



Robert Fowler recommends...

...broadcasting, dictatorship and censorship

Robert M. Fowler, president of the Canadian Pulp & Paper Association, has presented the report of his committee on broadcasting to the cabinet, and through it to the people of Canada.

The Fowler Report has been read in the *Broadcaster* office. A tabulation of its main recommendations will be found on page 6 of this issue, and they will be found to be rough on the private broadcasters, but even more so on the CBC.

We are working on a thorough analysis of these recommendations, which we hope to have ready for our next issue. The only valid comment we can make at this time is that if they are acted upon, they will add considerably to the number of regulations to which the industry is subjected. Also, in the case of infractions, the report would have a long list of penalties applied to offenders.

The Committee would have the industry (both private and state-owned) regulated under a one-Board system in the place of a Board of Broadcast Governors and a separate Board of Directors of the CBC. This many people feel would be a reversion to the days when all regulatory functions were performed by the CBC Board.

Also, the new authority, called tentatively The Canadian Broadcasting Authority (CBA), would, if it is ever constituted, enter into the realm of program control more deeply than has been the case in the past.

By a considerable increase of regulation, in terms of both numbers and stringency, Fowler has used the ability he gained in his original profession of law in building an ostensibly strong argument of an extremely weak case. Moreover he is stepping way beyond the terms of reference under which the committee was established.

While his recommendations bear individual examination, far and away the most harmful, and the one which should be resisted to the last ditch, is the establishment of this virtually one-man dictatorship (because the ineffectiveness of part time governors has been clearly demonstrated in the operation of the BBG) whose power would be unlimited even to the extent of himself appointing the Director-General of the CBC.

The suggested intrusion of the new "Authority" into the realm of programming is reminiscent of the ages-old struggle for freedom of speech.

Three rays of light filter through the dark and foreboding clouds this man has cast over the industry. First is the determination of the CAB to meet it head on. Second is the volume of unfavorable editorial comment the Report has received from broadcasting's keenest business competitors, the newspapers. Third is the fact that the report goes to such extremes that it is more than unlikely that it will be implemented by this government or any government that may succeed it.

Nearly 13 million radio sets and more than 4 3/4 million television receivers indicate that, in the minds of the Canadian public, there is a great deal that is good about broadcasting as it is.

R. G. L.

A statement from the CAB

Following the release of the Report of the Fowler Committee on Broadcasting last week, the board of directors met to discuss the report, and after this meeting issued this statement:

The Canadian Association of Broadcasters is giving careful study to the recommendations of the Fowler Committee on Broadcasting. From initial study it appears that some of these are worthwhile and deserve careful consideration.

However the Canadian Association of Broadcasters is seriously concerned about the recommendation for a "Canadian Broadcasting Authority" to be made up of a full time chairman and fourteen part time members, and possessed of enormous powers.

It is clear from the report that the functions assigned this Board could make it in fact the equivalent of the CBC's Board of Directors. It is proposed that the executive head of the CBC be appointed by and report to the Authority and that the Authority be possessed of complete responsibility for policy making and direction of CBC organization programming and financial expenditures.

The Canadian Association of Broadcasters sees this as similar to and potentially more dangerous than the system that existed between 1936 and 1958. For more than a decade private broadcasters fought for correction of that unparalleled situation in which the CBC and its Board were at one and the same time competing with private stations for business and audience and were the judge and jury of their daily existence and ultimate fate.

Additionally the proposed Canadian Broadcasting Authority would be assigned sweeping powers of a nature we believe have never been assigned any administrative tribunal especially in the communications field. Its chairman would be virtually a broadcasting czar empowered to determine what Canadians would see and hear from Canadian broadcasting stations.

CAB will insist upon continuation of a separate regulatory body, a tribunal not involved in the operation of broadcasting stations either public or private. It is the CAB's opinion that this is the essence of the "impartial agency of control" proclaimed as government policy by the present Minister of Transport to an annual meeting of the CAB just two years ago.

CAB believes that creation of a Canadian Broadcasting Authority as visualized in the Fowler Committee Report especially if possessed of the wide powers that report contemplates would seriously damage the ability of Canadian broadcasters to provide programs Canadians have demonstrated they want; result in an inferior and less acceptable standard of programming; and drive a majority of Canadian listeners and viewers to U. S. stations.

SIGHT & SOUND

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

▲The case of CJOR Radio produced plenty of thunder and lightning at a Board of Broadcast Governors hearing in Ottawa September 14, and made it obvious that a little rain must fall on one or other of the applicants seeking takeover of the station's facilities.

Three choices for disposition of the CJOR frequency and assets were put before the BBG, which

has set October 31 as the terminal date for the station to retain its broadcasting licence.

Highest dollar offer of \$575,000 came from British Columbia Television Broadcasting System, Ltd., operating CHAN/CHEK-TV in Vancouver-Victoria, and presently holding interests in Vancouver radio stations CKNW and CKWX.

The sale to B. C. Television Broadcasting would follow a round-about route, if approved. It would involve re-licensing CJOR to operate after October 31 under the direction of Arthur Chandler, leading a group of minority shareholders in the station. Chandler would then undertake to sell the station to B. C. Television.

Second-best financial proposal was advanced by a consortium of current CJOR employees calling themselves Caulfeild Broadcasting Co. Ltd., linked with Vancouver businessmen Ralph Cunningham and James Pattison. Reports indicated the Cunningham-Pattison offer would gross somewhere between \$400,000 and \$500,000 for CJOR Ltd., depending which stock options open to the company might be exercised.

The final offer came from another Vancouver radio station, CHQM, represented by W. E. Bellman. CHQM's main interest was in the 600 kilocycle frequency now being used by CJOR, Bellman said.

His proposal, involving an offer of \$400,000, would lead to CHQM abandoning its existing 1320 kc. frequency and moving to the better 600 kc. operating area.

W. C. Pearson, counsel for the

BBG, said the board had been put in the position not only of choosing a new operator for the frequency, but of ruling on the amount the current shareholders would receive.

Other lawyers present described the CJOR problem as "this wretched matter", and hurled charges of "expropriation without compensation" and "expropriation at its worst" before the board.

J.G. Alley, representing present majority shareholder and CJOR President Marie Chandler, described the CHQM bid as "a delightful cut-throat presentation", and said the BBG "ought not to confiscate the property of one station and turn it over to another".

He called the indirect sale to B.C. Television the best solution—getting the current CJOR shareholders out with a reasonable settlement and leaving the station in capable hands.

▲The Little SMPTE Convention, as it's called, takes its swing-about turn in Rochester, N.Y., this year, in keeping with the tradition of alternating the meet annually between Toronto and the American city.

Approximately 60 Canadian television and film engineers and producers are expected to make the jaunt for the single-day convention on Saturday September 25. (SMPTE is the Society of Motion Picture and Television Engineers.)

Color will be the theme of six papers to be presented. Speakers and their subjects are as follows:

"The Perception of Color" by R. M. Evans of Eastman Kodak Company; "Photographic Films as they Apply to the Color Television

System", by D. Zwick, also of Eastman Kodak; "Color Television Production", with a speaker from one of the major American TV networks; "High-Band Color Television Magnetic Recording", by P. E. Welcome of the Ampex Corporation; "Laboratory Practise and Photographic Systems for Color Television", delivered by W.D.Hedden of Calvin Productions Inc., and "An Accelerated Process for Anscochrome Color Films", with W. L. Wike of Ansco.

▲Radio station CJOB Winnipeg became a member of the Radio Sales Bureau effective September 1, bringing to three the number of stations that have joined the bureau since Dennis Whitaker assumed the presidency recently. In the same interval, CFGM, Richmond Hill, has applied for membership to take effect on January 1, 1966, and one station representative firm has been added to the roster. In total, 106 radio stations and station reps now belong to the bureau.

▲CJOH-TV has a new television eye-opener to wake up Ottawa residents that haven't gone in for the morning stretch and bend routine. It's *University of the Air*, a 7:00 am program designed to get rid of the sandman with doses of psychology, philosophy, history and conversational French.

Credit for the idea goes to CJOH-TV, but three other independent Canadian television stations are participating in production as well as carrying *University of the Air*. They are CHAN-TV in Vancouver, CFRN-TV Edmonton and CFCN-TV Calgary.

Of 106 programs, 70 will be produced by CJOH-TV, the balance in Western Canada. Collaborating with Ottawa's Carleton University, CJOH will turn out *Preface to Psychology* (15 episodes), *Le Francais Par L'Image* (39 programs with Carleton lecturer Jean Miquet), and *Background to a Nation* (16 episodes dealing with Canadian History from the 1500's to 1870).

Four episodes will originate in Edmonton — *Eye Levels* from the Fine Arts faculty of the University of Alberta (Edmonton), *The Psychology of Humor; What is a Theatre?* with R. Dietle, assistant professor of drama, and *Acting and Creativity*.

The University of British Columbia will furnish 26 programs on *Great Asian Civilizations*, and the University of Alberta in Calgary will turn out a six-episode series on philosophy or political science.

CJOH is also bringing back its award-winning *School Telecast* series, extended to run continuously

ANNOUNCEMENT

CFCF-TV APPOINTMENT



FRED DOZOIS

D. W. G. Martz, Manager, CFCF-TV, Montreal, announces the appointment of Fred Dozois to the position of Sales Representative, Commercial Production. In his new post, Mr. Dozois will act as liaison between CFCF-TV's Video Tape Productions and Advertising Agencies and National Advertisers.

A LOCAL ADVERTISER SPEAKS

Two years ago, Prairie Rose Flour began an advertising campaign on radio which featured quality control and money-back guarantee. As a result, our sales have increased 300%. Our radio campaign with CFAM/CHSM has been very effective due to the stations' extensive coverage in our trading area, and because a large number of housewives throughout southern Manitoba prefer Radio Southern Manitoba's relaxing easy-listening music. Oily Penner's voice has given additional impact to Prairie Rose spots.

To cover the same trading area using any other media in an adequate manner would have run up prohibitive costs. We have found that by using Radio Southern Manitoba, we have increased the sale of Prairie Rose Flour in every community in Southern Manitoba despite heavy competition from other flour advertisers, and we are selling our product to a large number of customers who had never heard of Prairie Rose Flour until two years ago.

55% of our PRAIRIE ROSE advertising budget is allocated to radio, ALL OF WHICH IS SPENT WITH CFAM/CHSM.

STEINBACH FLOUR MILLS LTD.

Arthur Rempel

Arthur Rempel, President.

Represented Nationally by

RADIO-TELEVISION REPRESENTATIVES LTD. Toronto - Montreal - Vancouver - Winnipeg



1290 CFAM CHSM 1250

YOUR KEY TO GOOD SELLING IN SOUTHERN MANITOBA

through the upcoming school year.

▲Ralph Draper has moved to Vic- kers & Benson Ltd., Toronto, to become part of the V & B account group handling government busi- ness. Draper was formerly broad- cast media director at Foster Advertising Ltd. He will locate in Ottawa, as a V & B representative working on the Liberal Party cam- paign, until the national election is over. A title for his new post has not yet been assigned.

▲The independent broadcasters' association has asked the Board of Broadcast Governors to issue a go-ahead on color television for September 5, 1966, almost four months earlier than the January 1, 1967 start date recently set by the government.

In an August 13 letter to board chairman Dr. Andrew Stewart, Jean Pouliot, Canadian Association of Broadcasters president, said the initial date for color TV should co- incide with the beginning of a nor- mal broadcasting season.

Pouliot pointed out advertisers gear their campaigns to the regular September-June program season, and he added:

"These campaigns are planned well in advance. Advertisers wish- ing to use color television broad- casting . . . will find it more con- venient to begin their campaign with color material from September rather than January."

He said the seasonal color situ- ation would apply to programming as well as to commercial material.

The letter also asked for a three-month free experimentation period before color broadcasting begins, and suggested existing licenses should allow television stations to switch to color without the necessity of public hearings and elaborate applications for color privileges.

"In changing over to color, the licensee simply makes different and better use" of the channel al- located to him by the Department of Transport, the letter said. "We are simply trying to prevent addi- tional expenses."

▲A benefit show featuring country music entertainers Tommy Hunter and Gordie Tapp was held recently in Lindsay Ontario on behalf of the Roland Hunt Trust Fund. Hunt, a CKLY Radio Lindsay engineer and morning man, was killed with his wife in an early-September car ac- cident, leaving five children aged

two to eight years. The trust fund was initiated to aid the orphaned children.

▲*Romper Room*, a syndicated chil- dren's television program, has been taken up by one of Canada's "syn- dication networks" in a major buy that puts the half-hour TV kinder- garten on six additional stations this year, and boosts the Canadian production budget to more than \$250,000.

The full ITO group (Independent Television Organization) of eleven Canadian TV stations began tele- casting new *Romper Room* episodes September 6.

As a special feature of the sale a single teacher, Miss Sarah (Sarah Thomson) is slated to cover all of the ITO stations. Plans call for her to visit every market, recording a total of 195 half-hour shows in the 11 cities. Besides taping the "road shows", she will be expected to make personal appearances and en- gage in promotions in all markets.

W. Vern Furber, vice-president of *Romper Room's* syndicator, Fre- mantle of Canada Limited, says the programs recorded in each city will be seen in all the other cities, helping Canadian children learn about various parts of their country in the process. Japanese, Mexican and other excerpts from *Romper Room* shows produced around the world will also be included in the Canadian broadcasts.

ANNOUNCEMENT

CHAB APPOINTMENT



J. S. BOYLING

Jack Moffat, President of CHAB Ltd. is pleased to announce the appointment of Mr. J. S. Boyling as General Manager of CHRE-CHAB-TV Regina - Moose Jaw. His appointment is effective im- mediately.

Then there's the tree surgeon who fell out of his patient.

"ACTION STATIONS!"

CFCN RADIO-TV CALGARY

OUR CAMERAS WHERE PEOPLE WANT THEM...

your advertising where people see it!

SEE HARDY TELEVISION, MONTREAL, TORONTO.

CFCM-TV*CKMI-TV

Télévision de Quebec (Canada) Ltée.

LETTERS TO THE EDITOR

Readers' opinions are invited for this department.

More research needed

Re: Your issue August 5:
"Provinces Are Missing The Boat"

Sir: The above article (a report of Travel Research International Inc.

statistics) is found to be quite interesting in what it has to say, particularly when it concludes with recommending more research be done into broadcast media. I would sincerely recommend that your editorial staff indulge too, in a little more research, instead of taking only one source as being authentic.

Having handled the Alberta Government Travel Bureau advertising for some years, I wish to point out particularly what was done in 1964 on their behalf.

For the past 5 years, including 1964, the Tourist Courtesy campaign by the Alberta Government Travel Bureau has always included Television in every area of the province. Briefly, it is aimed at improving the reception to tourists by Albertans. For the past 3 years they were also on Television stations in the Vancouver market, Seattle and Spokane regions during January and February promoting the ski industry with 60 sec. sound on film commercials.

During 1965, radio and TV have been used in the Tourist Courtesy campaign in key Alberta areas. Radio this year is being used in a 3 month package in Seattle and Vancouver. Plans are for radio at the end of this fiscal year in Los Angeles and San Francisco.

Travel Research says Alberta did not even use Canadian newspapers, and this is most incorrect. The past three years the Alberta Government has had a series of four ads, each 600 lines, running in 14 daily papers in Manitoba, Saskatchewan, and British Columbia. Besides this, the Tourist Courtesy campaign has for many years been in daily and weekly newspapers throughout the whole province during May.

On the subject of research, our client has now completed two continuous years of research into the pattern of tourists which has divulged most interesting information. Besides this, Mr. Ed S. Bryant, Director of the Alberta Government Travel Bureau, is also a Director of the Western Council of Travel Research, an American association which now has representation from Alberta and British Columbia. And for what it is worth, this agency has also been an active member of the W.C.T.R. for the past two years.

From the agency standpoint of course, there is continual research into media, and I hasten to add that the print media in Canadian and U.S.A. publications have done exhaustive depth research into the tourist industry and their readers' habits. This is material which the agency is provided with to digest and use.

When the broadcast media, both Television and Radio, come up with some research material on tourism in these regions, agencies will welcome it

most heartily, for it has been scant to date and it appears they are not fully cognizant of the magnitude of this expanding industry.

In sum and total, might I recommend that in your next article on this subject, you seek the co-operation of Canada's 10 provincial Governments for more specific, and I might add more reliable, information. I am certain they will comply.

NATTALL & MALONEY LTD.
D. A. Williams
Vice-President

"Missing the boat" missing the boat.

Sir: Referring to the article "Provinces Are Missing the Boat" on Page 7 in your issue of August 5, we were surprised to read where all of Canada's provinces were left stranded at dockside when the S.S. Television set sail.

Our good friends and client, The New Brunswick Travel Bureau, obviously boarded un-noticed at a different pier, and my only hope is that we made more of an impact on the consumer than what we obviously did on the "industry". Incidentally, public response in terms of requests for the New Brunswick Travel Kit has completely justified our recommendations.

This agency recommended to the New Brunswick Travel Bureau the use of television to help promote Tourism to the province as far back as 1960 and, as a matter of interest, commencing in the spring of 1962, we undertook spot television activity for this client in certain key markets in Canada and the U.S. We have been on the air each of the past four seasons since.

Apparently the Travel Research International Inc.'s New York people were not tuned in to what was going on insofar as New Brunswick's promotional activities are concerned, nor were they tuned in on the Maritime Co-op campaign this season when we understand that they invested their whole budget in T.V.

George T. Alsop
Media Director
Tandy Advertising Limited
Toronto

Standard practice is unfortunate

Sir: Your August 19th editorial "Promotional Puffs Make Poor Public Relations" strikes a sympathetic nerve and particularly your sentence: "The success of the effort to communicate depends not so much on the PR counsel as on his client and his willingness to disclose."

Your example of the advertising agency announcing a new executive appointment and saying that said executive had been with 'another' agency for ten years is unfortunately standard childish practice in the business community. And, despairingly, I admit to having conspired in the production of suchlike over the years. Time and again you have to face up to the problem of either creating a break with your client or just going along with the nonsense of not "giving any publicity to a competitor."

JOSEPH A. P. CLARK
Tisdall, Clark and Lesly Ltd.
Public Relations Consultants
Toronto

The ONTARIO Five



CKWS RADIO • KINGSTON
CHEX RADIO • PETERBOROUGH
CFCH RADIO • NORTH BAY
CJLJ RADIO • KIRKLAND LAKE
CKGB RADIO • TIMMINS

ONE gets you FIVE!

O Broadcast Order
n Contract
e Confirmation
e Invoice
Payment

37,400 Households

3rd largest English Radio Audience in Canada
(As per last major BBM Report)

CPM - \$1.14

National Sales Director
JACK WEATHERWAX
Northern Broadcasting Ltd.
425 University Ave. Toronto

Representatives
Canada: BYLES, GIBB &
ASSOCIATES Ltd.
U.S.A.: ALL-CANADA RADIO
& TV Ltd.

The ONTARIO Five for SALES DRIVE



MEET FRED ARENBURG

quiet-spoken, tireless manager of 'radio one' in Halifax. Fred's meticulous attention to detail & unceasing co-operation in promotion & marketing have won him the high regard of countless advertisers & broadcasters. Under his astute management, CHNS maintains & strengthens its position as the dominant station in this essential Maritime market . . .

at CHNS HALIFAX, N. S.

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



B

Fowler Report indicts the low-brows

Charles Lynch, Chief of Southam News Services, is a frequent Commentator on the CBC, from Ottawa. This is the talk he delivered on the Fowler Report September 9, on the CBC program "Viewpoint".

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CCAB

Typography and Make-up by
Canadian Broadcaster

Things in the broadcasting world are bad, but they can't be *this* bad.

I think Mr. Fowler and his colleagues have over-stated the case, thus yielding to the same temptation that trapped the B & B Commission of Mr. Dunton and Mr. Laurendeau.

Almost the whole of this five dollar report is based on the mediocrity of radio and television programming in Canada. There can't be much argument about that - but I think the report makes it sound worse than it really is. After all the members of the committee admit that they made no program survey of their own - they were too busy talking to people in the broadcasting business to turn on their sets.

They just took it as a general assumption that programs on public and private radio and television are mediocre, and constructed their report accordingly. At his press conference this afternoon, Mr. Fowler refused to discuss individual programs, and left the distinct impression, with me anyway, that he has no disposition to become a TV viewer or a radio listener, no matter what kind of programs are put on.

This is perfectly all right - there is no compulsion on anybody to listen to radio or watch television. As the report itself says, people will take their leisure in whatever way suits them, and they will go for the programs they like the best. You can almost hear Mr. Fowler sigh as he says that the public is addicted to light and inconsequential entertainment - that programs regarded as trashy by intellectuals win sponsors because they attract large audiences.

Perhaps the report is more an indictment of you, the general public, than of the CBC and the private stations. If this is what Mr. Fowler has in mind, then we can put him down as just another in a long line of do-gooders, who will pass and be forgotten with the rest.

The committee thinks programs can and should be better, and it proposes to shake up the entire broadcasting industry to bring this about.

The shake-up should be great fun, if and when Mr. Fowler's recipe is adopted.

The hated administrators - all those vice-presidents in their ivory towers - will be flushed out and sent packing, to the derisive hoots of the creative talent. A new garden of culture will bloom in the electronic wasteland - viewers will be uplifted by what they behold on their screens and hear on the radios. The end product, we are led

to assume, will be a new breed of Canadian - purged of lowly tastes.

I do not expect to live to see such a day. The standards of excellence toward which Mr. Fowler aspires are simply not attainable. They are not attainable in his own newsprint industry, or any other field of human endeavour. Above all, they are not attainable in television and radio, those great day and night gobblers of talent, thought, energy and old movies. The gobbling goes on around the clock, seven days a week, into infinity, and the miracle is that even flashes of excellence emerge.

That they do emerge, Mr. Fowler admits. He has almost nothing good to say about private TV programming, but is quite generous with the CBC - so generous, in fact, that in places he seems to be undermining his own indictment. If Mr. Fowler can't be consistent after months of deliberation, what does he expect out of the madhouse of television?

Mr. Fowler sounds more confident when he rips into the administrations of the CBC and private television.

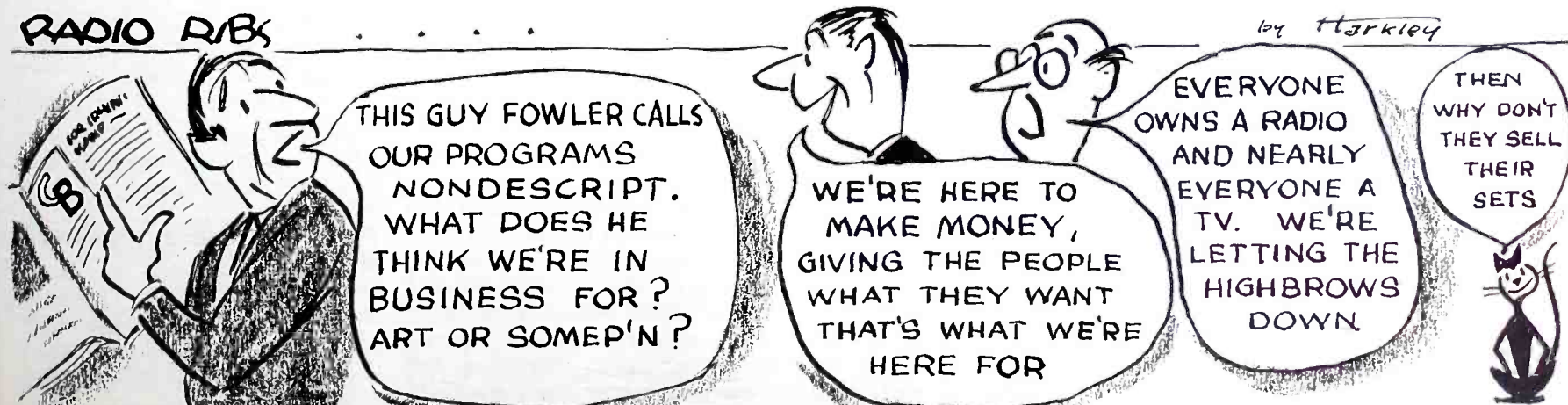
These men have tough hides - they are accustomed to abuse - but seldom has anybody put the wood to them as Mr. Fowler does.

