.	J. Hoyland	W. E. Wilson J. Hoyland
McCann-Erickson (Canada) Ltd.	Toronto	WA. 5-3231	200 Bloor St. E.	Don MacMillan	Greg Paul
	Montreal	VI. 9-8341	2055 Peel St.	William Munro	William Munro
	Vancouver	MU. 3-5608	1030 W. Georgia St.	Florence Asson	Florence Asson
McConnell, Eastman & Co. Ltd.	Toronto	EM. 3-7004	147 University Ave.	Austin Moran	Murvyn Austin
	Montreal	UN. 6-7941	Dominion Sq. Bldg.	E. N. McDonald	E. N. McDonald
	London	4-4528	Northern Life Bldg.	<i>(Handled by Individual account executives)</i>	
	Winnipeg	WH. 3-7406	382 Portage Ave.	Wayne R. Currie	Shirley Stevens
	Calgary	AM. 2-1432	337-8th Ave. W.	James Cameron	James Cameron
	Vancouver	MU. 3-2161	1198 W. Pender St.	M. P. Balagno	M. P. Balagno
	Edmonton	25107	10020-109th St.	C. N. York	C. N. York
McCracken, W. A. Ltd.	Toronto	WA. 4-0721	153 St. Clair Ave. W.	A. T. Cooper	(Mrs.) Marjorie Graves
	Montreal	VI. 4-9591	1510 Drummond St.	Godfrey Humphrys	(Mrs.) Bernyce Watson
McGregor-Deaville Advertising	Toronto	WA. 2-4864	1157 Bay St.	Frank Deaville	Art. McGregor
McKim Advertising Ltd.	Montreal	VI. 9-4152	1510 Drummond St.	Wilf Charland	(Mrs.) Rotha Webb
	Toronto	WA. 4-0981	1407 Yonge St.	Peel Steven	—
	Winnipeg	WH. 2-3491	250 Portage Ave.	G. W. Leech	Beverley Nicholl
	Vancouver	MU. 3-8121	1030 W. Georgia St.	D. D. Davison	D. D. Davison
				Bruce Walker	John Cumming
Muter, Culiner, Frankfurter & Gould Ltd.	Toronto	WA. 4-5736	1121 Bay St.	Eddie Gould	Phyllis Scott
				Gerry Rafelman	—
Nattall & Maloney Ltd.	Calgary	AM. 9-2370	108-12th Ave. S.W.	(Mrs.) Pat McVean	(Mrs.) Pat McVean
	Edmonton	4-4910	210 Civic Block	A. E. Nightingale	Gerald Bird
Needham, Louis & Brorby of Can. Ltd.	Toronto	EM. 4-1492	121 Richmond St. W.	—	Audrey Barlow
O'Brien Advertising Ltd.	Vancouver	MU. 1-9174	1455 W. Georgia St.	Noel Wright	(Mrs.) P. Boulter
	Toronto	EM. 4-5912	11 Adelaide St. W.	G. F. Sayers	—
	Ottawa	CE. 6-4394	63 Sparks St.	G. F. Savers	(Miss) P. Dowd
	Winnipeg	WH. 3-1555	223 Curry Bldg.	J. Robbins	—
	Edmonton	2-6517	111 Lafleche Bldg.	B. Nightingale	—
Orr, William R. Ltd.	Toronto	WA. 4-3708	464 Yonge St.	Michael Jackson	Michael Jackson
Otto, Robert & Co. (Canada) Ltd.	Toronto	EM. 6-9266	355 King St. W.	Wib Perry	(Mrs.) W. M. Ross
Paul-Phelan Advertising Ltd.	Toronto	EM. 3-6047	380 Victoria St.	George P. Vale	George P. Vale
	Montreal	UN. 1-5437	1501 Shell Tower	George P. Vale	Barry Kinnon
Payeur Publicité Inc.	Quebec	LA. 9-3322	639-8th Ave.	P. E. Giguere	G. H. Payeur
Pennell Advertising	Toronto	EM. 4-2079	81 Queen St. W.	Mary Barrer	Mary Barrer
Plant, Elton M. Advertising Ltd.	Windsor	CL. 4-1159	303 Bartlet Bldg.	E. M. Plant	Ann Hames
Purkis, Thornton Ltd.	Toronto	EM. 3-3762	330 Bay St.	Gladys Race	Gladys Race
Reynolds, E. W. Ltd.	Toronto	EM. 2-2381	154 University Ave.	Henry E. Karpus	Vera Hopkins
	Montreal	UN. 6-1775	1440 St. Catherine St. W.	Jean Tougas	Jean Tougas (Mrs.) Mildred MacLeod
Ronalds Advertising Agency Ltd.	Montreal	UN. 6-9471	701 Keefer Bldg.	Peter Golick	Arthur Weinthal
	Toronto	EM. 3-0237	108 Peter St.	Frank Robinson	Gertrude Guerin
	Edmonton	2-8356	218 Tegler Bldg.	Gary Steeves	O. J. Sinclair
					Gary Steeves
Ross Roy of Canada Ltd.	Windsor	CL. 6-2371	Canada Trust Bldg.	Carl Hassel	R. A. Post

