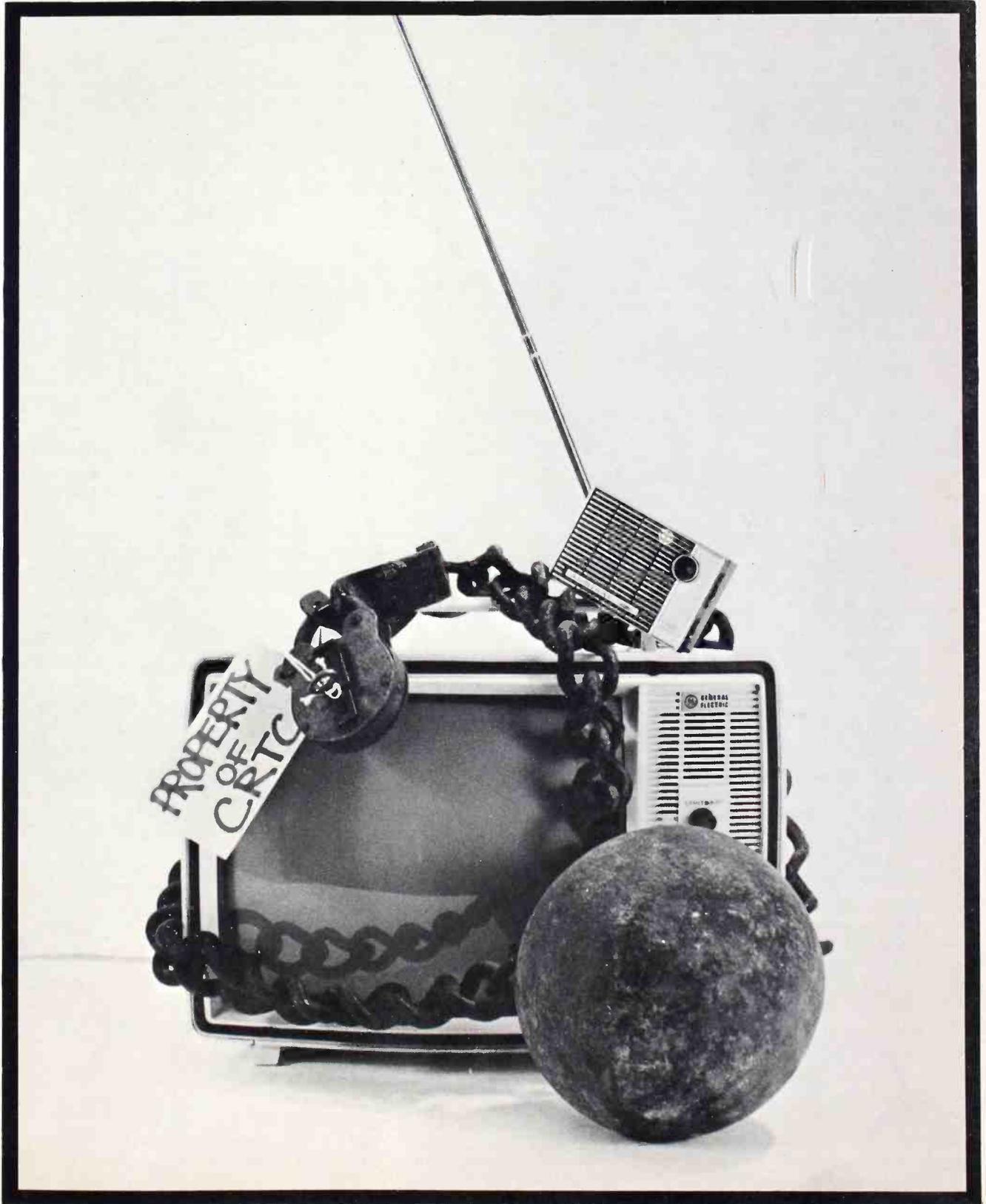
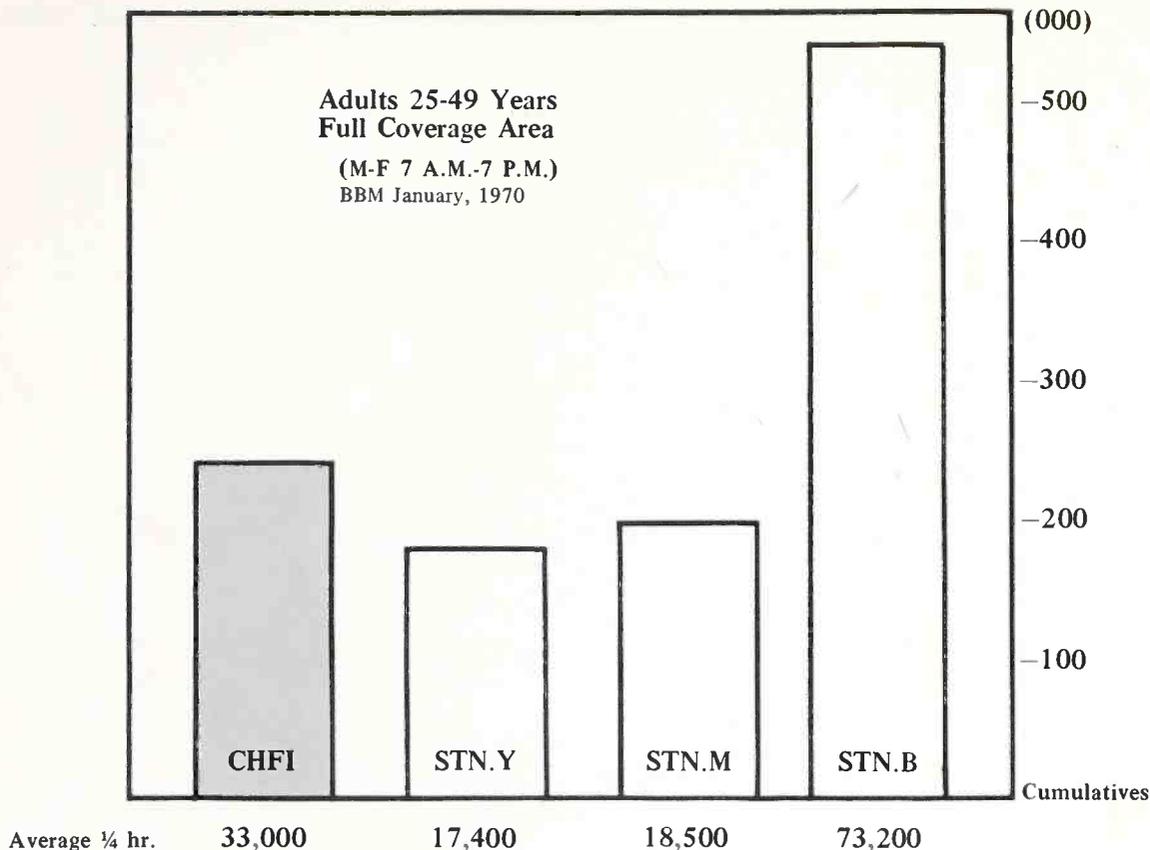


# Broadcaster

APRIL, 1970



# Adults your target?



## Ours too!

Like many national advertisers, our consumer target is Men and Women in their acquisitive years – the years when they're setting-up households and raising families – acquiring things, habits, tastes.

Our continuing "consumer" research tells what these active young families need and want from a radio station. Our continuing upward trend in BBM survey results tells us

that they're finding it more and more on CHFI.

CHFI continues to reflect the tastes of the aware, affluent urban Torontonians. And now the latest BBM report, January 1970, indicates our influence is spreading outside of the Metro boundaries as more young Men and Women in our expanding coverage area discover Adult Radio in Toronto.

**CHFI** <sup>AM</sup>/<sub>FM</sub>

Nationally Represented by  
ALL-CANADA RADIO & TELEVISION LIMITED



# The CRTC's rampage must be stopped

The eleventh hour is at hand and the CRTC continues, unopposed, on a course, which in our opinion, is aimed at the total subjugation of the Canadian broadcast media.

The deadline for filing briefs relating to the proposed broadcast regulations has passed. Next comes the discussion from which will emerge the final draft and that we can only wonder about.

Further comment on the proposals confronting broadcasting is redundant to our previously stated position. However, lest there be any doubt —

We concur with the stated objectives, but categorically condemn the method of meeting them as being totally unacceptable to the people of Canada, who are for the most part unaware of the proposals.

Despite the pitifully short time allowed for examination, discussion and preparation by the broadcasters it is to be hoped the industry will forcefully present the CRTC with the practical realities of the business of broadcasting. And it is to be equally hoped the CRTC will listen.

If they do not then it will simply lend credence to a growing belief that the Commission's true objective is the total control of the two most powerful forms of mass communication known to man. That kind of power in the hands of a government or agency of a government, cannot be tolerated by a free people. If we are prepared to deliver such control into the hands of a small group of civil servants, then every Canadian will have to ask themselves why, as members of a larger society — the Western Democracies — we have waged and continue to wage war against other societies which do control the information and entertainment available to their people.

So that the totality of this magazine's concern is a matter of record, we wish to draw attention to another aspect of CRTC activity that is both alarming and intolerable. We refer to the increasing tendency of the CRTC to conduct its all important affairs via impromptu press conferences and press releases, which consistently lack clear meaning.

On top of that is the total disregard for the disruption this method of operation creates in the lives of a great many people.

Even as this is being written (April 6) the CRTC has not yet issued a final agenda for this vital hearing scheduled to start April 14.

Yet one reliable Ottawa source told us the hearing is to start April 13 and that the first item on the agenda is the network renewals, which could take two days. What about those attending

the hearing for the discussion of the proposed regulations, believing them to be "first up." They will spend wasted, expensive time away from their homes and jobs, simply because of the CRTC's inability or unwillingness to communicate.

As we said earlier the Commission allowed pitifully little time for the industry to prepare for this hearing. Common courtesy demands that they in return make sure that all concerned are fully informed as to the order of the day and not keep everybody guessing until the last minute.

As for their press releases, the recent CHIN decision provides an excellent example.

First of all, the press release announcing the decision was issued to the Press Gallery shortly after 8:00 p.m. on March 31. Yet the telegram officially advising the station was not sent until some three hours later. Indeed it didn't arrive at CHIN until the next morning.

Surely, in a matter of such importance, the existing licensee and the staff are entitled to be advised at least at the same time as the Press Gallery, if not before.

Now to the contents of the official release. One paragraph reads:

"The shareholders of the licensee company are not precluded from applying for the licence."

Yet the very next morning a page 2 story in the Ottawa Citizen quoted Pierre Juneau as saying:

"in the case of the Toronto station, the Commission might allow an application from one of the present shareholders if a substantially different ownership structure was guaranteed."

And a Canadian Press story stated Mr. Juneau "said in an interview Tuesday night (March 31) the decision would force a complete change of ownership for the three stations." Which is the present licensee of CHIN to believe? In a company where the friction between shareholders is common knowledge, does it mean that one of them doesn't stand a chance or they've all had it.

Whatever the meaning, the Commission should have stated it fully, in plain language, the first time round and avoided the confusion caused by their ambiguous press releases and contradictory interviews.

The CRTC must not be allowed to control the program content of Canadian radio and television and if they are to continue to administer the many other aspects of broadcasting then they must be reminded that they serve the people of Canada (including broadcasters), that the people do not serve them and that they should conduct their affairs accordingly.

## THE NEW CGE PE-400

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- New encoder that doesn't require a vector-scope to set up
- New yokes for improved linearity
- Easier set up—quicker
- Even greater stability through the use of "squash circuits".

See the new PE-400 at the NAB convention, Chicago April 5-8 and take one home. We deliver.

or write to:

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# Finally a color TV camera that puts sun and shadow in their place



CANADIAN GENERAL ELECTRIC

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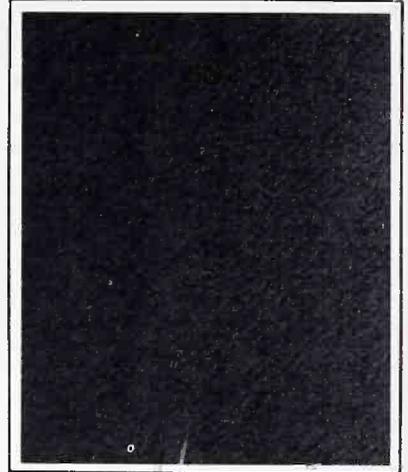
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# Broadcaster



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Volume 29, Number 4

## The IVC-300 sets the pace

Here's the smoothest price/performance package on the broadcast circuit. It's a three Plumbicon\* color camera that's designed for both remote and studio use. It delivers the ultimate in sensitivity and picture quality and shows the way to competitive cameras costing half again as much.

The IVC-300 opens new approaches to programming and production flexibility. For example you can take a long shot with our new 18:1 zoom lens. Or lower your handicap with a minicable that is one-half the size of ordinary cable and weighs only 16 lbs. per hundred feet. Built-in cable compensation means you can go all the way with cable runs up to 2,000 feet. A new master gain control that multiplies the IVC-300's sensitivity in graduated steps of 3dB delivers excellent pictures at light levels down to 40 foot candles. The IVC-300 comes on as the lightest, most portable studio and remote camera in the business, weighs only 72 lbs. An absolutely unbeatable combination recognized by more and more broadcasters.

A companion film chain camera—the IVC-230—is also proving itself a winner, produces pictures comparable to higher priced cameras at substantially lower cost.

IVC has been making the tour as a company for just four years and for the last two years has served the broadcast industry with color cameras. Proof of our winning ways are the more than 60 multiple and single camera broadcast installations IVC has completed in those two years.

## The IVC-900 increases the lead

From the leader in 1-inch color VTR's . . . comes a recorder that talks the language of the broadcaster . . . the IVC-900. The new IVC-900 color videotape recorder meets all applicable FCC and EIA specifications for monochrome and color broadcast. Put it on the air with assurance that color picture quality will be outstanding—comparable to pictures from quad recorders costing three to five times as much to buy and more than five times as much to operate.

The IVC-900 records and plays back for 3¼ hours on a standard 12½" NAB reel. It offers IVC's unique Instant Video Confidence, an amazing feature that plays back your recording on a monitor as it is being recorded, always assuring a perfect copy.

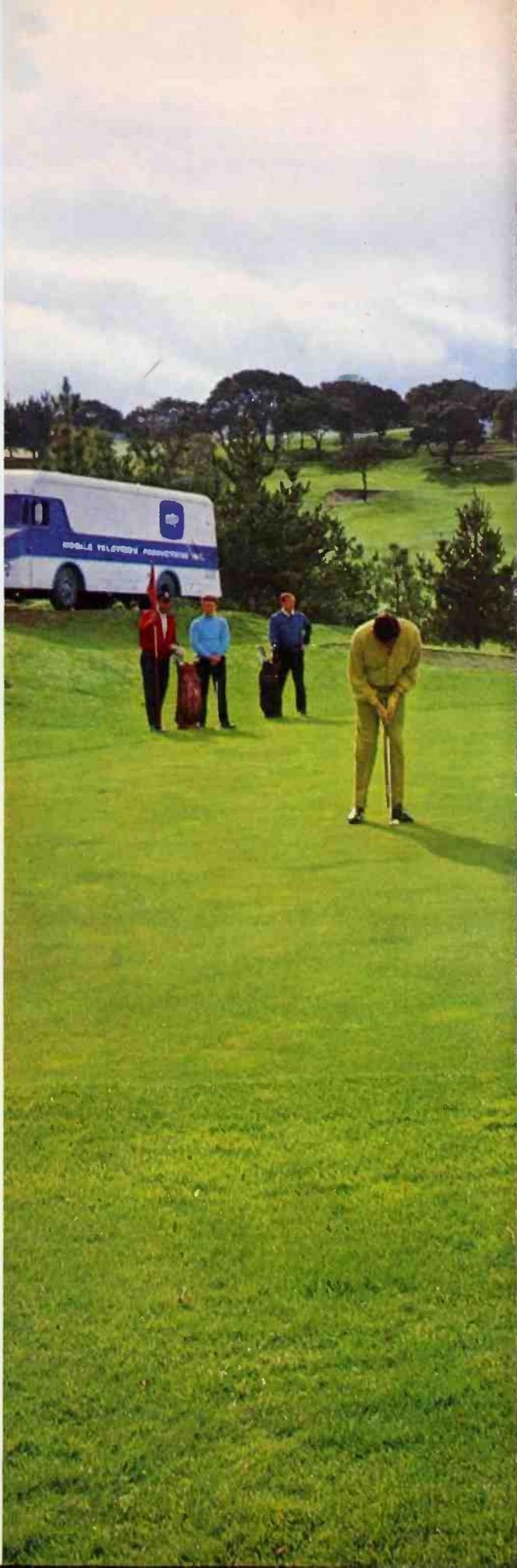
Clean, sharp assemble and insert editing, built-in dropout compensator and processing amplifier are part of the package. Head replacement cost and frequency of replacement are reduced as much as 90% with a head life guarantee of at least 1,000 hours. Color or monochrome tapes are interchangeable with *all* other recorders using the IVC format.

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One for  
the money  
two for  
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Mobile Television Productions,  
San Jose, Calif., covers  
the West Coast with three  
IVC-300 color cameras

Even before the proposed broadcast regulations have reached public hearing stage, let alone become law, the CRTC has made an exception — Sesame Street. For the uninitiated, Sesame Street is a one-hour U.S. produced children's show which in the CRTC's opinion is a program of "exceptional merit."

As a result the program is neither foreign nor Canadian. It is just good and therefore exempt from the Canadian content rules, whatever they are to be.

Now, in addition to telling us how much of this and that we shall be allowed to look at, the Commission is deciding what is good or bad. The only question is by whose standards — theirs? By what right do they assume this privilege?

For once, not that it's of any importance, I agree with the Commission. Sesame Street is an exceptionally good program, but there are many others that qualify for similar praise.

At a time when Canadian broadcasters, talent, and programme producers are being asked to stand up and be counted, we are pleased to announce our association with R. J. Reynolds Foods, Inc., and the William Esty Company, U.S.A., in the telecast of our Canadian produced one-hour film presentation

## TALES FROM MUPPETLAND

ABC Television Network  
FRIDAY, APRIL 10, 7:30 — 8:30 P.M.

produced by



**Robert Lawrence Productions**  
Toronto, Canada

In a recent conversation with Colm O'Shea, he mentioned that he is Canadian distributor for, among other things, the National Geographic shows and the Jacques Cousteau series. These particular shows cannot be considered as anything else but programs of "exceptional merit" and with one additional quality — they have a much broader appeal.

I'm sure other distributors can add to the list.

All that remains is to see how Canada's arbiter of program quality (the CRTC) will rule on such programs.

Incidentally, if I may be allowed a personal note, my almost five year old daughter, a devotee of Sesame Street, is now running around saying "Zee" instead of "Zed".

I guess we can't have everything our own way.

• • •

One regrettable aspect of the varied discussion that has surrounded the proposed broadcast regulations since they were announced is the silence emanating from some of the country's larger broadcasting stations. Most notable, although I am by no means suggesting they are alone, are the two largest English language stations — CFRB and CFTO-TV, Toronto.

It makes you wonder whether their reluctance to say something has anything to do with the fact that Standard Broadcasting is currently trying to buy CHML, Hamilton, and Baton Broadcasting, for reasons best known to themselves, has been allowed to climb into bed with the CBC in Windsor.

If there is any semblance of truth to these suspicions, then it is a sad reflection on the times for legitimate, good broadcasters to be so afraid of a government agency. If it is not true and they believe that the CRTC works in the public interest and that they have a responsibility to serve that public, surely they could have devoted time to fully acquainting the public with this situation. Aside from anything else informative broadcasts at this critical time could have presented the public with a much more accurate story than was offered by our "friends", the daily newspapers. Also it might have provided the CRTC with tangible evidence of the feelings of the general public, whose interests they supposedly serve.

I certainly hope our industry does not rely on the press to acquaint the country with what goes on in Ottawa next week. The whole broadcasting industry is on trial for its life. Surely it is time it presented its case over its own air to the judge and jury, respectively the CRTC and the public, through its own "jaundiced I".

# CRTC activity continues to disturb investor confidence

Upward movement in the market price of most industrial equities which developed in late February proved premature and was followed by drifting market action in March until the last few days of the month. However, in late March market strength was triggered by the announcement of a reduction in prime bank lending rates by a number of large U.S. banks. In the ensuing market rally, high yielding income type stocks and deeply depressed equities in capital intensive industries did particularly well. These groups have experienced a soft earnings trend during the past three years of steadily increasing interest rates. Hence they are the logical beneficiaries of a move toward lower rates. By contrast, the investment community continued to view broadcasting issues with caution during March, as evidenced by the fact that the TSE Communication Index declined 4% over the month while the TSE Industrial Index was fractionally ahead of its prior month's close.

Investor sentiment towards the broadcasting stocks can be understood within the context of the recent numerous announcements emanating from Ottawa. The most sensational (and therefore most newsworthy) of CRTC's recent directives have been widely reported in broadcasts, newspapers, financial publications and national magazines. However, in many cases, background and philosophy underlying the Commission's pronouncements have not been reported as widely. Additionally investor confidence has not been helped by the nature of cross examination of publishing and broadcasting executives by the Senate Committee investigating the mass media. In other words, in recent months the investment community has been heavily exposed to the more negative elements affecting the broadcasting industry but less so to the factors which could improve its position in the longer term.

**Famous Players** experienced the sharpest drop amongst the stocks on the TSE Communication Index during March declining approximately 10%. There were no news items affecting operations during the month other than the announcement of the proposed sale of the company's cable interest in Barrie, Orillia and Toronto. The proposed buyer of the Toronto based Metro Cable TV is **Bushnell Communications**.

**Standard Broadcasting** declined ap-

proximately 8% in market price during March. Near month-end, the company announced it has agreed to purchase the assets of radio station CHML-AM and CKDS-FM Hamilton for an undisclosed amount of cash. Standard which has amply liquid resources will not need new financing to affect this purchase, but the deal is, of course, subject to CRTC approval.

**Western Broadcasting** similarly declined about 8% during March. The company announced it will purchase the remaining 62.8% interest in Express Cable TV for \$1,400,000 cash with payment to be completed by year end. This represents the first complete sale of a CBS-owned cable system in Canada.

**Q Broadcasting Ltd.** is a recent addition to the ranks of publicly-owned broadcasting companies. The company presently operates CHQM-AM and FM in Vancouver, CKPJ-AM and TV in Prince George as well as a background music service in Vancouver. **Q Broadcasting**, listed on the Vancouver Stock Exchange, was trading at month end approximately \$7 1/4 per share. The company announced it has agreed to purchase **S.O. Television Holdings Ltd.** which operates CATV systems in Pen-

tion, Revelstoke and Kelowna. Some 9,000 subscribers are currently served by these systems. No price was disclosed although it was stated the transaction was for stock.

A further entrant to the field of publicly-owned communications companies is the **Toronto Star Limited** which at month end was proceeding with an offering of 500,000 non-voting Class B shares priced at \$17.50 per share. For the year ending September 30, 1969, the company gross revenues were \$52.3 million while net income, before extraordinary items, amounted to \$2.8 million equal to \$1.15 per share. The Star currently has no broadcasting interests but the offering prospectus stated that the company has reached an agreement in principal to purchase an established CATV System. If this application is approved by the CRTC, the company intends to withdraw its pending application for a Toronto UHF television station.

**Maclean Hunter Limited** climbed approximately 3% during March. Effective with the April payment, the company's dividend rate is being increased from 30 cents to 36 cents per share.

## Cover Story

The illustration on the front cover of this issue symbolizes the intolerable abuse by the CRTC of its omnipotent authority to hang a padlock on all Canadian broadcasting. In so doing, it would deprive not only the broadcasters but also the public it was appointed to serve, of all freedom of choice of broadcast programs.

During the war, Hitler recognized German radio as a deadly weapon he could use, first to conquer his own country and bend its people to his will, and later to subjugate a whole continent.

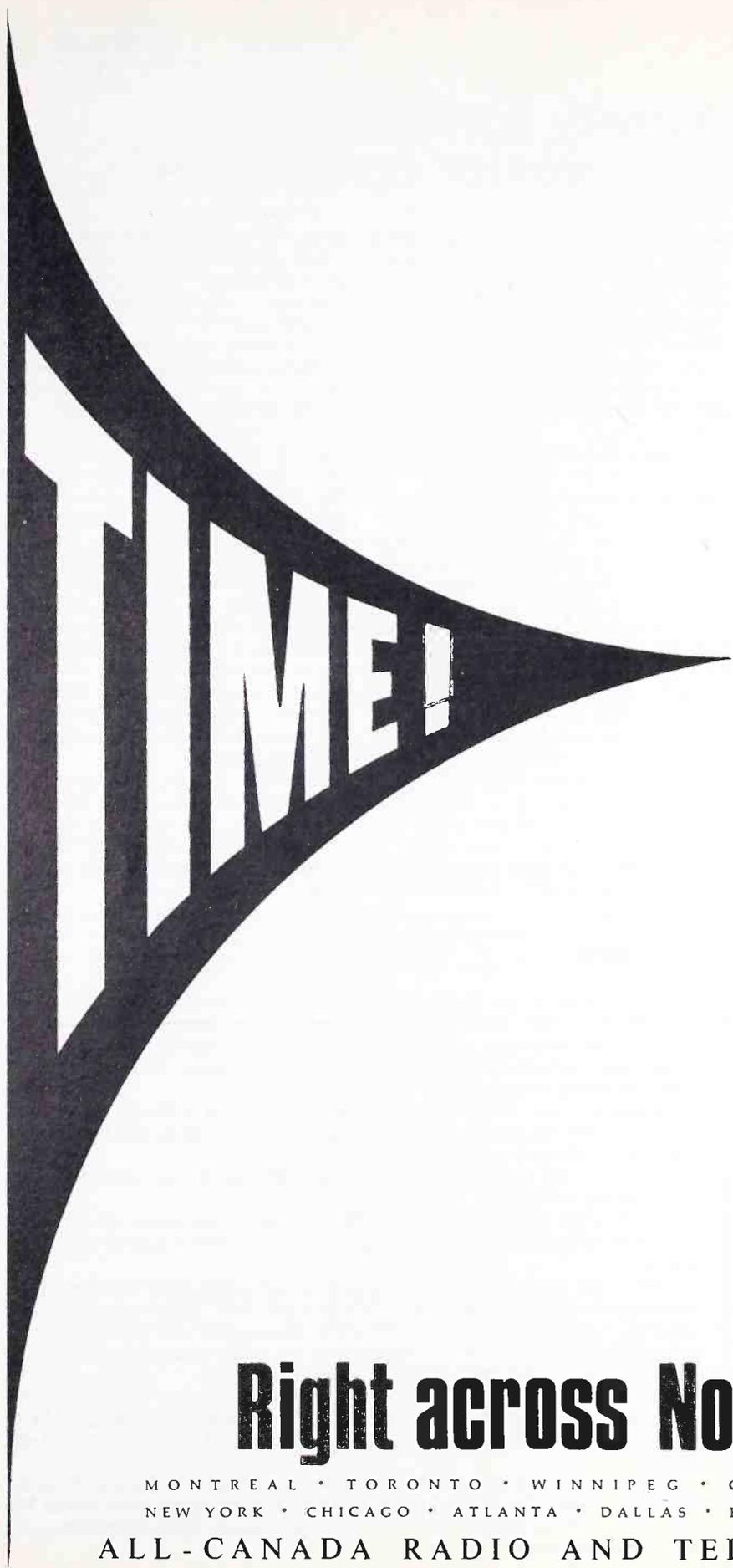
With press and radio muzzled, the stifling of other private enterprise was only a matter of time.

As everyone knows, today, in the Communist countries, government control of information and all forms of cultural endeavor is used to dominate people.

This is not to suggest that the Canadian Radio-Television Commission is preparing to ride rough-shod over Canadians and their democratic rights. Its objective — and we believe it to be both a commendable and honest one — is to provide the public with an opportunity to enjoy home-grown Canadian talent, performing for and informing its fellow-Canadians.

But what it is really doing — perhaps unknowingly — is laying the foundations on which other less scrupulous authorities may readily build a fascistic machine, comparable to the one Hitler used to enslave most of Europe.

Canadians are not being told of what their government is doing to them in their own name. The failure of broadcasting and the other news media to bring the whole matter out into the light of day, makes these communicators accessories before and after the fact.



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sell it  
and  
save it**



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# NEWSCAST

## AN INTERVIEW WITH JUNEAU

The Canadian Radio-Television Commission (CRTC) is expected to make a major policy statement shortly that will give viewers a strong mediation of what they will see on cable TV in the future.

Broadcasters argue that the recent proposed broadcast regulations give the cable operators an unfair competitive advantage and could destroy the Canadian industry.

Pierre Juneau said in an interview that while cable operators might enjoy some advantage if the proposals were put into effect under present circumstances, this would not likely materialize because of the added responsibility that may well be placed on them.

It seems likely that such responsibility would consist of requiring cable companies to carry a specified amount of local programming and Canadian content. With only the 12-channel capacity of most cable systems, this could place severe limits on the number of U.S. channels carried.

Juneau said that the Commission is giving no thought to softening its Canadian content proposals, although these would be flexible until all points of views are heard.

"There might also be," he said, "some 'quality programs' admitted as 'neutral content,' without being counted as foreign programming."

Such an exception has been made for the popular U.S. program "Sesame Street". However, he said, major sports events would not qualify as exceptions.

"The Commission," he added, "has had great difficulty encouraging quality broadcasting. The answer," he said, "might lie in passing content regulations, then allowing exceptions for high-quality shows."

The CRTC also hopes to encourage broadcasters to specialize more in audience selection, catering to what Mr. Juneau called the multi-minorities across Canada.

This may require a new rating system to show both the overall size of a station's audience and the makeup of the audience.

"A company might want to advertise its product only to a fairly small group," Mr. Juneau said, "but a small station able to show it covered this audience would get the advertising."

"The logical conclusion is that small stations can exist, even with the new Canadian content proposals, by specializing to a greater extent."

Juneau said the proposals for more Canadian content are based both on the requirement in the Broadcast Act for a distinctly Canadian system and on the CRTC's belief that Canada can develop an original programming character.

Parliament has passed the act as an expression of the will of all Canadians, but now people are complaining because the CRTC insists the requirements of the act be met. Mr. Juneau said, adding: "I'm sick and tired of the ambiguity of the people in this country."

"Canadian artists, technicians, and producers were becoming discouraged," he said, "and unless action was taken to improve the quality of broadcasting they would leave for the U.S. and other countries." He said action must be taken now.

## A GOLD RECORD FOR "THE GUESS WHO"

Nimbus 9 productions have just received the news that The Guess Who recording of "NO TIME" will receive a gold record. This is their third gold record certification within a year, and is recorded on the RCA label.

The Guess Who Group has just finished recording their 4th album in Chicago.

Other Nimbus 9 releases are "Cat", recorded by the group of the same name called Cat., Copper Penny and a second Bonny Dobson album, entitled "Good Morning Rain."

## NO TV FOR SASKATCHEWAN HOUSE

Premier Ross Thatcher has told the Saskatchewan Legislature he is most unenthusiastic about television in the House. He said his government is not contemplating it.

His comments followed argument by the opposition New Democratic party over the question of televising House proceedings.

Alan Blakeney, the NDP member for Regina Centre, said: "what we are really looking at is not whether there will be TV, but under what terms there will be TV." He added: "There is no way we can carry on our affairs as a private club."

## JWT BILLINGS UP 16%

J. Walter Thompson Company in New York had record increases in both billings and earnings for the year 1969 over 1968.

Worldwide billings, including capitalized fees, were up 16 per cent, from \$637 million to \$740 million. The Company's net earnings rose 21 per cent from \$5.5 million to \$6.6 million.

J. Walter Thompson's 1969 growth of \$103,000,000 represented a 13 per cent increase in volume within the United States and 21.4 per cent increase outside of the United States.

A major contributor to the latter was J. Walter Thompson Company Limited of Canada, with offices in Montreal, Toronto and Vancouver, where the billing increase, 1969 versus 1968, was 40 per cent. In dollar volume, 1969 versus 1968 billings rose to \$28.6 million from \$19.8 million.

## MAY 7 IS BROADCASTERS' DAY

Thursday, May 7, is Broadcasters' Day for everyone in the Broadcast Executive Society. The Galloping Gourmet Graham Kerr will be the guest luncheon speaker in the Canadian Room of the Royal York Hotel.

Through the co-operation of the Radio Sales Bureau, the BBM Bureau of Measurement and the Television Bureau of Advertising (who are holding Annual Meetings in the hotel the same day) their members are being invited to attend this luncheon.

Moreover, the May luncheon will be in honor of the ladies.

Invitations are extended to everyone to bring their wives and/or secretaries to this gala affair.

## STANDARD TO BUY CHML/CKDS-FM HAMILTON

W. C. Thornton Cran, President of Standard Broadcasting Corporation Limited has announced that Standard has agreed to purchase Hamilton's Radio Stations CHML and CKDS-FM. The agreement is subject to Canadian Radio-Television Commission approval which is now being sought. Mr. Cran stated that Tom Darling, president of CHML, has agreed to remain as chief executive officer and that the stations will continue to operate with the same competent management and staff. Tom Darling said "Standard's association will greatly strengthen our ability to serve the growing community as we have done since 1928".

Standard has, for the past two years, worked closely with CHML and CKDS as its national sales representative in Eastern Canada and the United States, and has supplied the Standard Broadcast News Service to provide national and international news to these stations.

## MILLS TO JWT

Jerry Mills, 31, has joined J. Walter Thompson as an account representative.

Formerly with MacLaren Advertising, he has had a wide experience in the field of merchandising. He was a product manager of Quaker Oats and merchandising manager at Sterling Drug.

Mills was born in Owen Sound, Ontario, is married and has two children. He has an A.A.M.C. certificate from York University and an engineering degree from the University of Toronto.

## YORKTON SEEKS CKRM, REGINA

Yorkton Broadcasting Company Limited, of Yorkton, Saskatchewan, applied to the Canadian Radio-Television Commission in Ottawa to buy CKRM Radio in Regina from Cambrian Broadcasting Company Limited. The Yorkton CJGX owner did not reveal the purchase price proposed for CKRM.

George Gallagher, Yorkton President, said the Regina station has not turned a profit since 1967. But he said by a concentrated advertising sales program, Yorkton felt it could start paying within three years.

Cambrian also owns CKSO Radio and CKSO-TV in Sudbury, a CBC affiliate.

## CULTURAL SURVIVAL DEPENDS ON BROADCASTING

If Canadian culture survives, it will be largely due to the success of broadcasting — public and private — and particularly the Canadian Broadcasting Corporation, said George F. Davidson, CBC president.

Speaking at a service club luncheon, Mr. Davidson said the CBC's challenge in this decade would not be keeping up with technology, but by providing good programming for the Canadian people to compete with the most powerful broadcasting entity in the world, the United States.

He said there are many changes in technology today such as cable TV and communication satellites but CBC's emphasis would be on content.

He said cable TV may alter the pattern of broadcasting transmission although standard methods will remain for rural areas. Cablevision does represent a technical challenge.

The CBC now serves 96.9 per cent of Canada with television and 98 per cent with radio, but the CBC has an obligation to serve all Canadians. However, the cost of reaching the remaining two or three per cent not served is staggering, he said.

## 790,000 COLOR SETS NOW IN OPERATION

The number of color TV sets in operation in Canada as of March 1, 1970, was 790,000 units, reports the Electronic Industries Association of Canada (EIAC). This total includes both made-in-Canada sets as well as sales by import distributors. Sales in 1969 totalled 315,000 sets compared with 190,000 (1968) and 120,000 (1967). Color television only started in Canada on September 1, 1966, it will be recalled.

Where have these 790,000 color TV sets been sold? According to EIAC, sales have been spread across the nation as follows: Ontario (40.4%); Quebec (21.8%); B.C. (12.4%); Alberta (10.1%); Manitoba (6.2%); Saskatchewan (4.0%); Nova Scotia (2.9%); New Brunswick and Prince Edward Island combined (1.6%) and Newfoundland (0.6%).

## CBC INTERVIEW CRITICIZED

The CBC's French-Language Television network was criticized in the Quebec National assembly for interviewing a member of the FLQ released from jail on bail.

Justice Minister Remi Paul said he finds it strange that public funds have been used in what he described as an attempt "to deify career criminals whose only goal is to over-throw the system with the use of force."

## DIEFENBAKER ASSAILS JUNEAU

John Diefenbaker, PC-Prince Albert, asked State Secretary Gerard Pelletier whether he would get an explanation from Chairman Pierre Juneau of the Canadian Radio-Television Commission regarding the cancellation of a radio licence.

He said he was referring to radio station CKPM in Ottawa, and he said Mr. Juneau had stated that he couldn't conceive of the present licence-holder having the right to re-apply for another licence. Mr. Diefenbaker asked whether Mr. Pelletier considered it proper that a Canadian should have his rights determined by Pierre Juneau.

The minister said Mr. Diefenbaker's statement did not correspond with the "truth, reality or facts."

Mr. Diefenbaker said Mr. Pelletier's evasion might be all right in a newspaper office, but not in Parliament.

Mr. Pelletier said the CRTC is not only Pierre Juneau. It was "an entire council of Canadian radio and television." He suggested that Mr. Diefenbaker read the Broadcasting Act.

"Who is this minister who dares to treat Parliament so insolently," asked Mr. Diefenbaker. "He laughs at Parliament."

Later Mr. Pelletier told J. Patrick Nowlan, PC-Annapolis Valley, he would be "very pleased" to communicate with Mr. Juneau to see whether there should be a further explanatory statement in this case.

Outside the Commons, Mr. Diefenbaker continued his attack on Pierre Juneau, suggesting that "one could almost conceive we had a new Caesar in Canada."

Mr. Juneau's conduct, the former Conservative leader said, was high-handed and the cancellation of the CKPM licence "has all the earmarks of the Star Chamber" — the closed court used to strengthen the English monarchy in the 15th and 16th centuries.

Mr. Diefenbaker insisted the cancellation was an infringement of human rights.

## MOTHER TUCKER'S YELLOW DUCK

Richie Yorke of The Toronto Telegram "doubts if there is a band in Canada which is so musically close knit".

"Mother Tucker's Yellow Duck", better known as "the Duck", was hatched about two and a half years ago in Vancouver, B.C. Patrick Caldwell from Toronto started the group and decided on the name while driving across the Prairies with a friend from Regina. "Mother Tucker's Yellow Duck" was to be the name of a gold mine or trucking business, but instead became the group's name. Pat is the Duck's poet and doubles on harmonica and tambourine.

Charlie Faulkner the bassist, was a season with

the Vancouver Symphony Orchestra. Don McDougall was a wandering folk singer from Winnipeg.

Hugh Lockhead of Vancouver was asked to sit in as the drummer for the Ducks.

Leslie Law, the newest member, joined last summer, as lead guitarist.

Capitol Records released their newest single "Starting a New Day" April 1. The lyrics and sounds are up-tempo, fresh and strongly vocal with vital appeal to make the Top 40 charts.

Terry Brown of Motherload fame and Paul White are producing their album for Capitol to be released May 1.

## CHETWYND FILM TAKES FIRST PLACE

A 27-minute color film depicting the robust annual Calgary Stampede, has won first prize in its category at the fourth annual film festival sponsored by the Pacific Area Travel Association.

The prize-winning Canadian film, produced by Chetwynd Films Limited of Toronto for the Calgary Exhibition and Stampede was the winner in the North American regional contest. It will now compete against three other winners, from the Orient, South Pacific and Southeastern Asia, for the honor of being named Pacific Area Travel Association's film of the year. Judging for this award will take place during PATA's 19th annual conference in Auckland, New Zealand, April 13 to 17.

"Stampede Fever" was entered in the festival by Burritt Travel Service of Calgary, and prints of it are distributed in the United States through the Canadian Travel Film Library with offices in New York, Chicago and San Francisco.

## CKPM's STEWART SPEAKS OUT

James A. Stewart, president of Ottawa radio station CKPM, contends that he was "tried, found guilty and convicted without benefit of hearing" by the Canadian Radio-Television Commission.

In a recent statement, he says his company, Confederation Broadcasting Limited, was presented at a Toronto public hearing of the CRTC last February. He says he did not attend personally because he did not expect questions of station management and financial control to be considered by the commission.

Stewart's statement said he sent a representative to the Toronto licence hearing who was "unfamiliar with management and financial aspects" of CKPM.

Once Stewart heard that these had been raised, he said "I immediately travelled to Toronto and made a request to appear before the Commission and was informed by the secretary that this was not possible."

He said he then wrote to the CRTC asking to appear at a future date of its choosing. He said there was no reply to this letter up to the time the short-term renewal was announced.

## JWT DOES IT AGAIN

Two commercials made by the Toronto office of J. Walter Thompson Company Limited have been awarded certificates of merit by the Hollywood Radio and Television Society.

One was a television production for Labatt's 50 Ale, a 10-second commercial written by JWT creative group head Peter Proudman and produced by Graham Orwin.

The second award was for a 30-second commercial entitled "Heartbeat", a public-service commercial prepared for the Red Cross Blood Donor Service. It was written and produced by Digby Wright, JWT's creative director.

The awards were presented at the International Broadcasting Awards Presentation Dinner at the Century Plaza Hotel, Hollywood.

## ANTI-SMOKING SPOT SCARED CHILDREN

The Commons Broadcasting Committee was told an anti-smoking commercial which featured the collapse of a vampire from an overdose of smoke was withdrawn from television because some parents complained it scared their children.

The commercial was produced by the National Film Board for the Department of Health and opened with shots of a woman madly smoking as she waited in terror. A vampire-like creature bursts through a window, bites the woman on the neck and keels over with a mouthful of smoke.

In a taped interview prepared by the Union of NFB workers, former Board film maker Grant Munro stated the Health Department withdrew the commercial in alarm "after a few letters of protest."

## BEST RECORDINGS OF 1969

The nine-man group Blood, Sweat and Tears, the pop song "Games People Play," and a recording of Bach played on an instrument called the Moog synthesizer shared top honors when the best recordings of 1969 were announced by the National Academy of Recording Arts and Sciences in New York.

The best contemporary vocal performance awards went to Peggy Lee for "Is That All There Is?" and to Harry Nilsson for "Everybody's Talkin" which is part of the soundtrack of "Midnight Cowboy."

Johnny Cash won twice for his country vocal performance on "A Boy Named Sue" and for the album he wrote for Bob Dylan's "Nashville Skyline." Shel Silverstein, writer of "A Boy Named Sue" also won as the award for best country song.

The best female country vocal performance was Tammy Wynette's on "Stand By Your Man," the best group country performance, Waylon Jennings and the Kimberlys, on "MacArthur Park," and the best country instrumental, the LP, "The Nashville

Brass Featuring Danny Davis Play More Nashville Sounds."

## U.K. TV GETS TAX CUT

Britain's commercial television companies received a mammoth tax cut to help keep them out of the red.

Minister of Posts John Stonehouse told Parliament the tax cuts, starting April 15, will amount to 15 million, six hundred thousand dollars for a year.

The 15 companies engaged in commercial television now collect about 247 million dollars a year of which more than one-third goes for taxes.

The amount of tax, combined with a decline in advertising revenue and increased costs because of color television, have seriously harmed several of the smaller companies.

The head of the Independent Television Authority, Lord Aylestone, has predicted that unless taxes were reduced commercial television would be in the red by 1972.

Among those suffering is Scottish TV, which Lord Thomson once described as a licence to print money. He admits his remarks may have been a bit injudicious, but they were true at the time.

When Thomson launched Scottish TV in 1957, the company soon began to make high profits. Other regional operators, from London to Aberdeen, also found they were mining a rich source of revenue. Advertisers were eager to promote their products through the single commercial channel shared by 15 program companies.

But the government was also aware of the TV profit potential. A graduated levy, ranging up to 47.5 per cent, was imposed on advertising revenue. This was in addition to the universal company income tax and the rent paid to the independent TV authority, the governing body, for use of transmitters.

Added to these costs are current heavy outlays necessary for studio and other conversions for transmissions in color.

As long as revenues kept rising, the TV operators were happy. As the operators now find, advertising revenue hasn't kept pace. The biggest companies have been forced to cut profit forecasts by 50 per cent. Others, including Scottish TV, have found their profits have almost vanished.

Scottish TV is currently about one million 300 thousand dollars behind in its rent to the TV authority.

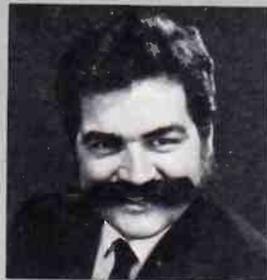
Thompson said in a London interview: "These are difficult times for the whole TV business. Advertising revenue has fallen off badly. Business has been affected by the government's economic squeeze. Business will come back but everyone seems to be waiting for the April budget."

Thomson and many of his TV colleagues are hoping the government will have pity on the industry and reduce what they describe as the "back-breaking" levy. They have a feeling that though this may be a "stand-pat" budget, the government doesn't want to see the operators pushed into bankruptcy.

**MATCH' • MAK • ER** \-, mach-, mā-kər \n:  
One who makes plans to bring about a match between two things; also, one who arranges matched objects, as a CBC-TV representative.

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# In conversation with George Davidson President, CBC



Like all the features I've done for this series of Special Projects, this interview was both delightful and interesting. I found Mr. Davidson, most knowledgeable about Broadcasting and the CBC in particular, considering the man has only had this enormous task for two years.

In the broadcast industry, he is probably the busiest man in Canada, and if all the employees of the CBC worked as hard as he does and most of his executives do, cutting CBC expenses would be easy. But you could apply that statement to almost all broadcast stations and networks.

My purpose in talking with Mr. Davidson was simply to hear him out as to the CBC function, where it is going and can it do all the things so many of us expect from it, especially in the jungle of communications explosion, affluent society, inquiries, new regulations and a lot of criticism.

This interview should be interesting to all people connected with broadcasting and perhaps more so, to the private affiliates of the CBC.

**REINHART:** Mr. Davidson, are you satisfied with the mandate of the CBC, or would you prefer a little more clarification as to what broadcast function the CBC should provide?

**DAVIDSON:** I think the mandate, as it is set out in the Broadcasting Act of 1968, is a reasonably clear mandate. One could always ask for the little shadowy places having more light thrown on them, but on the other hand, this would be a mistake, I think, to try to write into the legislation too much in the way of detail, direction. So far as my limited experience is concerned in the two years I have been with the Corporation, I have found that the mandate as spelled out in the Broadcasting Act is good, clear and statesman-like spelling out of the objectives towards which the Corporation should strive.

**REINHART:** And still leaving you a certain amount of flexibility, which in broadcasting is obviously required?

**DAVIDSON:** That is correct. We've had

an opportunity to review the proposals now contained in the Broadcasting Act, which are still in the bill stage, we made one or two suggestions, not of a critical or vital nature. Some of these were accepted, others were passed up, but in the experience we've had in the last two years we have not found any real difficulties in understanding and interpreting what the mandate is supposed to impose on us in the way of obligations. A great deal of course, will depend on the way the mandate is interpreted progressively by the CRTC, by ourselves and by other interested parties down through the years. For example there is one particular obligation laid upon the Corporation having to do with the contribution it's expected to make to the development of national unity and the continuing expression of Canadian identity. No one has defined in the law, what is meant by National unity; or by the Canadian identity. In the absence of any spelling out of what is meant by that, and again

I say it may not be wise to try to spell it out too precisely, but in the absence of any clear-cut guidance from any source on that, the Corporation must place its own interpretation on the meaning of these expressions, must follow the course of action that it thinks is consistent with the direction laid down by the mandate and sooner or later we're going to find out whether the CRTC, and the other interested parties and authorities in parliament and elsewhere, agree that our interpretation of this particular injunction is a sound and accurate one or not.

Only experience will tell whether the mandate needs to be spelled out with greater clarity than it has been in the act.

**REINHART:** Do you think that people expect too much from the CBC? Especially in promoting National Unity and the Canadian Identity. Can it really be done with the emphasis on broadcasting?

**DAVIDSON:** It's not really possible, I think to answer that question, do people expect too much from the CBC. Some people in the twenty-two million Canadians, do expect too much of the CBC. Some people don't expect enough of the CBC. I think it would be correct to state that it's unrealistic to expect that the CBC in and of itself, by its unaided efforts, can contribute visibly and tangibly to the promotion and development of Canadian Unity, unless there are other forces working in the total Canadian community which are also contributing to the strengthening of

Canadian unity and of our identity. We are part of the totality of forces at work, constructively we hope, in our Canadian society. But we happen to be the only organ, the only agency, in all of Canada that has a legislative mandate laid upon it to do something in this field. And this does put us in a unique position, but it doesn't mean and it can't mean that we have the sole responsibility and that nobody else in Canada, none of the other agencies, cultural or otherwise, has any responsibility in this field.

**REINHART:** This may strike you as a different subject, but I believe it ties in to some degree at least. Everything the CBC does ties in with the mandate. How does the present balance of commercial versus sustaining on CBC stations and networks strike you? Is the commercial operation too high, too low, or is it just right?

**DAVIDSON:** You ask me how it strikes me. Well it strikes me in the first place that this question has nothing to do at all with the first question you asked me. It has nothing to do at all with the mandate of the CBC. And I say that because, if you examine the legislation, which contains the mandate, you will see no reference made to any role of the CBC in the commercial field.

There are programming responsibilities spelled out in the mandate, but the legislation is silent on the question, whether or not the CBC should endeavor to derive part of its revenues from commercial activities. Therefore the decision to have the CBC enter the commercial field is a decision taken by the Board of Directors of the Corporation, outside of the legislative framework within which the CBC itself operates. Now you say, how does the present balance of commercial versus sustaining on CBC stations and networks strike me? I'm frank in saying that I feel there is a greater over emphasis on CBC English language television programming today, on commercial revenue possibilities than I like to see on my own home screen. I think on radio this does not apply, I think it does not apply during the daytime hours particularly, I think it applies much less on the French network than it does on the English network. But I confess to a degree of some discomfort.

**REINHART:** What I really meant was, perhaps unofficially, commercial revenue has become a part of the mandate, because you are dependent to a degree on that revenue, to help pay for those things that must be done, or that the CBC is expected to do.

**DAVIDSON:** I make a distinction between our need of money, which we have, and our policies as a corporate body, and the mandate laid down by parliament. Again I say to you, no matter how obviously necessary the

commercial revenues are to our ability to carry out our total operation, the fact remains that, in the Broadcasting Act itself, in the direction given to us by parliament, to the best of my knowledge there is not one word said on the subject of commercial revenue possibilities as being a part of the CBC's financing.

**REINHART:** So while you are dependent on commercial revenue at present, if I read you properly, you would just as soon not have to depend on having to be in the commercial business of broadcasting.

**DAVIDSON:** I don't say that if I were given my complete freedom of decision making, that I would wish to withdraw entirely from the commercial field. What I am saying is that, in the present state of affairs, where we are deriving one dollar out of five from the commercial side of our operations, the distribution of our total program mix, radio and television, is such that I find in the prime time hours on English language television, an excessive amount of commercialism.

If I could find some way of distributing that more evenly over the total number of program hours, or spreading it over radio and television in a more acceptable way, it seems to me, it would not necessarily have to result in the reduction of the total amount of commercial activity. But there is, because of the nature of our broadcasting operations which you are familiar with, the fact that daytime hours are of less interest to advertisers than nighttime hours; the fact that radio, as we program radio in the CBC, is of less commercial interest to advertisers than commercial radio stations. Because of these factors, there is an undue concentration, in my opinion, of commercial penetration of the prime time English television periods.

**REINHART:** And I suppose this will last just so long as advertisers continue to buy quantity audiences rather than quality audiences. There's not much you can do about that.

**DAVIDSON:** Well, the CRTC is doing something about it. So it doesn't necessarily follow that it will last as long as the advertisers maintain their posture. We are now in the process of having to adjust to the new rulings which the CRTC proposes to lay down for the broadcasting industry generally and the CBC initially beginning in September of this year.

I think that will have some effect on this overloading of the prime time periods with commercial material.

**REINHART:** Since contacting you originally, a question has come to mind. It has been stated since the announcement of the proposed new regulations, that perhaps the CBC should have a different set of

regulations than the private broadcasters. Do you subscribe to that idea?

**DAVIDSON:** I would not subscribe to it in a vacuum. I will not buy a pig in a poke. If you tell me on what basis the CBC is to be differentiated from the private stations, I would be in a better position to judge whether or not, in my opinion, it would be proper to establish a different set of regulations for the CBC. But I would remind you that it's not quite as simple to draw a dividing line between the CBC and the private stations, because we have our affiliates who are part of both sides of the equation, and the affiliates are private on the one hand, but they carry out certain national broadcasting service obligations on the other. Before I could answer your question, I would have to know what differentiation would be proposed in the regulations.

**REINHART:** The one specific comment that I heard on the CBC National News was to the effect that the two networks, CBC and private should have different regulations. That your Canadian content quota should be higher than the private network.

**DAVIDSON:** Why?

**REINHART:** Because the CBC was working on taxpayers' money and was therefore being subsidized or paid to carry out the business of building a Canadian identity.

**DAVIDSON:** The CBC and the CTV and every private radio and television station in Canada — they're all working on the taxpayers' airwaves. Those airwaves are the property of Canada. They're held in trust by the CBC and by the private stations, just as much as they are by the CBC. There are therefore obligations that are imposed upon both the private and public stations, to exploit these airwaves, not entirely for private profit, but in the interests of the people of Canada. And I would have to say that the obligation rests on the private broadcasters as it does on the public broadcasters, to remember that it is part of their obligation. It is part of the conditions under which they received their licenses in the first place. To provide Canadian content programming and to provide it at a level of quality and quantity, which justifies the public authorities who control and regulate broadcasting, in continuing from year to year, the licenses which they have been given as a public trust.

**REINHART:** Do you think the day will ever come when the CBC will operate as the BBC does, with no dependence on commercial activity?

**DAVIDSON:** This is a question that would have to be answered by someone who has a greater insight than I have into the workings of the parliamentary mind. Obviously the CBC cannot be released from its dependence on commercial revenues, which as I

mentioned constitute 20% of the gross budget of the Corporation. We cannot be released from this dependence, except if parliament is willing to take up the slack and to provide us with replacement funds or alternatively if parliament and the people of Canada are willing to tolerate a substantially lesser degree of activity in providing broadcasting services to the Canadian people than we are able to carry out at the present time.

**REINHART:** Will the new proposed regulations for instance, mean a diminishing service? I mean in length of schedule and total number of hours of service? Because you did not receive an increase in budget. I don't know how you're going to make present funds stretch to do more Canadian production.

**DAVIDSON:** This is part of the problem we face in the management of the Corporation. You are quite right, we were given no increase in funds next year. New obligations are being placed upon us. We have to consider what are the various alternatives open to us, one of which would be the reduction in the number of hours. I think it's fair to say, incidentally, that the new rulings of the CRTC may very well have some effect on the volume of our commercial revenues because, as you know, the rulings will provide for the inclusion of promotional announcements and of

public service announcements in the commercial time, which is limited to twelve minutes per hour and this can have some effect. The only answer as to how we're going to do it is that we must produce a larger amount of Canadian programming without a diminution of quality, by better utilization of the financial resources that are made available to us.

**REINHART:** It will mean removing some American or Foreign programming from the schedule and those funds can be devoted to Canadian programming. In my experience, those American programs that you remove won't make that large a contribution to the Canadian production fund.

**DAVIDSON:** That's correct. The American programs can be typically obtained at much lower cost than any corresponding Canadian program could be produced and, as you probably found from your own experience, it's typically less easy to sell a Canadian program to the advertiser and recoup all of or part of the costs of production, than it is to sell an American program.

**REINHART:** At the present time you are dependent on quite a few private affiliates for distribution of the national service. There is an option time plan. I think if I were in your place I would want more distribution of more national programming. There is now programming of a national nature which

should now be distributed coast to coast. Will the new proposed regulations perhaps assist in getting more exposure of national programming?

**DAVIDSON:** I think that is a distinct possibility. I think that many private stations may very well find that it is cheaper to carry an additional amount of free programming from the CBC, than to have to incur the expense out of their own pockets of producing Canadian programming to meet the more stringent requirements.

I'm looking to having our CBC programming acquire a new popularity among our affiliates, as they seek ways and means of meeting this new requirement.

**REINHART:** Do you see the day, will it ever happen that you won't have to depend on private affiliates for the distribution of the national service?

**DAVIDSON:** I don't visualize the day arriving when we will have CBC owned and operated coverage in every part of Canada, to the point where we would no longer wish to utilize affiliates. I make one exception in that. Should the day come when we have direct satellite to home broadcasting, this throws everything into the melting pot. It's conceivable that you would have a system under those circumstances in which you would simply have your transmitting facilities beam your programs to the satellite, the satellite



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beaming those programs back directly into the individual Canadian home. Under those circumstances, both the affiliated stations and the CBC owned and operated transmitting stations, would no longer be necessary elements in the chain of transmission. But that's looking ahead to a situation that isn't likely to develop for some time and my answer to you in terms of our present and interim situation is, as long as we need CBC owned and operated stations to transmit our programs and distribute them, I think we will continue to need and want to utilize private affiliates as well.

**REINHART:** You touched on a very interesting subject and that is the satellite to home transmission. While that may be quite some distance in the future, it is possible that cable companies would have ground receiving stations and distribute those signals, at least in cities or wherever there are cable companies.

**DAVIDSON:** Or wherever there are profits to be made.

**REINHART:** The next logical question, even looking a great distance into the future — what will happen to many of your affiliates if all of a sudden they don't have network programming to depend on? How will they survive? It's difficult to visualize how they will program. What kind of service will they offer?

**DAVIDSON:** Well, what you are saying is, the affiliates need us just as much as we need them. And that's true. And the more the small affiliate — and it is the small affiliate I'm thinking of — the more he finds that his territory is being invaded by cablevision, which is bringing into his territory the programs of the American networks, the Canadian networks, a variety of stations which can't reach his territory, the more that happens, the more the individual station operator, whether he's an affiliate of ours or he isn't, is going to find himself in real difficulty, because he's going to be competing or trying to compete, through his local programming effort, with a much bigger element of competition than he has ever had to cope with before. A much bigger element of competition than he is really equipped, even under the most favorable circumstances, to compete with. I think this has to be recognized by those who are responsible for regulating and licensing cable.

At the present time cablevision is providing transmission facilities, an alternative method of delivering programming. They are contributing nothing, or almost nothing, in the way of program material to be transmitted. And it still remains true that you can have all the pipelines stretching across Canada, into every little nook and hamlet, but if somebody isn't producing

programs to put into the end of the pipeline, those pipelines serve no purpose as far as broadcast communications are concerned.

I believe myself, there is an excessive pre-occupation at the present time with the mechanics of transmission. There is a tremendous amount of money being invested in the hardware of transmission.

We're investing in satellite development, we're investing in cable, we're still investing in hardware of the traditional methods of communication, and you know, in our pre-occupation with the mechanics and the hardware, it seems to me we're sometimes losing sight of the fact that none of that hardware serves any purpose at all, unless there is good program material being made available to put through the transmission devices, whatever they may be.

And good program material doesn't mean material that has been produced and put in the can in other countries and is being dumped at economical prices across the land of Canada, if broadcasting and communication are to mean anything in the life of Canadians. There must be some program production worthy of the name, by Canadians in Canada, and for Canadians. This I say is not just an obligation of the Canadian Broadcasting Corporation, which clearly has an obligation, but it's equally an obligation of the private

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broadcasters who have got their licenses to exploit the publicly-owned airwaves under conditions which require them to discharge their trust and obligations to the people of Canada.

**REINHART:** May I ask you what you think of the cable operators now getting into programming? They are being forced into programming. So far it's supposed to be local Canadian, but there is talk of national cable networks, regional networks. What type of programming do you see them deliver? Will they duplicate what the Corporation is attempting to do?

**DAVIDSON:** I would like to think that the cable operators in the discharge of their responsibilities for the production of program material, would give the CBC strong competition in the production of good quality Canadian programs, utilizing significant amounts of Canadian creative talent, singers, artists, writers, dramatists and all that, because the Canadian Broadcasting Corporation alone cannot support and maintain the Canadian talent pool in the way that is necessary if we are going to have a proper growth of the arts in our own communities. We need the help of private broadcasters to do that, we need the help of the cable people to do that. They are taking large sums of money out of the economy through their cable operations. They have an obligation to plow some of it back and I hope they will recognize this obligation to plow this back, not just in weather reports and bulletin board announcements, but in some meaningful Canadian content programming, not just news and public affairs, but the quality kinds of programming that I suggest to you is done relatively rarely in this country, unless it is done by the Canadian Broadcasting Corporation.

**REINHART:** Mr. Davidson, if the Corporation were to go less commercial, has any thought been given to some form of compensation to the private affiliates, particularly the smaller ones who depend a great deal on network revenue to stay in business.

Has any thought been given to in some way compensating them for carrying the national service?

**DAVIDSON:** I think the fair answer to that is, while there has been some discussion on this as a theoretical question, from time to time, no serious thought has been given to this, so far as my knowledge of the Corporation is concerned. It is true that we have from time to time posed to ourselves the theoretical question: "What would the situation be, if we were to withdraw completely from the commercial field?" "What would our relationships with our affiliates and the obligation to distribute the National Broadcasting Service involve us in?" And there has been some theoretical discussion as to how we might continue to have the private

affiliates distribute a national service or a program service on the basis of some kind of payment for units of time and so on.

I think however, it would be very misleading to leave in anyone's mind the thought that this is likely to be a course of action the Corporation would seriously contemplate. I would remind you that the private stations have applied for their licenses and have received their licenses, exploit the public airwaves, to their profit and that's what they're in business for, under conditions that obligate them, in return for their chance to exploit the public airwaves for their profit, under conditions that obligate them to carry the National Broadcasting Service. I don't understand really why consideration should be given to paying the private stations to carry the National Broadcasting Service, when this is an obligation which they undertook to discharge at the time they were applying for their licenses. Now, the effect of us withdrawing partially or wholly from the commercial field might be that we would have to review our relationship with our affiliates, and negotiate with them a smaller number of program hours in order to give them a greater opportunity to make up commercial revenues from the hours that we've released back to them. But again I come back to an earlier answer, that I gave to you, on the possible effect on our affiliates of the new CRTC regulations. I'm not sure that the situation will not in fact be the reverse; that the private affiliate will find it to his advantage to take more Canadian Broadcasting Corporation programming, which is supplied to him free of charge, whether or not commercial revenues accompany it. They may have to step up their CBC programming in order to meet Canadian content regulations.

**REINHART:** Of course, if you follow your present practice of local availabilities to the stations, since there is no programming cost, this could be very attractive.

**DAVIDSON:** With an increased amount of CBC programming you mean?

**REINHART:** Yes.

**DAVIDSON:** That we would supply the programming material to them, let us say in increased quantities, and an increased number of hours, and we would do with this number of increased hours, as we do with hours at the present time, allot to them a certain number of local availabilities.

**REINHART:** That's right.

**DAVIDSON:** There is no reason to believe that pattern would change in any way.

**REINHART:** That could be very attractive to the CBC private affiliated stations.

**DAVIDSON:** I would think so. My own feeling frankly is that the result of the

CRTC regulations will be to increase the demand for CBC programming.

Even if we were to move to diminish the amount of commercial time we make available in our CBC programs, it would still be to the advantage of the private stations to utilize CBC programming, rather than to have to go elsewhere for Canadian content programming, either through acquisition or having to produce it themselves.

**REINHART:** I imagine your affiliates are most anxious to get a look at your next season's schedule.

**DAVIDSON:** So am I.

**REINHART:** I imagine so. I would think your creative people have always had many program ideas, that due to time limitations they could never get on the air. Do you think you will go back to the original type of CBC programming of more drama and more variety? Do you or have you thought of plans for instance of a longer national newscast? The trend seems to be to thirty minute or even longer news broadcasts.

**DAVIDSON:** We have discussed in recent years, on the French network, the possibility of an extended newscast. We have not discussed this, to the best of my knowledge, certainly not at the senior level, in respect to the English newscast. I have an open mind on that question. It really depends upon what you regard as being a newscast.

If you maintain the distinction that we have maintained in the past, between hard news which we contain in our newscasts and commentary or backgrounding the issues of the day, which we have tended to isolate and produce in our public affairs format, if you continue to maintain this distinction, you may find it pretty hard to get a half hour of really hard news to broadcast every evening on the National News.

But to the extent that you allow these two forms of information to merge, and you allow commentary and backgrounding the news to be integrated into the hard news broadcast, it may be possible to produce a longer, even a half hour format.

Once again, depending where this longer format is inserted into the schedule, there may or may not be some resistance from the private affiliates to taking a half hour news program.

I can tell you of one station that we entered into an arrangement with this year, where we wanted to provide a half hour combined news and public affairs or commentary program, between the hours of six and six-thirty in the evening, and the hair just stood up absolutely straight on the heads of the owners of this station, because they say this 25% of the time between six and eight is when we make all of our money. Now some of our private affiliates might be quite content to have us produce a

half hour news program after 11 o'clock at night when their revenue possibilities fall off, but if we were to put a half hour in at other times of the schedule, they might not be so enthusiastic.

**REINHART:** But under the new regulations, and I think perhaps we are at the point where we've had it . . . I dislike comparing us with the Americans, because I sincerely believe we have a better system. But to me it makes an awful lot of sense to have a national news broadcast in the early evening, rather than 11 o'clock.

And I think this is inevitable in Canada. With the new proposed regulations, where commercials are allowed for insertion into news, even though the Corporation may wish to maintain its policy of no commercials in news, couldn't availabilities or some form of pause for local commercial insertion be planned, which might be more attractive to your private affiliates, and deliver a newscast in the early evening, say a half hour?

**DAVIDSON:** 'Well, you are suggesting that we should, in the development of a half hour newscast, do it in a way that will accommodate the requirements of the affiliated private stations, that that should really be the governing factor. I am not prepared to say, at this stage, that that should be the governing factor, in our determining this question.

**REINHART:** I'm not suggesting it as a governing factor. What I guess I'm saying is to make it more palatable for your affiliates to carry.

I think sincerely, the public needs and wants a half hour of national news in the early evening. Plus perhaps, the 11 o'clock national

**DAVIDSON:** Why do you say that? Why do you think that?

**REINHART:** I suppose a pattern has developed, where people will stay up until 11 o'clock, but not everyone does or wants to. But television as a disseminating medium of news, has become so important, that an early evening newscast is being an honest service to the public.

**DAVIDSON:** Yes O.K. But does it have to be a national newscast?

We have for example right here in Ottawa, right now, a 6:30 newscast. We had, until recently if I understand correctly, Earl Cameron on the 6:30 national newscasts. We shifted this last year, to a series of regional newscasts. It's possible to get a good newscast out of our Halifax station. All the skill and wisdom in newscasting doesn't necessarily reside with the network in Toronto, although Toronto will tell you differently. And if it's news you're after, it seems to me that the combination of hourly radio news bulletins, of periodic newscasts and on television the 6:30 half hour sequence of newscasts and commentaries, sports and weather and so forth, very largely

meet this requirement and it doesn't necessarily require a national newscast from Toronto to achieve the purposes you had in mind.

**REINHART:** I was thinking of areas where there are no CBC stations, where you are completely dependent on private stations and to me it would seem that a national news broadcast would be more comprehensive.

**DAVIDSON:** I agree to this extent, I think, that we do something in the way of regional newscasting out of Halifax for the Maritimes and make that available to our affiliates, so that they will be able to use our regional newscast for whatever the period of time is. I'm not sure that I would be prepared to say that we should go as far as first of all to provide them with the program free of charge, and then in order to persuade them, add frosting to the cake by saying, we're going to bust it wide open and let you stick commercials in them. There's a limit, it seems to me to the extent to which we should depart from what we believe to be basically a sound position, in order to persuade the affiliates to take a program which they need, which it doesn't cost them anything to take, except in loss of revenue availabilities. They have to make up their minds whether they attach importance to getting this regional newscast and paying the price for it, by foregoing a certain amount of commercial revenue, or whether they want to go on substituting their own particular kind of programming.

**REINHART:** The question was prompted, Mr. Davidson, by the fact that on many stations, audiences are being fragmented by cable operations which makes the advertising dollar harder to get. That plus the fact that they would lose a half hour of revenue-producing time which is now their time. I was just wondering whether it might be a possibility.

**DAVIDSON:** I don't really subscribe to the view that the local station should be relieved of its own programming responsibilities, should be given a newscast of a half hour, and then should be allowed to break that newscast open in order to put commercials in. I think the local station has to make up its own mind. Does it want half hour news to discharge its public obligation, or doesn't it?

If it wants it, they can get it from us free. If they don't want it, then that's a decision they've got to live with.

**REINHART:** Turning to ETV which takes up a good deal of time during the morning hours, and there seems to be a need and a growth to more time. Do you see your network schedule being taken over in the daytime, for ETV?

**DAVIDSON:** I can't see that — no. I can see the need for that much time on the part of ETV. But to put the Corporation in the position where let us

say, until 4 o'clock in the afternoon, all of its program hours are dedicated to school broadcasting, means that you have delivered all of the adult audience of the nation for the period from 7:00 or 8:00 o'clock in the morning until 4 o'clock in the afternoon, to the private stations and you then set what is in my opinion an almost impossible task in asking the CBC to program from 4 o'clock on in a way that will recapture from other stations the audience we have delivered already for eight hours. Habit, as you know, is a very powerful factor in this equation and when people get up in the morning and twirl their dial, and they find nothing but the CBC identification coming up from our channel, and they find some kind of a more or less live program coming out at them from another channel, they just don't turn on the CBC channel and leave it there until 4 o'clock when our first program comes on.

Therefore my answer is — I don't see this as a likely turn of events. What it really means, if you do that, you abandon the concept, first of all of balanced programming which it is part of our mandate to provide, and you really put the CBC in the position where it cannot attract anything like the kind of audiences that it needs in order to carry its late afternoon and evening program responsibilities.

**REINHART:** — Could we turn to radio for a moment. There is still a CBC Radio network although the emphasis seems to be on television.

Is a CBC Radio network still needed?

**DAVIDSON:** Well, you say it doesn't receive much attention. I think, among the people I talk to, there is more undiluted enthusiasm and praise for the CBC radio than I ever hear for CBC or any other television. There is a hard core of dedicated listeners, some of whom expressed to me as late as last night, that they wished television would disappear so that they could really devote themselves to the enjoyment of CBC Radio.

Therefore I think that CBC radio, is meeting a need in the Canadian community, for quality programming in the field of radio, for a balance and variety of programming, which is not typical of the typical local private radio station.

For a mixture of public affairs, serious music, programs appealing to youth, to women, to different strata of the Canadian community, and in all of this, I say I have no doubt whatever, that CBC Radio is filling a need. Up to this point however, I haven't used the word network, and I don't know whether you attached any significance to the word network.

