

THE CANADIAN

# Broadcaster

SPRING DIRECTORY

APRIL 25, 1968



ACA, APRIL 29  
-MAY 1

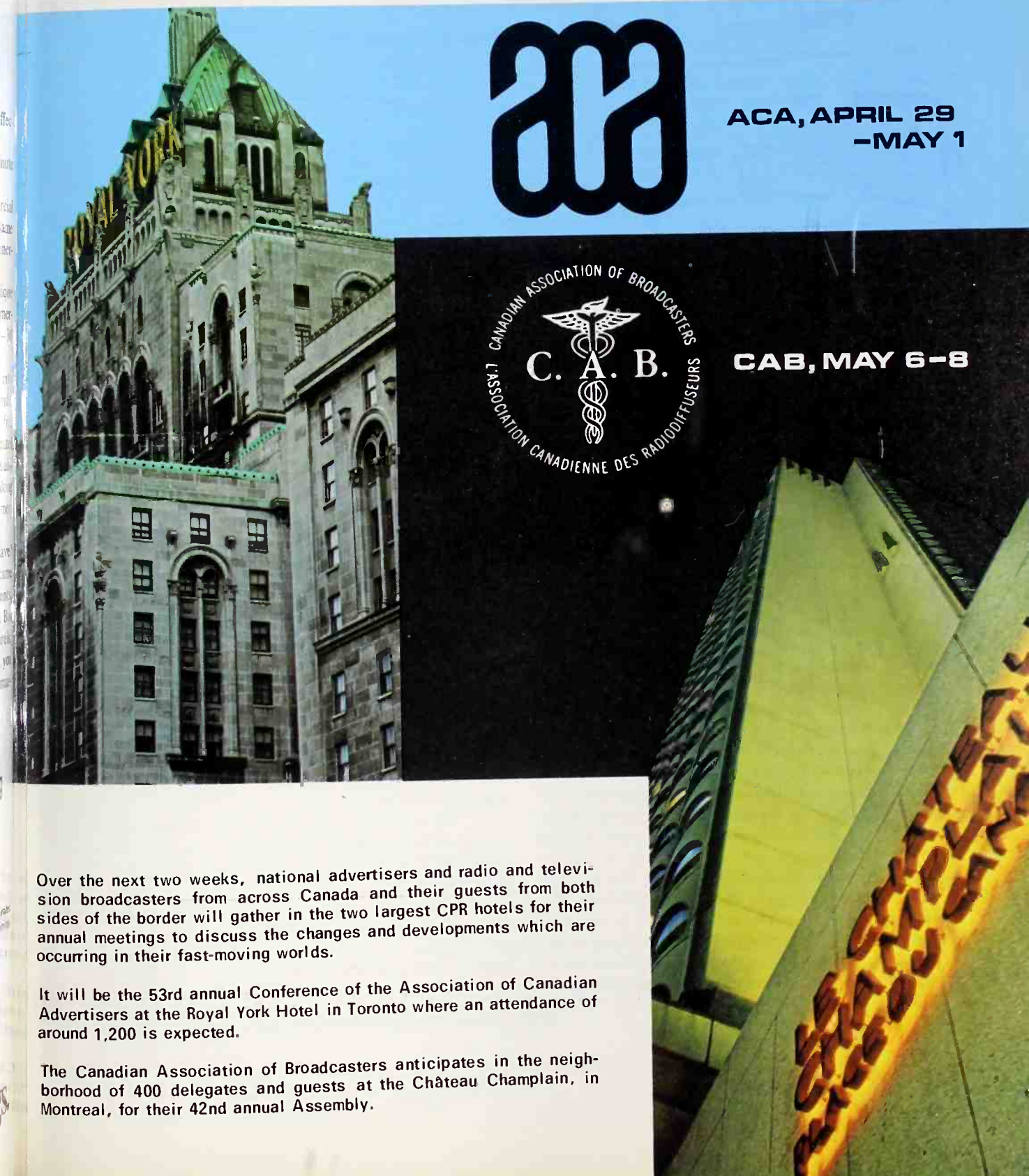


CAB, MAY 6-8

Over the next two weeks, national advertisers and radio and television broadcasters from across Canada and their guests from both sides of the border will gather in the two largest CPR hotels for their annual meetings to discuss the changes and developments which are occurring in their fast-moving worlds.

It will be the 53rd annual Conference of the Association of Canadian Advertisers at the Royal York Hotel in Toronto where an attendance of around 1,200 is expected.

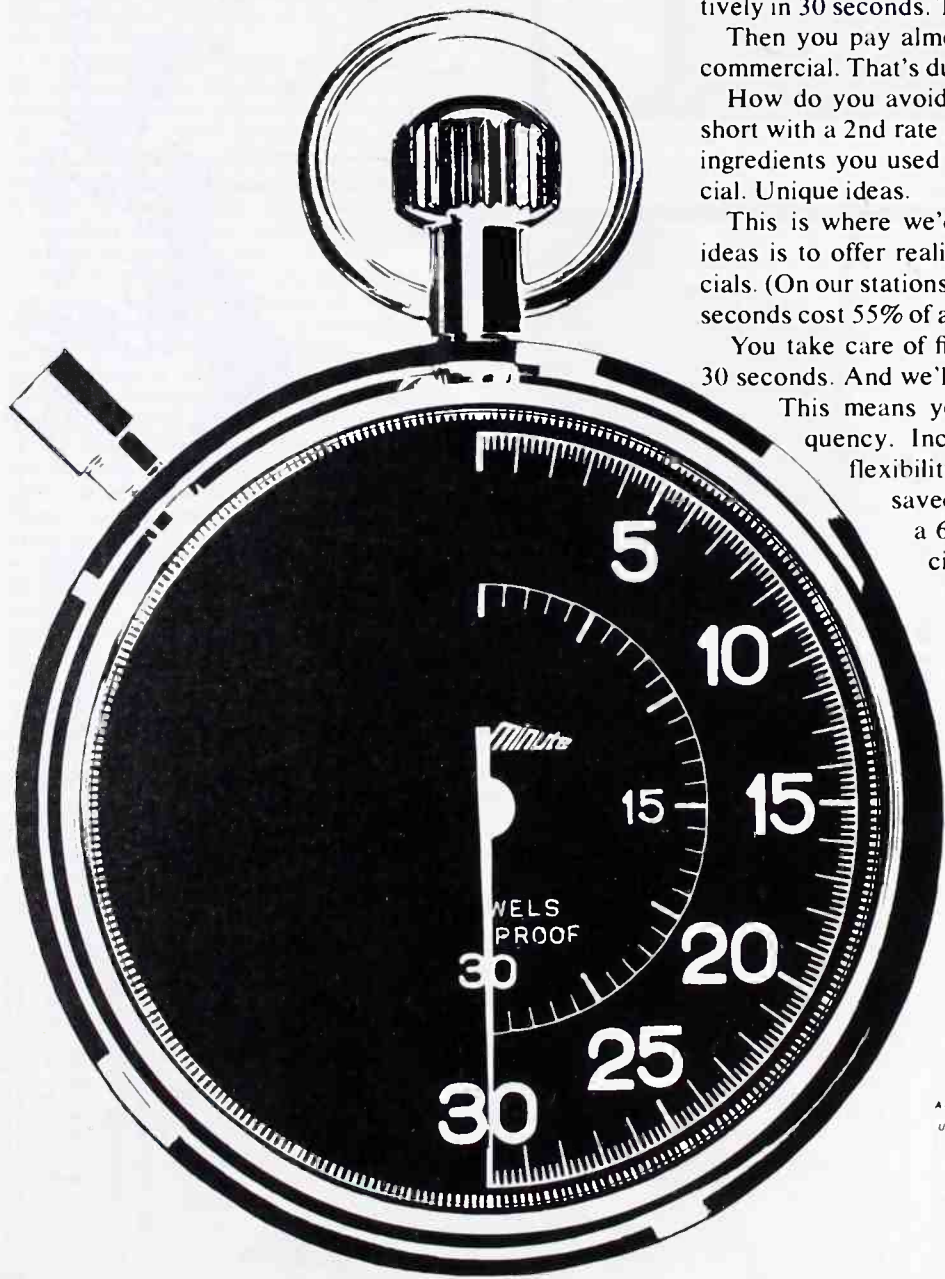
The Canadian Association of Broadcasters anticipates in the neighborhood of 400 delegates and guests at the Château Champlain, in Montreal, for their 42nd annual Assembly.







# If you're smart enough to do a good 30 second commercial, be smart enough not to pay a 60 second rate.



You've found a way to get your message across effectively in 30 seconds. That's smart.

Then you pay almost a minute rate for a half-minute commercial. That's dumb.

How do you avoid selling your first rate commercial short with a 2nd rate media schedule? By using the same ingredients you used to cook up that first good commercial. Unique ideas.

This is where we'd like to help. One of our unique ideas is to offer realistic rates for half-minute commercials. (On our stations — CHCH-TV and CHLT-TV — 30 seconds cost 55% of a 60 second rate.)

You take care of fitting your 30 second message into 30 seconds. And we'll take care of the other 30 seconds.

This means you can boost your reach and frequency. Increase your audience. Get greater flexibility. Add this to what you've already saved in production costs over making a 60, and you've really got a commercial that's working its head off.

What other ideas do we have? Well, we were the people who came up with Prime Time Equivalents. Superspots. And Orbit Plans. But we're not resting on our laurels. Once you start to set trends, you have to keep at it. And our marketing men do.

They're pretty smart guys.