Agency	City	Phone	Address	Broadcast Dept. Director	Radio-TV Time Buyer
Sauviat, G. R. & Assoc.	Montreal	UN. 6-7355	1236 Crescent St.	—	Jacques Brunelle
Schneider Cardon Ltd.	Montreal	UN. 1-4764	1224 St. Catherine St. W.	Ray Girouard	Marie Heroux
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.	Bob Stevenson	Susie McCullagh H. T. Harbinson
Stanfield, Johnson & Hill Ltd.	Toronto Montreal	WA. 4-8481 UN. 6-8741	255 Davenport Rd. Dominion Sq. Bldg.	Bill Ross B. A. C. Quill	Bernie Rusak J. P. O'Flaherty
Stansbury, J. E. & Co. Ltd.	Montreal	UN. 6-4473	1070 Bleury St.	—	Adele Strachan
Stevenson & Scott Ltd.	Montreal Toronto Vancouver Halifax	UN. 6-9361 EM. 3-5773 MU. 3-5696 3-8279	1260 University St. 100 Adelaide St. W. 402 West Pender St. 95 Dresden Row.	D. C. Loiselle Anne Stephenson Sherrill Adair C. Emerson Howard	D. C. Loiselle Anne Stephenson Sherrill Adair Ronald Kitley
Tames Advertising	Toronto	WA. 1-9493	713 Spadina Ave.	John G. Tames	John G. Tames
Tandy-Richards Advertising Ltd.	Toronto Montreal	EM. 3-6362 VI. 4-8821	20 Carlton St. 550 Sherbrooke St. W.	A. C. Haight T. A. Deans	Bruce R. Young T. A. Deans
Thompson, J. Walter Co. Ltd.	Montreal Toronto	WE. 4-1331 EM. 2-3471	1600 Dorchester St. W. 600 University Ave.	Phillippe Fisette Jack Lingeman	Mary Cardon Phyllis Sivell
Thompson-Petersen Adver. Agency Ltd.	Toronto Montreal	EM. 8-8091 UN. 6-9745	215 Victoria St. 913 Sun Life Bldg.	Edward Bowman (Through Toronto)	Edward Bowman (Through Toronto)
Torobin Advertising Ltd.	Montreal	HU. 9-5331	310 Victoria Ave. (Westmount, P.Q.)	M. A. Isaacs	Simon Torobin
Vamplew Advertising	Toronto	WA. 3-5589	1175 Bay St.	Thomas Vamplew G. G. Beedham	Thomas Vamplew G. G. Beedham
Vickers & Benson Ltd.	Montreal Toronto	UN. 6-7701 EM. 4-6301	Keefer Bldg. 110 Church St.	Laurent Jodoin D. T. Hardman	(Mrs.) Jeannine Guérin (Mrs.) Laura Jensen
Walsh Advertising Co. Ltd.	Toronto Montreal Windsor	EM. 3-3053 UN. 6-8921 CL. 6-2671	44 King St. W. 1255 University St. 1787 Walker Rd.	(Mrs.) Muriel Murray (Mrs.) Muriel Murray (Through Toronto)	(Mrs.) Muriel Murray (Mrs.) Muriel Murray (Through Toronto)
Whitehall Broadcasting Ltd.	Montreal	VI. 9-4156	1510 Drummond St.	Wilf Charland	(Mrs.) Rotha Webb
Willis Advertising Ltd.	Toronto	EM. 3-2073	220 Richmond St. W.	Clarence Kenney	Clarence Kenney
Yaneff, Chris Ltd.	Toronto	WA. 1-3376	85 Grenville St.	Chris Yaneff	William Freedman
Young & Rubicam Ltd.	Montreal Toronto	UN. 6-8941 EM. 2-3921	1255 University St. 44 King St. W.	Gaby Lalande W. H. Clark	Frank Collins Doreen Dunlop W. F. Francis G. R. Lamont



PERSONNEL REGISTER (Television)

CBC NETWORK STATIONS (TELEVISION)

BRITISH COLUMBIA

CJDC-TV, DAWSON CREEK: Now under construction.

CFCR-TV, KAMLOOPS: .35 kw. Audio; .7 kw. Video on Channel 4. CBC Supp. (1) Twin Cities Television Ltd.—(2 & 3) Ian G. Clark (Assistant Man.—Fred Weber) — (5) Walter Harwood — (6) Tom Koch—(7) Jean Ross—(9 & 10) Art Hall—(11) Jean Ross—(13) Walter Harwood—(14) Shirley Page—(15) Mrs. Joan Moffat — (16) Gerry Boulby — (17 & 18) Harold Hamilton — (20) Fred Weber — (21) All-Canada Radio & TV — (22) Weed Television.

CHBC - TV, KELOWNA: 1.6 kw. Audio; 3.7 kw. Video on Channel 2. CBC Supp. (1) Okanagan Valley Television Co. Ltd. — (2) J. H. B. Browne — (3) Roy G. Chapman — (5) Dick Sharpe — (6) Norm Williams — (7) Russ Richardson — (10) Moe Young — (12) Mike Oswell — (13) Norm Williams — (14) Jean Fleming — (15) Terry Bennett — (16) Bob McRory — (18) Russ Richardson (19) Don Eccleston — (20) Tom Wyatt — (21) All-Canada Radio & TV — (22) Weed Television.

CHBC - TV-1, PENTICTON: .27 kw. Audio; .54 kw. Video on Channel 13. Satellite of CHBC - TV. Same staff.