**REINHART:** Yes I did. I agree with you that the programming on CBC Radio, and I listen to it quite often because for my personal taste it's more meaningful.

You see I can afford a watch and when I've heard the weather once it usually sticks with me. And some air personalities just can't stand it if you're enjoying a nice day. Before they're through with you, you feel miserable because he spells out doom for tomorrow.

But that's beside the point. You do in radio as in TV, depend on private affiliates to distribute the national service. And it seems to me you may not be getting enough distribution.

**DAVIDSON:** Well I'm not quite sure that that's what the private affiliates will tell you. Some of them aren't all that happy about the kinds of program material we feel that they should carry. I'm glad to know that there's an element in the community that thinks they should take more CBC serious programming.

A good number of private affiliates think that the kind of programming the CBC broadcasts loses them an audience and consequently loses them money. So they don't like it all that much. They think they're carrying sort of an albatross in being required by the terms of their affiliation agreement to discharge this part of their license obligation.

**REINHART:** You have a program on Sunday mornings, "Sunday Magazine" I believe. It comes on at 9 o'clock and it's very interesting. Usually it is in two parts. Well I know of one station that carries only the first half, or did. I don't know about now, because it annoyed me so much, I simply tune in CBL where I can get the whole show. Now this is a terrible practise.

**DAVIDSON:** Why would they cut out at the half way point?

**REINHART:** Presumably for the availabilities and tell you the time and temperature 85 times. The point is why take it at all?

**DAVIDSON:** Well, let's get closer to home — Max Ferguson. Some of the stations take all of Max Ferguson, others cut out and take only part of it. And these decisions are made almost always on the basis of a commercial judgment as to what, taking or not taking, in whole or in part, this does to their audiences and their ability to sell commercial availabilities.

**REINHART:** What I'm really getting at is — do you see the day when the affiliation agreement for the radio network will be as stringent as it is with television?

**DAVIDSON:** I don't think I know the answer to that question. I don't honestly know enough about the details of our two sets of affiliation agreements. I think there is a great deal of pressure on the CBC to lessen the amount of network programming that we put out over our radio network. This is partly a good thing because I think it may be forcing us to think in terms of

what are the possibilities of regional programming.

I can quite see where some of our network programming, our talks programs for example, conceived and produced in Toronto, may not have the kind of topicality that is going to be of much interest in St. John's, Newfoundland, or in Vancouver. And there is always a tendency, in a central network program, to see the world in terms of the locality and the local issues. When I was in Vancouver only last week, I heard some grumbling about the kinds of program items on one of our best-known and most popular radio programs, the kind of program items that are of Toronto interest that people in Vancouver find themselves forced to listen to.

Therefore, this may push us into the direction of regional programming on sort of a regional net, and this is all to the good if we can do it properly.

The one thing we come back to of course, is the cost, and a good program put out on the total network, spreads the cost about. The extent that you depart from that to regional programming or even local station programming, your costs are bound to multiply, because you're producing a number of programs to fill that same time spot.

Now there is one other thing that is a factor in here. That is that the CBC, in all the communities of Canada where it has its own radio stations, is competing at a tremendous disadvantage with the purely local station. The local station can gear its programming to a purely local audience. The CBC in its discharge of the national mandate to provide a national broadcasting service, is programming from a greater distance, not just a greater distance in geographical terms, but in terms of the immediate interests of the person tuning in the radio in the morning. The result is we cannot command, through national network programming, anything like the size of audiences, that even the most commercially oriented of the local stations can command. They have local helicopter services, the weather, the local bulletin board about the women's bridge parties and all the rest of it, all the time, and while this goes on we're pumping in Beethoven from Toronto. Just too many people are more interested in the local weather or the local bulletin board than they are in a good quality program from the network.

We are beginning to feel we have to try to develop a more local orientation in our programming and that's why we're moving in a regional direction. We hope we can successfully achieve this.

**REINHART:** Just one more question Mr. Davidson. If you had a wish for the CBC, what would it be?

**DAVIDSON:** Well, I would now have to

become what some people consider sententious and perhaps mockingly sentimental. But I mean what I say now. My wish for the CBC is that we should be enabled, in the terms of our talent resources and our financial resources, to discharge our mandate properly to the Canadian people in a way that will, without ostentation, contribute significantly to the strengthening of our country's fabric, our unity of purpose as a people, and that will assist in a major way in maintaining our distinctive Canadian identity, and preserving it intact, from the avalanche of cultural influences that otherwise may seriously undermine the fabric of our Canadian society.

**I expect there will be some criticism of various opinions Mr. Davidson expressed. After all, broadcasters are people and you'll never find anyone in the world who will agree with everything that is said or done.**

**I expect too that some broadcasters will be of the opinion that I let Mr. Davidson off lightly, considering my past experience in broadcasting and close relationship with the Corporation, particularly in television.**

**It was not my job to try to put Mr. Davidson on the spot nor make him defensive or embarrass him. Had I been an affiliate and had this conversation with him, I might have pressed some things a lot harder and also talked a lot more in an effort to score points. That wasn't my task in this effort. A good interviewer, of which there are few, should let his guest do the talking, and he himself should ask questions and try to steer the discussion. After all that's why you have a guest to interview in the first place.**

**The points that could have been pressed will have to be pressed by those who will be affected or benefit from the thoughts Mr. Davidson expressed. It is your job to take the conversation from here, to try to win Mr. Davidson over to your way of thinking if you disagree with him.**

**My job is done. I tried to bring his thoughts to the pages of Broadcaster and hence to you, in the hope that now that you know some of his thinking, you will react accordingly and be prepared for the future role you will have to play in broadcasting.**

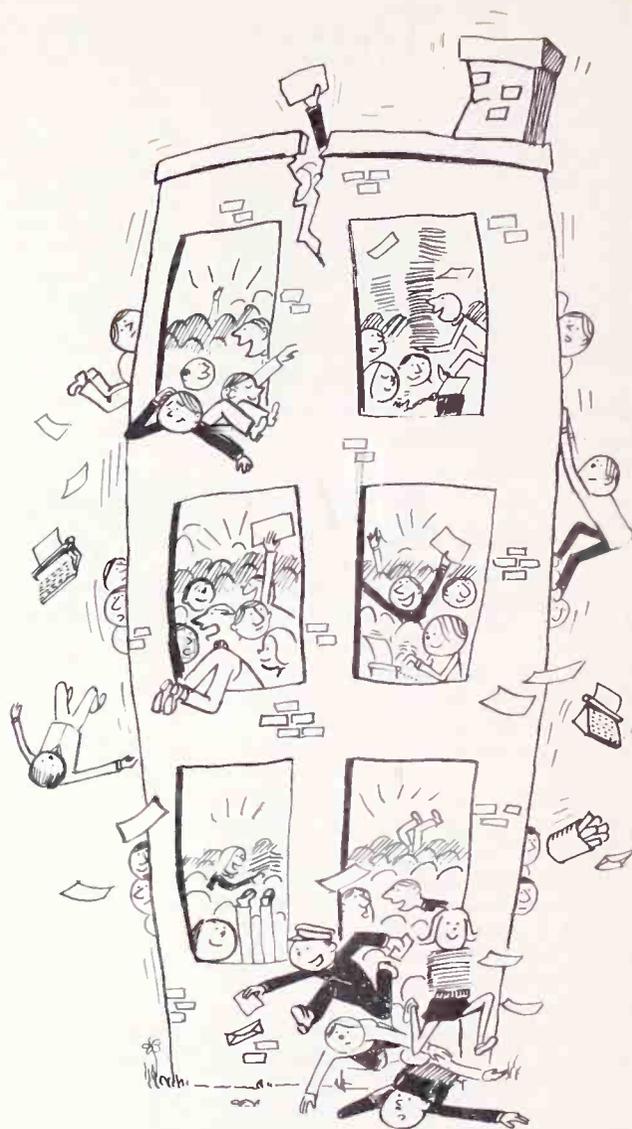
**If as an affiliate, the message that this man has a mind of his own and is dedicated to providing the best national broadcast service he knows how, hasn't come through, you'd better read the whole interview again.**

**Nobody could have gone through what he has, in trying to smooth out mistakes, suffer national embarrassment and cover for other people's errors and still have fight and determination left to build a better CBC, unless they've got lots of guts. George Davidson has guts.**

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# Reports from the Regions

Affording the parent Canadian Association of Broadcasters an opportunity to concentrate on matters of national importance to the industry, five regional associations of Private Broadcasters have been established through the years to give broadcasters an opportunity to tackle the more local problems among themselves.

This is a rundown of these regional associations' recent activities, based on reports we have received from the five regional groups.

## British Columbia Association of Broadcasters

Out on the west coast, BCAB President Don Hamilton has sent us a report which headlines two of his group's activities as education and booze.

Hamilton reports that a Royal Commission enquiring into "Liquor advertising" has "found in our favor and has so recommended to the government of this province." The next step, he says, is to face up with the continuing job of urging the government to adopt the recommendations of the Commission.

In a report to his membership dated March 12, 1970, Hamilton pointed out that the Commission had given them more than they had asked for, in that "the Commission has recommended that distilleries also be allowed to use the electronic media."

Hamilton said in his report, "This may or may not have been a mistake in phrasing" or perhaps "it could be a very direct reference to the Commission's

finding that broadcasters should be able to advertise liquor as well as beer and wine". He went on to say that in their written brief and their verbal submission to the Commission they had pointed out that such advertising (liquor) was specifically prohibited in the Broadcasting Act.

These are the recommendations of the British Columbia Liquor Inquiry Commission, under the chairmanship of His Honor, Judge T. W. Morrow, as tabled in the legislature March 6, 1970. The regulations as applied to the broadcasting industry read as follows:

That distilleries, wineries and breweries be free to advertise their products in British Columbia in all printed media and/or the electronic media subject to a code along the following lines:—

- (a) Advertisements shall not encourage the consumption of alcoholic beverages per se, but may encourage the preference of existing customers for a particular brand or brands.
- (b) Advertisements shall not attribute to alcoholic beverages or any claim, direct or implied, of healthful, nutritive, curative, dietetic, stimulative or sedative qualities or properties.
- (c) Advertisements shall not make any direct or implied appeal to minors.
- (d) Advertisements shall not convey the impression that the consumption of alcoholic beverages is conducive to social prestige, business

success, popularity with the opposite sex or escape from personal problems.

- (e) Women may not be included in illustrations unless they are depicted as persons of maturity, dignity and moderation, and are engaged in dignified activities of a wholesome nature, consistent with accepted modern day standards. Women will not be shown in immodest, vulgar or provocative dress or situations and there shall be no exploitation or utilization of the female form as the primary theme.
- (f) Advertising premiums of any nature, except recipe books and descriptions of alcoholic beverages are expressly prohibited.
- (g) Whenever any reference or implication of any nature is made regarding the origin of a product, the country where the alcoholic beverages are distilled, compounded, manufactured, mixed, blended or bottled, as the case may be, the same shall be clearly specified in any advertisements thereof.

In keeping with its traditional interest in education, for the second successive year, BCAB is participating with the B.C. Institute of Technology in giving final year students the opportunity to work in broadcast operations just prior to their graduation.

BCAB members are advised that students listed are "available for your operation starting on Monday, April 13, 1970, and finishing May 8 — four consecutive working weeks."

Stations are told they "are under no financial obligation of any kind. The student will make his own way to your station, arrange his own living accommodation in your vicinity, and will receive no salary. All the Institute (BCIT) and the student wants is an on-the-job exposure and an opportunity to learn under the direction of your full-time staff.

"The work the student does in your operation during the four-week period of the "Practicum" counts, and will be graded, in determining his final marks and his graduation. This is a deadly serious approach for the school, the student and the industry", he said.

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"You'll appreciate that a lot of man hours has gone into the organization of the 'Practicum', and it's now up to us in the industry to fulfil the pledge that your association has made to participate to the fullest possible degree."

Other activities of the BCAB were a night on Grouse Mountain for the members and senior staff of the CRTC, many of whom had never been to Vancouver before.

The BCAB was represented, once again, by Warren Barker, news director of KKNW New Westminster, on the armed forces trip to Europe and Cyprus, to gather Christmas greetings from the troops and relay them to BCAB member stations in time for Christmas airing.

Due to the change of date of the National CAB Convention, the BCAB meeting scheduled for April was cancelled. Hamilton says he is now recommending that consideration be given to a fall meeting. "This" he said, "would logically follow the public announcement of the CRTC on their final position on the new regulations", which, he supposed, "we could anticipate some time this summer."

The retiring president welcomed four new members into the association — CFX Victoria; John Skelly's new station in Kamloops; Ron East's new station in Prince George; CHQM Vancouver and a new associate member, L. A. Varah Equipment Ltd.

## Western Association of Broadcasters

Further to the establishment last year of the Alberta Broadcasters Association, WAB Rory MacLennan reports his association is encouraging broadcasters in his home province of Manitoba to organize and establish the Broadcasters Association of Manitoba. He says BAM is now functioning very actively with Bob McDonald of CKRC Winnipeg as president.

Matters concerning Manitoba's centennial activities are keeping BAM officials on the move, while a committee chaired by Jack Davidson of CJAY Winnipeg is working on beer and wine advertising legislation, paralleling the Alberta broadcasters' activities in this direction some years ago.

Saskatchewan has an informal broadcasters' group which will probably be fully organized in 1971.

WAB is helping with the organization of all these provincial groups.

WAB is starting a project to be completed in 1971 in the shape of a sound-color film on the subject of radio and television broadcasting in Western Canada. Plans are to make this available to and hopefully used by universities, schools, service clubs and other organizations. The spark plug in this venture is Jim Struthers of CKCK-TV Regina. No contract has as yet been assigned for production of this film.

As is the case with each of the regional associations, WAB is co-operating with the CAM committee in connection with presenting opposition to the CRTC's proposed new regulations.

MacLennan is going full steam ahead on preparation for the annual meeting of the Western Association of Broadcasters at Jasper Park Lodge May 31 to June 3.

The agenda in nearing completion, and speakers who have accepted to date include CRTC Chairman Pierre Juneau; John Reid, chairman of the Parliamentary Committee on Broadcasting; CTV President Murray Cherver, former Stephens & Towndrow President Allan Slaight (on Radio Sales); Paul L'Anglais, chairman of the board, Telemetropole Corporation, Montreal (on TV production); and, provisionally, CBC President George Davidson.

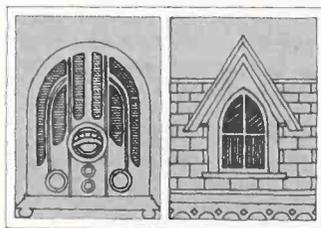
# Anatomy of a Radio House

## BACK BONE

The back bone of our business is our stations. We have eight. (two are brand new). We call them the Radio House Radio Network. It's coast to coast too. CHER in Sydney, CFOX in Montreal, CKLC Kington, CFGM Toronto, CHOW Welland, CFRW Winnipeg, CJOR Vancouver, and CFX Victoria. A tidy little network with a lot of news.

## NERVOUS SYSTEM:

Meanwhile back at headquarters on Merton Street, Cathy and Elsie keep the ball rolling. And on our Eastern front, (Place Bonaventure), the lovely Miss Judy holds the fort down.



## MUSCLES:

They're the workhorses. In the radio business the sales men are. (Let's face it, there's a lot of competition out there). But we have four guys that are heavyweights in any ring. Bill Hazell, Rick Guest, John Gibson in Toronto and Charlie Conroy in Montreal. They prove their stuff every day.

## DIAGNOSIS:

Radio House is young. (6 years). It's eager. No excess weight. It keeps in shape by hard work. And that's just what they'll do for you. Work hard.

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in toronto 481-5101 on your dial / in montreal 866-2617 on your dial.

## Central Canada Broadcasters' Association

One of the objectives to be carried out by the 1970 Board of the Central Canada Broadcasters' Association (CCBA) is to hold regional conferences of stations in four separate areas to discuss pooled efforts in the development of Canadian talent.

CCBA President Bob Redmond says the meeting scheduled for London, April 7, had to be postponed until after

the CAB's Ottawa convention and the CRTC's special April hearings, due to changes which made dates overlap.

The CCBA has a subsidy plan in support of the development of Canadian talent, under which it allots \$1,000 to the CAB Program Exchange, to be used in the development of new programs.

The CCBA Retail Sales Tax Committee, under Don Lawrie of Northern Broadcasting, has filed a brief and attended a number of meetings in an effort to obtain a reversal of the Ontario government's proposal to impose a retail sales tax on films and video tapes.

In support of its Broadcast

Education Program, CCBA has donated this year \$500 to the Ryerson Polytechnical Institute, \$100 to Niagara College in Welland and \$100 to Mohawk College in Hamilton. This money is to be used for bursaries and scholarships for students attending radio and TV courses.

## L'Association Canadienne de la Radio et de la Television de Langue Française

Marcel Provost, president of l'association canadienne de la radio et de la television de langue francaise (ACRTF) reports the continued operation of its offices in Montreal.

Here is has undertaken:

- Study and compilation of all existing Collective Agreements of the French Broadcasting Industry (1966-7).
- A one-year round of conferences conducted by Jacques Filteau as director of public relations (1967).
- Under the title "Objectif: Contacts", this was a radio and television series of weekly messages which ran for two years in co-operation with the Province of Quebec Chamber of Commerce (1967-8).
- Presentation of a brief to the Laurendeau-Dunton Royal Commission on Bilingualism and Biculturalism.
- Brief to the CRTC on the same subject. - Amendment to the Quebec legislation on beer and wine advertising.
- Adoption of the present president's (Marcel Provost's) ACRTF Magna Charta.



Now we reach four more Federal Government departments. With four new services. Four new ways OCS overnight express service can get your material where it's going. Fast. And back to you. Fastest.

Now we submit beer and wine scripts to the **CRTC Beer and Wine Clearance Committee** . . . new products and product packaging to the **Department of Consumer and Corporate Affairs** . . . layouts and ads from the print media for **Federal reviews and comments**. And we check on product names, registrations, trademarks and pending trademarks at the **Federal Registry Office**.

Your material gets there fast. Through a nationwide communications network . . . **CN-CP Telex, Bell Canada TWX, the North American Transceiver Network** . . . and OCS' own Ottawa radio-equipped cars.

It gets there fast. It gets back fastest. And it's **totally confidential**. Like our famous 24-hour CRTC approval.

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For the past three years, study seminars have been held in the winter time, especially arranged for station employees rather than management, though the latter are welcomed to attend.

## Atlantic Association of Broadcasters

East coast broadcasters commenced 1969 by forming Canada's only regional broadcast marketing office, based in Halifax.

Combining business and public service, its unique aim is (1) to seek out new clients for Atlantic radio and television; to assist those clients in doing more business for themselves within the region and (2) to inform as many people as possible of new growth and development which has been taking place in the Atlantic region.

"There are two million Canadians east of the Quebec-New Brunswick border who also drive cars, eat food and pay taxes", says AAB President Bob Lockhart of CFBC in Saint John. "We wanted to emphasize that point and also help new prospects through broadcast advertising in developing a market for themselves here.

Obviously enthused about the Association's marketing successes and possibilities, Lockhart told Broadcaster the marketing division attracted enough business in the first year "to prove to us we're on the right track, and we've just started to open doors".

Through its new office, the Association mounted an intensive broadcast information program last summer about new developments within the region. Both radio and television stations targeted on the million to million and a half tourists who visited the east coast and told them about such

growth as the western world's largest Hydro project now underway at Churchill Falls, a new town developing in New Brunswick; research and development of the world's first protein plant, using resources of the sea; expansion of Atlantic food processors (McCain's) into England and Australia; growth of secondary industry; higher education and development of a new system of all-weather highways.

The program received wide approval as a public service project of the Association from federal cabinet level to local groups.

Recently the Marketing Division completed an audio-visual display

depicting some of the new developments. Copies are now available on request for viewing in Toronto or Montreal.

The Division is currently working to develop advertising on behalf of new broadcast advertisers in Central Canada. "We're working to help new clients develop a place for themselves in the Atlantic market," explained Lockhart, "and it's an exciting job."

The Division is also starting to investigate ways of finding out more about tastes and preferences of Atlantic consumers. The marketing Division is operated by former broadcaster Orv. Pulsifer of Halifax.

## Part of the Good Life -- CJJC

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To all concerned:

"I am pleased and honored to introduce some of the people who lead the best broadcast team in Western Canada! I am surrounded by top talent.



GORDON REID  
Vice-President &  
General Sales Manager



JOE CHESNEY  
President & General  
Manager CJJC



BILL FOX  
Vice-President &  
Local Sales Manager



BOB McCLELLAND  
Operations Manager

CJJC is British Columbia's friendliest radio voice, thanks to the efforts of these, and twenty-five other wonderful broadcast assistants.

Gordon Reid is well known in West Coast broadcasting, having held executive positions with CKNW, CKDA, KVOS-TV, CHQM and his own Agency prior to joining CJJC.

Bill Fox has been in broadcasting for many years and worked at CKWX, CKNW and with three American Stations before coming to CJJC.

Bob McClelland has been employed at CHWK, CHQT and CHQM while in training for his present responsible position at CJJC.

Group One Radio Ltd. represents us in Toronto and Montreal."

. . . Joe Chesney



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# Victoria Police place 30-day news ban on CFX

Ayn Rand said once: "When censorship of radio and television becomes fully accepted, as a fait accompli, it will not be long before all the other media — books, magazines, newspapers, lectures — follow suit, unobtrusively, unofficially, and by the same method; overtly, in the name of the "public interest"; covertly, for fear of government reprisals. (This process is taking place already)". In fact it's taking place in Canada.

In Victoria, a 30-day police news ban on Radio Station CFX was imposed by Police Chief Jack Gregory, after he claimed a March 7 broadcast erroneously said an assault charge had been laid against an official of the attorney-general's department and that a warrant had been issued for his arrest. This was denied by the radio station.

It was learned that the police chief had not heard the broadcast but had relied on several of his informants who, according to him, are most reliable and he would have no cause to question their veracity.

Police Chief J.F. Gregory said freedom of the press is not an issue in a dispute between his department and Radio Station CFX because "the press can print or say whatever it likes."

The police chief is receiving the backing of the Mayor of Victoria, Courtney Haddock in favor of the 30 day news ban on the radio station.

The mayor was reported to have said, "Thank God there are other responsible media in this town," but in a phone call regarding the remark, he denied it, saying that he felt CFX was responsible.

Meanwhile in a letter addressed to the chairman and members of the Victoria Police Commission, Roger Stonebanks, president of the Victoria Newspaper Guild said Police Chief Gregory's action constituted "a

dangerous precedent."

Waveney Burchill, secretary-treasurer of the Victoria Chapter of the British Columbia Civil Liberties Association, said Chief Gregory had set himself up as prosecutor and judge.

Dave Barrett, Provincial New Democratic Party Leader, termed the action by Chief Gregory "offensive and regrettable." Barrett said it is up to the courts of the land to take such action.

B.C.'s Attorney-General Les Peterson refused to comment.

President Clare Copeland of CFX says he is disappointed that neither Mayor Haddock nor Chief Gregory fully recognized what he calls "the democratic principle which was really the issue of disagreement."

"This principle", he said in a prepared statement, "was certainly recognized by professional newsmen and by men in public life and men related to the law, not just in our own city but across Canada.

A CFX transcript of the broadcast said the station established facts pertaining to the case "despite what appears to be a smokescreen laid down by the city police officials."

The president of the British Columbia Association of Broadcasters, Don M.E. Hamilton of Vancouver, says the broadcasters of B.C. share the shock experienced by Victoria Radio Station CFX on the action of Victoria Police Chief Jack Gregory in imposing a 30 day ban on giving police news to CFX.

The Victoria Times said a transcript of the broadcast contradicts the police chief's claim that radio station CFX erred in reporting an incident ten days ago.

The newspaper said a transcript of the broadcast turned over to the Times by Mr. Copeland did not say anyone was charged on a warrant issued.

The transcript said in part: "Police

refuse to confirm that a warrant, charging assault, has been sworn out for the official's arrest."

The police chief offered to cut the ban to fifteen days but the president of CFX said that was not good enough.

Copeland in a letter to the police chief drew this comparison. "I wonder what your reaction would be if one of your own police constables arrested somebody on hearsay, found him guilty and issued a sentence without one word of dialogue with the accused."

Meanwhile in Montreal, Guy D'Arcy-Labrosse, general manager and vice-president of the French-language radio station CKLM, was sent to trial in February on two charges arising from his refusal to give police tapes of a broadcast by French-only advocate Raymond Lemieux.

The charges are "disobeying a lawful order and obstructing a policeman in the exercise of his duties." No date was set.

A police witness testified he visited the radio station twice with a search warrant to obtain the tapes, made last September. The first time the accused told him he could not give him the original tapes because he was required by federal statute to send them to Ottawa.

The next day the policeman arrived with another constable to obtain copies he said were promised. Instead, there was a news conference at which D'Arcy-Labrosse read a statement refusing to hand over the tapes.

The Court was told this included: "I consider it a dangerous precedent for the collective liberty to submit, even by force, to an order of which the tenor is inadmissible in a free country." He was also quoted as saying: "I refuse to be the instrument of the institution of a system of political terror in my country."

Mr. Lemieux, leader of the Ligne pour L'Integration Scolaire, was discharged on six counts arising from a demonstration in suburban St. Leonard last September 10.

However, the Crown announced it would relay some complaints against Mr. Lemieux. His charges were thrown out at a preliminary hearing, which does not constitute acquittal but rather lack of sufficient evidence to proceed with trial.

In Ottawa there is a brand new service called "Information Canada" which will begin from its formal establishment April 1. The aim of Information Canada will be to make Canadians aware of services they get from Ottawa and "to project abroad a new image of Canada," Jean-Louis Gagnon, director-designate of the new federal publicity agency said.

Gagnon, appointed recently to head Information Canada, sketched the operation's purpose in broad outline to a special assembly of more than 300 federal information officers at the National Arts Centre.

Gagnon, 57, co-chairman of the bilingualism and biculturalism commission and former journalist said the agency's main domestic aim would be "to make the average Canadian more familiar with federal services made available to him and how he can go about getting them.

"Our job is to make sure information gets out to people better and faster."

Asked where the line would be drawn between departmental bureaus and Information Canada, Gagnon said he hoped bureaus would seek advice from the central agency, but "we are not going to impose things."

It would appear that Information Canada has nowhere but UP to go, and it will be interesting to watch its confirmed development.

In the States, American newspaper and TV reporters are up in arms over the recent seizure of TV film, and notes, on the Black Panther party. CBS received a second subpoena for a complete record of all correspondence, memoranda, notes and telephone calls made in connection with the panther program. The West Coast Panther leader, David Hilliard has been charged with making a threat on President Nixon's life.

Earl Caldwell, a New York Times correspondent was subpoenaed by a San Francisco Federal Grand jury investigating the Black Panther Party.

Publisher Arthur Ochs Sulzburger said: "The Times intends to use all the constitutional guarantees of a free press and the rights of newspapermen to carry on their work freely and without coercion.

The publisher said the Times is also concerned that the increasing use of the subpoena to elicit information from newspapermen might hinder them in their pursuit of the news."

Doctor Frank Stanton, President of CBS said the network would contest government demands for access to reporters' unpublished notes or un-broadcast tapes and film "when appropriate cases are presented."

Editor-in-chief Hedley Donovan said the New York Times Magazine deplores the increase in such subpoenas because "it appears to make the press an arm of law enforcement agencies, which is not its role."

Walter Cronkite said that if the U.S. government is allowed to subpoena reporters' notes or a network's unused film, some news sources would stop talking to reporters.

"What official is going to talk off the

record when a reporter's notebook can be laid open in court?" asked Cronkite, a CBS commentator, who appeared in a panel discussion with Chet Huntley of NBC and Frank Reynolds of ABC.

The three reporters told a newsmen's luncheon at the Waldorf Astoria Hotel that the news media must fight government efforts to subpoena such material.

Since the first week of February, the justice department has subpoenaed reporters' notes, news film, and other files from CBS, the New York Times and Life, Time and Newsweek magazines in connection with the government investigations of the Black Panther party and disturbances involving Weatherman - Radical Faction of the Students for a Democratic Society.

Walter Cronkite said two news sources, one an official of an industrial firm and the other a representative of a foreign government have refused to talk to CBS for this reason.

"We cannot function," he said, "our people cannot be informed if we have to work under these conditions."

The president of the National Broadcast Company called on the U.S. government to abandon the use of subpoenas on the news media "as a matter of constitutional self-restraint."

Julian Goodman said NBC will "resist government actions that violate the confidence of our sources, that weaken our credibility and that limit

our access to information."

He said: "We will oppose, as a matter of policy, turning over to the government or others any material we have not broadcast whenever we believe that this may interfere with our future effectiveness as a news gathering and reporting organization."

In Canada, as in most other countries, reporters and broadcasters may be legally required to give the courts information obtained in confidence.

Goodman said that if government threats succeed, less dissent and few militant voices would be heard. He said: "Institutions and men - public and private - might appear more nearly perfect because there would be less focus on their deficiencies and efforts.

"Policies would seem wiser because they would be less subject to public scrutiny. The power of government over the information to the public would become paramount."

Is this the future of news in Canada and the United States? Will it all become government controlled? Will the populace only hear what the government deems important, and what it wants the people to hear?

Will the words "freedom of the press" become archaic, and government news service become the only source of news?

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CFLM — La Tuque	CKVM — Ville-Marie
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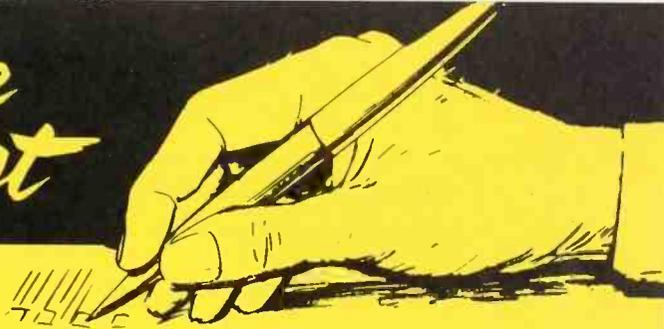
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# AM Radio Stations

## KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

## Yukon and Northwest Territories

### CFMR, FORT SIMPSON

25 watts on 1490 kcs.  
(1) Dept. of Indian Affairs and Northern Development (2) Ft. Simpson (4-16) Volunteer (22) Variety (23) 1961

### CFBB, FROBISHER BAY

250 watts on 1200 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 490 (5) R. Stanley (23) 1961

## Extra copies of Broadcaster's Spring 1970 Directory

are available  
at \$5.00 each.

### CHAK, INUVIK

1,000 watts on 860 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 1220 (5) Gerald Bromley (23) 1960

### CFWH, WHITEHORSE

1,000 watts on 570 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 730 (5) R. St. Julien (23) 1951

### CKRW, WHITEHORSE

1,000 watts on 610 kcs.  
(1) Klondike Broadcasting Co. Ltd. (2) P.O. Box 1799 (3) (403) 667-4247 - Tlx 049-8274 (4) R.B. Hougen (5) A.W. Jensen (6) John Ellison (7) Ched Miller (8) Ron McFayden (10,11) Tom Fawkes (13) Liesle Soderman (14) Debra Iwanika (15) Mrs. Brenda Gisby (16) Dave McNaughton (17-20) Radio-TV Reps (22) Varied (23) 1969 (24) BN

### CFYK, YELLOWKNIFE

1,000 watts on 1340 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) Harold Brown (23) 1958

## British Columbia

### CFVR, ABBOTSFORD

1,000 watts day, 250 watts night on 1240 kcs.

(1) Fraser Valley Broadcasters Ltd. (2) 2509 Pauline St. (to June 30/70) 2722 Allwood St. (after July 1/70) (3) (604) 859-5277 (4,5) Dennis Barkman (6) Gerald Pash (7-9) Bob Singleton (10,11) Louis Fuchs (12) Gene Ross (14) Gerald Pash (15) Phyllis Olson (16) Tony Shepherd (17-21) All-Canada (22) MOR, Community Service (23) 1962 (24) BN

### CFWB, CAMPBELL RIVER

1,000 watts on 1490 kcs.  
(1) CFCP Radio Ltd. (2) 922 Dubeau St. (3) (604) 287-7106 (4) Bill Browne (5-9) John Leard (10,11) Leigh Kirkwood (13) Trina Embleton (14) John Leard (15) Trina Embleton (16) Fred Grant (20) Group One (22) MOR, C&W, R&B (23) 1964 (24) BN

### CKQR, CASTLEGAR

1,000 watts day, 250 watts night, on 1230 kcs.  
(1) Valley Broadcasters Ltd. (2) Box 1230 (3) (604) 365-7225 (4) G.A. Brady (5) Douglas G. Rutledge (6) Elaine Jmieff (7,8) Doug Rutledge (10,11) Michael James Dixon (12) Fred Jack (13) Elaine Jmieff (14) R. Gillis (15) D. Tomilin (16) George Bonderoff (17-20) Group One (22) Quality, MOR, Country (23) 1969 (24) BN

### CHWK, CHILLIWACK

10,000 watts on 1270 kcs.  
(1) Fraser Valley Broadcasters Ltd. (2) 50

Yale Rd. E. (3) (604) 795-5711 (4,5) Dennis Barkman (6) Ken Davis (7) Bill Coombes (8,9) Harold Roberts (10,11) Jim Leith (12) Gene Ross (14) Ken Davis (15) Gene Ross (16) Tony Shepherd (17-21) All-Canada (23) 1927 (24) BN

### CFCP, COURTENAY

1,000 watts on 1440 kcs  
(1) CFCP Radio Ltd. (2) Box 1440 (3) (604) 334-2421 (4,5) Billy Browne (6) Scott Hunter (7-9) Alec Cobban (10) Joe Evans (11) Garry Irving (12) Lea Gaboury (13) Mrs. Lori Pyke (14) Scott Hunter (15) Pat Paterson (16) Fred Grant (17-19) Group One (20) Creative House (22) MOR, Country (23) 1959 (24) BN

### CKEK, CRANBROOK

1,000 watts on 570 kcs.  
(1) East Kootenay Broadcasting Co. Ltd. (2) 28-th Ave. S. (3) (604) 426-2224 (4,5) Lloyd J. Holle (6) Cornel A. Sawchuk (7) Rod Stafford Meyer (10) Bruce Anderson (11) Ken White (15) Mrs. Carol Spencer (16) Lloyd J. Holle (17-20) Group One (21) Donald H. Cooke (22) MOR (23) 1956 (24) BN

### CFKC, CRESTON

250 watts on 1340 kcs.  
(1) Kokanee Broadcasting Ltd. (2) P.O. Box 310 (3) (604) 428-2424 (4) Gordon A. Green (5,6) G.W. Bryan (7) Earl Seitz (8) D.H. Glover (10,11) Earl Seitz (12) Alan Saville (13) Susan Floer (15) Susan Floer (16) John Renzie (17-20) Group One (22) MOR, Country (23) 1968 (24) BN

### CJDC, DAWSON CREEK

1,000 watts on 1350 kcs  
(1) Radio Station CJDC (2) 901-102nd Ave. (3) (604) 782-3341 - Tlx 049-5727 (4) H.L. Michaud (5,6) Mike LaVern Michaud (8,9) Ron Botos (10) Elmer Devore (11) Frank Ryan (12) Jeff Newland (13) Mrs. V. Michaud (14) Mrs. Donna Stenhouse (15) Mrs. Vern Michaud (16) Eric Sorenson (17-20) Radio-TV Reps (21) ABC International (22) MOR (23) 1947 (24) BN, CP

### CKAY, DUNCAN

1,000 watts on 1500 kcs  
(1) Radio CKAY Ltd. (2) 110 Craig St. (3) (604) 746-4115 (4) J.U. Coleman (5) E.H. Kidder (7) Bruce Payne (10) James Gilham (11) Mike Roberts (13) Miss "Kay" (14) Rick Hanson (15) Mrs. Darlene Gilham (16) Rod Currie (17-20) Group One (21) Weed (22) Good listening with country (23) 1964 (24) BN

### CKNL, FORT ST. JOHN

CFNL, FORT NELSON  
CKNL, 1,000 watts on 560 kcs.  
CFNL, 250 watts on 590 kcs.  
(1) Northern Lights Broadcasting Ltd. (2) CKNL, Box 3450, CFNL, Box 880 (3) CKNL, (604) 785-6634 - Tlx 049-5516 CFNL, (604) 774-2162 Tlx 049-5338 (4) John Skelly (5) CKNL, Mel Stevenson, CFNL Gene Daniel (6) Leith Boulter (7) Bob Harrison (8) Mel

Stevenson (9) Bob Harrison (10) Earl Hansen (11) Bob Harrison (14) Leith Boulter (15) Rita Larson (16) Bob Guy (17,18) Radio-TV Reps (19) A.J. Messner (20) Radio-TV Reps (22) MOR, C&W, Teen, Light Classical (23) CKNL 1962 CFNL 1967 (24) BN

#### CKGF, GRAND FORKS

1,000 watts on 1340 kcs.  
(1) Okanagan Radio Ltd. (2) P.O. Box 1570 (3) (604) 442-8200 (4,5) Maurice P. Finnerty (6) Harry C. Dane (7-9) D.M. Shainline (10) Ian Michaud (11,12) Mike Shainline (13) Mrs. Liz Strukoff (15) Mrs. Liz Strukoff (16) Harry F. McRae (17-21) All-Canada (22) MOR (23) 1969 (24) BN

#### CFJC, KAMLOOPS

10,000 watts on 910 kcs.  
(1) Twin Cities Radio Ltd. (2) 460 Pemberton Terrace (3) (604) 372-3322 - Tlx 048-8148 (5) David S. Clark (6) Walter Harwood (7) Hugh McLennan (8) David S. Clark (10,11) Walter Jones (12) Gary Miller (13) Julie Esselmont (14) Walter Harwood (15) Mrs. Loretta Lewis (16) Kurt Reichennek (17-21) All-Canada (22) MOR, C&W, contemporary (23) 1927 (24) BN

#### CKOV, KELOWNA

5,000 watts day, 1,000 watts night on 630 kcs  
(1) Okanagan Broadcasters Ltd. (2) Box 100 (3) (604) 762-3331 - Tlx 048-5131 (4) Mrs. G.T. Browne (5) J.H. Browne (6) D. Dunn (8) James C. Browne (10-12) J.D. Bews (14) D. Dunn (15) Mrs. I. Strand (16) A.E. Vipond (17-21) All-Canada (22) MOR, with Special teen rock show (23) 1931 (24) BN

#### CJJC, LANGLEY

1,000 watts on 850 kcs.  
(1) City and Country Radio (2) Box 850 (3) (604) 534-5341 (4,5) Joe Chesney (6) Gordon Reid (7) Dave Cash (8) Bob McClelland (9) Mike Dodman (10) Tippe O'Neil (15) Joan Reynard (16) Stan Davis (17-19) Group One (21) Frederick W. Smith (22) C & W (23) 1963 (24) BN

#### CHUB, NANAIMO

10,000 watts on 1570 kcs.  
(1) Nanaimo Broadcasting Corp. (2) P.O. Box 1570 (3) (604) 753-4341 (4) Bob Giles (5) George Lawlor (6) Joe Lawlor (7-9) Ted Kelly (10) Larry Thomas (11) Duane Bodeker (12) Henry Besier (14) Joe Lawlor (15) June Ravnborg (16) Phil Henstridge (17,18) Radio-TV Reps (19) A.J. Messner (20) Radio-TV Reps (21) Harlan G. Oakes, Don Cooke (22) MOR (23) 1948 (24) BN

#### CKKC, NELSON

1,000 watts on 1390 kcs.  
(1) Kokanee Broadcasting Ltd. (2) P.O. Box 250 (3) (604) 352-7277 (4) Gordon A. Green (5,6) Douglas H. Glover (7) Alan Saville (8) Douglas H. Glover (10,11) Ken Wilson (12) Alan Saville (13) Mrs. Mona Malcolm (14) Douglas H. Glover (15) Cheryl Varsveld (16) John Renzie (17-20) Group One (22) MOR, Country, Good Music (23) 1967 (24) BN

#### CKNW, NEW WESTMINSTER

50,000 watts on 980 kcs.  
(1) Radio NW Ltd. (2) 815 McBride Plaza (3) (604) 522-2711 (4) Frank A. Griffiths (5) William J. Hughes (6) Phil Oakes (Nat'l) John Fox (Retail) (7) Richard Abbott (8) H.L. Davis (9) Rod Gunn (10) Warren Barker (11) Al Davidson (15) Mrs. P. MacPherson (16) Jack K. Gordon (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) MOR (23) 1944 (24) NBC, BN, UPI, Standard Radio News

#### CKOO, OLIVER-Osoyoos

1,000 watts day, 500 watts night on 1240 kcs.  
(1) Okanagan Radio Ltd. (2) Box 539, Osoyoos (3) (604) 495-6200 (4) Maurice P. Finnerty (5) Dave B. Gamble (6) Harry C. Dane (7-10) D. Gamble (11) Al Morgan (12) Cal George (13) Mrs. Barbara Porteous (15) Mrs. Barbara Porteous (16) Harry McRae (17-21) All-Canada (22) Easy listening, community oriented (23) 1966 (24) BN

#### CKOK, PENTICTON

10,000 watts on 800 kcs.  
(1) Okanagan Radio Ltd. (2) 33 Carmi Ave. (3) (604) 492-2800 - Tlx 048-8850 (4,5) Maurice P. Finnerty (6) Harry C. Dane (8) Cal George (10) Mike Mangan (11) Doug Collins (12) Cal George (13) Mrs. Shirley Letts (14) Mark Felisky (15) Vernie Bonus (16) Harry F. McRae (17-21) All-Canada (22) News, Community Affairs & Music for all audiences (23) 1948 (24) BN

#### CJAV, PORT ALBERNI

1,000 watts day 250 watts night on 1240 kcs.  
(1) CJAV Ltd. (2) 205-3rd Ave. S. (3) (604) 723-2455 (4,5) Kenneth Hutcheson (6) Maurice Inwards (7,8) John Harper (9) Ike Patterson (10) Ron Coull (11) Bill Gibson (13) Zel Richards (15) Christine Andrews (16) Martin Semkiw (17,18) Hardy Radio & TV (19) A.J. Messner (20) Creative House (21) Donald Cooke (22) Contemporary, MOR (23) 1946 (24) BN

#### CHQB, POWELL RIVER

1,000 watts on 1280 kcs.  
(1) Sunshine Coast Broadcasting Co. Ltd. (2) 7050 Alberni St. (3) (604) 485-4207 (4) G.E. Profit (5) Donald V. Cartmell (6) Kenneth Milton (7) Mike Ketteringham (8) D.V. Cartmel (9) Mike Ketteringham (10,11) K. Milton (15) Christine Boyd (16) Robert Gela (20) All-Canada (22) MOR (23) 1967 (24) BN

#### CKPG, PRINCE GEORGE

10,000 watts on 550 kcs.  
(1) Q Broadcasting Ltd. (2) 1220-6th Ave. (3) (604) 564-8861 - Tlx 047-8698 (4) W.E. Bellman (5,6) Terry Fitzgerald (7) Don Prentice (9) Don Prentice (10) Stu Fawcett (11) Garry Gorbeil (13) Carole Pow (14) Don Prentice (15) Carole Pow (16) Dave Alendal (17,18) Paul Mulvihill (19,20) Stephens & Townsend (21) Canadian Standard Broadcast Sales (22) Adult Contemporary (23) 1945 (24) BN, CBC

#### CFPR, PRINCE RUPERT

10,000 watts on 860 kcs.  
(1) Canadian Broadcasting Corp. (2) 343 West 2nd Ave. (5) Ray De Boer (23) 1936

#### CHTK, PRINCE RUPERT

1,000 watts on 560 kcs.  
(1) CHTK Radio Ltd. (2) Box 3000 (3) (604) 624-9111 (4) J. Fred Weber (5,6) Roy B. Last (7,8) Ed Jurak (9) Ken Armstrong (10,11) Dave Gibbard (13) Mrs. Iona V. Campagnolo (15) Mrs. Norma Procter (16) John Nance (17-20) Radio-TV Reps (21) ABC International (22) MOR (23) 1965 (24) BN

#### CKCQ, QUESNEL

CKWL, WILLIAMS LAKE  
CKCQ, 1,000 watts on 570 kcs.  
CKWL, 1,000 watts on 920 kcs.  
(1) Cariboo Broadcasters Ltd. (2) Box 3000 Quesnel (3) (604) 992-5151 (4,5) Dennis Reid (5) CKWL R.R. Leckie (6) J.V. Boates (7) Will McKenzie (8,9) G.K. McCall (10,11) P.A. Reid (13) Marie Davidson (14) J.V. Boates (15) S. Everson (16) S. Davis (17-21) All-Canada (22) MOR, Variety (23) 1957 (24) BN

#### CKXR, SALMON ARM

CKCR, REVELSTOKE  
CKXR, 1,000 watts on 580 kcs.  
CKCR, 1,000 watts on 1340 kcs.  
(1) Hall-Gray Broadcasting Co. Ltd. (2) Box 69, Salmon Arm (3) (604) 832-2161 - Tlx 048-707 (4-6) R.J. Hall (7,8) W.E. Gray (10-12) G.Y. Young (14) R.J. Hall (15) Mrs. Pamela Shaw (16) S.W. Davis (17-20) Group One (22) MOR, C & W (23) 1965 (24) BN

#### CFBV, SMITHERS

CFLD, BURNS LAKE  
CFBV, 1,000 watts on 1230 kcs.  
CFLD, 250 watts on 1400 kcs.  
(1) CFBV Ltd. (2) Box 335 Smithers (3) (604) 847-2521 - Tlx CKBV, 047-8332 CFLD 047-569 (4,5) R.A. (Ron) East (6) G.E. (Ed) Rea (7-9) R.J. (Bob) Nunn (10-12) N.C. Wesesen (13) R.J. Nunn (15) Kelda Giddings (16) S.W. Davis (17,18) Radio-TV Reps (19) A.J. Messner (20) Radio-TV Reps (22) MOR (23) CFLD, 1965 CFBV, 1963 (24) BN

#### CFTK, TERRACE

CKTK, KITIMAT  
1,000 watts on 590 kcs.  
(1) Skeena Broadcasters Ltd. (2) 3231 Emerson St. (3) (604) 635-6316 - Tlx 047-85529 (4) J. Fred Weber (5) Bill Gallant (6) Catherine McKeown (8) Blair Gamble (10) Keith Tutt (11) Peter Morgan (13) Marg Van-Herd (15) Val Hayter (16) John Nance (17,18) Radio-TV Reps (19) A.J. Messner (20) Radio-TV Reps (21) ABC International (22) MOR, Country (23) 1959 (24) BN

#### CJAT, TRAIL

1,000 watts on 610 kcs.  
(1) Kootenay Broadcasting Co. Ltd. (2) 1300 Cedar Ave. (3) (604) 368-5511 - Tlx 041-4435 (4) W.C. Harvey (5) J.P. Kobluk (6,7) R.W. Meneer (8) D.J. Glover (9) W. Kay (10,11) J. Remesz (14) D.J. Glover (15) D.A. Townsend (16) J. Renzie (17-21) All-Canada (22) MOR, C & W (23) 1931 (24) BN, Ottawa Radio News

#### CBU, VANCOUVER

10,000 watts on 690 kcs.  
(1) Canadian Broadcasting Corp. (2) 701 Hornby St. (5) R.W. McGall (Director for B.C.) (23) 1925

#### CHQM, VANCOUVER

50,000 watts on 1320 kcs.  
(1) Q Broadcasting Ltd. (2) 1134 Burrard (3) (604) 682-3141 - Tlx 04-5317 (after June 1st, 04-51110 (4,5) W.E. Bellman (6) N.L. Hullah (7,8) M.L. Foisy (9) Garth Millar (10) Andy Walsh (11) Brad Keene (15) Mrs. Anne Bolton (16) Stan Davis (17,18) Stephens & Townsend (21) Weed (22) easy listening (23) 1959 (24) BN, Newsradio

#### CJOR, VANCOUVER

10,000 watts on 600 kcs  
(1) CJOR Ltd. (2) 840 Howe St. (3) (604) 685-6464 (4) James A. Pattison (5) Jack R. Stewart (6) Don Wall (7) Lyall Winlaw (8-10) Jim Nielsen (11) Lyall Winlaw (13) Mrs. Pearl Cameron (14) Red Robinson (15) Gloria Rochard (16) Al Erdman (17,18) Radio House (19) A.J. Messner (22) Country, -60%, Talk-40% (23) 1926 (24) BN

#### CKLG, VANCOUVER

10,000 watts on 730 kcs.  
(1) Moffat Broadcasting Ltd. (2) 1006 Richards St. (3) (604) 681-7511 - Tlx 04-5992 (4) Randall L. Moffat (5) Don M.E. Hamilton (6) Allan L. Anaka (7) Phil

Continued on page 34

**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

Toombes (8) Frank Callaghan (9) Roy Hennessy (10,11) Don Richards (13) Sheila Atkinson (14) Myles Murchison (15) Mrs. Lois Thompson (16) Peter Mackintosh (17,18) Major Market (21) Devney (22) Contemporary (23) 1954 (24) Contemporary News

**CKVN, VANCOUVER**

50,000 watts on 1410 kcs.  
(1) Radio Station CKVN Ltd. (2) 1900 West 4th Ave. (3) (604) 731-9222 - Tlx 045-230 (4) Jack Tietolman (5) M. Ronald Carabine (6) Bill Konyk (7) Al Jordan (8) Hal Wardell (10) Bruce M. Hood (11) Annis Stukus (14) Bill Konyk (15) Mrs. J. Johnston (16) Stan Davis (17,18) Radio & TV Sales (21) Donald Cooke (22) All News (23) 1969 (24) Rogers Radio UPI, ABC, BN, Mutual

**CKWX, VANCOUVER**

50,000 watts on 1130 kcs.  
(1) Selkirk Holdings Ltd. (2) 1275 Burrard St. (3) (604) 684-5131 - Tlx 04-5396 (4,5) J. Dalt Elton (6) Keith Bower (8) Robert Bye (10) Wm. M. Hutton (11) Jim Robson (14) Peggy Miller (15) Jack Hughes (16) Stan Davis (17-21) All-Canada (22) MOR (23) 1931 (24) BN, Voice, CP, Ottawa News

**CJIB, VERNON**

10,000 watts day, 1,000 watts night on 940 kcs.  
(1) Interior Broadcasters Ltd. (2) 3315B-30 Ave. (3) (604) 542-3900 - Tlx 048-671 (4,5) A.G. Seabrook (6) Bob Adshad (7,8) John A. Wilson (9) Ron Stanley (10) Don Warner (11) Wes Russell (12) Don Warner (13,14) Val Jenkins (15) Kathie Doidge (16) Bert Thorburn (17-21) All-Canada (22) General-MOR (23) 1947 (24) BN

**CFAX, VICTORIA**

10,000 watts on 1070 kcs.  
(1) C-FAX 1070 Ltd. (2) 620 View St. (3) (604) 386-2441 (4,5) Clare Copeland (6) Rich Mole (7) Barry Bowman (9) Gordon Cruse (10) Mike Adamson (11) Chuck Mudrak (13) Mrs. Mary McKay (14) Walter Donald (15) Mrs. Ann Mole (16) Doug Phillips (17,18) Radio House (19,20) Western Broadcast Sales (21) Weed (22) Popular Music (23) 1959 (24) CP, BN

**CJVI, VICTORIA**

10,000 watts on 900 kcs.  
(1) Island Broadcasting Co. Ltd. (2) P.O. Box 940, 817 Fort St. (3) (604) 382-8221 - Tlx 044-8111 (4) W.A. Speers (5) K.C. Goddard (6) Doug Greig (7) Joe Easingwood (8) Ron Robinson (9) Mrs. Maureen Mullan (10) Lorne Cunningham (11) Gorde Hunter (15) Bob McGill (16) Mike Doyle (17-21) All-Canada (22) MOR Contemporary (23) 1923 (24) BN, BN Voice, Parliamentary Press Gallery

**CKDA, VICTORIA**

25,000 watts on 1220 kcs.

(1) Capital Broadcasting System Ltd. (2) P.O. Box 967 (3) (604) 384-9311 - Tlx 044-8260 (4) David M. Armstrong (5) Keith G. MacKenzie (6,7) Walter Cowden (8) C. Edward Farey (9) Howard Woodland (10) Arthur Simmonds (11) Ralph Warrington (12) Reindeer Schuitema (13,14) Mrs. Shirley Jefferson (15) Mrs. Linda Boyd (16) Fred Cole (17,18) Radio-TV Repts (19) A.J. Messner (20) Radio-TV Repts (21) Canadian Standard Broadcast Sales (22) MOR Open line 8 pm-11 pm daily (23) 1950 (24) BN Contemporary

# Alberta

**CBR, CALGARY**

50,000 watts on 1010 kcs  
(1) Canadian Broadcasting Corp. (2) 1724 Westmount Blvd. (5) N.J. Lacey (23) 1948

**CFAC, CALGARY**

10,000 watts on 960 kcs.  
(1) Calgary Broadcasting Co. (2) 1301-17th Ave. S.W., Calgary 3 (3) (403) 244-9311 (4) N.A. Botterill (5) John E. Ansell (6) Gordon Walker (7,8) Jim Kunkel (9) Larry Kunkel (10) Brian Johnson (11) Joe Carbury (12) George Elder (13) Barbara Paulin (14) Bev Mannix (15) Darlene Herman (16) Earle Connor (17-21) All-Canada (22) Town & Country (23) 1922 (24) CP, BN, BN Voice, Bup

**CFCN, CALGARY**

50,000 watts on 1060 kcs  
(1) The Voice of the Prairies Ltd. (2) Broadcast House, Calgary 5 (3) (403) 249-9101 (4) E.W. Chapman (5) Don Thomas (9) Mrs. Joyce Nephin (10) Ian Parker (11) Henry Viney (14) Don Wood (15) Alveria Larson (16) Ron Nordquist (17,18) Stephens & Towndrow (20) Stephens & Towndrow (21) Weed (22) MOR, C & W (24) Newsradio

**CHQR, CALGARY**

10,000 watts on 810 kcs.  
(1) Bentley Broadcasting Co. Ltd., (2) 1030-4th St. S.W. Zone 3 (3) (403) 263-5522 (4,5) Ted Soskin (6-8) Reuben Hamm (9) Mrs. Shirley Corrigal (10) John Scott Black (11) Russ Peake (12) John Scott Black (13) Mrs. Kay Jones (14) Reuben Hamm (15) Mrs. Norma Hoopfer (16) Mel Hoyme (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) Good Music (23) 1964 (24) NBC

**CKXL, CALGARY**

10,000 watts on 1140 kcs.  
(1) Moffat Broadcasting Ltd. (2) P.O. Box 1140, Calgary 3 (3) (403) 263-8160 Tlx - 038-2174 (4) Randall L. Moffat (5) David E. Lyman (6) Nat'l John E. Tyrrell, Local - G.S. Menzies (8) Bob Robertson (9) John Novak (10) Dale O'Hara (11) Bill Powers, Eric Bishop (14) Mrs. Susan Stewart (15) Mrs. Lois Lodermeier (16) Wm. N. Martin (17,18) Major Market (19) Moffat Broadcasting (20) James Advtg. (21) Devney (22) Contemporary - Adult Daytime, Teen Evening (23) 1927 (24) Canadian Contemporary News, BN

**CFCW, CAMROSE**

10,000 watts on 790 kcs.  
(1) Camrose Broadcasting Co. Ltd. (2) 4872-50th St. (3) (403) 672-3151 (4) H.J. Yerxa (5,6) Warren H. Holte (7,8) Rich Sims (9) Curley Gurlock (10) Mike Goetze (11) Jim Brown (12) Chuck Greig (13) Bev. Madison (14) Dan Chomlak (15) Mrs. Diana Smith (16) Lyndy Olson (17,18) Lorrie Potts

(19) A.J. Messner (20) James Advtg. (22) C & W. Religious, Ethnic, Farm Service (23) 1954 (24) BN, BN Voice

**CJDV, DRUMHELLER**

5,000 watts on 910 kcs.  
(1) Dinosaur Broadcasting Co. (2) Box 1480 (3) (403) 823-3384 (4,5) Tony Mayer (6) Don Millar (7-9) Doug Marvin (10,11) Dennis Seibel (12) Bill Cameron (13) Mrs. Grace Bigford (14) George Walters (15) Mrs. Peg Pinkham (16) John Briuns (17,18) Radio & TV Sales (19) A.J. Messner (20) Jim Stovin (21) Hugh Wallace (22) MOR (23) 1958 (24) BN

**CBX, EDMONTON**

50,000 watts on 740 kcs  
(1) Canadian Broadcasting Corp. (2) P.O. Box 555 (5) R.L. Horley (23) 1953

**CFRN, EDMONTON**

50,000 watts on 1260 kcs.  
(1) Sunwapta Broadcasting Ltd. (2) Box 5030, Station 'E' (3) (403) 484-3311 Tlx 037-2257 (4) Dr. G.R.A. Rice (5,6) Tony Coumant (7) George Duffield (8) Robert E. Wilson (9) Mrs. N. Sinclair (10) Bruce Hogle (11) Al McCann (12) Scott Flewitt (13) Jim Roberts (14) Fred Anderson (15) Mrs. Fay Nord (16) Ted Wadson (17-20) Radio-TV Repts (21) Canadian Standard Broadcast Sales, Harlan G. Oakes (22) MOR, Open Line Extensive News Service (23) 1934 (24) BN, NBC

**CHED, EDMONTON**

10,000 watts on 630 kcs.  
(1) Radio Station CHED Ltd. (2) 10006-107th St. (3) (403) 424-2111 - Tlx 037-2904 (4) E.A. Rawlinson (5) Jerry Forbes (6) Bill Sysak (7) Dave Cummins (8) Bob McCord (9) Don Hamilton (10) Jim McLaughlan (11) Wes Montgomery (14) Bob McCord (15) Dennis Ferby (16) Clint Nichol (17,18) Major Market (20) Major Market (21) Devney (22) Contemporary (23) 1954 (24) Canadian Contemporary

**CHFA, EDMONTON**

5,000 watts on 680 kcs.  
(1) Radio Edmonton Ltd. (2) 10012-109th St. Edmonton 14 (3) (403) 424-2157 (4) Roger Motut (5,6) B.J. Gagnon (7) Andre Roy (8) Normand Fontaine (9) Gaby Paradis (10-12) Tharcis Forestier (13) Mimi Vandergooten (14) Andre Roy (15) Mimi Vandergooten (16) Andre Rouleau (17,18) Hardy Radio & TV (19) A.J. Messner (20) Radio-TV Repts (21) Devney (23) 1949

**CHQT, EDMONTON**

10,000 watts on 1110 kcs.  
(1) Radio Station CHQT Ltd. (2) 10154-103rd St., Edmonton 15 (3) (403) 424-1131 (4,5) Lewis R. Roskin (6) William Bagshaw (7) Roger Charest (8) Bob Hill (9) Roger Charest (10) Gerry Olson (11) Ken Reeves (13) Kathaleen Whitton (14) Larry Ross (15) Enid Weiss (16) Frank Makepeace (17,18) Radio & TV Sales (19,20) Western Broadcast Sales (21) Weed (22) Good Music - FM concept on AM (23) 1965 (24) BN, Correspondents

**CJCA, EDMONTON**

10,000 watts day, 5,000 watts night on 930 kcs.  
(1) Edmonton Broadcasting Co. Ltd. (2) 10123-104th St. Edmonton 14, (3) (403) 242-4131 - Tlx 937-2229 (4,5) Cameron A. Perry (6) John L. Sayers (7-9) Harry Boon (10) Walter Rutherford (11) Bryan Hall (14) Mrs. June Cavanagh (15) Mrs. Barbara Cook (16) Gordon Skutle (17-21) All-Canada (22) Contemporary, MOR (23) 1922 (24) BN Voice, Ottawa Radio News Bureau, BN, BN Regional

**CKUA, EDMONTON**

10,000 watts on 580 kcs

(1) Alberta Government Telephones (2) 10526 Jasper Ave. Edmonton 14 (3) (403) 422-5161 (5) J.W. Hagerman (7) E.K. Kilpatrick (9) E.K. Kilpatrick (10,11) Carl Noack (13) Mrs. M.P. Blackburn (14,15) Mrs. Kay Wright (16) W. Pinko (22) Informational, Educational Non-commercial (23) 1927 (24) BN

**CJYR, EDSON****CKYR, JASPER**

CJYR, 10,000 watts on 970 kcs.

CKYR, 100 watts on 1450 kcs.

(1) Yellowhead Broadcasting Ltd. (2) Box 1450, Edson (3) (403) 723-4461 (4,5) Ernie Mushtuk (6) Ron C. Hykaway (7-9) Chuck Benson (10) Dennis Williams (11) Barry Richards (12) Dave Hill (14) Chuck Benson (15) Mrs. Carol Varadi (16) John Reil (17-20) Group One (22) MOR, C & W (23) 1968 (24) BN

**CFGP, GRANDE PRAIRIE**

10,000 watts on 1050 kcs.

(1) Northern Broadcasting (2) 10008-103rd Ave. (3) (403) 532-2311 - Tlx 049-632 (5,6) Walter Everitt (7-9) Jack Soars (10,11) Lionel Kyle (15) Gail Frey (17-21) All-Canada (22) MOR, Western, Top 40 (23) 1937 (24) BN, Ottawa News Bureau

**CHEC, LETHBRIDGE**

5,000 watts on 1090 kcs.

(1) Southern Alberta Broadcasting Ltd. (2) Box 1090 (3) (403) 328-3311 - Tlx 038-49154 (4,5) H.W. Brown (6) R.J. Bruchet (7) V.G. Todd (9) V.G. Todd (10) Dave McCrady (11) Veryl Todd (12) Leo Dow (13) Barbara Hemmaway (14) V.G. Todd (15) Mrs. Margaret Davis (16) R. Verhulst (17-20) Group One (21) Weed (22) Good Music (23) 1958 (24) BN

**CJOC, LETHBRIDGE**

1,000 watts on 1220 kcs

(1) Lethbridge Broadcasting Ltd. (2) 1015-3rd Ave. S. (3) (403) 327-3161 - Tlx 038-4930 (4,5) J. McColl (6) Jack Innes (7,8) Bob Lang (9) Daryl Ferguson (10) Bill Skelton (11) Brent Seely (12) Doug Card (14) Wayne Barry (15) Mrs. Alma Bailey (16) Bob MacDonald (17-21) All-Canada (22) MOR, Top 40 (23) 1926 (24) BN

**CKSA, LLOYDMINSTER**

10,000 watts on 1080 kcs.

(1) Sask-Alta Broadcasters Ltd. (2) 5026-50th St. (3) (403) 875-3321 - Tlx 037-3211 (4) Arthur F. Shortell (5,6) Peter Senchuk (7,8) Barry Smith (9) Ernie Ford (10) Don Auty (11) Bill Sobkow (12) Roland Brassard (13) Janette Weaver (14,15) Mrs. Ethel Smith (16) Howard James (17-20) Hardy Radio & TV (21) ABC International (22) MOR, C & W Teen (23) 1957 (24) BN, CP

**CHAT, MEDICINE HAT**

10,000 watts on 1270 kcs.

(1) Monarch Broadcasting Co. Ltd. (2) 520-1st St. S.E. (3) (403) 526-2821 - Tlx 038-4824 (4) J.H. Yuill (5) Orville Kope (6) T.G. Gunter (7) Ken Schurko (8,9) Bob Ridley (10) Stan Weiler (11) Bob Ridley (12) Mickey Lynch (14) Doug Adair (15) Dennis Reimer (16) Sid Gaffney (17-21) All-Canada (22) MOR (23) 1946 (24) BN

**CKYL, PEACE RIVER**

10,000 watts on 610 kcs

(1) Peace River Broadcasting Corp. (2) P.O. Box 1150 (3) (403) 624-2535 - Tlx 037-5126 (4,5) George Cambridge (6) Richard D. Rafferty (7-9) Buryl Clark (10) Bob Zens (11) Al (Boomer) Adair (12) Allan Bell (13) Mrs. Louise Herbert (14) Buryl

Clark (15) Mrs. Louise Herbert (16) Les Klement (17,18) Radio-TV Reps (19) A.J. Messner (20) Radio-TV Reps (22) MOR, Contemporary, Good Country (23) 1954 (24) BN

**CKRD, RED DEER**

10,000 watts day, 1,000 watts night on 850 kcs.

(1) Central Alberta Broadcasting 1961 Ltd. (2) Box 5555 (3) (403) 347-6681 - Tlx 038-316 (4,5) H.L. Flock (6) G.P. Henry (7-9) L. Thiessen (10) B. Meisner (11) A. Hammer (12) M. Mehling (14) L. Thiessen (15) J. Tennant (16) K. Martin (17-20) Radio-TV Reps (21) ABC International (22) MOR (50% instrumental) (23) 1949 (24) BN

# Saskatchewan

**CFRG, GRAVELBOURG**

5,000 watts on 710 kcs.

(1) Radio Gravelbourg Ltee. (2) Case 570 Edifice Villeneuve (3) (306) 648-2515 (4) J.E. Chabot (5) Benoit Pariseau (6) Leonard Beaudry (7) Christian Carreyrou (8) Benoit Pariseau (9) Christian Carreyrou (10) Marcel Moor (11) Germain Massicotte (12) Marcel Moor (13) Carole Michaud (14) Christian Carreyrou (15) Jeanne Beauregard (16) John A. Brown (17,18) Hardy Radio & TV (19) A.J. Messner (20) Broadcast Reps (21) Devney (22) Western, MOR, Popular, Semi Classical & Classical (23) 1952 (24) CP

**CJVR, MELFORT**

10,000 watts on 1420 kcs.

(1) Radio CJVR Ltd. (2) P.O. Box 1420 (3)

(306) 752-2867 (4) V.N. Miner (5) M.J. "Mary" Chase (6) Gerry Rempel (7-9) Leneord Enns (10,11) Grant Ulyot (12) Gary Miller (13) Doreen Holmgren (14) Leneord Enns (15) Annette Nicholson (16) Ed Burynuik (17,18) Lorrie Potts (19,20) Radio-TV Reps (22) MOR, Country, Rock (23) 1966 (24) BN

**CHAB, MOOSE JAW**

10,000 watts on 800 kcs

(1) Moffat Broadcasting Ltd. (2) 116 Main St. N (3) (306) 692-6464 - Tlx 031-2912 (4) Randall L. Moffat (5) Vern Traill (6) Bob Meikle (7,8) Bruce Mitchell (10) Bruce Mitchell (11) Ron Temreck (12) Stan Ravndahl (13) Mrs. Mary Carty (14) Bob Simpson (15) Mrs. Barb Huel (16) Merv Pickford (17,18) Major Market (19) A.J. Messner (20) James Advtg. (21) Devney (22) Contemporary (23) 1922 (24) BN, Akhurst Contemporary News

**CJNB, NORTH BATTLEFORD**

10,000 watts on 1050 kcs.

(1) Northwestern Broadcasting Co. Ltd. (2) Box 1460 (3) (306) 445-2477 - Tlx 034-2527 (4) E.A. Rawlinson (5) Harry G. Dekker (6) H. Dekker-Nat'l. A. Johnson, Local (7,8) Eldon Elliott (10) Lorne Cooper (11) Eldon Elliott (12) Lorne Cooper (13) Bob Hildebrand (15) Pat Wagner (16) Al Ruddell (17-20) Group One (21) Devney (22) MOR, C & W (23) 1947 (24) BN

**CKBI, PRINCE ALBERT**

10,000 watts on 900 kcs

(1) Central Broadcasting Co. Ltd. (2) 22-10th St. W. (3) (306) 763-7421 - Tlx 034-29132 (4) E.A. Rawlinson (5) F.F. Rawlinson (6) Ian Robertson (7) Jim Scarrow (10,11) Nick Roche (12) Harold Mallwitz (13) Marion Sherman (15) Ruth Gameau (16) Tom Van Nes (17-21) All-Canada (23) 1934 (24) BN

## "SELL IT WHERE IT'S AT"

A new concept to move products at the point of sale with:

**Hostesses****In-store demonstrations****Attractive product displays****Supermarket participation****Promotion announcements****Show cards****Banners****Product sampling**

Our Reps - All-Canada Radio & Television - have all the details. Contact them or C J C A for the complete brochure outlining this comprehensive, integrated advertising and merchandizing plan.