NTV Marketing



A division of NTV Communications Corporation Limited  
Une Filiale de Société de Communications NTV Limitée

## We never stop starting things.



# the day music stopped

Imagine that all music suddenly has ceased to exist. Composers have stopped creating. Musicians are silent. The phonograph record is gone. People have stopped singing. A universal language has disappeared in the flash of a moment.

All over the world, the blow is shattering. In Canada the economic loss is beyond belief. Hundreds of radio stations, deprived of the majority of their programming, are reducing their schedules or going off the air. Television producers are converting every existing program and every commercial with music to straight talk. Many sponsors are simply cancelling. The juke box is extinct. The recording industry has closed down. The music instrument manufacturing business is obsolete. Thousands of children who have been studying music no longer have any use for pianos or violins or woodwinds. Every symphony orchestra and opera producing

group has disbanded. Most night clubs, theatres, dance halls, concert halls, ballrooms have shuttered their windows. Thousands of people who earn their living because of music are now unemployed. The tax loss is incalculable.

A fantasy? Yes, but it makes a point. Music is vitally important in all our lives, in terms of sheer economics as well as of culture.

We are proud that BMI Canada Limited, together with our affiliated composers and publishers, is one of the many organizations which play a role in supporting and fostering the miracle of music.

If yesterday had been the day music stopped, you wouldn't be hearing about it from us. BMI Canada Limited wouldn't be in business. Nor, possibly, would you.

*All the worlds of music for all of today's audience.*





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# Continental's most delivered 50 kw delivers you most for your money!

## MONEY IN THE BANK

modulation	power
0%	82 kw
30%	92 kw
100%	120 kw

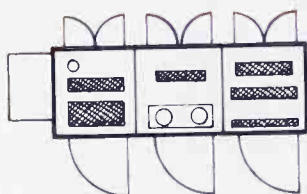
These average power consumption figures show how economically you can operate Continental's Type 317C 50,000 watt AM broadcast transmitter. The low power consumption at 100% modulation takes on more significance as your station's average modulation climbs toward 100% because of high limiting and speech clipping.

## JUST THREE CABINETS



Continental's 317C is completely self-contained, including a 5 hp, 2,000 cfm blower housed inside the transmitter cabinets. Plate transformer is in a separate, self-contained enclosure next to transmitter.

## COMPACT



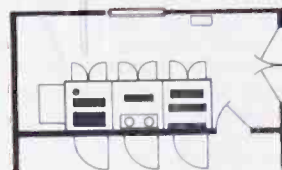
Entire transmitter is 144" wide, 78" high, 54" deep and uses 54 sq. ft. of floor space. External plate transformer is 24" wide, 61" high, 38" deep. Wide doors give easy access to all cabinets, with walk-in access to driver and power distribution cabinet.

## LOW SHIPPING COSTS



More money in the bank: Continental's Type 317C has a net weight of approximately 6,600 lbs.; three-cabinet configuration ships easily and inexpensively via truck, rail, ship or plane; standard fork lift equipment will do the job on-site.

## LOW INSTALLATION COSTS



How's this for helping your profit picture? Minimum installation costs with Continental's 317C. Simple air intake and exhaust duct, main power panel and you're in business. One Continental customer was on the air 36 hours after receiving shipment. Right. On the air 36 hours after the transmitter cabinets were delivered to his station site. And he did it himself, reading our instruction book.

## 27 317C INSTALLATIONS

WRKO WMOO WKVM KWJJ  
 WCCO CHQM YVLL YVMR  
 WLAC KOMA DWS(2) WOR  
 WNEW(2) XETRA AFRTS(4)  
 RAI KYW BURMA BROADCASTING SERVICE RADIO  
 CAROLINE RADIO SAHARA  
 RADIO DOLPHIN  
 BRITAIN RADIO



## There's no rating service for untried programs

Conventions for those who buy and those who sell advertising—The Association of Canadian Advertisers and The Canadian Association of Broadcasters—are occupying the headlines again. We hope this issue of *The Broadcaster*, the *ACA Daily Broadcasters* and our other activities will have made a useful contribution.

Naturally both these industries have "family problems" to discuss, which they deal with in their closed meetings. But we question whether this is the most important thing. What really happens, as we see it, is that these conferences bring together both the buying and the selling sections of the industries, so that each may have a better understanding of the other, and this can only react with more *effectiveness* for the advertisers and more *business* for the broadcasters.

Just as differences between labor and management, and even husbands and wives, could never occur if there were complete understanding between them, in the same way, the brick wall of suspicion which inevitably exists between buyer and seller of any product or service, especially advertising, would crumble and disappear if the advertiser would only confide in the medium and the medium in the advertiser.

Not in their closed sessions, not necessarily in the open ones, but probably at the cocktail parties and the bedroom conferences, it is the function of these conventions to stage meetings of these minds, a function incidentally which this magazine aspires to perform the year around.

In blunt terms, the broadcaster's inclination is to schedule a program which appeals to him personally, and, conversely to avoid like the plague anything savoring of let's say ballet.

He may say that this is because there is no audience for ballet, but we respectfully submit that at one time there was no audience for rock 'n' roll, or zany disc jockeys. It was only by dint of exposing the audience to what were once innovations that an audience was built for them, and, perish the thought, it seems not unreasonable to assume that the same thing could be done for ballet, grand opera and what have you.

We submit that the fact of being a broadcaster is not really enough to make him an arbiter of what is good programming and what is not as far as the audience is concerned. In the same way, the decision of what guise of commercial will sell a certain product cannot rest with the broadcaster, unless he is some sort of super-man who has made a study of the people's reactions to humorous, factual, institutional, hard-sell and soft-sell commercials in relation to every product there is.

Although the manufacturer in question may make the best automobile, breakfast food or pill in the world, he is not necessarily qualified to assess the merits of a commercial, because the closest he can come is to decide how it reacts on him personally.

Clairol's now famous "does she or doesn't she" apparently set client and agency management on its respective ears. The implications of that most dreaded of all things, sex, affronted them, or, to be more exact, made them feel it would offend the viewers. This nearly committed what

has been a highly successful piece of advertising to the garbage can. Then, it seems, someone decided to test it on the consumer. The agency had enough beauty-conscious girls in the office to provide a fair sample, so they tried it on them for size. The result—none of them can have found any untoward double-entendre in the line, and the rest is advertising history.

The solution, it would seem on the face of it, lies with the BBM Bureau of Measurement, Nielsen and the other suppliers of audience measurement statistics.

Certainly these organizations offer a most efficient service of supplying estimates of the audience for existing programs and time periods. But these estimates are only for available shows. What of all the programs that have never been aired—written even?

The practice of program selection control by advertisers is, in no sense, to be condoned. But the choice, by advertisers, of programs likely to develop into winners, is to be encouraged, and the production and presentation by stations and networks of programs of a new style or with a new twist might well produce top ratings for some such summer replacement as the top-flight, though later disastrous, *\$64,000 Question*.

One thing is sure, and this is that no program, however unique, can possibly succeed while it remains a glint in its father's eye. What we are suggesting is that a program has to be conceived before it can be born, and perhaps conception might take place between buyer and seller, in a hotel bedroom, during one of these conventions.

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## Voice of an industry

One of the basic principles of North American business is the practice of every industry to organize its own trade association which meets each year for its conference, assembly or convention, as at this time of year happens with the Association of Canadian Advertisers and the Canadian Association of Broadcasters.

Steered by their boards of directors, elected from their membership at large or the various regions of the country, these associations function very much like the government of a truly democratic country, steering the destinies of the industry, by the industry and for the industry.

Critics of business in general, especially broadcasting and advertising, speak with the united voices of their leagues and organizations, and command attention for this reason.

These critics can only be answered with a voice which is as unified as theirs, and it is this unified voice which these trade associations provide.

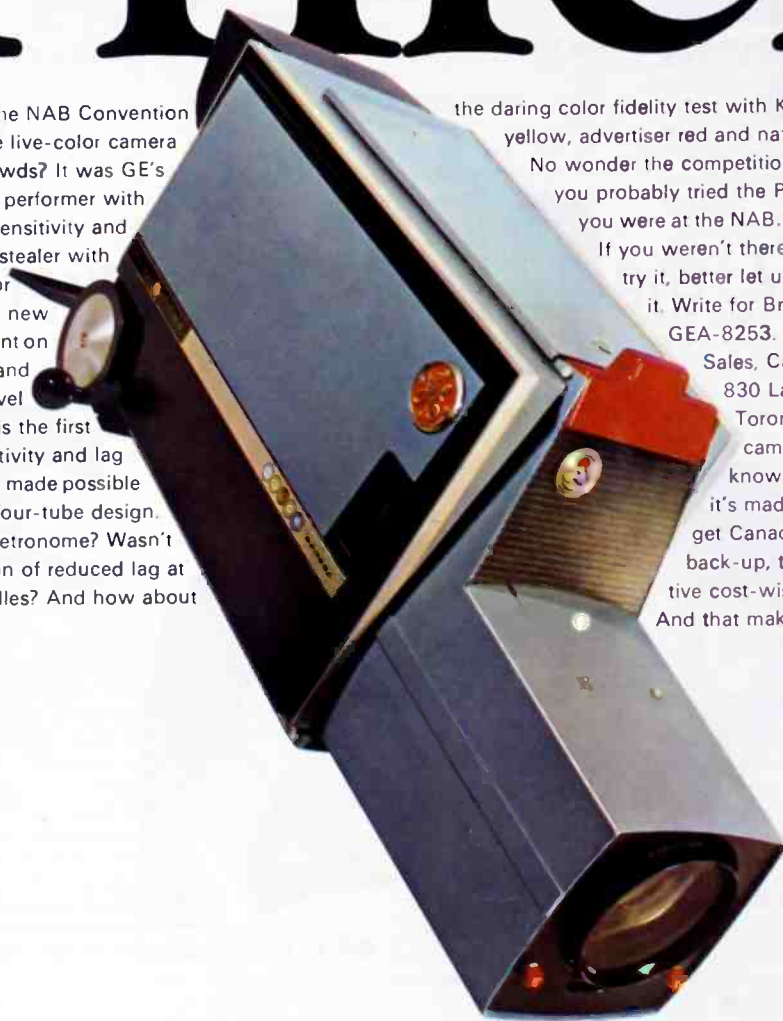
However well they are prepared, answers to critics and representations to governments and government tribunals can only be effective if their spokesmen are able to say they represent the opinion of an entire industry, not just those members of it who are far-sighted and industry-minded.