The private TV people are treated more in pity than in anger. The anger is reserved for the top echelons of the CBC - those awful vice-presidents, isolated in the emptiness of Ottawa, working to frustrate the best efforts of men in those action centers of Montreal and Toronto. Everything about the organization of the CBC is bad. Everything must go - a new Director General must come in, and there must be such a letting of old and tired blood as has never been seen in the executive suites. Once all the old hands have been dispatched, the CBC headquarters building in Ottawa must be abandoned and a new start made in Montreal.

Out goes the Board of Broadcast Governors, in comes the Canadian Broadcasting Authority, to be headed by a man who must be a paragon of all the virtues, in both official languages.

Ah, it would be lovely. But I don't suggest you turn off your sets to wait for these great reforms. There's the election, and it may take awhile for Parliament to get around to Mr. Fowler and his new world of broadcasting. You just go on watching those mediocre programs that you love so well.

RADIO RIBS



Here are the specific recommendations

Control of Broadcasting

(1) The committee advocates the creation of a public agency to be called the Canadian Broadcasting Authority, which should be entrusted with the supervision, control and direction of all broadcasting in Canada.

(2) The Authority should be responsible for determining who should hold licences, and the terms and conditions applicable to the use of radio frequencies and television channels by all Canadian broadcasters.

(3) The Authority should enact or continue existing regulations of the BBG that are of general application, to prohibit certain broadcasting practices in programs which might endanger public order or offend against good taste, and also to impose limits on the number and length of advertising messages.

(4) A system of individual program undertakings should be developed by the Authority, taking account of the differences in size, wealth and location of Canadian radio and television stations. These undertakings should become formal conditions of each licence and enforceable as such either by prosecution or suspension of the licences.

(5) The Broadcasting Act should make it clear that no one has an automatic right to the renewal of a licence.

(6) The Authority should be able to examine the considerable amount of information as to program performances already submitted to the BBG, and such additional reports from stations as to their performance that the Authority may require.

(7) The Authority should stimulate research concerning the radio and television public, its tastes, needs and interests. Much of the work can be commissioned from outside experts.

(8) The Authority can define the objectives of the public broadcasting service and specify the general form and content of balanced programming by the CBC. For the private broadcasters, it can similarly define objectives and encourage cooperation between private stations for the joint production of programs.

(9) The committee recommends that the Broadcasting Authority establish a system of awards for the best Canadian television and radio productions.

(10) The Authority should report annually to Parliament.

Constitution of the Canadian Broadcasting Authority

(1) The Authority should be made up of a full-time chairman familiar

with both English and French, and 14 part-time members.

(2) Nomination of the chairman and members should be the prerogative of the Prime Minister, with choice based essentially on individual excellence.

(3) The chairman should be appointed for a term of five or seven years.

(4) Headquarters of the Authority should be located in Ottawa.

(5) Authority staff should consist of an Executive Director agreeable to the chairman and appointed by the Prime Minister. Three senior assistants should be responsible respectively for licensing, for station standards and performance, and for research. In addition the Authority should have a Secretary, Financial Officers, General Counsel, and adequate clerical staff.

Licensing and Program Policy

(1) The broadcast licensing function should be kept within the Canadian Broadcasting Authority, but should not be handled by the full board. A licensing committee should be established consisting of the chairman and two or three part-time members. There should be a right of appeal from any decision of the committee to the full board.

(2) Licensing procedure should be more fully defined. Applications should have full publicity before public hearings. For new licences, and the renewal of licences, there should be a public hearing.

(3) In minor cases, if after public notice there is no substantial objection, the licensing authority should be able to act on the merits of the application without public hearings. Licensing decisions of a routine nature should be relegated to a competent staff.

(4) Radio and television licences in future should consist of two parts: a technical part subject to Department of Transport approval, and a second part dealing with the acceptability of the applicant as a broadcaster.

(5) The development of program policy should be the primary responsibility of the Authority.

(6) A performance undertaking should be made a specific condition of the licences of all privately owned radio and television stations. The Authority should receive performance reports at regular intervals from all broadcasting stations.

(7) The committee does not think it should be for the control agency to establish the amount of money or the minimum percentage of revenue that each private station should pay for talent. The Authority should in future insist that applicants make promises that are realistic, and that the fulfillment

of these promises be made a condition of the licences granted.

(8) The individual capacity of each broadcaster should be reviewed from every angle at the time the licence is issued, and appropriate requirements for Canadian content should be made a contractual engagement as a condition of the licence itself.

(9) The Authority should state its objectives for program performance by private stations, outlining such requirements as a good news service, some discussion of public affairs, a reasonable content of music and drama, some development of Canadian talent, and the need for a varied and imaginative local service to the community, coupled with some regional, national and international activity.

(10) The Authority should direct each station to develop a program schedule it is prepared to undertake—a realistic promise of practical performance.

(11) Any station should be permitted to apply to the Authority for a review and revision of its program commitments in the light of changed circumstances.

(12) The Authority should adopt regulations, or should enumerate a policy to be incorporated in the conditions of licences, requiring a minimum number of hours a week to be devoted by all stations to public service broadcasting (meaning information and education at large) between the hours of six and eleven o'clock in the evening.

(13) Whatever unused channels are available can be granted to private operators prepared to risk the investment and provide an acceptable standard of service.

(14) During the next five years, a firm degree of restraint should be applied to the licensing of new stations.

Penalties for License Infractions

In cases of breach of licence conditions, including failure to live up to programming commitments: for minor infractions, monetary penalties should be imposed that bear some relationship to the gravity of the offence (the Broadcasting Act should provide for a system of fines); for major infractions, suspension of the licence should be more frequently used.

Pre-noon Television Broadcasting—Educational and School Broadcasting

The committee states its belief that "the increase in the hours of television broadcasting may have already gone too far, and certainly should not be continued" because of the rise it produces in overall television costs. Answering the "American competition" argument,

the committee says, "If American television should provide service throughout the 24 hours of every day, there is no reason for us to do likewise. . ."

The committee concludes:

(1) The Canadian Broadcasting Authority should prohibit television broadcasting in Canada in the morning hours before noon. (There could be some argument in favour of limiting this prohibition to the period from Monday to Friday, the committee adds).

(2) The Authority should have the power to require as a condition of a licence to broadcast television, that a certain number of morning periods must be reserved for scholastic broadcasting wherever a reasonable need can be demonstrated.

(3) The committee does not think the Federal Government should be called upon, or be willing, to subsidize private or public stations for the transmission of school broadcasts. Stations should be reimbursed in full for the direct and indirect costs by the educational institutions concerned.

(4) Licences for educational broadcasting should in future be granted to educational institutions or corporations, even if they are wholly or partly owned by provincial governments.

(5) The committee recommends the establishment of a National Advisory Council for Scholastic Broadcasting.

The CTV Television Network

(1) It would be better if the CTV network and ITO (Independent Television Organization) were merged into a joint enterprise with common objectives.

(2) CTV network agreements should require the member stations, first, to undertake to remain affiliated, and second, to carry an amount of network programming sufficient to enable them to discharge their natural functions. The Broadcasting Authority should be empowered by statute to give directions to this effect should the affiliates fail to do so voluntarily within a reasonable time.

(3) If outside private investment in CTV is really regarded as an obstacle to effective cooperation between the stations, the CTV could be reconstituted as a non-profit trust operating in the public interest. (The committee calls such a remedy "complicated and drastic".)

Privately Owned Broadcast Stations

The committee believes "a greater effort to pool the resources of the private stations could do much to raise the calibre of their programming.

"The amount that a private television station should spend, or can afford to spend, on Canadian talent, may be debatable, but the figures (a decline from six per cent of revenues in 1961 to 4.6 per cent in 1963) speak for themselves.

"There have been too many quiz shows and similar types of programs to fill out the schedules of the private stations and meet their Canadian content obligations," the committee says, adding:

"We reject the principle that private broadcasters . . . may be satisfied with relying on audience ratings."

The committee recommends:

(1) While the private broadcasters are a part of the system, and while their rights and interests should have all legitimate protection, in case of fundamental conflict, the interests of the CBC must prevail.

(2) Private radio stations should utilize their assets to produce more balanced, more varied and better program fare. This should be done preferably by voluntary cooperation.

(3) A much more substantial cooperative effort to use Canadian talent could and should be organized by the private radio stations.

(4) For radio, specialization in one field of programming is not satisfactory. Faithful listeners should have the opportunity to be in contact with a variety of programs. The committee rejects the specialization theory for Canadian television stations as well.

Canadian Broadcasting Corporation - Organization

The committee envisages a flat-pyramid, two-tier structure for CBC management, resulting in improved and shortened vertical communications. "The natural horizontal levels of broadcasting operations should be more effectively recognized," says the committee. "There is a pressing need for more lateral communication at the producing level."

One tier of CBC organization should be responsible for policy, with relevant divisions reporting to the proposed Director-General. Operations divisions should report to the proposed General Manager.

(1) The committee recommends appointment of a CBC head titled Director-General instead of president, and a General Manager in place of the vice-president. Both would be responsible to the Canadian Broadcasting Authority, and hold office for no fixed term, but at the discretion of the Authority. Both should be familiar with French and English. The Director-General's responsibilities would lie in policy areas, and lead to orientation "outward and upward." The General Manager would be concerned with operations, and "look inward and downward."

(2) National Program Supervisors under the two senior officials "should be concerned with the acquisition of the most varied

and excellent programs for the networks, from whatever source they can be obtained."

(3) The committee recommends that an English Network Manager be stationed in Toronto, a French Network Manager in Montreal. Principal activity of the network managers should also be program procurement.

(4) A General Sales Manager should be appointed to head up the sales organization.

(5) An intensified recruitment and training program should be instituted.

CBC - PHYSICAL FACILITIES

(1) The present headquarters building in Ottawa should be given up by the CBC. Presumably, the committee says, it can be sold to the Government. The headquarters location should be moved to Montreal, and established in the consolidated facilities there.

(2) An entirely new design will have to be undertaken for the proposed CBC Montreal building.

(3) The committee recommends against the proposed new CBC Toronto plant to be established in Don Mills. "A plan addressed to meeting the most urgent problems downtown, either by augmenting the Jarvis Street location, or elsewhere if another suitable site could be found, should be developed."

(4) The CBC network system should be equipped to handle color signals. One television studio in Toronto and one in Montreal should be adapted for color program origination. The CBC should proceed with plans for color facilities at Expo '67, and acquire a reasonable minimum of color mobile equipment. Further stages of CBC color adaptation should not be undertaken during the next five years.

CBC - Mandate

The committee recommends that

the mandate of the public broadcasting agency should be clearly stated and defined as fully as possible by legislation and should be expanded and specifically explained in a white paper on broadcasting policy.

CBC - Commercial Policy

The CBC should actively seek to retain its present 25 per cent share of the television advertising market and its four per cent share of the radio advertising market. "If television and radio sales can be increased to capture, say, 30 per cent and six per cent, so much the better."

CBC - Financing

(1) The financial requirements of the CBC, both capital and operating, should be provided by a statutory annual grant of \$25 for each television household in Canada as reported by the Dominion Bureau of Statistics. (This would provide an estimated total of \$612 million for the five-year period ending in 1970 - an excess of \$1,891,000 over projected, adjusted CBC expenditures estimates. CBC figures were reduced by \$67,676,000 by the committee.)

(2) A general borrowing authority for the CBC should be established with a ceiling of \$200 million.

CBC - International Service and Northern Service

(1) The International Service's 50 kilowatt radio transmitters should be scrapped. "It is high time for these antique relics from the dawn of the electronic age" to go, the committee says.

(2) There should be formal integration of the International Service with the CBC, as a principal division of the corporation. International Service assets should be transferred to the CBC.

(3) International Service funds

should be voted annually by Parliament.

(4) The title of the International Service should be changed to Radio Canada International.

(5) A new Northern Service antenna array should be installed on the International Service's transmitting tower, and Northern Service broadcasting time should be increased to 18 hours a day.

(6) The Northern Service budget should be increased from \$500,000 to \$1.7 million annually.

(7) The CBC should be empowered to enter into contracts with private corporations, on suitable financial terms, to provide and manage television services in remote and isolated parts of Canada.

CBC - Budget Year

The CBC budgeting year should be altered to correspond with the normal broadcasting year. Both public and private sections of broadcasting should conform to this policy.

CBC - Affiliates

(1) To provide sign-on to sign-off CBC programs for all of Canada would require expropriation of private affiliates and their conversion into CBC stations, a course the committee "neither favors nor recommends."

(2) The CBC station structure should be frozen in its present state, and present affiliations, for at least the next five years. Some minor changes in the arrangements with the affiliates may be necessary.

(3) If a serious decline in the revenues of the affiliates results from the committee's recommendations respecting CBC network programming, alternative means should be found to recompense the affiliates for carrying it. Legitimate and reasonable interests of the affiliates must be taken into account.



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Selling an Idea

Several years ago a young salesman was on the verge of getting the biggest order of his career.

For months he had worked hard to sell a complete air conditioning system for a 40-storey office building in Manhattan. The final decision rested with the board of directors, who asked the salesman to come in and make yet another presentation.

The salesman, Pat Baxter, was received politely but not too warmly. A couple of the directors were clearly cold to the idea and threw Pat some sharp questions.

As he attempted to answer the queries, Pat began to see months of effort going out the window. As the questioning progressed he seemed to be getting farther away from his goal.

Then Pat had an idea.

It was a rather warm day and he asked permission to remove his coat. He then took out his handkerchief and mopped his brow. The idea was contagious. Several board members shed their jackets and one complained aloud:

"It's kind of hot in here."

That did it. The directors began to think about air conditioning in terms of their own comfort. Twenty minutes later Pat wrapped up the sale.

The simple act of taking off his coat had triggered a favorable response.



This is the thirteenth in a series of 24 articles on "Smooth Selling" written by George N. Kahn, who heads up his own firm of marketing consultants in New York. He is the author of the recently published "The 36 Biggest Mistakes Salesmen Make And How To Correct Them." His articles on selling have appeared in several publications including "The Harvard Business Review", "Sales Management", "Industrial Marketing" and "Printers' Ink."

Creating buying readiness

Pat's experience illustrated an important truism in selling: Buyers often must be put into a state of readiness by the salesman. They must be jolted, kidded, cajoled or charmed into giving you an order.

The prospect is seldom ready to buy when you approach him. He has problems, worries, etc. that prevent him from giving you his full attention. His mind is likely to wander away from the discussion.

Under these circumstances a straight selling talk won't get him back on the track. Something else is needed - a ploy or gambit to snap him out of his mood. A humorous anecdote or story may do it. Occasionally, telling a joke will pull the buyer out of his funk. It's even all right if you make yourself the target or butt of the story. Here I speak from experience.

Jay walking admitted

I was hurrying to an important conference with a buying committee, which held my future in their hands. It would be the biggest sale of my life or my biggest bust.

So engrossed was I in my thoughts that I hardly noticed my surroundings as I quickly crossed a street.

When I got to the curb I almost bumped into a burly policeman who had been waiting for me, hands on hips.

"Do you always jaywalk?" he asked me, pulling out his ticket

book.

I hadn't been aware that I was jaywalking and told him so. Further, I asked him to excuse the violation as I was on my way to an important business meeting.

Instead, the officer lectured me for 10 minutes on the danger of jaywalking and then wrote me a ticket.

The result was that I was late for my interview.

As I walked into the conference room, some members of the buying committee glanced at their watches. Their faces showed annoyance. Not an auspicious beginning.

In this situation I instinctively knew it would be foolish to go right into my sales talk. Clearly, some sort of ice breaker was needed.

So I explained the reason for my tardiness, admitting both the jaywalking charge and the lecture.

"If I don't do a better job of selling with you than I did with that policeman, I'm doomed," I said, smiling.

That did it. There was appreciative laughter and everyone seemed to relax, including myself. I went on to make the sale.

I like to think that my selling skill had something to do with getting the order, but there's no doubt that my jaywalking story put the committee into the right frame of mind.

Get Buyer's Interest

Relating an anecdote or tossing off a gag are simply examples of techniques in getting the buyer on your side. The means can vary. The important thing is to somehow clutch his interest, to make him aware of you. Your job is to create a climate that is favorable to you.

The mechanics used in attaining this objective may vary with the

prospect. A joke may land with a dull thud with one person and converse another. Some individuals would warm up to a comment or two on the national political scene.

It's not easy to predict the reaction of any one person but you might make a few tentative stabs to feel him out.

Mentioning the buyer's hobby might strike a right note. If you should learn that he is an avid fisherman, prepare some small talk about angling before you call on him. A friend of mine, Norm Rustin, learned that a certain buyer was devoted to chess. Norm knew nothing about the game but he crammed for three nights and at the meeting was able to make intelligent conversation about chess. The prospect was clearly delighted and talked about the game during almost the entire interview. The last five minutes he used to give Norm a whopping order.

Make Plans Enroute

Don't wait for inspiration in the buyer's office. Decide the night before or even enroute what tactic you are going to employ to get the interview off the ground. In fact, it's best to have two plans in case one proves unworkable.

Be aware of your surroundings as you travel to the interview. Perhaps something you see will be enough to excite the buyer's in-

Coming: -

BUYING COMMITTEES ARE HERE TO STAY

The salesman should adopt an approach to the buying committee rather than fight it. He must know all he can about his company and product, and at the same time tailor his approach to the committee so that he is able to deliver his message forcefully and without wasting time. Read about this in George Kahn's article in our next issue.

Or spend some time reading the paper for ideas that might appeal to the prospect. The financial section is a good place to start, but it isn't the only possibility. A story on the sports pages or in the general news columns may provide your key to the buyer's heart - or funny bone.

One buyer had been brooding for weeks over the poor showing of his favorite baseball team. One day, before an interview with the fellow, I spotted an item in the paper about his ball club. The story said the team had acquired a top pitcher in a trade with another outfit.

The story was in a late edition and I figured the prospect had not

ANNOUNCEMENT

FRASER VALLEY RADIO APPOINTMENT



Effective October 1st, Dennis Barkman becomes Vice-President of Fraser Valley Broadcasters Limited, and Commercial Manager of Radio CHWK Chilliwack, and Radio CFVR, Abbotsford.

Mr. Barkman is well-known in the broadcast industry through his nine-years' association with CFAM Altona, as a director of the Canadian Association of Broadcasters, and as a former Director and Vice-President of the Western Association of Broadcasters.

Mr. Barkman succeeds William G. Teetzel, who retires September 30th after a quarter-century association with Fraser Valley Broadcasters Limited.

Continuing members of the management team at Fraser Valley Radio are Murdo MacLachlan, President and Managing Director and William Wolfe, Secretary and Production Manager.

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sons it. I was right. When I gave him the news his face lit up like a neon sign. His manner toward me from then on was friendly and deferential. I walked out of his office with one of the biggest orders of my career.

Even keeping the radio on in your car might produce an idea that you can profitably use with a buyer. You should also read books and magazines to glean thoughts that will aid you in selling.

Let Him Unburden Himself

Sometimes a buyer wants a good listener to his troubles. He wants to unburden himself to someone available and that happens to be you.

Let him. There is probably no one within his own organization to whom he can confide. He needs you badly.

He will regard you as sympathetic even if you don't say a word.

However, with some buyers it's wise to throw in a word or two of commiseration now and then.

The advantage to you is that the prospect can't fail to feel somewhat indebted to you. You have provided a shoulder for him to cry on and he will be grateful. So grateful in fact that he'll hand you an order. This won't happen all the time but the percentages are in your favor.

Allan Dale, a bakery supplies salesman, stopped in at a prospect who was really down in the dumps.

He poured out all his woes to Allan and they were numerous. His employees were lazy, his managers incompetent and his wife did not understand him.

"I don't know why I stay in business," he lamented.

That was Allan's cue.

"You're in business because you are very successful at it," the salesman reminded him. Allan then went on to tell the prospect just what he wanted to hear; that his bakery was of high reputation; that he himself was a top businessman; that he deserved better employees, etc.

Allan then gently swung the conversation around to his products. He told the man that some of his troubles could be eliminated by installing Allan's equipment. The prospect nodded agreement and soon was signing a substantial order.

Even if you don't get an order the first time, consider your patience and understanding an investment that will pay off later.

Use Social Aids

The right atmosphere for getting an order may not be in the prospect's office. He might be more receptive over a good dinner.

A certain amount of judicious entertaining is a proven aid to selling. I am not referring here to bribery or excessive free obtaining. I doubt that many orders are obtained because the buyer got a free meal from a salesman.

But there is a definite advantage in creating a pleasant atmosphere in which to conduct business. In his office the buyer may be harassed and overworked. He doesn't have time to think about buying. He needs to get away from the hurly-burly of his schedule to collect his thoughts. This is where you can help him. Suggest (but don't push the matter) that he meet you for dinner so he can hear your presentation. You might say something like this:

"I see that you are pretty busy this morning, Mr. Jones. Maybe we can both relax at the end of the day over a nice dinner someplace. I can give you my story then."

Chances are that he will appreciate your thoughtfulness. This has happened to me more than once - as a buyer and seller.

Do What Comes Naturally

I have mentioned jokes, anecdotes etc. as a means of getting the buyer's attention and creating the proper climate for selling. Your particular method should depend on what sort of person you are.

If you don't like to tell jokes or don't tell them well, then abandon that idea. Nothing will be gained by forcing yourself into an unwanted role.

Perhaps small talk comes easier to you. Or you might be a good listener. Adopt the style that suits you best. The important thing is not what method you use to excite interest but how effective it is.

Look for the sign from the buyer that will tell you how to approach him. For many salesmen this is a matter of their long experience in

studying people. A veteran seller can tell almost by instinct what style to use with a prospect. Salesmen are among the best judges of human nature in the world.

How are you in selling ideas? Try this quiz and see. If you can answer "yes" to at least eight questions you are a likely candidate for success in this area.

YES NO

1. Do you think in terms of selling ideas?
2. Have you developed techniques for developing buyer readiness?
3. Are you willing to listen to a buyer's troubles?
4. Do you put them into practice?
5. Do you sometimes encourage him to unburden himself?
6. Do you plan your approach with the buyer before the interview?
7. Do you try and tailor it to the type of buyer?
8. Do you sometimes suggest meeting the buyer for dinner to talk business?
9. Are you always aware of the "climate" for selling?
10. Do you occasionally make yourself the butt of an anecdote or joke to warm the buyer to you?
11. Do you believe you use the technique for warming a buyer that is suitable for you?

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Take a hard boiled businessman and a classical pianist; a dog lover, an amateur farmer and an art connoisseur; shake briskly; and the emerging fluid will be a 32-year old friend of mine who is now



DAVID GILLESPIE

president of a major advertising agency.

To be more specific, the above human amalgam is David Ellis Gillespie, and the agency in question is, of course, the 55 year old Baker Advertising Agency Ltd.

Probably the youngest agency president anywhere, American-born

but Canadian by inclination, Dave is, as you will have judged, sort of an animated complex rather than one plain individual. Incidentally, he is still a bachelor.

There is nothing so peculiar about the fact that he blew his way through college on a trumpet - or maybe it was a piano - with small groups playing in night spots around his original home town of Detroit. It did present complications though. His father was, and still is, a Baptist minister who did not approve of night spots, so Dave, intent on accumulating the book-learning dispensed by Wayne State University, adopted the professional name of Dave Gill, while earning his college fees and keep, by the seat of his larynx (or was it finger nails?)

Coming to Canada on some sort of musical assignment - I think it was a church organ this time - he seemingly fell in love with the place, and settled in London Ontario, where he did something or other for General Steel Wares. I don't think it was riveting things or anything like that. It seems to me it was more along the lines of (small m) marketing.

He also did promotion work with the Dutch Airlines, KLM, spending a few years in Paris where he acquired more than a working ability

to speak French which makes him pretty close to a complete bi-lingual.