**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

**CJME, REGINA**

1,000 watts on 1300 kcs.  
 (1) Midwest Broadcasters Ltd. (2) Box 1300 (3) (306) 527-4191 (4) E.A. Rawlinson (5) Bob Hutton (6) Terry Ennis (7,8) John MacKey (9) John Onn (10) Dennis Harding (11) Bob Hutton (12) Dennis Harding (13) Mrs. Lori Carveth (14) Jim Savage (15) Bernice Davies (16) Dave Senft (17-18) Major Market (20) James Advtg. (21) Devney (22) Informational, Contemporary Top 40 (23) 1959 (24) BN Voice & Wire, Prairie Regional Wire

**CKCK, REGINA**

5,000 watts on 620 kcs.  
 (1) Transcanada Communications Ltd. (2) P.O. Box 6200 (3) (306) 522-8591 - Tlx 031-2239 (4) M. Sifton (5) Gary L. Miles (6) Joe Foord (7) Doug Alexander (9) Leanne Ahearn (10) Frank Flegel (11) John Wells (12) Frank Flegel (13) Mrs. Pam Allen (14) Dennis Stafford (15) Mrs. Irene Deck (16) Howard Dean (17-21) All-Canada (22) MOR,

Contemporary (23) 1922 (24) SBN, Ottawa Radio News, BN, CP West

**CKRM, REGINA**

10,000 watts day, 5,000 watts night on 980 kcs.  
 (1) Cambrian Broadcasting Ltd. (2) Box 9800 (3) (306) 523-5661 - Tlx 031-2710 (4) W.B. Plaunt (5) James T. Miller (7-9) Roy C. Brown (10) Norm Bright (11) Barry Munger (12) Norm Bright (14) Roy C. Brown (15) Mrs. Freda Morris (16) L.V. (Len) Cozine (17,18) Paul Mulvihill (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) Contemporary (23) 1926 (24) BN

**CBK, REGINA**

50,000 watts on 540 kcs  
 (1) Canadian Broadcasting Corp. (2) 1840 McIntyre St. (5) A.E. Parr (23) 1939

**CKKR, ROSETOWN-KINDERSLEY**

10,000 watts on 1330 kcs.  
 (1) Goose Lake Broadcasting Co. Ltd., (2) Box 490, Rosetown (3) (306) 882-2686 (4-6) Stan Solberg (7) Pat O'Connor (9) Ken Speers (10,11) Bart Dailley (13) Joanne Slater (14) Pat O'Connor (15) Joanne Slater (16) John Guppy (17,18) Radio & TV Sales (19) Harold Olsen (20) Jim Stovin (22) C & W, Ethnic. (23) 1966 (24) BN

**CFNS, SASKATOON**

1,000 watts on 1170 kcs.  
 (1) Radio Prairies Nord Ltee. (2) 1426 Alexandra (3) (306) 653-1170 (4) Dr. Maurice Demay (5) M. Jacques Landry (6) Auguste Bandet (7,8) Jacques Landry (9) Mrs. Marie A. Papen (10-12) Francois Riopel (13) Mrs. Marie-A/ Papen (14) Jacques Landry (15) Mrs. Eva Billo (16) Emile Gaudet (17,18) Hardy Radio & TV (19) A.J. Messner (20)

Radio-TV Reps (21) Devney (22) good music (23) 1952 (24) CP

**CFQC, SASKATOON**

5,000 watts on 600 kcs  
 (1) A.A. Murphy & Son Ltd. (2) Box 9200 (3) (306) 242-6611 - Tlx 034-2228 (4) Vern Dallin (5) Dennis T. Fisher (6) E. Clyde Bourassa (7,8) Wally Stambuck (9) Walt Edwards (10) Les Edwards (11) Jack Sanberg (12) Bill Story (13) Mrs. Darlene Cherry (14) Gordon Browne (15) Mrs. Martha Mills (16) Jan van der Tuuk (17-20) Radio-TV Reps (21) Canadian Standard Broadcast Sales, H. Oakes. (22) MOR (23) 1923 (24) BN, SRN, NBC

**CKOM, SASKATOON**

10,000 watts on 1250 kcs.  
 (1) Saskatoon Community Broadcasting Co. Ltd. (2) 3333-8th St. E. P.O. 30 (3) (306) 374-3690 (4) R.A. Hosie (5,6) Bill Stovin (7) Arn Stilling (8,9) George Johns (10) William Gerald (11) Roy Norris (15) Janet McCubbing (16) Maynard Greer (17,18) Major Market (19,20) Stovin-Byles (21) Weed (23) 1951 (24) BN

**CJSN, SHAUNAVON**

1,000 watts on 1490 kcs.  
 (1) Frontier Broadcasting Co. Ltd., (2) Box 1176 (3) (306) 297-2671 (4) Douglas Scott (5-9) Dave Andersen (10) Sean Quinlan (11) Frank Matovich (12) Art Wallman (13) Mrs. Margaret Christenson (14) Dave Andersen (15) Mrs. Margaret Christenson (16) Harry Battinga (17,18) Group One (19) Broadcast Reps (20) Radio-TV Reps (21) Weed (22) MOR, C & W (23) 1966 (24) BN

**CKSW, SWIFT CURRENT**

1,000 watts day, 250 watts night on 1400 kcs.  
 (1) Frontier City Broadcasting Co. Ltd. (2) P.O. Box 370 (3) (306) 773-4605 (4) Douglas W. Scott (5) Wilf C. Gilbey (6) William Friest (7,8) Wilf Gilbey (9) Brent Wilson (10) Sean Quinlan (11) Frank Matovich (12) Art Wallman (13) Mrs. Mary Mudry (14) Doug Scott (15) Mrs. Pom Matheos (16) Harry Battinga (17,18) Group One (19) Broadcast Reps (20) Radio-TV Reps (21) Weed (22) MOR, C & W (23) 1956 (24) BN

**CFSL, WEYBURN**

**CJSL, ESTEVAN**  
 CFSL, 10,000 watts on 1190 kcs.  
 CJSL, 1,000 watts on 1280 kcs.  
 (1) Soo Line Broadcasting Co. (2) Box 340, 305 Souris Ave. (3) (306) 842-4666 (4) T.G. Laing (5) James T. Laing (6) Mrs. K. Somerville (7) Frank Martina (8,9) Ray Bye (10) Harold Gardiner (11) James Laing (12) Don Turner (13) Mrs. G. Montgomery (15) Mrs. Linda Ebel (17-19) Group One (20) Group One & Byles, Gibb & Assoc. Ltd. (22) MOR, Contemporary-community oriented (23) 1957 (24) BN

**CJGX, YORKTON**

10,000 watts on 940 kcs.  
 (1) Yorkton Broadcasting Co. (2) Tower Theatre Bldg. (3) (306) 783-2256 - Tlx 034-21513 (4,5) George G. Gallagher (7,8) Ed Laurence (9) Ruth Niefer (10,11) Jim Keilback (12) Doug Sherwin (14) Kenneth Dadds (15) June Blaxall (16) Harry Kerr (17,18) Radio-TV Reps (19) A.J. Messner (20) Radio-TV Reps (21) Canadian Standard Broadcast Sales (22) MOR (23) 1927 (24) BN

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CFAM, ALTONA  
 CHSM, STEINBACH  
 CFAM, 10,000 watts on 950 kcs.

CHSM, 10,000 watts on 1250 kcs.

(1) Southern Manitoba Broadcasting Co. Ltd. (2) Box 950, Altona (3) (204) 324-6464 (4) Walter E. Kroeker (5,6) Elmer Hildebrand (7) Jim McSweeney (9) Ray Saunders (10) Dennis Seimens (11) Harv Kroeker (12) Bob Paschke (13) Mrs. Olly Penner (14) Cleo Heinrichs (15) Verna Friesen (16) John Pauls (17-20) Radio-TV Reps (22) Community Service, Cosmopolitan Music (23) 1957 (24) BN, Local Correspondents

#### CKX, BRANDON

10,000 watts on 1150 kcs.

(1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (3) (204) 728-1150 Tlx 035-02716 (4) John B. Craig (5) A. Stuart Craig (6) E.H. Holland (7) Ron Thompson (8) Frank Bird (10) Brian Denike (11) Cliff Jones (12) Frank Bird (14) Vince Dodds (15) Mrs. Delores Selwich (16) Lawrence Dubois (17-21) All-Canada (22) MOR (23) 1928 (24) BN

#### CKDM, DAUPHIN

10,000 watts on 730 kcs.

(1) Dauphin Broadcasting (3) (204) 638-3230 (4) J. Maillard (5) J.H. Dunlop (6) Jack Henderson (7) Mrs. Audrey Mansoff (8) Paul Walker (9) Bill Falmond (10) Paul Walker (11) Bernie Basaraba (12) Jack Weeks (13) Mrs. Helen Henderson (14) Doug Simmons (15) Mrs. L. Coombs (16) Alan Watson (17,18) Radio-TV (19) A.J. Messner (20) Radio-TV Reps (21) Canadian Standard Broadcast Sales (22) MOR (23) 1950 (24) BN

#### CFAR, FLIN FLON

10,000 watts day, 1,000 watts night on 590 kcs.

(1) Arctic Radio Corp. Ltd. (2) 75 Callinan St. (3) (204) 687-3469 - Tlx 036-65521 (4) Gordon Travis (5,6) Jay Leddy (7) Ken Porteus (8) Dennis Corrigan (9) Greg Davis (10,11) Al Sweeney (14) Greg Davis (15) Connie Foreman (16) Eric Mason (17,18) Hardy Radio & TV (19) Broadcast Reps (20) Hardy Radio & TV (21) Standard Broadcast Sales (22) Variety, MOR/contemporary with liberal, C & W, Rock & Soul (24) BN

#### CFRY, PORTAGE LA PRAIRIE

1,000 watts on 920 kcs.

(1) Portage Delta Broadcasting Co. Ltd. (2) 1500 Saskatchewan Ave. W. (3) (204) 857-5111 (4-6) R.D. Hughes (7,8) Vic Edwards (9) John Mangin (10) Vic Edwards (11) Alex Docking (12) Howard Barker (13) Nancy Layne (15) Marilyn Barnes (16) R.D. Hughes (17,18) Lorrie Potts (22) C & W, MOR, Farm Features (23) 1956 (24) BN

#### CKSB, ST. BONIFACE

10,000 watts on 1050 kcs.

(1) Radio Saint-Boniface Ltee. (2) 607 Langevin St. (3) (204) 247-4843 (4) Roland Trudeau (5) Roland Couture (6) E. Bohemier (8) Andre Martin (10-12) Val Gervais (13) Mrs. Marie Martin (15) Mrs. B. Desrochers (16) Roland Brodeur (17,18) Hardy Radio & TV (20) Radio-TV Reps (21) Devney (23) 1946 (24) BN

#### CHTM, THOMPSON

1,000 watts on 610 kcs.

(1) Mystery Lake Broadcasting Ltd. (2) Plaza Shopping Centre (3) (204) 677-3905 - Tlx 036-64516 (4) D.R. Sutherland (5) D.A. Grout (6-8) G. Brooks (11) Brian Swain (13,14) Mrs. Bunny Cane (15) Mrs. Lynn Cyr (16) Gordon Kartz (17,18) Group One (19) Broadcast Reps (20) Group One (22) MOR (23) 1962 (24) BN

#### CBW, WINNIPEG

50,000 watts on 990 kcs

(1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) J.R. Finlay (23) 1948

#### CFRW, WINNIPEG

5,000 watts on 1470 kcs.

(1) CJOR Ltd. (2) P.O. Box 1022 (3) (204) 947-1211 (4) James A. Pattison (5,6) T.N. Trimble (7,8) Chuck Chandler (9) Bob Branigan (10) Jack Molloy (11) Glen Darling (13) Mary Nelson (14) Chuck Chandler (15) Mary Nelson (16) Bill MacDougall (17,18) Radio House (20) CJOR Ltd. (22) Top 40 (23) 1963

#### CJOB, WINNIPEG

10,000 watts on 680 kcs.

(1) Radio OB Ltd. (2) 930 Portage Ave. (3) (204) 786-2471 (5) R.M. MacLennan (6) Ted Smith (7) W. Cosford (8,9) John Cochrane (10) Steve Halinda (11) Ken Nicholson (14) Kirk Northcott (15) Mrs. E. Jones (16) Niel East (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) Contemporary, MOR (23) 1946 (24) NBC, Standard Radio News

#### CKRC, WINNIPEG

10,000 watts on 630 kcs.

(1) Transcanada Communications Ltd. (2) 300 Carlton St. (3) (204) 942-2231 Tlx 03-5566 (4) M.C. Sifton (5) R.K. Macdonald (7) R.L. Washington (9) Doc Steen (10) Jim Farrell (11) Earle McKittrick (13) Boyd Kozak (15) Terri Richl (16) Ray Patterson (17-21) All-Canada (22) Contemporary (23) 1934 (24) BN Voice & BN

#### CKY, WINNIPEG

50,000 watts on 580 kcs.

(1) Moffat Broadcasting Ltd. (2) 432 Main St. (3) (204) 943-1531 - Tlx 035-8284 (4,5) Randall L. Moffat (6) Don McDermid (8) Bill Grogan (9) Dunc Anderson (10) John Pierce (11) Jack Wells (13) Hedi Lewis (14) Donn Kirton (15) George Keith (16) Andy Malowanchuk (17,18) Major Market (20) James Advtg. (21) Devney (22) MOR, Talk (23) 1949 (24) CP, Canadian Contemporary News

## Ontario

#### CHOO, AJAX

10,000 watts on 1390 kcs

(1) Radio CHOO-1390 Ltd. (2) 97 McMaster Ave. (3) (416) 839-1390 (4) Wm. Jones (5,6) Brian R. Farr, (7,8) Mike Baron (9) T.R. Glecoff (10) Peter Oomen (11) Eric Wesslyby (12) Harry Greene (13) Mrs. M. Richards (14) Brian Farr (15) R. Gros (16) David Snodgrass (17-20) Group One (22) MOR, Progressive Underground, C & W (23) 1967 (24) BN

#### CKBB, BARRIE

10,000 watts day 2500 watts night on 950 kcs

(1) Barrie Broadcasting Co. Ltd. (2) Box 519 (3) (705) 726-6466 - Tlx 0689-5520 (4) R.T. Snelgrove (5) Wayne E. Bjorgan (6) John Henderson (7-9) Grant Forsythe (10) Bill McCutcheon (11) Grant Forsythe (14) Frank Tooke (15) Phyllis Moran (16) Bert Verwey (17,18) Paul Mulvihill (19,20) A.J. Messner (21) Canadian Standard Broadcast Sales (22) MOR, C&W, Teen (23) 1949 (24) BN, CCNS

#### CJBQ, BELLEVILLE

1,000 watts on 800 kcs

(1) Qinte Broadcasting Co. Ltd. (2) 45 Bridge St. E.P.O. Box 488, (3) (613) 968-5555 (4) Dr. G.A. Morton (5) Frank C. Murray (6) Hamie MacDonald (7) Frank C. Murray (8) Lee Jourard (9) Frank C. Murray (10) Dave Sovereign (11) Jack Devine (12) Phil Flagler

(13) Lee Jourard (14) Mrs. Diane Loupelle (15) Mrs. Gerry Flieger (16) Jack Buchanan (17-20) Major Market (21) Standard Broadcast Sales (22) Varied (23) 1946 (24) BN

#### CJNR, BLIND RIVER

1,000 watts on 730 kcs

(1) Algonquin Radio & TV (2) P.O. Box 1120 (3) (705) 356-2209 (4) Carmen Greco (5) Paul Leonard (6) Ray Boucher (7,8) John Baird (9) Bill Thompson (10) John Baird (11) Bill Thompson (12) Rich Mucci (14) Ray Boucher (15) Evelyn Fullerton (16) Warren Parker (17) Lorrie Potts (18) Scotty Sheridan - Lorrie Potts (19) A.J. Messner (21) Weed (22) MOR, Country (23) 1958 (24) BN, CP, CBC

#### CHIC, BRAMPTON

1,000 watts day, 500 watts night on 790 kcs

(1) CHIC Radio Ltd. (2) 2 Ellen St. (3) (416) 451-3110, 677-1090, 677-9101 (4) Leslie A. Allen (5) Joseph A. Morgan (6) Harry J. Allen Jr. (7) James Beesack (9) Mrs. Denyse MacKay (13) Shelley Panter (15) Mrs. Darline Harrop (16) Paul Firminger (17-20) Group One (21) Donald Cooke (22) Country & Folk with talk programs in Canada's first and only all-girl station. (23) 1953 (24) BN

#### CKPC, BRANTFORD

10,200 watts on 1380 kcs.

(1) Telephone City Broadcast Ltd. (2) 571 West St. (3) (519) 753-2664 (4) Mrs. F.M. Buchanan (5) R. Buchanan (6) Don Woodley (7) Brian Studier (8,9) Arnold Anderson (10) Gordon Cook (11) Arnold Anderson (12) John Edgar (13) Mrs. Kit McDermott (15) Glen Walker (16) Jim Featherston (17,18) Lorrie Potts (19) Broadcast Reps (20) Radio-TV Reps (22) MOR (23) 1923 (24) BN

#### CFJR, BROCKVILLE

1,000 watts on 1450 kcs

(1) Eastern Ontario Broadcasting Co. Ltd. (2) P.O. Box 666 (3) (613) 345-1666 (4,5) John A. Radford (6) Norman Thomas (7) James Chapman (10,11) Tom Statham (12) Lloyd Ker (13) Elizabeth Landon (14) Norm Thomas (15) Lorraine McInnes (17-20) Radio-TV Reps (21) Canadian Standard Broadcast Sales (22) MOR, C & W, Contemporary blocks (23) 1926 (24) BN

#### CFCO, CHATHAM

10,000 watts on 630 kcs

(1) Great Lakes Broadcasting Systems Ltd. (2) P.O. Box 630 (3) (519) 352-3000 (4) D.G. Campbell (5) N.H. Haines (6) S. Boucher (7,8) Bob Nelson (9) Carol Burke (10,11) Pete McGarvey (12) Harold Smith (13) Stephanie Keeley (14) Norm Haines (15) Joan Thompson (16) Gord Brooks (17-19) Paul Mulvihill (20) Stephens & Towndrow (21) Devney (22) MOR (23) 1926 (24) BN

#### CHUC, COBourg

1,000 watts on 1450 kcs

(1) Radio CHUC Co. Ltd. (2) Box 520 (3) (416) 372-5401 (4) D.B. Williamson, P. Eng. (5) Donald J. Fox (6) Cameron Carroll (8) Doug Whalen (10) Larry Hall (11) Don Grimshaw (12) Doug Whalen (13) Charles Lester (15) Mrs. Ethel Davey (16) Robert Hibbert (17,18) Radio & TV Sales (22) Varied (23) 1958 (24) BN

#### CKCB, COLLINGWOOD

250 watts on 1400 kcs

(1) Barrie Broadcasting Co. (2) Box 339 (3) (705) 445-2011 (4) R.T. Snelgrove (5) Wayne Bjorgan (6) Rod LaHay (8,9) Jim House (10) Bill McCutcheon (11) Grant Forsythe (12) Rod LaHay (13) Mrs. Rosemary Henderson (15) Mrs. Rosemary Henderson (16) Bert Verwey (22) Mor, Light Rock (23) 1965 (24) CKBB Barrie

Continued on page 38

**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Repts (18) Montreal Repts (19) Winnipeg Repts (20) Vancouver Repts (21) U.S. Repts (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

**CFML, CORNWALL**

1,000 watts on 1110 kcs  
 (1) CFML Radio (Cornwall) Ltd. (2) 1308 Pitt St. (3) (613) 932-3356 (4) Y. Bertrand (5) B. Bertrand (6) Fern Derouin (7) Lise Dumont (8) Guy Vachon (9) Robert Theriault (10) Huguette Burroughs (11) Yvon Lemire (12) Huguette Burroughs (13) Mrs. Madeleine Germain (14) Rolland Chevrier (15) Denise Langlois (16) Don Williamson (17-20) Group One (21) Hooper Jones & Assoc. (22) MOR, Top 40, Easy Listening (23) 1959 (24) BN

**CJSS, CORNWALL**

1,000 watts on 1220 kcs  
 (1) Tri-Co. Broadcasting (2) 237 Water St. E. P.O. 969 (3) (613) 932-5180 (4,5) Paul Emond (6) Mrs. Eva Howard (7) Wayne Waldroff (8,9) Dave Lafave (10,11) George Heath (12) John Nichols (13) Mrs. Dorothy Robillard (15) Mrs. Alma Valley (16) Mahlon Clark (17-21) All-Canada (22) Bright Sound Slightly left of Middle (23) 1945 (24) BN

**CKDR, DRYDEN**

1,000 watts on 900 kcs  
 (2) Lake of the Woods Broadcasting (2) Box 580, (3) (807) 223-2355 (4) H.F. Dougall (5-10) Peter L. Harding (11) J. Murray Jones (14) Robert J. Reddings (15) Shelley Kurz (16) Gerhard Beutow (17) Major Market (19) Stovin-Byles (22) MOR, Country Teen (23) 1963 (24) CP

**CFOB, FORT FRANCES**

1,000 watts on 800 kcs  
 (1) Border Broadcasting Ltd. (2) P.O. Box 669 (3) (807) 274-5341 (4) H.F. Dougall (5,6) Gordie McBride (7,8) Peter Gordon (9) Donn Ryan (10,11) Brian Coxford (12) Dale Ramsdale (13) Diane Glowasky (14) Jerry Franzen (15) Jennie Mallory (16) Oscar Petsnick (17-20) Major Market (21) Canadian Standard Broadcast Sales (22) MOR, C&W (23) 1944 (24) CP

**CFTJ, GALT**

250 watts on 1110 kcs  
 (1) The Galt Broadcasting Co. Ltd. (2) 46 Main St. (3) (519) 621-7510 (4,5) John V. Evans (6) A.C. "Bert" Bond (8) John Etherton (9) Gregory Peppler (10) John Etherton (11) Gregory Peppler (13) Mrs. Bernice Adams (14) Ray Norris (15) Mrs. Mary Lillie (16) James Stone (17-20) Hardy Radio & TV (22) MOR (23) 1954 (24) BN News & Voice

**CJOY, GUELPH**

10,000 watts day, 5,000 watts night on 1460 kcs  
 (1) CJOY Ltd. (2) Box 217 (3) (519) 824-7000 (4) W.O. Slatter (5) F.T. Metcalf (6) W.D. Dawkins (8) Gord Field (10,11) Norm Jary (13) Mrs. Marilyn Kane (15) Mrs. Marg Gross (16) Peter Calvert (17,18) Paul Mulvihill (20) Stephens & Towndrow (21) Devney (22) Contemporary MOR, News, Sports Informational (23) 1948 (24) BN

**CHAM, HAMILTON**

10,000 watts on 1280 kcs  
 (1) Rogers Broadcasting Ltd. (2) Terminal Towers (3) (416) 528-0181 (4) E.S. Rogers (5) Keith S. Dancy (6) Mike Mezo (7) Jon Alexander (8,9) John Murphy (10) Earl Bradford (11) Norm Marshall (15) Mrs. June Archer (16) Ron Turpenny (17,18) Ind. Communications Sales (19,20) Radio-TV Repts (21) Devney (22) MOR, Pop (24) ABC, Rogers News, Mutual

**CHML, HAMILTON**

5,000 watts on 900 kcs  
 (1) Maple Leaf Broadcasting Co. Ltd. (2) 848 Main St. E. (3) (416) 549-2411 (4) T.E. Darling (5) W.E. Hall (6) R.G. Drew (8) Bob Hooper (9) Gord Picknell (10) Don Johnston (11) Perc Allen (13) Agnes Anderson (14) Frank MacKay (15) Len Thompson (16) Ed Victory (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) MOR, (23) 1927 (24) BN, CP, Standard Radio News, AP

**CKOC, HAMILTON**

10,000 watts on 1150 kcs  
 (1) Transcanada Communications Ltd. (2) Box 1150, Zone 22 (3) (416) 545-5885 - Tlx 021-660 (4) Michael Sifton (5) R.A. Lamborn (7,8) G. Summers (9) N. Grant (10,11) G. Summers (14) B. Giles (15) Mrs. Gayle Roberts (16) L. Horton (17-21) All-Canada (22) Contemporary (23) 1922 (24) BN Voice, CP, BN

**CKAR, HUNTSVILLE**

1,000 watts on 630 kcs  
 (1) Muskoka-Parry Sound Broadcasting Ltd. (2) P.O. Box 820 (3) (705) 789-4461 (4) G.N. MacKenzie (5,6) H.K.N. MacKenzie (7,8) Brian Thompson (10) Don Deasley (11) Garth Thomas (12) Sidney MacDonald (14) Hugh MacKenzie (15) Mrs. Roberta Bullen (16) Don Smith (17-21) Paul Mulvihill (22) MOR (23) 1958 (24) CBC

**CKAP, KAPUSKASING**

1,000 watts on 580 kcs  
 (1) Kapuskasing Broadcasting Co. Ltd. (2) Box 580 (3) (705) 335-2379 (4) Miro J. Spacek (5,6) Robert E. Robinson (7,8) Richard Levy (9) Norman Blondin (10,11) Tony Pooley (12) Mike Deschamps (13) Joyce LaMontagne (14) R. Lauzon (15) Joyce LaMontagne (16) Orvin Wilcox (17-20) Group One (21) Hooper-Jones & Assoc. (22) C&W, Contemporary, Light Semi-Classical (23) 1965 (24) BN

**CJRL, KENORA**

1,000 watts on 1220 kcs  
 (1) Lake of the Woods Broadcasting Ltd. (2) 336, 2nd St. S. (3) (807) 468-7850 (4) H.F. Dougall (5,6) Denis Belleville (8) Kris Paulson (9) Brian Stone (10) Peter Nelson (11) Marty Giving (15) Mrs. June Bishop (16) Ken Wai (17,18) Major Market (19) Stovin-Byles (20) James Advtg. (21) Canadian Standard Broadcast Sales (22) MOR, C&W (23) 1939 (24) BN, CBC

**CFRC, KINGSTON**

1000 watts on 1490 kcs.  
 (1) Queens University (2) Queens University, Kingston (3) (613) 546-3871, Ext. 3313 (5) Andrew K. Marshall (6-16) Students (22) Varied (23) 1922

**CKLC, KINGSTON**

10,000 watts on 1380 kcs  
 (1) St. Lawrence Broadcasting Co. Ltd. (2) Box 1030, 99 Brock St. (3) (613) 544-1380 (4) T.D. French (5) C.J. Bermingham (6) J.F. French (7) C.J. Bermingham (9) Gary Parr (10) Con Stevenson (11) Ross Wotten (13)

Marlene Rowe (14) C.J. Bermingham (15) Joan Moreland (16) Albert Auflieger (17,18) Radio House (19) Hardy Radio & TV (21) Weed (22) MOR (23) 1953 (24) BNR Newsradio, CBC

**CKWS, KINGSTON**

10,000 watts day, 5000 watts night on 960 kcs  
 (1) Frontenac Broadcasting Co. Ltd. (2) 170 Queen St. (3) (613) 544-2340 - Tlx 026-256 (4) Arthur L. Davies (5) Allan Brooks (6) Leo Clark (7,8) Carl Cogan (9) Jim Wright (10) Floyd Patterson (11) Max Jackson (13) Mrs. Anne Cornfield (14) Garry McColman (15) Mrs. Kay McBroom (16) Gord Backus (17,18) Ind. Communications Sales (19,20) Radio-TV Repts (21) All-Canada (22) MOR, Contemporary, Open Line (23) 1942 (24) CBC, BN, BN Voice

**CJKL, KIRKLAND LAKE**

**CJTT, NEW LISKEARD**  
 CJKL, 5,000 watts on 560 kcs  
 CJTT, 1,000 watts on 1230 kcs  
 (1) Kirkland Lake Broadcasting Ltd. (2) P.O. Box 430, Kirkland Lake (3) (705) 567-3366 (4) S.F. Chapman (5) W.G. King (6) R.W. Mantha (8) Laird Elcombe (10) Gary Turner (11) Jack Jay (14) Laird Elcombe (15) Norma Jean Morgan (16) Ronald Weller (17,18) Ind. Communications Sales (19,20) Radio-TV Repts (21) All-Canada (22) MOR (23) 1934 (24) BN

**CKYM, KITCHENER**

10,000 watts on 1490 kcs  
 (1) Great Lakes Broadcasting (2) 305 King St. W. (3) (519) 743-2611 (4) D.G. Campbell (5) John Larke (6) Mac Lindsay (7) Vern Rombough (8) Keith Sterling (10) Barry Pauley (11) Don Cameron (12) Vern Rombough (14) Cynthia Pearson (15) Jenny Lavery (16) Murray Porteous (17,18) Paul Mulvihill (19,20) Stephens & Towndrow (21) Devney (22) MOR (23) 1965 (24) CP, BN

**CKKW, KITCHENER**

1,000 watts on 1320 kcs  
 (1) Central Ontario Television Ltd. (2) 864 King St. W. (3) (519) 578-1313, Tor. (4) (416) 366-0852 - Tlx 029-5432 (4) C.A. Pollock (5) W.D. McGregor (6) W.T. Valentine (7) John Delazzer (8) Dan Fisher (9) Grant Hoffman (10) Gary McLaren (11) Bill Inkol (14) D.L. Willcox (15) Mrs. Linda Wharton (16) P.J. Turchan (17-21) All-Canada (22) MOR, emphasis on news and public affairs (23) 1959 (24) BN, CP

**CHIR, LEAMINGTON**

10,000 on 730 kcs.  
 (1) Sun Parlor Broadcaster Ltd. (2) 23 Erie St. N. (3) (519) 326-6171 (4) E.S. Rogers (5) J.C. Garton (6) A.S. Gadd (7-9) L.F. Tomasi (10) T. Charles (11) J.C. Garton (12) T. Charles (14) L.F. Tomasi (15) Mrs. E. Roach (16) T. Cribbie (17-20) Group One (21) Canadian Standard Broadcast Sales (22) Contemporary (23) 1955 (24) Rogers Radio, BN

**CKLY, LINDSAY**

1,000 watts on 910 kcs  
 (1) Greg-May Broadcasting Ltd. (2) 249 Kent St. W. (3) (705) 324-9103 (4,5) J.A. McNabb (7) Tony Pearce (8) J.A. McNabb (9) Tex Bagshaw (10) Doug McIntosh (11) Tim Baker (12) Bill Bundocho (13) Mrs. Maureen Quibell (14) Tony Pearce (15) Mrs. Jean Bain (16) Bob Eakins (17-19) Hardy Radio & TV (22) MOR, C&W, Top 40 (23) 1955 (24) CBC, BN

**CFPL, LONDON**

10,000 watts on 980 kcs  
 (1) CFPL Broadcasting Ltd. (2) P.O. Box 2580 (3) (519) 438-8391 (4) M.T. Brown (5) C.N. "Bud" Knight (6) K.G. Smith (8) G.A.

Bingle (9) William Murray (10) Gord Whitehead (11) Pete James (12) Roy Jewell (14) Mrs. Cora Evans (16) G.A. Robitaille (17,18) Major Market (20) James Advtg. (21) Devney (22) Contemporary, adult (23) 1922 (24) BN, AP, CP

#### CJOE, LONDON

10,000 watts on 1290 kcs  
(1) Middlesex Broadcasters Ltd. (2) 309 Hotel London P.O. Box 2007 (3) (519) 533-6111 (4) H.J. McManus (5) J.C. Dickins (7,8) J.C. Dickens (10) S.C. Moore (11) D. Whaley (14) J.C. Dickins (16) J.T. Guy (17,18) Paul Mulvihill (22) Contemporary (23) 1967 (24) BN

#### CKSL, LONDON

10,000 watts on 1410 kcs  
(1) London Broadcasters Ltd. (2) 343 Richmond St. Box 2172 (3) (519) 432-4181, Tor. (416) 369-7200 (4) F. Vincent Regan (5) John A. Funston (6) Pat Bestall (7) Ron Rochester (8) Don Nairn (9) Bill Hall (10,11) Tom Dalby (13) Mrs. Sharon Beattie (14) Al Hinge (15) Grace Howald (16) Bill Post (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) MOR, Country (23) 1956 (24) Rogers Radio, BN, ABC

#### CKMP, MIDLAND

1,000 watts on 1230 kcs  
(1) Midland Penetang Broadcasting Ltd. (2) 196 Dominion Ave. (3) (705) 526-2268 (4-6) R.B. Armstrong (7,8) Peter Lemon (10) James Armstrong (11) Tom Shields (12) Dave Clarke (14) Jas. Armstrong (15) Mrs. E. Armstrong (16) Monty Werry (17-20) Paul Mulvihill (21) Canadian Standard Broadcast Sales (22) MOR (23) 1959 (24) BN

#### CJRN, NIAGARA FALLS

10,000 watts on 1600 kcs  
(1) Radio Niagara Ltd. (2) Box 1600 (3) (416) 358-7151 (4) Jim O'Brien (5) Robert O'Brien (6) Jim West (7) Rick Jeanneret (9) Mrs. Lorraine Griffin (10) Glen Burston (11) Joe Crysedale (15) Mrs. Alma Miles (16) Gary Hooper (17-20) Stephens & Towndrow (21) Standard Broadcast Sales (22) MOR (23) 1947 (24) Newsradio BN

#### CFCH, NORTH BAY

10,000 watts on 600 kcs  
(1) Northern Broadcasting Ltd. (2) Box 1000 (3) (705) 752-3000 - Tlx 027-6287 (4) Mrs. P. Campbell (5) Reg Carne (6) Bryan Manson (8) Bruce Ruggles (10) Norris Whitfield (14) Mrs. Bette Morton (15) Gail Duffy (16) Larry Cameron (17,18) Ind. Communications Sales (19,20) Radio-TV Reps (21) All-Canada (22) MOR (23) 1931 (24) BN, CBC

#### CHWO, OAKVILLE

1,000 watts day, 500 watts night on 1250 kcs  
(1) CHWO Radio Ltd. (2) 490 Wycroft Rd. (3) (416) 845-2821 (4,5) Mrs. Jean E. Caine (6) Victor Tipple (7,8) Mrs. Kai Parker (10) Norman Hickey (11) Jim Tonkin (15) Mrs. Kai Parker (16) Alex Velleman (17,18) Radio & TV Sales (19) Broadcast Reps (20) Radio-TV Reps (22) MOR, (23) 1956 (24) BN

#### CFOR, ORILLIA

10,000 watts day, 1,000 watts night on 1570 kcs  
(1) Orillia Broadcasting Ltd. (2) 241 West St. N. (3) (705) 326-3511 (4) G. Norris MacKenzie (5) Sherman D. Fysh (6) Frank Church (7) Don MacMillan (8) Bob Bowland (9) Fletcher Till (10) Bob Hallett (11) Barry "Syd" Norman (12) Don MacMillan (13) Mrs. Joan Grant (15) Mrs. Marie Sowden (16) Len Morris (17,18) Paul Mulvihill (21) Canadian Standard Broadcast Sales (22) MOR (23) 1945 (24) BN, Rogers News

Continued on page 40

# In Metro Hamilton There's One Dominant Radio Combination that DELIVERS!



Impact — through dynamic product promotions, created with flair and staged with skill. We deliver responsive, enthusiastic consumers . . . the big buying audience in a rich market of half a million. We deliver results — every time!

## 900 CHML CKDS / Stereo 95



**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

**CKLB, OSHAWA**

10,000 watts day, 5,000 watts night on 1350 kcs

(1) Lakeland Broadcasting Co. Ltd. (2) 360 King St. W. (3) (416) 723-3415 (Tor. 922-5611) (4,5) Gordon G. Garrison (6) James G. Cane (7) Terry Mann (8) Ross Campbell (9) Barry Sarazin (10) Ross Gibson (11) Karl Edmands (14) Terry Mann (15) Mrs. Virginia Brown (16) Wm. C. Marchand (17,18) Lorrie Potts (19) Broadcast Reps (20) Radio-TV Reps (21) Devney (22) MOR (23) 1947 (24) BN

**CBO, OTTAWA**

5,000 watts on 910 kcs

(1) Canadian Broadcasting Corp. (2) P.O. Box 3220, Station 'C' (5) W.T. Armstrong (23) 1924

**CBOF, OTTAWA**

10,000 watts on 1250 kcs

(1) Canadian Broadcasting Corp. (2) C.P. 3220 Succursale 'C' (5) W.T. Armstrong (23) 1964

**CFRA, OTTAWA**

50,000 watts on 580 kcs

(1) Radio Station CFRA Ltd. (2) 150 Isabella St. (3) (613) 233-6241 (4) Allan Waters (5) Terry Kielty (6) Jim Smith (8,9) Alden Diehl (10,11) Ernie Calcutt (12) Lowell Green (14) Alden Diehl (15) Carole Halman (16) George Roach (17,18) Major Market (19) A.J. Messner (20) Major Market (21) Devney (22) MOR, Contemporary (23) 1947 (24) UPI, Canadian Contemporary News

**CJRC, OTTAWA**

10,000 watts on 1150 kcs

(1) CJRC Radio-Capitale (2) 78 rue Sparks

(3) (613) 237-7100 (4) R. Crepault (5) Donat Bazinet (6) Raymond Dompierre (7) Marc Lavoie, Pierre Chartrand (8) Laval Provencher (9) Colette Roger (10) Claude Menard (11) Guy Lecavalier (14) Raymond Dompierre (15) Bernadette Mongeon (16) Gus Sondermeyer (17,18) Stephens & Towndrow (20) Stephens & Towndrow (21) Devney (22) Contemporary modern, MOR (23) 1968 (24) BN

**CKOY, OTTAWA**

50,000 watts on 1310 kcs

(1) CKOY Ltd. (2) 635 Richmond Rd. (3) (613) 722-6501 (4) Gordon Henderson (5) Jack Daly (6) Jack Turrall (7) Mrs. Kay Black (8) Bill Lee (9) Mrs. Joann Vaughan (10) Hal Anthony (11) Ray Boucher (13) Ann Hammell (14) Bill Inglis (15) Mrs. Rita Corrigan (16) Kenneth Puttock (17,18) Stephens & Towndrow (19) Standard Broadcast Sales (20) Stephens & Towndrow (21) Canadian Standard Broadcast Sales (22) MOR (23) 1924 (24) CP, Rogers Radio, BN

**CKPM, OTTAWA**

10,000 watts on 1440 kcs

(1) Confederation Broadcasting (Ottawa) Ltd. (2) 140 Wellington St. (3) 237-0125 (4,5) James A. Stewart (7) Gary Page (8) James A. Stewart (8) Rick Overall (10) Rick Martin (11) Stu Kenney (14) Gary Page (15) Margaret McNarry (16) John Coghill (17-21) All-Canada (22) MOR (23) 1964 (24) BN, CP

**CFOS, OWEN SOUND**

1,000 watts on 560 kcs

(1) Grey & Bruce Broadcasting Co. Ltd. (2) 270-9th St. E. (3) (519) 376-2030 (4) C.J. McTavish (5) Wm. N. Hawkins (6) G.W.R. Tomlinson (7) Ronald Wray (8) F.G. Taylor (9) Mrs. L. Bowerman (10) Ross Kentner (11) Tom Gorman (12) Ross Kentner (14) Lewis Palmer (15) Mrs. Kathleen Halcrow (16) Eric Collisson (17,18) Lorrie Potts (20) Stovin-Byles (21) Canadian Standard Broadcast Sales (22) MOR (23) 1940 (24) BN

**CKAR-1, PARRY SOUND**

250 watts on 1340 kcs

(1) Muskoka-Parry Sound Broadcasting Ltd. (2) 28 William St. (3) (705) 746-2163 (4) G.N. MacKenzie (5,6) Hugh K.N. MacKenzie (7,8) Brian Thompson (10) Don Deasly (11) Garth Thomas (12) Sidney MacDonald (14) John Wood (15) Mrs. Roberta Bullen (16) Don Smith (17-21) Paul Mulvihill (22) MOR (23) 1958 (24) CBC

**CHOV, PEMBROKE**

1,000 watts on 1350 kcs

(1) Ottawa Valley Broadcasting Co. Ltd. (2) P.O. Box 100 (3) (613) 735-6807 (4) E.G. Archibald (5) W.K. Kutschke (6) B. Sutherland (8) P.F. Leonard (9) Lynda Nixon (10) Earl Price (11) Bill Kay (12) Harvey Fraser (13) Ginny Lowe (14) P.F. Leonard (15) F. Brumm (16) W.E. Schmidt (17,18) Paul Mulvihill (21) Canadian Broadcast Sales (22) C.T.L. (23) 1942 (24) BN

**CHEX, PETERBOROUGH**

10,000 watts on 980 kcs

(1) Kawartha Broadcasting (2) Box 659 (3) (705) 742-7708 - Tlx 029-810 (4) Robertson Davies (5) Wally Rewegan (6) W.C. Fontaine (8) Don O'Neil (9) Sean Eyre (10) Jim Wolff (11) Dick Trotter (12) Lynn Marshall (14) Mrs. Josie McCutcheon (15) Margaret Martin (16) Ben Wilke (17,18) Ind. Communications Sales (19,20) Radio-TV Reps (21) All-Canada (22) MOR, C&W, Pop (23) 1942 (24) BN, BN Voice

**CKPT, PETERBOROUGH**

5,000 watts on 1420 kcs

(1) Peterborough Broadcasting Co. (2) 131 Charlotte St. (3) (705) 742-8844 (4) R.T. Snelgrove (5,6) John J. Manol (7,8) K.A. Cassavoy (9) Al Dubois (10) Alan Porteous (11) Peter Bennett (14) Peter Bennett (15) Mrs. Nora Boon (16) Dick Alberts (17,18) Paul Mulvihill (21) Devney (22) Contemporary, MOR (23) 1959 (24) BN, Canadian Contemporary News

**CHSC, ST. CATHARINES**

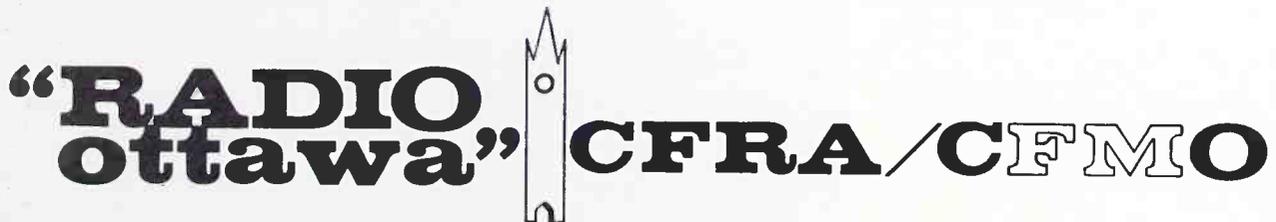
1,000 watts on 1220 kcs

(1) Robert E. Redmond (2) 36 Queenston St. (3) (416) 682-6691 (4) Robert E. Redmond (5) Wm. V. Stoeckel (6) M. Hanson (7) Gary Duguay (8,9) Vance Randolph (10) Ted Romeyn (11) Breen Murray (12) Jay Glover (13) Laura Sabia (14) Vance Randolph (15) Mrs. J. Georgeff (16) Roland Brundle (17-20) Paul Mulvihill (21) Devney (22) Good music, MOR (23) 1967 (24) BN, Rogers Radio News

**CKTB, ST. CATHARINES**

10,000 watts on 610 kcs

(1) Niagara District Broadcasting Co. Ltd. (2) Box 610 (3) (416) 684-1174 (4) W.B.C. Burgoyne (5) Mary C. Burgoyne (6) Gord E. Sones (7) Bob Johnston (8) Jack Dawson (9) Mrs. Mavis Rodgers (10) Al Van Alstine (11) Bill Bird (12) Phil Vierra (13) Mrs. Jean Stanway (14) Bob Degagne (15) Mrs. Marion Mosher (16) Larry Holleran (17,18) Stephens



**"THE BEST TWO STATION BUY  
IN THE CAPITAL" \***

**\*GREATER WEEKLY AUDIENCE  
THAN THE OTHER FIVE ENGLISH-LANGUAGE  
STATIONS COMBINED.**

— BBM January, 1970



**CONTACT YOUR MAJOR MARKET MAN**

MONTREAL • TORONTO • VANCOUVER

845-4111

929-3301

688-5696

& Towndrow (20) Stephens & Towndrow (21) Canadian Standard Broadcast Sales (22) MOR (23) 1930 (24) BN, Canadian Contemporary News

#### CHLO, ST. THOMAS

10,000 watts on 1570 kcs  
(1) Souwesto Broadcasters Ltd. (2) 133 Curtis St. (3) (519) 631-3910 London - 432-2286 (4,5) John L. Moore (6) Frank M. Hurley (7,8) Paul Ski (9) Jerry Stevens (10-12) Doug Hinz (14) Frank M. Hurley (15) Don M. Lumley (16) Gene Hinz (17,18) Radio & TV Sales (21) Weed (22) Contemporary (23) 1948 (24) BN, area correspondents

#### CHOK, SARNIA

10,000 watts on 1070 kcs  
(1) Sarnia Broadcasting Ltd. (2) Box 1070 (3) (519) 344-1121 (4) Karl E. Monk (5) Arthur O'Hagan (6) Len Evans (7) Gene McLaughlin (8) Frank McBride (10) Ian Dunlap (11) Mike Anscombe (12) Ian Dunlap (13) Mrs. Diane Smith (14) Mike Anscombe (15) Mrs. Edna Morris (16) Robert Cooke (17,18) Paul Mulvihill (19) Broadcast Reps (20) Radio-TV Reps (21) Donald Cooke (22) MOR, Contemporary (23) 1946 (24) BN News & Voice

#### CKJD, SARNIA

1,000 watts on 1250 kcs  
(1) Dancy Broadcasting Ltd. (2) 546 N. Christina St. (3) (519) 336-1250 (4) Keith J. Dancy (5) R.M. (Bob) Bambury (6) Ole Aarsteinsen (7,8) Chuck Camroux (9) Jason Roberts (10,11) Tommy Young (15) Evelyn Petruniak (16) Gordon Miller (17-21) All-Canada (22) MOR, Standards Contemporary (23) 1968 (24) Rogers Radio News

#### CJIC, SAULT STE. MARIE

10,000 watts on 1050 kcs  
(1) Hyland Radio TV Ltd. (2) Box 370 (3) (705) 253-1121 (4) Mrs. J.G. Hyland (5,6) Paul F. Fockler (7) Larry Michaels (8) George Jonescu (9) Lou Barnes (10) Karl Sepkowski (11) John Rhodes (12) Don Ramsay (13) Mrs. Grace Pitt (14) Bill Hollie (15) Mrs. Barbara Griffin (16) Tarz Mascardelli (17-21) All-Canada (22) MOR, News (23) 1934 (24) BN, CP, CBC

#### CKCY, SAULT STE. MARIE

10,000 watts on 920 kcs  
(1) Algonquin Radio-TV Co. Ltd. (2) 254 Queen St. E. (3) (705) 254-7111 (4,5) C.P. Greco (6) H. Wolfe (7,8) M. Lacosse (9) Allan Thom (10) Russell H. Hilderley (11) H. Wolfe (12) D. Carter (13) Gwyn Mallory (14) Mrs. Joanne Farkas (15) Wm. Barrow (16) R.G. Rylatt (17,18) Lorrie Potts (19) A.J. Messner (20) Radio-TV Reps (21) Weed (22) MOR, Talk, Contemporary (23) 1955 (24) BN Newsradio.

#### CFRS, SIMCOE

250 watts on 1560 kcs  
(1) Simcoe Broadcasting Co. Ltd. (2) 228 John St. P.O. Box 98 (3) (519) 426-7700 (4,5) T.M. Fielder (6) Joyce Vivian (Mrs.) (7) Doug Cameron (9) Doug Cameron (11,12) Dave Smith (13) Bette Barber (14) Len Owen (15) Mrs. Linda Partridge (16) John Forrest (17,18) Radio & TV Sales (22) C&W, MOR, Rock (23) 1956 (24) BN

#### CJET, SMITH FALLS

10,000 watts on 630 kcs  
(1) Rideau Broadcasting Ltd. (2) Box 630 (3) (613) 283-4630 (4,5) J.W. Pollie (6) Hal Botham (8) Ray Callahan (10,11) Bill Lussier (15) Mrs. Elaine Closs (16) A. Bonneau (17,18) Paul Mulvihill (19) A.J. Messner (20) Radio-TV Reps (22) MOR, C&W, Contemporary (23) 1955 (24) BN, CBC

#### CJCS, STRATFORD

500 watts day, 250 watts night on 1240 kcs

(1) CJCS Ltd. (2) 125 Ontario St. (3) (519) 271-2450 (4) G. Norris MacKenzie (5,6) Stan E. Tapley (8) Robert Smith (10) John Eakins (11) Brian Currie (12) John Eakins (15) Mrs. Elaine Scott (16) John Grigg (17-20) Radio-TV Reps (21) All-Canada (22) MOR (24) BN

#### CFBR, SUDBURY

10,000 watts on 900 kcs  
(1) The Sudbury Broadcasting Co. Ltd. (2) Box 700 (3) (705) 674-6401 (4) F.B. Ricard (5,6) Rene Riel (7) Robert Perreault (10,11) Michel Sevigny (14) Jacques Frechette (15) Lorraine Paquin (16) Henry Albert (17,18) Lorrie Potts (19) A.J. Messner (21) Weed (22) Contemporary daytime, network evenings (23) 1957 (24) BN, Network news

#### CHNO, SUDBURY

10,000 watts day, 2,500 watts night on 550 kcs  
(1) Sudbury Broadcasting Co. Ltd. (2) Box 700 (3) (705) 674-6401 (4) F.B. Ricard (5) Peter Scott (8) Chuck Babcock (10) Mrs. Mary Thomas (13) Mrs. Judy Erola (15) Mrs. Doris Leclair (16) Henry Albert (17,18) Lorrie Potts (19) A.J. Messner (21) Weed (22) MOR, Contemporary (23) 1946 (24) BN

#### CKSO, SUDBURY

10,000 watts on 790 kcs  
(1) Cambrian Broadcasting Ltd. (2) Box 400 (3) (705) 674-0711 - Tlx 027-884 (4) W.B. Plaunt (5) Ralph Connor (7) George Lund (7) Roger Klein (9) David Vincent (10) Larry Gavin (11) Eric Webb (14) John Kirby (15) Mrs. Eileen Forbom (16) Ken Houzer (17-21) All-Canada (22) Contemporary MOR (23) 1935 (24) BN

#### CFPA, THUNDER BAY

1,000 watts on 1230 kcs  
(1) Ralph H. Parker Ltd. (2) P.O. Box 747 (3) (807) 344-2404 (4,5) Ralph Parker (6) Terry Muir (7,8) Ron Jay (10) Howard Reid (11) Jerry James (13) Mrs. Connie Todd (15) Diane Royko (17,18) Paul Mulvihill (19,20) All-Canada (21) Weed (22) MOR, Show Tunes (23) 1944 (24) CBC, BN

#### CJLX, THUNDER BAY

10,000 watts day, 5,000 watts night on 800 kcs  
(1) Lakehead Broadcasting Co. Ltd. (2) 213 Myles St., Station 'F' (3) (807) 622-9618 (4,5) R.P. MacGowan (6) W.J. Clemens (8) Bill Logan (9) Jim Gauld (10) Jim Hart (11) John Graham (15) Roberta Couch (16) John Elder (17,18) Lorrie Potts (19) A.J. Messner (20) Stephens & Towndrow (21) Devney (22) MOR, Contemporary (23) 1959 (24) BN Standard

#### CKPR, THUNDER BAY

5,000 watts day, 1,000 watts night on 580 kcs  
(1) H.F. Dougall Co. Ltd. (2) Postal Stn 'F' 87 N. Hill St. (3) (807) 344-3526 - Tlx 03-3221 (4) H. Fraser Dougall (5) George D. Jeffrey (6) Nat'l. G.D. Jeffrey, Retail, Stan Wojick (7) Ray Dee (8,9) Fred King (10) Rick Smith (11) Dick Champlone (13) Reita Littleford (14) Dick Wilson (15) Miss D. Hopkins (16) G. Buetow (17,18) Major Market (19) Stovin-Byles (20) James Advig. (21) Canadian Standard Broadcast Sales (22) MOR, Top 40, Contemporary Adult (23) 1931 (24) BN

#### CKOT, TILLSONBURG

1,000 watts on 1510 kcs  
(1) Tillsonburg Broadcasting Co. Ltd. (2) Box 10 (3) (519) 842-4281 (4,5) John Lamers Sr. (6) John D. Lamers (7) Dick Bourdeau (9) Dick Bourdeau (10-12) Brian Courtis (13) Mrs. Marilyn McLees (14) John Lamers (15) Valerie Brown (16) Robert Lamers (17,18) Group One (19) Radio-TV Reps (20) Group One (22) MOR (23) 1955 (24) BN, Correspondents

#### CFCL, TIMMINS

10,000 watts on 620 kcs  
CFKL, KAPUSKASING  
100 watts on 1230 kcs  
CFLH, HEARST  
100 watts on 1540 kcs  
(1) J. Conrad Lavigne Enterprises (2) P.O. Box 620, Timmins (3) (705) 264-4211 - Tlx 027-6177 (4) J. Conrad Lavigne (5,6) Pierre Stein (7) Jacques Lamothe (8,9) Gerald Lefebvre (10) Gilles Payant (11) Lou Thibault (12) Gilles Payant (13) Lise Cote (14) Jacques Lamothe (15) Juliette Delguidice (16) Harvey Parent (17,18) Paul Mulvihill (19) A.J. Messner (20) Stephens & Towndrow (21) Weed (22) MOR (23) 1952 (24) BN

#### CKGB, TIMMINS

10,000 watts on 680 kcs  
(1) Timmins Broadcasting Ltd. (2) P.O. Box 1046 (3) (705) 264-2351 (4) K.R. Thomson (5) Gerry Hall (6) Art Mousley (7) Dan Kelly (9) Nick Harris (10) Ian McCracken (11) Mike Doody (13) Mrs. Anne Brillinger (14) Dan Kelly (15) Mrs. Mary Didone (16) W. Andrews (17,18) Ind. Communications Sales (19,20) Radio-TV Reps (21) All-Canada (22) MOR (23) 1933 (24) BN

#### CBL, TORONTO

50,000 watts on 740 kcs  
(1) CBC (2) P.O. Box 500, Terminal 'A' (5) Jack Craine (23) 1927

#### CFGM, TORONTO-RICHMOND HILL

50,000 watts on 1310 kcs  
(1) CFGM Broadcasting Ltd. (2) 50 Yonge St. N. (3) (416) 884-8143 (4) John O. Graham (5) J.D. Wright (6) Richard Earl (8,9) John Hart (10,11) Ken Foss, Andy Mitchell (15) Mrs. Karen Davis (16) Brian Sawyer (17,18) Radio House (19) A.J. Messner (20) Stovin-Byles (21) Donald Cooke (22) Contemporary Country (23) 1956 (24) BN, BN Voice

Continued on page 42

## BULLETIN!



—Number One, London area market in A & W Drive-Ins Survey.



—Penetration and creative production had 200 waiting at Simpson-Sears Warehouse Sale door. More merchandise had to be ordered.



—Biz Great!  
London up 16% and St. Thomas up 98% over 1969.



—Super Bird Cruiser with all the extras, can sell for you this summer, ask how!

Luv Radio

*Frank Hurley*  
Sales Manager



LONDON—ST. THOMAS

CANADA—  
RADIO & TELEVISION SALES INC.  
U.S.A.—WEED & COMPANY

**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Repts (18) Montreal Repts (19) Winnipeg Repts (20) Vancouver Repts (21) U.S. Repts (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

**CFRB, TORONTO**

50,000 watts on 1010 kcs  
 (1) CFRB Ltd. (2) 2 St. Clair Ave. W. (3) (416) 924-5711 (4) W.C. Thornton Cran (5) Donald H. Hartford (6) W.J. Shubat (7) Earl Dunn (8) Donald Insley (9) Arthur Collins (10) Arthur Cole (11) Bill Stephenson (13) Mrs. Betty Kennedy (24) Jerry Maccabe (15) Mrs. Brenda Robinson (16) Clive Eastwood (17-19) Standard Broadcast Sales (20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) MOR (23) 1927 (24) NBC

**CHFI, TORONTO**

10,000 watts night, 2,500 watts day on 680 kcs  
 (1) Rogers Broadcasting Ltd. (2) 13 Adelaide St. E. (3) (416) 362-1441 (4) E.S. Rogers (5) Vaughn Bjerre (6) Harry McIntyre (7) Roly Koster (8) G.W. Bascombe (9) David Amer (10) Ray Erickson (11) John Badham (14) Nick Demy (15) Miss B.L. Simpson (16) Ron Turnpenny (17-21) All-Canada (22) MOR Contemporary (23) 1962 (24) Rogers Radio News, ABC, Mutual, BN, AP

**CHIN, TORONTO**

50,000 watts on 1540 kcs  
 (1) Radio 1540 Ltd. (2) 637 College St. (3) (416) 531-9991 (4) Johnny Lombardi (5) Ralph Kirchen (6) Morris Brown (7) Fred Snider (8) Carl Redhead (9) Gus Saccucci (10) Gordon Ritchie (11) Dave Remy (13) Mary-Jane Leccesi (14) Bill Evanov (15)

Rubina Ignacio (16) Paul Hunter (17-20) Radio-TV Repts (21) Gil Perna (22) Internation (23) 1966 (24) BN

**CHUM, TORONTO**

50,000 watts on 1050 kcs  
 (1) CHUM Ltd. (2) 1331 Yonge St. (3) (416) 925-6666 (4) Allan F. Waters (8) Fred G. Sherratt (9) J. Robert Wood (10) Dick Smyth (13) Mrs. Lyn Rice (14) Bob Laine (15) Eileen Taylor (16) George Jones (17-18) Major Market (20) James Advtg. (21) Devney (22) Contemporary (23) 1945 (24) Contemporary News, UPI-Audio, CP

**CJBC, TORONTO**

50,000 watts on 860 kcs  
 (1) Canadian Broadcasting Corp. (2) C.P. 500, Terminal 'A' (5) Jack Craine (23) 1924

**CKEY, TORONTO**

10,000 watts on 590 kcs  
 (1) Shoreacres Broadcasting Co. Ltd. (2) 247 Davenport Rd. (3) (416) 925-3111 - Tlx 02-2754 (4) Donald G. Campbell (5) Douglas C. Trowell (6) Stuart C. Brandy (7) Stan Larke (8,9) Gene Kirby (10,11) Jim Hunt (13) Lynne Gordon (14) Harvey M. Clarke (15) Mrs. Gail Andrews (16) Wm. R. Onn (17-20) Stephens & Towndrow (21) Weed (22) MOR (23) 1944 (24) Newsradio

**CKFH, TORONTO**

10,000 watts on 1430 kcs  
 (1) Foster Hewitt Broadcasting (2) 1 Grenville St. (3) (416) 923-0921 (4) Wm. A. Hewitt (5) Barry Nesbitt (6) Ralph Judge (7) R. Booth (8) Gary Palant (9) Duff Roman (10) M. Armstrong (11) R. Hewat (14) George Wilson (15) Ed Guest (16) Gerald Wilson (17) Stephens & Towndrow (22) Contemporary Pop (23) 1951 (24) BN

**CJWA, WAWA**

1,000 watts on 1230 kcs  
 (1) Hyland Radio-TV Ltd. (2) Wawa (4) Mrs. J.G. Hyland (5) Fred Zimmerman (23) 1954 (24) CP

**CHOW, WELLAND-PORT COLBORNE**

1,000 watts on 1470 kcs  
 (1) Wellport Broadcasting (2) Forkes Rd. Welland (3) (416) 732-4433 (4) G.W. Burnett (5) J.R. Jackson (7) L. Costello (8) J. Jackson (10) Jim Cassidy (11) Dave Scott (13) Mrs. J.

Blanchard (15) Miss B. Kopinak (17,18) Radio House (21) Weed (22) Day, MOR, Night, Rock (24) BN

**CBE, WINDSOR**

10,000 watts on 1550 kcs  
 (1) Canadian Broadcasting Corp. (2) University & Pelissier Sts. (5) K.A. Murray (23) 1934

**CKLW, WINDSOR**

50,000 watts on 800 kcs  
 (1) Western Ontario Broadcasting Co. Ltd. (2) 024-77619 (4) S.C. Ritchie (5) R.J. Buss (6) 024-77619 (4) S.C. Ritchie (5) R.J. Buxx (6) Hal Tower (8,9) Paul Drew (10,11) Byron McGregor (14) Paul Drew (15) Mrs. Margaret Marshall (16) Stewart Clark (17-20) CKLW AM-TV-FM (21) RKO Radio Repts (22) Contemporary 20/20 News (23) 1932 (24) BN UPI, Toronto Stringers

**CKWW, WINDSOR**

500 watts on 580 kcs  
 (1) Radio Windsor Canadian Ltd. (2) 1150 Ouellette Ave. (3) (519) 252-5751 (4) G.W. Stirling (5) Rick Richardson (7,8) Bas Jamieson (9) Ron Burgoyne (11) Bas Jamieson (13) Mrs. Donna Gross (14) Carolyn Dillman (15) Mrs. Donna Gross (16) Wally Dowhan (17,18) Stephens & Towndrow (20) Stephens & Towndrow (21) Devney (22) MOR Telephone Talk, Contemporary & Golden (23) 1964 (24) BN, News Radio

**CKNX, WINGHAM**

10,000 watts on 920 kcs  
 (1) Radio Station CKNX Ltd. (2) Carling Terrace (3) (519) 357-1310 (4,5) G.W. Cruickshank (6) John Cruickshank (7) Jack Gillespie (8) John Langridge (9) Iona Terry (10) John Strong (11) Crawford Douglas (12) Les Armstrong (14) Jack Gillespie (15) Mrs. Lillian Stephenson (16) Scott Reid (17,18) Lorrie Potts (19,20) Major Market (21) All-Canada (22) MOR, C&W (23) 1926 (24) BN

**CKOX, WOODSTOCK**

1,000 watts day, 250 watts night on 1340 kcs  
 (1) Oxford Broadcasting Co. Ltd. (2) P.O. Box 100 (3) (519) 537-3414 (4) G.N. MacKenzie (5) W.D. Hulme (7) Rick Woodward (10,11) Alex Walling (13) Barbara Madren (15) Miss S. Parkhill (16) Doug Zufelt (17-20) Radio-TV Repts (22) MOR, C&W (23) 1947 (24) BN, Rogers Radio News

Quebec

**CFGT, ALMA**

1,000 watts on 1270 kcs.  
 (1) Radio Lac St-Jean Ltée. (2) 741 Avenue Du Pont (3) (418) 662-3461 (4) Jules Collard (5) Lionel Tremblay (6) Yves Simard (7) J.R. Maltais (8) Normond Bergeron (9-12) Serge Cloutier (13) Madeleine Villeneuve, Murielle Poquin (14) Normand Bergeron (15) Madeleine Villeneuve (16) J.R. Maltais (17-21) Group One (22) French and Canadian songs and music (23) 1953 (24) BN

**CJMD, CHIBOGAMAU**

1,000 watts on 1240 kcs  
 (1) Radio Marie Chapdelaine Inc. (2) 552, 3 Ieme Rue C.P. 700 (3) (819) 276-4171 (4-6) Jean-Marie Duchaine (7) Jean-Yves Aiyot (8) Jean-Marie Duchaine (9,10) Gilbert Savard (11) Jean-Yves Aiyot (14) Jean-Marie Duchaine (15) Caraula Bernier (16) Yves Harvey (17-20) Group One (22) Varied (23) 1969 (24) CBC, BN

**CBJ, CHICOUTIMI**

10,000 watts on 1580 kcs.  
 (1) Canadian Broadcasting Corp. (2) 121 rue Racine est (5) Jacques Lambert (23) 1937

1430-CKFH

one **SELL** of a  
 radio station!