# Thief!

It stole the show. Remember the NAB Convention in Chicago? And the live-color camera that drew the biggest crowds? It was GE's new PE-350, a dazzling performer with greater sensitivity and color fidelity, a scene stealer with everything going for it: new optics, new pre-amps, chroma enhancement on all color channels and reduced low light level lag. The PE-350 is the first color camera where sensitivity and lag are balanced, a breakthrough made possible by GE's four-tube design.

Remember the metronome? Wasn't that some demonstration of reduced lag at 35 foot-candles? And how about

the daring color fidelity test with Kodak yellow, advertiser red and natural flesh tones? No wonder the competition turned green. But you probably tried the PE-350 yourself, while you were at the NAB. We don't have to sell you. If you weren't there, or didn't try it, better let us tell you about it. Write for Brochure GEA-8253. Broadcast Equipment Sales, Canadian General Electric, 830 Lansdowne Avenue, Toronto 4. The PE-350 is a camera you should know about. Because it's made here, you get Canadian factory back-up, too. It's competitive cost-wise with three-tube cameras. And that makes it a steal.



CANADIAN GENERAL ELECTRIC





**JACK DENNETT**



**BETTY KENNEDY**



**WALLY CROUTER**



**BOB HESKETH**

the **CFRB** secret



**GORDON SINCLAIR**



**BILL DEEGAN**



**BILL McVEAN**

Throughout 41 years, Radio Station CFRB, Toronto, has developed an attitude about people; whether broadcasters or listeners, people respond best when regarded as individuals.

This has proven highly successful on both sides of the microphone. CFRB broadcasters have become among the best known individuals in the country. Throughout Toronto and nearby, there are more people

listening to CFRB day-in and day-out, than to any other radio station in Canada.

Let CFRB do a sound selling job for you in Canada's largest retail market, whether alone or as a vital part of your Toronto marketing mix.

FOR AVAILABILITIES, call Standard Broadcast Sales in Toronto and Montreal; Western Broadcast Sales in Winnipeg and Vancouver; and Canadian Standard Broadcast Sales Inc., New York.

**CFRB**  **1010**

**ONTARIO'S FAMILY STATION**

# SIGHT & SOUND

by  
Ian Grant

■■ **IN THE U.S.**, THE FCC proposes a new regulation, strongly opposed by the NAB (see NAB convention report in this issue) that would limit multiple ownership of radio and television stations in any individual community. The proposed rule would forbid the owner of a standard broadcast station to acquire an FM or TV license in the same community. Holders of FM and TV licenses would similarly be precluded from acquiring another kind of station.

One of the purposes of the regulation, the commission said, would be "to promote maximum diversification of programming sources, and viewpoints."

The proposed regulation would apply to new stations and transfers, but it would not require those now holding multiple licenses to divest themselves of one or more of their stations.

The FCC recently came under Congressional criticism for permitting newspapers to obtain licenses for radio and television stations because of the possible dangers of concentration of ownership of communications media.

■■ **TELEVISION'S FIRST** two-and-a-half-hour daily news program was launched April 15 by KNBC, the NBC-owned station in Los Angeles, Calif. Presented daily from 5.00 to 7.30 p.m. the package includes an hour of local, national and international news at 5 p.m., followed by the NBC TV Network's *Huntley-Brinkley Report* from 6-6.30 p.m., and another full hour of news from 6.30 - 7.30 p.m. Insertion of Freeway traffic bulletins, plus at least three weather and five sports reports adds to the local interest.

■■ **CREATING SUCH A DEMAND** for Cadbury's Bar Six chocolate bar, Fry-Cadbury asked to have the promotion taken off the air on CFCN-TV Calgary, after only five weeks of a planned 10-week flight. The company said sales were running far ahead of the supply. The proof-of-purchase contest, to introduce the new bar in the Calgary area, drew over 10,000 entries in the five-week period. Sales were traced directly to the CFCN-TV *Buck Shot Show* and *Benny the Bear* contest.

The program host, *Buck Shot*, asked for a Bar Six wrapper to win one of the stereo playback cartridge machines and cartridge stories offered in the contest, with the offer made three times weekly during the five weeks.

■■ **COLOUR TV SET SALES** were up 68.8 per cent for the first quarter of 1968, compared with the same period last year, said Ian Higgs, PR director, Electronic Industries Association of Canada. As of January 1, some 220,000 color sets were in operation in Canada.

■■ **"THE PEOPLE STATION"**, new theme of CFCF Montreal, has been incorporated into a contest. 14 of CF's personalities were portrayed in cartoon form in a series of "Pick the People" ads run in a Montreal daily newspaper. At the end of the series all the cartoons were grouped together in a full page ad, and listeners were invited to fit the cartoons to the names of the station personalities in an adjoining column. The winner received \$250.00.

■■ **25 YEARS OF BROADCASTING** were marked March 25 by CJFX Antigonish, N.S., with a full page ad in the *Antigonish Casket* featuring staff photos and program personalities of the early days and those of today. Owned and operated by Atlantic Broadcasters Ltd., the station managed by J. Clyde Nunn since its inception, gave their start in the industry to such well-known broadcasters as Danny Gallivan, the Voice of Montreal Canadiens of the NHL, and E. Finlay MacDonald, now president and general manager, CJCH-TV Halifax.

■■ **UPCOMING CONVENTIONS**, in addition to the ACA and CAB highlighted in this issue, include the 18th annual convention of the Western Association of Broadcasters, Engineering Section, May 21-23, at the Palliser Hotel, in Calgary; the WAB management convention, June 2-6, at Jasper Park Lodge, Banff, Alta.; the Electronic Industries Association of Canada, Skyline Hotel, Ottawa, June 11-13, and the Federation of Advertising & Sales Clubs of Canada, at St. John's, Nfld., June 27-29.

The CBC Network Radio Affiliates meeting will be held at the Westbury Hotel, Toronto, May 2, with the TV Affiliates meeting at the same place the following day. Broadcast News has its annual meeting set for Le Château Champlain, Montreal, May 9, following the CAB. Regional meetings of BN and RTNDA are scheduled for Kitchener, Ont. (Central Canada) May 16-17, Lethbridge, Alta. May 23-24, and Port Alberni, B.C. May 30-31,

with the Atlantic Region meeting in Halifax, June 14-15.

The annual Television Commercials Festival is set for May 27, at the Inn on the Park, Toronto, jointly sponsored by BES and TvB of Canada.

■■ **TO BOOST SUMMER BUSINESS** and offset any loss of audience that might exist, CFCF-TV Montreal is again offering a 30 per cent bonus to clients advertising with them during the main holiday months of July and August.

A graphic, well-prepared booklet giving summer vacation trends and viewing habits, in CFCF-TV's coverage area, has been issued under the theme *CFCF-TV moves with the Summer Crowd!*

The 28-page booklet is full of facts and figures gleaned from a study made by telephone among a systematic random sample of Montreal's population selected from the Montreal telephone directory. 600 completed interviews were made, in response to 24 pertinent queries in the prepared questionnaire. The survey, approved by CFCF-TV and its reps, All-Canada Radio & Television Ltd., was conducted by Edsall Research Limited.

■■ **EXCLUSIVE BROADCAST RIGHTS** for all British Columbia Lions football games for the next three years have been purchased by CHQM Vancouver, said Bill Bellman, president and managing director, Vancouver Broadcasting Associates, owners of the station.

He said CHQM will give live coverage to all Lions' games, at home and away, including pre-season games. The Western Football Conference play-offs will also be covered by the station, whether or not they include the Lions.

CHQM sports director Brad Keene, a play-by-play football commentator for five seasons with CTV, will handle the play-by-play for CHQM.

Program director Maurice Foisy said the football broadcasts will be heard only on CHQM and not on CHQM-FM.

■■ **THE MERGER** of Richmond Hill Laboratories Ltd., Toronto, with Riker Video Industries Inc., manufacturing division, Hauppauge, Long Island, N.Y., has been announced. The new company will be known as Richmond Hill, and will be headquartered in Hauppauge, with both plants producing a full line of products, one



erving the U.S. market, the other the Canadian and Commonwealth market.

Mario Alves, Riker's president, has been appointed acting-president of the new subsidiary, with J. Norman Cox, who was president of Richmond Hill Laboratories before the merger, continuing to head the Canadian operation. Albert W. Malang is v.p. in charge of marketing, with Thomas Pressley named manager for all sales including foreign.

Leitch Research & Development Corp. Ltd., Riker's other Canadian subsidiary, also in Toronto, is not affected by the merger and will continue to develop video broadcasting equipment which will be manufactured and marketed by the new subsidiary.

■■ MARKING HIS 25TH ANNIVERSARY as a sports announcer on radio and television, Danny Gallivan, who is known as The Voice of Montreal Canadiens of the NHL, for all at home and away games, was honored at a testimonial dinner in Montreal, March 28.