He joined Baker five years ago in the media department, rose through the ranks to executive vice-president, retaining this post for eighteen months, when, two weeks ago to be precise, he turned in his badge to pick up the presidential gavel.

Bill Baker, the former president and last active member of the original Baker family, kicked himself upstairs to the chairmanship of the board to make room on the throne for Dave.

For all his mathematical approach, which is the hall mark of a good media man, David Gillespie is a computer with emotions.

People he regards as valuable to the organization enjoy what comes as close as possible, in the area of business, to friendship. When sickness or bereavement strikes somewhere, he is on hand to help however he may, and it is my impression that he does this from a sense of desire rather than duty.

But when someone fails to measure up, it is another story. He sends them packing without delay, and failure to measure up may mean simply an inability to share his dedication.

He is completely intolerant of anything bordering on sharp practice, and coldly cuts offenders off at the ankles, be they members of the staff or advertising accounts.

This characteristic has given him an image of ruthlessness with some people. Yet I happen to know, because I have seen him right after such an event, he suffers emotional agony when he has felt he had to wield the axe.

Besides all the things I have called him in this piece, Dave Gillespie is a pattern. In taking over the agency presidency just thirteen short years out of his teens, he automatically blazes the trail for the next crop of agency presidents.

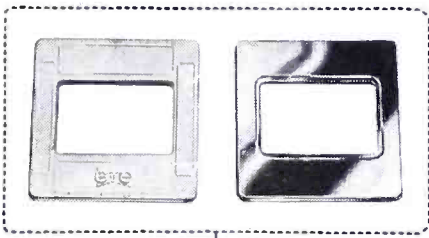
He is the pattern on which future presidents of other agencies will model themselves, some by emulating him and his methods; others perhaps by going in a completely opposite direction.

However you look at it, Dave Gillespie is a pioneer with a challenge to meet, a challenge which might well reflect on the future of the entire agency business. Speaking for myself, I think he will meet it.

All for now, except, buzz me if you hear anything.

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Religious broadcasting spreads in the West

Spread of the ecumenical spirit in churches across Canada appears to be opening the door for increased broadcast activity by the larger new composite religious groups - and some of the stepped-up radio and television production seems to be rubbing off on Western Canada.

This year it's reported the Anglican-United - Roman Catholic Church ecumenical complex plans to originate three documentary-information television programs of *The Spectrum* series from CHAN-TV in Vancouver, if suitable coast-

written scripts can be found.

Spectrum uses professional acting talent for the most part, and features "actuality as against religious service or preachment", says Reverend Keith Woollard, director of broadcasting for the United Church of Canada.

Seven *Spectrum* programs have been produced outside Toronto in past years - four in Winnipeg, three in Montreal - but CFTO-TV has traditionally handled the lion's share of each year's 33 productions, he adds.

For radio Woollard says the new policy will see Vancouver stations turning out tapes for the Anglican-United *Checkpoint* series, quarter-hour actuality programs with relevant contemporary music for background. In previous years Western raw tape for *Checkpoint* was edited and assembled exclusively in Toronto.

Woollard says, "At its peak, *Checkpoint* was carried by 75 Can-

adian radio stations. Currently it's on 66". Half a dozen major market and a few small market television stations use *Spectrum*.

A third ecumenical broadcasting innovation will convert the United Church's five-hours a week of air time on CKWX Radio in Vancouver into an inter-denominational magazine program in its Sunday-morning segment. The CKWX broadcasts deal primarily with church news, and present services and interpretive comment on Canadian public affairs.

Western-Canada ecumenical broadcasting will be under the direction of Father Edward Bader, communications director for the Vancouver Diocese of the Roman Catholic Church; Reverend Art Hives, western regional representative of the Anglican Church Division of Broadcasting, and Roy Bonisteel, recently appointed United Church regional director of broadcasting,

Limerick Lane

An arid announcer named Ken
Just didn't know when to say when.
He would dip in the grape
In the midst of a tape;
Now he's reading the want ads
again.

Color experiments continue at Toronto exhibitions

Color two of Canada's biggest summer fairs red, blue and yellow this year, to get the picture of the upped tempo of color television demonstrations on Ontario exhibitions. Color displays have doubled from 1964's one-gun CNE salute to the scheduled Canadian TV color burst a year-and-a-quarter away.

At the Canadian National Exhibition this summer, Hamilton-based CHCH-TV, armed with RCA equipment, took over full command of a color spearhead originated last season by a four-way combination consisting of RCA Victor Limited, CHCH-TV, Robert Lawrence Productions Ltd. and Williams, Drege and Hill Ltd. of Toronto.

Some features of the 1964 color showcase were dropped—notably the black-and-white on-the-scene-at-CNE productions that were interlarded with the color film. But CHCH compensated by erecting a more elaborate CNE Color Centre, along pavilion lines, and by arranging an improved system of multiple color feeds to high-exposure sites on the CNE grounds.

Sample of things to come

Meanwhile in Ottawa, CJOH-TV took charge and offered Central Canada Exhibition visitors (parliamentarians included) a sampling of things to come in color television. The display reached a total audience of close to 500,000, in the opinion of Tom Atkins, vice-president of Independent Canadian Television Sales Ltd., representing CJOH-TV in Toronto.

Atkins said, "Wherever there was a crowd of people, we knew it was one of our monitors." He felt Ottawa fairgoers were currently less sophisticated in color TV affairs than Torontonians, with the result that they indicated "a hell of a lot more interest".

Biggest attraction at the Ottawa color display was a live televised fashion show production, offering instant comparison of black-and-white screening, color screening and the real thing. Models paraded in avant garde styles up to and including the new thigh-high dresses, and were filmed by a late-model RCA color camera borrowed for the eight-day fair.

Atkins said crowds of 350 or more stacked up at the CJOH color stage when afternoon fashion shows went on camera at 2:30 and 4:30. Evening throngs at 7:30 and 8:30 were probably larger, he believed.

In both Toronto and Ottawa, set manufacturers with color set displays on the grounds took feeds from CHCH and CJOH. But CHCH came up with an extra inspiration and installed sets in half-a-dozen of the Ex's leading restaurants.

Mike Koskie, Color Centre coordinator for the Hamilton TV station, considered the restaurant placements a big gain on the open-air monitor-booths used at 1964's CNE. The outdoor booths couldn't be effectively shielded from high light levels last year, he explained — "The color pictures often looked weak and washed-out."

Dressy Fashion Show

The CHCH pavilion was blown up to more than 3000 square feet this year—larger than 1964's production—but did away with many of the frills that were possible with the original Color Centre's four-way cost split, Koskie said. For one thing—no hostesses.

"The reason we didn't go into a huge, elaborate production is that people come by and only stop and look for five or ten minutes," he explained. "What's the reason for going elaborate?"

One reason is live production, CJOH might well answer. The dressy CJOH fashion show stage, on two levels, occupied better than 1000 square feet on its own. Coupled with the rest of the station's fairground facilities, it brought CJOH's total occupancy up near the CHCH 3000-foot figure.

Both stations programmed approximately ten hours daily, all in color. CHCH's run at the CNE lasted 15 days, while CJOH went for eight at the shorter Central Canada Exhibition.

CHCH unveiled 90 minutes of programming for its show—CNE slides, a reputedly top-color-quality National Film Board document titled *Hello Toronto*, several short film clips, and a 90-second multi-hued CHCH promotional film dedi-

cated to the station's new fall programming. (Special background music for the promotion film was written for CHCH by Dr. Hugh McCauley, conductor of Toronto's O'Keefe Centre orchestra.)

Koskie said CHCH hoped to encourage a color TV—CHCH association in the minds of Color Centre visitors. "Our telecine equipment isn't scheduled to arrive until October or November this year," he said.

"But as far as the people know we're going to be in color right away—right now.

"That's why we felt the investment was worthwhile."

Film clips and cartoons

CJOH used film clips and color cartoons to bulge out each day's scheduled four hours of live fashion telecasts. Commenting on the purpose of its display, the station said, "CJOH hopes this foretaste of color TV and public demand may persuade the government to allow color TV in Canada before January 1, 1967. A more logical starting date would be the fall of 1966, the beginning of a broadcast season."

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MEET KEN DOBSON

one of broadcasting's most sales and promotion conscious managers. Ken's tremendous vitality, years of broadcast experience and innate program sense have been major contributions to the smooth operation of Saint John's most successful radio station.

at CHSJ SAINT JOHN, N. B.

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



Selling an Idea

Several years ago a young salesman was on the verge of getting the biggest order of his career.

For months he had worked hard to sell a complete air conditioning system for a 40-storey office building in Manhattan. The final decision rested with the board of directors, who asked the salesman to come in and make yet another presentation.

The salesman, Pat Baxter, was received politely but not too warmly. A couple of the directors were clearly cold to the idea and threw Pat some sharp questions.

As he attempted to answer the queries, Pat began to see months of effort going out the window. As the questioning progressed he seemed to be getting farther away from his goal.

Then Pat had an idea.

It was a rather warm day and he asked permission to remove his coat. He then took out his handkerchief and mopped his brow. The idea was contagious. Several board members shed their jackets and one complained aloud:

"It's kind of hot in here."

That did it. The directors began to think about air conditioning in terms of their own comfort. Twenty minutes later Pat wrapped up the sale.

The simple act of taking off his coat had triggered a favorable response.



This is the thirteenth in a series of 24 articles on "Smooth Selling" written by George N. Kahn, who heads up his own firm of marketing consultants in New York. He is the author of the recently published "The 36 Biggest Mistakes Salesmen Make And How To Correct Them." His articles on selling have appeared in several publications including "The Harvard Business Review", "Sales Management", "Industrial Marketing" and "Printers' Ink."

Creating buying readiness

Pat's experience illustrated an important truism in selling: Buyers often must be put into a state of readiness by the salesman. They must be jolted, kidded, cajoled or charmed into giving you an order.

The prospect is seldom ready to buy when you approach him. He has problems, worries, etc. that prevent him from giving you his full attention. His mind is likely to wander away from the discussion.

Under these circumstances a straight selling talk won't get him back on the track. Something else is needed - a ploy or gambit to snap him out of his mood. A humorous anecdote or story may do it. Occasionally, telling a joke will pull the buyer out of his funk. It's even all right if you make yourself the target or butt of the story. Here I speak from experience.

Jay walking admitted

I was hurrying to an important conference with a buying committee, which held my future in their hands. It would be the biggest sale of my life or my biggest bust.

So engrossed was I in my thoughts that I hardly noticed my surroundings as I quickly crossed a street.

When I got to the curb I almost bumped into a burly policeman who had been waiting for me, hands on hips.

"Do you always jaywalk?" he asked me, pulling out his ticket

book.

I hadn't been aware that I was jaywalking and told him so. Further, I asked him to excuse the violation as I was on my way to an important business meeting.

Instead, the officer lectured me for 10 minutes on the danger of jaywalking and then wrote me a ticket.

The result was that I was late for my interview.

As I walked into the conference room, some members of the buying committee glanced at their watches. Their faces showed annoyance. Not an auspicious beginning.

In this situation I instinctively knew it would be foolish to go right into my sales talk. Clearly, some sort of ice breaker was needed.

So I explained the reason for my tardiness, admitting both the jaywalking charge and the lecture.

"If I don't do a better job of selling with you than I did with that policeman, I'm doomed," I said, smiling.

That did it. There was appreciative laughter and everyone seemed to relax, including myself. I went on to make the sale.

I like to think that my selling skill had something to do with getting the order, but there's no doubt that my jaywalking story put the committee into the right frame of mind.

Get Buyer's Interest

Relating an anecdote or tossing off a gag are simply examples of techniques in getting the buyer on your side. The means can vary. The important thing is to somehow clutch his interest, to make him aware of you. Your job is to create a climate that is favorable to you.

The mechanics used in attaining this objective may vary with the

prospect. A joke may land with a dull thud with one person and converse another. Some individuals would warm up to a comment or two on the national political scene.

It's not easy to predict the reaction of any one person but you might make a few tentative stabs to feel him out.

Mentioning the buyer's hobby might strike a right note. If you should learn that he is an avid fisherman, prepare some small talk about angling before you call on him. A friend of mine, Norm Rustin, learned that a certain buyer was devoted to chess. Norm knew nothing about the game but he crammed for three nights and at the meeting was able to make intelligent conversation about chess. The prospect was clearly delighted and talked about the game during almost the entire interview. The last five minutes he used to give Norm a whopping order.

Make Plans Enroute

Don't wait for inspiration in the buyer's office. Decide the night before or even enroute what tactic you are going to employ to get the interview off the ground. In fact, it's best to have two plans in case one proves unworkable.

Be aware of your surroundings as you travel to the interview. Perhaps something you see will be enough to excite the buyer's in-

Coming: -

BUYING COMMITTEES ARE HERE TO STAY

The salesman should adopt an approach to the buying committee rather than fight it. He must know all he can about his company and product, and at the same time tailor his approach to the committee so that he is able to deliver his message forcefully and without wasting time. Read about this in George Kahn's article in our next issue.

Or spend some time reading the paper for ideas that might appeal to the prospect. The financial section is a good place to start, but it isn't the only possibility. A story on the sports pages or in the general news columns may provide your key to the buyer's heart - or funny bone.

One buyer had been brooding for weeks over the poor showing of his favorite baseball team. One day, before an interview with the fellow, I spotted an item in the paper about his ball club. The story said the team had acquired a top pitcher in a trade with another outfit.

The story was in a late edition and I figured the prospect had not

ANNOUNCEMENT

FRASER VALLEY RADIO APPOINTMENT



Effective October 1st, Dennis Barkman becomes Vice-President of Fraser Valley Broadcasters Limited, and Commercial Manager of Radio CHWK Chilliwack, and Radio CFVR, Abbotsford.

Mr. Barkman is well-known in the broadcast industry through his nine-years' association with CFAM Altona, as a director of the Canadian Association of Broadcasters, and as a former Director and Vice-President of the Western Association of Broadcasters.

Mr. Barkman succeeds William G. Teetzel, who retires September 30th after a quarter-century association with Fraser Valley Broadcasters Limited.

Continuing members of the management team at Fraser Valley Radio are Murdo MacLachlan, President and Managing Director and William Wolfe, Secretary and Production Manager.

Peter Elliott Services

FIRST

in broadcast production assistance,

107 YORKVILLE AVE.

TORONTO 5, ONT.

WA. 4-9872

seen it. I was right. When I gave him the news his face lit up like a neon sign. His manner toward me from then on was friendly and deferential. I walked out of his office with one of the biggest orders of my career.

Even keeping the radio on in your car might produce an idea that you can profitably use with a buyer. You should also read books and magazines to glean thoughts that will aid you in selling.

Let Him Unburden Himself

Sometimes a buyer wants a good listener to his troubles. He wants to unburden himself to someone available and that happens to be you.

Let him. There is probably no one within his own organization to whom he can confide. He needs you badly.

He will regard you as sympathetic even if you don't say a word.

However, with some buyers it's wise to throw in a word or two of commiseration now and then.

The advantage to you is that the prospect can't fail to feel somewhat indebted to you. You have provided a shoulder for him to cry on and he will be grateful. So grateful in fact that he'll hand you an order. This won't happen all the time but the percentages are in your favor.

Allan Dale, a bakery supplies salesman, stopped in at a prospect who was really down in the dumps.

He poured out all his woes to Allan and they were numerous. His employees were lazy, his managers incompetent and his wife did not understand him.

"I don't know why I stay in business," he lamented.

That was Allan's clue.

"You're in business because you are very successful at it," the salesman reminded him, Allan then went on to tell the prospect just what he wanted to hear; that his bakery was of high reputation; that he himself was a top businessman; that he deserved better employees, etc.

Allan then gently swung the conversation around to his products. He told the man that some of his troubles could be eliminated by installing Allan's equipment. The prospect nodded agreement and soon was signing a substantial order.

Even if you don't get an order the first time, consider your patience and understanding an investment that will pay off later.

Use Social Aids

The right atmosphere for getting an order may not be in the prospect's office. He might be more receptive over a good dinner.

A certain amount of judicious entertaining is a proven aid to selling. I am not referring here to bribery or excessive free loading. I doubt that many orders are obtained because the buyer got a free meal from a salesman.

But there is a definite advantage in creating a pleasant atmosphere in which to conduct business. In his office the buyer may be harassed and overworked. He doesn't have time to think about buying. He needs to get away from the hurly-burly of his schedule to collect his thoughts. This is where you can help him. Suggest (but don't push the matter) that he meet you for dinner so he can hear your presentation. You might say something like this:

"I see that you are pretty busy this morning, Mr. Jones. Maybe we can both relax at the end of the day over a nice dinner someplace. I can give you my story then."

Chances are that he will appreciate your thoughtfulness. This has happened to me more than once — as a buyer and seller.

Do What Comes Naturally

I have mentioned jokes, anecdotes etc. as a means of getting the buyer's attention and creating the proper climate for selling. Your particular method should depend on what sort of person you are.

If you don't like to tell jokes or don't tell them well, then abandon that idea. Nothing will be gained by forcing yourself into an unwanted role.

Perhaps small talk comes easier to you. Or you might be a good listener. Adopt the style that suits you best. The important thing is not what method you use to excite interest but how effective it is.

Look for the sign from the buyer that will tell you how to approach him. For many salesmen this is a matter of their long experience in

studying people. A veteran seller can tell almost by instinct what style to use with a prospect. Salesmen are among the best judges of human nature in the world.

How are you in selling ideas? Try this quiz and see. If you can answer "yes" to at least eight questions you are a likely candidate for success in this area.

YES NO

1. Do you think in terms of selling ideas?
2. Have you developed techniques for developing buyer readiness?
3. Are you willing to listen to a buyer's troubles?
4. Do you put them into practice?
5. Do you sometimes encourage him to unburden himself?
6. Do you plan your approach with the buyer before the interview?
7. Do you try and tailor it to the type of buyer?
8. Do you sometimes suggest meeting the buyer for dinner to talk business?
9. Are you always aware of the "climate" for selling?
10. Do you occasionally make yourself the butt of an anecdote or joke to warm the buyer to you?
11. Do you believe you use the technique for warming a buyer that is suitable for you?

ATLANTIC ASSOCIATION OF BROADCASTERS

invites you to attend their

1965 ANNUAL CONVENTION

LORD BEAVERBROOK HOTEL

FREDERICTON, NEW BRUNSWICK

SEPTEMBER 26, 27 & 28

Sunday, sight-seeing with the CJON Newfoundland "Screech Party" in the evening.

Monday will be working sessions, good speakers, with CFNB the host at a lobster party Monday evening.

Tuesday, working sessions. Annual Dinner and Entertainment Tuesday evening.

Join your friends at the Lord Beaverbrook in Fredericton.

BOB WALLACE, president
CKMR, Newcastle, N. B.

JACK FENETY,
Convention Chairman
CFNB, Fredericton, N. B.

TO ORDER REPRINTS

Reprints of this series come in a four-page format, three-hole punched to fit an 8½ x 11" binder, each reprint including a self-evaluation quiz. Prices are

- 1-9 copies (each article) 50¢ ea.
- 10-49 copies (each article) 37½¢ ea.
- 50-49 copies (each article) 30¢ ea.
- 100 or more (each article) 25¢ ea.

You may preorder the entire series, or individual articles. Each in the series is numbered. Order from George N. Kahn Co., Inc., Sales Training Div., Dept. CP, Empire State Bldg., 350 Fifth Ave., New York, N.Y., 10001.

- 1.) The Salesman is a V.I.P.
- 2.) Are You a Salesman?
- 3.) Get Acquainted With Your Company
- 4.) You're On Stage
- 5.) You Can't Fire Without Ammunition
- 6.) You Are a Goodwill Salesman, too.
- 7.) Closing the Sale
- 8.) How to Set Up an Interview
- 9.) Resting Between Rounds
- 10.) The Competition
- 11.) Taking a Risk
- 12.) Playing the Short Game

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS *the* SHOWS

MONTREAL TORONTO WINNIPEG
1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott

OVER THE DESK

... of shoes and ships and sealing-wax -
of cabbages and kings

Take a hard boiled businessman and a classical pianist; a dog lover, an amateur farmer and an art connoisseur; shake briskly; and the emerging fluid will be a 32-year old friend of mine who is now



DAVID GILLESPIE

president of a major advertising agency.

To be more specific, the above human amalgam is David Ellis Gillespie, and the agency in question is, of course, the 55 year old Baker Advertising Agency Ltd.

Probably the youngest agency president anywhere, American-born

but Canadian by inclination, Dave is, as you will have judged, sort of an animated complex rather than one plain individual. Incidentally, he is still a bachelor.

There is nothing so peculiar about the fact that he blew his way through college on a trumpet - or maybe it was a piano - with small groups playing in night spots around his original home town of Detroit. It did present complications though. His father was, and still is, a Baptist minister who did not approve of night spots, so Dave, intent on accumulating the book-learning dispensed by Wayne State University, adopted the professional name of Dave Gill, while earning his college fees and keep, by the seat of his larynx (or was it finger nails?)

Coming to Canada on some sort of musical assignment - I think it was a church organ this time - he seemingly fell in love with the place, and settled in London Ontario, where he did something or other for General Steel Wares. I don't think it was riveting things or anything like that. It seems to me it was more along the lines of (small m) marketing.

He also did promotion work with the Dutch Airlines, KLM, spending a few years in Paris where he acquired more than a working ability

to speak French which makes him pretty close to a complete bi-lingual.

He joined Baker five years ago in the media department, rose through the ranks to executive vice-president, retaining this post for eighteen months, when, two weeks ago to be precise, he turned in his badge to pick up the presidential gavel.

Bill Baker, the former president and last active member of the original Baker family, kicked himself upstairs to the chairmanship of the board to make room on the throne for Dave.

For all his mathematical approach, which is the hall mark of a good media man, David Gillespie is a computer with emotions.

People he regards as valuable to the organization enjoy what comes as close as possible, in the area of business, to friendship. When sickness or bereavement strikes somewhere, he is on hand to help however he may, and it is my impression that he does this from a sense of desire rather than duty.

But when someone fails to measure up, it is another story. He sends them packing without delay, and failure to measure up may mean simply an inability to share his dedication.

He is completely intolerant of anything bordering on sharp practice, and coldly cuts offenders off at the ankles, be they members of the staff or advertising accounts.

This characteristic has given him an image of ruthlessness with some people. Yet I happen to know, because I have seen him right after such an event, he suffers emotional agony when he has felt he had to wield the axe.

Besides all the things I have called him in this piece, Dave Gillespie is a pattern. In taking over the agency presidency just thirteen short years out of his teens, he automatically blazes the trail for the next crop of agency presidents.

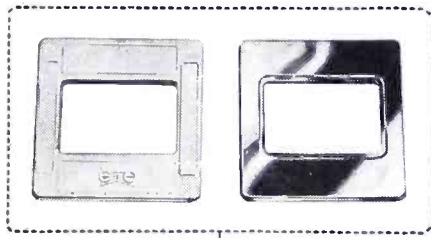
He is the pattern on which future presidents of other agencies will model themselves, some by emulating him and his methods; others perhaps by going in a completely opposite direction.

However you look at it, Dave Gillespie is a pioneer with a challenge to meet, a challenge which might well reflect on the future of the entire agency business. Speaking for myself, I think he will meet it.

All for now, except, buzz me if you hear anything.

GEPE

gives you 'no fuss'
slide mounting



Permanent protection from moisture and dust. . . transparencies sealed quick and easy between plastic frame and metal cover, fit smoothly into standard projectors.

Good reason why GEPE mounts are preferred for better TV Studio and audio visual presentations.

Available from the complete photographic supply house.

GARLICK FILMS LTD.
88 Tycos Dr., Toronto 19,
Ontario
Telephone RU 7-1761

Religious broadcasting spreads in the West

Spread of the ecumenical spirit in churches across Canada appears to be opening the door for increased broadcast activity by the larger new composite religious groups - and some of the stepped-up radio and television production seems to be rubbing off on Western Canada.

This year it's reported the Anglican-United - Roman Catholic Church ecumenical complex plans to originate three documentary-information television programs of The *Spectrum* series from CHAN-TV in Vancouver, if suitable coast-

written scripts can be found.