See our reps Stephens & Towndrow  
 Toronto - Montreal - Winnipeg - Vancouver

**CJMT, CHICOUTIMI**

1,000 watts on 1240 kcs.  
 (1) CJMT Ltée. (2) 365 Racine Est (3) (418) 543-1517 (4,5) Pierre Tremblay (6) Francois Ranger (7,8) Gaston Sénéchal (9) André Lajoie (10,11) Jean Pagé (14) Gaston Sénéchal (15) Hélène Blouin (16) Lucien Simard (17-21) All-Canada (22) Varied (23) 1954 (24) CP

**CHVD, DOLBEAU**

1,000 watts on 1230 kcs  
 (1) Radio Marie-Chapdelaine Inc. (2) 540 Boul Walbert (3) (418) 276-3333 (4-6) Jean-Marie Duchaine (7) Claude St-Arnault (8) Jean-Marie Duchaine (9,10) Nelson St-Pierre (11,12) Claude St-Arnault (14) Jean-Marie Duchaine (15) Gwynne Lavoie (16) Yves Harvey (17-20) Group One (22) Varied (23) 1966 (24) CBC, BN

**CHRD, DRUMMONDVILLE**

10,000 watts on 1480 kcs.  
 (1) Radio Drummond Ltée. (2) C.P. 250 (3) (819) 472-5458 (4) Maurice Sigouin (5,6) J.A. Savoie (7) Léopold Guignard (8) Michel Duchaine (9) Claudette Hallé Boulanger (12) Michel Duchaise (13) Pierrette Chartier (14) J.A. Savoie (15) Pierrette Pépin (16) Raynald Bélanger (17-20) Hardy Radio & TV (21) Devney (22) MOR (23) 1954 (24) BN

**CHEF, GRANBY**

1,000 watts on 1450 kcs.  
 (1) La Voix de l'Est Ltée. (2) 136 rue Principale (3) (514) 372-3301 (4) Jacques Brillant (5-7) J. Champagne (8,9) Jean-Louis Boisseau (10) Marc Gendreau (11) Bernard Brodeur (12) Pierre Durivage (13) Mrs. Pierrette Lafleur (14) J. Henri Champagne (15) Mrs. Nicole Dion (16) Raymond Bilock (17-20) Hardy Radio & TV (22) Varied (23) 1946 (24) CP

**CHLC, HAUTERIVE**

5,000 watts (day), 2,500 watts (night) on 580 kcs.  
 (1) Radio Côte-Nord Inc. (2) 1147 Boul. Blanche (3) (418) 589-3771 (4) Jean Claude Tremblay (5,6) Henri Desjardins (7) Jacques Bérubé (8,9) Camille St-Pierre (10) Claude Roy (11) Michel Côté (14) Camille S. Pierre (15) H. Desjardins (16) Gérard DeVarences (17-21) Group One (23) 1962 (24) BN, CP, Telbec

**CKCH, HULL**

5,000 watts on 970 kcs.  
 (1) CKCH Radio Ltée. (2) P.O. Box 460, Terminal Building, Ottawa 2, Ont. (3) (819) 777-2771 (5) Malcolm G. Scott (6) Etienne B. Cardinal (7,8) Pierre R. Chantelois (9) Emile Routhier (10) Laurent Begin (11) Pierre Gagné (13) Simone Lanctot (14) Johanne Kemp (15) Jean Tremblay (16) André Régimbald (17-21) All-Canada (22) MOR, Up-beat, Bright Adults (23) 1933 (24) CP

**CJLM, JOLIETTE**

1,000 watts on 1350 kcs.  
 (1) Radio Richelieu Ltée. (2) P.O. Box 122 (3) (514) 753-7432 (4) Henri Olivier (5) Maurice Boulianne (6) Cyrille Denis (7) Claude Rochon (8) Gilles Tessier (10) Gilles Loyer (11) Michel Rochon (13) Mrs. Jacqueline Poirier (14) Maurice Boulianne (15) Gilles Loyer (16) Joseph Cardin (17-20) Hardy Radio & TV (22) French songs, Light music (23) 1960 (24) BN

**CKRS, JONQUIERE**

1,000 watts on 590 kcs.  
 (1) Radio Saguenay Ltée. (2) 175 Sir Wilfred Laurier St. (3) (418) 542-4551 - Tlx 011-36117 (4) Jules Landry, Q.C. (5) Tom Burham (6) Achille Soucy (8) Gilles Dufour (9) Marcel Perron (10) Jean-Paul Tremblay (15) Daniel Parent (16) Jos Thibault (17-20) Hardy Radio & TV (21) Canadian Standard

Broadcast Sales (22) Contemporary, Standard (23) 1947 (24) BN

**CKFL, LAC MEGANTIC**

1,000 watts on 1340 kcs.  
 (1) Radio Megantic Ltée. (2) C.P. 630 (3) (819) 583-0663 (4) François Labbé (5,6) Wilbray Dugré (7,8) Jacques Turcotte (9) Lucie Boulanger (10-12) Jacques Turcotte (13) Marie-Paule Gendron (14) Wilbray Dugré (15) Marie-Paule Gendron (16) Mrs. Irène Goulet (17-20) Group One (21) Canadian Standard Broadcast Sales (22) Popular, Standard, French (23) 1968 (24) BN

**CHGB, LA POCATIERE**

10,000 watts on 1310 kcs  
 (1) CHGB Ltd. (2) 4th Ave. La Pocatiere (3) (418) 856-1310 (4) G.J. Desjardins (5) P.E. Hudon (6) J. Morin (7) M. Levesque (8) R. Plante (9) J. Boucher (10) M. Charette (11) C. Dignard (13) Mrs. Vaillancourt (15) Mrs. Levesque (16) M.A. Freve (17-20) Group One (23) 1938 (24) BN

**CFLM, LA TUQUE**

1,000 watts on 1240 kcs.  
 (1) Radio La Tuque Ltée. (2) 529 rue St-Louis, C.P. 310 (3) (819) 523-4575 (4,5) Jean Trépanier (6) Laurette Leclerc (7-9) Germain Gagnon (10) Raynald Brière (11) André Côté (13) Laurette Leclerc (15) Claudette Girard (16) Albert McClure (17,18) Group One (22) Varied (23) 1959

**CFLS, LEVIS**

250 watts on 1240 kcs.  
 (1) Radio Etchemin, Inc. (2) 24 Est Trans-Canada, Levis (3) (418) 833-2151 (4) Adrien Begin (5) Patrick Gendron (6) Steven Guay (7) Michel Corriveau (8) Patrick Gendron (9) Yvette Cloutier (10) Henri Dorval (11,12) Donald D'Amours (13) Nicole Boulanger (14) Louise Thibeault (15) Réjean Pepin (16) Marc-Andre Fréve (17-20) Radio-TV Sales (22) Contemporary (23) 1967 (24) BN

**CKBL, MATANE**

10,000 watts on 1250 kcs.  
 (1) La Cie de Radiodiffusion de Matane Ltée. (2) 155 rue St-Sacrement (3) (418) 562-0290 - Tlx 011-8-370 (4,5) René Lapointe (6,7) Pierre Vachon (8) Jean-Paul Berthiaume (9) Odette Tardif (10) Jean-Paul Berthiaume (11,12) Jean-Marc Caron (13) Céline Lefebvre (14) Georges Guy (15) Mrs. Lisette Boulanger (16) Yvan Fortier (17-20) Hardy Radio & TV (21) Devney (22) MOR (23) 1948 (24) CP, Telbec

**CKML, MONT LAURIER**

1,000 watts on 610 kcs.  
 (1) Radio CKML Inc. (2) B.P. 1260 (3) (819) 623-1011 (4) Patrick Ryan (5) André Dumoulin (7) André Dumoulin (8,9) Joseph Péloquin (10) Fernand Simard (11) Jacques Vallée (14) France Touchette (15) Lise Marano (16) Réjean St-Jean (17-20) Radio & TV Sales (22) Modern, C&W, (23) 1963 (24) BN

**CKBM, MONTMAGNY**

1,000 watts on 1490 kcs.  
 (1) Radio Allégany Inc. (2) C.P. 216 (3) (418) 248-0801 (4) André Mercier (5,6) Jean-Charles Proulx (7,8) Oliva Poitras (10) Roger Blais (11) Réjean Lacroix (12) Oliva Poitras (13) Henriette Michon (14) André Mercier (15) Oliva Poitras (16) Hector Fortin (17,18) Radio & TV Sales (21) Weed (22) Varied (23) 1954 (24) BN

**CBF, MONTREAL**

**CBM, MONTREAL**  
 CBF 50,000 watts on 690 kcs.  
 CBM 50,000 watts on 940 kcs.  
 (1) Canadian Broadcasting Corp. (2) C.P. 6000 (5) F. Guerard (23) 1937 (CBF), 1933 (CBM)

**CFCF, MONTREAL**

5,000 watts on 600 kcs.  
 (1) Canadian Marconi Co. (2) 405 Ogilvy Ave., Montreal 303 (3) (514) 273-6311 - Tlx 01-2592 (4) D.W.G. Martz - V.P. (5) Walter Machny (6) Jim McManus (7) Keith Randall (8) Jim Kidd (9) Bob Johnston (10) Bert Cannings (11) Dick Irvin (14) Ron Hore (15) Rita Beirne (16) Joe Thompson (17-21) All-Canada (22) Contemporary (23) 1919 (24) CBS, UPI, CP News, CN Sports, BN

**CFMB, MONTREAL**

10,000 watts on 1410 kcs.  
 (1) Chateau Broadcasting Co. Ltd. (2) 2015 Drummond St., Montreal 107 (3) (514) 845-8144 (4-6) C.G. Stanczykowski (8) T. El Ayouti (10) Brian Britt (11) Roger Dauphin (15) George Sisto (16) Brian Thomas (17,18) Paul Mulvihill (21) National Time Sales (22) MOR, Ethnic (23) 1962 (24) Mutual Broadcasting System

**CFOX, POINTE CLAIRE (MONTREAL)**

50,000 watts on 1470 kcs.  
 (1) Lakeshore Broadcasting Ltd. (2) Box 1470, Montreal 101 (3) (514) 697-1470 (4) Gord Sinclair (5) Doug Ackhurst (6) Sheilah Ramsay (7) Bob Gibbons (8) Scott Cameron (9) Roger Scott (10,11) Russ Griffith (14) Ron MacInnis (15) Mrs. Bernice Balcaen (16) Bernard Greeley (17,18) Radio House (19,20) Radio-TV Reps (21) Donald Cooke (22) Contemporary (23) 1960 (24) CCNS, BN

**CJAD, MONTREAL**

50,000 watts on 800 kcs.  
 (1) CJAD Ltd. (2) 1407 Mountain Street, Montreal 107 (3) (514) 844-0111 (4,5) H.T. McCurdy (6) Mrs. Liz Brooks (7) Jim Scott (8) Bill Hambly (9) Barbara Pocock (10) Doug Williamson (11) Al Cauley (14) Gordon Hope (15) Mrs. Elizabeth Brooks (16) Ernie Mott (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) Contemporary, MOR (23) 1945 (24) BN, UPI, CP, CN Sports, Standard Broadcast Productions - NBC

**CJMS, MONTREAL**

50,000 watts on 1280 kcs.  
 (1) CJMS Radio Montreal Ltd. (2) 1700 Berri St. (3) (514) 849-5373 (4) R. Crepault (5) S. Raymond (6) F. Bergeron (7) G. Patenaude (8,9) P.E. Beaulieu (10) P. Leroux (11) R. Brisebois (14) P. Roch (15) G. Beaudin (16) J.C. Lalancette (17,18) Stephens & Towndrow (19,20) Broadcast Reps (21) Devney (22) MOR, Hits (23) 1954 (24) BN

**CKAC, MONTREAL**

50,000 watts on 730 kcs.  
 (1) CKAC Ltée. (2) 1400 rue Metcalfe, Montreal 110 (3) (514) 845-5151 (4) Maurice Dansereau (6) Jacques M. Goulet (7,8) Pierre Beaudoin (9) Gerald Vallée (10) Jacques Déom (11) Roger Turotte (13) Jeannette Brouillette (14) Nicole Forest (15) Mrs. Louise Doonan (16) Jean Lange (17-21) All-Canada (22) MOR (23) 1922 (24) France Presse, CP, BN, AP, Telbec

**CKGM, MONTREAL**

10,000 watts on 980 kcs.  
 (1) Maisonneuve Broadcasting Corp. Ltd. (2) 1310 Greene Ave. Westmount (3) (514) 931-6251 (4) Geoff Stirling (5) Jim Sward (6) Marc Charlebois (9) Dave Marsden (17-20) Stephens & Towndrow (22) Modern music (23) 1960

**CKLM, MONTREAL**

50,000 watts on 1570 kcs  
 (1) Radio Laval Inc. (2) 1184 Ste. Catherine (3) (514) 861-9091 (4) Roger Baulu (5) Guy D'Arcy (6) Gilles Sabourin (7) Roger Lupien (8) Guy D'Arcy (9) Edmond Côté (10) Lucien Jarraud (11) Jacques Bauchamps (13) Suzanne Lapointe (14) Roger Lupien (15)

Continued on page 44

**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Repts (18) Montreal Repts (19) Winnipeg Repts (20) Vancouver Repts (21) U.S. Repts (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

Florent Bilodeau (16) Pierre Chouinard (17-21) Hardy Radio & TV (22) Modern (23) 1962 (24) BNF, APS

**CKVL, VERDUN (MONTREAL)**

50,000 watts on 850 kcs.  
(1) Radio Futura Ltd. (2) 211 Gordon Ave. (3) (514) 766-2311 - Tlx 01-2868 (4) Jack Tietolman (5) Corey Thomson (6) Judah Tietolman (7) Faston Saulnier (8) Marcel Provost (9) Laurent Bourdy (10) Marcel Beauregard (11) Fernand Ste. Marie (12) Armand Lapointe, Larry Fredricks (English) (13) Pierrette Champoux (14) Jack Selinger (15) Jeannot Pelletier (16) Maurice Rousseau (17,18,20) Radio & TV Sales (21) Canadian Standard Broadcast Sales (22) Standard instrumentals, semi-classics, classics (23) 1946 (24) BN (English, French), Telbec

**CHNC, NEW CARLISLE**

10,000 watts on 610 kcs.  
(1) Gaspesia Radio Broadcasting Co. (2) New Carlisle (3) (418) 752-2215 (5) Dr. Chas. Houde (6) Arthur Houde (8) Arthur Houde (14) Arthur Houde (15) Mrs. Delisca Lemoy (16) Carol Morneau (17-20) Hardy Radio & TV (21) Weed (22) Popular (23) 1933 (24) BN

**CBV, QUEBEC CITY**

5,000 watts on 980 kcs.  
(1) Canadian Broadcasting Corp. (2) C.P. 400, Upper City (5) René Dussault (23) 1934

**CHRC, QUEBEC CITY**

50,000 watts on 800 kcs.  
(1) CHRC Ltée. (2) 1143 St-Jean, Quebec 4 (3) (418) 522-8177 - Tlx 011-230 (4) Col. Hervé Baribeau (5) Aurèle Pelletier (6) Yvon Martel (7,8) Fernando St-Georges (9) Marcel Huard (10) Jean Berger (11) Maurice Descarreaux (15) Jacques Dion (16) Arsène Nadeau (17-20) Hardy Radio & TV (21) Canadian Standard Broadcast Sales (22) Contemporary, Standard (23) 1926 (24) BN

**CJRP, QUEBEC CITY**

10,000 watts on 1060 kcs.  
(1) Radio Mutuel Ltée. (2) 1300 Blvd. Laurier, Quebec 6 (3) (418) 527-2564 (4) Jacques LaRoche (5,6) Eddie Prévost (7-9) Norman Knight (10) Jean-Luc Vachon (11) Guy Lemieux (14) Eddie Prévost (15) Michel Dalmont (16) André Cantin (17,18,20) Stephens & Towndrow (21) Devney (22) Popular (23) 1969 (24) CP, Telbec

**CKVC, QUEBEC CITY**

10,000 watts on 1280 kcs.  
(1) CKVC (Quebec) Ltée. (2) 978 rue St-Jean, Quebec 4 (3) (418) 529-0011 (4) Claude Pratte (5,6) Magella Alain (7) Roger Gagnon (8) Pierre Beaulé (9) Jean Leroye (10) Jacques Desmarais (11) Paddy Pedneault (12) Roland Gilbert (13) Mrs. Claire Vérité (14) Marie-Paule Vachon (15) Richard Demeule (16) Lucien Coté (17-21) All-Canada (22) Standard pop, Contemporary, talk (23) 1926 (24) BN, Telbec, SNS

**CJBR, RIMOUSKI**

10,000 watts on 900 kcs  
(1) La Radio du Bas St-Laurent Inc. (2) 273 St. Jean Baptiste St. W. (3) (418) 723-2217, Tlx 011-8343 (4) Jacques Brillant (5,6) Andre Lecomte (9) Lorenzo Michaud (10) Guy Ross

(11) Claude Pearson (13) Louise Lavallee (14,15) Andre Lecomte (16) Marcel Vallee (17) All-Canada (19) All-Canada (22) Classical, Jazz, Folk, Pop (23) 1937 (24) BN, Telbec

**CJFP, RIVIERE-DU-LOUP**

**CJAF, CABANO**  
**CHRT, ST. ELEUTHERE**  
CJFP 10,000 watts on 1,400 kcs.  
CJAF 250 watts on 1240 kcs.  
CHRT 250 watts on 1450 kcs.  
(1) Radio CJFP Ltée. (2) 1 rue Frontenac (3) (418) 862-2727 - Tlx 011-3115 (4) Luc Simard (5) René Viel (6) Vincent Gagnon (7) Marcel Rouleau (8) Gilles Gosselin (9) Rémi Beaulieu (10,11) Gilles Gosselin (13) Denyse Dupont (14) Vincent Gagnon (15) Denyse Dupont (16) Germain Gélinas (17,18) Hardy Radio & TV (21) Devney (23) 1947 (24) BN

**CHRL, ROBERVAL**

1,000 watts on 910 kcs.  
(1) Radio Roberval Inc. (2) 763 Boul. St-Joseph (3) (418) 275-1831 (4,5) Benoit Levesque (6) Ludovic Brassard (7,8) Jean Ouellet (10) Michel Roy (11) Claude Tremblay (14) Jean Ouellet (15) Mrs. D. Verreault (16) Marcel Bolduc (17-21) Radio-TV Repts (22) Varied (23) 1949 (24) CBC

**CKRN, ROUYN**

**CKVD, VAL D'OR**  
**CHAD, AMOS**  
**CKLS, LA SARRE**  
(1) Radio Nord Inc. (2) P.O. Box 70 Rouyn (3) (819) 762-0741 - Tlx 011-77526 (4) David A. Gourd (6) Remi Gelinis (8) Raymond Marchand (10,11) Roger Houle (14) Raymond Marchand (15) Mrs. Brigitte Guimont (16) Detlef Krumbacher (17-19) Hardy Radio & TV (21) Weed (23) CKRN-1939, CKVD-1941, CHAD-1941, CKLS-1950

**CJSA, STE-AGATHE-DES-MONTS**

1,000 watts on 1230 kcs.  
(1) Radio Ste-Agathe Inc. (2) 3 est Principale (3) (514) 326-1230 (4-7) Jean M. Legault (8) Rock Corriveau (14) Jean M. Legault (15) Jean M. Tessier (16) Gerald Larocque (17,18) Group One (22) Popular, C & W, Classic, Semi-classic (23) 1967 (24) BN

**CKBS, ST-HYACINTHE**

250 watts on 1240 kcs.  
(1) Radio St-Hyacinthe Ltée. (2) 855, Ste-Marie (3) (514) 774-6486 (4) Gilles Chartier (5-9) Roger Duceppe (10) Marcel Theriault (11,12) Jacques St-Germain (13) Julie Belanger (14,15) Roger Duceppe (16) Lucien Caron (23) 1959 (24) CP

**CKRB, ST-GEORGES DE BEAUCE**

10,000 watts on 1460 kcs.  
(1) Radio Beauce Inc. (2) C.P. 100 (3) (418) 228-4811 (4) Yvon Thibaudeau (5) C.A. Thibaudeau (6) J. Venne, A. Catellier (7) Jules Venne (8) Gilles Bernier (9) L. Begin (10,11) Gilles Bernier (12) Jacques Petit (14,15) Jules Venne (16) Rene Berube (17-19) Hardy Radio & TV (22) MOR (23) 1953 (24) BN, CP

**CHRS, ST-JEAN**

10,000 watts on 1090 kcs.  
(1) Radio Iberville Ltée. (2) 2019 Blvd. Taschereau, Longueuil (3) (514) 674-6238 (4) Jean Paul Auclair (5,6) Pierre Paul Elie (8,9) André Sylvain (10) Bernard Contant (11) Pierre Béland (12) André Décarie (15) Alice Paré (16) Yvon Rancout (17-20) Radio-TV Repts (22) MOR (23) 1956 (24) BN

**CKJL, ST-JEROME**

1,000 watts on 900 kcs.  
(1) Radio Laurties Inc. (2) Box 900 (3) (514) 435-1544 (4,5) Jean LaLonde (6) John R. Fox (7) Andre Mailloux (8) Gilles Carriere (9) Andre Mailloux (10) Gilles Bouchard (11) Jean Bellemare (12) Christin Peters (13) Mrs. Lucette Mathieu (14) John R. Fox (15) Mrs. Micheline Perron (16) Hubert Lamontagne

(17-19) Hardy Radio & TV (22) MOR (23) 1956 (24) BP, Telbec

**KCKN, SEPT-ILES**

10,000 watts on 560 kcs.  
(1) Radio Sept-Iles Inc. (2) 700 Laure (3) (418) 962-3838 (4,5) B. Roberge (6) Guy Marcheterre (7-13) V. Chouinard (14,15) G. Marcheterre (16) G. Boulay (17-21) Radio-TV Sales (22) MOR (23) 1963 (24) BN, Telbec

**CKSM, SHAWINIGAN**

10,000 watts on 1220 kcs.  
(1) La Cie de Radiodiffusion de Shawinigan Falls Ltée (2) C.P. 695 (3) (819) 536-4494 (4) Art Lacourcière (5-8) A. Chartier (10) Pierre A. Hamel (11) Claude Fitzbay (13) Huguette Cloutier (14) Alain Chartier (15) Huguette Cloutier (16) Marcel Bellemare (17,18) Radio & TV Sales (22) MOR (23) 1951 (24) BN, Telbec

**CHLT, SHERBROOKE**

10,000 watts on 630 kcs.  
(1) CHLT Radio Sherbrooke Ltée. (2) 3330 King St. W. (3) (819) 569-9331 - Tlx 018229 (4) M. Dansereau (5,6) Henri Delorme (7,8) B. Payeur (9) G. Robidoux (10) R. Legendre (11) J.M. Bilodeau (12) A.J. McDougall (13) Bernise Hamel (14) T. Mercier (15) L. Falardeau (16) G. Paul (17-21) All-Canada (22) MOR (23) 1937 (24) BN, Telbec

**CJRS, SHERBROOKE**

10,000 watts on 1510 kcs.  
(1) CJRS Radio Sherbrooke Ltée. (2) 2655 King St. W. (3) (819) 567-8951 (4) Me. Jacques Lagasse (5,6) Paul A. Paradis (7) Normand Gaulin (8,9) Rene Ouellette (10) Richard Gendron (11) Serge Martel (15) Pierette Levasseur (16) J.C. Lalancette (17,18,20) Stephens & Towndrow (21) Devney (22) MOR (23) 1967 (24) Telbec, BN

**CKTS, SHERBROOKE**

10,000 watts on 900 kcs.  
(1) Telegram Printing & Publishing Co. (2) 3330 King St. W. (3) (819) 569-9331 - Tlx 018229 (4) J.J. Dunn (5,6) Henri Delorme (7,8) Berl Dewar (9) H. Lussier (10,11) G. Breen (12) D.J. McMillan (13) D. Parker (14) B. Dewar (15) Diana Parker (16) C. Paré (17-21) All-Canada (22) MOR (23) 1946 (24) BN

**CJSO, SOREL**

10,000 watts on 1320 kcs.  
(1) Radio-Richelieu Ltée. (2) P.O. Box 126 (3) (514) 743-3318 (4) Henri Olivier (5) Maurice Boulianne (6) Maurice Berube (7,8) Claude Rochon (10) Lorenzo Brouillard (11) Michel Champagne (13) Mrs. Marise Fagnan (14) Maurice Boulianne (15) Lorenzo Brouillard (16) Joseph Cardin (17-20) Hardy Radio & TV (22) French songs, light music (23) 1945 (24) BN, Telbec

**CKLD, THETFORD MINES**

1,000 watts on 1230 kcs.  
(1) Radio Mégantic Ltée (2) C.P. 69 (3) (418) 335-7533 (4,5) François Labbé (6) Elizabeth Bolduc (7,8) Irenée Goulet (9) Elizabeth Bolduc (10) Pierre Sevigny (11) Robert Daneau (12) Gilles Levesque (13) Elizabeth Bolduc (14) Mrs. Andrée Wright (15) Mrs. Jeanne Martin (16) Irenée Goulet (17,18) Group One (22) Hit Parade (23) 1950 (24) BN

**CHLN, TROIS RIVIERES**

10,000 watts on 550 kcs.  
(1) Radio Trois-Rivières Inc. (2) 3550 Royal Blvd. (3) (819) 374-3556 (5,6) Maurice Duval (7,8) Maurice Bourget (9) André Bellefeuille (10) Maurice Bourget (11) Paul Charest (13) Mrs. Pierrette Fournier (14) Maurice Duval (15) Jocelyne Kégle (16) Oric Lefebvre (17-21) All-Canada (23) 1937 (24) CP



**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Repts (18) Montreal Repts (19) Winnipeg Repts (20) Vancouver Repts (21) U.S. Repts (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

**CJTR, TROIS RIVIERES**

10,000 watts on 1150 kcs.  
 (1) CJTR (2) 1350 Royale (3) (819) 375-4855 (4) Raymond Crépault (5,6) André Rancourt (7) Robert Marchand (8) Pierre Ducharme (9) André Carbonneau (11) André Champoux (14) Pierre Ducharme (15) Angèle Toupin (16) André Marchand (17,18) Stephens & Towndrow (19) Reimer (20) Stephens & Towndrow (21) Devney

**CFLV, VALLEYFIELD**

10,000 watts day, 5,000 watts night on 1370 kcs.  
 (1) Radio Valleyfield Ltd. (2) 249 Victoria St. (3) (514) 373-1370 (4) A. Cholette (5) J.C. Lefebvre (6) M. Legault (7) R. Bélair (8) A. Truchet (9) T. Deschamps (10) Jacques Hébert (11) Michel Jolicoeur (12) Yves Boyer (13) France Danyel (14) Claudette Lége (15) Louise Léger (16) Y. Allard (17-20) Hardy Radio & TV (21) Devney (22) MOR (23) 1961 (24) BN

**CFOM, VANIER**

250 watts on 1340 kcs.

**CFDA, VICTORIAVILLE**

1,000 watts on 1380 kcs.  
 (1) Radio Victoriaville Ltée (2) C.P. 490 (3) (819) 752-5545 (4) François Labbé (5) François Bastien (6) Richard Beaudoin (7) Lionel Landry (8) Fernand Corbeil (9) Nicole Marcoux (10,11) Gilbert Foucault (12) André Martineau (13) Denyse Trotter (14) François Bastien (15) Denyse Trotter (16) Claude Lamarche (17-20) Group One (21) Canadian Standard Broadcast Sales (22) Varied (23) 1951 (24) BN

**CKVM, VILLE-MARIE**

**CKVT, TEMISCAMING**

CKVM 10,000 watts on 710 kcs.  
 CKVT 250 watts on 1340 kcs.  
 (1) Radio Témiscamingue Inc. (2) C.P. 388, Ville-Marie (3) (819) 710 (4) Hervé Leblanc (5,6) René Legault (8) Jean Pierre Ayotte (9) Denis Racine (10) Jean Paul Paquette (11) Jacques Clermont (12) Isidore Laliberté (13) Mrs. Alice Ethier (15) Madeleine Brousseau (16) Gaston Tasset (17-20) Group One (23) 1950 (Ville-Marie) 1969 (Temiscaming) (24) BN

# New Brunswick

**CKBC, BATHURST**

10,000 watts on 1360 kcs.  
 (1) Bathurst Broadcasting Company Ltd. (2) P.O. Box G (3) (506) 546-4461 (4) J. Leo Hachey (5) Neil H. MacMullen (6) Dick Gallagher (7) Denis Menard (8) Neil H. MacMullen (9) Denis Menard (10) Walt Forsey (11) Al Hebert (12) Walt Forsey (13) Dorothy Wilbur (14) Don Mabee (15) Terry

Mourant (16) Phil Paquet (17-20) Hardy Radio & TV (22) MOR, Variety (23) 1955 (24) BN

**CKNB, CAMPBELLTON**

10,000 watts on 950 kcs.  
 (1) Restigouche Broadcasting Co. Ltd. (2) Box 340 (3) (506) 753-4415 (4,5) J. Schoone (6) Ken Coughlan (7,8) Stu Luck (9) Terry Adams (10) Ian Byers (11) Don Hume (13) Mrs. Rosemary Daigle (14) Ian Byers (15) Mrs. E. McWilliam (16) Les Rooke (17-20) Hardy Radio & TV (21) Weed (22) MOR (24), CBC

**CJEM, EDMUNDSTON**

5,000 watts on 570 kcs.  
 (1) Edmundston Radio Ltd. (2) 91 Canada Rd. (3) (506) 753-3351 (4) Georges Michaud (5,6) Georges A. Lebel (7) Paul Clavet (8) J.P. Pampalon (9) Doreen Pelletier (10,11) Jean Pierre Pampalon (12) Antonio Gagnon (13) Gloria Friolet (14) Al Belzile (15) Mrs. Rita Aucoin (16) Marcel Vallée (17-21) All-Canada (22) MOR, Popular (23) 1944 (24) BN

**CBZ, FREDERICTON**

10,000 watts on 970 kcs.  
 (1) Canadian Broadcasting Corp. (2) Box 1538 (5) Harold Hatheway (23) 1964

**CFNB, FREDERICTON**

50,000 watts on 550 kcs.  
 (1) Radio Atlantic Ltd. (2) P.O. Box 217, 125 Hanwell Road (3) (506) 475-5501 (4) D. Malcolm Neill (5,6) Jack T.H. Fenety (7,8) John W. Richards (10) Gordon Catt (11) Richard Robinson (13) George W. Mountain (14) John W. Richards (15) Mrs. Margaret Burnett (16) Glenn D. Love (17,18) Paul Mulvihill (19) Broadcast Repts (20) Stephens & Towndrow (21) Weed (22) MOR, C & W, Rock (23) 1923 (24) CP, BN, BN Voice and NBIS

**CBA, MONCTON**

50,000 watts on 1070 kcs.  
 (1) Canadian Broadcasting Corp. (2) C.P. 950 (5) Guy Theriault (23) 1968

**CBAF, MONCTON**

5,000 watts on 1300 kcs.  
 (1) Canadian Broadcasting Corp. (2) C.P. 950 (5) Guy Theriault (23) 1954

**CKCW, MONCTON**

10,000 watts on 1220 kcs.  
 (1) Moncton Broadcasting Ltd. (2) P.O. Box 1220 (3) (506) 855-1220 - Tlx 014-2250 (4) F.A. Lynds (5,6) Earle Ross (7,8) Robert Steeves (10) Eric Ramsay (11) Art Noiles (12) Mick Stockley (13) Mrs. Sharon Saunders (14) Borden Macdonald (15) Lorraine Maillet (16) Keith MacConnell (17,18) Paul Mulvihill (19) A.J. Messner (20) Stephens & Towndrow (21) Canadian Standard Broadcast Sales (22) MOR (23) 1934 (24) BN

**CKMR, NEWCASTLE**

1,000 watts on 790 kcs.  
 (1) Miramichi Broadcasting Co. Ltd. (2) Box 338 (3) (506) 622-3311 (4) L.W. Flett (5,6) R.J. Wallace (7) Dan Leeman (8) R.J. Wallace (10) Dan Leeman (11) Lloyd Doyle (13) Mrs. Margaret O'Brien (14) Dan Leeman (15) Mrs. Barbara Lockerbie (16) R.J. Wallace (17-20) Hardy Radio & TV (21) Weed (22) MOR (23) 1949 (24) BN

**CBD, SAINT JOHN**

10,000 watts on 1110 kcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 1538, Fredericton (5) Harold Hatheway (23) 1964

**CFBC, SAINT JOHN**

10,000 watts on 930 kcs.  
 (1) Fundy Broadcasting Co. Ltd. (2) P.O. Box 930 (3) (506) 652-1680 (4) James H. Turnbull (5) A.R.W. Lockhart (6) John Gilbert (7) Paul Godfrey (8,9) Gary Crowell

(10) Dave Lockhart (11) Ralph McLenaghan (12) Greg Buckler (13) Kaye Ramsay (14) Paul Godfrey (15) Mrs. F.B. Murphy (16) C.A. Weeks (17-20) Radio-TV Repts (22) Top 40 (23) 1947 (24) BN

**CHSJ, SAINT JOHN**

10,000 watts on 1150 kcs.  
 (1) New Brunswick Broadcasting Co. Ltd. (2) 335 Union St. (3) (506) 657-3410 - Tlx 014-47218 (4) George A. Cromwell (5) Douglas Burrows (8) Paul DeVeau (10) Wm. Donovan (14) Karen Oldfield (15) Grace Craft (16) Reid Dowling (17-21) All-Canada (22) MOR (23) 1934 (24) CP, BN

**CJGJ, WOODSTOCK**

1,000 watts on 920 kcs.  
 (1) Carleton-Victoria Broadcasting Co. Ltd. (2) Box 946 (3) (506) 328-6661 (4) W.B. Groh (5) Bruce A. Smith (6) Charles Russell (7,8) Dave Rogers (9) Ken Stairs (10,11) Bruce A. Smith (12) Walter Tomkins (13) Lois Speer (14) Donald Ralston (15) Mrs. Carol Rogers (16) Douglas Finnie (17-20) Radio-TV Repts (22) C & W, MOR, Teen (23) 1959 (24) BN

# Prince Edward Island

**CFCY, CHARLOTTETOWN**

10,000 watts on 630 kcs.  
 (1) The Island Radio Broadcasting Co. Ltd. (2) P.O. Box 1060, 85 Kent St. (3) (902) 894-7347 (5) R.F. Large (6) E.P. Williams (7) L. McAulay (10) W.B. Carter (11) L. McAulay (12) D. Ward (13) Jane Weldon (14) M.E. Large (15) E.P. Williams (17-21) All-Canada (22) MOR (23) 1922 (24) BN

**CJRW, SUMMERSIDE**

250 watts on 1240 kcs.  
 (1) Gulf Broadcasting Co. Ltd. (2) 218 Water St. (3) (902) 436-2201 (4,5) R.C. (Bob) Schurman (6) Nat'l Bob Schurman, Local, Paul Schurman (7) L.E. Huestis (8) J.V. Perry (9) Lowell Huestis (10) Eric Carr (11) Paul Schurman (12) Lowell Huestis (14) John Perry (15) Mrs. Rose Ann Gaudet (16) Fred MacFarlane (17-20) Radio-TV Repts (22) Variety, MOR, C&W, Rock, Religious (23) 1948 (24) BN

# Nova Scotia

**CKDH, AMHERST**

1,000 watts on 900 kcs.  
 (1) Colchester Broadcasting Co. Ltd. (2) P.O. Box 8 (3) (902) 667-3875 - Tlx 014-2294 (4) Mr. J.A. Manning (5) Fred W. Arenburg (6) Rod MacDougall (7-9) J.P. Gaudet (10) Geoffrey deGannes (11) Paul Kennedy (12) Al Brideau (14) Fred W. Arenburg (15) Mrs. Vi Hutchinson (16) George Lewis (17-20) Group One (21) Hooper Jones & Assoc. (22) Contemporary (23) 1958 (24) CP, BN

**CJFX, ANTIGONISH**

10,000 watts on 580 kcs.  
 (1) Atlantic Broadcasters Ltd. (2) P.O. Box 280 (3) (902) 863-4580 - Tlx 014-41532 (4) Dr. F.J. Ginivan (5) J. Clyde Nunn (6,7) Gus MacKinnon (8) Bruce Rafuse (9) Armand Soucy (10,11) Ray MacDonald (12) Gus MacKinnon (13) Bruce Rafuse (15) Anne MacQuarrie (16) Don Holmes (17-20) Group One (21) Hooper Jones & Assoc. (22) C & W, Rock, MOR, Classical (23) 1943 (24) CP, BN

**CKBW, BRIDGEWATER**

10,000 watts on 1,000 kcs.  
 (1) Acadia Broadcasting Co. Ltd. (2) 215

Dominion St. (3) (902) 543-2401 - Tlx 014-422893 (4) Lester L. Rogers (5) John F. Hirtle (6) Paul Rogers (7-9) Robert MacLaren (10) Edward Boylan (11,12) Robert MacLaren (13) Mrs. Virginia Fleming (14) Allan Mosher (15) Mrs. Pauline Fraser (16) Douglas B. Hirtle (17-20) Group One (21) Hooper Jones & Assoc. (22) MOR (23) 1947 (24) BN

#### CFDR, DARTMOUTH

5,000 watts on 790 kcs  
(1) Radio Dartmouth Ltd. (2) P.O. Box 1007 (3) (902) 469-9231 (4) C. Arnold Patterson (5) Clary Flemming (7) Clary Flemming (8) Gerry Parsons (9) John Cunningham (10) Gordon Martineau (13) Ann Haley (14) W.L. Patterson (15) Mrs. Jean Murphy (16) John Hutchinson (17,18) Major Market (21) Weed (22) Adult Good Music (23) 1962 (24) BN - Wire & Voice

#### CKDY, DIGBY

1,000 watts on 1420 kcs  
(1) Evangeline Broadcasting Co. Ltd. (2) 11 Webster St., Kentville (3) (902) 245-2111 (4) F.J. Burns (5) W.A. Bishop (6) Mrs. Ellie Macmillan (8) A.C. Williamson (9) Loran Fevens (10) Ron Pulsifer (11) Larry Power (12) George Gamble (13) Mrs. Irene Hawkins (14) John Waterman (15) Wenda Best (16) Dave Morrison (17-19) Group One (23) 1959 (24) BN

#### CBH, HALIFAX

10,000 watts on 860 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 3000 (5) S.R. Kennedy (23) 1944

#### CHNS, HALIFAX

10,000 watts on 960 kcs.  
(1) Maritime Broadcasting Ltd. (2) Box 400 (3) (902) 422-1651 (4) L.F. Daley (5,6) Robert F. Irvine (7,8) Hal Blackadar (9) Bob Cooke (10) Gerry Kendrick (11) Ron Reid (13) Mrs. Frances Allen (15) Kathy Davis (16) Dick Parker (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) Easy Listening, Open Line Show (23) 1926 (24) NBC, BN

#### CJCH, HALIFAX

10,000 watts day, 5,000 watts night on 920 kcs.  
(1) Radio CJCH 920 Ltd. (2) 2885 Robie St. (3) (902) 455-0481 - Tlx 014-422500 (4) Allan F. Waters (5) Bill Ozard (6) W. Ed Hall (7) Wayne Hooper (9) Danny Roman (11) Bruce Graham (11) Walter Fitzgerald (13) Mrs. Eileen Stubbs (14) Maureen Redden (15) Darrelyn Pittman (16) Reg McCausland (17,18) Major Market (19) A.J. Messner (20) Grant Advertising (21) Devney (22) Contemporary, C & W (23) 1944 (24) BN, CCNS, CP

#### CKEN, KENTVILLE

1,000 watts on 1490 kcs  
(1) Evangeline Broadcasting Co. Ltd. (2) 11 Webster St., Kentville (3) (902) 678-2111 (4) F.J. Burns (5) W.A. Bishop (6) Mrs. Ellie Macmillan (8) A.C. Williamson (9) Loran Fevens (10) Ron Pulsifer (11) Larry Power (12) George Gamble (13) Mrs. Irene Hawkins (14) John Waterman (15) Wenda Best (16) Dave Morrison (17-19) Group One (23) 1948 (24) BN

#### CKAD, MIDDLETON

(1) Evangeline Broadcasting Co. Ltd. (2) 11 Webster St., Kentville (3) (902) 678-2111 (4) F.J. Burns (5) W.A. Bishop (6) Mrs. Ellie Macmillan (8) A.C. Williamson (9) Loran Fevens (10) Ron Pulsifer (11) Larry Power (12) George Gamble (13) Mrs. Irene Hawkins (14) John Waterman (15) Wenda Best (16) Dave Morrison (17-19) Group One (23) 1962 (24) BN

#### CKEC, NEW GLASGOW

5,000 watts on 1320 kcs.  
(1) Hector Broadcasting Co. (2) 130 George St. (3) (902) 752-4200 (4,5) Doug Freeman (6) Bill Boyce (7) Bill Graham (8) Bill MacCulloch (9) Jeanne Crounley (10) Clary MacKinnon (11) John MacDonald (15) V. Robertson (16) R.A. Freeman (17-20) Radio-TV Reps (21) Donald Cooke (22) MOR, C & W (23) 1953 (24) CP

#### CBI, SYDNEY

10,000 watts on 1140 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 700 (5) K.R. Hill (23) 1948

#### CHER, SYDNEY

10,000 watts on 950 kcs.  
(1) CHER Broadcasters Ltd. (2) P.O. Box 950 (3) (902) 539-2900 (4) R.D. Neima (5,6) Merv Russell (7) Weldon Boone (8) Bob Ancell (9) Dave Hay (10) Dick James (11) Kansas Snow (13) Carol Humphrey (14) Jim Lovelace (15) Mrs. Marg Doyle (16) Alf Frison (17,18) Radio House (19) Hardy Radio & TV (21) Canadian Standard Broadcast Sales (22) Contemporary (23) 1965 (24) BN, Contemporary

#### CJCB, SYDNEY

10,000 watts on 1270 kcs.  
(1) Cape Breton Broadcasters Ltd. (2) P.O. Box 1270 (3) (902) 564-5596 - Tlx 014-45195 (4) Marven Nathanson (5) Norris L. Nathanson (6) Miss W. McDonald (7) Bill Anderson (8) R. Robertson (9) Mrs. D. Fougere (10,11) Don MacIssac (13) Miss Terry MacLellan (14) Lloyd Taylor (15) Mrs. M. MacMullin (16) Alf Vernon (17,18) Major Market (19) A.J. Messner (20) Major Market (21) Devney (22) Varied (23) 1929 (24) SBN

#### CKCL, TRURO

1,000 watts on 600 kcs.  
(1) Colchester Broadcasting Co. Ltd. (2) P.O. Box 788 (3) (902) 893-4491 (4-6) J. Arthur Manning (8) W. Frank Harvey (9) Jack S. Armstrong (10) Mrs. Muriel Laker (11) Bob Henry, Frank MacDonald (12) Frank MacDonald (15) Mrs. Ruby McSween (16) E. Sid Bernasconi (17,18) Group One (21) Hooper Jones & Assoc. (22) MOR, C & W, Top 40 (23) 1947 (24) BN

#### CFAB, WINDSOR

250 watts on 1450 kcs.  
(1) Evangeline Broadcasting Co. Ltd. (2) 11 Webster St., Kentville (3) (902) 678-2111 (4) F.J. Burns (5) W.A. Bishop (6) Mrs. Ellie Macmillan (8) A.C. Williamson (9) Loran Fevens (10) Ron Pulsifer (11) Larry Power (12) George Gamble (13) Mrs. Irene Hawkins (14) John Waterman (15) Wenda Best (16) Dave Morrison (17-19) Group One (23) 1945 (24) BN

#### CJLS, YARMOUTH

5,000 watts day, 1,000 watts night on 1340 kcs.  
(1) Radio CJLS Ltd. (2) 222 Main St. (3) (902) 742-4343 - Tlx 014-48522 (4) L.G. Trask (5,6) Grant P. Wyman (7,8) Bob Stewart (9) Jan Loimand (10) Russ Kelley (11) Jim Harris (12) Bob Stewart (13) Russ Kelley (14) Grant Wyman (15) Jean Amirault (16) Don Smith (17-20) Group One (21) Weed (22) MOR, C & W (23) 1968 (24) BN

#### CBY, CORNER BROOK

10,000 watts on 990 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 610 (5) C.B. Hierlihy (23) 1943

# CFNB FREDERICTON, N.B.

CFNB's four county primary market has 126,600 people with total retail sales \$137,800,000.

CFNB's market is larger than St. John's and it takes **only** CFNB to reach over 70% of that market's adults every week.

Think of it — over 20% of the Province on one radio station — CFNB

Call



**PAUL MULVIHILL  
& CO. LIMITED**  
TORONTO MONTREAL

Newfoundland

Continued on page 48

**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

**CFCB, CORNER BROOK  
CFSX, STEPHENVILLE**

CFCB, 1,000 watts on 570 kcs.  
CFSX, 500 watts on 910 kcs.

(1) Humber Valley Broadcasting Co. Ltd. (2) P.O. Box 970, Corner Brook (3) (709) 634-3111 (4) Dr. Noel F. Murphy (5) James O'Rourke (6) Gordon Pittman (7) George Buffet (8,9) Gerald Murphy (10) John Penney (11) Joseph Mullins (14) Vincent J. Rossiter (15) Roger Humber (16) Joseph Parsons (17-20) Radio & TV Sales (21) Canadian Standard Broadcast Sales (22) MOR (23) 1960 (24) BN

**CBG, GANDER**

250 watts on 1450 kcs.

(1) Canadian Broadcasting Corp. (2) 98 Sullivan Ave. (5) L.H. Harvey (23) 1943

**CKGA, GANDER**

1,000 watts on 730 kcs

(1) Colonial Broadcasting System Ltd. (2) P.O. Box 620, Grand Falls (3) (709)

256-8730 (4) J.V. Butler (5) J.M. Murdoch (6) Ed Connolly (7,8) John Murphy (10) Walt Arnold (11) Bruce MacDonald (15) Ollie Ellis (16) Grayson Feltham (17,18) Paul Mulvihill (19) All-Canada (21) Canadian Standard Broadcast Sales (22) MOR, Religious, Country, Pop

**CJOX, GRAND BANK**

1,000 watts on 710 kcs.

(1) Nfld. Broadcasting Co. (2) P.O. Box 189 (3) (709) 832-2650 (4) Colin Jamieson (5,6) Cyril Peckford (7) Dave Maunder (8) Cyril Peckford (9) Dave Maunder (10,11) Howie Hickman (14) Rex Sterling (15) Emilie Davis (16) Oscar Hierlihy (17-20) Stephens & Towndrow (21) Weed (22) C & W, CJON Network (23) 1965 (24) BN

**CBT, GRAND FALLS**

10,000 watts on 540 kcs.

(1) Canadian Broadcasting Corp. (2) High Street (5) M.A. Grace (23) 1949

**CJCN, GRAND FALLS**

10,000 watts on 680 kcs.

(1) Newfoundland Broadcasting Co. Ltd. (2) P.O. Box 458 (3) (709) 489-2470 (4) Colin Jamieson (5) Mike Roberts (6) Nat Shapira (7,8) Dave Maunder (9) Len White (10) Gordon Lannon (11) Pat Power (13) Mrs. Doreen Chamberlain (14) Len Sterling (15) Emily Davis (16) Oscar Hierlihy (17,18,20) Stephens & Towndrow (22) MOR (23) 1964 (24) BN

**CKCM, GRAND FALLS**

10,000 watts on 620 kcs.

(1) Colonial Broadcasting System Ltd. (2) P.O. Box 620 (3) (709) 489-2192 (4) J.V. Butler (5) J.M. Murdoch (6) Ed Connolly (7,8) John Murphy (9) Paul Bradbury (10) Walt Arnold (11) Bruce MacDonald (14) John Murphy (15) Ollie Ellis (16) Grayson Feltham

(17,18) Paul Mulvihill (22) MOR, C & W, Religious, Pop (23) 1962 (24) CP, SRN, Local

**CFGB, HAPPY VALLEY**

1,000 watts on 1340 kcs.

(1) Canadian Broadcasting Corp. (2) P.O. Box 490 (5) G.E. Frederick (23) 1943

**CHCM, MARYSTOWN**

1,000 watts on 560 kcs

(1) Colonial Broadcasting System (2) Box 560 (3) (709) 279-2560 (4) J.V. Butler (5) Charles Noseworthy (6) Mike McHugh (10,11) Bob Power (16) Ivan LeDrew (17,18) Paul Mulvihill (23) 1962 (24) NBC, BN

**CBNA, ST. ANTHONY**

10,000 watts on 600 kcs.

(1) Canadian Broadcasting Corp. (2) P.O. Box 5490, St. John's

**CBN, ST. JOHN'S**

10,000 watts on 640 kcs.

(1) Canadian Broadcasting Corp. (2) P.O. Box 5490 (5) A.K. Morrow (23) 1932

**CJON, ST. JOHN'S**

10,000 watts on 930 kcs.

(1) Newfoundland Broadcasting Co. Ltd. (2) P.O. Box 2020 (3) (709) 579-5015 - Tlx 016-355 (4) Colin Jamieson (5) Chuck Peddle (6) Nat Shapira (7,8) Dave Maunder (10) Brian Goff, Freeman White (11) Howie Meeker (13) Mrs. Muriel Tucker (14) Rex Stirling (15) Emilie Davies (16) Oscar Hierlihy (17-20) Stephens & Towndrow (21) Weed (22) Top 40, News (23) 1951 (24) BN, CP

**VOAR, ST JOHN'S**

100 watts on 1230 kcs.

(1) Seventh-Day Adventist Church (2) 106 Freshwater Road (3) (709) 579-1152 (4,5) R.A. Matthews (8,9) A. Matthews (10) R. Matthews (15) A. Matthews (22) Sacred, semi-classical, folk, science, homemaker, religious (23) 1929 (24) BN

**VOCM, ST. JOHN'S**

10,000 watts on 590 kcs.

(1) Colonial Broadcasting System (2) Kenmount Road (3) (709) 726-5590 (4) J.V. Butler (5) Bill Williamson (6) Denys Ferry (8) Bill Williamson (9) Peter Tuff (10) Elmer Harris (11) George MacLaren (15) Dave Broomfield (16) W.B. Williams (17,18) Paul Mulvihill (21) Canadian Standard Broadcast Sales (22) MOR, Contemporary, C & W (23) 1936 (24) BN, SRN, NBC

**VOWR, ST. JOHN'S**

1,000 watts on 800 kcs.

(1) Wesley United Church (2) P.O. Box 1567 (3) (709) 579-9233 (4,5) Everett Hudson (8) Everett Hudson (16) Roland Peddle (22) Classical, semi-classical, public service, religious (23) 1924

# GROUP ONE ATLANTIC

The November 1969 BBM confirms once again that **Group One Atlantic** has the lowest cost per thousand and largest audience of any station or group in the Maritimes.

**Group One Atlantic** averages between 7:00 AM and 9:00 AM 77,400 persons 37,000 women 24,600 men 9,200 teens at \$54 a 60 second spot a CPM of 70¢.

CKDH — Amherst	CJFX — Antigonish	CKBW — Bridgewater
CKDY — Digby	CKEN — Keniville	CKAD — Middleton
CKCL — Truro	CFAB — Windsor	CJLS — Yarmouth

# FM Radio Stations

## KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Repts (18) Montreal Repts (19) Winnipeg Repts (20) Vancouver Repts (21) U.S. Repts (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

## British Columbia

### CFFM-FM, KAMLOOPS

4,000 watts on 98.3 mcs.  
(1) Twin Cities Radio Ltd. (2) 460 Pemberton Terrace (3) (604) 372-3322 - Tlx 048-8148 (5) David S. Clark (6) Walter Harwood (7) Hugh McLennan (8) David S. Clark (9) Hugh McLennan (10,11) Walter Jones (12) Gary Miller (13) Julie Esselmont (14) Walter Harwood (15) Linda Saladana (16) Kurt Reichennek (17-21) All-Canada (22) MOR, Jazz, Classical, show (23) 1962 (24) BN

### CJOV-FM, KELOWNA

3800 watts on 104.7 mcs.  
(1) Okanagan FM Broadcasters Ltd. (2) 1491 Pandosy St., P.O. Box 100 (3) (604) 762-3331 - Tlx 048-5131 (4) Mrs. J.H. Browne (5,6) Charles F. Patrick (7-9) James C. Browne (10-12) J.D. Bews (13) Katherine Elliott (14) Charles F. Patrick (15) James C. Browne (16) Arthur Vipond (17-21) All-Canada (22) C&W, Vocal MOR, Instrumental, Chorale, Concert (23) 1964 (24) BN

### CKOK-FM, PENTICTON

1,800 watts on 97.1 mcs.  
(1) Okanagan Radio Ltd. (2) 33 Carmi Ave. (3) (604) 492-2800 - Tlx 048-8850 (4,5) Maurice P. Finnerty (6) Harry C. Dane (8) Cal George (10) Mike Mangan (11) Doug Collins (12) Cal George (13) Mrs. Shirley Letts (14) Mark Felisky (15) Vernie Bonus (16) Harry F. McRae (17-21) All-Canada (22) Good Listening, Modern & Classical (23) 1965 (24) BN

### CJAT-FM, TRAIL

12,600 watts on 106.7 mcs.  
(1) Kootenay Broadcasting Co. Ltd. (2) 1300 Cedar Ave. (3) (604) 368-5511 - Tlx 041-4435 (4) W.C. Harvey (5) J.P. Kobluk (6,7) R.W. Meneer (8,9) W. Kay (10,11) J. Remesz (14) W. Kay (15) D. Townsend (16) J. Renzie (17-21) All-Canada (22) Modified Contemporary Pop, Classical, Jazz, Broadway & Film Music (23) 1968 (24) BN, Ottawa Radio News

### CBU-FM, VANCOUVER

100,000 watts on 105.7 mcs.  
(1) Canadian Broadcasting Corp. (2) 747 Bute St., (5) R.W. McCall (23) 1948

### CBUF-FM, VANCOUVER

100,000 watts on 97.7 mcs.

(1) Canadian Broadcasting Corp. (2) 747 Bute St. (5) Max Desaulniers (23) 1967

### CHQM-FM, VANCOUVER

100,000 watts on 103.5 mcs  
(1) Q Broadcasting Ltd. (2) 1134 Burrard St. (3) (604) 682-3141 - Tlx 04-5317 (after June 1/70 - 04-51110) (4,5) W.E. Bellman (6) Noel Hullah (7,8) M.L. Foisy (9) Garth Millar (10) Andy Walsh (11) Brad Keene (15) Mrs. Anne Bolton (16) Stan Davis (17,18) Stephens & Towndrow (21) Weed (22) Quality & easy listening, jazz, some classics (23) 1960 (24) BN, Newsradio

### CKLG-FM, VANCOUVER

100,000 watts on 99.3 mcs.  
(1) Moffat Broadcasting Ltd. (2) 1006 Richards St. (3) (604) 681-7511 - Tlx 04-5992 (4) Randall L. Moffat (5) Don M.E. Hamilton (6) Allan L. Anaka (7) Phil Toombes (8) Frank Callaghan (9) Tim Burge (10,11) Don Richards (14) Myles Murchison (15) Lois Thompson (16) Peter Mackintosh (17,18) Major Market (22) Contemporary (23) 1964 (24) Contemporary News Service

### CFMS-FM, VICTORIA

19,000 watts on 98.5 mcs.  
(1) Capital Broadcasting System Ltd. (2) Box 967 (3) (604) 384-9316 - Tlx 044-8260 (4) D.M. Armstrong (5) E.G. Rudy Hartman (6) John Dunbar (7-9) Rudy Hartman (10) Arthur Simmonds (11) Roger Harmston (14) Mrs. Shirley Jefferson (15) Mrs. Sue Tupper (16) Fred Cole (17-20) Radio-TV Repts (21) Canadian Standard Broadcast Sales (22) Beautiful Music Format - classics, jazz (23) 1954 (24) BN Contemporary

## Alberta

### CHFM-FM, CALGARY

11,000 watts on 95.9 mcs.  
(1) Quality FM Ltd. (2) 10 Westbrook Mall (3) (403) 249-7772 (4) J.D. Whitehead (5) Wilf Sennett (6) Mrs. Ellen Reddin (7,8) George Ferguson (9) Pat Pearson (10) Roy McDonald (11) Gerry Weber (13) Glenna Collins (14) Roy McDonald (15) Lorraine Herod (16) Earl Seigle (17-20) Hardy Radio & TV (22) MOR, Jazz, Classical, Contemporary (23) 1962 (24) BN

### CFRN-FM, EDMONTON

16,200 watts on 100.3 mcs.  
(1) Sunwapta Broadcasting Ltd. (2) Box 5030, Station 'E', Edmonton 15 (3) (403) 484-3311 - Tlx 037-2257 (4) Dr. G.R.A. Rice (5-8) James S. Edwards (10) S.S. Lancaster (11) Al McCann (14) J.S. Edwards (15) Miss M.R. Arndt (17-20) Radio-TV Repts (21) Canadian Standard Broadcast Sales, Harlan Oakes (west coast) (22) Contemporary Classical, Easy Listening, Rock (23) 1947 (24) BN, CP, Standard Radio News

### CJCA-FM, EDMONTON

400 watts on 99.5 mcs.  
(1) Edmonton Broadcasting Co. Ltd. (2) 10123-104th St. (3) (403) 424-4131 - Tlx 037-2229 (4,5) Cameron A. Perry (6) John L. Sayers (7-9) Harry Boon (10) Walter Rutherford (11) Eryan Hall (14) Mrs. June Cavanagh (15) Mrs. Barbara Cook (16) Gordon Skutle (17-21) All-Canada (22) Pop, Concert, Jazz, Classical, Opera. Simultaneous with AM until 4:45 pm-midnight Sunday and 6 pm-midnight Monday-Saturday (23) 1949 (24) BN Voice, BN, BN Regional, Ottawa Radio News.

### CKUA-FM, EDMONTON

352 watts on 98.1 mcs.  
(1) Alberta Government Telephones (2) 10526 Jasper Ave. (3) (403) 422-5161 (5) J.W. Hagerman (7) E.K. Kilpatrick (9) E.K. Kilpatrick (10,11) Carl Noack (13) Mr. M.P. Blackburn (14,15) Mrs. Kay Wright (16) W. Pinko (22) Informational, educational, non-commercial (23) 1948 (24) BN

### CHEC-FM, LETHBRIDGE

250 watts on 100.9 mcs.  
(1) Southern Alberta Broadcasting Ltd. (2) Box 1090 (3) (403) 328-3311 - Tlx 038-49154 (4,5) H.W. Brown (6) R.J. Bruchet (7) Veryl Todd (9) Arnold Celsie (10) Dave McCrady (11) Veryl Todd (12) Leo Dow (13) Barbara Hemmaway (14) Russ Todd (15) Barbara Hemmaway (16) R. Verhulst (17-20) Group One (21) Weed (22) Classical, Contemporary (23) 1958 (24) BN

### CKRD-FM, RED DEER

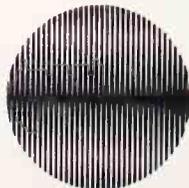
1,250 watts on 98.9 mcs.  
(1) Central Alberta Broadcasting 1961 Ltd. (2) Box 5555, (3) (403) 347-6681 - Tlx 038-316 (4,5) H.L. Flock (6) G.P. Henry (7-9) L. Thiessen (10) B. Meisner (11) A.

Continued on page 50

A Complete Communications Consulting Service

## ...TOTAL DESIGN

Radio, Television, Telephone systems, Peripheral & ancillary facilities, Acoustics, associated building services engineering, and comprehensive project planning.



### PAN-COM CANADA LTD.

SIXTEEN WESTMINSTER AVENUE, MONTREAL 263, QUEBEC.  
CABLE ADDRESS "PANCONSULT." TELEPHONE (514) 482-2026

**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

Hammer (13) Louise Woodthorpe (14) L. Thiessen (15) J. Tennant (16) K. Martin (17-20) Radio-TV Reps (21) ABC International (22) Variety of good music. (23) 1965 (24) BN

# Saskatchewan

**CFMQ-FM, REGINA**

5,900 watts on 92.1 mcs.  
(1) Metropolitan Broadcasting Ltd. (2) 3000-13th Ave. (3) (306) 525-9195 (4-6) William S. Stewart (7,8) Douglas Birkmaier (9) David W. Warren (10) Douglas Birkmaier (11) George Gonzo (15) Mrs. Donna Birkmaier (16) Ted Quade (17-20) Hardy Radio & TV (22) Quality, MOR (23) 1966 (24) BN

**CFMC-FM, SASKATOON**

6,020 watts on 103.9 mcs.  
(1) General Broadcasting Ltd. (2) 401 Canada Bldg. (3) (306) 653-3144 (4) Donald J.G. MacKenzie (5,6) Don MacKenzie (7-9) Reg Parker (10) Ron Robison (15) Mrs. Y. Balkwill (16) Bob Hunter (17-20) Hardy Radio & TV (23) 1964 (24) BN

**CJUS-FM, SASKATOON**

3,800 watts on 89.7 mcs.  
(1) University of Saskatchewan (2) Memorial Union Bldg. University of Sask (3) (306) 343-3747 - Tlx 034-2659 (4) Ken Gordon (5) Gordon Walburn (7) Ray Crosbie (10) Ralph Goodale (11) Doug Dodd (12) Ray Ryland (14) Dennis Jones (15) Janie Dick (16) C.A. (Al) Bradley (22) Classical, Jazz, Folk, Progressive Rock (23) 1965 (24) BN

# Manitoba

**CKX-FM, BRANDON**

58,000 watts on 96.1 mcs.  
(1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (3) (204) 728-1150 - Tlx 035-02716 (4) J.B. Craig (5) A. Stuart Craig (6) E.D. Holland (7) Cliff Bernie (8) Ron Thompson (9) Howard Wood (10) Brian Denike (11) Cliff Jones (12) Frank Bird (14) Vince Dodds (15) Mrs. Delores Selwich (16) Lawrence Dubois (17-21) All-Canada (22) Good Listening - Stereo 12 hrs. per day. (23) 1963 (24) BN

**CBW-FM, WINNIPEG**

365,000 watts on 98.3 mcs  
(1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) J.R. Finlay (23) 1965

**CFRW-FM, WINNIPEG**

6,500 watts on 94.3 mcs.

(1) CJOR Ltd. (2) P.O. Box 1022 (3) (204) 947-1211 (4) James A. Pattison (5,6) T.N. Trimble (7,8) Chuck Chandler (9) Bob Branigan (10) Jack Molloy (11) Glen Darling (13) Mary Nelson (14) Chuck Chandler (15) Mary Nelson (16) Bill MacDougall (17,18) Radio House (20) CJOR Ltd. (22) Top 40 (23) 1963

**CJOB-FM, WINNIPEG**

310,000 watts on 97.5 mcs.  
(1) Radio OB Ltd. (2) 930 Portage Ave. (3) (204) 786-2471 (5) R.M. MacLennan (6) Ted Smith (8,9) Peter Grant (10) Steve Halinda (11) Ken Nicholson (12) Peter Grant (13) Robert Munn (14) K. Northcott (15) Mrs. M. Giles (16) Niel East (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) C & W, Ethnic, Folk (23) 1948 (24) Standard Radio News, NBC

**CKY-FM, WINNIPEG**

360,000 watts on 92.1 mcs.  
(1) Moffat Broadcasting Ltd. (2) 432 Main St. Zone 2 (3) (204) 943-1531 - Tlx 035-8284 (4,5) Randall L. Moffat (6) Don McDermid (8,9) Herb Brittain (10) John Pierce (11) Jack Wells (14) Donn Kirton (15) George Keith (16) Andy Malowanchuk (17,18) Major Market (20) James Advtg. (21) Devney (22) MOR, Talk, (23) 1962 (24) CP, Canadian Contemporary News

# Ontario

**CJBQ-FM, BELLEVILLE**

17,400 watts on 97.1 mcs.  
(1) Quinte Broadcasting Co. Ltd. (2) 45 Bridge St. E., P.O. Box 488, (3) (613) 968-5555 (4) Dr. G.A. Morton (5) Frank C. Murray (6) Hamie MacDonald (7) Frank C. Murray (8) Lee Jourard (9) Frank C. Murray (10) Dave Sovereign (11) Jack Devine (12) Phil Flagler (13) Lee Jourard (14) Mrs. Diane Loupelle (15) Mrs. Gerry Flieger (16) Jack Buchanan (17-20) Major Market (21) Standard Broadcast Sales (22) Varied (23) 1946 (24) BN

**CHIC-FM, BRAMPTON**

857 watts on 102.1 mcs.  
(1) CHIC Radio Ltd. (2) 2 Ellen St. (3) (416) 451-3110, 677-1098, 277-9101 (4) Leslie A. Allen (5) Joseph A. Morgan (6) Harry J. Allen Jr. (7) James Beesack (9) Mrs. Denyse MacKay (13) Shelley Panter (15) Mrs. Darline Harrop (16) Paul Firminger (17-20) Group One (21) Donald Cooke (22) MOR, (interspersed with talk programs on Canada's first and only all-girl station (24) BN

**CKPC-FM, BRANTFORD**

10,200 watts on 92.1 mcs.  
(1) Telephone City Broadcast Ltd. (2) 571 West St. (3) (519) 753-2664 (4) Mrs. F.M. Buchanan (5) R.D. Buchanan (6) Don Woodley (8) Arnold Anderson (9) Alex Reynolds (10) Gordon Cook (11) Arnold Anderson (15) Glen Walker (16) James Featherston (17,18) Lorrie Potts (19) Broadcast Repts (20) Radio-TV Repts (22) MOR, concert, C & W (23) 1947 (24) BN & BN Voice

**CJSS-FM, CORNWALL**

250 watts on 104.5 mcs.  
(1) Tri-Co. Broadcasting (2) 237 Water St. E., P.O. Box 969 (3) (613) 932-5180 (4,5) Paul Emard (6) Mrs. Eva Howard (7) Wayne Waldroff (8,9) Dave Lafave (10-11) George Heath (12) John Nichols (13) Mrs. Dorothy Robillard (15) Mrs. Alma Valley (16) Mahlon Clark (17-21) All-Canada (22) Separate programming: Mon-Sat 11 am-5pm, Sun noon-6pm (23) 1949 (24) BN

**CJOY-FM, GUELPH**

50,000 watts on 106.1 mcs.  
(1) CJOY Ltd. (2) Box 217 (3) (519) 824-7000 (4) W.O. Slatter (5) F.T. Metcalf (6) W.D. Dawkins (7) Terry Spearin (8) Gord Field (9) Terry Spearin (10) Norm Jary (15) Mrs. Marg Gross (16) Peter Calvert (17,18) Paul Mulvihill (20) Stephens & Towndrow (21) Devney (22) MOR, Classics Jazz, Talk, News, Sports (23) 1969

**CKDS-FM, HAMILTON**

200,000 watts on 95.3 mcs.  
(1) Maple Leaf Broadcasting Co. Ltd. (2) 11 Springer St. (3) (416) 549-2453 (4) T.E. (Tom) Darling (5) W.E. (Bill) Hall (6) R.J. (Dick) Drew (8,9) Tony Luciani (10) Don Johnston (14) Frank MacKay (15) Patricia Jones (16) Ed Victor (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) Modern, Classical MOR (23) 1964 (24) BN, CP, NBC, BBC

**CFRC-FM, KINGSTON**

1,270 watts on 91.9 mcs.  
(1) Queen's University (2) Queen's Kingston (3) (613) 546-3871, Ext. 3313 (5) Andrew K. Marshall (22) Fine Arts (Classics, discussion programs, concerts (23) 1953

**CKLC-FM, KINGSTON**

1,000 watts on 98.3 mcs.  
(1) St. Lawrence Broadcasting Co. Ltd. (2) P.O. Box 1030, 99 Brock St. (3) (613) 544-1380 (4) Terry D. French (5) C. John Bermingham (6) John F. French (7) C. John Bermingham (9) Gary Parr (10) Con Stevenson (11) Ross Wotten (13) Marlene Rowe (14) Terry D. French (15) Joan Moreland (16) Albert Aufleger (17,18) Radio House (19) Hardy Radio & TV (21) Weed (22) MOR, Open Line Contemporary (23) 1953 (24) BN, Newsradio, CBS

**CKWS-FM, KINGSTON**

5,400 watts on 96.3 mcs.  
(1) Frontenac Broadcasting Co. Ltd. (2) 170 Queen St. (3) (613) 544-2340 - Tlx 026-256 (4) Arthur L. Davies (5) Allan Brooks (6) Leo Clark (7) Alan Argue (8) Carl Cogan (9) Alan Argue (10) Floyd Patterson (11) Max Jackson (13) Mrs. Margaret Cole (14) Garry McCoolman (15) Mrs. Margaret Cole (16) Gord Backus (17-18) Ind. Communications Sales (19,20) Radio-TV Repts (21) All-Canada (22) MOR, Classical Educational Jazz, Folk (23) 1946 (24) CBC, BN, BN Voice

**CFCA-FM, KITCHENER**

100,000 watts on 105.3 mcs.  
(1) Central Ontario Television Ltd. (2) 864 King St. W. (3) (519) 578-1313 (Toronto - 416-366-0852 (4) C.A. Pollock (5) W.D. McGregor (6) W.T. Valentine (8) D.J. MacDonald (9) Grant Hoffman (10) Gary McLaren (11) Bill Inkol (14) D.L. Willcox (15) Elva Bender (16) P.J. Turchan (17-21) All-Canada (22) MOR, Good Music (23) 1967 (24) BN, CP

**CHYM-FM, KITCHENER**

1,000 watts on 96.7 mcs.  
(1) Greatlakes Broadcasting System Ltd. (2) 305 King St. W. (3) (519) 743-2611 (4) Donald G. Campbell (5,6) John Larke (7) Keith Sterling (8) Vern Rombough (9) Werner Bartman (10) Barry Pauley (11) Don Cameron (12) Vern Rombough (13) Miss Cynthia Pearson (14) Mac Lindsay (15) Miss Jenny Lavery (16) Murray Porteous (17,18) Paul Mulvihill & Co. Ltd. (20) Stephens & Towndrow Co. Ltd. (21) Devney (22) MOR, Concert, Underground (23) 1965 (24) CP

**CFPL-FM, LONDON**

179,000 watts on 95.9 mcs.  
(1) CFPL Broadcasting Ltd. (2) 369 York St. (3) (519) 438-8391 (4) M.T. Brown (5) C.N. "Bud" Knight (6) K.G. Smith (8) David Wilson (9) William Murray (10) Gord

Whitehead (11) Pete James (12) Roy Jewell (14) Mrs. Cora Evans (16) G.A. Robitaille (17,18) Major Market (20) James Advtg. (21) Devney (22) MOR light classical (23) 1947 (24) BN, AP, CP, CBC

#### CKAT-FM, NORTH BAY

5,860 watts on 93.7 mcs.

(1) CKAT Broadcasters Ltd. (2) 108 Main St. E. (3) (705) 472-3693 (4) Gerry Alger (5) John D. Size (6) Denton W. Ortwein (7) Jack Cornett (10) Jack Cornett (11) Rick Miller (15) Olivia Dragomir (16) Ken Currie (17,18) Paul Mulvihill (22) MOR, Classical Folk Jazz International (23) 1967 (24) BN

#### CKQS-FM, OSHAWA

100,000 watts on 94.9 mcs.

(1) Lakeland Broadcasting Co. Ltd. (2) 360 King St. W. (3) (416) 723-3415 (Toronto 922-5611) (4,5) Gordon G. Garrison (6) James G. Cane (7-9) Keith Woodend (10) Ross Gibson (11) Karl Edmands (14) Terry Mann (15) Linda Wherry (16) Wm. C. Marchand (17,18) Lorrie Potts (19) Broadcast Reps (20) Radio-TV Reps (21) Devney (22) easy listening & diversified (23) 1966 (24) BN

#### CBO-FM, OTTAWA

70,000 watts on 103.3 mcs

(1) Canadian Broadcasting Corp. (2) Box 3220, Station "C" (5) W.T. Armstrong (23) 1947

#### CFMO-FM, OTTAWA

196,000 watts on 93.9 mcs

(1) Radio Station CFRA Ltd. (2) 150 Isabella St. (3) (613) 233-6731 (4) Allan Waters (5) Gord Atkinson (6) James Smith (7) Bill Paton (8) Gord Atkinson (9) Ray Eckford (10,11) Ernie Calcutt (14) Alden Diehl (15) Mrs. Cathy Sisson (16) George Roach (17,18) Major Market (19) A.J. Messner (20) Byles, Gibb & Assoc. (21) Devney (22) Easy Listening, popular, light classical. Full news and sports coverage (23) 1959 (24) Canadian Contemporary News.

#### CKBY-FM, OTTAWA

148,000 watts on 105.3 mcs

(1) CKOY Ltd. (2) 635 Richmond Rd. (3) (613) 722-6501 (4) Gordon Henderson (5) Jack Daly (6) Jack Turrall (7) Mrs. Kay Black (8,9) Nelson Davis (10) Hal Anthony (11) Ray Boucher (12) Jack Greenspon (14) Bill Inglis (15) Judith Lemieux (16) Ken Puttock (17,18) Stephens & Towndrow (20) Stephens & Towndrow (21) Canadian Standard Broadcast Sales (22) MOR, Vocal & Instrumental, Underground Sunday evening (23) 1969 (24) ABC

#### CHEX-FM, PETERBOROUGH

1,000 watts on 101.5 mcs.

(1) Kawartha Broadcasting (2) Box 659 (3) (705) 742-7708 - Tlx 029-810 (4) Robertson Davies (5) Wally Rewegan (6) W.C. Fontaine (8) Don O'Neil (9) Dale Sproule (10) Jim Wolff (11) Dick Trotter (12) Lynn Marshall (14) Mrs. Josie McCutcheon (15) Margaret Martin (16) Ben Wilke (17,18) Ind. Communications Sales (19,20) Radio-TV Reps (21) All-Canada (22) Easy Listening, Classical (23) 1968 (24) BN, BN Voice

#### CHSC-FM, ST. CATHARINES

50,000 watts on 105.7 mcs

(1) Robert E. Redmond (2) 36 Queenston St. (3) (416) 682-6691 (4) Robert E. Redmond (5) William V. Stoeckel (6) M. Hanson (7) Gary Duguay (8,9) Vance Randolph (10) Ted Romeyn (11) Breen Murray (12) Jim Marino (13) Laura Sabia (14) Vance Randolph (15) Mrs. J. Georgeff (16) Roland Brundle (17-20) Paul Mulvihill (21) Devney (22) MOR (23) 1967 (24) BN, Rogers Radio

#### CKTB-FM, ST. CATHARINES

250 watts on 97.7 mcs.

(1) Niagara District Broadcasting Co. Ltd. (2)

Box 610 (3) (416) 684-1174 (4) W.B.C. Burgoyne (5) Mary C. Burgoyne (6) Gord E. Sones (7) Bob Johnston (8) Jack Dawson (9) Mrs. Mavis Rodgers (10) Al Van Alstine (11) Bill Bird (12) Phil Vierra (13) Mrs. Jean Stanway (14) Bob Degagne (15) Mrs. Marion Mosher (16) Larry Hollern (17,18) Stephens & Towndrow (20) Stephens & Towndrow (21) Canadian Standard Broadcast Sales (22) MOR, Classical (23) 1949 (24) BN, Canadian Contemporary News

#### CJIC-FM, SAULT STE. MARIE

3,600 watts on 100.5 mcs.

(1) Hyland Radio TV Ltd. (2) Box 370 (3) (705) 253-1121 (4) Mrs. J.G. Hyland (5,6) Paul F. Fockler (7) Larry Michaels (8) Rod Charles (9) Lou Barnes (10) Karl Sepkowski (11) John Rhodes (12) Don Ramsay (13) Mrs. Grace Pitt (14) Bill Hollie (15) Mrs. Silvana Battocchio (16) Iarz Mascardell (17-21) All-Canada (22) MOR, News (23) 1964 (24) CP, BN, CBC

#### CKCY-FM, SAULT STE. MARIE

6760 watts on 104.3 mcs

(1) Algonquin Radio-TV Co. Ltd. (2) 254 Queen St. E. (3) (705) 254-7111 (4,5) C.P. Greco (6) H. Wolfe (7,8) Tony Deresti (9) Robert Venn (10) R.H. Hilderley (11) H. Wolfe (12) D. Carter (13) Miss G. Mallory (14) Mrs. Joanne Farkas (15) W. Barrow (16) R.G. Rylatt (17,18) Lorrie Potts (19) A.J. Messner (20) Radio-TV Reps (21) Weed (22) MOR, Easy listening (23) 1964 (24) BN

#### CJET-FM, SMITHSFALLS

47,300 watts on 101.1 mcs.

(1) Rideau Broadcasting Ltd. (2) Box 630 (3) (613) 283-4630 (4,5) J.W. Pollie (6) Hal Botham (8) Ray Callahan (10,11) Bill Lussier (15) Mrs. Elaine Closs (16) A. Bonneau (17,18) Paul Mulvihill (19) A.J. Messner (20) Radio-TV Reps (22) Good Music (23) 1969 (24) CBC

#### CKSO-FM, SUDBURY

100,000 watts on 92.7 mcs.

(1) Cambrian Broadcasting Ltd. (2) Box 400 (3) (705) 674-0711 - Tlx 027-884 (4) W.B. Plaunt (5) Ralph Connor (6) George Lund (9) David Vincent (10) Larry Gavin (11) Eric Webb (14) John Kirby (15) Mrs. Eileen Forbom (16) Ken Houzer (17-21) All-Canada (22) Easy Listening, Classical (23) 1965

#### CKPR-FM, THUNDER BAY

48,000 watts on 94.3 mcs.

(1) H.F. Dougall Co. Ltd. (2) Postal Stn. 'F' 87 N. Hill St. (3) (807) 344-3526 - Tlx 03-3221 (4) H. Fraser Dougall (5) George D. Jeffrey (6) Nat'l.-G.D. Jeffrey, Local - Stan Wojick (7) Ray Dee (8,9) Paul Revere (10) Rick Smith (11) Dick Champlone (14) Dick Wilson (15) D. Hopkins (16) G. Buetow (17,18) Major Market (19) Stovin-Byles (20) James Advtg. (21) Canadian Standard Broadcast Sales (22) Standards, Show Hits, -Semi & Classical (23) 1948 (24) BN

#### CKOT-FM, TILLSONBURG

1,135 watts on 100.5 mcs.

(1) Tillsonburg Broadcasting Co. Ltd. (2) Box 10 (3) (519) 842-4281 (4,5) John Lamers Sr. (6) John D. Lamers, Jr. (7) Dick Bourdeau (9) Dick Bourdeau (10-12) Brian Courtis (13) Mrs. Marilyn McLees (14) John D. Lamers, Jr. (15) Valerie Brown (16) Robert Lamers (17,18) Group One (19) Radio-TV Reps (20) Group One (22) MOR, Light Classical (23) 1965 (24) BN

#### CKGB-FM, TIMMINS

250 watts on 94.5 mcs.

(1) Timmins Broadcasting Ltd. (2) P.O. Box 1046 (3) (705) 264-2351 (4) K.R. Thomson (5) Gerry Hall (6) Art Mousley (7) Dan Kelly (9) Nick Harris (10) Ian McCracken (11) Mike Doody (13) Mrs. Anne Brillinger (14) Dan

Continued on page 52

# itan ston?

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# CKLC RADIO

contact:

## Radio House

Toronto or Montreal

**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) Manager (6) Commercial Manager (7) Production Manager (8) Program Manager (9) Music Director (10) News Director (11) Sports Director (12) Farm Director (13) Womens Director (14) Promotion Manager (15) Traffic Manager (16) Chief Engineer (17) Toronto Reps (18) Montreal Reps (19) Winnipeg Reps (20) Vancouver Reps (21) U.S. Reps (22) Programming (23) Year Station Began Operation (24) News Service Affiliations

Kelly (15) Mrs. Mary Didone (16) W. Andrews (17,18) Ind. Communications Sales (19,20) Radio-Tv Reps (21) All-Canada (22) MOR, Classical (23) 1947 (24) BN

**CBL-FM, TORONTO**

11,900 watts on 94.1 mcs  
(1) Canadian Broadcasting Corp. (2) Box 500, Terminal "A" (5) Jack Craine (23) 1947

**CHFI-FM, TORONTO**

420,000 watts on 98.1 mcs.  
(1) Rogers Broadcasting Ltd. (2) 13 Adelaide St. E. (3) (416) 362-1441 (4) E.S. Rogers (5) Vaughn Bjerre (6) Harry McIntyre (7) Roly Koster (8) G.W. Bascombe (9) David Amer (10) Ray Erickson (11) John Badham (14) Nick Demy (15) B.L. Simpson (16) Ron Turmpenny (17-21) All-Canada (22) Good Music (23) 1957 (24) Rogers Radio, ABC, Mutual, BN, AP

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FIRM .....		
TITLE .....		
ADDRESS .....		
CITY .....	PROV. ....	