Gallivan, a native of Sydney, N.S., began his broadcasting career with CJFX Antigonish, while he was a post-graduate student and part-time lecturer at St. Francis Xavier University.

Joining in the tribute to Gallivan were some 100 guests, including NHL president Clarence Campbell, officials of Les Canadiens, broadcasters and agency reps.

■■ FAILING TO SEE EYE-TO-EYE on a very fundamental matter involving the creative approach, for an important new campaign, caused a decision to end the relationship between Labatt Breweries of Canada Limited and Goodis, Goldberg, Soren Limited, Toronto-based ad agency. GGS has been handling Labatt's Pilsener advertising on a national basis.

Arthur T. Lennox, national advertising director, Labatt Breweries of Canada Ltd., announced that the J. Walter Thompson Company would handle the Labatt's lager accounts in addition to all the advertising for Labatt's ale brands which they have been handling.

■■ A CHANGE OF NAME, indicative of an expansion of its services, has been announced by the Canadian Advertising Personnel Bureau. Established five years ago by the Institute of Canadian Advertising, formerly the CAAA, to provide a staffing and personnel counselling service for ad agencies, the CAMPB now will provide a service to agencies' clients in terms of marketing, advertising and brand management personnel.

■■ RALPH SNELGROVE, president of Ralph Snelgrove Limited, licensee of station CKVR-TV, Barrie, Ontario, today announced that the proposed sale of the station to Western Broadcasting Limited has been withdrawn.

The station is owned jointly by Ralph Snelgrove, president; Geoffrey Stirling, president of CKGM, Montreal; and Allan Waters of CHUM Limited, Toronto.

Snelgrove said that because of certain other broadcasting acquisitions by Saturna Properties Limited, a wholly-owned subsidiary of Western Broadcasting Company Limited, it will not be possible to complete the purchase of Channel Three under the conditions spelled out in the original agreement.

He said that rather than permit any changes in the agreement which might affect the welfare of the staff and the station's viewers, the owners of CKVR-TV decided to release the Western group from its commitments.

The transfer of the station was to have been considered by the Canadian Radio-Television Commission in Ottawa this week. However, the Commission has been advised of the withdrawal and has agreed. Snelgrove said that, under the circumstances, he and his partners are pleased with the decision and have no further plans at this time other than to carry on the operation of CKVR-TV as in the past.

■■ A BOX TOP CONTEST in a new guise, was launched by CJIC Sault Ste. Marie, Ont. with listeners invited to send in "any box top or label", with a winner announced every week from entries received in that week only. Grand prize is a trip for two to Jamaica via Air Canada, plus \$500 in spending money. Consolation prizes are Electrohome Envoy TV sets.

Paul Fockler, manager, CJIC AM-FM, says over 2000 letters and box tops are received each week, and the station offers all the old mail to any agency, manufacturer or researcher interested in surveying the Soo market, as a result of this promotion.

■■ THE U.S. FEDERAL Communications Commission has announced a 14.2-per-cent decline in profits during 1967 for the three major American television networks and their 15 owned and operated stations.

The FCC said the networks—ABC, CBS and NBC—and their stations reported revenues of one billion, 200 million dollars in 1967, 4.3 per cent higher than in 1966. But actual profits dropped to 160 million, 200 thousand dollars.

The FCC said net income for network operations was 29 per cent below 1966 and net income of the owned and operated stations declined 3/10 of one per cent.

The FCC said financial data for the entire U.S. television industry will be released later this year.

■■ ADDED TO THE LIST of stations repped by Stephens & Towndrow Ltd. is CFCN Calgary, which the Toronto-based house now represents in the Toronto, Montreal and Vancouver market areas.

The station was previously handled by Radio-TV Reps., who are now representing CHQR Calgary which parted company with Byles-Gibb when it merged with Major Market Broadcasters Ltd.

■■ TWO TOP RADIO REP HOUSES have joined forces to enable them to provide even better service for stations which they now represent in 14 of Canada's top 20 markets. The merger was jointly announced, effective April 15, by W. Denis Whitaker, president, Major Market Broadcasters Limited, and J. Bart Gibb, executive vice-president, Byles, Gibb & Associates. Headquarters for Byles, Gibb moved to the MMB offices in both Toronto and Montreal on the same date.

■■ JAMES A. CVETKO has been appointed manager of Arthur Meyerhoff Company Ltd., Toronto and Montreal.

Prior to assuming his new position, Cvetko was an account executive with Arthur Meyerhoff Associates, Chicago. He assumed his new position on April 1.

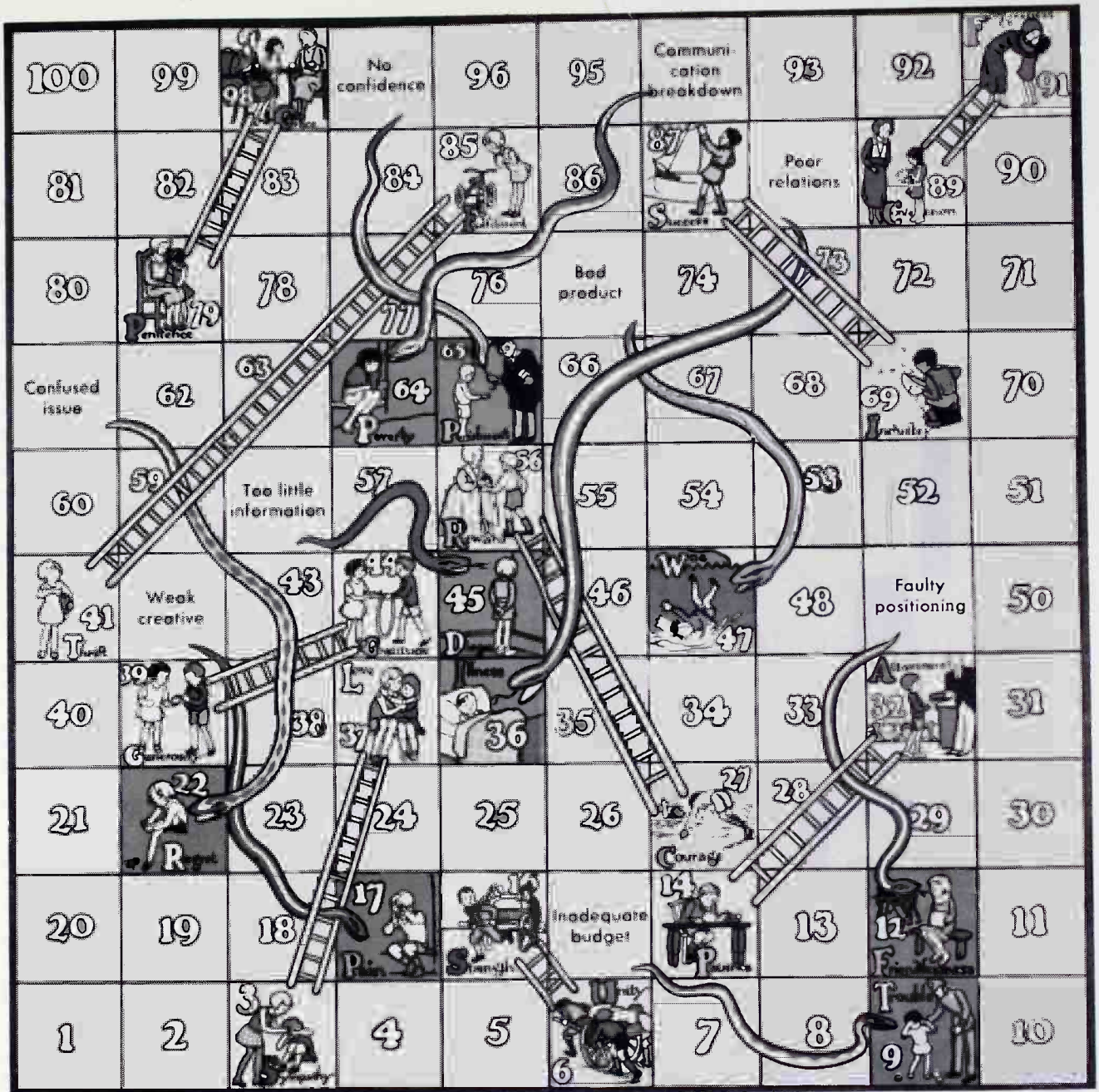
■■ D.A. BROWN, president of Helene Curtis Ltd. and D.E. Gillespie, president of Baker Advertising Limited, announced earlier this month that both companies are severing their relationship due to expanded product lines which have caused the conflict with another Baker client.

The new agency will be Grant Advertising (of Canada) Limited, and will commence work for Helene Curtis on May 1, 1968.

Advertising budgets for Helene Curtis Ltd. were not revealed by either Helene Curtis or Baker.

■■ A HIGH-SCORING promotional effort by the Barrie Broadcasters hockey team (CKBB, CKVR-TV Barrie, Ont.) netted the team a plaque from the Georgian Bay Minor Hockey Association in appreciation of their efforts in raising over \$50,000 over the past ten years for minor hockey development in the area. During these ten years, the *BB No Stars* have played over 125 games in some 20 different communities throughout the area.





### Up a ladder, down a snake.

It's tough.

We've got to get around a lot of hidden snakes to climb a ladder

Take 'Too little information.' It kills everything—marketing, creative, media—even the impression you want to make.

Is rolling a loser just bad luck? Only rarely. This one was from lack of effort in the digging department.

Too bad.

Because 'Too little information' grows into 'Poor relations' which develops into politics.