Spectrum uses professional acting talent for the most part, and features "actuality as against religious service or preachment", says Reverend Keith Woollard, director of broadcasting for the United Church of Canada.

Seven *Spectrum* programs have been produced outside Toronto in past years - four in Winnipeg, three in Montreal - but CFTO-TV has traditionally handled the lion's share of each year's 33 productions, he adds.

For radio Woollard says the new policy will see Vancouver stations turning out tapes for the Anglican-United *Checkpoint* series, quarter-hour actuality programs with relevant contemporary music for background. In previous years Western raw tape for *Checkpoint* was edited and assembled exclusively in Toronto.

Woollard says, "At its peak, *Checkpoint* was carried by 75 Can-

adian radio stations. Currently it's on 66". Half a dozen major market and a few small market television stations use *Spectrum*.

A third ecumenical broadcasting innovation will convert the United Church's five-hours a week of air time on CKWX Radio in Vancouver into an inter-denominational magazine program in its Sunday-morning segment. The CKWX broadcasts deal primarily with church news, and present services and interpretive comment on Canadian public affairs.

Western-Canada ecumenical broadcasting will be under the direction of Father Edward Bader, communications director for the Vancouver Diocese of the Roman Catholic Church; Reverend Art Hives, western regional representative of the Anglican Church Division of Broadcasting, and Roy Bonisteel, recently appointed United Church regional director of broadcasting,

Limerick Lane

An arid announcer named Ken
Just didn't know when to say when.
He would dip in the grape
In the midst of a tape;
Now he's reading the want ads
again.

Color experiments continue at Toronto exhibitions

Color two of Canada's biggest summer fairs red, blue and yellow this year, to get the picture of the upped tempo of color television demonstrations at Ontario exhibitions. Color displays have doubled from 1964's one-gun CNE salute to the scheduled Canadian TV color burst a year-and-a-quarter away.

At the Canadian National Exhibition this summer, Hamilton-based CHCH-TV, armed with RCA equipment, took over full command of a color spearhead originated last season by a four-way combination consisting of RCA Victor Limited, CHCH-TV, Robert Lawrence Productions Ltd. and Williams, Drege and Hill Ltd. of Toronto.

Some features of the 1964 color showcase were dropped—notably the black-and-white on-the-scene-at-CNE productions that were interlarded with the color film. But CHCH compensated by erecting a more elaborate CNE Color Centre, along pavilion lines, and by arranging an improved system of multiple color feeds to high-exposure sites on the CNE grounds.

Sample of things to come

Meanwhile in Ottawa, CJOH-TV took charge and offered Central Canada Exhibition visitors (parliamentarians included) a sampling of things to come in color television. The display reached a total audience of close to 500,000, in the opinion of Tom Atkins, vice-president of Independent Canadian Television Sales Ltd., representing CJOH-TV in Toronto.

Atkins said, "Wherever there was a crowd of people, we knew it was one of our monitors." He felt Ottawa fairgoers were currently less sophisticated in color TV affairs than Torontonians, with the result that they indicated "a hell of a lot more interest".

Biggest attraction at the Ottawa color display was a live televised fashion show production, offering instant comparison of black-and-white screening, color screening and the real thing. Models paraded in avant garde styles up to and including the new thigh-high dresses, and were filmed by a late-model RCA color camera borrowed for the eight-day fair.

Atkins said crowds of 350 or more stacked up at the CJOH color stage when afternoon fashion shows went on camera at 2:30 and 4:30. Evening throngs at 7:30 and 8:30 were probably larger, he believed.

In both Toronto and Ottawa, set manufacturers with color set displays on the grounds took feeds from CHCH and CJOH. But CHCH came up with an extra inspiration and installed sets in half-a-dozen of the Ex's leading restaurants.

Mike Koskie, Color Centre coordinator for the Hamilton TV station, considered the restaurant placements a big gain on the open-air monitor-booths used at 1964's CNE. The outdoor booths couldn't be effectively shielded from high light levels last year, he explained — "The color pictures often looked weak and washed-out."

Dressy Fashion Show

The CHCH pavilion was blown up to more than 3000 square feet this year—larger than 1964's production—but did away with many of the frills that were possible with the original Color Centre's four-way cost split, Koskie said. For one thing—no hostesses.

"The reason we didn't go into a huge, elaborate production is that people come by and only stop and look for five or ten minutes," he explained. "What's the reason for going elaborate?"

One reason is live production, CJOH might well answer. The dressy CJOH fashion show stage, on two levels, occupied better than 1000 square feet on its own. Coupled with the rest of the station's fairground facilities, it brought CJOH's total occupancy up near the CHCH 3000-foot figure.

Both stations programmed approximately ten hours daily, all in color. CHCH's run at the CNE lasted 15 days, while CJOH went for eight at the shorter Central Canada Exhibition.

CHCH unveiled 90 minutes of programming for its show—CNE slides, a reputedly top-color-quality National Film Board document titled *Hello Toronto*, several short film clips, and a 90-second multi-hued CHCH promotional film dedi-

cated to the station's new fall programming. (Special background music for the promotion film was written for CHCH by Dr. Hugh McCauley, conductor of Toronto's O'Keefe Centre orchestra.)

Koskie said CHCH hoped to encourage a color TV—CHCH association in the minds of Color Centre visitors. "Our telecine equipment isn't scheduled to arrive until October or November this year," he said.

"But as far as the people know we're going to be in color right away—right now.

"That's why we felt the investment was worthwhile."

Film clips and cartoons

CJOH used film clips and color cartoons to bulge out each day's scheduled four hours of live fashion telecasts. Commenting on the purpose of its display, the station said, "CJOH hopes this foretaste of color TV and public demand may persuade the government to allow color TV in Canada before January 1, 1967. A more logical starting date would be the fall of 1966, the beginning of a broadcast season."

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at CHSJ SAINT JOHN, N. B.

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



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WANTED-ENGINEER with complete experience maintenance of transmitter studio equipment, vidicon cameras and Ampex VTR. Should have radio experience as well. Two year contract.

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D. J. WANTED

CJON RADIO AND TELEVISION

Has an immediate opening for a young experienced D.J. The successful applicant will enjoy all Company benefits and good working conditions. Higher than average wages to the right man - Send resume including tape and recent photograph to:

STATION MANAGER
CJON
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NFLD.

We Have Openings

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 - Newscaster

Please send all particulars: tape, resume, etc.

Casimir G. Stanczykowski,
President & General Manager
THE STATION OF THE YEAR

RADIO 1410

CFMB

THE GOOD MUSIC STATION

2015 Drummond St.,
Montreal, Que.

Milk and Honey

Rebirth of "soap opera" on CJOH-TV

Love life in Ottawa may not be up to the standards of Peyton Place, but CJOH-TV has set out to prove the capital city can give birth to an exciting dramatic serial in spite of the handicap.

The new 15-minute television program is called *Milk and Honey*. It runs Sunday through Thursday in

a post-news late evening time slot.

"The serial preaches no moral," says writer Jon Ancevich. "It just presents the diverse and conflicting viewpoints of the characters concerned." Setting for the program's action is the Olive Grove Cafe near Parliament Hill. In the simple story-line, the principals meet each day at the cafe for their coffee break.

Producer for the CJOH series is Harry Elton, widely experienced in Canadian, American and British television, where his last big credit came as executive producer of the hit British TV series *Coronation Street*.

Writer Ancevich is rated by the station as having "an unorthodox view of things", spawned by a career that began with birth during a 1941 Berlin air raid, and continued through casual attendance at two Canadian universities, ejection from the Collège Militaire de St. Jean, a hobo's tour of the U.S.A. and a short stint on Vancouver's skid row.

Featured actors on *Milk and Honey* are: Elsa Pickthorne; Robert Dermer (a student at Ottawa's Lisgar Collegiate); Cayla Mirsky (first female voice to join the Courriers folk-singing trio); Moira Blackstock (from the Canadian National Theatre at Stratford); Bernard McManus (a local actor-director), and other Ottawa theatre and broadcasting celebrities.

AVAILABLE

Experienced announcer nine years varied experience. Good references. Reliable. For tape and resume write:

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217 Bay St. Toronto 1. Ont.

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Television announcer for Ontario station. Must be experienced and reliable. Send all information and requirements to:

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Canadian Broadcaster
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ME BY ME

(Your correspondent is currently preparing a speech entitled "Once upon a time, governments just governed". This brings to mind a file I have kept through the years containing snide cracks introducers have hurled at me before one of my harangues.)

ORATORICAL PROSTITUTION

We always invite Dick Lewis to come and address our club when the speaker we had in mind suddenly decides he wants to get paid for it.

BIOGRAPHICAL NOTE

Dick Lewis is a bachelor of sixty-plus who blames his unmarried state on the fact that he never could find a big house near a good school.

POLITICAL INFERENCE

I'm not sure of his political leanings, but I do know he always refers to his sunroom as his Progressive Conservatory.

UNSOLICITED TESTIMONIAL

Lewis is at his best when he is his offensive self.

GOLDEN STAIRWAY

Through the years, Canadian Broadcaster has grown from absolutely nothing at all to a state of abject poverty.

MORE OF THE SAME

Starting on an initial capital of seventy-five cents, Dick Lewis says it has been a great consolation to know that if he ever went belly-up the most he could lose would be six bits.

CODICIL

The fact that Dick Lewis never did go belly-up goes to prove the truth of the old adage—"Appearances are deceptive."

GUESS WHO

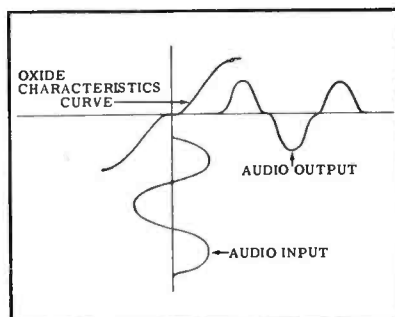
Look at the old sonofabitch! He's had the front of his suit pressed!

Some plain talk from Kodak about tape:

Bias transfer characteristics and dependent parameters

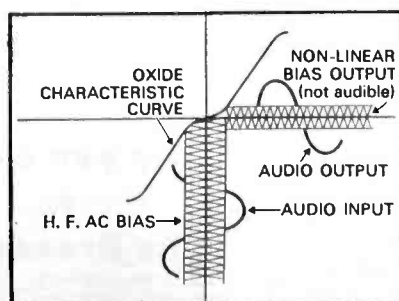
Ever heard the story about the pilot on his first solo flight? Unfortunately the engine failed. But fortunately he had a parachute. But unfortunately the chute failed to open. But fortunately he landed on a haystack. But unfortunately there was a pitchfork in the haystack. Except for the unhappy ending, this might be the story of how gamma ferric oxides respond to magnetic fields. Everything about it is fortunate with one exception. Linearity. The oxide needles used in the coatings have atrocious linearity characteristics. Feed in a clean, pure sine wave and out comes a non-sinusoidal complex waveform that looks something like a demented snake trying to bite its own head off. How does it sound? About as pleasant as Junior's first violin lesson.

How then is magnetic recording possible? Fret not — there's a way out. The entire problem is solved by one wonderful, mysterious phenomenon called bias. The transfer curves tell the story.

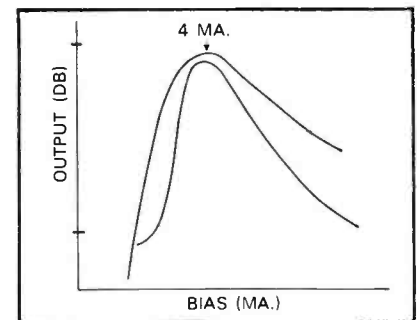


The slightly twisting curve at the upper left represents the oxide response. The lower curve is a pure, sine wave input. At the upper right we have the result of the response curve on the input... a mess.

The reason it looks the way it does is because the sine wave input is affected by the non-linear characteristics of the gamma ferric oxides. But look closely. Note that while the oxide performance is non-linear when taken over its entire length, we can find linearity over selected sections. In other words, we can get rid of our distortion if we can put the signal on the linear section of the oxide's characteristic curve. And that is exactly what bias does. It "lifts" the signal away from the convoluted central area on the graph and moves it out to linear areas.



The amount of bias (that is the current in milliamperes) applied to the head is highly critical if top performance is to be achieved. Bias affects output, high and low frequency sensitivity, signal-to-noise ratio and distortion. This curve explains it.



The steep curve represents low frequency sensitivity (measured in db.) at varying bias levels for many tapes. Note that you get good performance providing you have a bias setting of about 4 milliamperes. (Curves for the other magnetic parameters are similar in shape and all peak at about the same bias level.) Vary one milliamperes and you "fall off the curve" and suffer severe losses in sensitivity. Now look at the broader curve. You can vary a milliamperes with hardly any change in performance at all. Here's the point. *Eastman tape has that broad curve.*



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ANNOUNCEMENT

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CJIC-TV, Sault Ste.
Marie

Radio Maritime:
CFCY, Charlotte-
town
CHSJ, Saint John
CHNS, Halifax
CJCB, Sydney
Radio Newfoundland:
VOCM, St. John's
CKSO-TV, Sudbury
CKNX-TV, Wingham
CFCF-TV, Montreal
CHSJ-TV, Saint John
CJCB-TV, Sydney
CFCY-TV, Charlotte-
town

MEET JOE BUTLER

enthusiastic young president and managing director of
Radio Newfoundland.

Joe is the driving force behind these forceful stations
which, programmed separately to specific regional needs,
inform, entertain and sell a population of 383,000 in St.
John's, Central and Southern Newfoundland.

at RADIO NEWFOUNDLAND

VOCM
St. John's

CKCM
Grand Falls

CHCM
Marystown

the man behind the All-Canada man



ALL-CANADA RADIO & TV LTD.



DIRECTORY OF SALES REPRESENTATIVES

WXYZ, Detroit
WHEC, Rochester
WFBL, Syracuse
ZBM, Hamilton,
Bermuda

ZNS, Nassau,
Bahamas
JBC, Kingston,
Jamaica
Radio Barbados

CBC RADIO & TV SALES

TORONTO - 354 Jarvis Street - 925-3311
Sales Director TV - John Malloy;
Radio Sales Manager - R. S. Joynt;
Supervisor of Radio Sales - Fred Bardeau;
TV Sales Manager (English) - W. F. Cooke;
Supervisor of TV National Selective Sales
(English) - M. T. Watson; Supervisor of
TV Network Sales (English) - G. Epworth

Represents all CBC radio and television
stations (English). There are branch
sales offices in: St. John's, Halifax,
Moncton, Montreal, Ottawa, Edmonton
Winnipeg and Vancouver.

MONTREAL - 1600 Dorchester Blvd. W.,
No toll charge from either Toronto -
ZENITH 6-3500, or from New York -
ENTERPRISE 6-3500 (contact long distance
operator). Sales Director, Television,
Maurice Valiquette. Manager of National
Selective Television Sales (French) -
W. E. Chevrier. Manager of French
Television Network Sales - André La-
pointe. Sales Director, Radio, Jean
Desmarais.

Represents all CBC Radio and Television
(French) stations.

HARDY RADIO & TV LTD.

TORONTO - 2 Carlton St. Suite 715
EMpire 3-9433. General Manager -
Arthur Harrison

MONTREAL - 1500 Stanley St., Suite 420
Victor 2-1101. Manager - Paul Martel

QUEBEC CITY - 1143 St. John Street,
Lafontaine 5-7373.

AM Radio Stations: CKLY, Lindsay
Maritimes CFTJ, Galt

CKCL, Truro
CKDH, Amherst
CKMR, Newcastle
CKNB, Campbellton

Prairies:
CJME, Regina

Quebec
CHNC, New Carlisle
CKBL, Matane
CJFP, Rivière du
Loup
CJAF, Cabano
CKLD, Thetford
Mines

Western Canada
French Radio
Group:

CKSB, St. Boniface
CFNS, Saskatoon
CFRG, Gravelbourg
CHFA, Edmonton

Pacific:
CKAY, Duncan
CJAV, Port Alberni

FM Radio Stations:
CKCL-FM, Truro
CHRC-FM, Quebec
CKLC-FM, Kingston
CFMC-FM, Saskatoon
CHFM-FM, Calgary

Television Stations:
CHAU-TV, Baie des
Chaleurs

Radio Nord Group:
CKRN, Rouyn
CKVD, Val d'Or
CHAD, Amos
CKLS, La Sarre

CKBL-TV, Matane
CKRS-TV, Jonquière
- Chicoutimi
CFCM-TV, Quebec
CKRT-TV, Rivière
du Loup

Ontario:
CKRN-TV, Rouyn
CKCO-TV, Kitchener

Radio:
CHLT, Sherbrooke
CKTS, Sherbrooke
CKRB, St. Georges
de Beauce

A. J. MESSNER & CO. LTD.

WINNIPEG - 171 McDermott Ave., E.,
Winnipeg 2 - 204-943-9574.
Manager - A. J. "Tony" Messner
Assistant Manager - Murray Messner
Telex - 03-5563

Represents the following stations in
Winnipeg only:

Radio: CKCY, Sault Ste.
Marie
CJDC, Dawson Creek
CKNL, Fort St. John
CJJC, Langley
CHUB, Nanaimo
KARI, Blaine, Wash.
CFCW, Camrose

CKCY, Sault Ste.
Marie
CJET, Smiths Falls
CHNO, Sudbury
CJAV, Port Alberni
CFBV, Smithers
CFTK, Terrace -
Kitimat

Television:
CFTM-TV, Montreal
CHLT-TV, Sherbrooke
CJPM-TV,
Chicoutimi

CJOR, Vancouver
CKDA, Victoria
CFCN, Calgary
CJDV, Drumheller
CFRN, Edmonton
CHEC, Lethbridge
CKYL, Peace River
CKSA, Lloydminster
CHAB, Moose Jaw
CFQC, Saskatoon
CJGX, Yorkton
CFAM, Altona
CHSM, Steinbeck
CKX, Brandon
CKDM, Dauphin
CFAR, Flin Flon
CKBB, Barrie
CFOB, Fort Frances

WDAY, Fargo, N.D.
CFJR, Brockville
CJCS, Stratford
CJLX, Fort William
CFTJ, Galt

CHIQ, Hamilton
CKAR, Huntsville
CHRS, Montreal
(South Shore)
CHRC, Quebec
(French)
KPUG, Bellingham,
Wash.

KRAD, Grand Forks,
N.D.
CKMP, Midland
CFRA, Ottawa
CFGM, Toronto -
Richmond Hill
CHLO, St. Thomas
CJCH, Halifax
KFYR, Bismarck,
N.D.
CFCL, Timmins
CKBC, Bathurst
CJCJ, Woodstock,
N.B.
CFOX, Montreal
CKRN, Rouyn

CHLT, Sherbrooke
CKTS, Sherbrooke
CHLN, Trois-
Rivières
CFBC, Saint John
Television:
CJDC-TV, Dawson
Creek
CFTK-TV, Terrace-
Kitimat

CFCN-TV, Calgary
CFRN-TV, Edmonton
CKSA-TV, Lloydminster
PAUL MULVIHILL & CO. LTD.

CFQC-TV, Saskatoon
CKVR-TV, Barrie
CKCO-TV, Kitchener
CFCL-TV, Timmins
CFCM-TV, Quebec
CKMI-TV, Quebec
CJCH-TV, Halifax
KFYR-TV, Bismarck,
N.D.
Minot & Williston,
N.D.
WDAY-TV, Fargo
WPTZ-TV, Platts-
burg, N.Y.

TORONTO - 4 Richmond St. E., St. 214
EMpire 3-8814. Paul Mulvihill; Norm
Bonnell; Bus Sadler; Bob Dale; Bruce
Hawkins.

MONTREAL - 1434 St. Catherine St., W.,
Room 506; - University 1-7987;
Radio & Television - Ken Billings, Norm
Guilfoyle.

GREETING CARDS • MAGAZINES • SCHOOL SUPPLIES

Largest and Most Complete Stock of Long-Playing Records in Canada

A & A BOOKS and RECORDS

351 YONGE STREET TORONTO, CANADA TELEPHONE 364-6271

July 14 1965

Mr. Vern Paul,
Sales Manager,
Radio Station CKFH,
Toronto, Ontario

Dear Mr. Paul

I've never heard Foster Hewitt's station claim to be
No.1 as other stations do in this area. Your station is No.1
in my book, especially your morning period - The Phil MacKellar
Show. Phil's selection of music, and delivery, is in my opinion
No.1 in Toronto.

We recently received a special delivery of a new album
release - called Phil at 8:30 a.m. - two announcements were
aired within one hour, which resulted in the sale of over 200
records before the day was over.

I repeat, in my opinion PHIL IS NO. 1.

Many thanks for the speedy service, and my best wishes
to Phil.

Kindest regards,

Sam Bornstein

Sam Bornstein
Store Manager

SB; id

The ONLY RECORD BAR that is OPEN from 7.00 a.m. to 12.00 midnight EVERY DAY of the WEEK including SATURDAY

1430 - CKFH, Toronto

is the *right* side of your dial for RESULTS!

Dial 923-4648

Jim Crawford, Commercial Manager

Ralph Judge, National Representative

Vern Paul, Sales Manager

INDEPENDENT CANADIAN T.V. SALES LTD. (I.C.T.V.)

TORONTO - 175 Bloor St. East -
923-2451. D. M. (Doug) Pearson, T. B. J.
(Tom) Atkins, J. B. (John) German

MONTREAL - Suite 206, 1118 St.
Catherine St. West - 861 - 3395. Lincoln
(Link) A. Mayo.

Television:
CJOH-TV, Ottawa

PAUL L'ANGLAIS INC.

TORONTO 7 - 2160 Yonge Street -
487-1551. G. W. Belanger, Manager.

MONTREAL 24 - 1405 de Maisonneuve
St. - LA 6-9201. Guy Daviault, Manager

DONALD COOKE INCORPORATED

NEW YORK - 745 Fifth Ave., New York 22. MURRAY HILL 8-2190

CHICAGO - 3322 W. Peterson Ave., 478-5544.

KANSAS CITY - 1012 Baltimore Ave., GRANT 1-7822

LOS ANGELES - 111 North La Cienega Blvd., Beverly Hills - OLYMPIA 2-1313.

SAN FRANCISCO - 690 Market Street. EX 7-0536

CKEK, Cranbrook
CKAY, Duncan
CHUB, Nanaimo
CJAV, Port Alberni
CFSL, Weyburn
CHIC, Brampton
CFOB, Fort Frances
CJRL, Kenora

CFGM, Richmond Hill, Toronto
CHOK, Sarnia
CFOX, Montreal
CFLM, La Tuque
CKTR, Trois Rivières
CKBW, Bridgewater
CKEC, New Glasgow

THE DEVNEY ORGANIZATION INC.

NEW YORK - 347 Madison Ave., New York 17. 212-683-5830
Manager - E. J. Devney

CHICAGO - 360 North Michigan Ave., Chicago 1. Manager - John Toothill
312-263-5771

ATLANTA - 1819 Peachtree Road, N. E. Atlanta, Georgia. 404-876-8548.
Manager - David Carpenter.

LOS ANGELES - 1680 North Vine St., Hollywood 28. Manager - Harlan G. Oakes 213-464-7395

SAN FRANCISCO - 681 Market Street San Francisco 5. Manager Ward Glenn. 415-392-1507

BOSTON - 100 Boylston Street. Manager - George C. Bingham. 617-482-4370

KANSAS CITY - 1012 Baltimore Bldg., Kansas City 5. Manager - Eugene F. Gray. 816-471-5502

ST. LOUIS - 915 Olive Street. Mgr. - Eugene F. Gray. 314-231-9151

SEATTLE - 1001 Tower Bldg., 206-624-6333. Manager - Jack Hauser.

Radio:
C-FUN, Vancouver
CHFA, Edmonton
CKSA, Lloydminster
CFRG, Gravelbourg
CJNB, North Battleford
CKAC, Montreal
CKLC, Truro
CKY, Winnipeg
CHYM, Kitchener
CKLB, Oshawa
CFRA, Ottawa
CKPT, Peterborough

Television:
CKSA-TV, Lloydminster

CKTB, St. Catharines
CJET, Smitlis Falls
CJME, Regina
CKXL, Calgary
CFNS, Saskatoon
CKSB, St. Boniface
CFCO, Chatham
CJLX, Fort William
CHIQ, Hamilton
CHUM, Toronto
CJMT, Chicoutimi

FORJOE TV INC.