**CHIN-FM, TORONTO**

50,000 watts on 100.7 mcs.  
(1) Radio 1540 Ltd. (2) 637 College St. (3) (416) 531-9991 (4) Johnny Lombardi (5) Ralph Kirchen (6) Morris Brown (7) Fred Snider (8) Carl Redhead (9) Maria Ferkova (10) Gordon Ritchie (11) Dave Remy (14) Bill Evanov (15) Rubina Ignacio (16) Paul Hunter (17-20) Radio-TV Reps (21) Gil Perna Inc. (22) International 23 Languages (23) 1968 (24) BN

**CHUM-FM, TORONTO**

100,000 watts on 104.5 mcs.  
(1) CHUM Ltd. (2) 1331 Yonge St. (3) (416) 925-6666 (4,5) Allan F. Waters (6) Fred G. Sherratt (8) Garry Ferrier (9) Benjy Karsh (10) Dick Smyth (13) Mrs. Lyn Rice (15) Eileen Taylor (16) George Jones (17,18) Major Market (19) Byles, Gibb & Assoc. (20) James Advtg. (21) Devney (22) Progressive Contemporary (23) 1963 (24) Canadian Contemporary News. UPI Audio, CP

**CJRT-FM, TORONTO**

27,000 watts on 91.1 mcs.  
(1) Ryerson Polytechnical Institute (2) 50 Gould St. (3) (416) 368-3128 (5) Donald C. Stone (7) Ron McKee (8) Alan Small (9) Mrs. Joy MacDonald (15) Mrs. Ruth Sokira (16) Kurt Mayer (22) Fine Arts, Community Affairs, Educational (23) 1950 (24) BN, CP, Eastern, CP Network, BN Voice

**CKFM-FM, TORONTO**

200,000 watts on 99.9 mcs.  
(1) CFRB Ltd. (2) 2 St. Clair Ave. W. (3) (416) 924-5711 (4) W.C.T. Cran (5) D.H. Hartford (6) W.R. Ballentine, E.R. Purves (7) D. Spencer (8) W.R. Ballentine (9) S. Conner (10) A. Cole (14) G.F. Maccabe (15) R. Colley (16) C. Eastwood (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) MOR (23) 1961 (24) SRN

**CKLW-FM, WINDSOR**

50,000 watts on 93.9 mcs.  
(1) Western Ontario Broadcasting Co. Ltd. (2) 825 Riverside Dr. W. (3) (519) 254-2831 - Tlx 024-77619 (4) S.C. Ritchie (5) R.J. Buss (6) Hal Tower (8,9) Croft McClellan (10,11) Byron McGregor (15) Mrs. Margaret Marshall (16) Stewart Clark (17-20) CKLW AM-TV-FM Sales (21) RKO Radio Reps (22) Modified MOR (23) 1948 (24) BN, UPI, Ottawa, Toronto Stringers

**CKWW-FM, WINDSOR**

160,000 watts on 88.7 mcs.  
(1) Radio Windsor Canadian Ltd. (2) 1150 Ouellette Ave. (3) (519) 252-5751 - Detroit (313) 961-9749 (4) G.W. Stirling (5) Rick Richardson (7,8) Bas Jamieson (14) Carolyn Dillman (15) Trisa Gallina (16) Walter A. Dowhan (17,18) Stephens & Towndrow (20) Stephens & Towndrow (21) Devney (22) Good Music (23) 1967

Quebec

**CFDM-FM, DRUMMONDVILLE**

50,000 watts on 104.3 mcs.  
(1) Radio Drummond Ltée. (2) C.P. 250 (3) (819) 472-5458 (4) Maurice Sigouin (5,6) J.A. Savoie (7,8) André Boulanger (9) Jacques Blais (10) Gérard Prince (11,12) André Boulanger (14) J.A. Savoie (15) Pierrette Pépin (16) Raynald Bélanger (17-20) Hardy Radio & TV (21) Devney (22) Light Classic (23) 1970 (24) BN

**CKCH-FM, HULL**

74,000 watts on 94.9 mcs.  
(1) CKCH Radio Ltée. (2) P.O. Box 460, Terminal Building, Ottawa 2, Ont. (3) (819) 777-2771 (5) Malcolm G. Scott (6) Etienne B. Cardinal (7,8) Pierre R. Chantelouis (9) Emile Routhier (10) Laurent Bégin (11) Pierre Gagné (13) Simone Lantôt (14) Johanne Kemp (15) Jean Tremblay (16) André Régimbald (17-21) All-Canada (22) MOR (23) 1970 (24) CP

**CHGB-FM, LA POCATIERE**

790 watts on 102.9 mcs  
(1) CHGB Ltd. (2) 4th Ave. (3) (418) 856-1310 (4) G.T. Desjardins (5) P.E. Hudon (6) J. Morin (7) M. Levesque (8) R. Plante (9) J. Boucher (10) M. Charette (11) C. Dignard (13) Mrs. Vaillancourt (15) Mrs. Levesque (16) M.A. Freve (17-20) Group One (23) 1966 (24) BN

**CFGL-FM, LAVAL**

100,000 watts on 105.7 mcs  
(1) Stereo-Laval Inc. (2) 1 Place Laval, Ste 560 (3) (514) 663-1142 (4) Roland Saucier (5,6) Jean-Pierre Coallier (7) Michel Frechette (8) Serge Belair (9) Pierre Lapointe (10) Gerard-Marie Boivin (11) Jean-Pierre Coallier (12) Guy Godin (13-15) Monique Labelle (16) Michel Mathieu (18) National Sports Production (22) MOR (23) 1968 (24) Telbec, CP

**CBM-FM, MONTREAL**

**CBF-FM, MONTREAL**  
CBF-FM 24,000 watts on 95.1 mcs.  
CBM-FM 24,600 watts on 100.7 mcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 6000 (5) F. Guerard (23) 1948

**CFQR-FM, MONTREAL**

42,400 watts on 92.5 mcs.  
(1) Canadian Marconi Co. (2) 405 Ogilvy Ave., Montreal 303 (3) (514) 273-6311 - Tlx 01-2592 (4) D.W.G. Martz - V.P. (5) Walter Machny (6) Jim McManus, Brian Pearce (7) Keith Randall (8) Jim Kidd (9) Tom Deachman (10) Bert Cannings (11) Dick Irvin (14) Ron Hore (15) Rita Beirne (16) Joe Thompson (17-21) All-Canada (22) Contemporary (23) 1966 (24) CBS, UPI, CP News, CN Sports, BN

**CJFM-FM, MONTREAL**

42,500 watts on 95.9 mcs.  
(1) CJAD Ltd. (2) 1407 Mountain St., Montreal 107 (3) (514) 844-0111 (4) H.T. McCurdy (5) Ron Blair (6) Mrs. Elizabeth Brooks (7) Malcolm Charlton (8) Bill Hambly (9) Roy M. Green (10) Doug Williamson (11) Al Cauley (14) Gordon Hope (15) Mrs. Elizabeth Brooks (16) Ernie Mott (17,18) Standard Broadcast Sales (19,20) Western Broadcast Sales (21) Canadian Standard Broadcast Sales (22) MOR, Contemporary (23) 1962 (24) BN, UPI, CP, CN Sports, Standard Broadcast News - NBC

**CJMS-FM, MONTREAL**

40,000 watts on 94.3 mcs  
(1) Supravox Corp. Ltd. (2) 1700 Berri St. (3) (514) 844-2671 (4) Raymond Crepault (5) Yoland Guerard (6) Jacques Baillargeon (8,9) Denis Hudon (13) Mrs. Danielle Wong Seen (15) Danielle Wong Seen (16) J.C. Lalancette (17,18) Stephens & Towndrow (19) Broadcast Reps (20) Stephens & Towndrow (21) Devney (22) MOR, Popular, Classical (24) Telbec, CP, UPI

**CKGM-FM, MONTREAL (WESTMOUNT)**

41,200 watts on 97.7 mcs  
(1) Maisonneuve Broadcasting (2) 1310 Green Ave. Westmount (3) (514) 931-6251 (4) Geoff Stirling (5) Jim Sward (6) Marc Charlebon (7) Jim Farrell (8,9) Mitchel Markus (15) Grace Winnard (17-20) Stephens & Towndrow (22) Contemporary, Free flow underground (23) 1960 (24) CP

**CKVL-FM (MONTREAL) VERDUN**

614,000 watts on 96.9 mcs.  
 (1) Radio Futura Ltd. (2) 211 Gordon Ave.  
 (3) (514) 766-2311 - Tlx 01-2868 (4) Jack  
 Tietolman (5) Larry Fredericks (6) Judah  
 Tietolman (8) Larry Fredericks (9) Mrs. June  
 Warren (10) Marcel Beauregard (13) Mrs. June  
 Warren (14) Jack Selinger (15) Jeannot  
 Pelletier (16) Maurice Rousseau (17,18,20)  
 Radio & TV Sales (21) Canadian Standard  
 Broadcast Sales (22) Classical, semi-classical  
 (23) 1953 (24) UPI, BN (English-French),  
 Telbec, CN Sports

**CHRC-FM, QUEBEC**

81,000 watts on 98.1 mcs.  
 (1) CHRC Ltée. (2) 1143 St-Jean, Quebec 4  
 (3) (418) 522-8177 - Tlx 011-230 (4) Col.  
 Hervé Baribeau (5) Aurèle Pelletier (6) Yvon  
 Martel (7,8) Fernando St-Georges (9)  
 Georgette Lacroix (10) Jean Berger (11)  
 Maurice Descarreaux (15) Jacques Dion (16)  
 Arsène Nadeau (17-20) Hardy Radio & TV  
 (21) Canadian Standard Broadcast Sales (22)  
 Standard-Conservative, Classical (23) 1949  
 (24) BN

**CJBR-FM, RIMOUSKI**

20,000 watts on 101.5 mcs  
 (1) La Radio du Bas St. Laurent Inc. (2) 273  
 St. Jean Baptiste St. W. (3) (418) 723-2217,  
 Tlx 011-8343 (4) Jacques Brillant (5) Andre  
 Lecomte (8) Sandy Burgess (9) Lorenzo  
 Michaud (16) Marcel Vallee (22) Classical,  
 Folk, Jazz, French songs (23) 1947

**CHLT-FM, SHERBROOKE**

162,000 watts on 102.7 mcs.  
 (1) CHLT Radio Sherbrooke Ltée. (2) 3330  
 King St. W. (3) (819) 569-9331 - Tlx  
 01-8229 (4) M. Dansereau (5,6) Henri  
 Delorme (7,8) B. Payeur (9) G. Robidoux

(10) R. Legendre (11) J.M. Bilodeau (12-  
 A.J. McDougall (13) Bernise Hamel (14) T.  
 Mercier (15) Louise Falardeau (16) G. Paul  
 (17-21) All-Canada (22) MOR, Classical (23)  
 1963 (24) BN, Telbec

## New Brunswick

**CFBC-FM, SAINT JOHN**

5,700 watts on 98.9 mcs.  
 (1) Fundy Broadcasting Co. Ltd. (2) P.O. Box  
 930 (3) (902) 652-1680 (4) James H.  
 Turnbull (5) A.R.W. Lockhart (6) John  
 Gilbert (7) Paul Godfrey (8,9) Gary Crowell  
 (10) Dave Lockhart (11) Ralph McLenaghan  
 (12) Foster Marr (13) Karina Cockland (14)  
 Paul Godfrey (15) Mrs. F.B. Murphy (16)  
 C.A. Weeks (17-20) Radio-TV Reps (22)  
 MOR (23) 1964 (24) BN

**CBHM-FM, RICHIBUCTO**

58.5 watts on 98.5 mcs  
 (1) Canadian Broadcasting Corp. (2) Box 950,  
 Moncton, N.B. (5) Guy Theriault (23) 1969

## Nova Scotia

**CHFX-FM, HALIFAX**

10,000 watts on 960 mcs.  
 (1) Maritime Broadcasting Ltd. (2) P.O. Box  
 400 (3) (902) 422-1651 (4) L.F. Daley (5)  
 Robert F. Irvine (6) R. Huestis (7,8) Hal  
 Blackadar (9) Bob Cooke (10) G. Kendrick  
 (11) Ron Reid (13) Mrs. Frances Allen (15)

Kathy Davis (16) R. Parker (17,18) Standard  
 Broadcast Sales (19,20) Western Broadcast  
 Sales (21) Canadian Standard Broadcast Sales  
 (22) MOR (23) 1946 (24) BN, SRN (NBC)

**CKWM, KENTVILLE**

18,000 watts on 97.7 mcs.  
 (1) Evangeline Broadcasting Co. Ltd. (2) 11  
 Webster St. (3) (902) 678-2111 (4) F.J. Burns  
 (5) W.A. Bishop (6) Mrs. Ellie Macmillan (8)  
 A.C. Williamson (9) Loran Fevens (10) Ron  
 Pulsifer (11) Larry Power (12) George  
 Gamble (13) Mrs. Irene Hawkins (14) John  
 Waterman (15) Wenda Best (16) Dave  
 Morrison (17,18) Group One (23) 1965 (24)  
 BN

**CJCB-FM, SYDNEY**

645 watts on 94.9 mcs.  
 (1) Cape Breton Broadcasters Ltd. (2) P.O.  
 Box 1270 (3) (902) 564-5596 - Tlx  
 014-45195 (4) Marvin Nathanson (5) Norris  
 L. Nathanson (6) Miss W. McDonald (7) Bill  
 Anderson (8) R. Robertson (9) Mrs. D.  
 Fougere (10,11) Don MacIsaac (13) Miss  
 Terry MacLellan (4) Lloyd Taylor (15) Mrs.  
 M. MacMullin (16) Alf Vernon (17,18) Major  
 Market (19) A.J. Messner (20) Major Market  
 (21) Devney (22) MOR, Classical (23) 1964  
 (24) SBN

**CKCL-FM, TRURO**

360 watts on 100.9 mcs.  
 (1) Colchester Broadcasting Co. Ltd. (2) P.O.  
 Box 788 (3) (902) 893-4491 (4-6) J.A.  
 Manning (8) W. Frank Harvey (9) Jack S.  
 Armstrong (10) Mrs. Muriel Laker (11) Frank  
 MacDonald, Bob Henry (12) Frank  
 MacDonald (15) Mrs. Ruby McSween (16) E.  
 Sid Bernasconi (17,18) Group One (21)  
 Hooper, Jones (22) Good music (23) 1965  
 (24) BN

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# **\$2¼ Million Television Production and Network Terminal System Contract goes to Ampex**

## **System to be installed in "Place de Radio Canada" in Montreal, operational by 1972.**

Ampex of Canada Limited has received an order from the Canadian Broadcasting Corporation to design, manufacture and install a \$2¼ million television production and network terminal system, it was announced by J. L. Major, Vice-President and Manager, Professional Products Division, Ampex of Canada Limited.

The system will permit the eventual provision of fully automated control and routing of all terminal and network broadcasting functions of CBC's Montreal operations complex, Major said.

Major said the system will be installed in Place de Radio-Canada Building, now under construction in Montreal, to provide consolidation of their program origination and network facilities there.

The Ampex system will include an audio/video master control routing switcher and monitoring centre, nine Ampex studio vision mixers (live production switchers), two computerized dual-channel network/transmitter operations booths, all synchronizing electronics, test signal facilities, and machine control and assignment equipment.

CBC's new 26-storey building, to be completed in 1972, will house the Corporation's French Network Division and International Service management, administrative, production and technical facilities,

presently located in a multitude of separate locations in Montreal. When completed, the building will serve the CBC's French network operation across Canada and the CBC's International Service, and will be one of the largest single television and radio centers in the world.

The switching system will provide technical consolidation by permitting centralized control of all incoming and outgoing television signals. The system will also permit eventual automated handling and processing of all program material emanating from the seven production and two presentation studios in the building, and from external sources.

"The new switching system will enable us to use any combination of studio or remote facilities and video tape recording equipment," said N. R. Grover, Director of Engineering (Studio Facilities), of CBC. "It will be one of the most modern, efficient switching systems in the world."

The sequence of programming, using any combination of VTR's, film chains, live studios and external sources, can be eventually operated completely by a computer, which can be programmed from any standard computer input device for a particular sequence of program events.

Monitor displays will tell operator-technicians what



Model of the Place de Radio-Canada in Montreal. Currently under construction, this Canadian Broadcasting Corporation radio and television production centre is to be erected by the autumn of 1971.

program is being broadcast and the sequence of the programs to follow. Last-minute changes in program format may be inserted by means of an electronic alpha-numeric keyboard. Complete manual control may be instituted easily and at any time.

The identifying name of each program and commercial, the time it went on air and its duration, will be printed out for use as broadcasting logs.

By wide utilization of digital logic for inter-system communications, control commands, interrogation and synchronization information, the need for thousands of interconnecting wires will be eliminated. In many cases, only two control wires will link a piece of equipment to the central system.

Solid-state circuitry and modular electronics will be utilized throughout the entire system, to permit maximum reliability and operational simplicity.

Video and audio programming equipment presently owned by CBC will be incorporated directly into

the system. This includes ten studio type Ampex broadcast video tape recorders, and one Ampex HS-100 color broadcast video disc recording system.

The control switcher and studio vision mixers are products of the Ampex Audio/Video Communications Division of Redwood City, California, and will be **manufactured in Canada**. In addition to master and studio switchers, the Division manufactures color and monochrome video tape recorders, cameras, slow-motion disc recorders, and related equipment for commercial and educational television stations, television production houses and government applications. Its RF Systems Department manufactures UHF and VHF transmitters, translators, coaxial products and antennae.

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700 Cremazie Blvd. W., Montreal, P.Q.,  
Telephone 514-273-7701

## *Dates to remember:*

- April 10-12 Canadian Association of Broadcasters,  
Château Laurier, Ottawa, Ont.
- April 23-25 American Association of Advertising Agencies,  
The Greenbrier, White Sulphur Springs, West Virginia
- April 28-30 Western Association of Broadcasters (Engineers),  
Hotel Bessborough, Saskatoon, Sask.
- May 4-6 Association of Canadian Advertisers, Royal York Hotel, Toronto, Ont.
- May 11-14 Canadian Cable Television Association,  
Hotel Vancouver, Vancouver, B.C.
- May 31-June 3 Western Association of Broadcasters (Management),  
Jasper Park, Alta.
- June 25 TV Commercials Festival, Inn on the Park, Toronto, Ont.
- September 20-22 Association canadienne de la radio et de la télévision  
de langue française
- September 24-26 Institute of Canadian Advertising,  
Seignory Club, Monte Bello, Quebec
- October 25-27 Central Canada Broadcasters Association,  
Inn on the Park, Toronto, Ont.
- To be announced Atlantic Association of Broadcasters*

### **BN-RTNDA Regional Meetings**

- May 7-8 Central Canada: London, Ont.  
May 22-23 French Section: Granby, Que.  
May 28-29 Prairies Section: Prince Albert, Sask.  
June 4-5 B.C. Section: Vernon, B.C.  
June 12-13 Atlantic Section: St. John's, Nfld.

### **CRTC HEARINGS**

- April 13 Ottawa  
May 26 Calgary  
June 16 Ottawa

**CANADIAN BREWERIES LIMITED**

# Television Stations

## KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) General Manager (6) Operations Manager (7) General Sales Manager (8) Production Supervisor (9) Program Manager (10) Music Director (11) News Director (12) Sports Director (13) Farm Director (14) Womens Director (15) Promotion Manager (16) Traffic Manager (17) Art Director (18) Chief Engineer (19) Film Editor (20) Toronto Reps (21) Montreal Reps (22) Winnipeg Reps (23) Vancouver Reps (24) U.S. Reps (25) Year Station Began Operation (26) Color Facilities A - Network Feed, B - Film Color, C - VTR Color, D - Local Live Color, E - Mobile Units

## Yukon and Northwest Territories

### Recorded Delay Stations

(1) Canadian Broadcasting Corp. (2) P.O. Box 730, Whitehorse (5) R. St. Julien

Call Letters	Channel	Location
CBTD-TV	7	Cassiar
CBTE-TV-2	8	Clinton Creek
CBTE-TV-3	7	Dawson City
CBTE-TV-5	9	Elsa
CBTD-TV-1	8	Fort Nelson
CBTE-TV-1	8	Watson Lake
CFWH-TV	6	Whitehorse

### Recorded Delay Stations

(1) Canadian Broadcasting Corp. (2) P.O. 160, Yellowknife (5) Harold Brown

Call Letters	Channel	Location
CBTE-TV-4	8	Fort Smith
CBTE-TV	4	Pine Point
CBTA-TV-1	8	Uranium City
CFYK-TV	8	Yellowknife

### Recorded Delay Station

(1) Canadian Broadcasting Corp. (2) P.O. Box 1220, Inuvik (5) Gerald Bromley

Call Letters	Channel	Location
CHAK-TV	6	Inuvik

### WHTV, WHITEHORSE

Channel 4 - Closed Circuit (5000) system  
 (1) Northern Television Systems Ltd. (2) Box 1163 (3) (403) 667-2359 (4) R. Hougan (5) B. Wybrew (7) D. McIntyre (9) K. McKinnon (11) R. McFadyen (14) Debra Iwanika (18) B. Wybrew (20-23) Radio-TV Reps (25) 1958

### CFYK-TV, YELLOWKNIFE

5,950 watts audio, 59,500 watts video on Channel 8

(1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) A.J. Wybrew (25) 1967-Recorded Delay Station.

## British Columbia

### CJDC-TV, DAWSON CREEK

5,000 watts audio, 10,000 watts video on Channel 5

(1) CJDC Ltd. (2) 901-102 Ave. (3) (604) 782-3341 - Tlx 049-5727 (4) H.L. Michaud (5) W.R. Duncan (6) Wayne L. Roberts (7) Buzz Beerling (8) Al Newby (9) H.L. Michaud

(11) Elmer Devore (12) Frank Ryan (13) John Mills (15) Wayne Roberts (16) Mrs. Maria Van Berkel (17) Conrad Sevilla (18) Eric Sorenson (19) Mrs. Helen Castle (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (24) ABC International (25) 1959 (26) A,E

### Rebroadcasting Stations

Call Letters	Channel	Location
CJDC-TV-1	11	Hudson Hope, B.C.
CJDC-TV-2	8	Bullhead Mountain, B.C.

### CFCR-TV, KAMLOOPS

2,000 watts audio, 4,000 watts video on Channel 4

(1) Twin Cities Television Ltd. (2) 460 Pemberton Terrace (3) (604) 372-3322 - Tlx 048-8148 (4) Ian G. Clark (5) Jack Pollard (7) Walter Harwood (8) Ron Brandt (11,12) Walter Jones (13) Bob Wilson (14) Mrs. Lois Cutler (15) Walter Harwood (16) Mrs. Gaye Sakaki (17) Ken Phillips (18) Kurt Reichennek (19) Barry Bruce (20-24) All-Canada (25) 1957 (26) A

### Rebroadcasting Stations

Call Letters	Channel	Location
CFCR-TV-1	11	Lillooet, B.C.
CFCR-TV-2	10	Ashcroft, B.C.
CFCR-TV-3	10	Merritt, B.C.
CFCR-TV-4	9	Clinton, B.C.
CFCR-TV-5	8	Williams Lake, B.C.
CFCR-TV-6	5	Mount Timothy, B.C.

CFCR-TV-7	8	Savona, B.C.
CFCR-TV-8	11	Adams Hill (Chase), B.C.
CFCR-TV-9	5	Boston Bar, B.C.
CFCR-TV-10	2	Clearwater, B.C.
CFCR-TV-11	7	Quesnel, B.C.
CFCR-TV-12	5	Promontory Mountain, B.C.

CFCR-TV-13	3	Avola (Blue River) B.C.
CFCR-TV-14	8	Valemont, B.C.
CFCR-TV-15	3	Bralorne, B.C.
CFCR-TV-16	7	Boss Mountain, B.C.

CFCR-TV-17	2	Shalalth, B.C.
CJNA-TV-1	3	Spences Bridge B.C.

### CHBC-TV, KELOWNA

460 watts audio, 3,700 watts video on Channel 2

(1) Okanagan Valley Television Co. Ltd. (2) 342 Leon Ave. (3) (604) 762-4535 - Tlx 048-5119 (4,5) Roy Chapman (6,7) Dick Sharp (8) Norm Williams (9) Russ Richardson (11) Russ Richardson (12) Dave Sparrow (13) Bob Wilson (15) Norm Williams (16) Mrs. Anne Bradley (17) Vic Pauls (18) Tom Wyatt (19) Brian Tachel (20-24) All-Canada (25) 1957 (26) A,C

### Rebroadcasting Stations

Call Letters	Channel	Location
CHBC-TV-1	13	Penticton, B.C.
CHBC-TV-2	7	Vernon, B.C.
CHBC-TV-3	8	Oliver, B.C.
CHBC-TV-4	9	Salmon Arm, B.C.
CHBC-TV-5	72	Enderby (Grindron), B.C.

CHBC-TV-6	6	Celista, B.C.
CHBC-TV-7	10	Skaha Lake, B.C.
CHBC-TV-8	3	Canoe, B.C.
CFEN-TV-1	5	Enderby, B.C.
CFFI-TV-1	5	Malakwa, B.C.
CHID-TV-1	5	Lumby, B.C.
CHGP-TV-1	5	Princeton, B.C.
CHKC-TV-1	5	Keremeos, B.C.
CHPT-TV-1	5	Peachland, B.C.
CFWS-TV-1	5	Falkland, B.C.

CFWS-TV-2	12	Westwold, B.C.
CJNP-TV-1	2	Nakusp, B.C.
CJWR-TV-1	10	Cherryville, B.C.
CKMY-TV-1	7	Midway, B.C.
CFQZ-TV-1	5	Mica Creek, B.C.
CHPP-TV-1	8	Mabel Lake, B.C.
	9	Downie, B.C.
	12	Potlatch Creek, B.C.
	9	Revelstoke, B.C.

### CKPG-TV, PRINCE GEORGE

375 watts audio, 750 watts video on Channel 2

(1) Q Broadcasting Ltd. (2) 1220-6th Ave. (3) (604) 564-8861 - Tlx 047-8698 (4) W.E. Bellman (5) Terry Fitzgerald (7) Howard Foot (8) Ab Weibe (9) Bob McGavin (11) Stu Fawcett (12) Garry Corbeil (14) Mrs. Jo-Ann Ganton (15) Ab Weibe (16) Steve Howe (17) Liz Hale (18) Dave Alendal (19) Glen Snow (20,21) Paul Mulvihill (22,23) Stephens & Towndrow (24) Canadian Standard Broadcast Sales (25) 1961 (26) A

### Rebroadcasting Stations

Call Letters	Channel	Location
CKPG-TV-1	10	Hixon, B.C.
CKPG-TV-3	6	Fraser Lake, Vanderhoof, Fort St. James B.C.

CKCQ-TV-1	13	Quesnel, B.C.
CKCQ-TV-1	6	MacKenzie, B.C.

### CKTK-TV, TERRACE

2,100 watts audio, 4,100 watts video on Channel 3

(1) Skeena Broadcasters Ltd. (2) 3231 Emerson St. (3) (604) 635-6316 - Tlx 047-85529 (5) J. Fred Weber (6,7) Gord Leighton (9) Gord Leighton (11) Keith Tutt (12) Peter Morgan (14) Mrs. Marg Van Herd (16) Mrs. Henny Ebeling (17) Arie De Lange (18) John Nance (19) Chuck Shirritt (20-23) Radio-TV Reps (24) ABC International (25) 1962 (26) A

### Rebroadcasting Stations

Call Letters	Channel	Location
CKTK-TV-1	6	Prince Rupert, B.C.
CFTK-TV-2	5	Smithers, B.C.
CFTK-TV-3	4	Burns Lake, B.C.

CFTK-TV-4	5	Kildala, B.C.
CFTK-TV-5	2	Kemano, B.C.
CFTK-TV-6	5	Nass Valley, B.C.
CFTK-TV-7	2	Justkatla, B.C.
CFTK-TV-9	2	Ocean Falls, B.C.
CFTK-TV-10	2	Houston, B.C.

	9	Hazelton, B.C.
	11	Stewart, B.C.
	11	Tasu, B.C.
	4	Queen Charlotte City, B.C.
	13	Bella Coola, B.C.
	5	Aristazabal Island B.C.

	8	Annette, B.C.
	5	Ketchikan, C.A.S.
	5	Sitka, C.A.S.
	13	Kitwanga, B.C.
	7	Telkwa, B.C.
	8	Masset, B.C.
	2	Hagensborg, B.C.
	9	King Island, B.C.

### CBUT-TV, VANCOUVER

7,600 watts audio, 47,600 watts video on Channel 2

(1) Canadian Broadcasting Corp. (2) 701 Hornby St. (5) Hugh Palmer (25) 1953

Continued on page 58

**Television Stations continued**

**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) General Manager (6) Operations Manager (7) General Sales Manager (8) Production Supervisor (9) Program Manager (10) Music Director (11) News Director (12) Sports Director (13) Farm Director (14) Womens Director (15) Promotion Manager (16) Traffic Manager (17) Art Director (18) Chief Engineer (19) Film Editor (20) Toronto Reps (21) Montreal Reps (22) Winnipeg Reps (23) Vancouver Reps (24) U.S. Reps (25) Year Station Began Operation (26) Color Facilities A - Network Feed, B - Film Color, C - VTR Color, D - Local Live Color, E - Mobile Units

**Rebroadcasting Stations**

Call Letters	Channel	Location
CBUT-1	9	Courtenay, B.C.
CBUT-2	3	Lookout Ridge, B.C.
CBUT-3	4	Port Alberni, B.C.
CBUT-4	13	Bowen Island, B.C.
CBUT-5	11	Squamish, B.C.
CBUT-6	9	Hope, B.C.
CBUT-7	7	Ucluelet, B.C.
CBUAT	11	Trail, B.C.
CBUAT-1	5	Grand Forks, B.C.
CBUAT-2	3	Castlegar, B.C.
CBUBT	10	Cranbrook, B.C.
CBUBT-1	12	Canal Flats, B.C.
CBUCT	9	Nelson, B.C.
CBUCT-1	5	Drawford Bay, B.C.
CBUCT-2	3	Creston, B.C.

**CHAN-TV, VANCOUVER**

162,500 watts audio, 325,000 watts video on Channel 8  
(1) British Columbia Television Broadcasting

System Ltd. (2) Box 4700, Vancouver 3 (3) (604) 299-7272 - Tlx 04-508841 (4,5) J.R. Peters (6) Bill Elliott (7) Dave Norman (8) Bill Elliott (9) Lloyd Colthorp (11) Cameron Bell (12) Bernie Pascall (14) Jean Cannem (15) Dorothy Steward (16) Jim Salikin (17) Bob Crichton (18) E.G. Rose (19) Gary Smith (20-22) All-Canada (24) All-Canada (25) 1960 (26) A,B,C,D,E

**Rebroadcasting Stations**

Call Letters	Channel	Location
CHAN-TV-1	11	Chilliwack, B.C.
CHAN-TV-2	3	Bowen Island, B.C.
CHAN-TV-3	7	Squamish, B.C.
CHAN-TV-4	13	Courtenay, B.C.
CHAN-TV-5	3	Brackendale, B.C.
CJTV-TV-1	11	Port Renfrew, B.C.

**KVOS-TV, VANCOUVER**

214,000 watts audio, 107,000 watts video on Channel 12

(1) KVOS-TV (BC) Ltd. (2) 1345 Burrard St. (3) (604) 681-1212 (4) David Mintz (5) Doug Davis (6) Frank Janic (7) east, Don McLaughtrie; west, Herman Burkart (11) Duayne Trecker (13) Forrest Holland (14) Elaine Horn (15) Tom Haverman (16) Del Pawliw (17) Barry Helmer (18) John Price (20-22) Stovin-Byles (24) Sumner (New York) (25) 1953 (26) A,B,C

**CKEK-TV, VICTORIA**

50,000 watts audio, 100,000 watts video on Channel 6

(1) British Columbia Television Broadcasting System Ltd. (2) P.O. Box 4700, Van. 3 (3) (604) 477-1821 - Tlx 04-5215 (4,5) J.R. Peters (6) F. Bond (7) D.C. Norman; vp sales G.L. Carter (9) L.D. Colthorp (11) Cameron Bell (12) Bernie Pascal (13) Bob Willett (14,15) Ida Clarkson (16) Jim Salikin (17) Bob Creighton (18) E.G. Rose (19) Gary Smith (20-22) All Canada (24) All-Canada (25) 1958 (26) A,B,C,D

**Rebroadcasting Stations**

Call Letters	Channel	Location
CFNV-TV-1	3	Camp Voss
CFNV-TV-2	6	Nimkish
CFKB-TV-1	7	Newcastle Ridge
CFKB-TV-2	9	Kokish
CFKB-TV-3	3	Port Hardy
CFKB-TV-4	5	Sointula
CKPA-TV-1	2	Port Alice

**Alberta**

**CFCN-TV, CALGARY**

20,000 watts audio, 100,000 watts video on Channel 4

(1) CFCN Television Ltd. (2) Broadcast House, Calgary 2 (3) (403) 249-9101 Tlx 038-21637 (4,5) E.W. Chapman (6) Ron Nordquist (7) H.G. Marshall (8) Ken Masonchuck (9) Grace Dafoe (11) Ian Parker (12) Henry Viney (14) Marie Hohtanz (15) Brian C. Bolli (16) Mrs. Marion Rowat (17) Charles Heine (18) Ron Nordquist (19) Dave Fage (20,21) Stephens & Towndrow (22) A.J. Messner (23) Stephens & Towndrow (24) E.S. Sumner, Harlan G. Oakes (25) 1960 (26) A,B,C,D,E

**Rebroadcasting Stations**

Call Letters	Channel	Location
CFCN-TV-5	13	Lethbridge
CFCN-TV	12	Hand Hills
CFCN-TV-2	8	Banff
CFCN-TV-3	9	Brooks
CFWL-TV-2	8	Jubilee Mountain, (B.C.)
CFCN-TV-1	10	Drumheller
CFLL-TV-1	6	Lake Louise
CFWL-TV	6	Columbia Valley (B.C.)
CJLH-TV-2	5	Burmis
CFON-TV	2	Oyen
CFJL-TV-1	5	Sundre

**CHCT-TV, CALGARY**

20,000 watts audio, 100,000 watts video on Channel 2

(1) Calgary Television Ltd. (2) 955 Rideau Rd., Calgary 6 (3) (403) 243-3491 - Tlx 038-22549 (4) Norman Botterill (5) Dave Penn (6) Wendell Wilks (7) T. Wm. Townsend (8) J.F. Scott (9) Wendell Wilks (11,12) Ed Whalen (13) Noel Wagner (14) Miss B. Kelly (15) Dennis Corrie (16) Don Wilson (17) Gus Gunst (18) Wm. McCambly (19) Gord Warner (20-24) All-Canada (25) 1954 (26) A,B

**Rebroadcasting Stations**

Call Letters	Channel	Location
CHCT-TV-1	8	Drumheller
CHCT-TV-2	13	Banff

**CBXT-TV, EDMONTON**

34,300 watts audio, 318,000 watts video on Channel 5

(1) Canadian Broadcasting Corp. (2) P.O. Box 555 (5) R.L. Horley (25) 1961

**Rebroadcasting Stations**

Channel	Location
8	Athabaska
9	White Court
10	Grande Prairie
7	Peace River
2	High Prairie

**CFRN-TV, EDMONTON**

90,400 watts audio, 180,300 watts video on Channel 3

(1) Sunwapta Broadcasting Ltd. (2) Broadcast House, Postal Station 'E', Edmonton 51 (3) (403) 484-3311 Tlx 037-2257 (4,5) G.R.A. Rice (6) B.D. Alloway (7) D.H. Field (8) D. Roman (9) G.T. Kidd (10) Harry Farmer (11) B.W. Hogle (12) Al McCann (13) Scott Flewitt (15) Douglas Heath (16) Mrs. Pat Wood (17) Peter Leonard (18) T.E. Wadson (19) Keith Neale (20-23) Radio-TV Reps. (24) Canadian Standard Broadcast Sales (25)

**COLOR TELEVISION**

**CJFB-TV**

**SWIFT CURRENT  
SASKATCHEWAN**

- CHANNEL 5—SWIFT CURRENT
- CHANNEL 2—EASTEND
- CHANNEL 2—VAL MARIE
- CHANNEL 10—RIVERHURST
- CHANNEL 7—SHAUNAVON

**A WEALTHY  
CAPTIVE  
MARKET**

Per Capita - Disposable  
Income CJFB-TV  
Coverage area CJFB-TV **\$2,467**

Per Capita - Disposable  
Income, Province of  
Saskatchewan **\$2,164**

Farm Cash Receipts -  
average per farm, CJFB-TV  
Coverage area **\$15,812**

Farm Cash Receipts - average  
per farm, Province of  
Saskatchewan **\$11,030**

Ask **WALTER BUFFAM**,  
Sales Manager . . . or  
Radio-TV Reps, Ltd.

1954 (26) A,B,C,D,E

**Rebroadcasting Stations**

Call Letters	Channel	Location
CFRN-TV-3	12	Whitecourt
CFRN-TV-4	12	Ashmont
CFRN-TV-5	6	Lac La Biche
CFRN-TV	13	Grande Prairie
CFRN-TV	3	Peace River

**CHAT-TV, MEDICINE HAT**

3,000 watts audio, 5,700 watts video on Channel 6

(1) Monarch Broadcasting Co. Ltd. (2) 520-1st Street S.E. (3) (403) 548-3911 Tlx 038-4824 (4) J.H. Yuill (5) Orville Kope (6) T.G. Gunter (7) Ian Carson - Nat'l. Harold Brucker - Local (8) Doug Cocks (9) Cliff Dacre (10) Lorne Havard (11) Stan Weiler (12) Bob Ridley (13) Cliff Dacre (14,15) Betty Anne Thompson (16) Cliff Dacre (17) August Soehn (18) Sid Gaffney (19) Melvin Heine (20-24) All-Canada (25) 1957

**Rebroadcasting Stations**

Call Letters	Channel	Location
CHAT-TV-1	4	Pivot
CHAT-TV-3	10	Bow Island
CHAT-TV-2	10	Maple Creek (Sask.)

**CKRD-TV, RED DEER**

13,500 watts audio, 26,000 watts video on Channel 6

(1) CHCA Television Ltd. (2) Box 5555 (3) (403) 347-6681 Tlx 038-316 (4,5) H.L. Flock (6) M. Gordon (7) W.R. Scott (8,9) M. Gordon (11) B. Meisner (12) A. Hammer (13) M. Mehling (15) M. Gordon (16) June Underdown (17) R. Soehn (18) L. Luchian (19) R. Braund (20-23) Radio-TV Reps. (24) ABC International (25) 1957 (26) A

**Rebroadcasting Stations**

Call Letters	Channel	Location
CKRD-TV-1	10	Coronation
CKRD-TV-2	10	Banff

# Saskatchewan

**CKSA-TV, LLOYDMINSTER**

23,200 watts audio, 116,000 watts video on Channel 2

(1) CKSA-TV Ltd. (2) 5026-50 St. (3) (403) 875-3321 Tlx 037-3211 (4,5) Arthur F. Shortell (6,7) Peter Senchuk (8) John Fowle (9) Wes Saunders (10) John Fowle (11) Don Auty (12) Bill Sobkow (13) Roland Brassard (14) Mrs. Jean Godbout (15,16) Mrs. Ethel Smith (17) Howard Sturge (18) Tony Stam (19) Mike Bell (20-23) Hardy Radio & TV (24) ABC International (25) 1960 (26) A

**Rebroadcasting Stations**

Call Letters	Channel	Location
CKSA-TV-1	12	Meadow Lake (Sask.)
CKSA-TV-2	9	Bonnyville

**CBKMT, MOOSE JAW**

25,000 watts audio, 48,000 watts video on Channel 4

(1) Canadian Broadcasting Corp. (25) 1969

**CKBI-TV, PRINCE ALBERT**

61,000 watts audio, 100,000 watts video on Channel 5

(1) Central Broadcasting Co. Ltd. (2) 22-10th St. W. (3) (306) 763-7421 - Tlx 034-29132 (4,5) E.A. Rawlinson (7) Ian Robertson (8,9) Jack Cannon (11,12) Nick Roche (13) Harold Mallwitz (14) Marion Sherman (16) Sylvia Dodwell (17) Williard Ahenakew (18) Tom Van Nes (19) Lorraine Hawksworth (20-24) All-Canada (25) 1958 (26) A

**Rebroadcasting Stations**

Call Letters	Channel	Location
CKBI-TV-4	2	Nipawin
CKBI-TV-3	4	Greenwater
CKBI-TV-2	7	North Battleford
CKBI-TV-5	9	Big River
CKBI-TV-1	10	Alticane

**CKBRT, REGINA**

75,000 watts audio, 140,000 watts video on Channel 9

(1) Canadian Broadcasting Corp. (25) 1969

**CKCK-TV, REGINA**

53,500 watts audio, 100,000 watts video on Channel 2

(1) Transcanada Communications (2) Box 2000 (3) (306) 523-6671, Tlx 031-2433 (4) M. C. Sifton (5) James K. Struthers (6) Doug Lee (7) Ed Sjostrand (8) Mel Friesen (9) Lloyd Westmoreland (11) Frank Flegel (12) John Wells (15) Kathie Sheard (16) Mrs. Sharon Ferris (17) Joe Soehn (18) Lorne McBride (19) Barry Haddad (20-24) All-Canada (25) 1954 (26) A,B,E

**Rebroadcasting Stations**

Call Letters	Channel	Location
CKCK-TV-1	12	Colgate, Sask.
CKCK-TV-2	6	Willow Bunch
	7	Moose Jaw

**CFQC-TV, SASKATOON**

180,000 watts audio, 325,000 watts video on Channel 8

(1) A. A. Murphy & Sons Ltd. (2) 216 First Ave. N. (3) (316) 242-6611, Tlx 034-2228 (4) W. A. Murphy (5) G. Blair Nelson (6) D. C. Brinton (7) Ken Hutson (8) Ted Eadinger (9) Mrs. Jean Korchin (11) Les Edwards (12) Jack Sandbert (13) Bill Story (15) Bill Amos (16) Mrs. Verna Fowler (17) Bert Kainz (18)

30 years old but...  
 young in ideas  
 aggressive in approach  
 effective in sales

*radio-television representatives limited*



toronto · montreal · winnipeg · vancouver

Television Stations continued

**KEY**

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) General Manager (6) Operations Manager (7) General Sales Manager (8) Production Supervisor (9) Program Manager (10) Music Director (11) News Director (12) Sports Director (13) Farm Director (14) Womens Director (15) Promotion Manager (16) Traffic Manager (17) Art Director (18) Chief Engineer (19) Film Editor (20) Toronto Repts (21) Montreal Repts (22) Winnipeg Repts (23) Vancouver Repts (24) U.S. Repts (25) Year Station Began Operation (26) Color Facilities A - Network Feed, B - Film Color, C - VTR Color, D - Local Live Color, E - Mobile Units

Del Polowick (19) Ron Lee (20-23) Radio-TV Repts (24) Canadian Standard Broadcast Sales, Harlan G. Oakes (West coast) (25) 1954 (26) A,B,C,E

**Rebroadcasting Station**

Call Letters Channel Location  
CFQC-TV-1 3 Stranraer, Sask.

**CJFB-TV, SWIFT CURRENT**

6,650 watts audio, 13,300 watts video on Channel 5

(1) Swift Current Telecasting Co. Ltd. (2) Box 160 (3) (306) 773-7266 (4-6) Wm. D. Forst (7) Walter S. Buffam (9) Mrs. Julie Forst (11) Gordon Foth (12) George Hansen (15) Mrs. Julie Forst (16) Phyllis Hunter (17) Stan Bacon (18) Jerome Rissling (20-21) Radio-TV Repts (22) Broadcast Repts (23) Radio-TV Repts (24) Forjoe (25) 1958 (26) A

**Rebroadcasting Stations**

Call Letters Channel Location  
CJFB-TV-1 2 Eastend, Sask.  
CJFB-TV-2 2 Val Marie, Sask.  
CJFB-TV-3 10 Riverhurst, Sask.  
CBCP-TV-1 7 Shaunavon, Sask.

**CKOS-TV, YORKTON**

2,600 watts audio, 15,000 watts video on Channel 3

(1) Yorkton Television Co. Ltd. (2) 95 East Broadway (3) (306) 783-3688 (4,5) Ronald L. Skinner (6) George S. Skinner (7) John V. Birt (8) S. Leigh Skinner (9) Wilbur A. Westby (11) Roger McLaughlin (12) Linus Westberg (13) Norman Roebuck (14) Mrs. Geraldine M. Peppler (15) Linus Westberg (16) Mrs. Phyllis Gudereit (17) Lenard Toyé (18) Ludwig Hocevar (19) Sharon Coleman (20, 21, 23) Stovin-Byles (24) ABC International (25) 1958 (26) A,B,C,D

**Rebroadcasting Stations**

Call Letters Channel Location  
CHSS-TV 6 Wynyard, Sask.  
CFSS-TV 7 Carlyle, Sask.  
CKSS-TV 8 Dauphin, Man.

# Manitoba

**CKX-TV, BRANDON**

10,000 watts audio, 50,000 watts video on Channel 5

(1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (3) (204) 728-1150, Tlx 0350-2716 (4) John B. Craig (5) A. Stuart Craig (7) A. W. Olson (8) Ritch Chudley (9) Ken Duke (10) Ron Thompson (11) Brian Denike (12) Cliff Jones (13) Frank Bird (15) Vince Dodds (16) Mrs. Marg Folley (17) Rodger Jerome (18) Lawrence Dubois (19) Harold Pullaw (20-24) All-Canada (25) 1955 (26) A,B

**Rebroadcasting Stations**

Call Letters Channel Location  
CKX-TV-2 9 Melita  
CKX-TV-1 11 Birtle-Foxwarren

**CHGH-TV, CHURCHILL**

4.94 watts audio, 10 watts video on Channel 4

(1) Nanuk Television Inc. (2) Box 266 (3) (204) 675-2344 (4) Rev. Fr. R. Belair (5,6) A. L. Robb (9) A. L. Robb (12) R. Webb (14) Mrs. J. Askewe (15) A. L. Robb (18) A. L. Robb (20,21) Radio & TV Sales (22,23) Broadcast Repts (25) 1965

**CBWBT, FLIN FLON**

1600 watts audio, 7,800 watts video on Channel 10

(1) Canadian Broadcasting Corp. (2) c/o CBC, P.O. Box 160, Winnipeg (5) J.R. Finlay (25) 1962

**Rebroadcasting Stations**

Channel Location  
7 The Pas

**CBTA, LYNN LAKE**

2,500 watts audio, 500 watts video on Channel 8

(1) Canadian Broadcasting Corp. (2) c/o CBC, P.O. Box 160, Winnipeg (5) J.R. Finlay (25) 1967

**CBWFT, WINNIPEG**

CBWT, WINNIPEG  
CBWFT, 7,370 watts audio, 59,000 watts video on Channel 3

CBWT, 12,000 watts audio, 100,000 watts video on Channel 6

(1) Canadian Broadcasting Corp. (2) P.O. Box 160, Winnipeg 2 (5) D. L. Bennett (25) 1960 (CBWFT), 1954 (CBWT)

**Rebroadcasting Stations**

Call Letters Channel Location  
CBWGT 10 Fisher Branch, Man.  
CBWT-2 4 Lac du Bonnet, Man.  
CBWAT 8 Kenora, Ont.  
CBWBT 10 Flin Flon, Man.  
CBWCT 15 Fort Frances, Ont.  
CBWCT-1 7 Atikokan, Ont.  
CBWDT 9 Dryden, Ont.  
CBWDT-1 12 Sioux Lookout, Ont.  
CBWET 10 Red Lake, Ont.  
CBWHT 8 Grand Rapids, Man.  
CBWTT 8 Thompson, Man.  
CBWBT-1 7 The Pas, Man.  
CBWKT 8 Snow Lake, Man.  
CBWLT 8 Gillam, Man.  
13 Ear Falls, Ont.

**CJAY-TV, WINNIPEG**

65,000 watts audio, 325,000 watts video on Channel 7

(1) Channel Seven Television Ltd. (2) Polo Park, Winnipeg 10 (3) (204) 775-0371, Tlx 03-5308 (4) R. S. Misener (5) J. M. Davidson (7) W. J. Davidson (8) J. Armstrong (9) J. Purvis (11) A. Vickery (12) J. Wells (15) A. Johnson (16) G. Probert (17) R. Glowe (18) B. Cobb (19) H. McMillan (20,21,23) Stovin-Byles (24) Sumner (25) 1960 (26) A,B,C,E

**KCND-TV, WINNIPEG**

43,600 watts audio, 288,000 watts video on Channel 12

(1) McLendon Corporation (2) 2031 Portage Ave., Winnipeg 12 (3) (204) 888-3212, Tlx 03-58159 (4) Gordon McLendon (5) G. O. Johnson (6) Richard Vincent (7) G. O. Johnson (8) Len Gzebb (9) Richard Vincent (11) Lee Crouch (12) Andy Andrews (13) Lee Crouch (14) Bonnie Griten (15) Len Gzebb (16) Mrs. Marie Searle (17) Mina Allam (18) Chuck Headley (19) Dave Rector (20,21) Radio-TV Repts (22) Winnipeg Channel 12 Ltd. (23) Radio-TV Repts (24) Canadian Standard Broadcast Sales (25) 1960 (26) A,B,C

# Ontario

**CKVR-TV, BARRIE**

12,500 watts audio, 100,000 watts video on Channel 3

(1) Ralph Snelgrove Television Ltd. (2) P.O. Box 519 (3) (705) 726-6466 (4) R. T. Snelgrove (5) H. J. Snelgrove (6) Jack Matternley (7) John Wood (8,9) Jerry Robertson (10) Doug Garraway (11) Bill McCutcheon (12) Grant Forsythe (15) C. M. Tierney (16) Mrs. Anne Stewart (17) Paul Miller (18) Bert Verwey (19) Ivan Sarossy (20,21) Paul Mulvihill (22,23) Radio-TV Repts (24) Devney (25) 1955 (26) A,B

**Rebroadcasting Stations**

Call Letters Channel Location  
CKVR-TV-1 11 Parry Sound, Ont.  
CKVR-TV-2 8 Huntsville, Ont.  
CKVR-TV-3 5 Haliburton, Ont.

**CHCH-TV, HAMILTON**

23,000 watts audio, 230,000 watts video on Channel 11

(1) Niagara Television Ltd. (2) 163 Jackson St. W. (3) (416) 522-1101 (4) Mrs. K. D. Soble (5) S. J. Bibby (6) F. P. DeNardis (7) R. C. Dawson (8) D. F. Martin (9) D. C. Gale (11) R. Gray (15) D. Pilcher (16) L. Volpato (18) W. E. Jaynes (20,21) NTV Communications (24) Sumner (25) 1954

**CKWS-TV, KINGSTON**

26,000 watts audio, 130,000 watts video on Channel 11

(1) Frontenac Broadcasting Co. Ltd. (2) 170 Queen St. (3) (613) 544-2340, Tlx 026-256 (5) Al Brooks (6) Lorne Shepherd (7) John Carey (8) Bob Bruce (9) Stan Leverre (10) Cam Shillington (11) Floyd Paterson (12) Max Jackson (13) Jim Blake (14) Tom Higgs (15) Garry McColman (16) Joyce Revoy (17) Sharon MacLennon (18) Gord Backus (19) Mrs. Betty Shaw (20-23) Ind. Communications Sales (24) All-Canada (25) 1955 (26) A,B

**CKCO-TV, KITCHENER**

65,000 watts audio, 325,000 watts video on Channel 13

(1) Central Ontario Television Ltd. (2) 864 King St. W. (3) (519) 578-1313, Toronto (416) 366-0852, Tlx 029-5432 (4) C.A. Pollock (5) W.D. McGregor (6) J. G. Smith (7) R. H. McKeown (8) John J. Causley (9) W. F. B. Lawson (10) Pat Ludwig (11) Gary McLaren (12) Bill Inkol (14) Mrs. Elaine Cole (15) D. L. Willcox (16) Mrs. Alice Ellis (17) D. W. N. Bowen (18) P. J. Turchan (19) Stephanie Harvey (20-23) Hardy Radio & TV (24) ABC International (25) 1954 (26) A,B,C,D

**CFPL-TV, LONDON**

43,200 watts audio, 325,000 watts video on Channel 10

(1) CFPL Broadcasting Ltd. (2) P.O. Box 2880, Terminal A, London 12 (3) (519) 434-2115, Tlx 024-846 (4,5) Murray T. Brown (6) W. C. (Cliff) Wingrove (7) R. V. Elsdon (8) James A. Plant (9) W. C. Wingrove (11) Ron Laidlaw (12) Alex Kelman (13) Roy Jewel (15) Jack Shaunessy (16) H. Warren Blahout (17) Wm. Percival (18) G. A. Robitaille (19) Robert White (20-24) All-Canada (25) 1953 (26) A,B,C,D

**CFCH-TV, NORTH BAY**

61,000 watts audio, 119,000 watts video on Channel 10

(1) Tel-Ad Co. Ltd. (2) Box 1000 (3) (705) 752-3000, Tlx 027-6287 (4) Mrs. P. Campbell

(5) Reg Carne (7) Jim Gibson (8) Dave Turner (9) Sid Tomkins (11) Norris Whitfield (14) Mrs. Meri Craven (15) Mrs. Bette Moreton (16) Mrs. Meri Craven (17) John Chadwick (18) Larry Cameron (19) Tony Marceau (20,21) Ind. Communications Sales (22,23) Radio-TV Reps (24) All-Canada (25) 1955 (26) A

**Rebroadcasting Stations**

Call Letters	Channel	Location
CFCH-TV-1	3	Temiscaming, Que.

**CBOT, OTTAWA**

15,000 watts audio, 100,000 watts video on Channel 4

(1) Canadian Broadcasting Corp. (2) P.O. Box 3220, Station "C" (5) W. T. Armstrong (25) 1953

**CBOT, OTTAWA**

25,600 watts audio, 128,000 watts video on Channel 9

(1) Canadian Broadcasting Corp. (2) P.O. Box 3220, Station "C" (5) W. T. Armstrong (25) 1955

**Rebroadcasting Stations**

Call Letters	Channel	Location
CBFOT	9	Timmins, Ont.
CBFOT-1	12	Kapuskasing, Ont.
CBFOT-2	7	Hearst, Ont.
CBFST	7	Sturgeon Falls, Ont.
CBFST-1	13	Sudbury, Ont.
CBFST-2	12	Temiscaming, Que.
CBFST-3	12	Elliott Lake, Ont.

**CJOH-TV, OTTAWA**

65,000 watts audio, 325,000 watts video on Channel 13

(1) Bushnell Communications Ltd. (2) 1500 Merivale Rd., Ottawa 5 (3) (613) 224-1313, Tlx 013-294 (4,5) Stuart W. Griffiths (6) H. Mantay (7) D. W. Cameron (9) P. Francis (10) C. Champagne (11) J. G. Gibson (12) J. G. Spence (15) J. B. Sutton (16) Miss C. Dumont (17) J. L. Richard (18) A. L. Reeve (19) E. Tomlinson (20,21) Ind. Communications Sales (22,23) Radio-TV Reps (24) Sumner (25) 1961 (26) A,B,C,D,E

**Rebroadcasting Station**

Call Letters	Channel	Location
CJSS-TV	8	Cornwall

**CHOV-TV, PEMBROKE**

18,000 watts audio, 36,000 watts video on Channel 5

(1) Ottawa Valley Television Co. (2) R.R. 5 (3) (613) 735-6811, Tlx 013-3415 (4,5) E. G. Archibald (6) Brooke Duval (7) John Walker (8) Don Chant (9) Brooke Duval (11) Blair Armitage (12) George Stewart (15) George Stewart (16) Mrs. Glenda Wegner (17) Ken Pringle (18) Al Gutz (19) Oscar Kohls (20,21) Paul Mulvihill (24) Canadian Standard Broadcast Sales (25) 1961 (26) A

**CHEX-TV, PETERBOROUGH**

83,400 watts audio, 139,000 watts video on Channel 12

(1) Kawartha Broadcasting Co. Ltd. (2) Box 659 (3) (705) 742-0451, Tlx 029-810 (4) Robertson Davies (5) Wally Rewegan (7) Ian McFarlane (9) Gordon Shale (11) Jim Wolff (12) Dick Trotter (13) John Edkins (14) Mrs. Marie Callaghan (15) Mrs. Josie McCutcheon (16) Mrs. Delores Feeley (17) Ken Lehman (18) Ben Wilke (19) Mrs. June Kerr (20,21) Ind. Communications Sales (22-23) Radio-TV Reps. (24) All-Canada (25) 1954 (26) A,B

**Rebroadcasting Stations**

Call Letters	Channel	Location
CHEX-TV-1	2	Bancroft, Ont.
CHEX-TV-2	10	Minden, Ont.

**CJIC-TV, SAULT STE. MARIE**

15,000 watts audio, 28,000 watts video on Channel 2

(1) Hyland Radio-TV Ltd. (2) 119 East St. (3) (705) 253-1121, Tlx 027-7716 (4) Mrs. J. G. Hyland (5) R. H. Ramsay (6) Frank Gardi (7) Wayne Turner (8) Jerry MacDermid (9) Frank Gardi (11) Karl Sepowski (12) John Rhodes (14,15) Mrs. Grace Pitt (16) Mrs. Reta Purdy (17) Bob Jenkins (18) Dave Irwin (19) Glen Ferguson (20-24) All-Canada (25) 1954 (26) A,C,D,E

**CKSO-TV, SUDBURY**

13,700 watts audio, 100,000 watts video on Channel 5

(1) Cambrian Broadcasting Ltd. (2) Box 400 (3) (705) 674-0711, Tlx 027-884 (4) W. B. Plaunt (5) Ralph Connor (6,7) George Lund (8) Herb Ashley (9) Barrie Diehl (10) David Vincent (11) Larry Gavin (12) Eric Webb (15) John Kirby (16) Mrs. Betty Sellars (17) Nick Nykilchuk (18) Ken Houzer (20-24) All-Canada (25) 1953 (26) A,B,C

**Rebroadcasting Station**

Call Letters	Channel	Location
CKSO-TV-1	3	Elliott Lake

**CKPR-TV, THUNDER BAY**

54,500 watts audio, 100,000 watts video on Channel 2

(1) Thunder Bay Electronics Ltd. (2) 87 North Hill St., Postal Station "P" (3) (807) 344-9685, Tlx 033-221 (4) H. F. Dougal (5) G. N. Conger (7) Jack Masters (9) G. N. Conger (11) Rick Smith (12) Dick Champlone (14) Mrs. Marion Vickruck (15) Diane Dick (16) Mrs. Sheila Shipston (17) Ray Furlotte (18) Garhard Buetow (19) Clayton Reedhead (20-23) Stovin-Byles (24) Canadian Standard Broadcast Sales (25) 1954 (26) A

**CFCL-TV, TIMMINS**

50,000 watts audio, 100,000 watts video on Channel 6

(1) J. Conrad Lavigne Enterprises (2) P.O. Box 620 (3) (705) 264-4211, Tlx 027-6177 (4) J. Conrad Lavigne (5) Rene Barrette (7) Rene Barrette (8) Conrad Carriere (9) Terry Coles (11) Jim Prince (12) Lou Thibault (14) Mrs. Hazel Clermont (15) Mrs. Joan Wallingford (16) Jos. Virc (17) Clement Berini (18) Rudy Fauteux (19) Mrs. Hazel Clermont (20,21) Paul Mulvihill (22) A. J. Messner (23) Stephens & Towndrow (24) Weed (25) 1956 (26) A,B,C

**Rebroadcasting Stations**

Call Letters	Channel	Location
CFCL-TV-2	2	Kearns (Kirkland Lake), Ont.
CFCL-TV-3	3	Kapuskasing, Ont.
CFCL-TV-4	4	Hearst, Ont.
CFCL-TV-5	5	Malartic, Que.
CFCL-TV-6	7	Chapleau, Ont.

**CBLT, TORONTO**

9,950 watts audio, 99,500 watts video on Channel 6

(1) Canadian Broadcasting Corp. (2) Box 500, Terminal "A" (5) W. Weston (25) 1952

**Rebroadcasting Stations**

Call Letters	Channel	Location
CBLAT	13	Geraldton, Ont.
CBLAT-1	8	Manitowadge, Ont.
CBLAT-2	12	White River, Ont.
CBLAT-3	9	Wawa, Ont.
CBLAT-4	11	Marathon, Ont.
CBLAT-5	9	Beardmore, Ont.

**CFTO-TV, TORONTO**

162,000 watts audio, 325,000 watts video on Channel 9

(1) Baton Broadcasting Ltd. (2) P.O. Box 9, Toronto 375 (3) (416) 291-9111, Tlx 022674 (4) John Bassett (5) L. M. Nichols, v.p., E. J. Delaney, v.p. (6) George McLagan (7) Ian J. Hall (8) Don Davis (9) Jack Ruttle (11) Ted Stuebing (12) Johnny Esaw (14) Mrs. Margaret Gibson (15) Jack Ruttle (16) Mrs. Marilyn Prentice (18) H. Berger (24) ABC International (25) 1961 (26) A,B,C,D,E

# HIGHEST CANADIAN TELEVISION PREFERENCE

goes to



**40,106,300**

total weekly hours tuned by

**2,849,100**

telev viewers averaging 14.1 hours

Sun. thru Sat. (BBM-Nov. 69)



the most "tuned-in" television station in Canada

represented by **PAUL L'ANGLAIS INC.**



**W. D. BYLES**

*President and Managing Director*

In 1957, the company, Stovin-Byles Ltd., was formed with W. D. Byles President. He had become Executive Vice President of H. N. Stovin Co., in 1956, after having spent 25 years in the advertising agency field. He was Supervisor, Radio and Television, Young & Rubicam; Radio Director, Spitzer and Mills and MacLaren Advertising.



**W. HUGH CLARK**

*Executive Vice President  
(Joined Stovin-Byles Ltd. in 1962)*

Mr. Clark's experience totals 31 years in broadcasting beginning at the Brantford Radio station, and moving to Foster Advertising; then to the C.B.C., where he became TV Commercial Sales Manager; Director of TV and Radio at Young & Rubicam; Vice President, Sales, CTV Network.



**ROGER DES LOGES**

*(Joined Stovin-Byles Ltd., in 1962)*

Previously; 1956-57, CKVM Radio, English Program Director and Announcer; 1958, BMI Canada Ltd.; 1959-60, CFCH-TV, Announcer/Sales; 1960-61, CJSS Radio and TV, Producer/Sales; 1961-62, Romper Room Inc., Supervising Producer/Sales. Graduate of Ryerson Polytechnical Institute in Radio and TV Arts.



**DICK CUTLER**

*(Joined Stovin-Byles Ltd., in 1962)*

2½ years as Sales Representative for CKBB Radio, Barrie; Sales Representative then Sales Supervisor for CKVR-TV, Barrie for 4½ years; Sales Representative for Screen Gems (Canada) Ltd., for one year, and two years with Romper Room Inc., as Canadian Representative.



**FORBES CALDER**

*(Joined Stovin-Byles Ltd., in 1956)*

Before joining our Montreal office as Manager, Radio Division, Mr. Calder was Sales Representative with Consolidated Press for three years and Sales Representative and Montreal Manager for Monetary Times Magazine for three years. He moved to Stovin-Byles Toronto office in 1961.



**JIM STOVIN**

*Vice President and Manager,  
Vancouver Office.*

*(Joined H.N. Stovin in 1947)*

Mr. Stovin opened the company's Vancouver office in 1948. Prior to this he was with CJOR, Vancouver for five years.



**HAROLD OLSON**

*Manager, Winnipeg Office.  
(Joined Stovin-Byles Ltd., in 1964)*

For six years, Mr. Olson was President of CKOS-TV, Yorkton, and has spent ten years in local and national Implement sales and marketing in the Prairie Provinces.



**STUART WALDO** *Montreal*

*(Joined Stovin-Byles Ltd., in 1961)*

A student of the McGill School of Commerce, Mr. Waldo was previously National Sales Representative with Maclean-Hunter for four years; held sales positions with Monitor Publishing Co., and Bomac Photoengravers for one and three years respectively.



**AL PANZA**

*Vice President & Gen. Sales Mgr.  
(Joined Stovin-Byles Ltd. in 1963)*  
Mr. Panza left Spitzer, Mills & Bates after many good years to become comptroller of Stovin-Byles Ltd. In April 1967 his talent and personality were put to even better use on the sales staff and in July 1969 he was appointed General Sales Manager.



**STU MacDONALD**

*Vice President  
(Joined Stovin-Byles Ltd., in 1960)*  
Background in broadcasting and sales dates from 1941, and includes 8 years with stations CJKL Kirkland Lake, CHML Hamilton, CKOY Ottawa, and CFCF Montreal; National and Local sales with Claude Neon General Advertising and S. W. Caldwell Ltd.; Radio/TV Director, Vickers & Benson; and six years national sales, Liberty Magazine.



**FRANK STRANGE**

*Vice President  
(Joined Stovin Byles Ltd., in 1959)*  
Joined the company after ten years with Cockfield, Brown & Co., and three years with All Canada Radio and Television. He also has seven years experience in retail selling and was the Executive Director of the Canadian Diabetic Association for 1½ years.



**BRIAN CASE**

*(Joined Stovin-Byles Ltd., in 1961)*  
Before joining Stovin-Byles Ltd., Mr. Case was, for many years, associated with the Construction industry in Canada. He acted as salesman and technical advisor on brewery projects and the St. Lawrence Seaway Project.



**TOM K. FLAHERTY**

*Montreal  
(Joined Stovin-Byles Ltd., in 1969)*  
Completely bilingual, Mr. Flaherty joined Stovin-Byles Ltd. directly from one of Montreal's leading radio stations. Prior to his radio career, he was responsible for developing Marketing plans for a major national corporation.

Come to

# The Pro Shop

Where experience makes the difference. These men represent a total of 319 years of professional selling experience.

And 136 of those years, to date, has been spent with Stovin-Byles Television Ltd., supporting our reputation for leadership, stability and a continuity of service to our clients.

**STOVIN-BYLES TELEVISION LTD.**  
Selling Television Exclusively



**Toronto • Montreal • Winnipeg • Vancouver**

Television Stations continued

KEY

(1) Owner or Company Name (2) Mailing Address (3) Telephone - Telex (4) President (5) General Manager (6) Operations Manager (7) General Sales Manager (8) Production Supervisor (9) Program Manager (10) Music Director (11) News Director (12) Sports Director (13) Farm Director (14) Womens Director (15) Promotion Manager (16) Traffic Manager (17) Art Director (18) Chief Engineer (19) Film Editor (20) Toronto Repts (21) Montreal Repts (22) Winnipeg Repts (23) Vancouver Repts (24) U.S. Repts (25) Year Station Began Operation (26) Color Facilities A - Network Feed, B - Film Color, C - VTR Color, D - Local Live Color, E - Mobile Units

Gauthier (14) Mrs. Irene Trudeau (15) Claude Blain (16) Luc Harvey (17) Michel Martin (18) Roger Hudon (19) Jacques Lafrance (20,21) Paul L'Anglais Inc. (22,23) Stovin-Byles (24) Forjoe TV (25) 1963 (26) A,B,C,E

CKRS-TV, JONQUIERE

21,000 watts audio, 42,000 watts video on Channel 12

(1) Radio Saguenay Ltée. (2) 175 Sir Wilfred Laurier (3) (418) 542-4551 Tlx -011-36117 (4) Jules Landry, Q.C. (5) Tom Burham (6) Gerard Lemieux (7) Achille Soucy (8) Roger Bergeron (9) Gilles Dufour (10) Marcel Perron (11) Jean-Paul Tremblay (16) Daniel Parent (17) Jean Lefrançois (18) Jos Thibault (19) Eugène Michaud (20-23) Hardy Radio & TV (24) Canadian Standard Broadcast Sales (25) 1955 (26) A

Rebroadcasting Stations

Call Letters	Channel	Location
CKRS-TV-1	9	Port Alfred, P.Q.
CKRS-TV-2	2	Chicoutimi, P.Q.
CKRS-TV-3	8	Rovervale, P.Q.

CKBL-TV, MATANE

182,000 watts audio, 303,000 watts video on Channel 9

(1) La Compagnie de Radiodiffusion de Matane Ltée. (2) 155 rue St-Sacrement (3) (418) 562-0290 Tlx 011-8-370 (4,5) René Lapointe (6) Octave Lapointe (7) Pierre Vachon (8) Patrice Tremblay (9) Pierre Vachon (10) Odette Tardif (11) Jean-Paul Berthiaume (12,13) Jean-Marc Caron (14) Céline Lefebvre (15) Geroges Guy (16) Lison Bélanger (17) Hugues Lajoie (18) Yvan Fortier (19) Patrice Tremblay (20-23) Hardy Radio & TV (24) Devney (25) 1958 (26) A

Rebroadcasting Stations

Call Letters	Channel	Location
CKBL-TV-1	11	Mont Climont, P.Q.
CKBL-TV-2	6	Murdochville, P.Q.
CKBL-TV-3	3	Grande Vallée, P.Q.
CKBL-TV-4	2	Mont-Louis, P.Q.
CKBL-TV-5	6	Causapsal
CKBL-TV-6	6	Grand Détour, P.Q.
CKHQ-TV-1	10	Manicouagan, P.Q.

CBFT, MONTREAL

10,000 watts audio, 100,000 watts video on Channel 2

(1) Canadian Broadcasting Corp. (2) P.O. Box 6000 (5) J. Blais (25) 1952

Rebroadcasting Stations

Call Letters	Channel	Location
CBFT-1	11	Mont Tremblant
CBFT-2	3	Mont Laurier, P.Q.