CHBC - TV - 2, VERNON: .31 kw. Audio; .62 kw. Video on Channel 7. Satellite of CHBC - TV. Same staff.

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 | |

KVOS - TV, BELLINGHAM - VANCOUVER: 112 kw. Audio; 224 kw. Video on Channel 12. CBS. (1) KVOS (Canada) Ltd. — (2, 3 & 4) Gordon Reid — (5) Herman Burkart — (6 & 7) Jack Gettles — (9) Andy Anderson — (10) Haines Fay — (11) Joan McDermot — (13) Marian Boylon — (14) Delores Pawliw — (15) Ken Davidson — (16) Dolores Bate — (17 & 18) Jack Gettles — (19 & 20) Ed Hoppa — (21) Stovin-Byles Ltd. — (22) Forjoe Canadian Ltd.

CBUT, VANCOUVER: 25.4 kw. Audio; 47.6 kw. Video on Channel 2. CBC Microwave. 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) David M. Armstrong — (3) Russell Furse — (4) Edward A. Bissland — (5) Russell Furse — (6) Philip D. Barter — (7 & 9) Edward A. Bissland — (10) Keith MacKenzie — (11) Helen Bierness — (13) Edward A. Bissland — (14) Mrs. Joan Armstrong — (15) Clifford Kadatz — (16) Mrs. Diane Hogarth — (17 & 18) Robert H. Gillespie — (19) George Wright —

(20) Norman E. Bergquist — (21) TV Reps Ltd.; Hunt, Scharf Reps Ltd. (Vancouver) — (22) Forjoe Canadian Ltd.

ALBERTA

CHCT - TV, CALGARY: 50 kw. Audio; 100 kw. Video on Channel 2. CBC Basic. (1) Calgary Television Ltd. — (2) Frederick Shaw — (3) Herbert S. Stewart — (5) Bob Watson — (6) Barry Gordon — (7) Ron Chase — (9 & 10) Ed Whalen — (12) Reuben Hamm — (13) Barry Nicholls — (14) Marianne Ostrowercha — (15) Les Funtek — (16) Mrs. Irene Palmer — (18) Gordon Warner — (20) Lee Crawley — (21) All-Canada Radio & TV — (22) Weed Television.

CFRN - TV, EDMONTON: 90.4 kw. Audio; 180.3 kw. Video on Channel 3. CBC Basic. (1) Sunwapa Broadcasting Co. Ltd. — (2 & 3) Dick Rice — (4) Sid Lancaster — (5) Bruce Alloway — (6) Don Brinton — (7) George Kidd — (8) Harry Farmer — (9) Bill Hogle — (10) Al Shaver — (11) Mrs. Laura Lindsay — (12) Don Brinton — (13) John Riopel — (14) Vera Bayrak — (15) Peter Leonard — (16) Eric Candy — (17 & 18) Keith Neale — (20) Ted Wadson — (21) TV Reps Ltd. — (22) Young Canadian Ltd.; Harlan G. Oakes.

CJLH - TV, LETHBRIDGE: 85.5 kw. Audio; 171 kw. Video on Channel 7. CBC Basic. (1) Lethbridge Television Ltd. — (2) Hugh Buchanan — (3) Norman Botterill — (5) Lloyd Crittenden — (6) Sam Pitt (9) Del Delmage — (10) Al McCann — (12) Richard Barton — (13) Mrs. Babs Pitt — (14) Win Duffy — (15) Walter Nishida — (17 & 18) Mrs. Betty Glendinning — (20) Vic Reed — (21) All-Canada Radio & TV — (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. H. Yuill — (3) Bob Buss — (4) Merv Stone — (5) Jack Oldham — (6) Dan MacGuire — (9) Bob Burns — (10) Lionel Cook — (11) Joanne Haldiday — (13) June Duncan — (14) Mrs. Elta Strouts — (15) Peter Soehn — (16) Dan MacGuire — (17 & 18) Cliff Dacre — (19) Hugh Mitchell — (20) Syd Gaffney — (21) Stovin - Byles Ltd. — (22) Weed Television.

CHCA - TV, RED DEER: 6.5 kw. Audio; 13 kw. Video on Channel 6. CBC Basic. (1) CHCA Television Ltd. — (2 & 3) G. A. Bartley — (4) Willard D. Trimble — (5) Cam Harju — (6 & 7) David Neima — (9) Bill Walker — (10) Sherman Stewart — (11) Mrs. Marilyn Dorohoy — (12) Tony Mayer — (13) Mrs. Audrey Sole — (14) Donnamae Mawson — (15) Willard D. Trimble — (16) Mrs. Manon Miller — (19) Gordon Enno — (20) John Jonkman — (21) Trans-Ocean Radio & TV; Hunt, Scharf Reps Ltd. (Vancouver) — (22) Forjoe Canadian Ltd.

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.
- *CJIC-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.
- *CKTM-TV Three Rivers, Que.
- CKBL-TV Matane, Que.
- CKRN-TV Rouyn, Que.

Supplementary

- *CKMI-TV Quebec, Que.
- *CHAT-TV Medicine Hat, Alta.
- *CHCA-TV Red Deer, Alta.
- CKBI-TV Prince Albert, Sask.
- CHAB-TV Moose Jaw, Sask.
- *CJFB-TV Swift Current, Sask.
- CKOS-TV Yorkton, Sask.
- CFCR-TV Kamloops, B.C.
- CHBC-TV Kelowna, B.C.