NEW YORK :- 230 Park Avenue, New York 17 - OREGON 9-6820. President - Joseph Bloom

CHICAGO - 35 East Wacker Drive - STATE 2-8196

LOS ANGELES - 6725 Sunset Blvd. 466-6884

SAN FRANCISCO - 235 Montgomery St. EX 2-1507

DALLAS - Mario Messina Company - 1032 Fidelity Union Life Bldg. Dallas 1, (214) - 742 - 5409

Television:
CJPM-TV, Chicoutimi
CFTM-TV, Montreal
CFCM-TV, Quebec
CKMI-TV, Quebec
CJFB-TV, Swift Current

E. S. SUMNER CORP.

NEW YORK - 11 West 42nd St. New York 10036. BR9-7080. President - Gene Sumner. Leonard Ziegel.

CHICAGO - 333 Michigan Ave., N.

Chicago; Ill. ST 2-0650. Alfred Parenty

Television:
KVOS-TV, Vancouver
C-JAY-TV, Winnipeg
CHCH-TV, Hamilton - Toronto
CHRE-CHAB-TV, Regina
Moose Jaw

WEED & COMPANY

NEW YORK 17 - 347 Madison Ave., 212-686-8970. President - Joe Weed. Rita Scarfone.

CHICAGO 11 - 435 N. Michigan Ave., 312-467-7070. C. C. Weed.

ATLANTA - 1819 Peachtree Road N.W. Atlanta, Georgia. - 404-876-8548. David Carpenter.

BOSTON 16 - Statler Building - 617-482-6117. Kay Chille.

DETROIT 26 - 1610 Book Bldg., 313-961-2685. Bernard P. Pearse.

BEVERLY HILLS - 111 N. LaCienega Blvd., 213-652-1313. Lee F. O'Connell, James Walsh.

ST. LOUIS - 1015 Locust St., St. Louis 63101, 314-241-7040. Jack Heatherington.

SAN FRANCISCO - 235 Montgomery St., 415-392-1507. Ward Glenn.

SEATTLE 1 - 1001 Tower Bldg., 206-624-6333. Jack Hauser.

Radio:
CFTK, Terrace
CJTK, Vancouver
CFAX, Victoria
CHQR, Calgary
CHED, Edmonton
CHEC, Lethbridge
CKOM, Saskatoon
CHTM, Thompson

CFPA, Port Arthur
CFPL, London
CHLO, St. Thomas
CKPM, Ottawa
CHOW, Welland
CKAR, Huntsville
CHNO, Sudbury
CFCL, Timmins

CKWW, Windsor
CJMS, Montreal
CKGM, Montreal
CHNC, New Carlisle
CKCH, Hull
Radio Nord, Rouyn
CFNB, Fredericton
CKNB, Campbellton
CHAB, Moose Jaw
CJON, St. John's
CFMO-FM, Ottawa
CFPL-FM, London
CKWW, Windsor
CKGM-FM, Montreal

CKMR, Newcastle
CJLS, Yarmouth
Television:
CFTK-TV, Terrace - Kitimat
CESM-TV, Thompson
CKCO-TV, Kitchener
CHAU-TV, New Carlisle
CFCR-TV, Kamloops
CKRN-TV, Rouyn
CJON-TV, St. John's
CJOX-TV, Argentia
CJCN-TV, Grand Falls

YOUNG CANADIAN LIMITED

NEW YORK - 3 East 54th St., New York 22, PLaza 1-4848. President - Adam Young. Vice-President - Thomas F. Malone.

CHICAGO - Prudential Plaza, Chicago 1 - Michigan 2-6190. R. John Stella (TV), Earl W. Steil (Radio).

DETROIT - 2940 Book Building, Detroit 26, Woodward 3-6919. Manager - Dick Freeman.

ATLANTA - 1182 West Peachtree Rd., N. W. Atlanta 9 - TRinity 3-2564. Manager - Harold M. Parks.

ST. LOUIS - 915 Olive St. - MAIN 1-5020. Manager - Tom Dolan.

LOS ANGELES - 6290 Somerset Blvd., Hollywood 28. Manager - William L. Wallace.

BOSTON - 129 Newbury St. - CONgress 2-1145. Manager - W. A. Queen.

DALLAS - 1300 Tower Petroleum Bldg., Dallas 1. RIVERSIDE 8-5239.

SAN FRANCISCO - 105 Montgomery St., YUKon 6-5366. Robert Somerville (Radio), John M. Slocum (TV).

The company represents these radio stations:

CKLN, Nelson
CKNW, New Westminster
CFCN, Calgary
CFRN, Edmonton
CKRD, Red Deer
CKRM, Regina
CFQC, Saskatoon
CJGX, Yorkton
CKX, Brandon
CKDM, Dauphin
CFAR, Flin Flon
CJOB, Winnipeg
CKBB, Barrie
CJBQ, Belleville
CFJR, Brockville

CHLN, Trois Rivières
CFDA, Victoriaville
CKVM, Ville Marie
CKBC, Bathurst
CFBC, St. John
CJFX, Antigonish
CJCH, Halifax
CFCB, Corner Brook
VOCM, St. John's

CFRB, Toronto
CJAF, Cabano
CKRS, Jonquière
CKBL, Matane
CKVL, Verdun (Montreal)
CHRC, Quebec
CJQC, Quebec
CJFP, Rivière du Loup
CKRB, St. Georges de Beauce
CHLT, Sherbrooke
CKTS, Sherbrooke
CKLD, Thetford Mines

ADAM YOUNG INCORPORATED

NEW YORK - 3 East 54th Street, New York 22 - PL 1-4848. President - Adam Young. Executive Vice-President - James F. O'Grady Jr. Sales Manager - Arthur W. Scott. (In Chicago, Detroit, Atlanta, St. Louis, Los Angeles, Boston, Dallas and San Francisco, personnel listed under Young Canadian Ltd. also applies).

Represents the following television stations:

CFCN-TV, Calgary
CFRN-TV, Edmonton
CHAB-TV, Moose Jaw - Regina
CFQC-TV, Saskatoon
CJOH-TV, Ottawa
CHOV-TV, Pembroke
CKPR-TV, Port Arthur - Fort William
CKRS-TV, Jonquière
CKBL-TV, Matane
CKRT-TV, Rivière du Loup
CHLT-TV, Sherbrooke

get the happy difference!

CKY 50,000 WATTS **58**

where people make the HAPPY DIFFERENCE

Radio:
WELLS AND WELLS
The MIKE HOPKINS Show
The GEORGE DAWES Show
The DARYL "B." Show
Dean Scott and J. Robert Wood
The MERV CLARK Show
NEWS CENTRAL Bill Trebilcoe

Television:
Stephens & Towndrow
Brian Scharf

Caricatures of: JACK WELLS, JOHN WELLS, MIKE HOPKINS, GEORGE DAWES, DARYL "B." BURLINGHAM, DEAN SCOTT, J. ROBERT WOOD, BILL TREBILCOE, JOHN PIERCE, VIC EDWARDS, FRANK ROBERTS, WHITEY.

ADVERTISING AGENCIES

An interim list of Advertising Agencies enfranchised by the Canadian Association of Broadcasters together with their addresses, telephone numbers, broadcast department directors and radio and television time buyers for the period ending June 30, 1966.

KEY

1. Agency
2. City
3. Phone
4. Address
5. Broadcast Media Director(s)
6. Broadcast Account Supervisor(s)
7. Broadcast Media Buyer(s)

- (1) AGENCE DE PUBLICITE NATIONALE**
(2) Montreal 25
(3) 842-5078
(4) 1400 Pine Avenue West.
(5) Andre M. Allard
(6) Andre M. Allard
(7) Andre M. Allard

- (1) ARDIEL ADVERTISING AGENCY LTD.**
(2) Toronto 7
(3) 924-5444
(4) 4 Lawton Blvd.
(5) Philip A. Johnson
(7) D. A. Wilson

- (1) ARDIEL ADVERTISING AGENCY LTD.**
(2) Westmount
(3) 488-2537
(4) 310 Victoria Ave. Suite 205
(5) Manager, M. Cooper

- (1) ARDIEL ADVERTISING AGENCY LTD.**
(2) Hamilton
(3) LI 9-2419
(4) 180 Parkdale Ave. N.
(5) M. J. Hallas

- (1) ARDIEL ADVERTISING AGENCY LTD.**
(2) Ottawa
(3) 235-9280
(4) 385 Albert Street
(5) Miss Joann Hossick

- (1) BACKMAN ADVERTISING LTD.**
(2) Halifax
(3) 422-1527
(4) Lord Nelson Bldg.
5676 Spring Garden Road
(5) Miss Anne Archibald
(6) Miss Anne Archibald
(7) Mrs. Jo-Marie MacKay

- (1) BAKER ADVERTISING AGENCY LTD.**
(2) Toronto
(3) 487-1511
(4) 1670 Bayview Ave.
(5) E. M. Kliman
(6) N. Pahlen
(7) J. Neve
O. Innes
J. Moore
D. Schacter

- (1) BAKER ADVERTISING AGENCY LTD.**
(2) Montreal
(3) 937-9283
(4) 1980 Sherbrooke St. West
(5) D. O. Kimball
(6) D. O. Kimball

- (1) BATTEN, BARTON, DURSTINE & OSBORNE INC.**
(2) Toronto 2
(3) EM.3-9461
(4) 2 Carlton Street,
(5) Clara Quinn
(7) John McDonald

- (1) BATTEN, BARTON & DURSTINE & OSBORN INC.**
(2) Montreal

- (3) 868-2655
(4) 1155 Dorchester Blvd. West
(5) Mrs. Mildred MacLeod
(6) Miss Gabrielle Gagnier

- (1) BEEDHAM, PRENTICE & BASFORD LTD.**
(2) Toronto
(3) 924-8431
(4) 76 St. Clair Avenue West

- (1) BLEASDALE ADVERTISING LTD**
(2) Victoria
(3) EV 2-6741
(4) 642 Burnside Road
(5) Harry S. Bleasdale
(6) Harry S. Bleasdale
(7) Harry S. Bleasdale

- (1) BOUCHARD, CHAMPAGNE, PELLETIER, LTD.**
(2) Montreal
(3) 878-1771
(4) Ste. 444, 1010 St. Catherine St. W
(5) Aimé Lacombe
(7) Lise LaCasse

- (1) BRAND ADVERTISING LTD.**
(2) Montreal
(3) 849-6692
(4) 2100 Drummond Ave.
(5) Marion Goldberg
(7) Marion Goldberg

- (1) BREITHAUPT, BENSON & COMPANY LTD.**
(2) Toronto 12
(3) 483-3531
(4) 120 Eglinton Ave. E.
(5) Peter Charles
(6) Ray Arsenault
(7) Joan Davis
Kathleen MacLean

- (1) BREITHAUPT, BENSON & COMPAGNIE LTEE**
(2) Montreal
(3) 849-6181
(4) 1245 Sherbrooke St. W.
(5) Sandra Switzer
(6) Philippe Garcia
(7) Sandra Switzer

- (1) BURLEY, J. H. LTD.**
(2) Toronto 1
(3) 362-6847
(4) 159 Bay Street
(5) A. L. Drewry

- (1) BURNETT, LEO CO. OF CANADA LTD.**
(2) Toronto
(3) EM 6-5801
(4) 165 University Ave.
(5) Mel Norman
(6) Peter Lighthall
Jerry O'Flanagan
(7) Mrs. E. Gray
Miss B. Gould

- (1) BURNS ADVERTISING AGENCY LTD.**
(2) Montreal 25
(3) WE. 5-5257
(4) 1980 Sherbrooke St. W.
(5) L. St. Amand

- (1) CAMP, DALTON K. & ASSOC. LTD.**
(2) Toronto 12
(3) 487-2101
(4) 43 Eglinton Avenue East
(5) Norman K. Atkins
James. E. Colby

- (1) CANALINE ADVERTISING AGENCY LTD.**
(2) Toronto 2
(3) 368-7646
(4) 790 Bay Street
(7) Mary Brymer

- (1) CARDON, ROSE LTD.**

- (2) Montreal
(3) 842-8571
(4) 1411 Crescent Street
(5) Miss D. Albin
(6) Norma Cardon
(7) Miss D. Albin

- (1) CARTER, GARRY J. OF CANADA LTD.**
(2) Toronto 5
(3) 924-2505
(4) 59 Avenue Road
(5) Bob Howe
(7) Bob Howe

- (1) LEO CLAVIR PRODUCTIONS LIMITED**
(2) Toronto 12
(3) 488-1165
(4) 120 Eglinton Ave. E.
(5) D. Jones
(6) Leo Clavir
(1) COCKFIELD BROWN & COMPANY LIMITED
(2) Toronto 7
(3) 924-5492
(4) 2 St. Clair Ave. W.
(Manager of Media Services - W. C. Townsend)
(Director of Broadcast Services - J. R. MacRae)
(Assistant Manager - B. A. Hawkins)
(7) R. J. Kostyra
S. H. Lodge
Miss M. Moran
G. M. Thomas
W. C. Thurston
D. W. Newell

- (1) COCKFIELD BROWN & COMPANY LIMITED**
(2) Montreal
(3) 861-1771
(4) Canada Cement Building
Phillips Square
(5) Fernand Corbeil
L. G. Hern
(6) Earl W. Box
(7) Keith R. Pattenden
Mrs. Dorothy Swinton
Carol Tobin
Ainslie Young

- (1) COCKFIELD BROWN & COMPANY LIMITED**
(2) Winnipeg
(3) WH 2-0811
(4) 804 Electric Railway Chambers
(5) Mrs. M. Simons
(6) H. J. Gibson
(7) Mrs. M. Simons

- (1) COCKFIELD BROWN & COMPANY LTD.**
(2) Vancouver
(3) MU 1-1111
(4) 1200 Burgard Building,
1030 - West Georgia Street

- (1) COLLYER ADVERTISING LTD.**
(2) Toronto
(3) 363-2646
(4) 110 Church Street
(5) Mr. George Lamont

- (1) COLLYER ADVERTISING LTD.**
(2) Montreal
(3) 842-8672
(4) 2100 Drummond Street
(5) Miss N. Fraser
(6) R. E. Crighton
F. J. Starr
M. D. Arthur
R. Martel
(7) Miss N. Fraser

- (1) COPELAND, DON H. ADVERTISING LTD.**
(2) Scarborough
(3) OX 1-3331
(4) 2 Crescentwood Road
(5) Vera M. Copeland
(6) Vera M. Copeland

- (7) Vera M. Copeland

- (1) CROMBIE ADVERTISING CO. LTD.**
(2) Montreal
(3) 266-4221
(4) 355 St. James St. W.
(6) Ross Smith
(7) K. Gibson

- (1) CROMBIE ADVERTISING CO. LTD.**
(2) Toronto 1
(3) 364-7204
(4) 100 Adelaide St. W.
(6) S. C. Young
(7) Miss M. Thompson

- (1) CUSACK ADVERTISING ASSOCIATES LIMITED**
(2) Montreal
(3) 849-5739
(4) 550 Sherbrooke St. W.
(5) Reg. Weissell
(6) Reg. Weissell

- (1) DANCER-FITZGERALD-SAMPLE (CANADA) LTD.**
(2) Toronto 7
(3) 924-8425
(4) 200 St. Clair Ave. West
(5) Gilbert Nunns
(6) James E. Knox
(7) Ruth Pedley

- (1) DOHERTY, JOHN & CO LTD.**
(2) Ottawa
(3) 232-9418
(4) 46 Elgin Street
(5) Owen G. Grant
(6) Owen G. Grant
Cal C. Smith
(7) John Doherty
Owen G. Grant
Cal. C. Smith

- (1) DOMINION ADVERTISING INC.**
(2) Montreal
(3) 274-0355
(4) 753 Jarry St. East,
(5) A. Desautels

- (1) DUNDAS ADVERTISING AGENCY LIMITED**
(2) London
(3) 438-2117
(4) 200 Queens Avenue
(5) R. Burns

- (1) DUNSKY ADVERTISING LTD.**
(2) Montreal
(3) 482-9680
(4) 5165 Queen Mary Rd., Suite 400
(5) R. Shulman
(6) M. Dunsky
(7) Miss C. Baron

- (1) ELLIS ADVERTISING CO.**
(2) Buffalo, U.S.A.
(3) TL.2-6780
(4) Statler Hilton Hotel
(5) Beatrice Haniford
(6) Michael F. Ellis Sr.
Michael F. Ellis Jr.
Jerome R. Ellis
Maxwell E. Ellis
Joan Ellis
K. C. Utrley
Joseph Blauvelt
Seymour Goodman
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7. Broadcast Media Buyer(s)

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Assistant Media
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B. J. Keelor
John Millar

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Jim McEwan
Peter Cameron
Crain Muir
Ross Monk
Bob McNicol
Bob Boyer
Howard Tate
Bob Armstrong
Bob Baum
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Don Douglas
Went Dowell
Bill Givens
Larry Jopson
Harry Jarman
Fred Kirby
Gerry Lemon
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John Marley
Jack Newby
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(6) Mr. A. J. Collins
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(6) Denise LeRay
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Our programming is specifically created and produced to reach the over 3,000,000 French speaking Canadians in our coverage area.

That we are able to do this effectively is evidenced by the February 1965 B.B.M.:

Over 500,000 households spent more than 11 million hours a week viewing Channel 10. This represents 38% of all the hours that households spent viewing Montreal television stations — more hours of tuning per week to CFTM-TV than any other television station in Canada.

In the year ahead, we are confident that:—

CFTM-TV		DAYTIME					CHANNEL 10
TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8:00		MIRE MUSIQUE (Test Pattern and Music)					
8:15		BIEN L'BONJOUR (Morning Chit Chat)					
9:00		36 - 24 - 36 (Exercise Show)					
9:15		TELE BONBON (Kindergarten)					
9:30	MIRE MUSIQUE (Test Pattern and Music)	TOAST & CAFE (Women's Magazine)					MIRE MUSIQUE
10:00	COURS UNIVERSITE (Educational)	CINE-MATIN (Movie)					BIEN L'BONJOUR (Morning Chit Chat)
10:30							
11:00							
11:15	BIEN L'BONJOUR (Morning Chit Chat)	PREMIERE EDITION (News)					LA ROULOTTE DU GROS BILL (Children's Show) Mattell Toys
11:30							
12:00	LA CREATION DU MONDE (Religious)	CINE-MIDI (Movie)					CINEMA SAMEDI (Movie)
12:15							
12:30	JOURNAL LES JEUNES (Teen News)	SUPER BINGO (Bingo) Shop & Save 1957 Ltd. (IGA)					SUR LE MATELAS (Wrestling)
1:00	COIN DU DISQUE (Record Corner)						
1:30	CINEMA DU DIMANCHE (Movie)	BON APRES MIDI Maytag Red Rose Maytag					CINE-MALE (Movie)
2:00							
2:30							
3:00	POINT DE VUES (Current Events)	DESSINS ANIMES (Cartoons)					DETECTIVE INTERNATIONAL (Int. Detective)
3:30							
4:00	CARRIERES (Careers) Shell Oil	ZOO DU CAPITAINE BONHOMME (Children's Show)					RAMPE SPORTIVE (Sports Roundup)
4:30	TELE QUILLES (Bowling) Dow Brewery						
5:00	LES PETITS BON'HOMMES DU DIMANCHE	Irwin Specialties	Irwin Specialties	Irwin Specialties Kellogg's	Irwin Specialties	Irwin Specialties	C'EST ARRIVE (News Roundup)
5:30		LES HOMMES VOLANTS (Ripcord)	DERNIER RECOURS (Lock Up)	COL. MARCH (Col. March)	L'EPEE DE FLORENCE (Sword of Freedom)	AU NOM DE LA LOI (Wanted Dead or Alive)	

 Indicates those programs running on three or more Quebec television stations.

Greater Montreal will continue to be sold on

CFTM-TV CHANNEL TEN

Representatives: PAUL L'ANGLAIS INC. — Toronto • Montreal
 Stovin-Byles Limited — Winnipeg • Vancouver
 Forjoe & Company Inc. — New York.

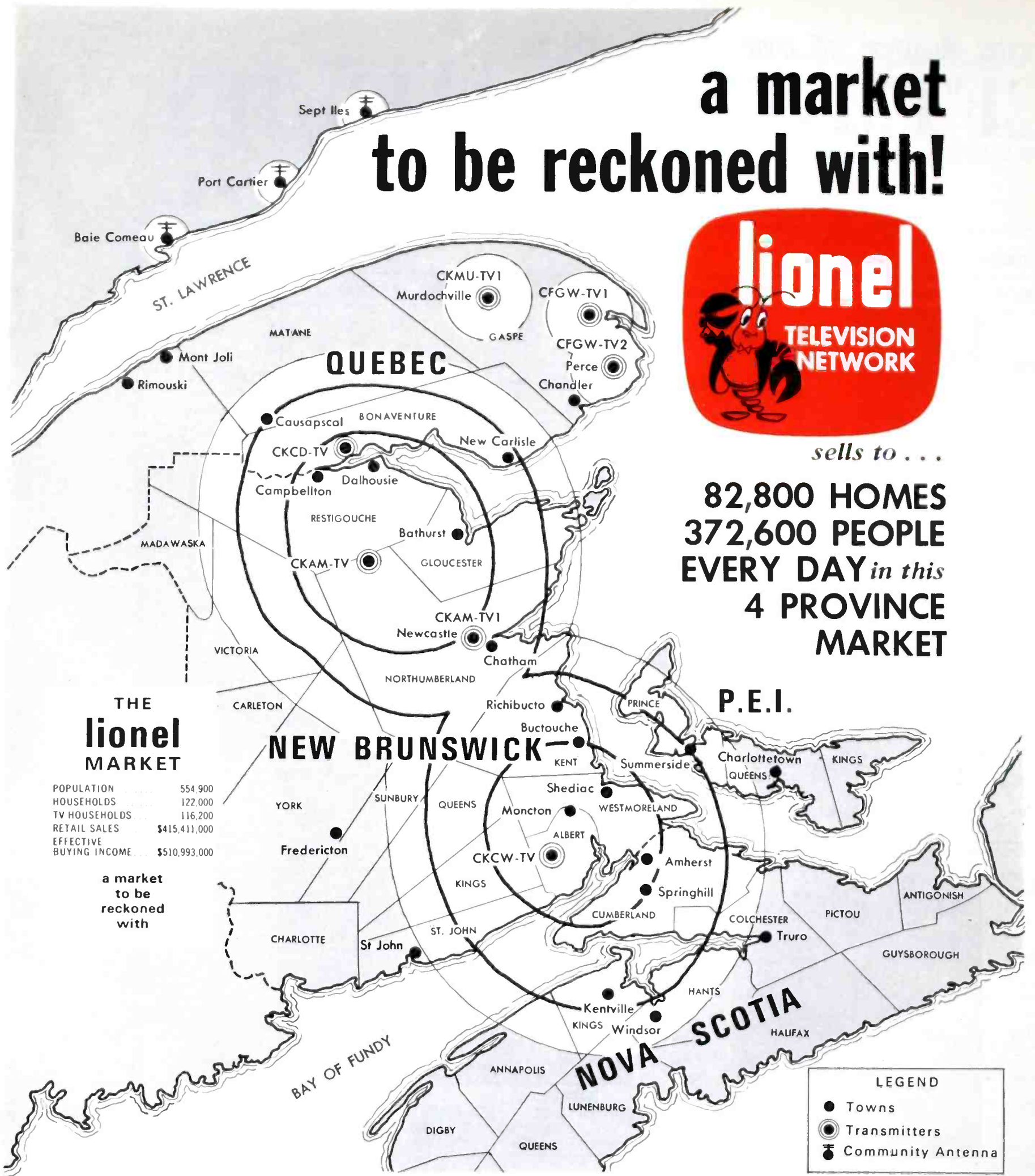
MONTREAL								NIGHT-TIME								1965-66 PROGRAM SCHEDULE							
TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00	(Children's Show) Irwin Specialties	TELE-METRO & SPORTS (Music · News · Interviews)														INTRIGUES A HAWAII (Hawaiian Eye)							
6:30	TALENTS CATELLI (Talent Show) Catelli Habitant																						
7:00	CINE SPECTACLE (Movie) Campbell Rowntree Bristol-Myers Gillette Sterling Drug	NOUVELLES (News) Lever Bros/S. C. Johnson														JEUNESSE D'AUJOURD'HUI (Teenage Show) Seven-Up Noxzema General Foods							
7:15		CINE ROMAN (Serialized Feature Films)																					
7:30	BELLE EPOQUE (Good Old Days) Red Rose Tea	HONG-KONG (Hong-Kong)	DESTINATION DANGER (Danger Man) Sherwin- Williams General Foods Lever Bros.	ESCOUADE CRIMINELLE (87th Precinct) Procter & Gamble American Home	QUI DIT VRAI (To Tell The Truth) Procter & Gamble	A- LA CATALOGNE (Variety) Steinberg's	EN PREMIERE (Movie) American Motors Dow Brewery Gillette Heinz Scott Paper	COMMENT POURQUOI (Advice to Youth) Procter & Gamble															
8:00		MA SORCIERE BIEN-AIMEE (Bewitched) Warner Lambert Kellogg	CRE BASILE Serialized Comedy Labatt Brewery	FERN. GIGNAC (Variety) Coca-Cola	CINEMA KRAFT (Kraft Theatre) Kraft Foods																		
8:30	Perry Mason (Perry Mason) Procter & Gamble General Foods Whitehall	GRAND PRIX MUSICAL (Musical Quiz) B.A. Oil	TENTEZ VOTRE CHANCE (Take a Chance) Adams Brands	HOCKEY Molsons Imperial Oil	REAL GIGUERE (Jack Parr Type)	M. BANCO (Musical Quiz) Colgate General Electric																	
9:00		ALORS RACONTE (Humorous Stories) Colgate	NOUS LES AMOUREUX (Musical) Epiceries Metro																				
9:30	BON VOYAGE (Travelogue) B.O.A.C.	RELEVEZ MANCHETTES (Front Page Challenge Type) P&G/Texaco	PRIX PLAZA (Variety) Plaza St. Hubert	DEVINEZ JUSTE (Quiz) Libby's S. C. Johnson	ADAM OU EVE (Quiz) Procter & Gamble	LA FAMILLE STONE (Donna Reed) Kimberly Clark Lever Bros.	LES GRANDS SPECTACLES (Movie)																
10:00	QUEBEC EN MARCHÉ (Political) Liberal Party	AMOUR DES LYS ET ORGUE (Variety)		VARIETIES RICHELIEU (Variety) Epicier Richelieu	MON COEUR EST UN VIOLON (Variety)	TOUTE LA VILLE EN PARLE (Show Biz News)																	
10:30	NOUVELLES ET METRO (News and Weather)																						
10:45	CN-CP	Prudential	Prudential	Prudential	CN-CP	Canada Packers																	
11:00	O'Keefe Brewery	O'Keefe Brewery		O'Keefe Brewery		Western Tire & Supply	O'Keefe Brewery																
11:10	FACE A FACE (Current Events)	CINEMA (The Late Show)																					

a market to be reckoned with!



sells to . . .