CBMT, MONTREAL

15,000 watts audio, 100,000 watts video on Channel 6

(1) Canadian Broadcasting Corp. (2) P.O. Box (6000) (5) J. Blais (25) 1954

CFCF-TV, MONTREAL

160,000 watts audio, 325,000 watts video on Channel 12

(1) Canadian Marconi Co. (2) 405 Ogilvy Avenue, Montreal 303 (3) (514) 273-6311 Tlx 05-252-72 (4) D.W. Martz-V.P. (6) G.L. Bowden (7) E.L. Hambleton (8) John Krug (9) Don Forsyth (10) Libby Smith (11) Bert Cannings (12) Dick Irvin (15) Mrs. Babs Pitt (16) Mrs. Irene Selway (17) Steve Yuranyi (18) Joe Thompson (19) Tony Mamo (20-24) All-Canada (25) 1961 (26) A,B,C,D,E

CFTM-TV MONTREAL

162,500 watts audio, 325,000 watts video on Channel 10

(1) Tele-Metropole Corp. (2) 1405 Alexandre-DeSève, Montreal 133 (3) (514) 526-9251 Tlx 05-267-329 (4,5) Roland Giguère (7) G.W. Bélanger (9) Robert L'Herbier (11) Claude Lapointe (12) Pierre Proulx (14) R. Trudeau (18) Maurice Doucet (20,21) Paul L'Anglais (22,23) Stovin-Byles (24) Forjoe (25) 1961 (26) A,B,C,D,E

CBVT-TV, QUEBEC CITY

(34,600 watts audio, 173,000 watts video on Channel 11

(1) Canadian Broadcasting Corp. (2) P.O. Box 400, Upper Town (5) R. Dussault (25) 1964

Rebroadcasting Station

Channel	Location
2	St. George de Beauce

CFCM-TV, QUEBEC CITY

15,000 watts audio, 100,000 watts video on Channel 4

(1) Television de Québec (Canada) Ltée. (2) C.P. 2026, Québec 2 (3) (418) 683-4985 Tlx 01-1234 (4) Gaston Pratte (5) Jean A. Pouliot (6,7) A.P. Fitzgibbons (8) André Jean (9) Paul Chamberland (11) Louis Langlois (12) Frank Fontaine (15) Jean L. Crevier (16) Mrs. Andrée Bédard (17) Jean Gaumont (18) Gérard Fortin (19) Gaston Bouffard (20-23) Hardy Radio & TV (Spots) (20,21) Paul L'Anglais (Programs) (24) Forjoe (25) 1954 (26) A,B,C,D

CKMI-TV, QUEBEC CITY

6,770 watts audio, 13,850 watts video on Channel 5

(1) Television de Québec (Canada) Ltée. (2) C.P. 2026, Québec 2 (3) (418) 683-4985 Tlx 01-1234 (4) Gaston Pratte (5) Jean A. Pouliot (6,7) A.P. Fitzgibbons (8) André Jean (9) George Lovett (11) Norm Wright (12) Frank Fontaine (15) Jean L. Crevier (16) Mrs. Andrée Bédard (17) Jean Gaumont (18) Gérard Fortin (19) Gaston Bouffard (20-23) Hardy Radio & TV (Spots) (20,21) Paul L'Anglais (Programs) (24) Forjoe (25) 1964 (26) A,B,C,D

CJBR-TV, RIMOUSKI

56,900 watts audio, 100,000 watts video on Channel 3

(1) La Radio du Bas St-Laurent Inc. (2) 273 St. Jean Baptiste St. W. (3) (418) 723-2217, Tlx 011-8343 (4) Jacques Brillant (5) Andre Lecomte (7) Andre Lecomte (9) Francois Raymond (10) Viateur Lavoie (11) Guy Ross (12) Claude Pearson (14) Louise Lavallee (15,16) Francois Raymond (17) Georges Mercier (18) Marcel Vallee (19) Romeo Cote (20,21) Announcements.- Stovin-Byles - Programs - Paul L'Anglais Inc. (22,23) Stovin-Byles (24) Announcements, All Canada Canada-Programs Forjoe Inc. (25) 1954 (26) A,C

Rebroadcasting Stations

Channel	Location
13	Edmunston, N.B.

CKRT-TV, RIVIERE-DU-LOUP

24,500 watts audio, 49,500 watts video on Channel 7

(1) CKRT-TV Ltée. (2) 1 rue Frontenac (3) (418) 862-6003 Tlx 011-3115 (4,5) Luc Simard (7) Vincent Gagnon (8) Marcel Rouleau (9) Grégoire Thibault (10) Rémi Beaulieu (11,12) Gilles Gosselin (14) Cécile Le Bel (15) Marcel Rouleau (16) Cécile Thériault (18) Germain Gélinas (19) Ghislain Bérubé (20,21) Hardy Radio & TV (24) Devney (25) 1962 (26) A

Rebroadcasting Stations

Call Letters	Channel	Location
CKRT-TV-1	2	Baie St. Paul, P.Q.
CKRT-TV-2	2	Ste Rose, P.Q.
CKRT-TV-3	13	Rivière du Loup
CKRT-TV-4	5	Cabano, P.Q.
CKRT-TV-5	7	St. Urbain

CKRN-TV, ROUYN-NORANDA

52,500 watts audio, 115,000 watts video on Channel 4

(1) Radio Nord Inc. (2) P.O. Box 70 (3) (819) 762-0741 Tlx 011-77526 (4,5) David A. Gourd (6) Mrs. Brigitte Guimont (7) Rémi Gélinas (9) Raymond Marchand (11,12) Roger Houle (15) Rémi Gélinas (16) Mrs. Jeannette Veillette (17) Laimon A. Miris

Quebec

CHAU-TV, CARLETON

52,000 watts audio, 100,000 watts video on Channel 5

(1) Television de la Baie des Chaleurs Inc. (2) C.P. 100 (3) (418) 364-3344 Tlx 014-43126 (4) J. Leo Hachey (5) Andre Lecomte (6) Marcel Chabot (9) Marcel Gingras (12) Denys Bergeron (16) Mrs. Y. Rolling (18) Pierre Lapointe (20,21) Paul L'Anglais Inc. (24) Forjoe TV (25) 1959

Rebroadcasting Stations

Call Letters	Channel	Location
CHAU-TV-1	2	Ste. Marguerite, P.Q.
CHAU-TV-2	10	St. Quentin, N.B.
CHAU-TV-3	10	Port Daniel, P.Q.
CHAU-TV-4	7	Chandler, P.Q.
CHAU-TV-5	2	Perce, P.Q.
CHAU-TV-6	10	Gaspé, P.Q.
CHAU-TV-7	7	Rivière-au-Renard, P.Q.
CHAU-TV-8	6	Cloridome, P.Q.
CHAU-TV-9	7	L'Anse à Valteau, P.Q.

CJPM-TV, CHICOUTIMI

52,500 watts audio, 100,000 watts video on Channel 6

(1) CJPM-TV Inc. (2) P.O. Box 600 (3) (418) 549-2576 Tlx 011-36132 (4) Paul Murdoch (5) Paul J. Audette (6) Claude Blain (7) Paul J. Audette (8,9) Claude Blain (10) Luc Harvey (11) Klaude Poulin (12) Noel

(18) Detlef Krumbacher (20-23) Hardy Radio & TV (24) Weed (25) 1957 (26) A,C  
**Rebroadcasting Stations**  
**Call Letters Channel Location**  
 CKRN-TV-1 7 Senneterre, P.Q.  
 CKRN-TV-2 8 Val d'Or, P.Q.  
 CKRN-TV-3 6 Ville-Marie, P.Q.  
 CKRN-TV-4 7 Mattagami, P.Q.

**CFKL-TV, SCHEFFERVILLE**

213 watts audio, 426 watts video on Channel 11  
 (1) Iron Ore Company of Canada (2) P.O. Box 1940, Labrador City, Nfld. (5) Acting Mgr., Terry Wyatt (25) 1965

**CHLT-TV, SHERBROOKE**

186,000 watts audio, 316,000 watts video on Channel 7  
 (1) Radio Television Sherbrooke (1967) Inc. (2) 3330 King St. West (3) (819) 569-9331 (4,5) J.L. Gauthier (6) Marcel Rheault (7) Fernand Corbeil (8) Marcel Girard (9) Marcel Rheault (11) Andre DeSeve (12) Jean Maurice Bilodeau (15) Fernand Corbeil (16) Laurette LaRocque (17) Claude Duchesne (18) Robert Thiebault (19) Lucien Perreaut (20,21) NTV Marketing (23) All-Canada (24) Sumner (25) 1956 (26) A,B,C,D,E

**CKTM-TV, TROIS RIVIERES**

65,000 watts audio, 325,000 watts video on Channel 13  
 (1) Television St. Maurice Inc. (2) P.O. Box 277 (3) (819) 375-7311 (4,5) Henri Audet (6) Robert Bonneau (7) Gilles Dussault (8,9) Jean Brousseau (11) Jacques Voyer (12) Romain St. Cyr (15) Gilles Dussault (16) Andre Godin (17) Jacques Parent (18) Robert Bonneau (19) Albert Aubichon (20-23) Stovin-Byles (Spots) (20-23) Paul L'Anglais (Programs) (24) All-Canada (Spots), Forjoe (Programs) (25) 1958 (26) A

**New Brunswick**

**CBAFT-TV, MONCTON**

33,000 watts audio, 163,000 watts video on Channel 11  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 950 (5) G. Theriault (23) 1959

**CKCW-TV, MONCTON**

15,000 watts audio, 25,000 watts video on Channel 2  
 (1) Moncton Broadcasting Ltd. (2) P.O. Box 1220 (3) (506) 855-1220 (4) F.A. Lynds (5) J.S. Irvine (6) D.H. Eagles (7) J.S. Irvine (8) S.B.R. Morton (9) William Murray (11) Eric Ramsay (12) Art Noiles (16) Mrs. Margaret Tait (17) Basil Bloney (18) Keith MacConnell (19) Helen Fairweather (20,21) Paul Mulvihill (22) A.J. Messner (23) Stephens & Towndrow (24) Canadian Standard Broadcast Sales (25) 1954 (26) A,C

**Rebroadcasting Stations**

**Call Letters Channel Location**  
 CKCD 7 Campbellton  
 CKAM-1 9 Newcastle  
 CKLT 9 St. John  
 CKAM 12 Upsalquitch Lake  
 CFGW-1 6 Gaspé West, Que.  
 CFGW-2 8 Mont Blanc Perce, Que.  
 CKMU-1 3 Murdochville, Que.

**CHSJ-TV, SAINT JOHN**

50,000 watts audio, 100,000 watts video on Channel 4  
 (1) New Brunswick Broadcasting Co. Ltd. (2) 335 Union St. (3) (506) 657-3410 Tlx 014-47218 (4) L.F. Daley (5) George A. Cromwell (6) Wm. R. Stewart (7) Ken Johnston (8) Mel Johnson (11) Wm. Donovan (12) Gary Murphy (14) Mrs. Laura Foster (15) Buddy Guilfoyle (16) Jerry Gormley

(17) Don Ward (18) Wm. Piekarski (19) Herb Sullivan (20-24) All-Canada (25) 1954 (26) A,B,  
**Rebroadcasting Stations**  
**Call Letters Channel Location**  
 CHMT 7 Moncton  
 CHSJ-1 6 Bon Accord

**Nova Scotia**

**CBHT-TV, HALIFAX**

8,400 watts audio, 56,000 watts video on Channel 3  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 3000 (5) G.F. Brickenden (25) 1954  
**Rebroadcasting Stations**  
**Call Letters Channel Location**  
 CBHT-1 12 Liverpool  
 CBHT-4 11 Sheet Harbour  
 CBHT-2 8 Shelburne  
 CBHT-3 11 Yarmouth

**CJCH-TV, HALIFAX**

20,000 watts audio, 100,000 watts video on Channel 5  
 (1) CJCH Ltd. (2) 2885 Robie St. (3) (902) 455-0481 - Tlx 014-422826 (4) E. Finlay MacDonald (5) Gordon Johns (6) Vic Perry (7) Charles E. Doucet (8) Jim Hill (9) Larry Knoke (11,12) Harris Sullivan (14) Leona LeBlanc (15) Mrs. Anne Waterhouse (16) Larry Knoke (17) Jack Dowell (18) Reg MacWilliams (19) David Ferrez (20-23) Stovin-Byles (24) ABC International (25) 1961 (26) A  
**Rebroadcasting Stations**  
**Call Letters Channel Location**  
 CJCH-TV-1 10 Canning, N.S.  
 CJCH-TV-2 6 Digby, N.S.

**CJCB-TV, SYDNEY**

108,000 watts audio, 180,000 watts video on Channel 4  
 (1) Cape Breton Broadcasters Ltd. (2) P.O. Box 469 (3) (902) 562-5511 Tlx 014-45195 (4) J. Marvin Nathanson (5) K.M. Boyce (6) Bill Holmes (7) K.M. Boyce (8) Ken Betts (9) Mrs. M.C. MacQuarrie (10) Aubrey Boone (11) Bill Jessome (12) Don MacIsaac (14) Ann MacLellan (15) C.M. Morrison (16) Mrs. M.C. MacQuarrie (17) Horst Paufler (18) W.A. Robert (19) Ron Demers (20-24) All-Canada (25) 1954 (26) A  
**Rebroadcasting Stations**  
**Call Letters Channel Location**  
 CJCB-TV-1 6 Inverness, N.S.  
 CJCB-TV-2 9 Antigonish, N.S.

**Prince Edward Island**

**CBCT-TV, CHARLOTTETOWN**

19,300 watts audio, 38,600 watts video on Channel 13.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 515 (5) R. Gordon Smith (24) 1968  
**Rebroadcasting Stations**  
**Call Letters Channel Location**  
 CBCT-1 7 New Glasgow, N.S.

**Newfoundland**

**CBTC-TV, CHURCHILL FALLS**

(1) Canadian Broadcasting Corp.

**CBYT-TV, CORNER BROOK**

2,120 watts audio, 10,600 watts video on Channel 5  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 610 (5) A.W. Barrett (25) 1959  
**Rebroadcasting Stations**  
**Call Letters Channel Location**  
 CBYT-TV-1 8 Stephenville, Nfld.  
 CBYAT 12 Deer Lake, Nfld.  
 CBYBT 3 Port Aux Basques, Nfld.  
 CBYBT-1 6 St. Andrews, Nfld.

**CFLA-TV, GOOSE BAY, LABRADOR**

435 watts audio, 870 watts video on Channel 8  
 (1) CBC Management Representative, Station CFLA-TV, U.S.A.F., Goose Bay, Labrador, Sub "A" (5) M.A. Grace

**CBNAT, GRAND FALLS**

64,000 watts audio, 317,000 watts video on channel 11  
 (1) Canadian Broadcasting Corp. (2)  
**Rebroadcasting Stations**  
**Call Letters Channel Location**  
 CBNAT-1 3 Baie Verte

**CJCL-TV, LABRADOR CITY**

295 watts audio, 590 watts video on channel 13  
 (1) Iron Ore Company of Canada Aviation Ltd. (2) P.O. Box 1940 (5) Acting Mgr., Terry Wyatt (25) 1965

**CBNT-TV, ST. JOHN'S**

39,200 watts audio, 196,000 watts video on Channel 8  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 5490 (5) A.K. Morrow (25) 1964  
**Rebroadcasting Stations**  
**Call Letters Channel Location**  
 CBNT-1 13 Port Rexton, Nfld.  
 CBNT-2 12 Placentia, Nfld.  
 CBNT-3 5 Marystown, Nfld.  
 CBNT-4 9 St. Alban's, Nfld.

**CJON-TV, ST. JOHN'S**

55,000 watts audio, 110,000 watts video on Channel 6  
 (1) Newfoundland Broadcasting Co. Ltd. (2) P.O. Box 2020 (3) (709) 579-5015 - Tlx 016-355 (4,5) Colin Jamieson (6) John Tessier (7) Doug Newell (8) John Tessier (9) Colin Jamieson (11) Brian Goff, Freeman White (12) Howie Meeker (14) Mrs. Muriel Tucker (15) Rex Stirling (16) Emilie Davis (17) Mike Taylor (18) Oscar Hierlihy (19) Clyde Barrett (20-23) Stephens & Towndrow (24) Weed (25) 1955 (26) A,B,C,E

**Rebroadcasting Stations**

**Call Letters Channel Location**  
 CJON-TV-1 10 Corner Brook, Nfld.  
 CJOX-TV-2 10 Lawn, Nfld.  
 CJOX-TV 3 Argentia, Nfld.  
 CJOX-TV-1 10 Grand Bank, Nfld.  
 CJOX-TV-2 4 Lawn, Nfld.  
 CJCN-TV 4 Grand Falls, Nfld.  
 CJCN-TV-1 13 St. Alban's, Nfld.

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Montreal 114: 19 Edison, Place Bonaventure, (514) 878-3135. Manager, John T. Coleman.

## CANADIAN BROADCASTING CORPORATION

Ottawa: 1500 Bronson Avenue, P.O. Box 478, Terminal "A". President, G.F. Davidson; Executive Vice-President, L. Picard; Vice-President, Planning, J.P. Gilmore; Vice-President, Corporate Affairs & Assistant to the President, R.C. Fraser; Vice-President, Programming, M. Ouimet; Vice-President & General Manager, Regional Broadcasting, C. Jennings; Director of Station Relations, I.M. Ritchie; Vice-President, Administration, G. Coderre; Vice-President, Engineering, R.D. Cahoon; Vice-President, Finance, V. Davies; Director of Information Services, D.H. Orr; Director of Sales Policy & Planning, O.J.W. Shugg.

Toronto: 354 Jarvis Street, P.O. Box 500, Terminal "A". Vice-President & General Manager, Network Broadcasting (English), E.S. Hallman; Assistant General Manager (TV), M.L. Munro; Director of Information Programs, K. Nash; Director of Entertainment Programs, T. Benson; Director of Television Sales, J.R. Malloy; Manager of TV Sales, T. Nash; Supervisor of Commercial Acceptance & Production, J. Angeloff; Acting Director of Radio, A. Brown; Acting Program Director - Radio Networks, L. Glover; Director of Radio Sales, R. Joynt; Manager of Radio Sales, F. Bardeau; Director of Information Services, C. Smith.

Montreal: 1425 Dorchester St. W., P.O. Box 600. Vice-President & General Manager, Network Broadcasting (French), R. David; Assistant General Manager, Network Broadcasting French, J. Blans; TV Program Director, J.M. Dugas; Director of TV, J.J. Landry; TV Sales Director, M. Valiquette; Manager, TV Network Sales, J.A. LaPointe; Director of News & Information, M. Thibault; Supervisor of Commercial Acceptance, Mme. J. Bruneau; Director of French Radio, A. Boisvert; Radio Sales Director, J.L. Desmarais; Public Relations, P. Dumont-Frenette.

## CBC REGIONAL BROADCASTING

St. John's, Nfld: 95 University Ave., P.O. Box 5490. Director for Province of Newfoundland, A.K. Morrow; Regional Sales Manager, A. House; Regional Program Director, K. Black.

Halifax: 5600 Sackville St., P.O. Box 3000 Director for Maritime Provinces, S.R. Kennedy; Regional Program Director, K.R. Barry; Regional Sales Manager, D.G. LeBlanc.

Ottawa: Lanark Ave., P.O. Box 3220, Station "C". Director of Ottawa Area, W.T. Armstrong; Area Program Director, D. Townsend; Area Sales Manager, L.M. O'Neill.

Winnipeg: 541 Portage Ave., P.O. Box 160. Director for the Prairie Provinces, D.L. Bennett; Regional Program Director, J. Phillips; Regional Sales Manager, F. Stanley.

Vancouver: 747 Bute Street. Director for the Province of British Columbia, R.W. McGall; Regional Program Director, E.R. Whitehouse; Regional Sales Manager, A. Sommerfeld.

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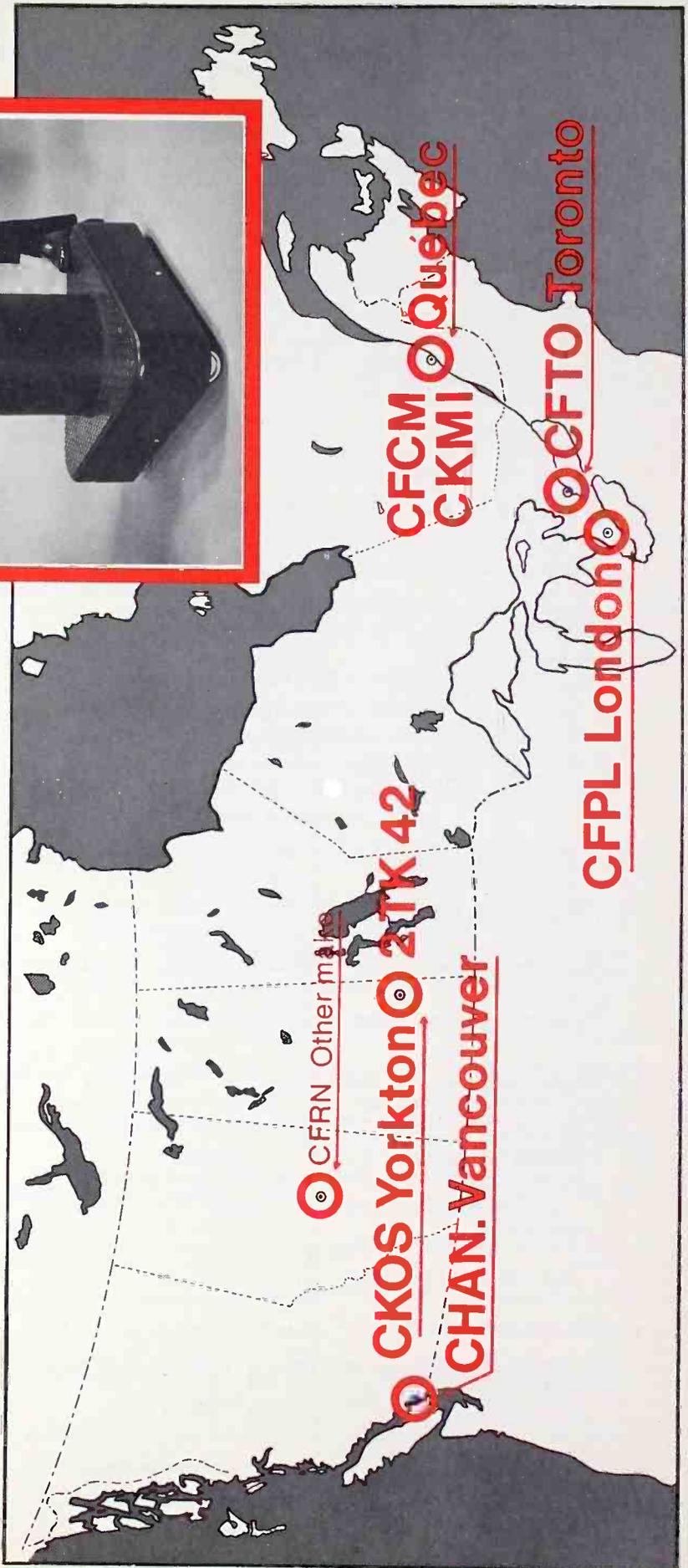
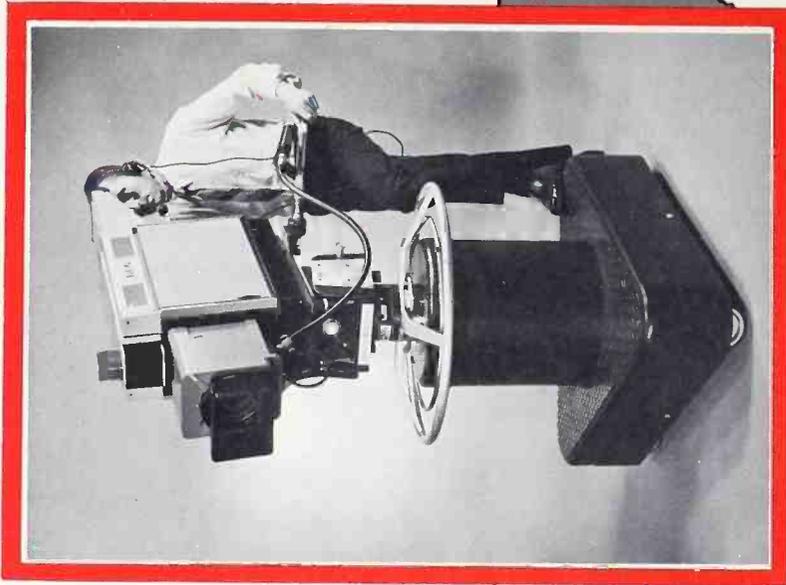
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## Canadian Sales Representatives

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Montreal: 925 Dominion Square Bldg. (514) 861-5654. Mgr. Peter Sisam.  
Calgary: 1230 17th Ave. S.W., 244-2455 Mgr., Jack Cavanaugh.  
Winnipeg: No. 208, 181 Pioneer Ave., 942-6861. Mgr. Bill Edge.  
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Chicago: 333 North Michigan Ave., No. 916. 372-2528. Ken Schaefer.  
Hollywood: 6922 Hollywood Blvd. (213) 462-8641. Hugh Wallace.  
Atlanta: 1371 Peachtree St., No. 422, 875-6644. Bob Baird.  
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### BROADCAST REPRESENTATIVES LTD.

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Quebec City: 1143 St. John St. (418) 522-8177 M. Aurele Pelletier.  
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Vancouver: 1006 Richards St. (604) 688-5696. James Crawford.

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Vancouver: No. 602, 1033 Davie St. (604) 684-6277, - Tlx 04-5341. Mgr., John R. Grant.

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Winnipeg: 305 Bower Blvd., Winnipeg 29 (204) 889-1242. Mgr., Harold Olson.  
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San Francisco: 277 Golden Gate Ave., (415) UN 3-0077.  
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Atlanta: 1371 Peachtree St. (404) 875-6644. Manager, Rober M. Baird.  
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Dallas: 501 Tower Petroleum Bldg. (214) 748-5239. Mgr., Clyde B. Melville.  
Los Angeles: 6290 Sunset Blvd., (213) 462-2289, Mgr., William L. Wallace.

St. Louis: 1015 Locust St., (314) 621-1424.  
Mgr., Bruce W. Schneider.  
San Francisco: 500 Sansome St., (415)  
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Max Goldfarb.

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Kansas City 64105: 1012 Baltimore Ave.,  
(816) 471-7822.  
Los Angeles: 111 North La Cienega Blvd.,  
Beverly Hills 90211, (213) 652-1313.  
San Francisco 94105: 690 Market St., (415)  
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Age Group	Under 25	25-34	35-44	45-54	55-64	65 +
% of Spending	5.5%	19.5%	26.0%	23.0%	14.5%	11.5%

CJAD/CJFM offers the advertiser a mature audience, the bulk of which is between the ages of 25 and 64. . . .

Age Group*	Men	Women
18-24	8%	13%
25-34	20%	19%
35-49	40%	30%
50-64	22%	25%
65 +	9%	12%

\*Source: Nov '69 BBM

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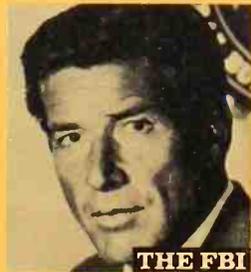
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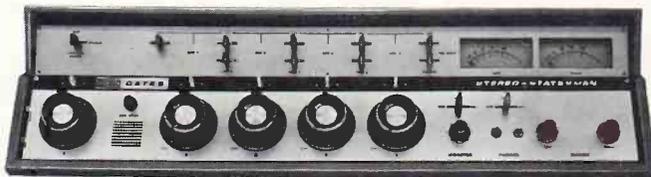
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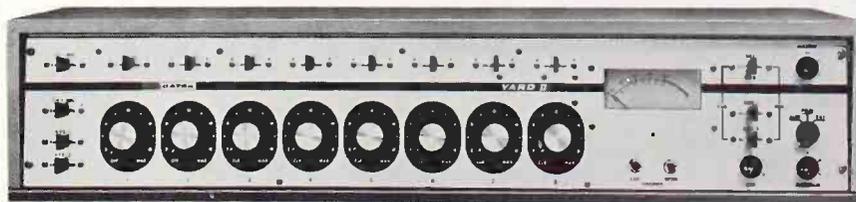
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Television camera cables & connectors, Audio microphone & coaxial cables.

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200 Willet St., Clayton Pk., Rockcliff, Halifax, N.S. (902) 455-8589, W. Fisher, Sales

rep. 221 3rd St., Quebec City, Que. (418) 529-1391

155 Graveline St., Montreal 377, Que. (514) 735-4152, Tlx 01-26128, Marcel Veret, Region Mgr.

1294 Madison St., Rm. 108, Winnipeg 21, Man. (204) 775-0351, J.S.R. Wright, Region Mgr.

200 Shannon Rd., Regina, Sask. (306) 536-2838, E.V. Bohun, Sales rep.

903-42nd Ave. S.E., Calgary 24, Alta. (403) 287-2111, G. Wesley, Zone Mgr.

10544-110th St., Edmonton, Alta. (403) 422-8111, Tlx 037-2590, W.H. Galpin, Mgr.

1395 Pemberton Ave., North Vancouver, B.C. (604) 985-3141, Tlx 04-5103, D.W. Hollingshead, Region Mgr.; Fred Neveroski, Acct. exec.

**Products Manufactured:**

Radio communications systems consisting of 2-way mobile and portable radios and radio paging equipment, closed circuit TV.

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Pres.: E.L. Dalton; John Ross, V.P. - Engineering; Peter Carey, Marketing; Brian Tee, TV Product Specialist, Bruce Prentice, Eastern Canada Sales; Ken Davies, Product Planning; Peter McFarlane, Export Sales; Representative: Glentronix Ltd., 160 Duncan Mill Rd., Don Mills, Ont.; Ontario & Western Canada Sales, Tom Pressley.

**Products Manufactured:**

Television Broadcast Equipment: TV Production Switchers, Master Control Switching Systems, Automatic Programming systems, Automatic Videotape Editing Systems, Routing Systems, Pulse Assignment Systems, Intercomm Systems-custom designs & standards. Terminal Products: Equalizing DA's, Distribution Amplifiers, Pulse DA's, Drive Decoders, Processing Amplifiers, AGC Amplifiers, Special Effects Generators.

**CLAIRTONE SOUND CORP. LTD.**

100 Ronson Dr., Rexdale, Ont., (416) 249-1281, Tlx 06-217502

G.A. MacDonald, Pres.; D.R. McArthur, V.P. & Gen. Mgr.;

Acadia Ave., Stellarton, N.S., (902) 752-8481, Tlx 014-41555, D.J. Chipman, Sec.-Treas.; R.C. Jones, Plant Mgr.

Caradoc St., Strathroy, Ont., (519) 245-0690. Clairtone Sales Ltd.:

243 Dunbar St., Town of Mount Royal, P.Q., (514) 733-3648, Tlx 01-2844, F.G. Desmarais, Regional Mgr.

2845 Grandview Hwy., Vancouver, B.C., (604) 434-1304, Tlx 04-50183, J.C. White, Regional Mgr.

Clairtone Electronic Corp.:

Room 1366-1368, 11 West 42nd St., Manhattan, New York 10036, (212) 355-6600, Tlx 00127750.

H. Taylor, Sales Eng.

Home Entertainment Centre, Statler-Hilton Hotel, Buffalo, New York 1402, (716) 852-1871, Tlx 0091371, D.E. Clark, Mgr.

The Middlesex Furniture Co. Ltd., Strathroy, Ont., (519) 245-2720, Tlx 024-7144, M. Johnston, Plant Superintendent.

**Products Manufactured:**

Stereo & color Television.

**ALEX L. CLARK LTD.**

3751 Bloor St. W., Islington 678, Ont., (416) 231-5691 - Tlx 06-22223. W.G. Farrow, Pres. & Gen. Mgr.; R.D. Ramsdale, Sec. - Treas.; G.B. Quinney, V.P. - Cine Sales; G. Birley, V.P.

1070 Bleury St., Montreal, (514) 878-4625 - Tlx 01-2579. A.D. Russell, Montreal Branch Mgr.

7104 Hunterwood Rd. N.W., Calgary 51, Alta., (403) 276-7666 - Tlx 038-22726 M. Oram, Calgary Branch Mgr.

**Products Represented:**

Tape Recorders, magnetic Recording tape, TV lighting equipment, film editing & sound equipment, film recorders, 16 mm cameras, tripods, light meters, film processors, amplifiers, loudspeakers.

**COLLINS RADIO CO. OF CANADA LTD.**

150 Bartley Dr., Toronto 375 (416) 757-1101, Twx 610-492-1375, Tlx 02-21130 S.F. Jackson, V.P. & Gen. Mgr.; J.H. Judge, Broadcast sales.

1200 W. Pender St., Vancouver, B.C. (604) 681-9421, Twx 610-92901037 F.N.A. Ramsay, Resident Mgr.

77 Metcalfe St., Ottawa 4, Ont. (613) 233-6211, Tlx 013-297 C.A. Brunger, Resident Mgr.

5890 Monkland Ave., Montreal 261, Que. (514) 489-2123, F.F. Williams, Resident Mgr.

**Products Manufactured:**

Limiters, consoles, remote equipment, AM transmitters, phasing equipment, FM transmitters, FM stereo generators, exciters, FM antennas, modulation, frequency, S.C.A., phase monitors, mono/stereo tape cartridge machines.

**DELTA ELECTRONICS LTD.**

70 Ronson Dr., Rexdale, Ont., (416) 241-3556 - Twx 610-492-2707.

R.E.G. Wilson, Gen. Mgr.; G.I. Baxter, Gen. Sales Mgr.; P.A. Ward, Dir. of Eng.; N.W. Shannon, Plant Mgr.

**Products Manufactured:**

MATV & CATV equipment & test instruments.

**ENGLISH ELECTRIC VALVE CO. (CANADA) LTD.**

24 Ronson Dr., Rexdale, Ont., (416) 249-8548 - Tlx 02-2762.

G.A. Morton, V.P.; A. Walczak, Sales Engineer; E. Sondek, Sales Rep.; G.A. Sward, Office Supervisor; D. Clissold, Contracts & Sales, M. Stothers, Technical Rep.; R.H. Parkes, Western Rep.; R. Hebert, Quebec Rep.

**Products Manufactured:**

Specialized Electronic Tubes.

**EV OF CANADA LTD.**

359 Enford Rd., Richmond Hill, Ont., (416) 884-8185.

R.C. Kahnert, V.P.; R.M. Dennis, Office Mgr.; J. Fothergill, Sales Rep.

**Products Manufactured:**

Microphones, speakers, PA. Products, Needles & Cartridges.

**FANON ELECTRONICS OF CANADA LTD.**

25 Bathurst St., Toronto 2B, Ont., (416) 363-5011 - Tlx 02-21264.

Harold Rosen, Gen. Mgr.; Richard Furbacher, Eng.; Ray Miller, Customer Service; Mrs. A. Vukadinovich, Purchasing Agent; Hans Kiekhoefer, Plant Mgr. Len Finkler Ltd., 2 Tycoos Dr., Toronto 19, Ont., (416) 781-5231 - Tlx 02-21264. Len Finkler, Mgr.; Mike Rosen, Sales Mgr.

**Products Manufactured:**

Intercoms, Amplifiers (public address & music), sound Columns, horn speakers, walkie-talkies, telephone intercom equipment, megaphones, and all related inter-communication equipment.

**FEDERAL WIRE & CABLE CO. LTD.**

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D.E. Mussell, P. Eng., Gen. Mgr.; B.L. Hough, Sales Mgr., R.N. Sorbara, Product Sales Mgr.; E.A. Pollard, P. Eng., Chief Product Engineer; K.B. Hales, Purchasing Agent.

**Products Manufactured:**

Electrical wires & cables, Magnet Wires.

**FERRITRONICS LTD.**

((Plant) 222 Newkirk Rd., Richmond Hill, Ont. (Office) 4544 Dufferin St., Toronto, Ont., (416) 630-5791 - Tlx 02-29854.

G.W. Pay, General Sales Mgr.; Mrs. G. Mougénal, Sales Dept.

**Products Manufactured:**

Filters, low pass & high pass, pulse transformers, duplexers & mixers.

**GATES RADIO CO. (CANADA) DIV. OF HARRIS-INTERTYPE (CANADA) LTD.**

212 Brunswick Blvd., Pointe Claire 730, P.Q., (514) 695-3751 - Twx 610-422-3023.

A.B. Clapp, Mgr. - Broadcast Products; Victor

Hosquet, Customer Services. 19 Lesmill Rd., Don Mills, Ont., (416) 447-7234 - Twx 610-492-1357. R.J. Gauthier, District Mgr.

**Products Manufactured:**

Complete line of AM, FM, TV transmitters, monitors, transmitting accessories, audio equipment for AM, FM, TV. ATC Criterion Cartridge & Automation Equipment. Fidelipac cartridges.

**Products Represented:**

Ampex, Scully & Magnecord Tape Recorders, Moseley Associates Inc., STL Studio/Transmitter Links & Remote Control Equipment, Metrotech Loggers.

**GELECO ELECTRONICS LTD.**

2 Thorncliffe Park Dr., Unit 28, Toronto 17, Ont., (416) 421-5631.

Gerald W. Lee, Pres. & Sales Mgr.; L. Cooper, Plant Superintendent.

**Products Manufactured:**

Geleco coils, RF switches, RF contactors, current sampling transformers, current sampling loops, complete tuning & phasing systems, mica & vacuum capacitors. Suppliers of: cartridge tape equipment, professional audio tape equipment, complete audio equipment, complete RF equipment, complete 'Turnkey' radio station supplier.

**HEATH CO., DIV. OF SCHLUMBERGER CANADA LTD.**

1480 Dundas Hwy. E., Mississauga, Ont., (416) 277-3191.

N. MacDonald, Gen. Mgr.; R. Rae, Sales Mgr.

**Products Manufactured:**

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**JERROLD ELECTRONICS CANADA/WATKINS ELECTRONICS**

(Main Office) 60 Wingold Ave., Toronto, Ont. (Montreal Office) 3333 Cavendish Blvd., Room 390, Montreal, P.Q. (Edmonton Office) 9130 Jasper Ave., Edmonton, Alberta.

At Keenan, Gen. Mgr.; Terry Blanks, Sales Mgr.

**Products Manufactured:**

MATV Distribution equipment, RF tests & Measurement equipment, CATV equipment, Educational TV Equipment.

**J-MAR ELECTRONICS LTD.**

6 Banigan Dr., Toronto 17, Ont., (416) 421-9080.

J.W. Woods, Pres.; R.W. Swanson, Sales Mgr.

**Products Manufactured:**

Professional audio component-sold & serviced.

**Products Represented:**

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**KAMECO ELECTRONICS LTD.**

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264 Elgin, Ill. 60120 (312) 741-0888 R.D. Lotto, Gen. Sales Mgr.

5 Nelson Court, Willingboro, N.J. 08046 (609) 871-3115. P. Frechette, Sales Mgr.

**Products manufactured:**

Pushbutton switches for audio/video switching consoles linear attenuators (high quality). Broadcast consoles, mixing consoles, lampholders, color camera control units.

**KINGSWAY FILM EQUIPMENT LTD.**

155 Kipling Ave. S., Toronto 18, Ont., (416) 233-1103.

R.C. Macaulay, Pres.; R.A. Farrell, Gen. Sales Mgr.; C. Rhodes, Professional Div.; W.A. Macaulay, V.P.

**Products Distributed:**

Steenbeck editing equipment, Perfectone magnetic tape recorders, Bauer 16 mm projectors, Soligor ITV lens, Uher Tape recorders (dealers).

**LENKURT ELECTRIC CO. OF CANADA LTD.**

7018 Lougheed Hwy, Burnaby 2, B.C., (604) 298-2464 - Tlx 04-5509, Twx 610-922-6096. H.R. Herron, Pres.; R.C. Fawcett, V.P. - Marketing; J.D. Goforth, V.P. - Controller; E.V. Hird, Mgr. - Manufacturing Branch; R.L. Weeks, Mgr. - Engineering Branch. 1017 Vancouver Block, 736 Granville St., Vancouver 2, B.C., (604) 688-7261 - Tlx 04-5833. R.A. Marsh, Mgr. - Export Marketing; M.E. Green, District Mgr. 14716-119th Ave., Edmonton 42, Alta., (403) 454-0676, Twx 610-831-2245. D.H. Putnam, District Mgr. 212-223 Fourth Ave. E., Regina, Sask. (306) 523-7679, Twx 610-721-1229. E.R. Lutz, District Mgr.

208-894 St. James St., Winnipeg 21, Man., (204) 783-7183 - Twx 610-671-2587. C.A. O'Leary, District Mgr.

Unit 4, 50 Galaxy Blvd., Skyway Industrial Mall, Rexdale, Ont., (416) 677-5290 - Tlx 06-217757. M. Broderick, Acting District Mgr.

Rm. 211, Fuller Bldg., 75 Albert St., Ottawa, Ont., (613) 232-4302 - Tlx 01-33373. F.J. Rapp, District Mgr.

140 Cremazie Blvd. W., Montreal 11, P.Q., (514) 384-0930 - Tlx 01-20223. C. Tiberghien, District Mgr.

1737 Barrington St., P.O. Box 2145, Halifax, N.S., (902) 429-3833 - Tlx 01-442261. D.C. Saunders, District Mgr.

Rimouski Plant - P.O. Box 964, Rimouski, P.Q., (418) 723-6436 - Tlx 01-18339. W.R. Morley, Plant Mgr.

**Products Manufactured:**

Telecommunications systems and equipment including microwave radio; multiplex for radio, cable and open wire; telegraph and data transmission systems; alarm supervision and tele-control systems; associated auxiliary equipment and test apparatus.

**MARSLAND ENGINEERING LTD.**

350 Weber St. N., Waterloo, Ont. J. Stahle, Mgr. of Marketing, New Products.

**McCURDY RADIO INDUSTRIES LTD.**

108 Carnforth Rd., Toronto 16, Ont., (416) 751-6262 - Tlx 02-21660. G.E. McCurdy, Pres.; Graham Fawcett, V.P.; Stan Maruno, Karl Poling, Sales; John Visser, Dir. of Engineering.

**Products Manufactured:**

Audio equipment for the Broadcasting Industry.

**3M CO. (MINNESOTA MINING & MFG. OF CANADA LTD.)**

Electrical Products Division  
P.O. Box 5757, London, Ont., (519) 451-2500.

Robert T. Todd, Mgr.-Electrical Products Div.; G.W. Swann, Gen. Sales & Mktg. Mgr.; J.A. Buist, Mktg. Mgr.-Magnetic Products; R.H. MacDonald, Nat'l. Sales Mgr.-Magnetic Products.

**Products Manufactured:**

Audible range, magnetic tape, computer, instrumentation tapes, magnetic film, videotape, magnetic disk packs, color drop-out compensators for video recorders, professional mastering sound recorders, drop-out profile recorders for videotape.

**R.H. NICHOLS CO. LTD.**

4544 Dufferin St., Downsview, Ont., (416) 633-8190 - Tlx 02-29296. G.W. Pay, Gen. Sales Mgr.; D.E. Lloyd, Instrument Sales Mgr.

**Products Manufactured:**

Telemetering equipment, supervisory

controls, electrical & electronic test equipment.

**NORAM COMMUNICATIONS LTD.**

1780 Albion Rd., Rexdale, Ontario (416) 741-0566

Clint Forster, Pres.; Ken Brydon, Gen. Mgr.; R.T. White, Divisional Mgr.; Derrick Henry, Sales Eng.; Larry Wainwright, Sales Rep.; Bill Evans, P. Eng. Chief Eng.; Wayne Pasma, Office Mgr.

**Products represented:**

Dynamic, condenser & wireless microphones, microphone stands, booms, professional recorders/reproducers, High speed duplicators, magnetic audio tape, mixing consoles, loudspeakers, CCTV cameras, recorders & accessories, background music system, compressor/limiters, broadcast turntables & pre-amps, control consoles, desks, etc. custom made manufactured in wood, video cameras, video recorders, telescope chains, switchers, special effect generators and all accessories.

**ONKYO OF CANADA LTD.**

(A. JOHN A. HUSTON CORP.)

80 Dufflaw Rd., Toronto 19, Ont., (416) 787-7852.

Marko Davidovits, Pres.; H. Holland, Dir.; Van Houten, Dir.; H.P. Botnic, Barrister; Mrs. Eva Davidovits, Sec. Canadian Rep.; The John A. Huston Co. Ltd. 36 Caledonia Rd., Toronto, Ont.

**Products Manufactured:**

Exclusive distributors & importers of 'Onkyo' brand high-quality home entertainment products such as color TV, B/W TV, AM-FM radios, stereo, phono, modular combinations, cassette stereo tape recorders, 8 track stereo players & speaker systems.

**PERCEPTION INDUSTRIES INC.**

274 Church St., Toronto 2, Ont., (416) 363-9141.

E.T. Cullen, Pres.; A.D. Moncrieff, V.P. (Studio & Recording); W. (Wiebe) Bergsma, Mgr.-Technical Services; R. Trowell, Recording Sales; D. Wraggett, Audio Visual Sales & Service; R. Carson, Equipment Sales & Service.

**Products Manufactured & Sold:**

Sennheiser Mics, Scully Tape Recorders, Spotmaster Cartridge Equipment, Automated Processes Inc. Op-Amps, Faders, compressors, Equalizers, R.C.L., Reverb Units, Fidelipac Cartridges, Transco discs, Recording Tape, Perception 16mm Projectors, Fairchild Projection equipment, Rear Projection Lens Screens, Complete Recording, Mastering & Duplicating facilities. Major sound effects & Mood Music Library. Magne-Tronics Background Music.

**PHILCO-FORD OF CANADA LTD.**

900 Don Mills Rd., Don Mills, Ont. (416) 444-2541, Tlx 02-2237

R.A. MacDonald, Pres.; R. Sambrook, Mgr. Adv. & Sales promotion.

**Products Manufactured:**

Color & B&W TV, stereos, combination, auto radios, cassettes, specialized government & industrial products.

**PHILIPS ELECTRONICS INDUSTRIES LTD.**

116 Vanderhoof Ave., Toronto 352, Ont., (416) 425-5161, Tlx 02-2513.

H.A.C. Van Beurden, Pres.; A. Hutcheon, Gen. Mgr.; Electronic Equipment Div.: R.G. Archer, Mgr.; Professional Electro-Acoustics Dept.: J. Berrevoets, Product Mgr. - CCTV Sound, Video Recording. J.E. Prevost, (Montreal) Product Mgr. - Studio Broadcast & Cinema. H.M. Stevens, Field Sales Mgr. 5930 Cote de Liesse Rd., Montreal 307, P.Q., (514) 342-9180, Tlx 01-2405.

J.M. Hebert, Regional Sales Mgr. (P.Q. & Maritimes).

621 Manitou Rd., S.E., Calgary 24, Alta., (403) 243-2710, Tlx 038-21765.

R. Hill, Regional Sales Mgr. (B.C., Alta. & Sask.).

**Products Manufactured:**

Color & monochrome studio & mobile TV cameras, CCTV cameras & systems, video recorders, large screen TV projectors, color & monochrome, Eidophor cinema-size screen TV projectors, color & monochrome, audio recorders, tape duplicators, modular audio consoles, microphones, sound equipment.

**PINEWAY ELECTRONICS LTD.**

172 Pineway Blvd., Willowdale 429, Ont., (416) 225-5815, 226-2217.

Malcolm 'Mel' Crosby, Gen. Mgr.; John Forrest, Sales Mgr.; Mrs. Barbara O'Hara, Accounting Dept.

**Products Represented:**

International Good Music (I.G.M.) Audio & video automation systems. I.G.M. program services with Canadian content. Scully tape recorders. MacArta-Sonomag cartridge equipment. Langevin audio components. AKG Microphones & headsets. Vega wireless & condenser microphones. Tape cassettes & cassette duplicators. Spindler & Sauppe slide projectors. Magnecord-Telex tape recorders. Russo turntables & preamps. Gray tone arms. Telepro slide projectors. Teleprompters. Metrotech program loggers. Spotmaster cartridge equipment. Uher tape recorders. Eimac industrial tubes. JBL speakers & enclosures. Shure portable mixers, McCurdy Radio Ind. audio equipment. Fidelipac tape recorders. English Electric Valve industrial tubes. Ward-Beck Systems audio equipment. Berkey-Colortran studio lighting. AM & FM transmitters. Video Control, switching & special effects equipment. Video monitors. Audio & video recording tape, Tempo audio equalizers. IVC video tape recorders & cameras.

**PRODELIN INC.**

51 Markham Rd., Richmond Hill, Ont. (416) 884-8216 H.D. Schiller.

**Products manufactured:**

Microwave antenna & waveguide systems, flexible & rigid coaxial line, ETV transmitting & receiving antenna systems, 2-way antenna systems.

**PYLON ELECTRONIC DEVELOPMENT CO. LTD.**

2300 Victoria St., Lachine, P.Q. (514) 637-1186.

John E. Pinnell, pres., H. Laks, chief eng., U.V. Cooper, sales mgr., H. Hinrich, purch. agent, R. Hill, plant mgr.

**Products manufactured:**

AC-DC converters, DC-AC inverters, static ringing machines, battery eliminators, data telecommunications systems, meter pulse generators, crystal controlled digital clocks, data keyboard entries, decoders, parity checkers, etc. transit cases (aluminum), TV camera cases.

**QUINDAR PRODUCTS LTD.**

Head office: 30 LePage Court, Downsview, Ont. (416) 638-2313, Tlx 02-21316.

Branch office: Box 8247, Postal Station F., Calgary, Alta. (403) 252-9077, Tlx 038-24619.

N.C. Reed, pres., E.W. Ashley, mgr. engr., J.W. Graydon, mgr. production, A.C. Utley & W.E. O'Neil, tech. reps., T.R. Graham, western region mgr.

Representatives: Westronic Engineering Sales Ltd., Vancouver and Winnipeg; Aviation Electric Ltd., Montreal.

**Products manufactured:**

Remote transmitter control systems, tone and time division multiplex systems, line, compressor and power amplifiers; analog and digital telemetering; data modems.

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**RACAL (CANADA) LTD.**

1806 Woodward Dr., Ottawa 5, Ont. (613) 725-2041, Tlx 013-487.

A.H. Blow, gen. mgr. & dir., D.B. Downing, Ch. engr., A.R. Hewitt, govn. liaison mgr., D. Reed, office mgr.

**Products manufactured:**

H.F. radio systems including transmitters, receivers, etc. H.F. antenna motors, digital frequency meters.

**RAYTHEON CANADA LIMITED**

400 Phillip St., Waterloo, Ont. (519) 745-6831, Tlx 029-5431, Twx 610-365-3469.

J.J. Azar, mgr., telecommunications products marketing.

**Products manufactured:**

Microwave link equipment, clamper amplifier, audio sub-carriers.

**RCA LIMITED**

Broadcast & Instructional Systems, Commercial & Defence Systems Div: 1001 Lennox St., Montreal 207 (514) 933-7551, Tlx 01-2522.

W.H. Holroyd, mgr., bcst. & instructional systems; W.J. Heck, mgr., merchandising; R.H. Curtis, admin. TV; F.J. Miller, admin. instructional; F.H. Holm, mgr., prod. planning & special accts; R.W. Weaver, admin. special accts; E.W. Miller, mgr. nat'l sales; N. Harvison, sales eng., Atlantic; L.E. Gilbean, mgr. East. Canada; D.R. Dashney, mgr. engr.; S. Epstein, mgr., systems; D.H. Macaulay, mgr., field projects; P. Labarre, development. 1450 Castlefield Ave., Toronto 15, Ont. (416) 651-6550

R.J. Norton, mgr., Central Canada Sales; E.W. Sankey, educational systems sales.

2070 Notre Dame Ave., St. James 21, Man. (204) 774-7489, Tlx 03-58246

Mrs. M. Peak.

2876 Rupert St., Vancouver, B.C. (604) 433-0541, Tlx 04-5587. R. Harlow, mgr., Western Canada sales.

**Products manufactured:**

AM, FM & TV transmitters, video switching systems, TV tape recorders, audio tape recorders, audio consolettes, TV (VHF & UHF) antennas and filterplexers, color film cameras, studio & mobile color cameras, STL microwave systems.

**Record Division:**

3333 Cavendish Blvd., Montreal 261, P.Q. (514) 482-9912.

G.I. Harrison, V.P. & gen. mgr.; A. Nagy, nat'l sales mgr.; K. Coupland, mktg. mgr. 5575 Royalmount Ave., Montreal 307, P.Q. (514) 342-9220.

J. Desjardins, East. Reg. Sales Mgr. 1450 Castlefield Ave., Toronto, Ont. (416) 651-6550.

E. Preston, Central Reg. Sales Mgr. 2870 Rupert St., Vancouver, B.C. (604) 433-6881.

W. Langton, West. Reg. Sales Mgr. Sunbury Music Canada Ltd. (C.A.P.A.C.) 3333 Cavendish Blvd., Montreal 261, P.Q. (514) 482-9912. G.I. Harrison, V.P.

Sunbury Music Canada Ltd. (C.A.P.A.C.) 225 Mutual St., Toronto, Ont. (416) 363-6447/8.

Mrs. Vivian Hicks, Mgr.

Dunbar Music Canada Ltd. (B.M.I.), 3333 Cavendish Blvd., Montreal 261, P.Q. (514) 482-9912. G.I. Harrison, V.P.

Dunbar Music Canada Ltd. (B.M.I.) 225 Mutual St., Toronto, Ont. (416) 363-6447/8.

Mrs. Vivian Hicks, Mgr.

**Products manufactured:**

Phonograph records, stereo 8 cartridges and cassette pre-recorded tapes.

**Electronic Components Division:**

21001 N. Service Rd., Trans-Canada Highway, Ste. Anne de Bellevue 810, P.Q. (514) 453-9000, Tlx 05-268839.

L.J. VanVlaardingen, Mgr., industrial and educational products; J.P. McDonald, area sales mgr. 225 Mutual Street, Toronto, Ont. (416) 363-2441. Ross E. Magnus, area sales mgr.

**Products manufactured:**

Industrial tubes, audio tape, videotape.

**RICHMOND HILL LABORATORIES****LIMITED**

1240 Ellesmere Rd., Scarborough, Ont. (416) 291-7921, Tlx 02-29803, Twx 610-492-4396.

J.N. Cox, pres.; R.M. Urquhart, V.P.—mfg.; R.A. Lehtonen, sales mgr.

**Products manufactured:**

Generators: black burst, color bar, digital cueing, special effects, synchronizing; amplifiers: pulse distribution, video distribution, video clamping, video mixing impulse clock driving systems, vertical interval test systems, video test sets, video switchers and accessories.

**R.S.C. AUDIO SALES LTD.**

221 Norseman St., Toronto 18, Ont. (416) 231-7243, Tlx 02-29922

Charles F. Cornick, Pres.; Harry J. Tracey, Sales Mgr.; Douglas Adam, Chief Eng.

**Products distributed:**

Loudspeakers, enclosures, amplifiers, hi-fi amps and pre-amps, sound columns, transformers, commercial sound amps, mixers.

**A.C. SIMMONDS & SONS LIMITED**

285 Yorkland Blvd., Willowdale, Ont. (416) 491-1010, Tlx 02-21343.

W.B. Campion, sales mgr. audio div.

**Products manufactured:**

Representing Shure Brothers, Incorporated, Evanston, Ill., manufacturers of microphones, microphone mixers, magnetic phono cartridges, tone arms, stereo pre-amplifiers, audio amplifiers and speaker systems.

**SMYTH SOUND EQUIPMENT LIMITED**

165 Industrial Park Rd., Longueuil, P.Q. (514) 679-5490.

J.B. Smyth, pres.; J. Morel, sales.

**Products manufactured:**

Sound consoles, compressors and limiters; BBC monitor speakers; monitor amplifiers; condenser; ribbon and dynamic microphones; headsets.

**SUPERIOR ELECTRONICS SALES LTD.**

2255 Dandurand St., Montreal 331, P.Q. (514) 271-4761, Tlx 05-25160.

Richard Golick, pres.; Stanley K. Plotnick, exec. V.P.; Norman Friedman, controller.

**Products manufactured:**

Black & white & color picture tubes.

**SYLVANIA ELECTRIC (CANADA) LTD.**

Head Office — 8750 Cote de Liesse Rd., Montreal 376, P.Q.

W.J. McCormick, gen. sales mgr. lighting products; K.H. Conklin, mktg. mgr., consumer products; A.P. Hickey, East. Dist. mgr.; R.G. Piedalue, sales rep. special

products. 8 Ralston St., Dartmouth, N.S. J.A. Perry, Atlantic Dist. mgr.

35 Vulcan St., Rexdale, Ont. J.B. Shea, Cent. Dist. mgr.; J.C. Hewlett, spvr., cons. products.

905 King Edward St., Winnipeg 21, Man. G. Nako, Prairie Dist. mgr.

1497 Adanac St., Vancouver 6, B.C. I.P. Pappin, Pacific Dist. mgr.

Products manufactured: Tungsten halogen lamps for studio, theatre and TV applications.

**TELE-RADIO SYSTEMS LTD.**

1015 Finch Ave. W., Downsview, Ont. (416) 635-5221, Twx 610-492-2384. M.E. Laidlaw, Toronto sales mgr.

13225 Bristol St., Pierrefonds, P.Q. (514) 932-0681. W.G. Walker, Eastern Sales mgr.

Suite 305, 333 River Rd., Ottawa 7, Ont. (613) 746-8914, Twx 610-562-8904. G.P. Lutley, Ottawa sales mgr.

1518 W. 3rd Ave., Vancouver 9, B.C. (604) 731-1321, Twx 610-922-6038. H.M. Shore, B.C. sales mgr.

Products manufactured: Tape recorders, reproducers & loggers, transmitter remote control, alarm & telemetering systems.

**TRANSONIC LTD.**

97 McMaster Ave., Ajax, Ont. William Jones, pres.

**Products manufactured:**

Broadcast equipment.

**UNI-TEL LIMITED**

100 Barbados Blvd., Scarborough, Ont. (416) 261-7265, Tlx 02-21588, Twx 610-492-1370.

G. Grant Cooper, gen. mgr.; David E. Noble, sales mgr.

Box 1070, Leduc, (Edmonton) Alta. Wescan Oilfield Distributors, sales reps.

**Products manufactured:**

Electromechanical and solid state remote control systems, audio tone equipment, analogue & digital telemetering equipment and systems, alarm systems, plate current monitors, antenna current monitors, tower light alarm panels, program quality line filters.

**L.A. VARAH EQUIPMENT LTD.**

1641 W. 2nd Ave., Vancouver 9, B.C. (604) 736-7281, Tlx 04-507-889. R.H. Whitehouse,, mgr.; M.J. Jervis, CATV & ETV sales; E.T. Pelly, service mgr.

Products distributed:

Ampex, professional audio; Conrac — monitors; Dynair, Modulators, etc.; Jampro, antennas; Kelk, voltage regulators; Moseley Assoc., S.T.L. equipment; Philips, television camera equipment; Quick-Set, dollies & tripods; Russco, turn-tables; Richmond Hill Labs., video switchers & distribution equipment; Spotmaster, tape cartridge machines; Telemation, video products.

**WARD-BECK SYSTEMS LTD.**

45 Munham Gate, Scarborough, Ont. (416) 757-0998.

R.W. Ward, pres.; R.K. Beck, V.P.

**Products manufactured:**

Professional audio products for broadcast, motion picture & sound recording industries.

**WESTERN ELECTRONIC SYSTEMS**

4th Floor, Fina Building, 736 — 8 Ave. S.W., Calgary 2, Alta. (403) 266-3025. A.D. Waldie, pres.

4331 Manhattan Road S.E., Calgary 24, Alta. (403) 287-2000, Tlx 038-22652. W.H. Teller, gen. Mgr.; W.H. Wheeler, operations mgr.

P.O. Box 5864, 6430 — 1A St. S.W., Calgary 9, Alta. (403) 252-7531. J. de Vries, mgr., A/V.

Products manufactured:

Custom manufacturing of electronic equipment and systems. Distribution of audio/video and consumer products to the broadcast, educational, industrial markets.

Serving the **BROADCASTER & RECORDING STUDIO** with Professional Equipment & Supplies . . . Faster Tape Cartridge-Loading & Reconditioning.

Eastern Canadian Rep. for IGM Automation

**AUDIO VISUAL ASSOCIATES**

172 PINEWAY BLVD., WILLOWDALE, ONT. (416) 225-5815

# THE FRENCH NETWORK KEY STATION CBFT CHANNEL 2 MONTRÉAL

PRESENTS

## 6 out of 7

leading programs in  
Montréal's competitive  
French TV market  
(and 5 of the 6 are original  
French Network  
Productions!)

Position	Program	% of Audience*
1	Moi et l'autre	40%
2	Rue des Pignons	37%
4	Soirée du Hockey—samedi (Saturday NHL Hockey)	32%
5	Ma sorcière bien-aimée (Bewitched)	30%
6	Les Belles Histoires Quelle famille!	29% 29%

Position	Program	No. of ** Households
1	Moi et l'autre	422,000
2	Rue des Pignons	398,000
4	Soirée du Hockey—samedi (Saturday NHL Hockey)	390,000
6	Ma sorcière bien-aimée (Bewitched)	324,000
7	Les Belles Histoires	322,000
8	Quelle famille!	312,000
12	Les couche-tard	288,000
14	Soirée du Hockey—mercredi (Wednesday NHL Hockey)	277,000
16	Le paradis terrestre	263,000

# CBFT

is also in front  
(9 out of 16)  
on a total  
coverage  
area basis

#### NEILSEN SURVEYS

\* Ratings based on the latest Nielsen survey, in November, 1969. Percentages shown are for the Montréal Metropolitan Region. They represent the proportion of TV homes in Metro Montréal actually watching the program in question.

\*\* Statistics for the "Station Total" area of CBFT. They represent the average number of TV homes by quarter-hours watching the program in question within the CBFT coverage area.

For top-rated results, call

radio-**french** television  
canada sales

Montréal: 868-3211, local 1421 • Toronto: Zenith 6-3500 • New York:  
Enterprise 6350 or Canadian Standard Broadcast Sales, New York City:  
838-5774.

(Long Distance tolls paid from New York and Toronto—just dial the L.D. Operator.)

# Cable Television Systems

A partial list of the Cable Television Systems operating in Canada

## KEY

(1) Company Name (2) Address (3) Telephone (4) President (5) General Manager (6) Chief Engineer (7) Area Served by System (8) Number of Channels on System (9) Monthly Fee (10) Installation Fee (11) Current Subscribers (12) Potential Subscribers (13) Local Programming Carried

## British Columbia

### CAMPBELL RIVER

(1) Campbell River TV Association (2) 594-11th Ave. (3) (604) 287-8801 (4) G. Goodship (5) R. McLaren (6) E. Selby (7) Greater Campbell River (8) 7 (9) \$3.50 (10) \$125.00 (11) 3250 (12) 4500 (13) Nil.

### CHILLIWACK

(1) Valley Televue Ltd. (2) 419 Yale W. (3) (604) 792-2210 (4) Jack Pilling (5) Bill Wolfe (6) Glenn Elder (7) Chilliwack, Sardis, Vedder Crossing, Fairfield Island (8) 6 (9) \$4.75 (10) \$20.00 (11) 3126 (12) 5500 (13) Nil

### CLEARBROOK

(1) M.S.A. Cablevision Ltd. (2) 32234 S. Fraser Way (3) (604) 859-4848 (4) N. Friesen (5) J.S. McDonald (6) J.T. McEwen (7) Matsqui, Sumas, Abbotsford (8) 9 (9) \$4.95 (10) \$5.00 (11) 1700 (12) 4000 (13) Weather channel

### CRESTON

(1) Creston Cable Video Ltd. (2) Box 940 (3) (604) 428-4749 (4) Tak Toyota (5,6) Wm. Dewald (7) Creston, Erickson (8) 7 (9) \$5.00 (10) Nil (11) 1020

### DELTA

(1) Northwest Communications Ltd. (Coast Cable Vision) (2) 1230-56th St. (3) (604) 943-2266 (4,5) W.S. Thomas (Local Mgr. John S. Thomas) (6) C.H. Bobardt (7) Gibsons, Sechelt (8) 15 (9) \$5.00 (10) \$15.00 (12) 2000 (13) Nil

### DUNCAN

(1) Cowichan Valley Television Ltd. (2) 115 Kenneth St. (3) (604) 748-9113 (4) Ivan H. Hollway (7) Duncan, North Cowichan (8) 9 (9) \$5.00 TV/\$6.00 TV & FM (10) \$25.00 (11) 1745 (12) 3000 (13) Nil

### GOLDEN

(1) Golden Television Ltd. (2) Box 574 (3) (604) 344-6627 (4-6) Malcolm I. Donkin (7) Golden & area (8) 3 (9) \$4.50/\$6.00 (10) \$100.00/\$25.00 (11) 800 (12) 1100 (13) Local

### GREENWOOD

(1) Greenwood Video Ltd. (2) Greenwood (3) (604) 445-6434 (4) C.E. Stephens (7) Greenwood, Anconda (8) 5 TV, 7 FM (9) \$5.00/\$7.50 (10) \$100.00/\$15.00 (11) 200 (12) 225 (13) Nil

### KAMLOOPS

(1) Inland Cablevision Ltd. (2) Box 158 (3) (603) 372-8119 (4,5) Alan J. Park (7)

### Kamloops & District

#### KAMLOOPS

(1) Kamloops Cable Television Ltd. (2) 948 Victoria St. (3) (604) 374-4637 (4) E.J. Davis This system not yet licensed by CRTC

#### KELOWNA

(1) Black Knight Television Co. Ltd. (2) 249 Bernard Ave. (3) (604) 762-4433 (4) D.L. Gartrell (5) R.A. Gunoff (6) J. Prevost (7) Kelowna, Rutland, Mission, West Bank (8) 4 (9) \$5.00 (10) \$25.00 (11) 3330 (12) 9000 (13) Nil

#### KIMBERLEY

(1) Fernie Television Ltd. (2) 115 Wallinger Ave. (3) (604) 423-6443 (4,5) T.D. Birrell (6) K. Morris (7) Fernie, Sparwood, Natal, Michel and District (8) 4 (9) \$5.00 (10) \$25.00 (11) 1700 (12) 2000 (13) Nil

#### KIMBERLEY

(1) Kootenay Enterprises Ltd. (2) 115 Wallinger Ave. (3) (604) 427-2062 (4,5) W.J. Gillespie (6) J.W. Gillespie (7) Kimberley district (8) 5 (9) \$5.00 (10) \$25.00 (11) 1850 (12) 2200 (13) Bingo Games, Physical Education.

#### NEW WESTMINSTER

(1) Fraser Valley CableVision Ltd. (2) 538-6th St. (3) (604) 526-4621 (4) Chris Brown (5) J.S. McDonald (6) C. Wright (7) Surrly, Langley (8) 10 (9) \$5.00 (10) \$15.00 (11) 7600 (12) 20,000 (13) Community oriented.

#### OLIVER

(1) Oliver Tele-Vue Ltd. (2) Box 790 (3) (604) 498-3630 (4) C.E. Stephens (7) Oliver and district (8) 5 TV/5 FM (9) \$5.00 (10) \$25.00 (11) 450 (12) 550 (13) Nil

#### PENTICTON

(1) South Okanagan Television Distributors Ltd. (2) 441 Main St. (3) (604) 492-5832 (4,5) D.L. Gartrell (6) W.J. Moore (7) Penticton, Summerland, Naramata, Hedley, Okanagan Falls (8) 5 (9) \$5.00 (10) \$25.00 (11) 4072 (12) 8000 (13) Nil

#### PORT ALBERNI

(1) Ucluelet Video Services Ltd. (2) 1310 11th Ave. N. (4) J. Ludlow (7) Ucluelet, Port Alberni (8) 5 (9) \$7.00 (10) \$15.00 (11) 250 (12) 350 (13) Nil

#### PORT ALBERNI

(1) Alberni Cable Television Ltd. (2) 735-3rd Ave. N. (3) (604) 724-1011 (4) H.E. Warren (5) W.H.J. Green (7) Alberni Valley (8) 4 (9) \$6.00 (10) \$15.00 (11) 4200 (12) 7000 (13) Nil

#### PORT ALBERNI

(1) Franklin River Video (2) 417-7th Ave. S. (3) (604) 723-9123 (4) W.H.J. Green (7) Franklin River Camp (8) 4 (9) \$6.00 (10) \$15.00 (11) 55 (13) Nil

#### PORT ALBERNI

(1) Kelsey Bay Video (2) 518-9th Ave. S. (4) K.H. Barlow (7) Kelsey Bay (8) 3 (9) \$5.00 (10) \$25.00 (11) 100 (12) 150 (13) Nil

#### REVELSTOKE

(1) Central TV Systems Ltd. (2) 309

McKenzie St. (3) (604) 837-2800 (4) D.L. Gartrell (5,6) D.L. Gillespie (7) Revelstoke (8) 2 (9) \$5.00 (10) \$25.00 (11) 1688 (12) 1800 (13) Nil

#### SIDNEY

(1) Saanich Cablevision Ltd. (2) 2408 Beacon Ave. (3) (604) 656-3111 (4) T. Kaye (5) M. Beattie (6) G.N. Atkinson (7) Saanich Peninsula (8) 9 (9) \$5.00 (10) \$15.00 (11) 1600 (12) 5000 (13) Nil

#### SOUTH SLOCAN

(1) South Slocan Television Co-operative Association (2) South Slocan (4,5) T.P. Wilson (7) South Slocan (8) 3 (9) \$5.00 (10) \$25.00 (11) 53 (12) 65 (13) Nil

#### VANCOUVER 9

(1) Greater Vancouver Apartment Owners Association (2) 2068 West 4th Ave. (3) (604) 733-9440 (4) Oliver A. Kuys, (5) Bruce Forrest (7) Kitsilano, Kerrisdale, Oakridge, Marpole, part of Vancouver (8) 8 (12) 12,000 (13) Nil

(This system not yet licensed by CRTC)

#### VICTORIA

(1) Langford-Sooke Cablevision Ltd. (2) 1637 Warren Gardens (3) (604) 383-1894 (4,5) G.M. Davis (6) J. Laturmus (7) part of Victoria area to Sooke (8) 9 (9) \$4.50 (10) \$15.00 (11) 2040 (12) 6000 (13) Nil

## Alberta

#### ATHABASCA

(1) Superior Communication Systems Ltd. (2) Box 838 (3) (403) 675-2585 (4-6) E.J. Polanski (7) Corp. Limits - Town of Athabasca (8) 5 (9) \$6.50/\$8.50 (10) \$165.00/Nil (11) 200 (12) 300 (13) Audio Channel - music, etc.

#### BANFF

(1) Banff Community Antenna Ltd. (2) Box 1092 (3) 762-2437 (4) Wm. Adams (5,6) Bert Henderson (7) Banff Town site (8) 4 (9) \$4.00 (10) Nil (11) 115 (12) 1,000 (13) Nil

#### CALGARY 9

(1) Community Antenna Television Ltd. (2) 7810 MacLeod Trail (3) (403) 252-5561 (4,5) J.E. Davis, P. Eng. (7) Calgary (9) \$6.00 (10) \$25.00 (12) 100,000 (13) Nil

(This system not yet licensed by CRTC)

#### LETHBRIDGE

(1) Cablevision Lethbridge Ltd. (2) 713A-Paramount Theatre Bldg. (3) (403) 328-1222 (4) A.W. Shackelford (5) D.A. Shackelford (6) D.G. Stuckey (7) Lethbridge (8) 5 (9) \$4.95 (10) \$9.95 (11) 3390 (12) 6500 (13) Local Events on video tape - Hockey, Bowling, Travel Films, etc.