* Indicates stations on the Microwave Link.

SASKATCHEWAN

CHAB-TV, MOOSE JAW: 53 kw. Audio; 100 kw. Video on Channel 4. CBC Supp. (1) Radio Station CHAB Ltd. — (2) Jack Moffat — (3) Sid Boyling — (5) Joe Lawlor — (6) Bruce Pendlebury — (7) Jay Leddy — (9) John McManus — (10) Ken Newans — (12) George Price — (13) Terry McBurney — (15) Graham Henderson — (20) Merv Pickford—(21) TV Reps Ltd. (Starting date expected to be February 1, 1959).

CKBI - TV, PRINCE ALBERT: 61 kw. Audio; 100 kw. Video on Channel 5. CBC Supp. (1) Central Broadcasting Co. Ltd. — (2 & 3) Edward Rawlinson — (5) Gerald Johnson — (6 & 7) Jack Cennon — (8) Irene Stubbs — (9 & 10) Nick Roche — (11) Marion Sherman — (13) Gerald Prest — (14) Mrs. Geraldine Berg — (15) Roy Brown — (16) Lois Little — (17 & 18) Mrs. Lorraine Hawkesworth — (19) Jim Scarrow — (20) Tom Vaness — (21) All-Canada Radio & TV — (22) Weed Television.

MERRY XMAS

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LIVE RADIO AND TV SHOWS

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for

Tele-International French TV Films

1440 ST. CATHERINE ST. WEST - MONTREAL

UN. 6-8751

CKCK - TV, REGINA: 53 kw. Audio; 100 kw. Video on Channel 2. CBC Basic. (1) Transcanada Communications Ltd. — (2) Clifford Sifton — (3) Harold Crittenden — (4) Larry Glover — (5) Lloyd Westmoreland — (7) H. Van Weibe — (9) Betty Neisner — (10) Ken Milton — (11) Mrs. Joy Perkins — (13) Bill Rees — (14) Mrs. Bette Bond — (15) Joe Soehn — (17) Elsie McElree — (18) Gordon Grant — (19) Tom Nelson — (20) Ernie Strong — (21) All-Canada Radio & TV — (22) Weed Television.

CFQC - TV, SASKATOON: 168 kw. Audio; 365 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) Will Klein — (6) Greg Barnsley — (7) Hugh Edmunds — (9) Bill Cameron — (10) Lloyd Saunders & Don Wittman — (11) Mrs. Sally Merchant — (13) Geff Jamieson — (14) Grace Dafoe — (15) Nick Semenoff — (18) John Simms — (20) Lyn Hoskins — (21) TV Reps Ltd. — (22) Young Canadian Ltd.; Harlan G. Oakes.

CJFB - TV, SWIFT CURRENT: 65 kw. Audio; 100 kw. Video on Channel 8. CBC Basic. (1) Swift Current Telecasting Co. Ltd. — (2, 3 & 4) William D. Forst — (5) Walter S. Buffam — (6 & 7) Mrs. Julie Frost — (8) Ron Barge — (9 & 10) Don Hoskins — (11) Mrs. Julie Forst — (12) Ray Nickel — (13) Mrs. Julie Forst — (14) Mrs. Margaret Forester — (15) Howard Smith — (16) Doug Cowan — (17) Howard Smith — (18) Bob Hatton — (19) Bill Browne — (20) George Merchant — (21) Television Reps Ltd. — (22) Forjoe Canadian Ltd.

CKOS - TV, YORKTON: 2.5 kw. Audio; 5 kw. Video on Channel 3. CBC Supp. (1) Yorkton Television Co., Ltd. — (2) Norman Roebuck — (3) Ronald Leigh Skinner — (5) Harold Olson — (7) Miss Kristin Olson — (9) C. Edward Harper — (10) Linus Westberg — (13) Norman Roebuck — (14) Eileen Risling — (15) Hugh Vassos — (16) Joseph P. Laurans — (17 & 18) Donald Campbell — (19) Ludwig Hocoever — (20) George S. Skinner — (21) Stovin-Byles Ltd. — (22) Devney Inc.

MANITOBA

CKX - TV, BRANDON: 9.56 kw.

Audio; 19.3 Video on Channel 5. CBC Basic. (1) Western Manitoba Broadcasters Ltd. — (2 & 3) John B. Craig — (5) Archie Olson — (7) Doug Lee — (9) Jim Struthers — (10) Henry Stothard — (12) Doug Johnson — (13) M. Freeman — (14) Mrs. Joyce Maxwell — (15) Mrs. Ann Smith — (16) Les MacDiarmid — (18) Harold Pullaw — (19) Willard Elliott — (20) Al Gomez — (21) All-Canada Radio & TV — (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: 50 kw. Audio; 100 kw. Video on Channel 3. CBC Basic. (1) Ralph Snelgrove Television Ltd. — (2 & 3) Ralph T. Snelgrove — (4) Jack Mattenly — (5) Charles M. Tierney — (6) Joe Clark — (7) Ev Smith — (9) Bill Harrington — (10) Bob McLean — (11) Mrs. Wendy Hicks — (13) Ev Smith — (14) Phil Sheridan — (15) Frank Fog — (16) Art Lighbourn — (17 & 18) Beverley Nethery — (19) Barry Galvin — (20) Harold Atkinson — (21) Paul Mulvihill & Co.; Hunt, Scharf Reps Ltd., (Vancouver) — (22) Young Canadian Ltd.