**82,800 HOMES
372,600 PEOPLE
EVERY DAY in this
4 PROVINCE
MARKET**



THE lionel MARKET

POPULATION	554,900
HOUSEHOLDS	122,000
TV HOUSEHOLDS	116,200
RETAIL SALES	\$415,411,000
EFFECTIVE BUYING INCOME	\$510,993,000

**a market
to be
reckoned
with**

MONCTON MIRRORS GROWTH OF MARITIME REGION

Moncton, the hub of Atlantic Canada and the Heart of Lionel TV Network, is celebrating 75 years of progress. New Brunswick's economy in 1964 advanced in all major areas at the fastest pace in its entire history. Labor income and farm cash income were UP, while unemployment was DOWN. The value

of fish landings climbed 10.8%, mineral products jumped 79.1% retail trade increased 6.9% as compared with a national average of 6.2%. Many, many other significant indices all show the Lionel TV Network's coverage area to be "A MARKET TO BE RECKONED WITH". Give Lionel your advertising dollars and share in N.B. Prosperity.

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REPRESENTED BY **STOVIN-BYLES** IN CANADA / **YOUNG CANADIAN** IN U.S.A.

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6. Broadcast Account Supervisor(s)
7. Broadcast Media Buyer(s)

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 (7) W. Avery
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 630 Dorchester Blvd.
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 (6) Charles Letarte
 (7) Patricia Rochon

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 (2) Toronto

- (3) 925-3231
 (4) 151 Bloor Street West
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 Nick Demeda
 Art Sylvah
 (6) Ruth Pinkerton
 Carol Ann Sorensen
 (7) Shirley Hulme
 Ann Constantinou

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 (7) Miss Mamie Donnelly

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- (1) MCCONNELL EASTMAN LIMITED
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 Radio-TV Director -
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 (7) Miss J. Campbell
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 (4) 1030 West Georgia Street
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 (3) WH.2-3491
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 (4) 1460 Union Avenue
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- (1) ARTHUR MEYERHOFF CO. LTD.
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 (6) Refer Toronto Office
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 (6) Eddie Gould
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 (4) 8227 Elbow Drive
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 THEY USED TO BE

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have officially changed
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 1600 Rue Berri,
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Toronto:
 485-0449

Montreal:
 VI 5-2616

ADVERTISING AGENCIES

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5. Broadcast
Media Director(s)
6. Broadcast Account
Supervisor(s)
7. Broadcast Media
Buyer(s)

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(7) Mrs. E. Boudreau
- (1) OGILVY, BENSON & MATHER CANADA LIMITED
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(4) 88 University Avenue
(5) G. B. Murray
(6) J. A. Robertson
- (1) ORR, WILLIAM R. ADVERTISING LIMITED
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(4) 240 Eglinton Ave. East
(5) Mrs. Ann Chalcraft
(6) Mr. William R. Orr
(7) Mrs. Ann Chalcraft
- (1) PAUL, PHELAN & PERRY LIMITED
(2) Toronto
(3) 925-3436
(4) 33 Bloor St. E.,
(5) G. P. Vale
(6) Gordon Forsyth
- (1) PAUL, PHELAN & PERRY LTD.
(2) Montreal
(3) VI 9-8061
(4) 1500 Stanley Street
(5) M. Lalonde
(6) Mrs. M. Thomson
- (1) PAUL, PHELAN & PERRY LTD.
(2) Winnipeg 2
(3) 942-7408
(4) 259 Portage Ave.
(5) Don Keith
(6) K. E. McCaskill
(7) Mrs. Lynn Tait
- (1) PAYEUR PUBLICITE INC.
(2) Quebec
(3) 529-3322
(4) 639 8 ème Avenue
(5) P. E. Giguère
(6) Guy Deperrey
Pierre Bleau
G. H. Payeur
L. Giguère
Yves Caron
(7) G. H. Payeur
P. E. Giguère
J. Landry
- (1) PENNELL ADVERTISING
(2) Toronto 1
(3) EM 4-2079
- (4) 19 Richmond St. West
(5) Miss M. Barrer
(6) Miss M. Barrer
(7) Miss M. Barrer
- (1) PETERSEN, H. V. ADVERTISING AGENCY LTD.
(2) Toronto 5
(3) 923-4683
(4) 130 Bloor Street West
(5) Miss Marion McLeod
(6) Miss Marion McLeod
(7) Miss Marion McLeod
- (1) PHILP-McGREGOR-DEAVILLE ADVERTISING LTD.
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(4) 57 Bloor Street West
(5) Mary N. Rae
(6) Frank J. Deaville
(7) Mary N. Rae
- (1) LES PRODUCTIONS DU BUISSON INC.
(2) Quebec
(3) 692-0665
(4) 71 St. Peter St., Quebec
(5) Jean Brousseau
(6) Guy Drouin
(7) Roger Lemelin
- * (1) PUBLICITE CHANTECLAIR LTEE
(2) Montreal
(3) 937-9283
(4) 1980 Sherbrooke St. W.
(5) D. Kimball
(6) J. Langlois
- (1) PURKIS, THORNTON LTD.
(2) Toronto 1
(3) 363-3762
(4) 330 Bay Street
(6) W. E. Taylor
(7) Mrs. Eva Glendhill
Mrs. Margaret Canning
- (1) REIMER, C. ADVERTISING LTD.
(2) Winnipeg
(3) 774-4424
(4) 600 The Mall Centre
(5) Mr. C. L. Reimer
(6) Mr. C. L. Reimer
(7) Mr. C. L. Reimer
- (1) RONALDS-REYNOLDS & CO.
(2) Toronto 1
(3) EM 2-2381
(4) 154 University Avenue
(5) Helen Anderson
(6) R. J. Avery
L. G. Smith
J. R. Robertson
G. S. L. Anderson
V. Hopkins
(7) W. R. Ibsen
N. Relf
E. Villamere
- (1) RONALDS-REYNOLDS & CO.
(2) Montreal
(3) 849-9401
(4) 2055 Peel Street
(5) K. A. Steeves
(6) M. Provost
(7) M. Laphkas
N. Frechette
- (1) RONALDS-REYNOLDS & CO.
(2) Winnipeg
(3) 775-8128
(4) 700 The Mall Centre
(5) Glen Moore
(6) Glen Moore
(7) Glen Moore
R. M. Black
- (1) ROSS ROY INC.
(2) Detroit
(3) 567-4000
(4) 2751 E. Jefferson
(5) H. E. Rumble
(6) N. J. Traynor
(7) R. A. Post
J. V. Karle
R. E. Wilds
- * (1) ROWNTREE, GORDON & CO. LTD.
(2) Vancouver
(3) MU 2-2231
(4) 1198 W. Pender Street
(7) Miss Linda Caravan
- (1) SAUVIAT, G. R. & ASSOCIATES
(2) Montreal
(3) 861-1581
(4) Suite 820-1, Dominion Square Building
(5) Mrs. M. Bourdeau
(6) Mrs. M. Cotel
(7) Mrs. M. Bourdeau
- (1) SMITH, R. C. & SON LTD.
(2) Toronto 7
(3) 481-2253-4-5
(4) 140 Merton Street
(5) G. Alec Phare
(6) W. R. Beecroft
(7) O. J. Taylor
- * (1) SMITH-GENT ADVERTISING LTD.
(2) Toronto 12
(3) 481-1137
(4) 69 Eglinton Ave. E.
(5) William P. Gent
(7) T. Stervanis
B. Barnett
- (1) SPITZER, MILLS & BATES LTD.
(2) Toronto 2
(3) EM 6-2811
(4) 790 Bay Street
(5) R. A. Stevenson
A. N. Bressey
(7) Miss M. T. Poirier
Mrs. M. Sedlack
Miss M. E. McCullagh
- (1) SPITZER, MILLS & BATES LTD.
(2) Montreal
(3) 861-9721
(4) 1155 Dorchester Blvd. W.
(5) Mrs. Alice M. Hollander
- (1) STANFIELD, JOHNSON & HILL LTD.
(2) Toronto 5
(3) WA 4-8481
(4) 255 Davenport Road
(5) T. D. Campbell
(7) Miss Gillian Robertson
- (1) STANFIELD, JOHNSON
(2) Montreal
(3) 866-8741
(4) Dominion Square Building
(5) D. Headley
(7) Mrs. E. Lafontaine
Miss E. M. MacNaughton
- (1) STANSBURY, PAYAN & SHANKS LTD.
(2) Montreal
(3) 845-6171
(4) 630 Sherbrooke St. W.
(5) Mrs. Judi Pepper
(6) Mrs. C. R. Payan
(7) Mrs. Judi Pepper
- (1) TANDY ADVERTISING LTD.
(2) Toronto 2
(3) EM 3-6361
(4) 2 Carlton Street
(5) George T. Alsop
(6) George T. Alsop
(7) Madeleine Nugent
- (1) TANDY ADVERTISING LTD.
(2) Montreal
(3) 844-8821
(4) 550 Sherbrooke St. W.
(5) H. J. Tingle
(6) H. J. Tingle
A. A. Magee
(7) A. Patten
- (1) THOMPSON, J. WALTER CO. LTD.
(2) Toronto
(3) 362-3471
- (4) 600 University Ave.
(5) W. Jack Graham
(6) G. Thompson
D. Fairbanks
J. Pasmore
(7) D. Nagata
H. Reid
J. Melnick
T. Johnson
C. Gamble
- (1) THOMPSON, J. WALTER CO. LTD.
(2) Montreal
(3) 931-1331
(4) 1600 Dorchester Blvd. West
(5) Harry B. Glass
(6) Don Wingfield
Vangie Lentgis
- (1) TOROBIN ADVERTISING LTD.
(2) Westmount
(3) WE 7-3501
(4) 4823 Sherbrooke St. W.
(5) S. Torobin
(7) Mrs. M. Birman
- (1) VICKERS & BENSON LTD.
(2) Toronto 5
(3) 925-9393
(4) 980 Yonge Street
(5) Dave Sutherland
(6) Miss Bev Nicholl
(7) Mrs. June Frost
Miss Irene Maklary
- (1) VICKERS & BENSON LTD.
(2) Montreal
(3) 866-7701
(4) 630 Dorchester Blvd. W.
(5) F. A. Collins
(7) Mrs. J. Guerin
Mrs. A. Emberg
Miss M. McGowan
L. Stevens
Mrs. M. Turner
Miss D. Stewart
- (1) WHITEHEAD, TITHERINGTON & BOWYER LIMITED
(2) Toronto 5
(3) 925-5544
(4) 696 Yonge Street
(5) W. S. Whitehead
(7) Miss K. Van Horn
- (1) WILLIS ADVERTISING LTD.
(2) Toronto 5
(3) 925-3804
(4) 165 Bloor Street E.
(5) Miss J. Sharpe
(6) Miss J. Sharpe
(7) Miss J. Sharpe
- (1) CHRIS YANOFF LTD.
(2) Toronto
(3) 924-6677
(4) 119 Isabella Street
(5) W. Pesme
(7) W. Pesme
- * (1) YOUNG & ROSS ADVERTISING ASSOCIATES LTD.
(2) Vancouver
(3) MU 3-8558
(4) 326 West Pender Street
(5) Fin Anthony
(6) Fin Anthony
(7) Doria Dunbar
- (1) YOUNG & RUBICAM LTD.
(2) Toronto 1
(3) EM 2-3921
(4) 250 University Avenue
(5) Colin P. Davis
(6) Miss D. Dunlop
D. Harrison
- (1) YOUNG & RUBICAM LTD.
(2) Montreal
(3) 866-8941
(4) 1155 Dorchester Blvd. W.
(5) Gaby Lalonde
(6) Jacques Brunelle
(7) Ruth McLellan

STATION and PERSONNEL REGISTER (Radio)

KEY

- | | | |
|-----------------------------|-----------------------|------------------------|
| 1. Owner or Company Name | 10. Music Director | 19. Chief Operator |
| 2. President (if a company) | 11. News Director | 20. Chief Engineer |
| 3. Manager | 12. Sports Director | 21. Toronto Reps |
| 4. Assistant Manager | 13. Farm Director | 22. Montreal Reps |
| 5. Commercial Manager | 14. Women's Director | 23. Winnipeg Reps |
| 6. Production Manager | 15. Promotion Manager | 24. Vancouver Reps |
| 7. Program Manager | 16. Traffic Manager | 25. U.S. Reps |
| 8. Chief Announcer | 17. Copy Chief | 26. Station Birth Date |
| 9. Morning Man | 18. Librarian | |

- (20) Earle C. Connor
(21 to 25) All-Canada
(26) May 2, 1922
- CFCN, CALGARY**
50,000 watts on 1,060 kcs.
(1) The Voice of the Prairies Ltd.
(2 & 3) H. Gordon Love
Vice-President -
Jas. A. Love
Operations Manager -
Gordon L. Carter
(6) Don Thomas
(7) Don Thomas
(8) Gordon Kelly
(9) Terry Moore
(11) William N. Love
(12) Henry Viney
Promotion & Merchandising Director -
Ron Sommerville
(16) Louise Tetrault
(17) Frank B. Braud
(18) Joyce Nephin
(20) Robert W. Lamb
(21 & 22) Radio & TV Reps Ltd.
(23) A. J. Messner
(24) Radio - TV Reps Ltd.
(25) Young Canadian Ltd.
(26) West Coast -
Harlan Oakes & Assoc.
(26) May 18, 1922
- CHQR, CALGARY**
10,000 watts on 810 kcs.
(1) Bentley Broadcasting
Co. Ltd.
(2 & 3) Ted Soskin
Sales Manager -
Reuben Hamm
(6, 7 & 8) Wilf Sennett
(9) Jay Dell
(10) Wilf Sennett
(11) Fred Skelton
(12) Russ Peak
(13) Fred Skelton
(14 & 15) Mrs. Kay Jones
(16) Mrs. Alice Brown
(17) Mrs. Kari Willms
(19 & 20) Mel Hoyme
(21 & 22) Quality Broadcast
Sales
(25) Weed & Co.
(26) November 17, 1964
- CKXL, CALGARY**
10,000 watts on 1,140 kcs.
(1) Bow Valley Broadcasting
Co. Ltd.
(3) James M. Pryor Jr.
(5) Jack Turrall
(6 & 7) James M. Pryor Jr.
(9) Bob Bell
(11) Fred Whiting
(12) Eric Bishop
(15) Mrs. Pearl V. Borgeal
(16) Carol Sproule
(17) Ed Conville
(18) Don Carlson
(20) Bill Martin
(22 & 23) Byles, Gibb &
Assoc. Ltd.
(24) Scharf Broadcast Sales
(25) Devney Organization Inc.
(26) May 15, 1964
- CFCW, CAMROSE**
10,000 watts on 790 kcs.
(1) Camrose Broadcasting
Co. Ltd.
(2) H. J. Yerxa
(3 & 5) Warren H. Holte
(6 & 7) Rich Sims
(8) Bev Munro
(9) Hiram Higsby
(10) Curley Gurlock
(11) Tony Cox
(12) Jim Brown
(13) Dennis Ratcliff
(14) Joan Henualt
(15) Susan Weller
(16) Florence Carlson
(17) Dan Chomlak
(18) Lavinne Switzer
(19) Barry Haugan
(20) Lyndy Olson
(21 & 22) Lorrie Potts &
Co. Ltd.
(23) A. J. Messner & Co.
(24) Scharf Broadcast Sales
(26) November 2, 1954
- CJDV, DRUMHELLER**
5,000 watts on 910 kcs.
(1) Dinosaur Broadcasting
(1957) Ltd.
(2 & 3) Tony Mayer
(4) Stan Sparling
(5) Tony Mayer
(6, 7 & 8) Bill Dowson
(9) Stan Sparling
(10) Pat O'Connor
(11 & 12) Jim Fisher
(13) Bill Cameron
(14) Mrs. Peg Pinkham
(15) Bill Dowson
(16) Mrs. Peg Pinkham
(17) Ron Munroe
(18) Pat O'Connor
(19 & 20) John Bruins
(21 & 22) Radio & TV Sales
Inc.
(23) A. J. Messner & Co.
(24) Byles, Gibb &
Assoc. Ltd.
(26) December 1958
- CBX EDMONTON**
50,000 watts on 740 kcs.
Owned and operated by the
Canadian Broadcasting Corp.
- CFRN, EDMONTON**
50,000 watts on 1,260 kcs.
(1) Sunwapa Broadcasting
Co. Ltd.
(2) G. R. A. (Dick) Rice
(3) A. J. Hopps
(5) National - A. J. Hopps
Retail - Tony Coumanti
(6 & 7) George A. Duffield
(9) Irv Shore
(10) Harry Farmer
(11) Bruce Hogle
(12) Al McCann
(13) Scott Flewitt
(14) Mrs. Corinne Noonan
(15) Mrs. Corinne Noonan
(16) Faye Rumpel
(17) Sid Nicholas
(18) Mrs. Nadia Sinclair
(20) Ted Wadson
(21 & 22) Radio - TV Reps Ltd.
- (23) A. J. Messner & Co.
(24) Radio - TV Reps Ltd.
(25) Young Canadian Ltd. and
Harlan G. Oakes
(26) November 1, 1934
- CHED, EDMONTON**
10,000 watts on 630 kcs.
(1) Radio Station CHED Ltd.
(2) Ed. Rawlinson
(3) Jerry Forbes
(5) Bill Sysak
(6) Jay Spark
(7) Keith James
(9) Jim Stanley
(10) Dick Taylor
(11) Mike Adamson
(15) Keith James
(16) Myrna Shields
(17) Paul Hebert
(18) Dick Taylor
(19) Orville Davidson
(20) Clint Nichol
(21 & 22) Stephens & Towndrow
(24) Scharf Broadcast Sales
(25) Weed & Company
(26) March 4, 1954
- CHFA, EDMONTON**
5,000 watts on 680 kcs. CBC
French Network.
(1) Radio Edmonton Ltée
(2) R. Motu
(3 & 5) B. J. Gagmon
(6) Jacques Boucher
(9) Normand Fontaine
(11 & 12) T. Forestier
(14) J. Theoret
(15) Jacques Boucher
(16) M. VanDergooten
(18) G. Paradis
(20) André Rouleau
(21 & 22) Hardy Radio & TV
Broadcast Reps Ltd.
(23) Broadcast Reps Ltd.
(24) Radio - TV Reps Ltd.
(25) Devney Organization
(26) Nov. 20, 1949
- CJCA, EDMONTON**
10,000 watts daytime (5,000
watts nighttime) on 930 kcs.
(1) Edmonton Broadcasting
Co. Ltd.
(2) Gerry Gaetz
(3) J. Dalt Elton
Assistant Manager and
General Sales Manager -
Ken Goddard
Retail Sales Manager -
Jack Sayers
National Merchandising
Manager -
Ken Hurshowy
(6 & 7) Harry Boon
(9) Jim Hault
(10) Garry McDonald
(11) Walt Rutherford
(12) Bryan Hall
(14) Peg Miller
(15) Dale Partridge
(16) Janet Wickenberg
(17) Bryan Toews
(18) Garry McDonald
(19) Andre Picard
(20) Gordon Skutle
(21 to 25) All-Canada
(26) May 2, 1922
- CKUA, EDMONTON**
10,000 watts on 580 kcs.
(1) Alberta Government
Telephones
(3) John W. Hagerman
(7) Tony W. Cashman
(8) O. H. Gordon Olsen
(9) E. G. Evans
(11 & 12) Carl Noack
(14) Mrs. Marg Eykelbosh
(16) A. Douglas Morton
(18) Mrs. V. Barber
(20) Wm. Pinko
(26) November 21, 1927
- CFGP, GRANDE PRAIRIE**
10,000 watts on 1,050 kcs.
CBC.
(1) Northern Broadcasting
Corp. Ltd.
(2) H. E. Pearson
(3) C. A. Perry
(4) Jack Soars
(5) Gordon Pearcey
(6) Jack Soars
(8 & 9) Barry Hawkins
(10) Cecil Morton
(11) Lionel Kyle
(12) F. Tanner
(14) Joan Dombrova
(15) Vaughn Desjardins
(16) Mrs. Barbara Cook
(17) Cecil Morton
(18) John Coe
(20) Jim de Roaldes
(21 to 25) All-Canada
(26) November 2, 1937
- CHEC, LETHBRIDGE**
5,000 watts on 1,090 kcs.
(1) Southern Alberta Broad-
casting Ltd.
(2 & 3) H. W. Brown
Local Sales Manager -
Ron Bruchet
(6) Bob Wilson
(8) Veryl Todd
(9) Bob Wilson
(10) Bob Wilson
(11) Ron Dyck
(12) Veryl Todd
(13) Leo Dow
(15) Ian Mandin
(16) Margaret Davis
(17) Ken Allen
(18) Bob Wilson
(20) Bob Macdonald
(21 to 24) Radio-TV Reps Ltd.
(25) Weed & Company
(26) August 28, 1959
- CJOC, LETHBRIDGE**
10,000 watts daytime (5,000
watts nighttime) on 1,220 kcs.
CBC.
(1) Lethbridge Broadcasting
Ltd.
(2) N. Botterill
(3) J. McColll
(5) J. Innes
(6) Bob Lang
(9) Hart Kirch
(10) R. Georgeson
(11) William Skelton
(12) Ron Makarenko
(13) Ron Watmough
(15) K. Georgeson
(16) J. Ravnborg
(17) S. Ryan
(18) Ray Georgeson
(20) Douglas Card
(21 to 25) All-Canada
(26) May 10, 1926
- CKSA, LLOYDMINSTER**
10,000 watts on 1,150 kcs.
(1) Sask-Alta Broadcasters
Ltd.
(2) Arthur F. Shortell
(3 & 5) J. R. D. Findlay
(6) W. Saunders
(7) Wes Saunders
(9) Marvin Seibel
(11) William London
(16) William London
(17) Lillian Johnson
(20) Howard James
(21 & 22) Radio - TV Reps Ltd.
(23) A. J. Messner & Co.
(24) Radio - TV Reps Ltd.
(25) Devney Organization Inc.
(26) April 1, 1957
- CHAT, MEDICINE HAT**
10,000 watts on 1,270 kcs.
CBC.
(1) Monarch Broadcasting
Co. Ltd.
(2) J. H. Yuill
(3) Orv Kope
(4 & 5) Tom Gunter
(6) Gerry Givens
(7) Tom Gunter
(8) Warner Fieldhouse
(9) Wayne Craven
(10) Tom Gunter
(11) Stan Weiler
(12) Bob Burns
(13) Mickey Lynch
(14) Mrs. Barbara Morrison
(15) Bill Yuill
(16) Mrs. Barbara Morrison
(17) Pat McCully
(18) Wayne Craven
(20) Sid Gaffney
(21 to 25) All-Canada
(26) November 1, 1946
- CKYL, PEACE RIVER**
10,000 watts daytime (1,000
watts nighttime) on 610 kcs.
(1) Peace River Broadcasting
Corp. Ltd.
(2 & 3) John Skelly
(4) Don Ewart
(5) George Cambridge
(6) Chuck Benson
(7) John Skelly
(9) Don Ewart
(11) Wylie Simmonds
(12) Al Adair
(13) Don Ewart
(15) John Skelly
(16) Carol Griep
(17) Larry Snelgrove
(20) Les Klement
(21 & 22) Radio-TV Reps Ltd.
(23) A. J. Messner & Co.
(24) Radio - TV Reps Ltd.
(26) November 12, 1954
- CKRD, RED DEER**
10,000 watts daytime (1,000
watts nighttime) on 850 kcs.
(1) Central Alberta Broad-
casting (1961) Ltd.
(2) Gordon E. Spackman
Managing Director -
Henry Flock
(6 & 7) Rod Stephen
(8 & 9) Claude Burroughs
(10) Rod Stephen
(11) Glen Burston
(12 & 13) Al Hammer
(14) M. McDonald
(15) Rod Stephen
(16) Freida Singer
(17) Marlene McDonald
(20) Ken Martin
(21 to 25) All-Canada Radio
& TV Ltd.
(26) April 30, 1949
- SASKATCHEWAN**
- CJSL, ESTEVAN**
1,000 watts on 1,280 kcs.
(3) Norm Williams
(6) Gary Wolts
(11) Dennis Hogman
(16) Sheila Carlson
- CFRG, GRAVELBOURG**
5,000 watts on 710 kcs. CBC.
(1) Radio-Gravelbourg
Limitée
(2) J. Edmond Chabot
(3 & 5) Dumont Lepage
(6) Leonard Beaudry
(7) Dumont Lepage
(8) Benoit Pariseau
(9 & 10) Benoit Pariseau
(11) Marcel Moor
(12) Benoit Pariseau
(13) Marcel Moor
(14) Jocelyne Thoun
(15) Dumont Lepage
(16 & 17) Jeanne Beauregard
(18) Benoit Pariseau
(19 & 20) Guy Prefontaine
(21 & 22) Hardy Radio &
Television Ltd.
(25) Devney Organization Inc.
(26) June 1, 1952
- CFGR, GRAVELBOURG**
250 watts on 1,230 kcs.
CBC French Network. Nightrime
broadcasting only. Same staff
as CFRG.
- CHAB, MOOSE JAW**
10,000 watts on
800 kcs.
(1) CHAB Ltd.
(2) Jack Moffat
(3 & 5) George Lawlor
(6) Tony Bast
(7) Ted Kelly
(8) Tony Bast
(9) Ted Kelly
(10) Joan Lockwood
(11) Wally Mach
(12) Ken Newans
(13) Brian Johnson
(14) Mrs. Myrna McCombs
(15) Dick Bourne
(16) Mrs. G. McNamara
(17) Mrs. Myrna McCombs
(18) Joan Lockwood
(19) Merv Pickford
(20) Merv Pickford
(21 & 22) Stephens & Towndrow
(23) A. J. Messner
(24) Scharf Broadcast Sales
(25) Weed & Co.
(26) July 7, 1922
- CJNB, NORTH BATTLEFORD**
10,000 watts on 1,050 kcs.
(1) Northwestern Broadcasting
Co. Ltd.
(2) E. A. Rawlinson
(3 & National Commercial
Mgr.) - Harry G. Dekker
Local Commercial Mgr. -
Alex Johnson
(6) Eldon Elliott
(9) Harry G. Dekker
(11) Lorne Cooper
(12) Eldon Elliott
(13) Lorne Cooper
(16) Arlene Cöbe
(17) Mrs. Vivian Sabraw
(20) Al Ruddell
(21 to 24) Byles, Gibb &
Assoc. Ltd.
(25) Devney Organization Inc.
(26) January 28, 1947
- CKBI, PRINCE ALBERT**
10,000 watts on 900 kcs.
(1) Central Broadcasting Co.
(2) E. A. Rawlinson
(3) F. F. Rawlinson
(5) B. Prest
(6) J. Scarrow
(8) G. Prosser
(9) Gerry Goota & J. J. Cennon
(11 & 12) N. Roche
(13) H. Mallwitz
(14) Mrs. Marion Sherman