#### MEDICINE HAT

(1) Cablevision Medicine Hat Ltd. (2) 525 Second St. S.E. (3) (403) 527-5586 (4) J.H. Yuill (5) W.H. Yuill (6) T.A. Botter (7) Medicine Hat and Redcliff Alberta (8) 6 (9) \$5.00 (10) \$10.00 (12) 8500 (13) Time Weather Notices, FM Music

# Saskatchewan

## ESTEVA

(1) Co-Ax Television (1962) Ltd. (2) 408 Eleventh Ave. (3) (306) 634-3822 (4) R.W. Bolstad (5) A. Berday (6) K.M. Greentree (7) Estevan, Weyburn (8) 6 (9) \$4.50 (10) \$15.00 (11) 7500 (12) 10,000 (13) Weather information and background music.

# Manitoba

## ST. LAZARE

(1) Eugene R. Fouillard (2) St. Lazare (3) (204) 683-2335 (7) St. Lazare Village (9) \$5.00 (10) Nil (11) 65 (12) 100 (13) Nil

## THOMPSON

(1) CESM-TV Ltd. (2) Thompson Plaza (3) (204) 677-2441 (4) D. Rae Sutherland (5) Doug Grout (6) Gordon Kartz (7) Thompson (8) 3 (9) \$9.00 (10) \$25.00 (11) 1200 (12) 2500 (13) Local News & Sports

## WINNIPEG 5

(1) Greater Winnipeg Cablevision Ltd. (2) 930 Nairn Ave. (3) (204) 533-4773 (4) Peter D. Curry (5) Hugh Comack (6) Morgan Anderson (7) East of Red River in Greater Winnipeg (8) 8 (9) \$5.00 (10) \$10.00 (11) 11,000 (12) 41,000 (13) Nil

## WINNIPEG 13

(1) Metro Video Ltd. (2) 2 Donald St. (3) (204) 284-4005 (4) Randy Moffat (5) Sid Boyling (6) Bill Evans (7) Winnipeg west of Red River (8) 7-TV/4-FM/1-Weather (9) \$5.00 (10) \$10.00 (11) 16,956 (12) 85,030 (13) Nil

# Ontario

## ANTI-KOKAN

(1) Nor-Video Services Ltd. (2) P.O. Box 940 (3) (807) 333-6050 (4,5) Vic Prokopchuk (7) Antikokan (8) 7 (9) \$5.00 (10) \$15.00 (11) 1160 (12) 1360 (13) Nil

## AYLMER

(1) East Elgin Cable TV Ltd. (2) 18 Lydenham St. (3) (519) 773-3162 (4) Donald Monteith (5) Howard Palmer (7) Aylmer (8) 10 (9) \$5.00 (10) Nil (11) 963 (12) 1200 (13) Nil

## BARRIE

(1) Barrie Cable TV Ltd. (2) 311 Blake St. (3) (705) 728-3644 (5) G.F. Saunders (6) Robert Alexander (7) Barrie (8) 8 (9) \$4.50 (10) Nil (11) 5200 (12) 7000 (13) Nil

## BELLEVILLE

(1) Cablevue (Belleville) Ltd. (2) 160 Front St. (3) (613) 968-5523 (4) Dr. G.A. Morton (5) Frank C. Murray (6) Ross Dryden (7) Belleville, Trenton (8) 9 (9) \$5.00 (10) \$17.50 (11) 7600 (12) 14,000 (13) Nil

## BRANTFORD

(1) Jarmain Cable TV Ltd. (2) 80C Pauline Johnson Dr. (3) (519) 759-3020 (4) W.K. Jarmain (5) John L. Choghers (6) Jim Scott (7) Brantford (8) 10 (9) \$4.50 (10) \$10.00 (11) 10,600 (12) 18,000 (13) Studio & Remote

## BROCKVILLE

(1) Brockville Amusements Ltd. (2) 205 King St. W. (3) (613) 342-2640 (4) David M. Campbell (5) David A. Moore (6) R. Storey (7) Brockville (8) 8 (9) \$4.50 (10) \$12.50 (11) 2900 (12) 5000 (13) Nil

## CAMPBELLFORD

(1) Redden's Cable TV (2) 246 Grand Rd. P.O. Box 243 (3) (705) 653-2770 (5,6) Brian C. Redden (7) Campbellford (8) 7 (9) \$3.75 (10) Nil (11) 500 (12) 1000 (13) Nil

## CLARKSON

(1) Terracomm Cable TV (2) Park Royal Plaza, Park Royal (3) (416) 822-1781 (4) G.D. Zimmerman (5) C.C. Forster (6) D.A. Page (7) Part of Mississauga (8) 10 (9) \$4.50 (10) \$10.00 (11) 2000 (12) 6000 (13) Live & video-taped locally originated

## COBOURG

(1) Northumberland Cable TV Ltd. (2) 10 King St. E. (3) (416) 372-6722 (4,5) Wm. T. Lelliott (7) Cobourg (8) 10 (9) \$5.00 (10) \$15.00 (11,12) New System (13) Nil

## CORNWALL

(1) Cornwall Cable Vision 1961 Ltd. (2) 334

Pitt St. (3) (613) 932-6451 (4) R. W. Bolstad (5) B. Bertrand (6) N. Cook (7) Cornwall (8) 10 (9) \$3.95 (10) \$25.00 (11) 8607 (12) 12,500 (13) Nil

## DEEP RIVER

(1) Deep River Video Ltd. (2) Box 23 Alder Shopping Plaza (4) J.W. Norman McLeod (7) Deep River (8) 4 (9) \$4.70 (10) \$15.00 (11) 750 (12) 1600 (13) Nil

## DON MILLS

(1) Coaxial Colourview Ltd. (2) 5 Sonata Cres. (3) (416) 445-1729 (4,5) B.A. Ross (6) F. Verkaik (7) Metro Toronto (8) 10 (9) \$4.50 (10) Nil (11) 13,000 (12) 26,000 (13) Political, Council meetings Business etc.

## DRYDEN

(1) Dryden Community Television (2) 195

Continued on page 92

# BN News

Serving 300 Canadian private stations by wire and teletype

Comprehensive world and Canadian service of voiced news reports

Wirephoto and library picture services for television

THE CANADIAN PRESS · REUTERS · THE ASSOCIATED PRESS

# BROADCAST NEWS

**Cable Television continued**

Casimir Ave. (3) (807) 223-2605 (4) Roy L.S. Orvis, Phil S. Johnson (7) Dryden (8) 12 (9) \$3.00 (10) \$19.95 (11) 920 (12) 1500 (13) Time only

**FERGUS**

(1) Fergus-Elora Cable TV Ltd. (2) 216 St. Andrew St. (3) (519) 843-1890 (4) J.G. Milligan (6) Ken Eckhardt (7) Fergus, Elora, Salem (8) 12 (9) \$4.50 (10) \$15.00 (11) 1,000 (12) 2000 (13) avg. a hr daily of local events

**GEORGETOWN**

(1) Georgetown Cable TV Ltd. (2) 47 Main St. No. (3) (416) 877-5211 (4) A.J. Jamieson (5,6) J.E. Olliver (7) Georgetown, Norval, Glen Williams (8) 10 (9) \$4.50 (10) \$9.95 (11) 1170 (12) 5700 (13) Local news, plus video tapes of local events, local interest programs

**GERALDTON**

(1) Modern Radio & TV System (2) Box 910 (3) (807) 854-1282 (4,5) Harry Assad (7) Bearmore, Geraldton, (8) 4 (9) \$4.00 (10) \$35.00 (11) 600 (12) 900 (13) Nil

**GORE BAY**

(1) Gore Bay Community TV (2) Gore Bay (3) (705) 282-2004 (5) R. McQuarrie (6) H.A. Ednie (7) Gore Bay (8) 3 (9) \$4.00 (10) \$25.00 (11) 130 (12) 300 (13) Nil

**GRIMSBY**

(1) Grimsby Cable TV Ltd. (2) 12 Nelles Blvd. (3) (416) 945-2015 (4) M.A. Johnson (6) W. Fisher (7) Grimsby (8) 12 (9) \$4.50 (10) \$10.00 (11) 950 (12) 3500 (13) Nil

**GUELPH**

(1) Guelph Cable TV (Div. of Maclean Hunter (2) 18 MacDonald St. (3) (519) 824-2030 (4) F. Metcalf (5) R. McGregor (6) I. Switzer (7) Guelph (9) \$4.50 (10) \$10.00 (13) Community Events

**HAMILTON**

(1) General Co-Axial Services Ltd. (2) 665 Upper James St. (3) (416) 389-6232 (4,5) O. Boris (6) Robert Maybury (7) Hamilton South, Escarpment area (8) 11 (9) \$4.00 (10) \$9.00 (12) 25,000 (13) local events on video tape

**HAMILTON 24**

(1) Hamilton Co-Axial (1958) Ltd. (2) 1120 Main St. E. (3) (416) 547-2376 (5) Mrs. Lee Martini (6) Eugene Smook (7) Eastern Hamilton (8) 9 plus 2 FM (9) \$4.65 (10) Nil (11) 16,000 (12) 36,000 (13) Nil

**HAMILTON**

(1) Northgate Cable TV Ltd. (2) 665 Upper James St. (3) (416) 389-9716 (4) R.E. Rienke (5) Owen Boris (6) Robert Maybury (7) North section of Hamilton (8) 11 TV/1 FM (9) \$4.50 (10) \$9.00 (12) 10,000 (13) local events on video tape

**KIRKLAND LAKE**

(1) Fred Long Television Ltd. (2) 29 Prospect Ave. (4) Fred Long (5) Don Sayer (6) Ben Pessah (8) 4 (9) \$3.00 (10) \$20.00 (11) 3000 (12) 4400 (13) complete facilities

**KITCHENER**

(1) Grand River Cable TV Ltd. (2) 48 Preston St. (3) (519) 576-9870 (4) C.A. Pollock (5) Udo Salewsky (6) R. Clements (7) Galt, Preston, Hespeler, Kitchener, Waterloo, Elmira, Baden, New Hamburg, Tavistock, Stratford (8) 10 (9) \$4.50 (10) Nil (11) 40,000 (12) 72,000 (13) Nil

**LEAMINGTON**

(1) Essex Cable TV (2) c/o CHYR, P.O. Box 70 (4) E.S. Rogers (5) A. Gadd (6) F. Verkaik (7) Kingsville, Leamington (8) 12 (9) \$4.95

(10) Nil (11) 1,000 (12) 4000 (13) Political, cultural, message board

**LINDSAY**

(1) Lindsay CATV System Ltd. (2) 56 Regent St. (3) (705) 324-4141 (4) Earl Kennedy (7) Lindsay (9) \$5.00 (10) \$24.95 (11) 1030 (12) 3000 (13) Nil

**LONDON**

(1) London TV Cable Service Ltd. (2) 752 Richmond St. (3) (519) 672-7700 (4) E.R. Jarman (5) J.D. McLachlan (6) W. Park (7) London (8) 12 (9) \$5.00 (10) Nil (11) 38,000 (12) 47,000 (13) local events, film, educational series

**MADOC**

(1) Hastings Cable Vision Ltd. (2) P.O. Box 223 (3) (613) 473-2839 (4) Gordon Pigden (6) Gordon Pigden (7) Madoc (8) 9 (9) \$5.00 (10) \$25.00 (11) 290 (12) 400 (13) live, video tape community originated

**MALTON**

(1) Maclean-Hunter Cable TV (2) 499 MacGregor Ave. (3) (519) 433-0141 (4) F.T. Metcalf (5) A.R. MacGregor (6) I. Switzer (7) South London (8) 11 (9) \$5.00 (10) Nil (11) 15,000 (12) 20,000 (13) Nil

**MANITOUWADGE**

(1) Gervy Radio & TV Ltd. (2) Municipal Offices (3) (807) 826-3227 (4) R.R. Wainwright (5) E. Lyons (6) R.R. Wainwright (7) Manitowadge (8) 3-TV/1-FM (9) \$2.80 (10) \$50.00 (11) 405 (12) 700 (13) Nil

**MARATHON**

(1) Peninsula Utilities Ltd. (2) Marathon (3) (807) 229-1200 (4) C. Steeves (5) L. Irwin (6) G. Tedell (7) Marathon (8) 4 (9) \$2.50 (10) \$50.00 (11) 500 (12) 510 (13) Nil

**KAPUSKASING**

(1) Mattice TV System (2) Box 206 (3) (705) 335-6464 (4) Yvon Aubé (7) Mattice (8) 2 (9) \$3.00 (10) \$20.00 (11) 72 (12) 100 (13) Nil

**NEW LISKEARD**

(1) Clearview Television (2) Box 271, Lakeshore Rd. (3) (705) 647-5394 (4,5) J.A. Brown (6) Larry W. Brown (7) New Liskeard (8) 5 (9) \$3.75 (10) \$15.00 (11) 650 (12) 1100 (13) local information & entertainment with local persons

**NEWMARKET**

(1) Jarman Cable TV Ltd. (2) Newmarket Plaza, Davis Drive (3) (416) 895-5169 (4) E.R. Jarman (5) James A. Yardy (6) B. Nuckowski (7) Newmarket, Bradford, Holland Landing (8) 11 (9) \$4.50 (10) \$10.00 (11) 3660 (12) 5137 (13) Public information programs

**NORTH BAY**

(1) North Bay Cable Television, Div. of Maclean-Hunter Cable Television Ltd. (2) Central Plaza, King St. W. (3) (705) 472-6580 (4) F.T. Metcalf (5) Ross MacGregor (6) I. Switzer (7) North Bay (8) 11 (9) \$5.25 (10) Nil (11) 3476 (12) 12,436 (13) Hockey, carnivals, community programming

**OAKVILLE**

(1) Oakville Cablevision Ltd. (2) 572 Kerr St. (3) (416) 844-2230 (4,5) T.C. Butler (6) D. Allan (7) Oakville (8) 10/2-FM (9) \$4.95 (10) \$15.00 (11) 3000 (12) 10,000 (13) Nil

**ORILLIA**

(1) Orillia Cable TV Ltd. (2) 17 Peter St. S. (3) (705) 325-1376 (5) G.E. Saunders (6) Lloyd Perry (7) Orillia (8) 8 & 1FM (9) \$4.50 (10) Nil (12) 3400 (13) Nil

**OSHAWA**

(1) Oshawa Cable TV Ltd. (2) 600 King St. E. (3) (416) 723-5278 (4,5) Wm. J. Leask (6) R.A. Hancock (7) Oshawa, Bowmanville (8) 12 (9) \$4.95 (10) \$9.95 (11) 10,000 (12)

24,000 (13) live and video tape films, etc.

**OTTAWA 8**

(1) Skyline Cablevision Ltd. (2) 1757 Russell Rd. (3) (613) 731-8250 (4) Geo. H. Nelms (5) M. Austin Medford (6) M. Olman (7) East Ottawa, Beacon Hill, Orleans (8) 8 (9) \$5.00/\$2.00 (10) Nil (11) 30,000 (13) time & weather casting

**PARRY SOUND**

(1) Radio & TV Distribution Ltd. (2) 9 Riverdale Rd. (3) (705) 746-2659 (4) Norman Bradley (5,6) Robert J. Allcock (7) Parry Sound (8) 7 (9) \$3.90 (10) \$10.00 (11) 1250 (12) 750 (13) weather and taped community events

**PICTON**

(1) Quinte Cablevision Ltd. (2) 315 Main St. (3) (613) 476-2722 (4-6) Gordon Nourse (7) Picton (8) 8 (9) \$5.00 (10) \$17.50 (11) 400 (12) 1,000 (13) nil

**REXDALE**

(1) John E. Feltmate (2) 35 Hawkedon Cres. (3) (416) 742-7945 (4) John E. Feltmate (7) Rexdale (8) 6 (9) \$2.00 (10) \$15.00 (11) 29 (12) 40 (13) Nil  
(System sold to Rogers Cable TV Ltd. Jan 6, 1970)

**RICHMOND HILL**

(1) Richmond Hill Cable TV Ltd. (2) 244 Newkirk Rd. (3) (416) 884-8111 (4,5) Stewart H. Coxford (6) D. Isherwood (7) Richmond Hill, Stouffville, Markham, Kleinburg, Woodbridge, Thornhill, Yonge St. corridor in Markham & Vaughan Townships, Vaughan Township (8) 12 (9) \$4.95 (10) \$17.50 (11) 4500 (12) 15,000 (13) Community events, public affairs, time and weather information

**ST. MARYS**

(1) Adelaide Radio & TV Ltd. (2) 163 Queen St. E. (3) (519) 284-1921 (4) D. Morgan (5) H. Tipping (6) J. Verton (7) St. Marys (8) 9 (9) \$5.00 (10) Nil (11) 540 (12) 1400 (13) Nil

**ST. THOMAS**

(1) Allview Cable Service Ltd. (2) 658 Talbot St. (3) (519) 631-5060 (4) C.A. Bodkin (5) D.E. Morgan (6) D.G. Sefton (7) St. Thomas and district (8) 9 (9) \$5.00 (10) Nil (11) N/A/ (12) 8700 (13) local meetings, sports, political

**THORNHILL**

(1) Nicholls Cablevision (2) 172 Royal Orchard Blvd. (3) (416) 889-4010 (4) Barry Nicholls

**TILLSONBURG**

(1) Till-Cable TV (2) 16 Raynes St. (3) (519) 842-5242 (4-6) Roy E. Beechey (7) Tillsonburg (8) 10 (9) \$5.00 (10) \$10.00 (11) 1300 (12) 2700 (13) Message machine only

**TIMMINS**

(1) J. Conrad Lavigne Ltd. (2) Box 620 (3) (705) 264-4211 (4) J. Conrad Lavigne (5) René Barrette (6) Rudy Fauteux (7) (pending CRTD decision)

**TIMMINS**

(1) Super Antenna Ltd. (2) Box 1036 (3) (705) 264-6959 (4) B.W. Anderson (7) Timmins (8) 12 (9) \$5.00 (10) \$15.00 (12) 8000 (13) Nil

**TORONTO**

(1) Albion Cable TV Ltd. (2) 914 St. Clair Ave. W. (3) (416) 531-5751 (5) S.L. Wassenaar (7) Bolton (8) 10

**TORONTO**

(1) Bramalea Telecable (2) 25 Adelaide St. E. (3) (416) 362-2771 (4) E.S. Rogers (5) B.A. Ross (6) F. Verkaik (7) Brampton, Bramalea,

Peel County (8) 5 (13) weather, political, municipal art, cultural

#### TORONTO 5

(1) Clear Color Cable Services Ltd. (2) 400 Jarvis St. (3) (416) 924-5210 (4) G.F. Keeble (7) Camp Borden, Angus, Alliston (8) 10 (9) \$4.95 (10) \$15.00 (12) 4000 (13) Nil

#### TORONTO

(1) Hosick Television Comp. Ltd. (2) 2098 Dundas St. W. (3) (416) 535-3137 (4,5) J.W. Hosick (6) David Chan (7) 2500 homes Bloor-Jane area (8) 9 (9) \$4.50 (10) Nil (11) 750 (12) 22,000 (13) Nil

#### TORONTO 10

(1) Metro Cable TV Ltd. (2) 550 Hopewell Ave. (3) (416) 789-3301 (4) G.P. Gestounis (5) Brian D. Coyne (6) F. Del Bosco (8) 10 (9) \$4.50 (10) Nil (11) 37,171 (12) 100,000 (13) Nil

#### TORONTO

(1) Rogers Cable TV Ltd. (2) 25 Adelaide St. E. (3) (416) 362-2771 (4) E.S. Rogers (5) B.A. Ross (6) F. Verkaik (7) Metro Toronto (8) 10 (9) \$4.50 (10) Nil (11) 18,000 (12) 65,000 (13) Political, sports cultural, social, art

#### WESTON

(1) York Cablevision Ltd. (2) 93 Penn Dr. (3) (416) 742-1455 (4) S.W. Welsh (5) R.D. Williams (6) F.C.E. Baker (7) Part of Metro Toronto (8) 10 (9) \$4.50 (10) Nil (11) 26,000 (12) 55,000 (13) Nil

#### WILLOWDALE

(1) Willowdowns Cablevision Ltd. (2) 94 Sheppard Ave. W. (3) (416) 222-4292 (4) W. Heshka (5) C. Newton (6) R. Cymbalisky (7) Bathurst Village & Bathurst Manor (8) 10 (9) \$4.50 (10) Nil (11) 1100 (12) 4300 (13) Nil

#### WOODSTOCK

(1) Western Cable TV Ltd. (2) 16 Graham St. Box 363 (3) (519) 539-9521 (4) James R. Shaw (5) Donald Stewart (6) R. Elliott (7) Ingersoll, Beachville, Woodstock (8) 8 (9) \$5.00 (10) Nil (11) 5995 (12) 10,000 (13) Nil

## Quebec

#### ASBESTOS

(1) Cablevision Inc. (2) 214 Bourbeau St. (3) (819) 879-5222 (4,5) J.P. Bolduc (6) Marcel Parenteau (7) Asbestos (8) 9 (9) \$3.50 (10) \$15.00 (11) 1700 (12) 2000 (13) Nil

#### BAGOTVILLE

(1) J.H. Duchesna Ltée. (2) 466 Bagot (3) (418) 544-2883 (4) Mrs. J.H. Duchesne (5,6) Jacques Duchesna (8) 3 (9) \$2.75 (10) \$10.00 (11) 250 (12) 600 (13) Nil

#### BAIE ST. PAUL

(1) Charlevoix Video Inc. (2) 2 rue Labbe (3) (418) 435-3533 (4,5) Claude Lemieux (7) Baie St. Paul, St. Urbain (9) \$5.25 (10) \$25.00 (11) 930 (12) 1280 (13) Nil

#### BEAUCE

(1) Beauce Distribution TV Inc. (2) 650 boul. Renault, Beauceville Est. (3) (418) 227-6000 (4) Jacques R. Renault (5) Michel Gagnon (7) Beauceville Est et Ouest (8) 7 (11) 600

#### BROMPTONVILLE

(1) Television Commautaire de Brompton Inc. (2) 1 rue de l'Eglise (3) (819) 846-2711 (4,5) Raymond Bergeron (6) Jean Marc Rivard (7) Bromptonville (8) 9 (9) \$3.50 (10) \$25.00 (11) 444 (12) 620 (13) Nil

#### DISRAELI

(1) Tranvision Disraeli Inc. (2) 142 St.

Thomas (3) (418) 449-2700 (4,5) Lucien Dion (6) André Gosselin (7) Disraeli (8) 8 (9) \$3.50/\$4.00/\$5.00 (10) \$5.00/\$20.00/\$40.00 (11) 700 (12) 900

#### DOLBEAU

(1) Dolbeau TV Service Enrg. (2) 621 Blvd Walberg (3) (418) 276-1651 (4) Louise René Perron (5) L.R. Roberge (6) Jean Marc Michaud (7) Dolbeau & Mistassini (8) 2 (9) \$4.00 (10) \$25.00 (11) 1350 (12) 1800 (13) Nil

#### DORCHESTER

(1) St. Prosper TV Sys. Reg. (2) St. Prosper (3) (418) 594-2950 (5,6) Laurent-Paul Samson (7) St. Prosper, Dorchester (8) 6 (9) \$3.00 (10) \$25.00 (11) 202 (12) 450 (13) Nil

#### DRUMMONDVILLE

(1) TV Drummond Inc. (2) 260A Brock (4,5) M. Gerard Malo (6) Gerald Watkins (7)

Drummondville and suburbs (8) 9 (9) \$3.35/\$3.95 (10) \$25.00/\$5.00 (11) 2800 (12) 5000 (13) Nil

#### FERME-NEUVE

(1) Ferme-Neuve Telediffusion (2) Ferme-Neuve C.P. 184 (3) (819) 587-3331 (4) Roger Ouellette (7) Ferme-Neuve (8) 3 (9) \$2.50 (10) \$15.00 (11) 200 (12) 300 (13) Nil

#### GASPE-NORD

(1) A. Couturier & Fils Ltée. (2) Marsoui (3) (418) 67 (4) Alphonse Couturier (5) Oscar Couturier (7) Marsoui (8) 1 (9) \$3.00 (10) \$50.00 (11) 107 (12) 115 (13) Nil

#### FRONTENAC

(1) Megantic Transvision Inc. (2) 5090 rue Frontenac C.P. 339 (3) (819) 583-0432 (4,5) Lucien Cameron (6) Gatién Blais (8) 6 (9) \$4.05 (10) \$55.00 (11) 957 (12) 1200

Continued on page 94



# I want entertainment

"... and I get it," says Art Grayling, a commercial fisherman of Port Stanley, Ontario. "CFPL-TV has a lot of the programs I like ... I like action ... like Bonanza and Mission Impossible. My wife and I watch a lot of television and we watch Channel 10 the most."

CFPL-TV serves Western Ontario — completely.



**CFPL-TV**  
**LONDON**  
**CANADA**

**Cable Television continued****GRANBY**

(1) Transvision Granby Inc. (2) 354 rue Principale (3) (514) 378-7905 (4) O. Girard (5) Marc St. Laurent (6) H. Bertemes (7) Granby (8) 9 (9) \$4.00 (10) \$15.00 (11) 980 (12) 4200 (13) Nil

**GRANDE VALLEE**

(1) Le Breux Electronique (2) Grande Vallée (3) (418) 196 (4) Robert LeBreux Jr. (7) Grande Vallée et Gros Morne (8) 2 (9) \$5.00 (10) \$50.00 (11) 225 (12) 300 (13) Nil

**HAWKESBURY**

(1) Cie Cable Vision de Hawkesbury Ltée (2) 493 Champlain (3) (613) 632-2514 or 632-7037 (4) Bernard Bertrand (5) Yvon Bertrand (6) Bernard Bertrand (7) Hawkesbury (8) 10 (9) \$3.95 (10) \$15.00 (11) 1200 (12) 2100 (13) Nil

**JOLIETTE**

(1) Labelle Radio Service Enrg. (2) 3030 Visitation Kildare Co. (3) (514) 753-9615 (4) Gerald Labelle (7) St. Come Co. Joliette (8) 5 (9) \$4.00 (10) \$75.00 (11) 25 (12) 150 (13) Nil

**KAMOURASKA**

(1) St. Pascal TV System Enrg. (2) CP 130 St. Pascal (3) (418) 492-2017 (4,5) Louis Georges Paradis (7) St. Pascal, Kamouraska (8) 6 (8) \$4.00 (10) \$15.00 (11) 300 (12) 500 (13) Nil

**LA TUQUE**

(1) Electro-Vision (LaTuque) Inc. (2) 333 St. Joseph St. (3) (819) 523-3737 (4) Philippe Brassard (5) Brian M. Braithwaite (6) Philippe Brassard (7) La Tuque & district (8) 6 (9) \$4.50 (10) \$10.00 (11) 3200 (12) 3300 (13) Nil

**LAVAL**

(1) Video Cable Services Div of Treeford Ltd. (2) P.O. Box 141 (Ste Rose) (3) (514) 622-3330 (5,6) R.H. Hicks (7) St. Therese, Fabreville, Ste. Rose, Rosemere, St. Eustache, Two Mountains (8) 10 (9) \$4.50 (10) \$12.50 (11) N/A (12) 19,000 (13) Nil

**LENNOXVILLE**

(1) Lennoxville Transvision Inc. (2) 115 Queen (3) (819) 567-7969 (4) Mrs. Y. Roberge (5) Luc Roberge (6) Roger Yergeah (7) Lennoxville, Huntingville (8) 8 (9) \$5.00 (10) \$15.00 (11) 950 (12) 1100 (13) Nil

**MAGOG**

(1) Lachute Cable Vision Inc. (2) 15 St. Patrice Ouest (3) (819) 843-3358 (4) Omer Girard (5) Robert Girard (6) Armand Dubé (7) Lachute (8) 9 (9) \$4.00 (10) \$10.00 (11) 500 (12) 1000 (13) Nil

**MAGOG**

(1) Transvision Magog Inc. (2) 15 St. Patrice Ouest (3) (819) 843-2892 (4) Omer Girard (5) Robert Girard (6) Gerard Lamontagne (7) Magog (8) 10 (9) \$4.00 (10) \$10.00 (11) 2500 (12) 3000 (13) Automatic Weather & News, local live programs

**MALARTIC**

(1) Cable Communautaire de Malartic Enrg. (2) 691 Laval St. P.O. Box 3056 (3) (819) 757-3230 (4) Roland Hamel (7) Malartic (8) 3 (9) \$3.00 (10) Nil (11) 400 (12) 900 (13) local news, hockey at arena

**MATAGAMI**

(1) Matagami TV Club (2) P.O. Box 517 (3) (819) 739-2505 (4) J.W. Jordan (6) W. Rowney, H.A. Thompson (7) Matagami (8) 2 TV/1 FM (9) \$3.00 (10) \$50.00 (11) 320 (12) 460 (13) Nil

**MEGANTIC**

(1) Black Lake Télédiffusion Inc. (2) CP 7 Robertsonville Co. (3) (418) 335-7850 (4)

Mrs. Laurette B. Fortin (5) Laurette B. Fortin (6) Roger Bergeron (7) Black Lake, Co. Megantic (8) 6 (9) \$3.00 (10) Nil (11) 913 (12) 950 (13) Nil

**MONTREAL 308**

(1) Cable TV Ltd. (2) 8360 Mayrand St. (3) (514) 739-3171 (4) David M. Campbell (6) Sam Salvin (7) Montreal and district (8) 8 (9) \$4.95 (10) \$12.50 (11) 45,000 (12) 165,000 (13) Public Service, Community

**MONTREAL 110**

(1) Canadian Cable Television Assoc. (2) 1010 St. Catherine W. Ste. 1004 (3) (514) 861-0568 (4) C.R. Boucher (5) Jacques Chevalier (6) J.W. Loader (11) Trade Association

**MONTREAL 326**

(1) National Cablevision Ltd. (2) 90 Beaubien W. (3) (514) 276-2501 (4) B.J. Shepard (5) M.L. Lahaie (6) E.W. Finlay (7) Greater Montreal (8) 12 (9) \$5.00 (10) \$10.00 (11) 82,000 (12) 412,000 (13) 66 live programs per wk.

**NICOLET**

(1) Decibel Enrg. (2) 160 Fortier (3) (819) 293-4321 (4) Germain Duhaime, Michel Biron (7) Nicolet (8) 6 (9) \$3.75 (10) \$15.00 (11) 325 (12) 800 (13) Nil

**PLESSISVILLE**

(1) Clair-Vue Inc. (2) 2282 St. Calixte (3) (819) 362-2331 (4) Geo. Ed. Morin (5) Paul Fontaine (7) Plessisville (8) 8 (9) \$3.30 (10) Nil (11) 900 (12) 1500 (13) Nil

**PORT CARTIER**

(1) Port Cartier Recreation Assoc. (2) P.O. Box 1405 (3) (418) 768-2312 (4) Robert Dagenais (5) Julien Cormier (6) B. Bernier (7) Port Cartier (8) 2 (9) \$7.00 (10) \$50.00 (11) 140 (12) 600 (13) Nil

**PORTNEUF**

(1) Paquin & Martel TV Enrg. (2) Montauban Comte (3) (418) 28 & 29 (4) Edouard Martel et Alphonse Paquin (7) Village de Notre-Dame des Anges, Co. Portneuf (8) 5 (9) \$2.50 (10) Nil (11) 60 (12) 100 (13) Nil

**PRINCE VILLE**

(1) Prince Video Enrg. (2) CP 635 (3) (418) 453-2238 (4-6) Normand Mercier (7) Prince Ville (8) 8 (9) \$3.50 (10) \$30.00 (11) 250 (13) Nil

**RIVIERE-du-LOUP**

(1) Rivière-du-loup Cable (2) 1 rue Frontenac (3) (418) 862-6003 (Not yet in operation)

**QUEBEC 10**

(1) St.-Amand Telecable Inc. (2) 810-A Blv. Pie XII Ste. Fog (3) (418) 653-4179 (5) Reynald St. Amand (7) Ste. Thecle Co. Lavolette (8) 7 (9) \$4.32 (10) \$10.00 (11) 250 (12) 450 (13) Nil

**ST-HYACINTHE**

(1) Radio St-Hyacinthe Ltée (2) 855 Ste. Marie (3) (514) 774-6486 (4) Gilles Chartier (5) Roger Duceppe (6) Lucien Caron (7) St. Hyacinthe (8) 8 (9) \$4.50 (10) \$25.00 (11) 250 (12) 2500 (13) Nil

**ST. RAYMOND**

(1) Video Dery Ltée (2) 131 rue St. Joseph (3) (418) 337-2413 (4-6) Gilles Dery (7) St. Raymond de Portneuf (8) 6 (9) \$3.25 (10) \$30.00 (11) 1,000 (12) 1050 (13) Nil

**SEPT-ILES**

(1) La Compagnie de Television de Sept Iles Ltée (2) 364 Ave. Brochu (3) (418) 962-9114 (4) Paul-Ernest Leblanc (5) Tony Côté (6) André O'Malley (7) Cité des Sept-Iles (8) 2 (9) \$5.50 (10) \$40.00 (11) 1060 (12) 3500 (13) Nil

**SHERBROOKE**

(1) North Hatley Transvision Inc. (2) Sherbrooke (3) (514) 567-3044 (4) Jacques Marcoux (7) North Hatley (8) 8 (9) \$5.40 (10) \$15.00 (11) 180 (12) 220 (13) Nil

**SHERBROOKE**

(1) Transvision Weedon Enrg. (2) 1480 Parent (3) (589) 569-8340 (4) B. Lisée (7) Weedon (8) 7 (9) \$3.70 (10) \$20.00 (11) 180 (12) 330 (13) Nil

**TROIS-RIVIERES**

(1) La Belle Vision Que. Inc. (2) 1579 rue St. Philippe (3) (819) 375-9601 (4) Wm. Karnes (5) Jean Brousseau (6) Alcide Launier (7) Trois-Rivières, Ouest, (8) 9 (9) \$4.81 (10) \$10.00 (11) 11662 (12) 15,000 (13) Nil

**VAL D'OR**

(1) Paul Television Service Ltd. (2) 602, 3rd Ave. (3) (819) 824-2475 (4) J.C. Coulombe (5) Roland Hamel (7) Val d'Or (8) 4 (9) \$3.00 (10) \$9.95 (11) 920 (12) 3000 (13) Nil

**VALLEYFIELD**

(1) Valleyfield Transvision Inc. (2) 14 King St. P.O. Box 151 (3) 373-9949 or 373-6090 (4) A. Guevremont (5) L. Richer (6) A. Guevremont (7) city of Salaberry de Valleyfield (8) 8 (9) \$3.50 (10) \$20.00 (11) 328 (12) 2000 (13) N/A

**VAUDREUIL**

(1) Videotron Ltée (2) Pointe Cavagnal (3) (514) 453-9372 (4) A. Chagnon (5) R. Dolan (6) J.C. Dagenais (7) Gatineau, Buckingham, Mont-Laurier, Beloeil (8) 12 (9) \$4.75 (10) \$10.00 (11) 9,200 (12) 16,000 (13) Local programming

**VILLE MARIE**

(1) Ville Marie TV Enrg. (2) P.O. Box 123 (3) (819) 14 (7) Ville Marie (8) 3 (9) \$3.24 (10) \$35.00 (11) 263 (12) 380 (13) Nil

**WATERVILLE**

(1) Transvision Waterville Enrg. (2) P.O. Box 93 (3) (819) 562-5216 (4) Norman d Paré (7) Waterville (8) 8 (9) \$4.00 (10) \$65.00 (13) Nil

**WINDSOR**

(1) Transvision Windsor Inc. (2) 79 St. George St. (3) (819) 845-2734 (4) Lionel Morin (5) Fernand Morin (6) F. Nault (7) Windsor, Greenlay (8) 9/4 FM (9) \$3.85 (10) \$50.00 (11) 678 (12) 1200 (13) Nil

# New Brunswick

**EDMUNDSTON**

(1) H & B Communications Corp. (2) 9 Hill St. (3) (506) 735-3613 (4) Wm. B. Jennings (5) J.A. Belanger (6) C. Daigle (7) Edmundston & St. Basile (8) 5 (9) \$5.00 (10) \$9.95 (11) 1895 (12) 3000 (13) Nil

**WOODSTOCK**

(1) Woodstock Community TV Ltd. (2) Box 1165 (3) (506) 328-6128 (4) H. Malcolm Carter (5) H.R. Franklin (7) Woodstock (8) 5 (9) \$3.75 (10) \$5.00 (11) 1275 (12) 1300 (13) Nil

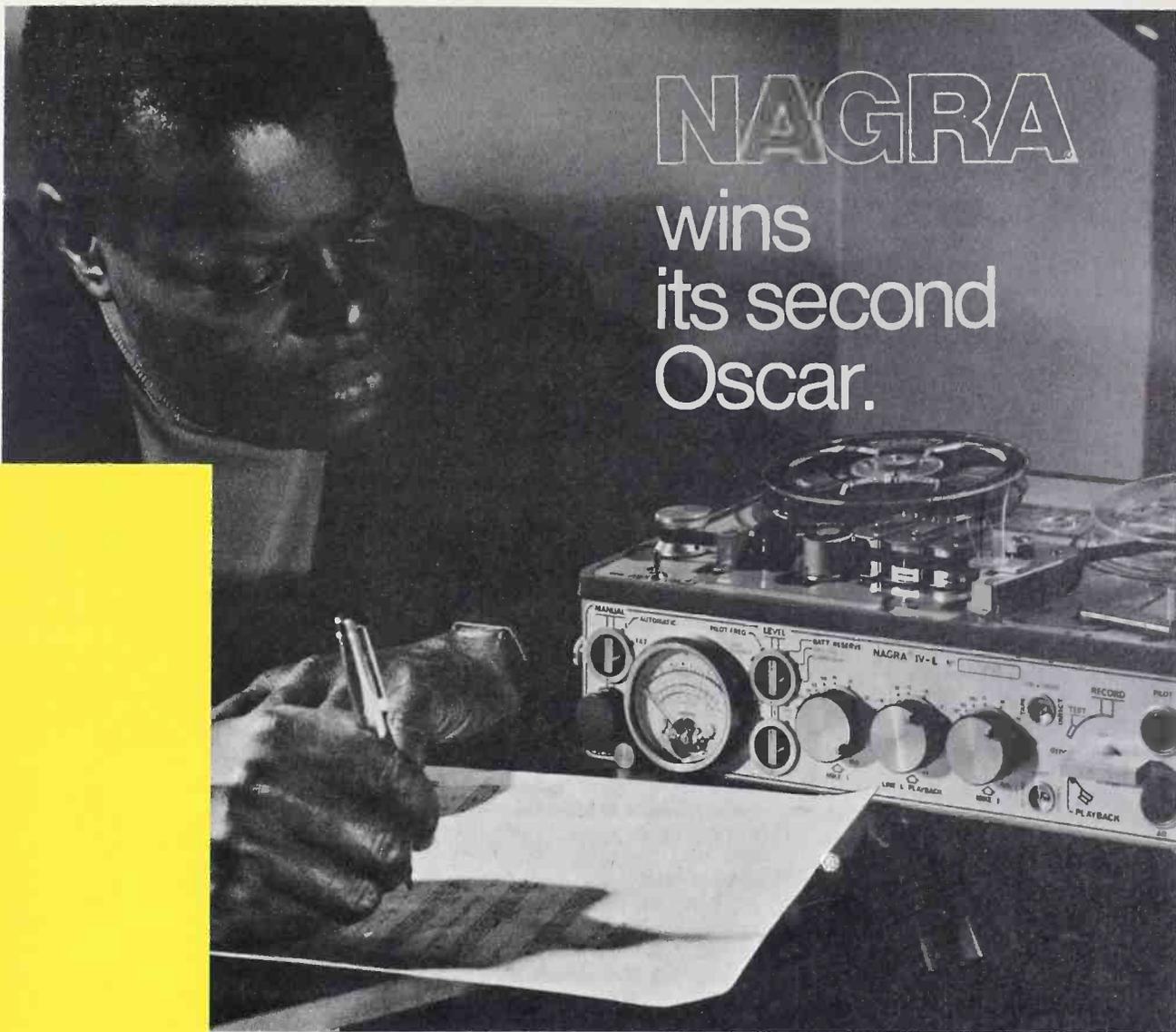
# Nova Scotia

**TRURO**

(1) Eastern Cablevision Ltd. (2) 69 Walker St. (3) (902) 895-1515/893-2357 (4) Emery Goguen (5) David Goguen (6) Emery Goguen (7) Truro, Bible Hill (8) 5 (9) \$5.50/\$6.50 (10) \$25.00 (11) 739 (12) 2,000 (13) Nil

# NAGRA

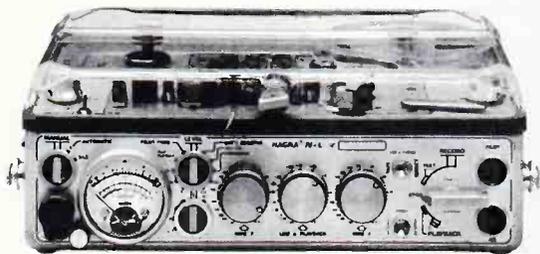
## wins its second Oscar.



1966, the Nagra tape recorder won its first Oscar at the Academy Award presentation in Hollywood.

Now it's won a second—Oscar Peterson. He's a Nagra fan for the same reasons most are. It weighs only 14 pounds. Goes anywhere with you to record sound effects, music and dialogue to full studio standards. Oscar takes his when on tour to record anything and everything including some of his LP releases. It doesn't bug under any conditions and it's rugged enough to take rough treatment.

"High fidelity over a range of 30-20,000 c/s is the type of performance you expect from a large console," says Oscar. "Nagra does it hanging from your shoulder." Of course, you don't have to take Oscar's word for it. Try it yourself. But as you know, Oscar makes only sound recommendations.



NG-21 (R)

# BRAUN

**BRAUN ELECTRIC CANADA LIMITED**

3269 American Drive

Malton, Ontario

**Cable Television continued****GRANBY**

(1) Transvision Granby Inc. (2) 354 rue Principale (3) (514) 378-7905 (4) O. Girard (5) Marc St. Laurent (6) H. Bertemes (7) Granby (8) 9 (9) \$4.00 (10) \$15.00 (11) 980 (12) 4200 (13) Nil

**GRANDE VALLEE**

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**KAMOURASKA**

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**LAVAL**

(1) Video Cable Services Div of Treeford Ltd. (2) P.O. Box 141 (Ste Rose) (3) (514) 622-3330 (5,6) R.H. Hicks (7) St. Therese, Fabreville, Ste. Rose, Rosemere, St. Eustache, Two Mountains (8) 10 (9) \$4.50 (10) \$12.50 (11) N/A (12) 19,000 (13) Nil

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(1) Lennoxville Transvision Inc. (2) 115 Queen (3) (819) 567-7969 (4) Mrs. Y. Roberge (5) Luc Roberge (6) Roger Yergeah (7) Lennoxville, Huntingville (8) 8 (9) \$5.00 (10) \$15.00 (11) 950 (12) 1100 (13) Nil

**MAGOG**

(1) Lachute Cable Vision Inc. (2) 15 St. Patrice Ouest (3) (819) 843-3358 (4) Omer Girard (5) Robert Girard (6) Armand Dubé (7) Lachute (8) 9 (9) \$4.00 (10) \$10.00 (11) 500 (12) 1000 (13) Nil

**MAGOG**

(1) Transvision Magog Inc. (2) 15 St. Patrice Ouest (3) (819) 843-2892 (4) Omer Girard (5) Robert Girard (6) Gerard Lamontagne (7) Magog (8) 10 (9) \$4.00 (10) \$10.00 (11) 2500 (12) 3000 (13) Automatic Weather & News, local live programs

**MALARTIC**

(1) Cable Communautaire de Malartic Enrg. (2) 691 Laval St. P.O. Box 3056 (3) (819) 757-3230 (4) Roland Hamel (7) Malartic (8) 3 (9) \$3.00 (10) Nil (11) 400 (12) 900 (13) local news, hockey at arena

**MATAGAMI**

(1) Matagami TV Club (2) P.O. Box 517 (3) (819) 739-2505 (4) J.W. Jordan (6) W. Rowney, H.A. Thompson (7) Matagami (8) 2 TV/1 FM (9) \$3.00 (10) \$50.00 (11) 320 (12) 460 (13) Nil

**MEGANTIC**

(1) Black Lake Télédiffusion Inc. (2) CP 7 Robertsonville Co. (3) (418) 335-7850 (4)

Mrs. Laurette B. Fortin (5) Laurette B. Fortin (6) Roger Bergeron (7) Black Lake, Co. Megantic (8) 6 (9) \$3.00 (10) Nil (11) 913 (12) 950 (13) Nil

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(1) Cable TV Ltd. (2) 8360 Mayrand St. (3) (514) 739-3171 (4) David M. Campbell (6) Sam Salvin (7) Montreal and district (8) 8 (9) \$4.95 (10) \$12.50 (11) 45,000 (12) 165,000 (13) Public Service, Community

**MONTREAL 110**

(1) Canadian Cable Television Assoc. (2) 1010 St. Catherine W. Ste. 1004 (3) (514) 861-0568 (4) C.R. Boucher (5) Jacques Chevalier (6) J.W. Loader (11) Trade Association

**MONTREAL 326**

(1) National Cablevision Ltd. (2) 90 Beaubien W. (3) (514) 276-2501 (4) B.J. Shepard (5) M.L. Lahaie (6) E.W. Finlay (7) Greater Montreal (8) 12 (9) \$5.00 (10) \$10.00 (11) 82,000 (12) 412,000 (13) 66 live programs per wk.

**NICOLET**

(1) Decibel Enrg. (2) 160 Fortier (3) (819) 293-4321 (4) Germain Duhaime, Michel Biron (7) Nicolet (8) 6 (9) \$3.75 (10) \$15.00 (11) 325 (12) 800 (13) Nil

**PLESSISVILLE**

(1) Clair-Vue Inc. (2) 2282 St. Calixte (3) (819) 362-2331 (4) Geo. Ed. Morin (5) Paul Fontaine (7) Plessisville (8) 8 (9) \$3.30 (10) Nil (11) 900 (12) 1500 (13) Nil

**PORT CARTIER**

(1) Port Cartier Recreation Assoc. (2) P.O. Box 1405 (3) (418) 768-2312 (4) Robert Dagenais (5) Julien Cormier (6) B. Bernier (7) Port Cartier (8) 2 (9) \$7.00 (10) \$50.00 (11) 140 (12) 600 (13) Nil

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**PRINCE VILLE**

(1) Prince Video Enrg. (2) CP 635 (3) (418) 453-2238 (4-6) Normand Mercier (7) Prince Ville (8) 8 (9) \$3.50 (10) \$30.00 (11) 250 (13) Nil

**RIVIERE-du-LOUP**

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(1) Radio St-Hyacinthe Ltée (2) 855 Ste. Marie (3) (514) 774-6486 (4) Gilles Chartier (5) Roger Duceppe (6) Lucien Caron (7) St. Hyacinthe (8) 8 (9) \$4.50 (10) \$25.00 (11) 250 (12) 2500 (13) Nil

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**SEPT-ILES**

(1) La Compagnie de Television de Sept Iles Ltée (2) 364 Ave. Brochu (3) (418) 962-9114 (4) Paul-Ernest Leblanc (5) Tony Côté (6) André O'Malley (7) Cité des Sept-Iles (8) 2 (9) \$5.50 (10) \$40.00 (11) 1060 (12) 3500 (13) Nil

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(1) North Hatley Transvision Inc. (2) Sherbrooke (3) (514) 567-3044 (4) Jacques Marcoux (7) North Hatley (8) 8 (9) \$5.40 (10) \$15.00 (11) 180 (12) 220 (13) Nil

**SHERBROOKE**

(1) Transvision Weedon Enrg. (2) 1480 Parent (3) (589) 569-8340 (4) B. Lisée (7) Weedon (8) 7 (9) \$3.70 (10) \$20.00 (11) 180 (12) 330 (13) Nil

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**VAL D'OR**

(1) Paul Television Service Ltd. (2) 602, 3rd Ave. (3) (819) 824-2475 (4) J.C. Coulombe (5) Roland Hamel (7) Val d'Or (8) 4 (9) \$3.00 (10) \$9.95 (11) 920 (12) 3000 (13) Nil

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(1) Valleyfield Transvision (2) St. P.O. Box 151 (3) (4) A. Guevremont (7) Guevremont (7) ci Valleyfield (8) 8 (9) 328 (12) 2000 (13) N/A

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(1) Videotron Ltée (2) (514) 453-9372 (4) A. Dagenais (6) J.C. Dagenais (7) Mont-Laurier, Beloeil (8) \$10.00 (11) 9,200 (12) programming

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**WATERVILLE**

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**WINDSOR**

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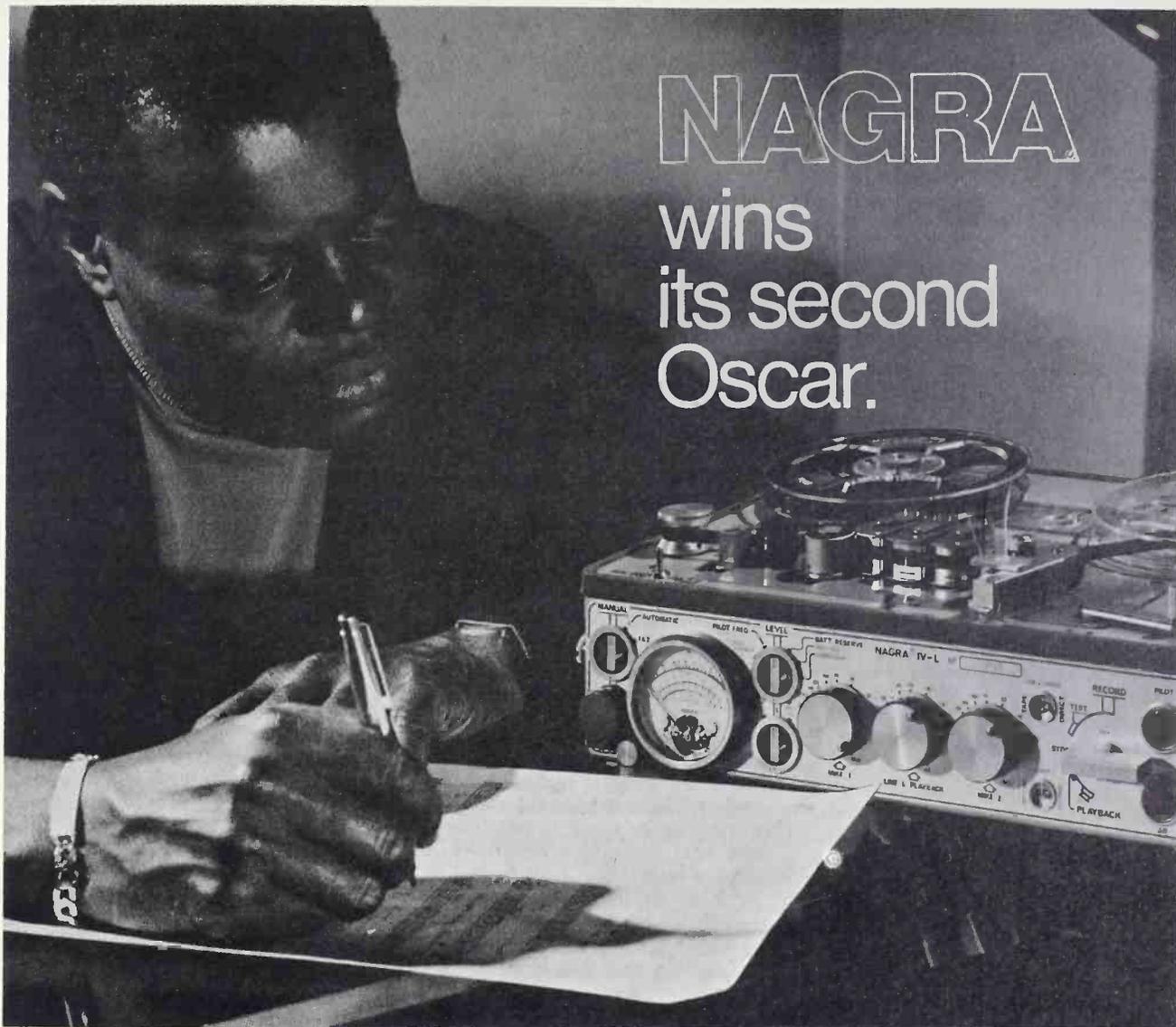
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(1) Woodstock Community TV Ltd. (2) Box 1165 (3) (506) 328-6128 (4) H. Malcolm Carter (5) H.R. Franklin (7) Woodstock (8) 5 (9) \$3.75 (10) \$5.00 (11) 1275 (12) 1300 (13) Nil

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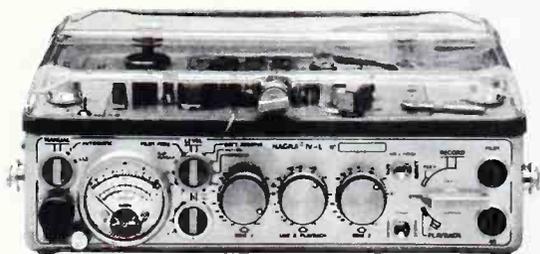


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# A collection of thoughts on the 30% music question

by Kit Morgan

Here it is — the definitive prediction on the outcome of the CRTC hearing on its proposed 30 per cent Canadian content ruling for AM radio . . . based on interviews, press clippings and scuttlebutt, the thinking of just about everybody who's anybody (and several nobodies) in the broadcast and music industries . . . and examination of the pros and cons of it all (and each pro and con has its own pros and cons). The prediction is that — fanfare, please, composed by a 30 per cent Canadian, 30 per cent of it performed by Canadians, and recorded in 30 per cent of Canada, of course — the CRTC will make certain changes, and the compromise will still not satisfy any of the elements involved.

"Who would dare oppose it (the Canadian content proposal) . . . ?" righteously demanded RPM, the Canadian music trade paper, announcing the cause celebre. "Objectors would merely show their lack of Canadianism."

The Canadian Association of Broadcasters dares oppose it, as do many stations presenting briefs independently.

Many broadcasters oppose the proposed regulation not only because they agree with CAB president Raymond Crepault that it could be "almost fatal" to private radio, but because — paradoxically — a record company executive puts it very well, it "represents the worst kind of bureaucratic interference in a supposedly free society." So wrote Don McKim, president of Phonodisc Ltd., in a letter to the editor published in RPM.

And they oppose it because, as Trayton Cheesman of Ottawa, whoever he may be, wrote to the *Globe and Mail*, "the real losers in this ruling will be the public, forced to listen to mediocrity just because . . . it is Canadian . . . smacks of petty nationalism of the lowest order . . ."

Of course, the CRTC must have been well aware that its proposals "represent the worst kind of bureaucratic interference" and "smack of petty nationalism" and that "the real losers will be the public," so opposition on these grounds

must be purely for the record.

And the CRTC has its own clippings. "I shed nary a tear for AM radio. It's a very gentle, easy, long-overdue, short step in the right direction," wrote Toronto Telegram columnist Bob Blackburn. "Why should the radio boys be able to get away with their interminable replays of imported Top Forties or what have you? The CRTC proposals offer them an acid test, and that is all to the good and well overdue," confirms another clipping.

"The long-expected 30 per cent Canadian content rule in radio is even more desirable," opined Blaik Kirby in the *Globe and Mail*, "for some stations appear to have no national consciousness and must, apparently, be required to do what their consciences should have told them to do." Cash Box, the U.S. record industry trade paper, headlined the news "30 per cent Canadian Content Ruling is Greeted as 'Day of Much Rejoicing'" and said "There is very little room for valid argument . . ."

(Broadcasters, your credibility gap is showing.)

For comic relief, we have this statement from *Billboard*: "Broadcasters . . . reacted favorably to the proposed rulings," a conclusion based on a sampling of three — count 'em, three — broadcasters and a loose interpretation of the word 'favorable'.

Meetings held by regional broadcasters' associations revealed few members who reacted favorably. As CAB president Crepault has said, they agree with the objectives, but question the approach.

"They are asking the radio industry to create a record industry," he says. (An intriguing sidelight to the desirability of creating a record industry emerged in a CBC-TV program, "The New Majority", a couple of weeks ago. Motherlode, a Canadian group which recorded for an independent Canadian label and had a solid hit on Canadian radio picked up in the U.S., rapped about the music scene, and the group's organist, an expatriate American, com-

mented "when you have a record out and it happens to sell . . . then you have the plastic people coming in and taking over . . . it's no longer something you enjoy. When Motherlode first started out, it was a beautiful group, but it's got a record out now and people are capitalizing off it, so it's one big business, one big plastic business, which I think stinks.")

"This sets a precedent for more meddling in program content to appease other pressure groups," comments another prominent broadcaster — and the Canadian Association of Consumers pitched the special Senate committee on mass media on the right of consumer groups to initiate programs, adding that they would increase Canadian content. God forbid — the CRTC might not — scintillating dissertations on the difference between Fancy and Choice grade tinned fruits and vegetables as an added attraction to Canadian content records!

The broadcasters' strongest protest against the proposals, however, is on economic grounds. The music industry tends to think of radio in terms of the major market giants. (Evidence of this is the fact that many smalltown stations don't receive the free promo copies of singles so liberally distributed to the big stations, and some can't even wheedle release sheets from which to order new records.) Maybe the CRTC does, too.

In fact, at least 50 per cent of Canada's private radio stations are marginal operations, says Crepault. The proposed regulation threatens slim margins of profit in two ways. Most stations will be forced to add staff to their payroll — at least two people, four in some cases, the CAB reckons — to cope with the paperwork involved. All records in the library and new releases will have to be checked for Canadian content and identified as such; playlists will have to be prepared, with much juggling to assure the required percentage of Canadiana; music sheets recording the required data will have to be kept.

Too, many broadcasters feel that

Canadian records will alienate listeners, driving them to the American stations that can be picked up by the majority of listeners, or to their record or tape players, and that the resultant decimated ratings will deflate time sales and rate card structures.

(In a recent BBC television interview, Lord Thomson was asked why he is selling his radio interests in Canada. "They want to force you to put on talent that people don't want to look at or listen to," he said, undoing the work of the government missionaries who recruit Britons to emigrate to Canada. "If I can't make money . . . I am going to get out of it.)

Crepault demonstrated insight into the Canadian psyche when he commented in a forum broadcast on radio and TV in Calgary that "If there was a plebiscite on whether the public wants Canadian talent or not, I predict they would vote in favor of Canadian talent — but in the privacy of their own homes would tune American stations."

"The CRTC assumes that audiences will continue to listen even if the quality of the programming deteriorates. This is an unwarranted assumption. Substitutes exist for both audiences and for advertisers," said L. Waverman, assistant professor of economics, University of Toronto, in a letter to the Toronto Star. "A shift of advertising dollars . . . could be expected. The brunt of the costs of the rule will therefore be born by Canadian radio . . ."

"Why not? They receive a license from the people of this country and they should put something back into the country," retorted Greg Hambleton, a young record producer-music publisher, in a letter replying to the professor.

"Who's to say at this point in time that Canadians don't want to hear Canadian records?" asks John Murphy, program director of CHAM Hamilton, in a letter published in RPM. It's quite true that listeners to many Canadian stations have heard precious few Canadian records. (Which is what the proposed ruling is all about. As Sydney Newman has said, "If they'd got up off their fannies and done the job they should have done, the new regulations wouldn't have been necessary.") It's also true that a handful of stations, notably CFRB Toronto, have programmed close to the 30 per cent mark without losing audience; but then, CFRB seems to have an uncanny hold on its million-plus listeners, and therefore its advertisers.

Much of CFRB's Canadian content — and that of 160-odd other stations — is Canadian Talent Library material, and perhaps there's an object lesson here for a music industry that equates airplay with record sales. CTL probably rates as much airplay in Canada as all other Canadian record releases put together,

yet last year it spent some \$125,000 on record production (and administration) and in return received about \$3,000 in royalties from the sale of its albums to the Canadian public. 'Course, it's supposed to be non-profit.

A major issue today is the availability of air-worthy Canadian content material. Many broadcasters say they can't fill the quota without lowering their standards and jeopardizing their sound and their listenership. Most music men say there's ample product warping in the wastebaskets of the nation's stations, and more on the way. Both factions exaggerate.

And the judgments are all subjective. Alan Wood of the A.F. of M., the musicians union, maintains that "in the rock and roll idiom, there are hundreds of records around that can't get played. They could go into that immediately because of the stock on hand." But Allan Waters, president of CHUM Toronto, which programs in what Wood still calls the rock and roll idiom, says "Right now there isn't enough available, by which we mean available and playable."

CKEY Toronto has objective criteria by which it measures every record release, Canadian or furrin (if you don't

Continued on page 115

# OTTAWA

1970

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### EXTEND BEST WISHES FOR A SUCCESSFUL CONVENTION

## The Canadian Association of Broadcasters

# DEVELOP... DON'T DICTATE

by Ray Sonin

When I was the editor of "The Melody Maker" and later "The New Musical Express" in England during the late forties and early fifties, I was in the middle of what in those days was called a "campaign" and in these days is called a "protest".

The Songwriters' Guild of Great Britain, in association with the Musicians' Union and other interested bodies, was making strong representations to the British Broadcasting Corporation asking for, pleading for and ultimately demanding a quota of British songs and records on the air.

They produced figures to show that nearly ninety per cent of all the popular and middle-of-the-road music sung or played on British radio originated from the United States; they wanted a quota for the sake of the songwriters, musicians, singers and other talent in Britain who they felt were not getting a break. And with the BBC being a radio monopoly, the campaigners certainly had a point; there was nowhere else for the talent to go...

The BBC categorically refused to entertain the idea of a quota or anything like it. Despite the fact that Members of Parliament were drawn into the dispute and questions were asked in the House of Commons, the BBC stuck to its guns. It took the attitude that its function, as a broadcasting body responsible to its listeners, was to play the best. If that best happened to be British in origin, so much the better but, if the best available happened to be American, Scandinavian or something from the depths of the Congo, there should be no restriction whatsoever in the way of it being played as and when the BBC chose.

Furthermore, the BBC felt that its methods of selection were the fairest way of ensuring the best possible music and songs for its listeners. It had its own special and expert committee, drawn from all the heads of the BBC departments concerned with the broadcasting of music (live or recorded), and it was their function to consider every song submitted by a music-publisher; every record submitted by a recording-company; and every singer, band or

instrumentalist who wished to broadcast.

The function of the committee was clear. If they turned down a song on the grounds of bad taste or poor quality, that song could not be broadcast. If the song, record, or musical talent was "passed for broadcasting", it could then be fitted into programs.

The BBC felt that this was the fair way of setting up what was virtually its own quota. That quota was the standard, and they felt that if they bowed to the campaign of the songwriters, the standard would rate second to the quantity. As far as they were concerned, country of origin did not affect their judgment in any way. They were looking for the best and, within the human failings of any committee anywhere, they found and broadcast what they sincerely believed to be the best.

They summed up their attitude by saying that, when British songwriters produced such good music that it was the best available, it would be played willingly and gratefully — but because it was good, not because it was British.

In my editorials in my weekly newspapers, I agreed with the BBC. My papers were the platform for both sides, so I could clearly see and appreciate the pros and cons of the opposing argu-

Before emigrating to Canada in 1957, Ray Sonin was a leading show-business journalist in Britain. He edited "The Melody Maker" for ten years, and then started "The New Musical Express," building it up to become one of the largest musical weekly newspapers in the world. He was also a script writer for the BBC.

In Toronto, he started broadcasting with CFRB in 1958, and is now heard regularly six hours a week on that station. He is a member of the Quarter-Century Club of the Canadian Association of Broadcasters.

ments, and I sympathized most sincerely with the songwriters and musicians. As a matter of added interest, I happen to be a songwriter myself and a member of the Songwriters' Guild of Great Britain, and my songs were not getting the radio plays I would have liked. So I knew exactly what the campaign was all about but, even so, I was strongly opposed to any quota on principle.

What is the point of a radio quota? It forces people to listen to something or it forces them to switch off. If they like what they hear, by reason of the quota, that is fine but — human nature being what it is — listeners tend to resent on principle anything that they *have* to listen to, or *are told* to listen to. They are only waiting to hear something that they consider substandard and immediately they will say: "You see? What did I tell you? The British can't write songs like the Americans; it's no good kidding yourself..."

For the listeners to lose their respect for British talent might be an extreme projection of the issue involved, but it could have happened. I summed up all my feelings on the whole matter by saying that the tide was turning. British music was getting better and better and, as the standard improved, the listeners themselves would want to hear more and more of the homegrown product in quantities even larger than that of any officially imposed quota. In fact, I went so far as to say that I could see the day dawning when it would be the Americans who would be demanding a quota to help them compete with all the British music that was being aired...

My words were happily prophetic. Even before the advent of the Beatles, the rise of such stars as Cliff Richard, Ted Heath and his Music, Ruby Murray and many others was helping to bring British music to the top. Stars need songs to sing and so songwriters were encouraged and developed. The process began and the Beatles clinched it.

Now look at the situation. If you listen to the BBC today, over ninety per cent of all the music it plays is written and performed by Britons. British songwriters win Oscars... British music and performers are acclaimed all over the world. And that was done without a quota.

So the BBC were right in their attitude, and they and the erstwhile protesters lived happily ever after...

I have now been resident in Canada for thirteen years and, as the old song says: "Here we are again..." The same set of circumstances now exists in Canada only this time, the songwriters/musicians/singers/record-makers have the added and formidable strength of a federal body leading the campaign on their behalf.

The CRTC has proposed that, as from October 1, 30 per cent of music played on AM radio shall be Canadian, and the parallel to the campaign in Britain in the fifties is clear. But with some important differences.

In Britain, the songwriters and musicians had a strong case in the fact that they had produced, and were producing enough records and songs to make even a 50 per cent quota possible and feasible. There was, in fact, a huge backlog of British records and a huge library of British music immediately available and (claimed the protesters) virtually untapped.

Furthermore, Britain had a thriving and very active music business — a large number of record companies producing a varied repertoire monthly under the guidance of some of the best a. and. r. men in the world; a whole area in and off Charing Cross Road in London that was Britain's own "Tin Pan Alley", full of music-publishers with their quota of song-pluggers, arrangers, and staff writers; and hundreds and hundreds of outlets for talent — dance halls, concert halls, variety theatres, large auditoriums in the big towns and village halls in the heart of the country. All these facts, together with the other facets of organization that go to make up a music-business, substantiated in a large degree the claims of the songwriters in their campaign against the BBC.

They said, in effect: "We have the material, we have all the facilities for their development, but we don't have the opportunity."

In Canada, they could say exactly the opposite but the CRTC, in its ruling, has echoed only the last part of the above statement. It says that Canadian singers, musicians, songwriters and record-manufacturers do not have the opportunity. So they are going to be given that opportunity. But where is the backlog to support it? Where is the established music-business to develop it?

Canada, from a show-business point of view, has always been regarded elsewhere in the world as of minor importance — and that is being charitable. When I told my colleagues in London that I was coming to Canada and asked what they knew about show-business here, I was told: "What is there to know? It doesn't exist. As far as show-business is concerned, Canada doesn't count."

The situation is better now than it was when I asked that question thirteen years ago but still Canada lags behind. Its biggest problem in having a strong music-business is purely one of geography. For all I know, based as I am in Toronto, there may be some splendid talent in Vancouver but, if you mentioned any of their names, I have

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never heard of them. This is wrong but it is hard to believe that the matter will be set right by a 30 per cent Canadian quota on AM radio. The development of Canadian talent is important and far more complex than the CRTC seems to realize by its oversimplification of "remedies".

In this article, I am not dealing with the CRTC rulings about television because my experience here and in Britain has revolved in and around radio and music. So when I talk about talent, I am referring to any Canadian talent that can be encouraged and developed through the means of radio. Since there is virtually no live radio programming for musical talent, the CRTC ruling may be taken to refer to recorded music of Canadian origin.

Which brings me to the backlog. As I said before, the main plank of the British appeal for a quota was the fact that the records and music were there but were not being played. Here, the CRTC has said, in effect: "Whether or not there is 30 per cent of Canadian recorded music available for AM radio is beside the point. By October 1, *find it!*"

My contention is that this attitude is unrealistic. Let's look at the figures. When the CRTC announcement was made on February 12, the Canadian Talent Library (which has been doing an excellent job for Canadian talent and deserves every support and encouragement) had issued 125 long-playing albums, and had 1,500 separate tracks (i.e. complete records) available on these albums. Since then, they are issuing one or two albums a month and hope to step up this figure to four or five a month. With each album containing, on an average, twelve separate titles, we are talking about a maximum of 60 extra 2½ to 3-minute records every month.

The record-industry in Canada has never been a large one, but all the companies concerned are now stepping up production — RCA, Capitol, Arc, Nimbus 9, etc. How many records have they produced or can they produce? Naturally, at this time, they are cagey about figures but everybody is assured that there are plenty of Canadian records available.

Let us examine this assurance in a little more detail. The BMI catalogue of registered Canadian music lists in all some 6,000 titles, many of which are French-Canadian, Country and Western, pop and far-out, so that not all of them are necessarily the type of music that all radio stations would play.

However, to be absolutely fair, let us include the whole total of this available material. So we have 6,000 records from BMI; 1,500 from CTL, and let us be generous and say that we have the same

amount from other recording outlets. That means that, in round figures, we can count on 15,000 separate records from Canadian sources and just to show that I have no desire to denigrate the Canadian product in any way, let us increase this total to 20,000 records.

Again I stress that not all these records are suitable for all radio stations. The fact that a record is written by, sung by, played by or recorded by a Canadian does not immediately make it a *good* record, and surely radio stations still have the right to determine which records they should play that fit into their policy and conform with their own standards of pleasing and keeping their listeners?

Now, as the commercials say, let us compare products. In the monthly Schwann Catalogue of recorded music, you will find listed 35,000 albums of American origin. With twelve records on each album, that is a total of 420,000 individual records, and this figure is being added to all the time in hundreds and hundreds of titles.

Even without the addition of recordings from Britain and Europe (which run into the thousands), it will be seen that the amount of recordings available to radio stations in Canada at this moment is in the ratio of 420,000 American to 20,000 Canadian. This is quite a discrepancy and certainly not good for the music business in Canada. But does it suggest that the radio stations can immediately and easily find 30 per cent of Canadian records for their programs from October 1?