CHCH - TV, HAMILTON: 90 kw. Audio; 150 kw. Video on Channel 11. CBC Basic. (1) Niagara Television Ltd. — (2) Kenneth D. Soble — (3) Sydney J. Bibby — (5) J. Ray Peters — (7) Jim Purvis — (9) Dave Rogers — (10) Norm Marshall — (13) Staff Habberfield — (14) Lloyd Colthorp — (15) Bill Garnett — (16) Don Pilcher — (18) Doug Gale — (20) Bill Jaynes — (21) All-Canada Radio & TV — (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 Davies — (3) Roy Hofstetter — (5) James Gibson — (7) Donald Nairn — (9) Floyd Patterson — (10) Max Jackson — (11) William Luxton — (13) Mrs. Joyce Villeneuve — (14) Mrs. Audrey Sutton — (15) Colin Clegg — (16) Mrs. Marion Fleming — (17 & 18) Mrs. Lois Scrutton — (19) William Swaffield — (20) Bert

Cobb — (21) All-Canada Radio & TV — (22) Weed Television.

CKCO - TV, KITCHENER: 54.5 kw. Audio; 100 kw. Video on Channel 13. CBC Basic. (1) Central Ontario Television Ltd. — (2) Carl A. Pollock — (3) Eugene E. Fitzgibbons — (4) William D. McGregor — (6) Bruce Lawson — (7) Don Martz — (9) Alan G. Hodge — (10) Tom Rafferty — (11) Mrs. Elaine Cole — (13) William Whiting — (14) Rita Glennie — (20) Sandy Day — (21) Jos. A. Hardy & Co.; Hunt, Scharf Reps Ltd. (Vancouver) — (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) Bob Reinhart — (5) Cliff Wingrove — (6) Kevin L. Knight — (7) Bob Reinhart — (9) Ron Laidlaw — (10) Ward Cornell — (11) Mrs. Hope Garber — (12) Roy Jewell — (13) Thomas Daley — (14) H. Warren Blahout — (15) John Andrews — (16) Tom Bird — (17 & 18) Mrs. Beatrice Nott — (19) Bill Nunn — (20) Glen Robitaille — (21) All-Canada Radio & TV — (22) Weed Television.

CKGN - TV, NORTH BAY: 25.75 kw. Audio; 51.5 kw. Video on Channel 10. CBC Basic. (1) Tel-Ad. Co. Ltd. — (2) J. L. Shaw — (3) Bruce McLeod — (4) Dave Mee — (5) Gordon Robinson — (6) Tom Bilenky & Sid Thomas — (8) Tom Bilenky — (9) David Hampton — (10) Dave Patrick — (11) Jo-Ann Jackson — (13) Shirley Morin — (14) Mrs. Mary Craven — (15) Heinz Gaugel — (16) Dave Mee — (17) Eleanor Eady — (18) John Morton — (20) Gordon Ballantyne — (21) Paul Mulvihill & Co — (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.

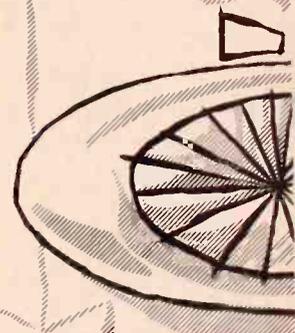
CBOFT, OTTAWA: 17 kw. Audio; 31 kw. Video on Channel 9. CBC Microwave. Owned and operated by the Canadian Broadcasting Corporation.

CHEX - TV, PETERBOROUGH: 61.2 kw. Audio; 102 kw. Video on Channel 12. CBC Basic. (1) Kawartha Broadcasting Co. Ltd. — (2) Sen. W.