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CANADIAN BROADCASTER
217 Bay Street,
Toronto 1, Ontario

STATION and PERSONNEL REGISTER (Radio)

KEY

- | | | |
|-----------------------------|-----------------------|------------------------|
| 1. Owner or Company Name | 10. Music Director | 19. Chief Operator |
| 2. President (if a company) | 11. News Director | 20. Chief Engineer |
| 3. Manager | 12. Sports Director | 21. Toronto Reps |
| 4. Assistant Manager | 13. Farm Director | 22. Montreal Reps |
| 5. Commercial Manager | 14. Women's Director | 23. Winnipeg Reps |
| 6. Production Manager | 15. Promotion Manager | 24. Vancouver Reps |
| 7. Program Manager | 16. Traffic Manager | 25. U.S. Reps |
| 8. Chief Announcer | 17. Copy Chief | 26. Station Birth Date |
| 9. Morning Man | 18. Librarian | |

Owned and operated by the Canadian Broadcasting Corporation.

CFRA, OTTAWA

- 50,000 watts daytime (10,000 watts nighttime) on 580 kcs.
- CFRA Broadcasting Ltd.
 - Mrs. Frank Ryan
 - Terry Kielty
 - George Gowling
 - Doug McGowan
 - Gord Atkinson
 - General Grant
 - Gord Atkinson
 - Ron Slade
 - Ernie Calcutt
 - Mrs. Frank Ryan
 - Terry McGovern
 - Mrs. Margaret Bellefeuille
 - Syd Pilkington
 - Mrs. Carole Vallillee
 - Carman Dawson
 - George Roach
 - (21 & 22) Stephens & Towndrow
 - A. J. Messner & Co.
 - Scharf Broadcast Sales
 - Devney Organization Inc.
 - May 3, 1947

CKOY, OTTAWA

- 50,000 watts on 1,310 kcs.
- CKOY Ltd.
 - Gordon F. Henderson
 - Jack Daly
 - Bill Lee
 - Bill Lee and Jack Fox
 - Bill Lee
 - Hal Anthony
 - Pat Marsden
 - Barry Brazeau
 - Millie Stevens
 - Jo-Ann Vaughan
 - Tom Born
 - Ken Puttock
 - (21 & 22) Standard Broadcast Sales Ltd.
 - All-Canada
 - June 1, 1949

CKPM, OTTAWA

- 10,000 watts on 1,440 kcs.
- Confederation Broadcasting (Ottawa) Ltd.
 - General Manager and Station Manager - Barry Savage
 - Managing Director - Bill Stewart
 - Terry Lund
 - Howard Langdale
 - Bill Kincaid
 - Ron Wright
 - Jack Thompson
 - Doug Whaley
 - Mrs. B. Reid
 - Peter Sibley
 - Angele Biljan
 - Gil Wright
 - Ron Wright
 - Brian Simon
 - Brian Thomas
 - (21 & 22) Air-Time Sales Ltd.
 - Broadcast Reps. Ltd.
 - Weed & Company
 - June 7, 1964

CFOS, OWEN SOUND

- 1,000 watts on 560 kcs. CBC
- Grey & Bruce Broadcasting Co. Ltd.
 - C. J. McTavish
 - W. N. Hawkins

- R. Tomlinson
- S. Latham
- Sharon Hilts
- L. Phillips
- Mrs. Lilean Lamb
- Mrs. Phyllis Arnett
- R. Wray
- Mrs. Lois Bowerman
- (21 to 24) Byles, Gibb & Assoc. Ltd.
- Young Canadian Ltd.
- March 1, 1940

CHOV, PEMBROKE

- 1,000 watts on 1,350 kcs. CBC
- Ottawa Valley Broadcasting Co. Ltd.
 - E. G. Archibald
 - Bill Kay
 - Director - Local Sales - Barrie Sutherland
 - National Sales Manager - Bill Kay
 - Morley McGill
 - Mrs. Lynda Nixon
 - Jack Derouin
 - Bill Kay
 - Harvey Fraser
 - Brenda Fraser
 - Florence Brumm
 - Mrs. Joan Stewart
 - Mrs. Lynda Nixon
 - Murray Mathieson
 - Ed Schmidt
 - (21 & 22) Paul Mulvihill & Co. Ltd.
 - Young Canadian Ltd.
 - August 21, 1942

CHEX, PETERBOROUGH

- 5,000 watts on 980 kcs. CBC
- Kawartha Broadcasting Co. Ltd.
 - Wally Kewegan
 - W. C. Fontaine
 - Don O'Neil
 - John Gilbert
 - Sean Byre
 - Morley Overholt
 - John Danko
 - Michael N. Robinson
 - Mrs. Betty Deck
 - Mrs. Josie McCutcheon
 - Mrs. Paula Hann
 - Frank Schoales
 - Bert Crump
 - (21 to 24) Byles, Gibb & Assoc. Ltd.
 - All-Canada
 - March 31, 1942

CKPT, PETERBOROUGH

- 1,000 watts daytime (500 watts nighttime) on 1,420 kcs.
- Peterborough Broadcasting Co.
 - Ralph T. Snelgrove
 - Vice-President and Manager - Allan F. Waters
 - Joseph E. Potipco
 - George Franks
 - Percy
 - Cameron Hunter
 - Bill Spenceley
 - Clifford Johnston
 - Peter Bennett
 - Beverly Young
 - Joe de By
 - Don Percy
 - George Jones
 - (21 & 22) Stephens & Towndrow

- Scharf Broadcast Sales
- Devney Organization Inc.
- December 3, 1959

CFPA, PORT ARTHUR

- 1,000 watts daytime (250 watts nighttime) on 1,230 kcs. CBC
- Ralph H. Parker Ltd.
 - (2 & 3) Ralph H. Parker
 - Margaret McGregor
 - Joe Ulakovic
 - Mrs. Evelyn Gaynor
 - Mrs. Connie Todd
 - (21 & 22) Broadcast Media Sales Limited
 - All-Canada
 - Weed & Co.
 - Sept. 3, 1944

CKPR, PORT ARTHUR

- 5,000 watts daytime (1,000 watts nighttime) on 580 kcs.
- H. F. Dougall Co. Ltd.
 - H. Fraser Dougall
 - (3 & 5) George D. Jeffrey
 - (6 & 7) John Murphy
 - (8, 9 & 10) Johnny Murphy
 - Ron Knight
 - Hal Lee
 - Gerry Isherwood
 - Kay Hackala
 - Gerry Isherwood
 - Leone George
 - Betty Johnson
 - Mrs. Kay Hackala
 - W. Thompson Ross
 - Gerhardt Buetow
 - (21 to 24) Byles, Gibb & Assoc. Ltd.
 - Young Canadian Ltd.
 - February 3, 1930

CKTB, ST. CATHARINES

- 10,000 watts daytime (5,000 watts nighttime) on 610 kcs.
- The Niagara District Broadcasting Co. Ltd.
 - William B. C. Burgoyne
 - Mary C. Burgoyne
 - Wm. V. Stoeckel
 - Bob Johnston
 - Jack Dawson
 - Ernie Courtney
 - Wayne MacLure
 - Jay Glover
 - Rex Stimers
 - Mrs. Jean Stanway
 - Mrs. Jean Stanway
 - Mrs. Marion Mosher
 - Robert Johnston
 - Sandy Nestor
 - Larry Holleran
 - William H. Allen
 - (21 & 22) Paul Mulvihill & Co.
 - Broadcast Reps. Ltd.
 - Scharf Broadcast Sales
 - Devney Organization Inc.
 - 1930

CHLO, ST. THOMAS

- 1,000 watts on 680 kcs.
- Souwest Broadcasters Ltd.
 - (2 & 3) John L. Moore
 - Peter A. Webb
 - (6 & 7) Don M. Lumley
 - Doug Hinz
 - Barry Kentner
 - Jim Heseltine
 - Doug Hinz
 - Peter A. Webb
 - Mrs. Thelma Van Koughnett
 - Don M. Lumley

- Gene Hinz
- (21 & 22) Radio & Television Sales Inc.
- A. J. Messner & Co.
- Weed & Company
- May 14, 1948

- Wilf Rice
- Robert Cooke
- (21 & 22) Paul Mulvihill & Co. Ltd.
- Radio - TV Reps Ltd.
- Donald Cooke Inc.
- July 28, 1946

- Mrs. Grace Pitt
- Frank Gardi
- Bob Wood
- Joyce Guerriero
- Lou Barnes
- Ray Haines
- David Irwin
- (21 & 22) Lorrie Potts & Co.
- Broadcast Reps. Ltd.
- Radio - TV Reps Ltd.
- All-Canada
- October 15, 1934

CHOK, SARNIA
5,000 watts daytime (1,000 watts nighttime) on 1,070 kcs. CBC.

- Samia Broadcasting (1964) Ltd.
- Wm. A. McKenzie
- (3 & 5) Art Q'Hagan
- General Manager and Director National Sales - Karl E. Monk
- Gene McLaughlin
- Frank McBride
- Ian Dunlap
- Jerry Daniel
- Arthur O'Hagan
- Janet Lindsey
- Ron Williams
- Mrs. Zelda Warnez

CJIC, SAULT STE. MARIE
10,000 watts daytime (2,500 watts nighttime) on 1,050 kcs. CBC.

- Hyland Radio-TV Ltd.
- Mrs. E. Hyland
- General Manager - Russell Ramsay
- E. G. Vance
- Paul Fockler
- Bob Wood
- George Jonescu
- John Rhodes
- John Rhodes
- Lou Barnes
- Lionel McAuley
- Russ Ramsay
- Don Ramsay

- CKCY, SAULT STE. MARIE
10,000 watts on 920 kcs.
- Algonquin Radio & TV Co. Ltd.
 - C. P. Greco
 - (3 & 5) Al Bestall
 - Art Christmas
 - Harry Wolfe
 - Dave Carter
 - Pat Bestall
 - Russ Hilderley
 - Harry Wolfe

RADIO NEWFOUNDLAND

VOCM 59 CM 10,000 watts
CKCM 62 CM 10,000 watts
CHCM 56 CM 1,000 watts

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CFBV RADIO Smithers, B. C. 1000 watts 1230 kc.
CFLD RADIO Burns Lake, B. C. 250 watts 1400 kc.

Two stations serving the Bulkley Valley - Lakes district areas of West-Central British Columbia. Pulp - mining - farming

STATION and PERSONNEL REGISTER (Radio)

KEY		
1. Owner or Company Name	10. Music Director	19. Chief Operator
2. President (if a company)	11. News Director	20. Chief Engineer
3. Manager	12. Sports Director	21. Toronto Reps
4. Assistant Manager	13. Farm Director	22. Montreal Reps
5. Commercial Manager	14. Women's Director	23. Winnipeg Reps
6. Production Manager	15. Promotion Manager	24. Vancouver Reps
7. Program Manager	16. Traffic Manager	25. U.S. Reps
8. Chief Announcer	17. Copy Chief	26. Station Birth Date
9. Morning Man	18. Librarian	

(10) Odette Tardif
(11) Guy Leboeuf
(12) Guy Leboeuf
(14) Armand Desrosiers
(15 & 16) Octave Lapointe
(17) Lisette Bergeron
(18) Odette Tardif
(19) Richard Fortin
(20) Yvan Fortier
(21 & 22) Hardy Radio & TV
(23) Scharf Broadcast Sales
(25) Young Canadian Ltd.

CKML, MONT LAURIER
1,000 watts on 610 kcs. CBC French.
(1) Radio CKML, Inc.
(2) Patrick Ryan
(3, 5 & 7) Jean M. Legault
(8) Jacques Vallée
(9) Jean Desmond
(8) Jacques Vallée
(10) J. Vallée
(11) Gisele Forget
(16) Francine Brook
(17) Gisele Forget
(20) Rejean St. Jean
(21 & 22) Radio-TV Reps Ltd.
(26) May 19, 1963

CKBM, MONTMAGNY
1,000 watts on 1,490 kcs.
(1) Radio Allégany Inc.
(2) Henri Deschênes
(3 & 5) André Mercier
(6) Henri Deschênes
(7) Oliva Poitras
(11) Oliva Poitras
(12) Denis Duchaine
(13) André Simonneau
(14) Henriette Michon
(15) André Mercier
(16) Laurette Couillard
(17) Oliva Poitras
(18) Denis Duchaine
(20) Hector Fortin
(21 & 22) Radio & TV Sales Inc.
(26) January 31, 1954

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

CBM, MONTREAL
50,000 watts on 940 kcs. Owned and operated by the Canadian Broadcasting Corporation.

CFCF, MONTREAL
5,000 watts on 600 kcs.
(1) Canadian Marconi Co. Ltd.
(2) W. V. George
(3) J. D. Wright
Retail Sales Manager - Harry E. Moll
(6) Jim Kidd
(7) Gerry Bascombe
(9) Franklin Armstrong and Keith Randall
(11) Bert Cannings
(12) Russ Taylor
(15) Babs Pitt
(16) L. Rasberry
(17) Babs Pitt
(18) Rafaela Fettich
(20) J. E. Thompson

(21 & 25) All-Canada
(26) November, 1919

CFMB, MONTREAL
10,000 watts on 1,410 kcs.
(1) Chateau Broadcasting Co. Ltd.
(2 & 5) Casimir G. Stanczykowski
(6) Al Parcal
(7) Casimir G. Stanczykowski
(9) Bob Dowling
(11) George Cawdry
(12) Bob Boulanger
(14) Marjorie Forrest
(15) Casimir G. Stanczykowski
(16) Lise Dufour
(17) Marjorie Forrest
(18) Alita Emanuele
(19) Bill Gregory
(21 to 24) Lorraine Potts & Co.
(25) National Times Sales Harlan G. Oakes
(26) December 21, 1962

CFOX, MONTREAL-LAKESHORE
10,000 watts daytime (5,000 watts nighttime) on 1,470 kcs.
(1) Lakeshore Broadcasting Ltd.
(2) Gord Sinclair
(3 & 5) Keith Dancy
(6 & 7) Stu Morrison
(8) Russ Griffith
(9) Gord Sinclair
(10) Mel Browne
(11) Dave Knapp
(12) Keith Dancy
(15) Sheilah Ramsay
(16) Doug Ackhurst
(17) Shellah Ramsay
(18) Mel Browne
(19) Mike Eccles
(20) B. Greeley
(21 & 22) Radio House Ltd.
(23 & 24) Radio-TV Reps Ltd.
(25) Donald Cooke Inc.
(26) March 16, 1960

CJAD, MONTREAL
50,000 watts daytime (10,000 watts nighttime) on 800 kcs.
(1) CJAD Limited
(2) W. C. Thornton Cran Vice-President & General Manager
H. T. McCurdy
Director of Sales
W. Shubat
(6) Gordon Hope
(9) Bill Roberts
(10) Bruce Patenaude
(11) Doug Williamson
(12) Don Chevrier
(14) Doris Clark
(15) Mary Pert
(17) Gerry Bodington
(20) Ernest Mott
(21 & 22) Standard Broadcast Sales Ltd.
(23 & 24) Byles, Gibb & Assoc. Ltd.
(25) Young Canadian Ltd.
(26) December 8, 1945

CJMS, MONTREAL
50,000 watts on 1,280 kcs.
(1) Radio-Laval Inc.

(1) CJMS Radio Montreal Limitée
(2) A. R. Crépeault
(3) Roch Demers
(5) Local - Ted Meunier National - André Rancourt
(6) B. Payeur
(7) Gilvert Hérad
(9) Yvan Ducharme
(11) Paul Coucke
(12) Rhéaume Brisebois
(15) C. Laferrière and R. Bernard
(16) Jean-Marc Danis
(18) Ginette Houle
(20) J. C. Lalancette
(21 & 22) Stephens & Towndrow Ltd.
(23) Broadcast Reps.
(24) Scharf Broadcast Sales Ltd.
(25) Weed & Company
(26) January 14, 1953

CKAC, MONTREAL
50,000 watts on 730 kcs.
(1) La Compagnie de Publication de la Presse, Limitée
(2) Maurice Chartré
(4) George Bourassa
(5) Roy Majouin
(6 & 7) Jacques Morency
(8) Jacques Morency
(9) Jacques Proulx
(11) Camil Chouinard
(14) Jeanette Brouillet
(16) Pierre Vachon
(18) Gérald Vallée
(19) Roger Lepage
(20) Len Spencer
(21, 22 & 24) Byles, Gibb & Assoc. Ltd.
(23) A. J. Messner & Co.
(25) Devney Organization Inc.
(26) August 22, 1922

CKGM, MONTREAL
10,000 watts on 980 kcs.
(1) Maisonneuve Broadcasting Corp.
(2) Geoff Stirling Vice-President and General Manager - Don Wall
(5) Jim Tapp
(6) Bill Hamby
(7) Ralph Kirchen
(9) Norm Aldred
(11) Bob Holiday
(12) Danny Gullivan
(14) Lorie Dempsey
(15) Joan Fitzgerald
(16) Mrs. Francine Moses
(18) Bob Johnson
(19) Gary Duguay
(20) Colin Jarrett
(21 & 22) Stephens & Towndrow Ltd.
(23) Broadcast Reps. Ltd.
(24) Scharf Broadcast Sales
(25) Weed & Company
(26) December 7, 1959

CKLM, MONTREAL
10,000 watts on 1,570 kcs.
(1) Radio-Laval Inc.