Before you know it, you're in trouble with 'Lack of communication.' A true snake-in-the-grass which turns advertising into second-guessing.

We should also avoid being trapped

by 'Bad product.'

Because if we don't, if we blandly go along with the client's decision to advertise such a product, then we share the responsibility for irresponsible advertising.

Perhaps the ugliest snake is 'No confidence.' It causes the agency (within agency walls) to say, 'what a dumb client.'

And the client (within client walls) says 'what a lousy job that agency is doing.'

But for all the snakes in the game, there are ladders.

There are good relationships.

There are good products and good marketing decisions. There is effective, agency-originated creative.

There is honest, unslanted research.

Once we recognize that an agency needs a client only as much as a client needs an agency. That advertising is not strictly for laughs.

Once we recognize that there are pros on both teams, maybe we'll miss more snakes and hit more ladders.

Then we'll play better.

We should try.

Because advertising is a serious game.



## That very unfunny ad game.

Young & Rubicam, Ltd.



# TOTAL SAT



All-Canada Radio & Television Limited

TORONTO  
MONTREAL  
WINNIPEG  
CALGARY  
VANCOUVER



NEW YORK  
CHICAGO  
ATLANTA  
DALLAS  
HOLLYWOOD  
SAN FRANCISCO

Bob McCleave's

## DATELINE -- OTTAWA

THE MINISTER OF FINANCE stood up in his place in the House of Commons, took a long drink from an opaque glass, nodded cheerfully to his wife who was the only occupant of the galleries above the floor of the chamber, and proceeded to read a budget speech.

At home you watched him reading the speech on your television set. You groaned when the price of Scotch was to take another jump up, but that would be at midnight, and meanwhile you could drink your Scotch at the old tax rate. From time to time massive charts jumped on the screen, replacing the Minister. The program showed a gentleman opposite the Minister, scratching notes and poring through a book which seemed to bear the title, "Traditional Insults with which to Greet the Budget."

By 9:30 p.m. the Minister had sat down, the gentleman opposite had delivered himself of a witty five minute speech proving that the Minister had failed both to keep down spending and to put into effect programs which would appeal to the public, and then came the instant replays.

The Minister was shown again cutting out the tariff on haggis, and there was a close-up in slow motion when he fielded his opaque glass into an upright position while deftly picking up more notes.

Norman this and Tom that then followed with interviews of gentlemen from the small parties in the House of Commons, plus the usual platoon of University types. None had a kind word to say about the budget. By ten p.m. it was all over.

My crystal ball does not permit me to say when this will take place. But televised proceedings of our Parliament are as inevitable as death and taxes.

The great debate over the constitutional crisis was the final compelling force. You'll recall this one—the defeat of a tax bill on third reading on a Monday night, the claim of the Progressive Conservative opposition that the House had no business to be sitting, the endless exchange of opinions by gentlemen of both sides before national television and radio, and finally, after the public had heard the debate on television, a debate in the House itself where the issue was resolved by a vote.

The first debate took place in a corridor and rotunda just outside the large door of the House of Commons. Cables, cameras and the paraphernalia of our electronic communications filled most of the space, and the politicians and journalists filled the rest.

Even Nancy Greene would have found the area a good training place for learning the art of the slalom.

The scene is repeated from time to time, although not on as massive a scale. Almost every day the TV and radio people are at work in that area, although there are also recording facilities in the basement.

What are the arguments against live television and live radio broadcasts of the House? Just about the same as took place in the days before the press were allowed in the British Parliament, just about the same as the debates in some provincial legislatures where there are arguments about starting a Hansard.

Boiled down, the politicians are afraid the people will misunderstand their rituals and processes.

"Television is a medium which distorts," says one member. "It could cause a commotion," says another. "The back benchers will never be seen on it," says a back bencher who is never seen or heard under any circumstances. "It's an entertainment medium," says a man who writes better poetry than Cassius Clay. "It would show the House in a bad light—all those empty seats," says the Honorary President of the Tuesday-to-Thursday Club.

The reasons for are many, but one is compelling. Television and radio are methods of reporting the world to us. Why should we be denied their presence except in a second-hand way? You would catch the mood of the speaker, whether or not his message was getting across, and you would quickly be able to spot the phonies. The second rate newsmen who now make Olympian figures out of strange figures in the House would be exposed themselves as mere cutters-out of paper tigers.

Television and radio reporting of Parliament would be the best weapon to reform that institution.



R.J. (Bob) McCleave, Progressive Conservative MP for Halifax, worked as news director of CJCH Radio Halifax, while at law school. He first represented his home constituency in the federal house in 1957.

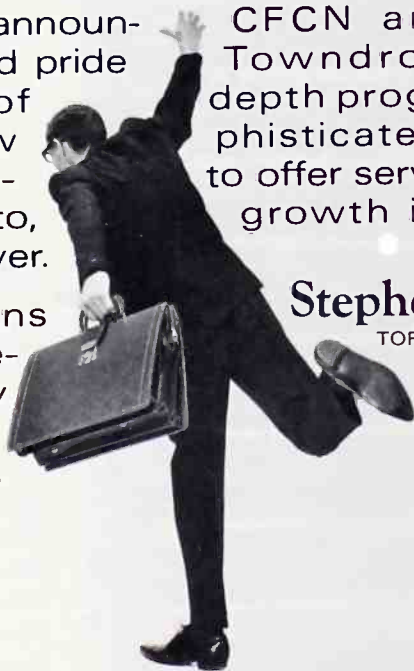
# and away we go

CFCN Radio, Calgary, announces with ill-concealed pride the appointment of Stephens & Towndrow as national sales representatives in Toronto, Montreal and Vancouver.

The men at Stephens & Towndrow are being put to the test by CFCN because the word is they're better.

CFCN and Stephens & Towndrow combine in-depth programming and sophisticated representation to offer service, leadership and growth in national radio.

**Stephens & Towndrow**  
TORONTO · MONTREAL · VANCOUVER





# *the 53rd annual conference of the association of canadian advertisers*

royal york hotel, toronto, april 29 - may 1

## **the agenda**

### **MONDAY, APRIL 29**

- 8:15 am Hall "A"  
Registration,  
ACA Conference Office
- 8:30 am Ontario Room  
Members' Continental  
Breakfast
- 9:00 am Ontario Room  
ACA Annual Business  
Meeting
- 10:15 am CFRB-CKFM  
Tea and Coffee Time
- 10:30 am Ontario Room  
Open Meeting
- 12:00 noon Toronto Room  
Luncheon Head Table  
Meet
- 12:20 pm Canadian Room  
Gold Medal Award  
Luncheon  
D. B. McCaskill  
Business Needs  
Bilingualism Plus
- 2:15 pm Ballroom  
Advertising in Action  
Session  
John W. Hethrington  
The Ski-Doo Story  
Howard Markoff  
The Formula 409 Story  
C. A. Andrew  
The 7-up Story
- 3:15 pm CFRB-CKFM  
Tea and Coffee Time
- 3:30 pm Ballroom  
Marketing Presentation  
Ted Earl  
Award Winning  
Campaigns of 1967  
  
Commentators:  
A. F. M. Biggs  
Allen Cupples
- 6:00 pm Ontario Room  
ACA Members'  
Cocktail Party
- 7:00 pm Ballroom  
ACA Members' Buffet  
Dinner and Dance

### **TUESDAY, APRIL 30**

- 8:30 am Hall "A"  
Registration,  
ACA Conference Office
- 9:00 am Ballroom  
Dr. George H. Brown  
Innovation:  
The Critical Path
- 9:40 am Ballroom  
F. F. Wiley  
Steps to Successful  
Innovation
- 10:05 am CJAD-CJFM  
Tea and Coffee Time
- 10:20 am Ballroom  
Roy W. Keeley
- 10:45 am Ballroom  
Fred D. Johnson  
Innovate and Prosper
- 11:10 am Ballroom  
Allan B. Yeates  
An All-Industry  
Innovation - CAAB
- 10:00 noon Toronto Room  
Luncheon Head Table  
Meet
- 12:30 pm Canadian Room  
Key Executives'  
Luncheon  
C. Knowlton Nash  
Current Events in  
Washington:  
What They Mean to  
Canadians
- 2:15 pm Ballroom  
Douglas Mueller  
Can Gee Whiz Sell  
Durable Goods
- 2:50 pm Ballroom  
Solomon Dutka  
Techniques for Measuring  
Effectiveness of TV  
Commercials
- 3:15 pm CJAD-CJFM  
Tea and Coffee Time
- 3:30 pm Ballroom  
Herbert D. Maneloveg  
Advertising Messages in  
the 1980's - A lot  
different from Today
- 6:00 pm Ballroom  
ACA Annual Dinner  
Cocktail Party
- 7:00 pm Canadian Room  
ACA Annual Dinner

### **WEDNESDAY, MAY 1**

- 8:30 am Hall "A"  
Registration,  
ACA Conference Office
- 9:00 am Concert Hall  
Herbert D. Strauss  
Changing Communications  
of Tomorrow or the Future  
is Happening Today
- 9:40 am Concert Hall  
James M. Gillies  
Changing Structure of the  
Canadian Economy and  
Long Range Planning
- 10:20 am Standard Broadcast Sales  
Tea and Coffee Time
- 10:35 am Concert Hall  
Mrs. Doris Anderson  
Attracting the Super-  
shopper - The Woman  
of Tomorrow
- 10:00 noon Toronto Room  
Luncheon Head Table  
Meet
- 12:30 pm Canadian Room  
Luncheon  
Dr. Mary S. Calderone  
Advertising as Sex  
Education
- 2:15 pm Concert Hall  
Ervin J. Brabec  
Harold E. Grotjahn  
Bernie West  
Creative Session -  
Selling the Sellers
- 3:00 pm Standard Broadcast Sales  
Tea and Coffee Time
- 3:15 pm Concert Hall  
Don Tennant  
Creativity and the  
Canadian Mystique
- 3:50 pm Concert Hall  
Creative Circle Film
- 4:35 pm Confederation Room  
CFTO-TV Cocktail Party

# Light up with us at our first convention.



SOME FREELY SMOKING  
NTV MARKETING CIGAR SMOKERS.