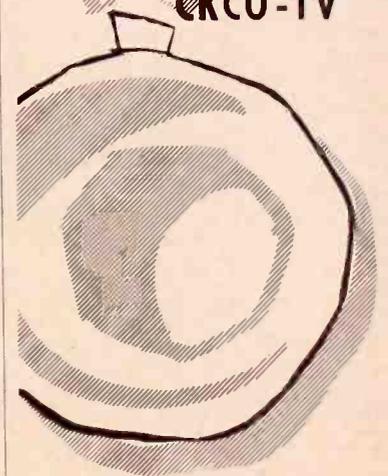
Season's greetings



CHANNEL 13



CKCO-TV



KITCHENER - WATERLOO

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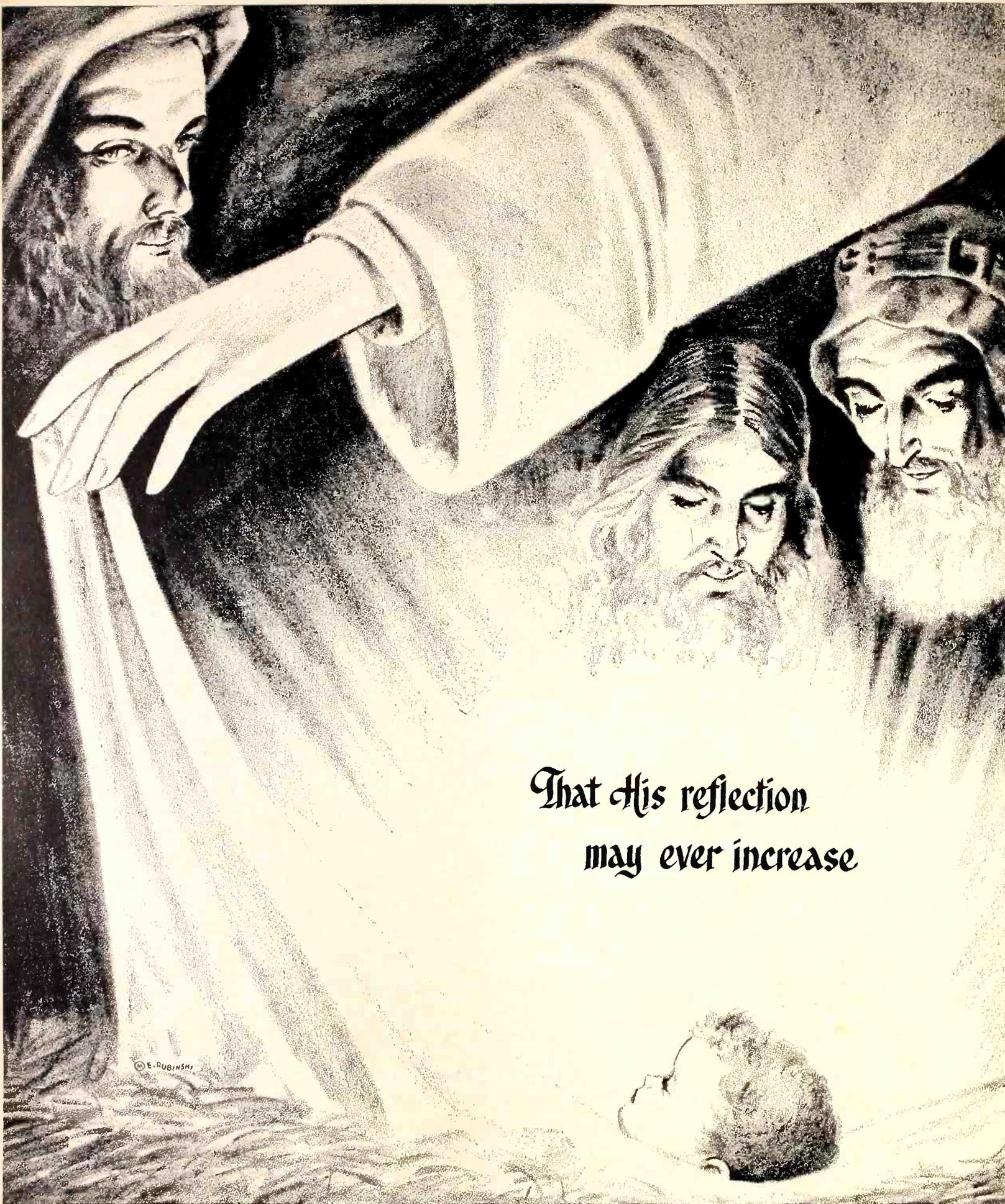
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- ★ Condenses the Best Story into the Shortest Time
- ★ Reaches a Captive Audience
- ★ Carries 100% Impact
- ★ Combines the Best of Sight and Sound
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KEY

- | | | |
|-----------------------------|------------------------|-------------------------|
| 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 | |

Rupert Davies — (3) Harvey Freeman — (4) Keith Packer — (5) Robert Kinsman — (6) Fred Barrie — (7) Gordon Shale — (9) Don Alexander — (10) Bill Spencley — (11) Marie Callaghan — (13) Eleanor McBrien — (14) Beverly Young — (15) Ron Wilson — (17) Don Harte-Maxwell — (20) Bert Crump — (21) All-Canada Radio & TV — (22) Weed Television

CFJ - 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 Parker — (21) All-Canada Radio & TV—(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) R. H. Ramsay — (5) E. W. Plouffe — (6) Joe Boyle — (7) John Rhodes — (8) Ted Cunningham—(9) Lionel McAuley — (10) R. H. Ramsay — (11) Mrs. Grace Pitt — (13) Paul Fockler — (14) Mrs. Rita Purdy — (15) Murray MacGillivray — (16) Beverley Mesaglio—(17 & 18) Beverley Gay — (19) Don Gibson — (20) D. N. Irwin — (21) All-Canada Radio & TV — (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, QC — (3 & 4) Wilf Woodill — (5) Ralph Connor — (6) Richard Madsen — (9) Ralph Connor — (10) Dan Kelly — (11) Trudy Manchester—(13) Ralph Connor — (14) Mrs. Betty Sellars — (15) Richard Madsen — (16 & 17) Mrs. Betty Sellars — (18) Peter Orfankos — (20) Wally Robert — (21) All-Canada Radio & TV — (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. (1) J. Conrad Lavigne Enterprises Ltd. — (2) J. Conrad Lavigne — (3) René Barrette — (5) Harry Charbonneau — (7) Jean DeVilliers — (9) Mrs. Betty Shields — (10) Gaston Bergeron — (11) Mrs. Isabella Appleby — (13) Miss Jacquie Green — (14) Mrs. Yvonne Allan — (15) Michael Duncan—(16) Zella Dawkins — (17 & 18) Mrs. Hazel Clairmont — (19) Mario Cappadocio — (20) Roch Demers — (21) Paul Mulvihill & Co —(22) Devney Inc.