(3) Roland Saucier
(5) Guy D'Arcy
(6) Renaud Fortin
(7) R. Saucier
(8) Roger LeBel
(9) Jean Duceppe
(10) Lucien Brien
(11) Jean Côté
(12) Jacques Beauchamp
(14) Mimi D'Estée
(15) Denis Plain
(16) Mrs. R. Gloutnez
(17) Jacques Antoons
(19 & 20) Jacques St-Pierre
(21 to 25) All-Canada
(26) August 3, 1962

CHNC, NEW CARLISLE
5,000 watts on 610 kcs. CBC French Network.
(1) Gasperia Radio Broadcasting Co. Ltd.
(2) J. Alphonse Poirier
(3) Dr. Chas. H. Houde
(4) Léopold Vocelle
(7 & 8) Johnson Roy
(16) Lucile Joseph
(19 & 20) Bruce MacDonald
(21 & 22) Hardy Radio & TV Ltd.
(24) Scharf Broadcast Sales Ltd.
(25) Weed & Company
(26) December 23, 1933

CBV, QUEBEC
5,000 watts on 980 kcs. CBC French Network. Owned and operated by the Canadian Broadcasting Corporation.
(1) The Goodwill Broadcasters of Quebec Inc.
(2) H. Lepage
(3) Mrs. Mary F. Bush
(5) Jean-Guy Bernier
(7) Bill Paton
(9) Bob Harding
(10) Bill Paton
(11) Tom Pace
(12) Bill Paton
(16) Mrs. Edna Bernier
(20) Marcel Millette
(21 & 22) Hardy Radio & TV Ltd.
(23) Broadcast Reps.
(26) 1949

CFOM, QUEBEC
250 watts on 1,340 kcs. CBC
(1) The Goodwill Broadcasters of Quebec Inc.
(2) H. Lepage
(3) Mrs. Mary F. Bush
(5) Jean-Guy Bernier
(7) Bill Paton
(9) Bob Harding
(10) Bill Paton
(11) Tom Pace
(12) Bill Paton
(16) Mrs. Edna Bernier
(20) Marcel Millette
(21 & 22) Hardy Radio & TV Ltd.
(23) Broadcast Reps.
(26) 1949

CHRC, QUEBEC
10,000 watts on 800 kcs.
(1) CHRC Ltée
(2) Col. Hervé Baribeau Managing Director - Henri Lepage
General Manager - Aurele Pelletier
(5) Yvon Martel
(7) Henri Veilleux
(9) Michel Montpetit
(10) Fernando St-Georges
(11) Guy Lemieux
(12) Maurice Descarreaux
(14) Mrs. Lucille Després
Georgette Lacroix
(16) Julienne Bélanger
(17) Georges McKie

(18) Fernando St-Georges
(19) Marcel Huard
(20) Arsène Nadeau
(21 & 22) Hardy Radio & TV Ltd.
(23) A. J. Messner & Co.
(24) Scharf Broadcast Sales Ltd.
(25) Young Canadian Ltd.
(26) April 1, 1926

CJLR, QUEBEC
10,000 watts on 1,060 kcs.
(1) CJLR Inc.
(2 & 3) Jacques LaRoche Sales Manager - Gerry Fortin
(6) Jos. A. Quessy
(7, 8 & 9) Louis Dufresne
(11) Raymond Martin
(12) Louis Dufresne
(15) Jos. Quessy
(16) M. Boucher
(17) M. Theriault
(18) S. Bernier
(19) J. L. Vachon
(20) Lucien Cote
(21 to 24) Byles, Gibb & Assoc. Ltd.
(26) Sept. 1, 1959

CKCV, QUEBEC
10,000 watts daytime (5,000 watts nighttime) on 1,280 kcs.
(1) CKCV (Québec) Limitée
(2) Gaston Pratte
General Manager - Magella Alain
(5) Jacques M. Goulet
(6) Roger Gagnon
(7) Yvan Frenette
(8) Roger Gagnon
(9) Pierre Champion
(10) Jean Leroye
(11) Benoit Brochu
(12) Paddy Pedneault
(13) Roland Gilbert
(14) Louise Leclerc
(15) Marie-Paule Vachon
(16 & 17) Richard Demeule
(18) Jean Leroye
(19) André Duchesneau
(20) Lucien Gobeil
(21 & 22) All Canada Radio & TV Ltd.
(25) All-Canada
(26) September 1926

CJBR, RIMOUSKI
10,000 watts on 900 kcs. CBC French Network.
(1) La Radio du Bas-St-Laurent Inc.
(2) Jacques Brillant
(3 & 5) André Lecomte
(7) Sandy Burgess
(8) François Raymond
(9) Jean Brisson
(11) Guy Ross
(12) Claude Pearson
(14) Louise Lavellée
(15) Sandy Burgess
(16) André Lecomte
(18) Lorenzo Michaud
(20) Marcel Vallée
(21 to 25) All-Canada Radio & TV Ltd.
(26) November 15, 1937

CJBM, CAUSAPSCAL, QUEBEC:
(1963) a rebroadcasting station of CJBR.

CJFP, RIVIERE-DU-LOUP
10,000 watts daytime (250 watts nighttime) on 1,400 kcs. CBC French.
(1) Radio CJFP Limitée
(2) Luc Simard
(3) Raoul Savard
(5) René Viel
(11) Rémi Beaulieu
(12) Raoul Savard
(13) Paul Simard
(18) Rémi Beaulieu
(20) Raymond Lavoie
(21 & 22) Hardy Radio & TV
(25) Young Canadian
(26) April 13, 1947

CJAF, CABANO
250 watts on 1,240 kcs. Satellite of CJFP, Rivière-du-Loup. Same staff.

CHRL, ROBERVAL
1,000 watts on 910 kcs. CBC French Network.
(1) Radio Roberval Inc.
(2 & 3) Benoit Lévesque
(4 & 5) Nelson St. Pierre
(6, 7 & 11) Jacques Martel
(16) Nelson St. Pierre
(19 & 20) Marcel Bolduc
(21 to 24) Radio-TV Reps Ltd.
(26) June 1, 1949

CKRN, ROUYN
250 watts on 1,400 kcs. CBC French Network.
(1) Radio Nord Inc.
(2 & 3) David A. Gourd
(4, 5, 6, 7, 15) Franco Capellari
(16) Mrs. Brigitte Guimont
(20) Julien Trépanier
(21 & 22) Hardy Radio & TV
(24) Scharf Broadcast Sales
(25) Weed & Co.
(26) February 10, 1939

CHGB, ST-ANNE DE LA POCAITERE
5,000 watts on 1,310 kcs. CBC French Network.
(1) C. H. G. B. Ltd.
(2) G. T. Desjardins
(3) P. E. Hudon
(5) C. Landry
(6) G. Gosselin
(7 & 8) R. Plante
(9) G. Gosselin
(10) André Corriveau
(11 & 12) M. Levesque
(15) M. A. Freve
(16) M. Beaulieu
(17) M. Beaulieu
(18) Gilles Lapiere
(19) R. Hamel
(20) M. A. Freve
(21, 22 & 24) Tyrrell & Nadon
(26) August 1938

CKRB, ST. GEORGES DE BEAUC
10,000 watts daytime (5,000 watts nighttime) on 1,460 kcs.

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the personification of the reliability & professionalism long associated with Cape Breton Radio. Norris is a truly dedicated broadcaster whose keen sense of responsibility is reflected in the reputation of CJCB - responsible radio, serving 135,000 people in Cape Breton as a dynamic force in community development.

at **CJCB SYDNEY**
the man behind the All-Canada man

 ALL-CANADA RADIO & TV LTD.





"ACTION STATIONS!"

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A
"Mad Capp"^{*}
look
at
CFQC

DENNY CARR
WALLY STAMBUCK



Especially at Wally and Den of the morning WALLY AND DEN SHOW, popular twosome Wally Stambuck and Denny Carr. Their light-hearted approach to morning programming helps CFQC listeners out of the hay and on with the day. The WALLY AND DEN SHOW runs 6:00 a.m. to 12 noon Monday through Saturday.

CFQC's two morning men are liked in Saskatoon, helping to assure a larger share of audience in those all-important early morning hours when everybody listens to radio. In Saskatoon, everybody listens to CFQC, every morning. Shouldn't CFQC be part of your western media plans, always?

*Sketch of Wally and Den by our own "Mad Capp" QC staff announcer Barry Bowman who doubles as a very talented artist. Typical of the myriad interests of each CFQC staff member, all of them with much to offer the station and the community.

CFQC
radio saskatoon

KEY		
1. Owner or Company Name	10. Music Director	19. Chief Operator
2. President (if a company)	11. News Director	20. Chief Engineer
3. Manager	12. Sports Director	21. Toronto Reps
4. Assistant Manager	13. Farm Director	22. Montreal Reps
5. Commercial Manager	14. Women's Director	23. Winnipeg Reps
6. Production Manager	15. Promotion Manager	24. Vancouver Reps
7. Program Manager	16. Traffic Manager	25. U.S. Reps
8. Chief Announcer	17. Copy Chief	26. Station Birth Date
9. Morning Man	18. Librarian	

CBC French.
 (1) Radio Beauce Inc.
 (2) Yvon Thibaudreau
 (3) Charles A. Thibaudreau
 (4) Armand Catellier
 (5) Jules Venne
 (6) Jules Venne
 (7 & 8) Gilles Bernier
 (9) Gilles Bernier and Jules Venne
 (10) Jacques Petit
 (11) Jules Venne
 (12) Gilles Bernier
 (13) Daniel Turcotte
 (14) Yvette Mathieu
 (15) Armand Catellier
 (16) Yvette Mathieu
 (17) Jules Venne
 (18) Roxanne Poulin
 (20) René Bérubé
 (21 & 22) Paul L'Anglais Inc.
 (26) July 20, 1953

CKBS, ST. HYACINTHE
 250 watts on 1,240 kcs.
 (1) Radio St. Hyacinthe Ltée
 (2) J. M. Lorange
 (3 & 5) Benoit Vanier
 (8 & 9) Gaston Levesque
 (11) Marcel Therriault
 (15) B. Vanier
 (18) Lise Ferland
 (19) Lucien Caron
 (20) Lucien Caron
 (21 & 22) Hardy Radio & TV
 (26) October 1, 1959

CKJL, ST. JEROME
 1,000 watts on 900 kcs.
 (1) Radio Laurentides Inc. President and General Manager - Jean Lalonde
 (3) Guy Gosselin
 (5) John R. Fox
 (8 & 9) Jean Néron
 (10) Carole Lanthier
 (11) André Mailloux
 (12) Jean Néron
 (13) André Paille
 (16) Micheline Perron
 (17) André Mailloux
 (18) Carole Lanthier
 (19) André Hébert
 (21 & 22) Hardy Radio & TV
 (23) Broadcast Reps.
 (26) March 10, 1956

CFKL, SCHEFFERVILLE
 250 watts on 1,230 kcs. Now operated by the Canadian Broadcasting Corporation.

CKCN, SEPT-ILES
 5,000 watts on 560 kcs.
 (1) Radio Sept-Iles Inc.
 (2, 3 & 5) Benoit Roberge
 (4) Guy Marcheterre
 (6) Ray Perrault
 (7 & 8) Normand Laberge
 (9) Jean Eudes Decelle
 (10) Françoise Paquet
 (11) Ray Perrault
 (12) Ray Perrault
 (14) Barbara Callahan
 (15) B. Roberge
 (16) Carmen Vaillancourt
 (17) J. P. Gagnon
 (18) Françoise Paquet
 (19) Christian Lavoie
 (20) Pierre Trepanier
 (21 to 24) Radio & TV Sales
 (26) March 30, 1963

CKSM, SHAWINIGAN
 1,000 watts on 1,220 kcs.
 (1) Cie de Radio Diffusion de Shawinigan Falls Ltée
 (2) Art Lacoursiere
 (3) Emillien Beaulieu
 (4) Huguette Cloutier
 (5) Emillien Beaulieu
 (6) Claude Fitzbay
 (7) Alain Chartier
 (8) A. Béliste
 (9) A. Béliste
 (10) Jean-Pierre Tanguay
 (11) A. Chartier
 (12) A. Béliste
 (13) Jean Paul Coutu
 (14 & 16) Helene St. Yves
 (15) Michele Fex
 (17) Alain Chartier
 (18 & 19) J. P. Coutu
 (20) Marcel Bellamere
 (21 & 22) Radio & TV Sales Inc.
 (26) April 30, 1950

CHLT, SHERBROOKE
 10,000 watts daytime (5,000 watts nighttime) on 630 kcs. CBC French.
 (1) La Tribune Inc.
 (2) Paul Desruisseaux Vice-President - Jean-Louis Gauthier
 (3) Marcel Girard
 (5) Lucien LaRocque
 (8) Jacques Tremblay
 (9) André Sirois and Winston McQuade
 (10) P. M. Robidoux
 (11) André DeSeve

(12) J. M. Bilodeau
 (14) Andrée Aubé
 (15) Jacques Tremblay
 (16) Françoise Boivin
 (17) Rouville Daigneault
 (20) Gérard Paul
 (21 & 22) Paul L'Anglais Inc.
 (24) Scharf Broadcast Sales
 (25) Young Canadian Ltd.
 (26) June, 1937

CKTS, SHERBROOKE
 1,000 watts on 900 kcs. CBC
 (1) Telegram Printing & Publishing Co. Ltd.
 (2 & 3) Gordon H. Beerworth
 (4) Kenneth Fowler
 (5) L. LaRocque
 (6 & 7) Kenneth Fowler
 (8) Gordon Breen
 (9) Bob Wood
 (11) Gordon H. Beerworth
 (12) Gordon Breen
 (13) Gordon H. Beerworth
 (15) Gordon H. Beerworth
 (16 & 17) Mrs. Diane Park
 (18) Laurent Turgeon
 (19) R. Blanchette
 (20) Gerard Paul
 (21 & 22) Paul L'Anglais Inc.
 (23) A. J. Messner & Co.
 (24) Scharf Broadcast Sales
 (25) Young Canadian Ltd.
 (26) July 1, 1945

CJSO, SOREL
 10,000 watts daytime (5,000 watts nighttime) on 1,320 kcs.
 (1) Radio-Richelieu Ltée
 (2) Henri Olivier
 (3) Maurice Boullanne
 (5) Maurice Bérubé
 (6) Maurice Boullanne
 (7) Claude Rochon
 (8) Joseph Péloquin
 (9) Gilles Tessier
 (10) Georges Codling
 (11) Claude Rochon
 (12) Michel Champagne
 (14) Mrs. Jacqueline Lachapelle
 (15) Maurice Boullanne
 (16 & 17) Lorenzo Brouillard
 (18) Thérèse Cardin
 (20) Joseph Cardin
 (21 & 22) Hardy Radio & TV
 (26) June 16, 1945

CKLD, THETFORD MINES
 1,000 watts day (250 watts night) on 1,230 kcs. CBC French Network.
 (1) Radio Mégantic Ltée
 (2 & 3) François Labbé
 (4, 5 & 6) Will Dugré
 (7) Irénée Goulet
 (8) Bertrand Potvin
 (9) Robert Daneau
 (10) Elizabeth Bolduc
 (11 & 12) Irénée Goulet
 (13) Robert Daneau
 (14) Elizabeth Bolduc
 (15 & 16) Will Dugré
 (17 & 18) Elizabeth Bolduc
 (19 & 20) Jean-Paul Lord
 (21 & 22) Hardy Radio & TV
 (25) Young Canadian Ltd.
 (26) February 12, 1950

CHLN, TROIS RIVIERES
 10,000 watts daytime (5,000 watts nighttime) on 550 kcs. CBC French.
 (1) Radio Trois Rivieres Inc.
 (2) Roger Dussault
 (3) Maurice Dansereau
 (4 & 5) Maurice Duval
 (6) Maurice Bourget
 (7) Maurice Bourget
 (8) Claude Bérubé
 (9) Robert De Courcelle
 (10) Paul Joly
 (11) Sylvio St. Amant
 (12) S. Cinq-Mars & Paul Charest
 (14) Pierrette Fournier
 (15) Maurice Duval
 (16) Jocelyn Kegel
 (17) Ernest Lamy
 (18) Paul Joly
 (19) Yvon Rocheleau
 (20) Oric Lefebvre
 (21 & 22) Standard Broadcast Sales
 (23) A. J. Messner & Co.
 (24) Scharf Broadcast Sales
 (25) Young Canadian Ltd.
 (26) October 17, 1937

CKTR, TROIS RIVIERES
 10,000 watts daytime (1,000 watts nighttime) on 1,150 kcs.
 (1) CKTR (1958) Ltd.
 (2) Paul Aboud
 (3 & 5) C. Couture
 (6) J. Heroux
 (7 & 8) André Gaudreault
 (9) André Duquette
 (11) Jacques Hébert
 (12) Real Lamothe and Armand Martel

(15) Jacques Hébert
 (16) Claudette Landry
 (17) Pierre Lambert
 (18) Jules Héroux & Louise Houle
 (19) Fernand Lamy
 (20) Hervé Lapointe
 (21 & 22) Radio & TV Sales Inc.
 (25) Donald Cooke Inc.
 (26) February 6, 1954

CKVD, VAL D'OR
 1,000 watts daytime (250 watts nighttime) on 1,230 kcs. CBC French.
 (1) Radio Nord Inc.
 (2 & 3) David A. Gourd
 (4, 5, 6, 7, 15) Franco Capellari
 (16) Mrs. Brigitte Guimont
 (20) Julien Trepanier
 (21 & 22) Hardy Radio & TV
 (24) Scharf Broadcast Sales
 (25) Weed & Co.
 (26) April 1, 1941

CFVL, VALLEYFIELD
 1,000 watts on 1,370 kcs.
 (1) Radio Valleyfield Limited
 (3) Adrien Cholette General Manager - Jean-Claude Lefebvre
 (5) Maurice Legault
 (7) Alain Truchet
 (9) Roger Bélair
 (10) Claude Brabant
 (11) J.D. Girouard
 (12) Gilles Petel
 (13) J. D. Girouard
 (14) Guylaine Bel Humeur
 (16) Claudette Leger
 (17) Lucie Deschamps
 (18) Micheline Leduc
 (19) Yvon Bouter
 (21 & 22) Hardy Radio & TV
 (26) November 10, 1961

CKVL, VERDUN-MONTREAL
 50,000 watts daytime (10,000 watts nighttime) on 850 kcs.
 (1) Radio Futura Ltd.
 (2) Jack Tietolman Vice-President & Manager Corey Thomson
 (5) Judah Tietolman
 (6) Maurice Thiel del
 (7) Marcel Provost
 (8) Albert Cloutier
 (9) Jean Yale
 (10) Pierre Delude
 (11) Marcel Beauregard
 (12) Bob Rivet (French) and Larry Fredericks (English)

(13) Alphonse Lapointe
 (14) Pierrette Champoux (French) and June Warren (English)
 (15) Jack Selinger
 (16) Jeannot Pelletier
 (17) Gaston Saulnier
 (18) Laurent Bourdy
 (19) Bernard Brisset
 (20) Maurice Rousseau
 (21 & 22) Radio & Television Sales Inc.
 (25) Young Canadian Ltd.
 (26) November 3, 1946

CFDA, VICTORIAVILLE
 1,000 watts on 1,380 kcs.
 (1) Radio Victoriaville Limitée
 (2) Lucien Michaud
 (3 & 5) François Bastien
 (6) Guy Angers
 (7) Lucien Michaud
 (8) Guy Angers
 (9) Claude Boisclair
 (10) François Bastien
 (11, 12 & 13) Gilbert Foucault
 (14) Danyse Troitier
 (15) François Bastien
 (16) Denyse Troitier
 (17) Richard Beauvoisin
 (18) Marie Caron
 (19 & 20) André Brodeur
 (21 & 22) Radio & TV Sales Inc.
 (25) Young Canadian Ltd.
 (26) October 19, 1951

CKVM, VILLE MARIE
 10,000 watts daytime (1,000 watts nighttime) on 710 kcs. CBC French.
 (1) Radio Temiscamingue Inc.
 (2) Harv Lebanc
 (3) René Legault
 (4) J. P. Paquette
 (5) René Legault
 (7 & 8) Yvon Larivière
 (9) J. André Servais
 (10) Yvon Larivière
 (11) J. P. Paquette
 (12) Yvon Larivière
 (13) Isidore Laliberte
 (16) Marcelle Cholette
 (18) Yvon Larivière
 (20) Gaston Tasset
 (21 & 22) Tyrrell & Nadon
 (25) Young Canadian Ltd.
 (26) January 7, 1950

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August 27, 1965

Mr. Richard G. Lewis
CANADIAN BROADCASTER
217 Bay Street
Toronto 1., Ontario,
Canada

Dear Dick:

The response we have received from your readers to the first 12 of my "Smooth Selling" articles makes your decision to run a further 12 very good news indeed.

We had expected reaction from BROADCASTER readers who are in radio and television broadcasting, but were surprised -- very pleasantly so -- to find they have stimulated keen interest as well among national advertisers interested in securing reprints for their sales departments, many advertising agencies who have distributed them to their clients and a host of presidents, sales executives, marketing managers and other top officials.

Another surprise was the by no means insignificant number of inquiries received from people in advertising and selling, as well as in broadcasting, here in the United States, including one of our major networks.

You will be interested to know that one of your American readers could not understand why he had to subscribe to a Canadian publication in order to read these American articles! Possibly you should change the name of your paper to THE INTERNATIONAL BROADCASTER.

It is a pleasure, Dick, to cooperate with one who shares my interest in better methods of selling, and I'm certain the service you are rendering should continue to benefit both advertiser and agency as well as your readers in radio and television broadcasting.

Cordially yours,

George N. Kahn
George N. Kahn

AMPEX VR-1100 PRIME PRODUCTION TOOL

CHSJ

TELEVISION



Shown checking the Ampex VR-1100 are (foreground) W. A. Piekarski, Project Engineer, and Les Henwood, Supervisor of Maintenance, New Brunswick Broadcasting Co. Ltd.

In the Maritimes CHSJ-TV, Saint John, N.B., cover two-thirds of New Brunswick, three counties of Nova Scotia and a good portion of the State of Maine via their main transmitter and rebroadcasting facilities. As a result, their operation is more regional than metropolitan.

W. A. Piekarski, Project Engineer, N.B. Broadcasting Co. Ltd., credits the capabilities of the Ampex VR-1100 Videotape* Recorder with the successful projection of this image and calls the machine "a prime production tool". Other comments on the capabilities of the VR-1100 made by Mr. Piekarski, include the following:

"the elimination of commercial bugs speeds production, provides techniques to produce commercials that sell and with ease of scheduling production crews, the VR-1100 is the perfect tool for limited studio space. The production center is in a position to organize regional type programs, record and schedule these to please our viewers and clientel."

AMPEX

* T.M. Ampex Corporation

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For a 12-page brochure on PROLOG Systems, write to Commercial Sales Dept./Continental Electronics Mfg. Co./box 17040/Dallas, Texas 75217.

LTV *Continental Electronics*
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***Why KVOS-TV
bought Volumes
1, 2, 3, 4, 5, 7 and 8
of Seven Arts'
"Films of the 50's"***

Says David Mintz:

President, KVOS-TV, (B.C.) Ltd. Vancouver, B.C.

“KVOS-TV relies heavily on feature films because audience response has proven the worth of this type of programming. We are currently using 17 features a week, 3 of them S.R.O. in prime time. Our weekly schedule looks like this:

'Star Cinema' — Saturday, 9-11pm

'Thursday At The Movies' — Thursday, 8-10pm

'Sunday Big Show' — Sunday, 6-8pm

'The Big Show' — Monday through Friday — 5:30-7:30pm

'Million Dollar Movie' — Across The Board, 11:00pm

'British Sunday Theatre' — 11:00am

'Adventure Theatre' — Saturday, 2:00pm

Our track record through the years in Vancouver-Victoria shows the success of intelligently scheduled feature film programming. As long as we can get

***prime time
'block-busters'***

such as those available in Seven Arts' 'Films of the 50's', we'll continue to rely heavily on feature films.

I can say without any hesitation that because Seven Arts' 'Films of the 50's' offer a high percentage of 'block-buster' films (and just as important for the future have over 50% of them in color) we had to buy them for KVOS-TV.”



Seven Arts

*Write, wire or phone: Chas. S. Chaplin · W. K. (Bill) Moyer
11 Adelaide St. West, EMpire 4-7193, Toronto, Ontario*

*For list of TV stations programming Seven Arts' "Films of the 50's"
see Second Cover SRDS Canadian Media Rates and Data.*