Although you may see a lot of familiar faces wearing our name tag, this is actually the first time we've attended an ACA Convention as members of NTV Marketing.

But the ACA Convention isn't the only thing we've been first at.

We were first to introduce you to The Orbit Plan. Prime Time Equivalents. Superspots. A realistic rate for 30-second spots. And we were also the first to give you Seconds. Television messages that can be bought at a per second rate.

And May 9 will be another first, when we attend the CAB Convention.

During the ACA or CAB Convention come by. Say hello. And light up one of our cigars.

After all, we'll be celebrating our first.

SOME NTV MARKETING CIGARS.



NTV Marketing

## We never stop starting things.



The people who market CHCH-TV,  
Toronto/Hamilton and CHLT-TV, Sherbrooke.



# the aca conference speakers

MONDAY - APRIL 29



McCASKILL



MARKOFF



ANDREW



EARL

## PROGRESS REPORTS

Highlighting the opening session of the ACA convention will be the annual Progress Reports of associate organizations:

- **Audit Bureau of Circulations**  
by Warren Reynolds, President.
- **BBM Bureau of Measurement**  
by Dr. B.K. Byram, President.
- **Canadian Advertising Research Foundation**  
by J.M. Philp, Chairman
- **Canadian Circulations Audit Board, Inc.**  
by Patrick Sweeney, General Manager

## DONALD B. McCASKILL

President, Warner-Lambert (Canada) Ltd., Toronto and vice-president, Warner-Lambert International, Commonwealth/Africa/Asia Region

A past president, Toronto Chapter, AMA, he served as product manager for Procter & Gamble and General Foods, joined McKim Advertising Ltd. in 1956 and became executive vice-president in 1961. Joined Warner-Lambert as executive vice-president in 1964, was named president in 1965 and vice-president, International Division, in 1966.

## HOWARD MARKOFF

Executive Vice-President,  
The Wilson Harrell Agency Inc., Westport, Conn.

Howard Markoff, artist, writer and musician, is widely experienced in all phases of advertising, both creative and

administrative, and directs all agency operations. Markoff saw service with the U.S. Rangers in World War II, scaled the cliffs of Normandy during the pre-dawn hours of D-Day, and won the Purple Heart with oak leaf cluster. In 1956 he opened his own commercial art studio, which he developed into an ad agency. In 1963 he merged with a larger agency and set up a division to advertise to the worldwide U.S. military market. Early in 1965 he joined Wilson Harrell Agency Inc. to create and head up the then new advertising agency.

## C.A. ANDREW

Advertising Manager, Dominion Seven-Up Co. Ltd.  
Toronto, Ont.

Andrew spent five years in the newspaper field prior to five years service in World War Two. In 1946, he joined Dominion Seven-Up Company Limited, and after serving in various departments, was appointed to the advertising department, becoming completely responsible for its direction. His duties bring him into contact with all phases of the company's operation and in necessity close contact with its franchised bottlers.

## TED EARL

Editor, "Marketing", Toronto

Earl has been editor of "Marketing" for the past 15 years, following 8 years with the same publication as associate editor. A record 770 exhibits have been entered this year. From these, the 55 judges have selected 7 "Outstanding", 12 "Notable" and 47 "Honorable mention".

## on the entertainment side:

Monday evening: 6:00 p.m.

ACA Members' Cocktail Party & Dinner (open to all personnel of ACA member companies, only, and their ladies).

President's Reception courtesy of the House of Seagram.

7:00 p.m. Buffet Dinner Dance, Trump Davidson & His Orchestra. Hilarious sing-along with lyrics by Bob Sabloff. Lucky number prizes!

Tuesday evening: 6:00 p.m.

Cocktail Party (for annual dinner guests).

7:00 p.m. Annual Dinner.

Entertainment will be provided by the CBC, in a 50-minute sketch of fun and laughter: "Run It Up The Flag", with a fast-moving production starring a fabulous cast of 30 artists including Paul Kligman, Jack Duffy, Billy Van, Marilyn Stewart and Kristi Kimble. Songs, music and dialogue especially written for the ACA and the advertising industry.

After-dinner refreshments courtesy of the Magazine Advertising Bureau of Canada.

# TUESDAY - APRIL 30

**DR. GEORGE H. BROWN**  
 Director of Marketing Research,  
 Ford Motor Company, Dearborn, Michigan

A past president of the AMA, Dr. Brown was sales manager for a St. Louis chemical company, then became Professor of Marketing, School of Business, and Director of Development, Social Science Division, University of Chicago, where he also served as marketing consultant to several top U.S. firms. He joined Ford in 1954 as consumer research manager, and served as marketing research manager from 1956 until assuming his present position, in 1960.

**ROY W. KEELEY**  
 Executive vice-president and general manager,  
 Minnesota Mining & Manufacturing of Canada Ltd.  
 London, Ontario

Keeley, who has been with the 3-M Company since 1932, started his career with Scott Foster & Co. in Vancouver in 1926, after graduation from UBC. He served as sales rep and sales supervisor for all products, Canadian Durex Corporation (3-M Company), '32-'40, became manager for Western Canada, 1946-'50, then general sales manager, tape & related products, for 3-M, at London, Ont. After two years he became director of sales for all products throughout Canada, and in 1956 was promoted to vice-president and general sales manager, and VP international marketing, 3M's International Division, Saint Paul, Minnesota. In 1968 he returned to Canada, as executive vice-president and general manager, 3-M of Canada Ltd., London, Ont.

**FRED D. JOHNSON**  
 Public Relations & Publicity Consultant,  
 Tetra Pak Co. Ltd. of Canada,  
 Toronto, Ont.

Known as one of Canada's most prolific writers, Fred D. Johnson, ACIC, was a consulting chemist specializing in plastics and paints before starting his present work five years ago. He began his journalistic career by writing in the technical press to publicize himself professionally, from 1952-62, when he felt he had established himself with a large enough market to support himself, and at 47 made a complete switch in his career. His articles appear in many well-known publications.

**F.F. WILEY**  
 Marketing Director, S.C. Johnson & Son Ltd.  
 Brantford, Ont.

Wiley gained his early experience in the business world in sales, merchandising and product planning with Vick Chemical Co. and General Mills, prior to joining S.C. Johnson & Son Ltd. as advertising manager in 1958. Transferred to the U.S. Johnson operation as International Marketing Director in 1962, he was sent to the Johnson company in Japan in '64 as general manager. He worked in Argentina, Brazil, Venezuela, the Philippines, and other countries, as well as Canada and Japan, on new product development and marketing. He returned last year to his present assignment.

**ALLAN B. YEATES**  
 President, Canadian Advertising Advisory Board,  
 Executive vice-president, Spitzer, Mills & Bates Ltd.  
 Toronto, Ont.

Yeates, the youngest man ever to receive the ACA Gold Medal Award, in 1963, for his "outstanding contributions to Canadian advertising," began his business career as a financial writer and analyst for the *Financial Post* and *Toronto Daily Star*. In 1951 he joined the Prudential Insurance Co. of America as assistant advertising manager. A year later he was promoted to manager of the PR and Advertising Department. In 1957, he was made assistant general manager and director, with responsibility for the company's advertising, PR, sales promotion and research activities in Canada. He joined Spitzer, Mills & Bates in 1961. A past president of ACA, he is a founding director and vice-president of the CAAB, and a former director of BBM.



BROWN



KEELEY



JOHNSON



YEATES



NASH



MUELLER



MANLOVEG



DUTKA

**J. KNOWLTON NASH**  
 Washington Correspondent to the  
 Canadian Broadcasting Corporation

Toronto-born Nash was a writer and editor for various Toronto newspapers, including *The Globe & Mail* 1945-46, managed various offices for BUP from '46-'51, was appointed Director of Information, International Federation of Agricultural Producers in late 1951, served as broadcaster, writer for Canadian publications and CBC on free-lance basis 1951-59, became Washington correspondent, *The Financial Post*, 1959, and has been Washington correspondent for the CBC since 1961.

**DOUGLAS MUELLER**  
 Director of Advertising & Public Relations,  
 Borg-Warner Corporation, Chicago, Illinois

Mueller joined Borg-Warner in 1961 after 20 years with Seiberling Rubber Co., Akron, Ohio, starting in the advertising department and advancing to the post of assistant to the president and director of merchandising. He is a former Cleveland, Ohio newspaper man. He was named "Advertising Man of the Year" in 1965 by the trade magazine, *Industrial Marketing*.

**SOLOMON DUTKA**  
 President, Audits & Surveys Inc.,  
 New York, N.Y.

Dutka heads his own firm, the nation's second largest marketing research organization, founded in 1953, which now has three major divisions plus operations in Latin America, Canada and Europe, employs more than 350 headquarters personnel and maintains a nationwide field force of 3,000 interviewers and auditors. He began his career as a college statistics instructor, in which he is still active at New York University's Graduate School of Business Administration.

**HERBERT D. MANLOVEG**  
 Vice-president, Board Member and Media Director  
 Batten, Barton, Durstine & Osborn Inc.,  
 New York, N.Y.