CFCL-TV-1, KAPUSKASING: .0225 kw. Audio; .045 kw. Video on Channel 3. Satellite of CFCL - TV. Same staff.

CFCL-TV-2, ELK LAKE: 1.8 kw. Audio; 3.5 kw. Video on Channel 2. Satellite of CFCL - TV. Same staff.

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) Bruce Chick — (6) Tom Sutton — (7) S. Campbell Ritchie — (8) Wally Townsend — (9) Austin Grant — (10) Art Laing (11) Mrs. Myrtle Labitt — (12)

Austin Grant — (13) Art Gloster — (14) Bruce Chick — (15) Charles Knight — (17) Marian Johnson — (18) Art MacColl — (20) Stewart Clark — (21) All-Canada Radio & TV — (22) Young Canadian Ltd.

CKNX - TV, WINGHAM: 19.5 kw. Audio; 36 kw. Video on Channel 8. CBC Basic. (1) Radio Station CKNX Ltd. — (2) W. T. Cruickshank — (3) G. W. Cruickshank — (4) Don Hildebrand — (5) Ross Hamilton — (6) John Krug — (7) Bill Harris — (8) Slim Boucher — (9) John Strong — (10) John Brent — (11) Marg Brophy—(12) Vaughn Douglas — (13) Helen Fleury — (14) Mary Louise Flach — (15) Rudy Heinz — (16) Jack Mitchell — (17) Christopher Newby — (18) Hap Swatridge — (19) Jack Ceasar — (20) Scott Reid — (21) All-Canada Radio & TV — (22) Young Canadian Ltd.

QUEBEC

CKRS - TV, JONQUIERE: 21 kw. Audio; 42 kw. Video on Channel 12. CBC French Basic. (1) Radio Saguenay Ltée—(2) Henri Lepage —(3) Tom Burham — (4 & 5) Paul J. Audette — (9) Lionel Tremblay — (10) Jean Martin — (11) Bernadette Dufresne — (13) Paul J. Audette — (14) France Fortin — (18) Eugène Michaud — (20) Gérard Lemieux — (21) Jos. A. Hardy & Co. Ltd. — (22) Young Canadian Ltd.

CKBL - TV, MATANE: 170 kw. Audio; 280 kw. Video on Channel 9. CBC French Basic. (1) La Compagnie de Radiodiffusion de Matane Ltée — (2 & 3) René Lapointe — (4) Yvan Fortier — (5) Octave Lapointe — (16) Gilles Lapointe (7) Yvan Fortier — (8) Roger Bergeron — (9) Andre Watters — (10) Jean Berger — (11) Armande Desrosiers — (12) Andre Watters — (13) Georges Guy—(14) Georgette Lavoie — (15) J. Marie Provost — (16) Yolande Gunnette — (17) Roger Bergeron — (18) Jules Chouinard — (19) H. Piazzalunga — (20) J. O. Thibeau — (21) Jos A. Hardy & Co. Ltd.; Hunt, Scharf Reps. Ltd. (Vancouver) — (22) Young Canadian Ltd.

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

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

CFCM - TV, QUEBEC: 6.35 kw. Audio; 12.7 kw. Video on Channel 4. CBC French Basic. (1) Télévision de Québec (Canada) Ltée — (2) Gaston Pratte — (3) Jean A. Pouliot — (4 & 5) Arthur P. Fitzgibbons — (7) Jacques Filteau — (9) Gérard Fecteau — (11) Helene Roberge — (13) Andrew N. McLellan — (14) Mrs. Françoise Cochran — (15) Marcel Labadie—(18) Gérard Ross — (20) Gérard Fortin — (21) Jos. A. Hardy & Co. Ltd.; Hunt, Scharf Reps Ltd. (Vancouver) — (22) Weed Television.

CKMI - TV, QUEBEC: 2.8 kw. Audio; 5.6 kw. Video on Channel 5. CBC Supp (1) Télévision de Québec (Canada) Ltée — (2) Gas-

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ton Pratte — (3) Jean A. Pouliot — (4 & 5) Arthur P. Fitzgibbons — (7) Gerald Taaffe — (9) Gérard Fecteau — (13) Andrew N. McLellan — (14) Mrs. Françoise Cochran — (15) Marcel Labadie — (18) Gérard Ross — (20) Gerard Fortin — (21) Jos. A. Hardy & Co. Ltd.; Hunt, Scharf Repts Ltd. (Vancouver) — (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, 4 & 5) André Lecomte — (6 & 7) François Raymond — (9) Guy Ross — (10) Claude Pearson — (11) Louise Lavallée — (12) Arthur Rioux — (13) Jean Chabot — (14) Hector Lavoie — (15) Georges Mercier — (16) Jean Chabot — (17 & 18) Hector Lavoie — (19) Gilles Fournier — (20) Marcel Vallée — (21) Stovin-Byles Ltd. — (22) Weed Television.

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 — (4) Jean-Guy Langevin — (5) George A. Chartrand — (6) Jean-

KEY

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

Guy Langevin — (7 to 12) Bernard Valiquette — (13) George A. Charttrand — (14) G. Tremblay — (15 & 16) Lise Aubé — (17 & 18) L. P. Langevin — (19 & 20) Jean-Guy Langevin — (21) Trans - Ocean Radio & TV; Hunt, Scharf Repts. Ltd. (Vancouver) — (22) Weed Television.