One wonders whether the CRTC conducted any detailed research into figures of records available or recording capacity in Canada before they came up with their figure of 30 per cent. Did they find out the number of records made in Canada that a radio station can now use and then, by comparing them with the number of other foreign available records, strike a reasonable percentage? Obviously, they could not have done that because there is no way that Canada can claim to have produced 30 per cent of available recorded music. The percentage is much, much less and while one would agree that talent should be encouraged by raising any possible percentage, a mandate to produce as many records as possible to fill an unrealistic quota is not the way to maintain a standard of performance that can enable Canada to take its rightful place in the world of music and showbusiness.

I get the uneasy impression that the figure of 30 per cent was arbitrarily pulled out of the sky just to see what would happen. In my mind's ear, I can hear somebody saying: "Make it 50 per cent." And then somebody says: "No, that's too much. Make it 25 per cent."

And finally someone says: "Split the difference and call it 30 per cent."

Apart from the amount stipulated, look at the complications that an untidy figure like 30 per cent will engender in any radio station library. The average radio program carries 12 records per hour (with a gabby announcer) up to as high as 17 (if the announcer is the strong, silent type). That makes an average of roughly 14 records an hour, or 56 records per 4-hour period. 30 per cent of 56 is 16.8, and how do you play .8 of a record? Try it on any number of records; there is usually a vulgar fraction to be reckoned with.

The figures I have given sound impressive and, to the uninitiated might read as if there are enough Canadian records already in existence to keep a radio station adequately supplied for a long time to come. But don't let the figures mislead you.

Taking the aforementioned average, radio stations will have to find 14 records an hour from 7 am to 11 pm — a total of 224 records daily of which 30 per cent (67.2) must be Canadian. In a seven day week this means that a radio station is called upon to play 470.4 Canadian records which is a lot in any language and needs a very substantial library from which to draw.

Just to give you an idea of what is entailed in radio programming I broadcast 6 hours a week and draw my records from my own personal library which I am continually expanding. I have just made a rough count of the titles I have available and the total is well over 30,000. It is true that my records come from all over the world, but one needs a big library to prepare good programs — and it is worth thinking about, for only 6 hours of broadcasting a week, I have more records in my own home than there seem to be Canadian titles available anywhere...

My mind reels at the amount of extra work that the proposed ruling entails. Each record must be logged, and "the number and percentage of those broadcast" must be indicated. One presumes that, when these logs reach the CRTC in Ottawa, extra staff check them and investigate mathematical discrepancies.

In this analysis of the CRTC regulations about AM radio, I want to make it absolutely clear that I am wholeheartedly in favor of the development and encouragement of Canadian talent. But I cannot help wondering whether the 30 per cent ruling is the best way to develop and encourage them.

Where is the "farm" system by means of which up-and-coming singers, groups, musicians and songwriters can be helped along? If they don't make records and can't get on records, they

will still be out in the cold as far as radio is concerned.

The record companies obviously are looking for talent and the ruling will encourage them to do so even more assiduously, but they have to produce records in a hurry. The market of 30 per cent Canadian music every four hours on AM radio has been created for them by the CRTC and they have to rush out records and keep rushing them out.

What would you do in a case like that? Would you run around the country looking for newcomers, or would you use the tried-and-true session musicians and established singers and bands and groups that have been getting the work and will now get even more work? The realistic answer is that you will have to stick to the people you know until you have time to find and develop the people whom nobody knows.

I heard of one band which is recording under five different names. It is a good band — one of the best — and the records it makes are excellent and always have been. But that is hardly the encouragement of Canadian talent as the CRTC envisages it. Yet that is what must happen when you try to build an industry overnight.

Mention has been made by the CRTC that, if Quebec can do it, the rest of Canada can do it. Quebec is the one province in Canada which has a thriving music-business of its own, with a recording industry, its own stars, its own up-and-coming talent — and, of course, its own language. How many of its stars are known outside its borders? How many of its records are played across Canada? There is no parallel at all in the position of Quebec because (1) they did not have from February 12th to October 1st to set up enough records

to fill a quota; they have been at it for years and years, and (2) the parallel would only be really valid if Quebec were asked to play 30 per cent of English-Canadian records. At the moment, they play their own music and good luck to them but, for reasons that we won't go into here and which everybody knows, they keep to themselves and their language is, whether you want to face it or not, a stumbling-block as far as the rest of Canada is concerned.

The CRTC is leaving so many loose ends in its suggested rulings that one wonders how many weeks of discussion will be necessary before they are cleared up.

If AM radio stations are to broadcast a minimum of 30 per cent Canadian content of "musical compositions", what about the background music in the commercial? Is this logged per second, and if it is not recorded in Canada or by

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a Canadian, isn't that hard luck on a radio station which has to adjust its Canadian content round it? In any case, is it a "musical composition"? And what about a fanfare heard in a newscast?

If a radio-station takes a feed from the States of some demonstration and the protestors start singing a song, is that a "musical composition" and does it have to be compensated by extra Canadian content elsewhere? You can no doubt think of some more.

Having puzzled over "musical composition", try puzzling over "Canadian content". How is a Canadian to be determined? Someone born in Canada who is now an American? Or someone born in America who is now a Canadian? Or somebody who lives in Canada, has done so for years, pays his taxes in Canada, intends to die in Canada but does not change his original nationality for personal or other reasons? Deanna Durbin was born in Winnipeg, worked in Hollywood, and now lives in France. Can one use her records as "Canadian content"? Jackie Rae was a well-known Toronto entertainer before he went to England where he now writes hit songs. But is he still a Canadian or has he changed his nationality? And who is going to ask him? Guy Lombardo comes from London, Ontario; is he still a Canadian? Never before in the history of democratic showbusiness has it been necessary to show your birth-certificate and your passport to get your records played on the radio!

Talking of Canadians, we come to another, most unfortunate aspect of the new ruling. Many Canadians could be in

the position of being out of work as a result of the 30 per cent Canadian content.

They are the broadcasters engaged by radio stations for specialized programs in which the use of the music is governed by the overall idea of the radio program. Instead of records being used piecemeal to entertain in between news, commercials and the weather, these broadcasters compile a program (usually scripted to a definite pattern) in which records are used for the way in which they fit into the "story" of the show as a whole. Ethnic and foreign language programs come into this category, so do classical music programs, sacred music programs, military band programs — any specialized subject that embraces with the whole world of music and cannot be restricted by a quota of any one country. In all the cases I have mentioned, there just isn't enough Canadian music available to fill a 30 per cent quota; how many classical works have been recorded in Canada or by Canadians to keep a daily program running, as is scheduled on many stations?

Here is a case where the encouragement of Canadian talent should be extended to include the broadcasters who put on these programs, who collect the records and write the scripts. Why must the whole sphere of Canadian talent be bounded purely and simply (as far as radio is concerned) by phonograph records and those who make them? Surely the specialized announcers could be classed as Canadian talent to cover the inability of their programs to comply with the 30 per cent quota. Or, better still, such pro-

grams should be exempt.

It so happens that I am one of those radio people with specialized programs who can be seriously affected — if not thrown out of work — by the ruling. But I am not making this article a personal appeal, nor am I actuated in my outlook by any question of survival. Come to think of it, I could probably do my own case much more good by keeping my opinions to myself at this juncture.

But I have had long experience in the music business and I can see what the CRTC is after, and I readily agree that Canada needs a strong music industry to develop its latent talent. But I feel that everything is being rushed. A policy that will take years to help the people it wants to help should have been introduced gradually, so that the industry and the radio stations could keep pace with the development of talent.

Canada needs a star-system, which it doesn't have; it needs its own Canadian Musicians' Union, instead of the American Federation of Musicians to which all Canadian musical performers must belong; it needs outlets to keep talent working, and enough money to pay them well. It needs a strong music-industry to help keep Canadian talent within these borders.

So merely to increase the number of Canadian records played on the radio is begging the question. How are you ever going to discover another Pierre Berton or Gordon Sinclair? They don't sing or play instruments, and they don't make musical records so there is no means of helping them, according to the CRTC outlook at the moment.

I stress the words "at the moment" because the CRTC may not stop at a quota just for music. They are in the happy position of formulating a policy which, on the surface and without analysis, is patriotically, flag-waggingly pro-Canadian and, therefore, anybody who does not agree with it or has the temerity to criticize it is automatically dubbed "anti-Canadian". But one can be "anti-quota" without being "anti-Canadian" because, once you open the door to a quota for music, can you shut it again for further quotas on news and other aspects of broadcasting?

No, I am not being at all anti-Canadian in writing this article; far from it. I chose this country to live in because I admired it from afar; I live here because I like it and because I think Canada is a great country with which I am proud to be, in my own small way, associated.

But I reserve the right to be realistic ... and concerned. I feel that, if the CRTC really has Canadian talent in mind, its motto should be — Develop; Don't Dictate ...

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# The 55th Association of Canadian Advertisers Conference

The 55th annual seminar of the Association of Canadian Advertisers will be held at the Royal York Hotel May 4, 5 and 6.

On Monday morning films on advertising will be run continuously for all who are interested. At noon the Gold Medal Award luncheon will take place with Guest Speaker Dan Seymour, chief executive officer of J. Walter Thompson Company in New York. His subject will be "The Shape of the Seventies."

Monday afternoon, "the future of the advertising agency" will be discussed. The moderator is A. Z. Pengelly, manager, Corporate Marketing and Community Services, Warner-Lambert Canada Limited. The panelists will be J. Bryan Vaughan, president, Vickers & Benson Limited; E. C. Daniher, president, F. H. Hayhurst Co. Limited; Jerry Goodis, president, Goodis, Goldberg, Soren Limited; John Straiton, president, Ogilvy & Mather (Canada) Ltd.; C. L. Marcus, president, Marcus and Bruce Advertising, all of Toronto.

Monday evening the ACA president's reception, the ACA members' buffet dinner and Millionaires Night will take place. Among the prizes offered will be the use of a car for two weeks. This evening is open to all personnel of member companies and their ladies.

Tuesday morning, the subject will be "Advertising in Action" a dramatized session of case histories demonstrating the planning and implementation of marketing programs in which advertising

and sales promotion played a major role in achieving objectives.

1. Company: Ford Motor Company of Canada, Limited, Subject: The Maverick Story. 2. Company: Ontario Department of Tourism and Information, Subject: The "See Ontario" Story. 3. Company: Berc (Canada) Limited, Subject: The Berc Battery Story. 4. Company: Kellogg Company of Canada, Limited, Subject: The Kellogg's Sugar Frosted Flakes Story. 5. Company: Gulf Oil Canada Limited, Subject: The "We Hurry" Story.

Tuesday noon, the Key Executives' Luncheon will feature guest speaker Claude Ryan, publisher Le Devoir, Montreal. His subject will be "The Political Climate in the Province of Quebec."

"Innovation and the Future" will be the subject for discussion on Tuesday afternoon with guest speaker Leonard Bertin, science editor, University of Toronto Press. He will speak on "The Consumer of the Seventies and some Thoughts about Thereafter". Hugh S. Hardy, director of marketing, The Royal Bank of Canada, Montreal, will talk on "The Payment Mechanism of the Seventies." "Retailing In The Seventies" is the next subject, and at this date, the speaker had not been announced.

Tuesday evening, the ACA annual dinner and cocktail party will take place.

Wednesday morning, "Marketing Presents" will begin at 9:00 a.m. The leading Ad Campaigns for 1969 with Ted Earl, editor, Marketing; John Bull, vice-president and director of Marketing, Colgate-Palmolive Limited, representing ACA; and Hank Karpus, senior vice-president, Ronalds-Reynolds & Company, representing ICA.

This will be followed by the CATV presentation. Harry J. Boyle, vice-chairman of the Canadian Radio-Television Commission, will speak on "Cable Television - Government View." Fred Metcalfe, president, Maclean-Hunter Cable TV Limited, will talk on the commercial view of cable television.

At 12:30 p.m. on Wednesday, Chester L. Posey, managing partner of Jack Tinker & Partners Inc., New York, will talk to a Creative Luncheon on the subject of "Listen - There Is a Different Drummer."

Wednesday afternoon, the "Creative Session" will take place. Digby Wright, creative director for J. Walter Thompson Company, Toronto, will talk on "When You're Talking About Advertising, You're Talking About Creative." Eric Miller, creative director of MacLaren Advertising Co. Limited, will talk about "The Agency Creative Department As Encounter Therapy." Other speakers will be announced. All speakers on the Wednesday afternoon session will answer questions from the floor.

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# Canadian Talent for Commercials, too?

by Pat Beatty

"Producing Television Commercials in Canada" was the subject of a talk delivered to a packed audience of members of the Institute of Canadian Advertising (ICA), the Association of Canadian Advertisers (ACA) in cooperation with the Association of Canadian Television and Radio Artists (ACTRA), Union des Artistes and the Association of Motion Picture Producers and Laboratories of Canada, (AMPPLC), in the Royal York Hotel Toronto, March 25. The speaker was CRTC Chairman Pierre Juneau. The occasion was a seminar on "A Four-Way Exploration Between Talent, Production Houses, Advertisers and Agencies."

He was introduced by Michael Hind-Smith ICA co-chairman of the seminar who described him as courageous and even feared by some broadcasters, par-

ticularly after his February press conference of this year.

With underlined humor, Juneau said he would be courteous, polite, mild and quiet. Yet the audience reacted as though they were expecting a firing squad.

In part he said, "commercials can be very important to the performer, the producer and the director. In fact some very well known directors got their start in commercials. Commercials are very important to Canadian talent." He said he could name a few commercials pertaining to the importance, but would not. Then he said, "the CRTC has retained the services of a firm of chartered accountants to work with the ACA and the ICA to make a full study of the cost of commercials produced in Canada."

Victor Knight, president of ACTRA introduced their very professional and clever presentation which consisted of a voice-over color film and slide demonstration. It pointed to the talent shift from Mary Pickford to Margot Gidder. It included writers, producers and directors.

Having achieved this point, they moved to greener pastures. The voice on the film assumed the status of an advertiser and asked questions which undoubtedly arise in the casting of a commercial.

The Voice said that in Canada there are no virile looking men, and presto, five images appeared, constantly changing, constantly presenting a selection of virile looking men.

Then the whining Voice said, "but in Canada there are no clean-cut looking young people, and yup, you guessed it, ACTRA produced many in the same multi-image production.

The Voice argued that there were no testimonial types, hence Juliette, Wally Kirck, Maggie Morrison, Gordon Sinclair, Joel Aldred and Len Carlson appeared simultaneously on the screen, plus many more.

We do not have any beautiful bosomy long legged girls, according to the Voice, but naturally ACTRA was again prepared to dredge up some.

The plea for normal looking people was perhaps one of the more unreal

ones, but thanks to ACTRA, they proceeded to show us normal looking people. (Has anyone the rule book on what a normal looking person should look like? I seem to have lost my copy.)

Of course, production people were last, and we were told we have good production people in Canada. The total effect was professional, but I doubt if anyone expected less from ACTRA.

Victor Knight thoughtfully reminded us that "after all we are all in business together." "The communications industry must express the views of the Canadian people. Canadian broadcasting has to reflect the kind of country we desire." He questioned whether the introduction of foreign-made commercials disturbs the ambiance the Commission hopes to create, that they distort the reflection of the personality of Canada. He wondered how one can justify the use of foreign made commercials except for financial self-interest. He feels the only solution that will restore the balance between programming and commercials is for the CRTC to ban by regulation the use of imported commercials on Canadian radio and TV. "After all," he quipped, "Ban takes the worry out of being close."

Bob Crone, president of the AMPPLC said "We have one of the greatest potentials for film makers of anywhere in the world! Christopher Chapman of "A Place To Stand" started split screen which is so popular all over the world. Canadians wrote On-tair-re-air-re-oh. However the Ontario government buys all their prints of "A Place to Stand" from laboratories in the United States."

"Canadians represent about 3 per cent of the English language film in the world. If we put a little more polish to the apple we should be selling to the other 97 per cent."

He presented a group of Canadian produced commercials which included Dow Breweries, Bank of Montreal, Tootsie Pops, Esso Heating, Gulf Oil and Admiral. He pointed out that these did not represent the biggest budgets, but would illustrate the fact that Canadians can and are producing professional commercials comparable to our neighbor to the south. It's doubtful whether anyone disagreed with this point.

After a short coffee break which enabled each side to line-up their questions and answers to be fired at one another, the seminar was called to order.

The panel set-up consisted of Paul Siren, general secretary of ACTRA, Henriette Parent, executive officer of L'Union des Artistes, Montreal, Victor Knight, and Bob Crone on one side,

## CJBQ RADIO

IS

**Twenty-eight talented  
Canadian broadcasters  
providing local listeners  
with inspiration,  
information and  
involvement.**

VOICE OF THE  
BAY OF QUINTE,  
BELLEVILLE & TRENTON

opposite to Henry Ross, senior vice-president and director of creative services, F.H. Hayhurst & Co., Michael Hind-Smith, vice president and media director, Foster Advertising, and David Hopkins manager of broadcasting and media of Procter & Gamble, the ACA co-chairman who represented the advertisers.

A few minutes into the discussion was all it took for anyone to realize that the advertisers had done a fair amount of research and were equipped with facts and figures, while the unions took a more philosophical stand. Perhaps they were comfortable with the feeling that their presentation had done the job. The advertisers in the audience were irate, in fact, some were downright mad.

ACTRA was asked if they were prepared to give a film production of each of their actors so that the advertisers would have the opportunity to see what the actors could do. Victor Knight replied to the effect that if the actors were employed in Canadian commercials, then the advertisers could see what they could use. After all, actors have to eat too. He also remarked that ACTRA was not financially equipped to undertake such a project. He felt the question should actually be "can we afford *not* to have Canadian produced commercials?"

Australia was cited as an obvious example where Australians all of a sudden had to produce their own commercials and their own shows. Michael Hind-Smith added drily, "I suppose we should extend the St. Lawrence Seaway, so that we too might become an island."

Henry Ross said a positive attitude was required. Advertisers accept the possibility of using Canadian talent, but how much of it can be used? It certainly can't be done with a flat statement! Money has to be generated to use Canadian talent. Michael Hind-Smith said "This industry is more Canadian than any other industry in Canada."

One advertiser from the floor asked the unions what was being done about research. Again, the answer was employ Canadian actors, see what they can do. In other words one could surmise that no research was being done. ACTRA seemed willing to let the government move in and do the research for them, while ACTRA chose to rest on its laurels.

The same advertiser refused to be put down. He said that ACTRA was putting the advertisers' jobs on the line, and he suggested they provide some research before they start banning.

Victor Knight said he recognizes the industry is doing the best they can. Another advertiser said they were trying

## An open letter to the CRTC

Dear Mr. Juneau,

As you know the Association of Canadian Television and Radio Actors (A.C.T.R.A.) have asked for legislation to have a total ban on the importation of foreign produced commercials for use in Canada. Their plea is that the use of foreign produced commercials reduces the number of commercials produced in Canada and, therefore, reduces employment for Canadian talent with the net result of "unfair competition."

There are many sound arguments being put forth against this proposal on economic grounds. They are: many low budget brands will not be able to afford original Canadian production and will, therefore, have to switch to other media; total advertising budget allocations cannot be increased to accommodate increases in production costs, unless prices are increased, and since this is not desirable there must be a corresponding cutback in radio and television time budgets to the broadcast media.

The economic implications of the A.C.T.R.A. proposal are real, but I believe there is a more fundamental principle that is being challenged. What A.C.T.R.A. is asking for is complete protection against outside competition. We all know, and if we don't we should, that competition is the vital force that keeps an economy dynamic . . . individuals and groups of individuals productive.

If A.C.T.R.A. can be protected against competition, is it not valid that Canadian authors should be protected by a ban on foreign books, that Canadian musicians be protected by a ban on importation of foreign music, that Canadian automotive manufacturers be protected by a ban on foreign automobiles and that Canadian businessmen be protected by a ban on immigration.

I suggest, Mr. Juneau, that protectionism is not the answer. The situation that A.C.T.R.A. faces is not unique. Every individual, every business faces the same vital force . . . competition. In fact, their problem does not exist.

Respectfully submitted,

John S. Hayter,  
Marketing Manager,  
Alberto-Culver of Canada, Ltd.

to work with the union but wasn't the union cutting off its nose to save its face?

Another felt freedom of choice was being challenged. He wondered what would happen if a similar ban were put around the U.S. He ended by saying that legislation of this type was very archaic.

Bob Crone said an idea had occurred to him. He did not say when it occurred but he said, "Supposing a Canadian tissue company had all its commercials made in Canada, and paid all the production costs here, while an American-based firm brought all their commercials up from the states, paying \$185 a print. It wouldn't be fair to the Canadian Advertiser now would it? It's just a thought," he said.

Too bad the entire ACTRA and union platform was based on philosophical thoughts. It was more than evident that thoughts were about all the preparation that went into their part in the

Seminar.

Sidney Newman, special advisor to the CRTC, commented at the cocktail party that the actors union was not equipped for this type of seminar. They were actors, mere children; it was unfair to them.

Tell us, Mr. Newman, if it is so unfair, why do they challenge the advertising industry regarding the production of commercials if they are not equipped? Millions of dollars are spent annually in advertising, and any advertiser will tell you the "name of the game is profit," regardless of what aspirations and dreams the Canadian actor may have. It's doubtful whether there was an advertiser present who was unwilling to use Canadian talent, nor is it fair to suggest that there was one who wasn't willing to co-operate fully with the union! The idea of force rubs advertisers the wrong way. All they asked for were facts, which they did not receive. The advertisers came prepared, but the unions were out to lunch.

# What will happen to television's costs?

A look at the affect of the proposed broadcast regulations on the cost-per-thousand factor in the Toronto-Hamilton television market.

Now that Pierre Juneau has taken all the fun out of speculating in broadcasters' stock issues, the most worthwhile speculation would appear to be in the area where the CRTC's proposals regarding increased Canadian content (whatever that is) will have a major effect — viewership.

Notwithstanding the undoubted mass of talent hidden under every other rock in Canada, and acknowledging that every now and then Canada's broadcasters can turn up something resembling a success, almost every broadcaster, advertiser and viewer are convinced that should the proposals be forced upon the industry, catastrophe will result in TV programming taking a great leap backwards.

## PAUL MULVIHILL & COMPANY LIMITED



Neil Johnston

Mr. Paul Mulvihill, President of Paul Mulvihill & Co. Ltd., is pleased to announce the appointment of Neil Johnston to the Radio sales department in Toronto. He brings to the Company extensive experience in radio and television time sales through his previous affiliation with a well-known representative organization in Toronto and Vancouver. Neil began his advertising career as Assistant Advertising Manager with General Paint Corporation in Vancouver. He has been active in industry associations and is a past-president of the Advertising and Marketing Association of Vancouver.



**PAUL MULVIHILL  
& CO. LIMITED**  
TORONTO MONTREAL

To presume that an industry whose annual revenue approximates 300 million dollars (including government grants to the CBC) can compete (even 60 per cent of the time) in program production and quality with the U.S. TV industry whose revenue is more than 2½ billion dollars, is ludicrous.

Canada is a cosmopolitan nation whose population, by and large, have experienced a great variety of what the world has best to offer, particularly in the area of recreation and entertainment. Strong tastes and preferences have emerged and appetites have been whetted.

Nowhere is this more apparent than in the golden horseshoe area whose people have had more variety in television programming than probably anywhere else on the continent, and possibly the world.

The main brunt of the CRTC content proposals will be felt between 6:30 and 11:30 p.m., a period when it's all happening. About two-thirds of daily viewing, over three-quarters of advertising revenue and, in Toronto, 30 program hours, of which on an average 6 hours of programming originate in Canada, one hour from the U.K., and the remaining 23 from the U.S. Under the proposed regulations, there would be nine hours of Canadian, one and a half hours of U.K. (or other English language) and 19 and a half hours U.S.

What is likely to happen when 50% more Canadian content programming is aired? The question frankly is unanswerable — until it is known what U.S. shows the three Toronto stations drop, and what will be their replacements, also which time periods will be affected. However, it is possible to show a pattern which will probably emerge.

The advertiser buys most of his time based on what is loosely described as ratings, the percentage of homes or people in a determined area, watching a given program or station over a given period of time, usually either a quarter hour or half hour.

Using these figures as a base, you will find that over a period of a week, the

three Buffalo stations gross 2,063 adult ratings between 6:30 and 11:30 p.m., while the three Toronto stations gross 3,381 or 62.1% (table one). The three Toronto stations average an 8.1 rating compared to the Buffalo stations 4.9 for a total average rating of 6.5. Thus at the moment, Toronto stations are 25% more efficient and Buffalo 25% less efficient.

This would tend to indicate that adults in this market tend to favor viewing the Canadian stations more than the three Buffalo stations. The next step is to find out how.

Of the 420 quarter hours programmed by the three Toronto stations, 166 quarter hours are Canadian, 230 U.S. and 24 U.K. (table 2). These in turn deliver average quarter hour ratings of 8.6, 7.7 and 8.0. Wonderful, you say: Canadian content programming has higher ratings than U.S. and U.K. Quite so, but if you examine the composition of the Canadian programming a little more closely, you may see why.

N.H.L. Hockey, which takes up 20 quarter hours or 12% of the time, contributes 396 or 27.9% of the gross adult ratings, for an average quarter hour rating of 19.8. It is therefore, 230% more efficient than the average Canadian production.

News and public affairs programming, all 89 quarter hours of it, averages a 7.9 rating, and all other Canadian programming averages 5.7 (table 3).

Thus the high Canadian ratings become a little more meaningful, especially when one considers that most, if not all, of the new Canadian shows to be produced to meet the proposed quota will come from the last category. You probably won't see any more news and public affairs shows, and anyone hoping to see the Vancouver Canucks home games live will have to sit-up after midnight.

Under the proposed regulations, 256 quarter hours will have to be Canadian, 124 U.S. and 40 from somewhere else, presumably the U.K. Of the 256 Canadian quarter hours, 20 will

probably remain as hockey, 89 as news and public affairs while 147 (an increase of 159%) will be in the area of drama, documentary, quiz shows, variety shows, etc., etc.

Under the assumption that these new Canadian productions will be no more or less appealing to the viewer than those presently on the air, by a simple weighting procedure, you can estimate what will happen to the ratings overall. Don't be confused by the changes you see in the average ratings columns, for in compiling these, network and selective shows have been broken out and weighted separately, then combined again. Space doesn't permit all the calculations to be shown separately, so you'll just have to accept it.

Table four shows the new program make-up with the weighted average ratings. You can see that overall, because of the increase in the number of 'other' shows, average Canadian ratings will drop 17.6% from 8.6 to 7.0.

However, advertisers will be able to buy (if they get there first) and viewers will be able to watch alternative programming from the three stations, so it's only fair to add them back into the mixture and see what results. By the same weighting procedure you can see (table 5) that while Canadian shows will decline in ratings, U.S. and U.K. programs will increase, albeit marginally, with the result that overall ratings will drop some 8.7%.

Assuming that the Canadian viewer will rather switch to a Buffalo station than switch off the set, you may look forward to an increase in Buffalo average ratings from 4.9 to 5.6, up 14.3% (table 6).

The following selective and network programming have been weighted separately, and it is interesting to have a fast look at how selective programming will change. At present 25 quarter hours are Canadian produced programs other than NHL, News and Public Affairs. These will likely rise to 95. The average rating for these programs is 3.1. Overall total selective programs will decrease from a 6.6 average to a 5.7 (down 13.6%) while Canadian content programs will fall from a 6.9 to a 5.2 (down 24.6%).

This would mean that an advertiser paying \$450.00 for his average Toronto spot will see his cost-per-thousand (CPM) go from \$3.52 to \$4.07, or up 15.6%. If he buys a Canadian content program his CPM will be \$4.46 — up 32.3%. How many will turn the other cheek to those cost increases?

Add to the mixture one NHL game per week from Buffalo, the new CBC UHF station, and even more cable homes, and try to estimate the increased incidence of ulcers among media buyers!

**TABLE ONE**

Central Toronto and Hamilton					
6:30 — 11:30 p.m. Monday - Sunday					
	Program Quarter Hours	Gross Adult Ratings		Average Quarter Hour Ratings	
CBLT, CFTO-TV, CHCH-TV	420	3,381	62.1%	8.1	125
WGR-TV, WBEN-TV, WKBW-TV	420	2,063	37.9%	4.9	75
TOTAL	840	5,444		6.5	100

**TABLE TWO**

CBLT, CFTO-TV, CHCH-TV	Program Quarter Hours	Gross Adult Ratings	Average Quarter Hour Adult Ratings
Total Content	420	3,381	8.1
Canadian Content	166	1,420	8.6
U.S. Content	230	1,768	7.7
U.K. Content	24	193	8.0

**TABLE THREE**

CBLT, CFTO-TV, CHCH-TV	Program Quarter Hours		Gross Adult Ratings		Average Quarter Hour Adult Ratings	
Canadian Content	166	100%	1,420	100%	8.6	1.00
N.H.L. Hockey	20	12.0%	396	27.9%	19.8	2.30
News & Public Aff.	89	53.6%	700	49.3%	7.9	.92
Variety, Drama	57	34.3%	324	22.8%	5.7	.66
Documentary, etc.						

**TABLE FOUR**

CBLT, CFTO-TV, CHCH-TV	Rev. Prog. ¼ hrs.	Gross Adult ¼ hr. Ratings	Average ¼ hr. Adult Ratings		Adult Ratings % Change
Canadian Content	256 100%	1,791 100%	7.0	8.6	-18.6
N.H.L. Content	20 7.8%	396 22.1%	19.8	19.8	—
News & Public Aff.	89 34.8%	700 39.1%	7.9	7.9	—
Other	147 57.4%	595 38.8%	4.7	5.7	-17.6

**TABLE FIVE**

CBLT, CFTO-TV, CHCH-TV	Rev. Prog. ¼ hrs.	Gross Adult ¼ hr. Ratings	Average ¼ hr. Adult Ratings		Adult Ratings % Change
Total Content	420 100%	3,106 100%	7.4	8.1	- 8.7
Canadian Content	256 61.0%	1,791 57.7%	7.0	8.6	-18.6
U.S. Content	124 29.5%	970 31.2%	7.8	7.7	+ 1.3
U.K. Content	40 9.5%	345 11.1%	8.6	8.0	+ 7.5

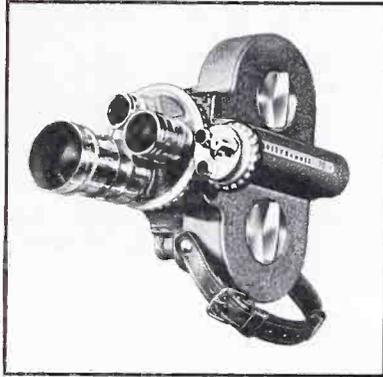
**TABLE SIX**

	Program ¼ hrs.	Gross Adult ¼ hr. Ratings		Average ¼ hr. Adult Ratings		% Change
		Pres.	Rev.	Pres.	Rev.	
All Stations	840	5,444	5,444	6.5	6.5	—
Buffalo Stations	420	2,063	2,338	4.9	5.6	+14.3
Toronto Stations	420	3,381	3,106	8.1	7.4	- 8.7

Source: BBM January, 1970

# BELL & HOWELL PRESENTS THE PROFESSIONALS

we at Bell & Howell are proud to present to you our line of 16mm equipment to meet your high standards...



MODEL 70DR—First choice of professionals and amateurs the world over—It's adaptable to meet all filming problems. Gear-coupled lens and viewfinder turrets—Long 19' film run c/w governor controlled motor—Critical through the lens focussing.



Canon Scoopic—Goes into action fast—built in action grip gives you that solid grip—13-76 mm f/1.6 lens with a 6:1 zoom ratio—automatic threading—automatic electric eye c/w manual override—16-24-32-48 f.p.s.

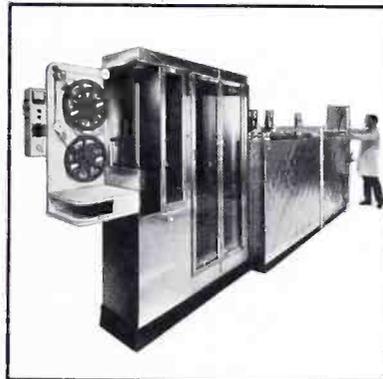


Bell & Howell Jan Model 614CE (optical only) and 614CEM (optical and magnetic playback) most popular with motion picture labs. Features 2" F/1.4 lens, built-in loop setter, long wearing carboloy three toothed shuttle for complete protection of your film.

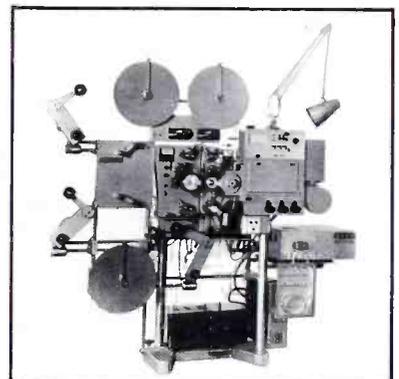


16mm TV Jan film chain projector Model 614EVMS combining excellent picture and sound quality with long life design—features optical and magnetic playback, choice of lenses, air cooled aperture, lower loop restorer, separate drive motors and local or remote control.

now that your footage is taken, you need that little extra—printing and processing equipment.



New Bell & Howell film processor is designed and constructed to insure exceptionally long life with minimum maintenance—are custom designed to the needs of the individual laboratory—installation included in price and every processor guaranteed for 12 months.



Model "C" additive color printer—Designed around the revolutionary "light valve"—the model "C" Printer provides speed, quality and flexibility never before possible in laboratory film printing—available for any width of film up to 70 mm—Speeds up to 180 ft. per min. plus the new "Zero-close" feature for blocking the light between scenes in each color channel when printing from A and B rolls.

for professional consultation write or talk to Mr. Ken Oakley Manager of Professional Division.

**BELL & HOWELL**  
125 NORFINCH DR.,  
DOWNSVIEW, ONT.  
PH. 635-9111

## FCC RESTRICTS STATION OWNERSHIP

The U.S. Federal Communications Commission (FCC) barred the future acquisition of more than one broadcasting station by a single owner in a single market.

And, in a proposal for the future, the FCC suggested breaking up existing mass media groups — multiple broadcasting outlets or broadcasting-plus-newspaper combinations — now under single ownership within individual markets.

The Commission proposed dispersing media ownership in each community within five years, and envisaged a mass swapping of broadcast stations to allow present owners to scatter their holdings.

The one-to-a-market rule on future acquisitions is effective immediately, and marks the culmination of a proceeding which began two years ago.

The FCC said the new rules do not apply to present ownership.

But the FCC proposed a new rule which, if adopted, "would require present owners, within a period of five years" to reduce their holdings to an AM-FM combination, a television station or newspaper ownership in the same market.

Two days before the proposed ruling, the FCC issued a listing of U.S. broadcast and newspaper ownership, including 256 newspapers jointly owned by broadcast station licence-holders in the same city.

The Commission said the new rule is "designed to prevent undue influence on local public opinion by relatively few persons or groups." It said the rule would provide "a reasonable start toward diversity."

The FCC did not define a "market" on its proposal but asked for comment aimed at developing a workable definition.

Cable television was not included in either rule, however the issue of CATV ownership is already under consideration in a separate proceeding.

## COLOR MOVIES FOR HOME VTR

The first motion pictures for showing on color television at home by means of a video playback device will be available at the end of the year.

Chairman of the board of 20th Century-Fox, Darryl Zanuck, said he will recommend to the next board meeting that Fox release its entire library of films more than five years old for home viewing over the device.

Zanuck said the home playback device is the greatest thing. "It will save our lives. It will save the motion picture industry."

Home playback devices are being prepared for the market by RCA and Sony. The CBS system uses a film which is electronically converted to a video picture. The RCA Selectavision uses

holograms on plastic which are converted into a signal by a laser gun. The Sony system uses conventional video tape.

The CBS cartridges, which play 25 minutes for color and 50 minutes for black and white, must be reproduced in a special laboratory.

The first ever teleplayers, about the size of a portable phonograph, will be marketed by Motorola beginning September 1. Elmer Wavering, Motorola president, said the company would completely bypass a black and white model and go directly to production of a color unit which can also show black and white.

The first teleplayers are intended for industrial and educational use and are priced at \$795. A home model without all of its features will sell at a lower price. The device is simply connected to the antenna leads of a television set.

## JWT APPOINTMENTS

Lucien Desrochers is being transferred from the sales promotion department at J. Walter Thompson, Toronto, to become an advertising representative on packaged goods accounts.

He will report to management supervisor Bob Spence.

Claude Lapiere has joined the Toronto office of J. Walter Thompson to handle French co-ordination of all sales promotion programs, as well as for Ford advertising program.

He succeeds Rheel Brabant, who has returned to JWT's Montreal office.

## ALBERTA CRITICIZES CABLE BAN

The Alberta Legislature has approved a private member's motion that is critical of the Canadian Radio-Television Commission's ban on the use of cable television in the province for the distribution of programs picked up from the United States.

The Social Credit member for Calgary North, Robert Simpson, said the point of the motion was the discriminatory nature of the CRTC decision which prevents Albertans seeing television programs readily available to thousands of other Canadians by cable television.

The decision prohibits wholesale importation of American television programs by micro-wave facilities for distribution through cable systems to large Alberta centres.

## "OUR WORLD" CREW IN INDIA

A crew from CTV's Tuesday night documentary series "Our World" is presently in India to produce two programs on the problems of this complex country. The programs are to be presented April 7 and 14 at 10:30 p.m.

The first program will deal with India's past, looking at the various cultures and religions that have given her some of the most magnificent structures and works of art in the world but have also left her bound in tradition. The second program will look at present-day India and her efforts to alleviate her major problems of over population, under-development and illiteracy.

## GEORGE BROWN COLLEGE HOPES TO RELIEVE SHORTAGE OF TECHNICAL PERSONNEL

A shortage of skilled broadcast technicians, which has strained many station engineering departments, could soon be eased through technical courses initiated and supported by the broadcasting industry, including the CAB.

Spring and fall courses planned for the Electronics Department, George Brown College of Applied Arts and Technology, Toronto, concern "practical and theoretical training of educational television and broadcast technicians."

Coming at a time when demands of cable and educational television spread the supply of technicians even thinner, the course will feature industry and/or college instructors.

The College hopes the industry can provide sufficient technical equipment for the laboratory sessions. CFTO-TV and other corporations have already assisted. Still needed by George Brown College are:

Monochrome and color TV Camera Chain: 1 power supply, RCA ps 4000C, WP 15, WP 16, 580-D with regulation rectifier chassis and centering supply or equivalent; Master video monitor; Video monitors, Waveform monitors; Video switcher; Telecine 16mm projector; slide projector 35mm; Optical multiplexer; retired or defective i/o Vidicons or other tubes for demonstration; Portable audio council; Output monitor amplifiers; Line and bridging amplifiers; Equalization amplifier; Compressions amplifier; VU meter, extended range VU meter; Magnetic tape recorders, 1/4 inch; Microphones, including defective ones for demonstration; Test equipment, any type including older tube units.

Pickup and shipping can usually be arranged by W. Zessner, c/o George Brown College of Applied Arts and Technology, 51 Teraulay Street, Room 450, Toronto 102.

## McILROY APPOINTED PRESIDENT ICSL

Leslie W. McIlroy has been appointed president of Independent Communications Sales Ltd. ICSL Board Chairman Stuart Griffiths made the appointment announcement earlier this month.

ICSL is national sales agent for CJOH-TV Ottawa, CKWS-TV Kingston, CHEX-TV Peterborough, CFCH-TV North Bay, and radio stations CFCH North Bay, CJKL Kirkland Lake, CKGB Timmins, CHEX Peterborough, CKWS Kingston, CHAM Hamilton.

## NEW ACCOUNT FOR BURTON SOHIGAN

Delta Faucet Canada has appointed Burton Sohigan of Canada to direct its \$200,000 advertising campaign. Ads are scheduled to appear in weekend supplements, consumer magazines and in trade journals. Delta makes the world's biggest selling handle faucets.

## OSGOODE SEEKS FREE TIME FOR CITIZENS GROUPS

A brief filed with the Canadian Radio-Television Commission says responsible citizens' groups should be given free television time to comment on what they consider to be misleading advertisements.

The brief was issued in Toronto by a students' committee on the media at Osgoode Hall Law School.

The brief notes that advertising is intended to sell a product, "not really to inform the public of dangerous aspects of the product or possible detrimental effects which the product might have on society."

To protect the public interest, the brief adds, the Broadcasting Act should be amended to allow concerned groups access to television "to give the public the full story on all goods and services advertised on that medium."

The brief calls for mandatory provision of one minute an hour for free-time public service announcements to be divided equally between general announcements such as promotions for charity drives and responses to advertising claims.

It suggests regulations giving free time to recognized charitable institutions, but not to political parties. Interested groups would qualify by obtaining 12 thousand signatures on a petition if seeking national network time and varying numbers of signatures for time on local networks.

The law school committee has applied to make an oral presentation to the CRTC April 14.

## ELECTROHOME OFFER FOR FAMOUS

Electrohome Communications Limited, headed by the Pollock family of Kitchener, Ontario, has presented the Canadian Radio-Television Commission with a \$7,300,000-bid for all the radio, TV and cable TV interests of Famous Players Canadian Corporation Limited in the Kitchener area.

If the application is granted, C. A. Pollock and his family would own CKKW and CFCA-FM radio and CKCO-TV in Kitchener, as well as cable systems in nearby Stratford, New Hamburg, Baden, Kitchener, Waterloo, Preston and Galt.

The stations are now owned by Central Ontario Television Limited, 48 per cent of which is held by Famous Players, a U.S. firm which is under CRTC regulations to sell most of its broadcasting interests to meet Canadian ownership requirements.

The Pollock family already holds a 48 per cent interest in Central. Mr. Pollock told the Commission the remaining four per cent equity is held by individual Canadians.

The cable systems included in the Electrohome application are held by Grand River Cable TV Limited, a company founded by Famous Players.

## KIDS ARE BIG IN COMMERCIALS

Kids rule the roost in television commercials judging by results of the 10th annual International Broadcasting Awards.

Sweepstakes winner in television was a Japanese commercial for the Fuji Film Company which featured a Nipponese family gathered around its 8mm camera viewing a variety of scenes of the cute-as-a-button youngsters in action.

Produced by the Tokyo Publicity Center, it was the first commercial from outside of the United States to win sweepstakes honors.

Two of the other 11 television trophy winners belong to the kids.

Winner in live action over 60 seconds was a Hallmark Valentine commercial, "Candid Kids," produced for Foote, Cone & Belding, Chicago, by N. Lee Lacy/Associates, of Los Angeles. It starred an array of appealing tots giving their off-beat ideas of Valentine cards.

The series category also went to the toddlers, either hands down or bottoms up. The winner was three commercials for Procter & Gamble's Pampers diapers, produced by Harold Becker Productions, New York, for Benton & Bowles, New York. The didie didos were titled "Great Sit In," "Every Angle" and "Dry Society," just to give you an idea.

The remaining television winners were on the other side of the generation gap.

The competition, sponsored by the Hollywood Radio and Television Society, this year drew 3,505 entries from 45 nations. Winners in 12 television and eight radio categories were announced at a dinner at the Century Plaza Hotel attended by 1,000 advertising and broadcasting executives.

## NEW TRANSFER SYSTEM FOR 3M

Development of a process to transfer broadcast color television images to high quality color 16mm motion picture film is announced by the 3M Company.

"This process will enable the television industry, for the first time, to economically convert its video taped program material onto color photographic film without loss of color quality and registration. This film can be projected on any standard 16mm projector and broadcast film chain equipment," said G. Nels Johnson, marketing manager for the company's Mincom facilities in Camarillo, California.

"The 'Chromabeam' system consistently provides a low-noise picture with color registration and reproduction comparable to the taped or live original," he added. "The resolution is considerably better than that accomplished by other transfer methods. This system permits the television producer to combine the advantages of doing the original on video tape and then

producing film copies for mass distribution," Johnson said.

A prototype of the system which includes a "Chromabeam" electron beam recorder and printer, was displayed during the National Association of Broadcasters Convention and show in Chicago, April 5-8.

## MACK MOVES TO CKLW

Bob Buss, vice-president and general manager of radio station CKLW has announced the appointment of Gary Mack as news director.

Born and raised in Calgary, Mack is the son of veteran broadcaster, Clarence Mack.

After three years' service with CKLW, Gary is well qualified to take charge of CKLW's 20/20 news, Buss says.

On air, he is identified as Byron McGregor.

## A NEW PROGRAM FROM CFPL

Ron Laidlaw, news director of CFPL-TV has announced that a new thirty-minute information program will debut on Channel 10 on April 15. "FYI Mid-Week Magazine" will seek to explore and experiment with new ways of presenting information. Newsman George Clark will host the new program.

## MAC IRWIN APPOINTED TO POWER TOOL BOARD

Alonzo G. Decker Jr., chairman of the board, has announced that at a recent meeting of the shareholders of Black & Decker Manufacturing Co. Limited, S. Macdonald Irwin was elected to the board of directors of the Canadian Power Tool Company.

He is executive vice-president of Irwin Toy Limited, Toronto, one of Canada's largest manufacturers of toys and games, Kenner Products (Canada) Limited, Transogram Canada Limited and Rempel Mfg. (Canada) Limited.

S. Macdonald Irwin is a University of Toronto graduate and a member of the Board of Governors of Ridley College.

## NFL CHARGED BY CLOSED-CIRCUIT GROUP

A closed-circuit television company, charging monopolistic practices, has filed a damage suit in Philadelphia against the National Football League, 16 of its teams and the three major U.S. Television Networks.

In its suit, Management Television Systems Incorporated of New York claims the defendants refused to deal with it for a closed-circuit showing of special football games like the Super Bowl.

It claims that in December, 1969, and January, 1970, the defendants "jointly and illegally combined and conspired" to have the Board of Commissioners of the Port of New Orleans cancel a lease for rental of an auditorium after a deposit was given, and the closed-circuit showing of the Super Bowl in the blacked-out city was scheduled.

## NEWMAN RECOGNIZED BY WRITERS GUILD

Toronto-born producer Sidney Newman, credited with a string of successful TV series, has been given special recognition for this contribution to British Television Drama.

The Writers Guild of Great Britain presented a special ZETA award to Newman among a range of awards for the best productions in film, television and radio.

Newman, now with the Canadian Radio-Television Commission in Ottawa, was unable to attend the ceremony in London and the inscribed plaque was accepted for him by his daughter, Deirdre.

Following jobs with the National Film Board and the CBC, Newman went to Britain in 1958 to take over the drama department of the commercial ABC Television Network.

He was responsible for such series as "Armchair Theatre" and "The Avengers" with ABC and later, as drama head with the BBC, produced the widely acclaimed Wednesday Play Drama program.

He left the state network in 1967 to join the Associated British Picture Corporation, but was dismissed following the takeover of the film production group by Electrical and Musical Industries Limited, last July.

## CANADIAN ADS FOR BIG BROTHER

Big Brothers are now running their first ever "made in Canada" television advertising on Channels 6 and 9 in Toronto.

The commercials were created by the Leo Burnett Company of Canada and produced by Sebert Productions. There are two commercials in the pool. Each is thirty seconds.

The message in each commercial is simple and straightforward: "A boy without a father loses a part of himself that his mother just can't replace. You could help by becoming a Big Brother."

Co-creators of the campaign are George McCallum and Ray Jafelice. Along with David Petty at Sebert's, they also produced the commercials.

Frank Facella, creative director at Burnett, commented, "We had fantastic co-operation all along the line; from our suppliers, from the talent, and from the union. You know, there are some pretty nice people in this business."

Geoffrey Brown, Executive Director of the Big Brothers of Metropolitan Toronto, agrees. He plans to make the commercials available to associate Big Brother groups in the United States.

## A DISNEY PROMO FOR NABISCO

Following successful Walt Disney promotional tie-ins for Shreddies in 1968 and '69, Nabisco Foods is planning a third Disney promotion, based on the film, "The Computer Wore Tennis Shoes."

"The Computer Wore Tennis Shoes" is a fantasy about the adventures of a boy whose brain acquires the super-power of a giant computer.

Nabisco will in-pack eight "Computer Pals" — colorful, plastic computer people with movable arms, legs and feet. Each model comes with a stick-on face of one of the movie characters.

Nabisco will spearhead the Shreddies promotion with a large national TV campaign in April, May and June, with additional advertising in the fall.

Brand manager for Shreddies is J. W. Wray. Hayhurst account supervisor for Nabisco is Dave MacLeod, with Cam Turner as account executive.

The commercial was created by Hayhurst group creative head, Don Riches, copywriter Paul Breithaupt and art director Gord Oglan. Alan Mills was TV producer.

## SMPTE TECHNICAL MEET — APRIL 26

The 107th Technical Conference and Equipment Exhibit of the Society of Motion Picture and Television Engineers will take place April 26 to May 1, 1970, at the Drake Hotel in Chicago. Over 2,000 scientists and engineers from the motion-picture and television industry are expected to attend. A number of delegates from other countries are also expected, with approximately ten papers to be presented by foreign authors.

The Education Session, under the chairmanship of Milan Herzog, Encyclopaedia Britannica Films, Chicago, will be held on Wednesday afternoon, April 29.

## Y&R PRESIDENT FORECASTS CHANGES

Shattering changes in advertising and broadcasting during the first few years of the '70s will be forecast by Stephen O. Frankfurt, president of Young & Rubicam, when he addresses the Hollywood Radio and Television Society April 14 at the Beverly Wilshire Hotel.

Frankfurt, head of one of the world's largest advertising agencies with annual billings of nearly \$500 million, will outline the factors that already are bringing about these changes and predict the startling directions of the new decade.

## PURCELL RECEIVES QUILL AWARD

Gillis Purcell, former general manager of The Canadian Press, has been named recipient of the Quill Award, presented annually by the Windsor Men's Press Club.

Purcell, who retired last November 25 after 24 years as general manager of Canada's national news-gathering co-operative, will receive the award at a formal dinner, June 6.

The award is presented annually for "outstanding contribution to the flow of information on Canadian affairs."

## CHML SIGNS WITH TIGER CATS

Radio Station CHML in Hamilton and the Hamilton Tiger Cats have reached agreement on a new two-year broadcast contract.

The new contract, covering the 1971 and 1972 seasons, was announced by representatives of the Tiger Cats and CHML. CHML already has the broadcast rights for the 1970 season.

Total value of the new two-year agreement was not revealed.

## - - - the 30% Music Question

know why or how, return to March Broadcaster, page 36, and do not pass GO, do not collect \$200). It has approximately 3000 selections in its library, about 300 of which are Canadian by 'EY's definition - it hasn't counted recordings by Americans of compositions by Canadians, which would qualify under the proposed regulation, but such material would still leave the Canadian content section far short of the 675 required to meet the 30 per cent quota without repeating records oftener than present policy dictates.

But who can really say at this pre-hearing point? There'll be several briefs challenging the conditions under which a record can qualify, and several requests for guidelines as to who is a Canadian.

Music publishing is an issue in several briefs, including those from the CAB, CAPAC, the CMPA (Canadian Music Publishers Association) and individual publishing firms, which give the CRTC a short course in the complex subject of copyright law. CAPAC would like to see a firm requirement that a certain percentage of the 30 per cent include original compositions, because "to be economic, the emphasis has to be on original Canadian music; that is the only way to create an industry," says John Mills, general manager of CAPAC. A brief from Laurentian Music suggests that one of the four qualifying conditions be that the original copyright is published or sub-published in Canada.

On the other hand, Alan Wood of the Musicians' Union has prepared a brief and he says "The most important regulation is the proposal that the performance must be recorded in Canada. I think this is the key to the whole thing. The way the conditions read now, Canadian songwriters can record anywhere in the world and qualify as Canadian content, and we don't feel this is really what the Commission is after. While not pressing for Canadian production across the board now, Wood does say "by the end of the second year, Canadian production should be mandatory."

Harking back, it's not what's available now that matters, it's what's available October 1 or whatever the starting date, and thereafter. While the CRTC can require broadcasters to play Canadian content, it can't require record companies to produce it. RPM's answer to Chatty Cathy, Elvira Caprese, predicts that broadcasters will recite the history of the record business here to the CRTC, to argue that there

won't be enough product to fill the 30 per cent quota. But "there would be reason to produce if there was some guarantee of airplay and a return that would at least cover costs," she says.

As it seems highly unlikely that the CRTC will dig into petty cash to guarantee a return that would cover record production costs, and its ruling doesn't guarantee airplay for every quota quickee and re-released disinterred bomb-of-the-past, there's a distinct possibility that some record producers will get discouraged before they get rich.

Man about music Al Mair, of Gordon Lightfoot's Early Morning Productions, recalls a report of a couple of years ago in which a major U.S. record company revealed that it made money on only one out of every ten singles released, and broke even or showed a profit on about 50 per cent of its albums - this in the mass North American market, while Canadian record companies face approximately the same production costs, to be re-couped in a market less than one-tenth that size, unless action in Canada prompts international release.

Most record companies have increased their budgets for Canadian production in view of the CRTC proposal, but unlike commercial radio, they are free to act wholly commercially and, if the profit and loss statements say so, can cut back Canadian talent releases.

After all, the record companies didn't ask for this. All those who knew that, raise your hands. Bert Betts, executive secretary of the Canadian Record Manufacturers Association, says that neither the CRMA nor, to his knowledge, any of its members, petitioned the CRTC for a Canadian content quota, though "record industry

reaction to the proposed ruling is favorable," he says. "I wouldn't say the industry felt this ruling was necessary. There appeared to be more use of Canadian records in recent months and several record companies were increasing their output."

Other spokesmen are not as politic. Asked if he thought a content quota was necessary to gain airplay for Canadian talent, Alan Wood said "Definitely. If there wasn't a ruling, there would never be any Canadian talent on private stations." "Without it, it wouldn't happen," says CAPAC's Mills. "Without the legislation, the record production industry in Canada would die," mourns Elvira Caprese, she of little faith.

"It's not beyond the realm of possibility that those in the record field who decried CHUM's venture into record production will see broadcasters mount a group invasion of the record community if they lose this battle," noted Phonodisc's Don McKim, an ex-broadcaster. "(This) development would probably receive as great and vociferous a welcome from the music composing and performing fraternity as greeted the CRTC's regulatory recommendations."

The broadcasters have been blamed by performers, producers, record companies, and assorted affiliates for the lack of a vital, active music scene in Canada in the past. "Through the introduction of these regulations, a music industry will start functioning in Canada," says John Mills. "Then the question will be, will it be good enough to share in the world market? This has to be the ultimate aim."

The next question is, if music doesn't make it now, who'll play the villain.



### our tape sounds terrible... but it sticks like crazy!

There's a Sellotape tape for everything around the station. Seal cartons and cans safely and cheaply. Label and code records or cassettes. Protect panels and prop surfaces. Mark floors. Make temporary electrical impulse chains or static bleeders. Keep the art department happy for once. Use Sellotape. For sticking, not recording. We'll be happy to supply you with samples and further information. Please call or write any of our sales offices from coast to coast.



**SELLOTAPE CANADA LIMITED**  
10 Esandar Drive, Toronto 17, Ontario

# The Malady Lingers On

Nearly 24 years ago, in its issue of June 22, 1946, *Broadcaster* ran as an editorial, an imaginary item from *Canada Gazette* for July 6, 1972.

I thought it might interest our readers if we reprinted this article, originally entitled "Can't Happen Here, Eh?" because I believe it is still applicable if we update references to the CBC, then holding sway over private broadcasting, to read "CRTC" and substitute "Information Canada" etc. for some of the imaginary departments mentioned in the original article.

Ottawa, July 5, 1972: Editorials appeared in every Canadian paper last night, under a Canadian Newspaper Corporation (CNC) date-line, commending the government for its twenty-five years of administration without putting the country to the expense of an election. The CNC article

closed with an Ottawa directive to all employers, ordering an enforced holiday next Wednesday in celebration. Ottawa will join in the festivities and a note of ironic entertainment will be introduced, when life-like effigies are placed in the House, seated in what used to be called the "Opposition Benches," which have been cleaned and painted for the first time in twelve years especially for the occasion.

The CNC, owned and operated by the people of Canada, under the supervision of the Department of Knowledge Control, will blend its voice with those of all loyal citizens in the singing of the official "Doxology of Jubilation." This will be distributed without charge by the Canadian Choral Corporation (CCC), owned and operated by the people of Canada under authority of the Department of Special Events. It will be sung in the new official Canadian

language in licensed churches from coast to coast during special services of thanksgiving next Wednesday. The services were ordered by directive 112/XLIVX-127B of the Canadian Religious Corporation (CRC), owned and operated by the people of Canada under authority of the Department of Religious Beliefs and Observances. This will afford citizens an opportunity to hear a sermon especially prepared by the Department. In this sermon, stress will be laid on the progress of Christianity since all denominational differences were outlawed and all doctrinal policies were dispensed by the Corporation in its capacity of Custodian of Public Morals.

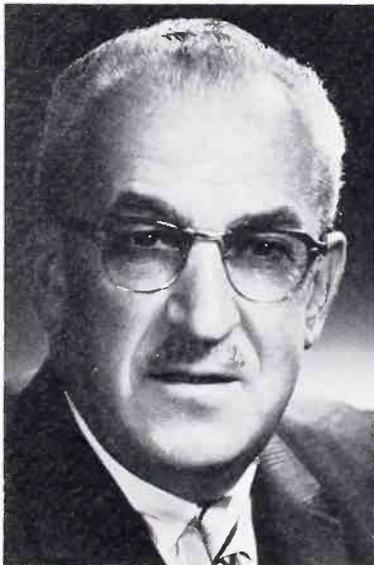
The CRC, established in Canada over a quarter of a century ago immediately before the last election, was based on principles developed by the Canadian Broadcasting Corporation (CBC) previously. This CBC, it is interesting to note, provided the principle on which all of the 167 "People's Corporations" now in operation were built. But it was not until our present Chancellor's election by acclamation during the infamous Battle of Bay Street of 1947 that such fascistic and monopolistic practices as private broadcasting and advertising were completely eradicated, to the glory of the people of Canada, to whom all Canada's resources rightfully belong.

Arrangements are being made for the collection of radio license fees. The fee this year has been increased from \$10.69 to \$12.83 to cover the cost of a new short-wave transmission to the Canary Islands, and also to defray expenses in connection with the new compulsory "Health through Joy" program, broadcast by the Canadian Therapeutic Corporation (CTC), owned and operated by the people of Canada under authority of the Department of Physical Fitness. The exact time at which citizens are to appear at their Community Centres to make payment of their license fees will be announced over the Unified National Network during an early presentation of the regular "CBC All-Citizens Chamber Hour." Date of this announcement will be proclaimed on the regular 8-11 p.m. "Your Government" program, next Friday. All citizens will remain at home to hear this program. Citizens will be ordered to make their payments in numerical order under the new "State Index System" devised by the Canadian Statistical Corporation (CSC), owned and operated by the people of Canada under authority of the Department of People's Contributions to State Maintenance.

"Can't happen here?" Nuts! It is happening. Buzz me if you hear anything.

- Dick Lewis

## STANDARD BROADCAST SALES



Waldo J. Holden



Richard R. Moody

W. C. Thornton Cran, President, Standard Broadcasting Corporation Limited, announces the appointment of Richard R. Moody as President, Standard Broadcast Sales Company Limited, effective April 1, 1970.

Mr. Moody is also President, Canadian Standard Broadcast Sales Inc., New York, and prior to his new appointment, was Vice-President, Planning and Development, Standard Broadcast Sales.

Waldo J. Holden, Standard Broadcast Sales' first president, will continue to be actively associated with the Company as a Director.

Three bronze Bessies in three consecutive years



Once again this year, CJOB's efforts to maintain a standard of commercial excellence have been recognized at the Radio Commercials Festival.

In the past three years the judges have presented us with nine awards for our work with Eaton's, Imperial ESSO Service Centres, Burns Foods, Mercury Outboards, Ben Moss Jewellers, Toro Lawn Mowers, Winnipeg Photo and the Capitol Theatre.

But the important thing is not that we've won awards for these companies. The important thing is that we've tried to win for all our sponsors.

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# Good Living



Hank Skinner is president of marketing-communications consulting firm, Skinner, Thomas and Associates Ltd., Toronto.

While quietly perusing the newspaper over the Easter weekend, it was evident that Governmental interference in private lives is not declining. In the most recent edict, an announcement was made to the effect that tobacco manufacturers will no longer be allowed to use television to promote the sale of their products after a yet-to-be-determined date. This ruling is on the basis of the Government's decision that there is a negative aspect to tobacco as it applies to health. And in all likelihood they are quite right. But look at the results in the U.K. Did the ban on advertising stop smokers? No way! They smoked harder.

Leading physicians, members of the Cancer Society, researchers and everyone else connected directly or indirectly with the tobacco industry feel that, if people were to stop smoking, their life expectancy would be increased by seven years. Oh, what a delightful statistic!

What does this really mean to anyone? It is to nebulous a fact for most people to be effective. If you are

20, and you expect to live to 70, seven more years has little effect. It's too far away. But if you are 45 and expect to live only to 50, then the extra seven years might make a difference.

Well, now that we have added seven years, what does it mean? If 20% of North America's population were to have their life expectancy increased by seven years, this would amount to a total of 1,680,000,000 years of living, and purchasing power, and pollution, and overcrowding, etc. But let's go back to the 70 years. Now, we take the age of 70 and add seven years to it, and what do we get?

We, in fact, get seven more years of welfare payments to 48,000,000 (4 million in Canada); seven more years of plugging up hospitals already over-burdened; seven more years of old people living with their families and causing domestic strife; seven more years of bad driving habits; seven more years of infirmity; seven more years of complaints, etc., etc.

Who, in his right mind, wants to put in seven years this way? If people want

to die by smoking, why not let them? Does the Government really want to provide seven years of free living when, as an alternative, an individual can remove himself at his own expense through the purchase of one carton of cigarettes a week. In addition, it will save the Government, and ultimately the taxpayers, seven years of hospitalization, welfare and old age pension costs.

Let us examine this proposal from the standpoint of economics. Firstly, the CBC will lose a substantial volume of income. Secondly, welfare costs will increase substantially. Thirdly, some businesses will be adversely affected by a situation beyond their control. It certainly deprives the advertising agencies of a source of billings. These restrictions may in turn cause unemployment in a number of industries. It will adversely affect the rack jobbers. Also, it will affect television production houses, film processors, and a host of other associated industries which rely on the production of television commercials.

So, to offset this problem, the tobacco industry has wisely been acquiring other firms in a diversification move in order to protect the shareholders and employees.

Is this another classic example of the do-gooders of the world trying to save other people's lives who may not want to be saved at all?

Is this world such a grand and glorious place to live in that we want to endure it unwillingly for another seven years because some researcher, Government official or charity-minded matron feels that it is in our best interests to stop smoking or drinking or anything else which gives pleasure simply because you can live to be a wrinkled-up frump.

We have had examples recently of directives saying you must not use cyclamates, monosodium glutamates, etc. For example, in the case of the "diet" beverages, we were all warned of the dangers of cyclamates, because of a cancerous reaction in rats. If you were quick in arithmetic, it seems that you would have to drink 500 cans of these beverages daily for years in order to match the rat sample. Now, who in hell drinks 500 cans of pop a day! And yet, not one bottler stood up and said STOP! Shame, shame, shame.

It will soon be necessary for us all to live in plastic bags, eat bland food designed to help us live 10 more years, with no-smoking signs everywhere (including grass), no alcohol (liver damage), no sex (they'll think of something), etc.

No thanks — I just wish the Government and the do-gooders would leave us a few pleasures. Besides, tomorrow you could get hit by a truck.

## You bet your sweet content!

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HAS THE CANADIAN PRODUCT  
FOR CANADIAN TELEVISION.



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**REPRESENTATIVES:** Radio & Television Sales Inc., Montreal — Toronto  
Canadian Standard Broadcast Sales Inc., New York

\*daytime

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### 2 RCA TK-41C STUDIO COLOR CAMERAS

These cameras (ser. No. 1078 & 1080) are in excellent condition having been manufactured in 1966 and are extensively up-dated with solid state power supplies, pre-amplifiers, and color bar generator. Accessories included are: 50, 90, 135 mm. lenses plus TV-88 turret, 500 feet cable, 2 sets image orthicons and spare parts.

Director of Engineering  
CFTO-TV, P.O. Box 9, Toronto 16,  
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Two top calibre announcers, male or female, and one radio time salesman. Age 25 to 40. Minimum Grade 12 and well rounded experience in all phases of radio. Money no object. If you have the talent, we have the money.

Box 312, Broadcaster

My name is Ron Abrams. I am 24 years of age. I have 7 years of executive-type sales experience, two years of the Radio-TV Arts course at Ryerson Institute, and am seeking employment as a Broadcast-time salesman. I am willing to relocate.

Please write:

Ron Abrams  
35 Cedarcroft Blvd., Apt. 1216  
Willowdale, Ontario,  
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Young and ambitious Top 40 Jock with 2 years' experience seeks position with a progressive station anywhere. Contact:

Scott Richard, Winnipeg 338-3660

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2 years' experience. Thorough knowledge of all sports. Professional, mature and natural delivery with interesting commentary. Excellent play-by-play of any sport.

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## AMPEX VR1000C FOR SALE

Due to changes in policy this 2" VTR has become surplus. The recorder is fully operational and is in very good condition (80 hours since factory overhaul) with new (reworked) head.

Laurentian University  
Attn: Mr. R. O. Martin  
Supervisor Electrics  
and Electronics  
Ramsey Lake Road  
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## ENGINEER

We're expanding in the new year ahead. We have 10 KW AM plus FM Stereo with modern equipment. We're a small market with all the advantages of the good life away from ulcer gulch.

We'd like to hear from an engineer who may be working as second in command or who has reached the end of the road financially in a smaller market. We won't overpay but we'll pay a good wage and provide you with an opportunity to enlarge your horizon.

Please provide all particulars in your first letter.

Naturally, your present employer wouldn't want to lose such a good employee as yourself so we'll be sure to keep it strictly confidential.

Box 313, Broadcaster

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Personable, aggressive, informed, versatile TV-radio broadcaster now available. Married, prefer radio-TV combination. 6 years' experience. Resume on request.

Box 327, Broadcaster

## CREATIVE COPY WRITER

If you can write copy that sells and have at least a year's practical experience, a top Southwestern Ontario station can use you. Send details and resume to:

Box 325, Broadcaster



## and now a word from Bob Blackburn

Unquestionably, every reader of this magazine knows the old one about the kindly farmer whonking his mule between the ears with a two-by-four to get his attention.

On Feb. 12 of this year, Pierre Juneau stood up in the King Edward Hotel in Toronto and let the Canadian broadcasting industry have it squarely on top of its thick skull with a wallop that's still reverberating.

The analogy with the joke is perfect, and the industry ought to wise up to it and get out of the orgy of weeping and wailing and whining that's been going on for the past couple of months. (The smart ones have already left or were never there.)

The proposed regulations announced by Juneau on that historic day were the two-by-four, and the industry was the mule. If the industry weren't so mulish, the blow would not have been dealt.

Canadian broadcasters have been begged, urged, wheedled, cajoled, warned, threatened . . . have been given every chance and every encouragement to shape up and follow voluntarily the guidelines implicit in the Broadcasting Act.

I wouldn't be surprised to learn that half the country's broadcasters have never read the act. Hell, I wouldn't be surprised to learn that half of them didn't even *know* there was such an act assented to on March 7 of 1968. I know of one broadcaster who, a full month after the proposed regulations were announced, was crying about what they would do to his business but, between sobs, confessed that *he had not read the announcement*. He did not know what the proposed regulations actually were. What the proposed regulations actually

are is a big stick. And it has a carrot hanging from the end. The carrot is licence renewals, reasonable profits and peaceful co-existence.

The CRTC does not want to use the business end of the stick. The CRTC does not give a damn whether your Canadian content is exactly 60 per cent, if you're carrying as much as you possibly can. The CRTC does not care whether you interrupt programs three times or five times an hour, as long as you don't do it too often. It does not care if you run 11 or 13 minutes of commercials an hour, as long as there aren't too many.

The CRTC does not care how many Canadian records an hour you play if the immense influence of your radio station is significantly helping to promote the work of Canadian artists.

And the CRTC does not wish to see any good broadcaster go out of business.

What the CRTC *does* want is that broadcasters show some signs of trying to achieve the objectives set forth in the act. In the two years since it became law, broadcasters (with a few commendable exceptions) have virtually ignored its existence whenever possible.

All these statements about the Commission are not graven on any tablets in my possession. They are merely things which are evident to any objective commission-watcher.

For two years the commission (and most particularly vice-chairman Harry Boyle) has been writing on the wall, large and clear, for all to see: Get off your back tail and do something! Anything, but something!

But there were actually many broadcasters who, despite all graffiti, expressed surprise and dismay on Feb. 12.

What manner of never-never-land do all of you live in, anyway?

Listen now, if you weren't before. There will be regulations governing the amount of commercial content on AM radio. There will be an increase in the Canadian content requirements on AM radio after two years. There will be similar regulations for FM radio.

There will be regulations concerning not only the nationality of TV programming, but the type. There will be regulations governing amount and type of cablecasting. There will be regulations insuring geographical equality of service. There will be conditions, attached to licences, you've never dreamed of.

Look farther. Is it too hard to imagine a ruling that commercials themselves be "essentially" Canadian? Advertisers are vulnerable too.

So are unions. There isn't room to go into it here, but I can envision circumstances wherein the CRTC could kick a union square in the teeth without stepping out of its jurisdiction. Unions could help turn all these developments to their own and everyone's advantage if they chose to co-operate. But they won't, and there are answers for them, too.

Most of the above suggestions are probable and the rest, along with many more are probable. The industry is just getting its first taste of the potential power of the Commission. And at this writing, there was no evidence that the industry as a whole had learned from it. The same people who expressed surprise and dismay at the February announcement will be surprised and dismayed at subsequent ones, because they're still living in that never-never-land.

I know show business is supposed to be a world of make-believe, but I'd been led to understand that there was more to broadcasting than show business.

Next week's hearing, at which objections to the proposed regulations will be entertained, calls for some clear thinking on the part of petitioners. They should understand that:

There is a Broadcasting Act. It should be read, understood, and obeyed.

The CRTC is merely an agency charged with administering the act. Interpreting it is a matter for the courts.

The CRTC is tough, but not unreasonable. It means to do its job, but it will listen with intelligence and sensitivity to specific arguments which are intelligent and sensible. It will *not* listen to either bombast or whining.

It will *not* be amused by any irresponsible delaying tactics.

The Commission is and will be responsive to broadcasters whom it considers to be men of good will, who understand both the problems of the industry and the objectives of the legislation, and who are making sincere attempts to overcome the former in the interest of achieving the latter.

The Commission has more routine work than it can handle, and, contrary to popular opinion, would be quite happy if it could do that work and go fishing in good conscience without having to stay overtime dreaming up new regulations.

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