Manloveg began his advertising career as a researcher, in 1949, when he joined WOR New York following graduate work in radio/TV script writing and production at Columbia University. In 1950 he switched to print research, with *Parade* magazine. In 1952 he joined Benton & Bowles' research department but instead was made a media buyer. In 1954 he joined BBDO as a media group supervisor, became associate media director in '59, vice-president and media director in 1960, and was elected a member of the board in '66.



# WEDNESDAY - MAY 1



STRAUSS



GILLIES



ANDERSON



CALDERONE



BRABEC



GROTJAHN



WEST



TENNANT

**HERBERT D. STRAUSS**  
Chief Executive Officer, Grey Advertising Inc.,  
New York, N.Y.

Strauss began his career on *The New York Times* in 1931. The following year he became ad manager for Riggs Optical Co., Chicago, a subsidiary of Bausch & Lomb. In 1939, he was hired as account executive by one of the founders of Grey Advertising, Lawrence Valenstein, now Founder Chairman. Following four years in the Navy, in WW II, Strauss returned to Grey, in '46, became account supervisor in '49, executive vice-president in '56, president in '61, and Chief Executive Officer in January of this year.

**DEAN JAMES M. GILLIES**  
Vice-President, York University,  
Toronto, Ont.

Gillies is a widely-recognized writer and advisor who has served as consultant to many local and state governments as well as U.S. federal agencies, and hundreds of major industrial organizations. From 1951-65 he was Professor of Urban Economics in the Graduate School of Business, University of California. For many years he was Dean in charge of the Graduate Program at the UCLA School of Business, and responsible for the development of one of the largest full-time doctoral programs in business administration in the U.S.

**MRS. DORIS ANDERSON**  
Editor, *Chatelaine Magazine*,  
Toronto, Ont.

Doris Anderson graduated from the University of Alberta, in her home town of Calgary, and came to Toronto where she did various jobs, copy editing, radio scripts and ad copy preparation. She free-lanced in Europe for a year, during which she sold short fiction stories. On her return to Canada, she joined the staff of *Chatelaine* as a staff writer. In 1958 she became editor. She is also a judge on the Readers' Club of Canada.

**MARY S. CALDERONE, M.D., M.P.H.**  
Executive Director, SIECUS,  
New York, N.Y.

Dr. Calderone, who was named Personality-of-the-Year by *Collier's 1967 Year Book* (for 1966), is a respected educator, author and one of the founders of the voluntary health agency, SIECUS, the Sex Information and Education Council of the U.S. Previously Medical Director of the Planned Parenthood Federation of America ('53-'64), she holds many degrees in the Public Health and Medical fields, and has received many Distinguished Service Awards for her work.

**ERVIN J. BRABEC**  
President and Chief Executive Officer,  
Marketing Concepts Inc., New York, N.Y.

Brabec, rated one of the Top 10 best-dressed men in the U.S. ('63-'64-'65) is a well-known director-composer-arranger for 17 motion pictures and 11 TV shows; was musical arranger for such top name bands as Glenn Miller, Artie Show, Count Basie, Earl Hines, Benny Goodman, Woody Herman and Tommy Dorsey in their heyday; discovered and developed such stars as Harry Belafonte, Tony Bennett, Al Hirt, Frank Fontaine and Carol Burnett; was senior vice-president, MCA Inc., world's largest talent agency, 1946-63, chief executive officer and founder, MCA Industrial Show Division, 1953-63. He now heads MCI, rated as one of the top three producers of the world in the Industrial medium.

**HAROLD E. GROTJAHN**  
Executive vice-president, MCI,  
New York, N.Y.

Grotjahn, rated as one of the foremost sales and marketing consultants in the U.S., is one of the leading specialists in motivational selling at the retail level. Formerly a General Motors executive, his direct exposure to total industry's best management and sales talent throughout the past 22 years, has equipped him with the ability and working knowledge to approach any business situation in a dual-strength manner, that of a top executive strategist backed up with the selling know-how of a successful in-the-field salesman. He is billed and sponsored on the speaking circuit as America's Number One Salesman.

**BERNIE WEST**  
Nationally-known TV personality,  
Writer & director for MCI,  
New York, N.Y.

West, internationally-known on stage, screen and TV, has starred in the film and Broadway production, *Bells Are Ringing*, been featured in Broadway hits, *All American* with Ray Bolger, *Do Re Mi* with Phil Silvers, *The Beauty Part* with Bert Lahr, *The Wayward Stork* with Bob Cummings, and played nightclubs in Las Vegas, New York, London and Miami Beach. On TV he has played in *The Entertainers*, *Car 54*, *The DuPont Show*, *Hallmark Hall of Fame*, been featured on *The Gary Moore Show*, *The Ed Sullivan Show* and *Gomer Pyle Show*, and has just been taping *Arsenic & Old Lace*. He also writes for TV commercials, for Industrial Theatre, and for Broadway.

**DON TENNANT**  
Executive vice-president & Creative Director  
Leo Burnett Company Inc.,  
Chicago, Illinois

Tennant, who has been with Leo Burnett Company since 1950, started out as a radio/TV producer. Six months later he became the agency's first full-time TV writer, and two years after that was appointed TV copy supervisor. In 1957, he was appointed a vice-president, in 1958 became vice-president in charge of the Television Commercial Department and a member of the Creative Review Committee. In 1962 he was named vice-president in charge of the Creative Services Division. He became a member of the Board in 1960, of the Executive Committee in '62, was elected executive VP in '64, and chairman of the Creative Review Committee in '67.

## Wednesday evening: Closing Cocktail Party

CFTO-TV Toronto cordially invites everyone to "unwind" at their gay "wind-up" cocktail party in the Confederation Room...immediately following the closing session of the convention.

# GREETINGS TO THE A.C.A. IN THEIR CONVENTION



"Isn't that a very small Lionel?"

Don't be misled — size isn't everything -- it's how well you do the job. Everybody knows Lionel down here, and not only in Moncton, either. Listeners in 4 provinces have learned, over 26 years, that Lionel never lets them down. So they buy as Lionel advises when they go a-marketing. Could any advertiser ask for more?

**THAT'S BIG, MAN, THAT'S BIG!**

CKCW-Radio  
Moncton, N.B.  
(opened in 1934)

CKAM-TV  
Newcastle, N.B.

CKCW-TV  
Moncton, N.B.

CKCD-TV  
Campbellton,  
N.B.

CKAM-TV1  
North Shore

CFGW-TV1  
Gaspé South,  
N.B.

CKGW-TV2  
Percé, P.Q.

CKMV-TV1  
Murdockville, P.Q.

**RADIO-lionel-TELEVISION**

Moncton, N.B.

REPRESENTED BY PAUL MULVIHILL AND A.J. MESSNER IN CANADA

CANADIAN STANDARD BROADCAST SALES IN U.S.A.



# What an agency expects from its client to fulfil the client's expectations from the agency

"WHAT AGENCIES SHOULD EXPECT from their clients, and what clients should expect their agencies to expect, is a mutual realization of the fundamental importance of advertising, over and above its role as a corporate communications tool. With this realization comes the professionalism on both sides, which the role of advertising in the economy requires and justifies."



This, said Ray Collington, vice-president and manager, Cockfield, Brown & Co. Ltd., Toronto, speaking at a special conference on "The Advertising Function in Today's World" at York University, summed up "What an Agency Expects of its Clients". He reached the conclusion that "If an agency is to measure up to its clients' expectations, it must also know, and state, what it has to have from the client over and above a budget and a target.

"It is important that agency and client understand that they have a mutual interest in defining and accepting their respective roles in creating and implementing effective advertising. Unfortunately, most of the communication on this subject is done within each group rather than between the groups," he said.

"The required communication between agency and client on this matter usually seems to take place only after the relationship has deteriorated and a separation is inevitable," he said. "Then, the intention of such discus-

sion is to assess blame rather than correct the cause of the difficulty."

Although he had never heard of it being done, he thought an agency could be encouraged to include in its first brief to an advertiser a section headed "Here's what we expect of you". This, he said, would require only a slight extension of a procedure many advertisers use now when selecting an agency, referring to the questionnaire which agencies are often asked to complete.

"It would be quite instructive for the advertiser if he were to ask the contending agencies what they would require of his organization; and it would reveal a great deal about the agency itself—perhaps more than any other item in the questionnaire.

"Neither agency nor client company can define the responsibilities in a productive relationship unless it has a clear understanding of the basic functions of an advertising agency," Collington added.

He said he believed, despite all the miscellaneous activity and shades of it, that its function is to make the client company's communications effective. "Thus, when we want to define what an agency expects from its clients, we have a term of reference: what does the client have to do to help an agency make his communications effective?" he said.

Collington said some of the requirements are in the client's marketing planning. He listed three basic types of agency participation:

(a) *Full agency participation* where the agency has full exposure to (and is involved in) all the important factual elements of the client's operations—volume, cost of goods, distribution costs, promotion spending, profit.

(b) *Partial Participation*, in which the agency has primary responsibility for advertising, but is kept fully in the picture regarding volume, cost and profit trends. The agency is expected to contribute heavily to planning in such areas as development of product concepts, promotion, packaging and so on. But these areas of agency contribution are ones in which responsibility for decisions and their

consequences are clearly in the client's hands.

(c) In the case of *Advertising only*, he said, "the agency is responsible for copy and media only. While its participation in other areas of planning may not be discouraged, it is not actively sought, either. Information on volume and profit is likely to be limited, or non-existent.