CHLT - TV, SHERBROOKE: 186 kw. Audio; 316 kw. Video on Channel 7. CBC French Basic. (1) La Tribune Ltee — (2) Paul Desruisseaux, QC — (3) Alphonse Gauthier — (4) Leo Gilbeau — (5) John Gauthier — (6) Dave Bloomberg — (7) Pierre Bruneau — (8) Ls. Ph. Robidoux — (9) Henri Crusène — (10) Claude Bédard — (11) Monique Daigle — (12) Raymond Fafard — (13) Georges L'Ecuyer — (14) Mrs. Laurette LaRocque — (15) Saro Bello-mia — (16) Rita Ouellette — (17) Lu-

cien Perreault — (18) Guy Bachand — (19) Paul Lepage — (20) Leo Gilbeau — (21) Trans-Ocean Radio & TV — (22) Young Canadian Ltd.

CKTM - TV, TROIS RIVIERES: 3.2 kw. Audio; 6.5 kw. Video on Channel 13. CBC French Basic. (1) Television St.-Maurice Inc. — (2 & 3) Henri Audet — (5) Louis Beliveau — (7) Claude Bain — (18) Albert Aubichon — (20) Yves Hamel — (21) Jos. A. Hardy & Co.; Hunt, Scharf Repts Ltd. (Vancouver) — (22) Weed Television.

NEW BRUNSWICK

CKCW - TV, MONCTON: 15 kw. Audio; 25 kw. Video on Channel 2. CBC Basic. (1) Moncton Broadcasting Ltd. — (2 & 3) Fred A. Lynds (Assistant Man. — Murray Goldsborough) — (5) William Ritchie —

(6) Hubert Button — (7) Joseph Irvine — (9) Claude Cain — (10) Earle Ross — (11) Mrs. Helen Crocker — (13) Mrs. Phyllis Beer — (14) Marie Carroll — (15) Stan Morton — (16) Howard MacLean — (17 & 18) Gwen MacDonald — (19) Louis Stolle — (20) Keith McConnell — (21) Stovin-Byles Ltd. — (22) Young Canadian Ltd.

CHSJ - TV, SAINT JOHN: 50 kw. Audio; 100 kw. Video on Channel 4. CBC Basic. (1) New Brunswick Broadcasting Co. Ltd. — (3) George A. Cromwell — (4) William A. Stewart — (10) Fred Blizzard — (11) Jene Wood — (12) L. C. Rudolf — (13) Marjorie Hoben — (17) Marg McGivern — (18) Guy Ferguson — (19) Gerry Gormley — (20) J. G. Bishop — (21) All-Canada Radio & TV — (22) Weed Television.

NOVA SCOTIA

CBHT, HALIFAX: 34 kw. Audio; 56 kw. Video on Channel 3. CBC Microwave. 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. Marven Nathanson — (5) Mrs. Effie Williams — (6) J. C. McVicar — (7) Mrs. M. C. MacQuarrie — (8) Norris Nathanson — (9) Paul Her-shon — (10) Jack Stuewe — (11) Ann Terry — (13) Miss Gen Macdonald — (14) Bernice MacLeod — (15) Horst Paufer — (16) Max Quinton — (17) Mrs. Marie Brown — (18) Ron Demers — (19) Ron Reeves — (20) M. E. Bowles — (21) All-Canada Radio & TV — (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 McAulay — (8) William K. Rogers — (9) Stuart Dickson — (10) Loman McAulay — (11) Jane Weldon — (12) Ches Cooper — (13) Betty Large — (14) Paul Williams — (16) M. E. Large — (18) Vern McFarlane — (20) John G. Jay — (21) All-Canada Radio & TV — (22) Weed Television.

NEWFOUNDLAND

CJOX - TV, ARGENTIA: .097 kw. Audio; .19 kw. Video on Channel 10. Satellite of CJON - TV. Same staff.

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) Geoff Stirling — (6) Charles Lang — (7) Colin Jamieson — (8) Ignatius Rumboldt — (9) Jim Thoms — (10) Bill Callahan — (11) Winifred Packer — (12) Ed Bonnell — (13) Mrs. Judith Curtis — (14) Emilie Davis — (15) Norm Duffitt — (16) Mrs. Joan Le Clair — (17) Edna Chaytor — (18) Nels Squires — (19) Charles Lang — (20) Oscar Hierlihy — (21) Stovin-Byles Ltd. — (22) Weed Television.

CFSN-TV, HARMON FIELD: 245 kw. Audio; 490 kw. Video on Channel 8. Operated by the Canadian Broadcasting Corporation.

LABRADOR

CFLA-TV, GOOSE BAY: .174 kw. Audio; .348 kw. Video on Channel 8. Operated by the Canadian Broadcasting Corporation

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BROADCAST NEWS

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Toronto



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Electronic Equipment and Tube Department

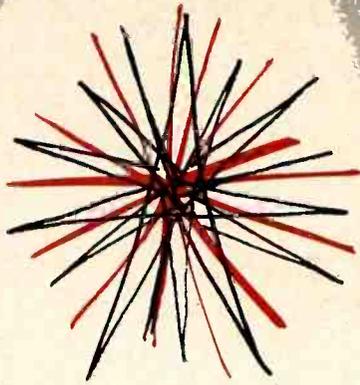


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