"The three relationships," he said, "are each quite common, and they are not tightly related to corporate size, the development of the client's own marketing staff, or the amount spent on advertising."

## Pros and cons

Stressing the advantages and disadvantages of the three relationships, Collington said on the *full participation relationship*, "one advantage is that advertising planning can be integrated fully with promotion and distribution plans, so that the 'mix' can be made fully effective. There is also likely to be a very strong agency involvement with success or failure."

On the disadvantage side, he said "in the process of trying to deal with the *whole* mix, the agency's effort may be too widely spread to give advertising the attention it needs to operate at full capacity. Because responsibility is so diffused, there may be large areas of information undeveloped about the product, the consumer or even the distribution channels, because responsibility (and that means *financial* responsibility) is not clean-cut."

Furthermore, he said, "it's hard to get people with the proper blend of experience to operate so that all the marketing areas (including advertising) get balanced handling."

The advantage of "the *partial participation* relationship, with broad agency access to needed information and opportunities to contribute to the total marketing mix, can be very effective. Advertising is likely to get a high level of attention, integration with other activities is feasible, and total agency creativity can be made use of in promotion and other areas."

But, "the main disadvantage of this relationship," he said, "is that it requires again people with a blend of knowledge and experience to make it work effectively." However, "we believe the increasing emphasis on training of agency people is doing a great deal to provide a pool of people to operate in this kind of relationship.

"From the agency's point of view," the third kind of relationship, *advertising only*, "is the simplest type of operation to work within. It permits the agency to devote all its resources to the development of an effective advertising program."

This particular relationship, he felt, can, in some circumstances, develop a pair of serious weaknesses. It assumes that on the client side, sound judgments are being made regarding the types of situation in which advertising can operate effectively. Almost every agency encounters situations in which advertising is asked to perform effectively with a product having serious deficiencies in areas such as performance, or distribution or pricing—areas in which the agency has no say in this relationship.

"Advertising needs to be evaluated in the control of *all* activities," he said. "When the agency has no access to information regarding such key

areas as product acceptance, distribution, sales promotion and so on, the effectiveness of the advertising program is virtually impossible to evaluate."

### Information is needed

Collington stressed the eight areas of his clients' marketing planning in which the agency should expect to have information or participation, for the most effective long-term relationship between the two.

"The agency would have access to all major current information regarding product volume, share, distribution, pricing, margins and competitive activity," he said.

"The agency would have current information regarding attitudes of distributors and consumers towards the product, as well as penetration of major advertising campaigns.

"Volume objectives for the product would be shown.

"The agency would have an opportunity to review the advertising appropriation *before* the financial plan was locked up, so that information on time, space and production costs could be brought to bear.

"The agency would have an opportunity to review marketing strategy with particular emphasis on its long-

term implications for advertising.

"Long-term creative and media strategies would be jointly agreed on.

"The agency would be offered an opportunity to comment on sales promotion strategy, and plans, with a view to possible advertising tie-ins.

"Advertising would be given specific, jointly agreed-on goals, and provision would be made for measuring its performance against those goals."

"If the agency hesitates to ask for this type of information or participation," he said, "or if the client hesitates to offer it, I think we can blame the marketing planning mystique.

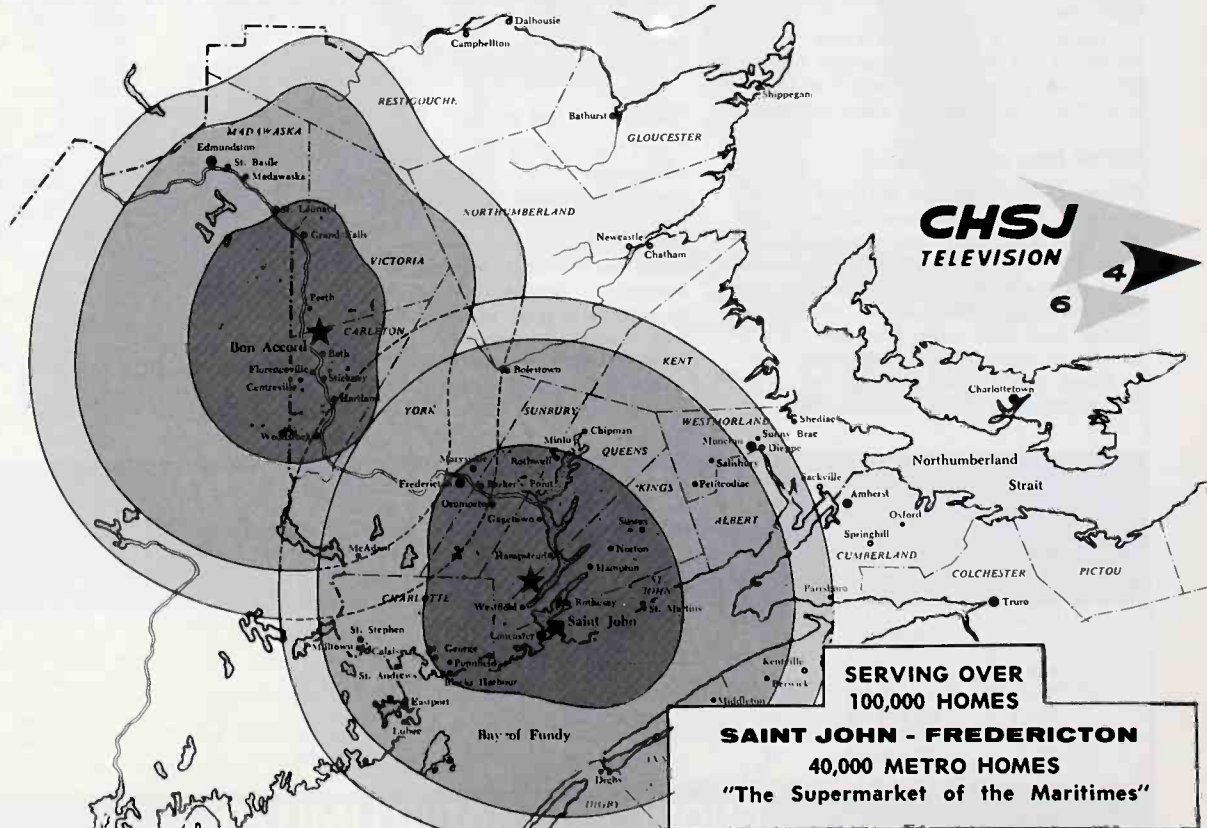
### Responsibility plus authority

"The agency should expect the client to spell out its terms of reference precisely...it is particularly important that individual responsibility with respect to advertising—and hence authority over it—be well defined within the client organization," the speaker continued.

"If an advertising campaign has to be cleared through several different levels in the client company, with each level having authority to veto or amend, despite communications know-how at the creative level, the effectiveness of the advertising can be

*(continued on page 24)*

# THE POWER THAT SELLS NEW BRUNSWICK !!



From towers at Saint John, Fredericton, CHSJ TV is your one market map for New Brunswick. Channels 4 & 6 are the stations New Brunswick selects for the best in programming. And that makes things easier for you because they're both the same station...CHSJ TV...the sight and sound of the New Brunswick market.

represented by All-Canada





And, now a word from our sponsor

# There must be a reason for funny commercials

by Jerry Goodis

President, Goodis, Goldberg, Soren Limited

**BILL BERNBACH ONCE SAID** and I'll never forget it: "humor in the hands of an amateur is a lethal weapon."

Certainly poorly produced humor has no place in television advertising—but there is a place for real humor from the hands of professionals.

Obviously there are 24, or maybe 2400, different kinds of real humor but some don't suit the medium. It is not, for example, worth creating screamingly funny one-liners unless you're going to carefully schedule such commercials so people see them only once. Since one good reason for using humor is to win a little affection from the viewer it's pretty dumb to immediately lose it again by telling the same joke ten times over. Only the party bore (no, no, Ralph Cowan, not you) does that.

There is a different humor which suits TV far better and which stands up to heavy exposure. I call it whimsy, a soft-sell humor that's easy to take.

## Relief from pomposity

Whimsy, I believe, can sell—soft sell—products (if humor grows naturally out of the product, try and make a funny spot for Trull Funeral Homes) and it also generates an aura of goodwill for the advertiser because it offers the viewer fast, fast relief from the nightly parade of commercial pomposity.

When she is about to throw up at the sight of a Mary Poppins floating

into a kitchen bearing detergent, her sanity and cool can be temporarily saved by a bit of glorious tomfoolery from Resdan.

Pal Carl Ally has made a commercial for Hertz showing a businessman—played by Lou Jacobi—coming into a new town and suddenly discovering that the zipper on his trousers is broken. He goes to a Hertz counter and they send him to a tailor who fixes it.

Now you might think that's a silly idea but it isn't really. It is something that happens to you and me in our lifetimes. In the hands of professionals it becomes one of the most refreshing, warm and human commercials and it says loud and clear: "You don't just rent cars from Hertz; we'll help make you comfortable in a new situation. Come to us for help." It's a beautiful commercial.

## Whimsical but wilder

I call the Carling Red Cap commercials whimsical too—although, of course, they are wilder. That is an excellent and exciting campaign which got great reaction, both negative and positive. Some people took exception to using symbolic heraldry like flags and psuedo-religious music. Maybe that was slightly in poor taste, but who am I to say?

That campaign stands out from the crowd and, with the weight of adver-

tising around, that is what you somehow must do.

It stands out particularly well because of its product category. Most of the other beer advertising around is cornball and psuedo-patriotic. Molson's Canadian commercials, for example, are just the old ol' Canadian cornball that used to work, maybe, up until 1946.

Mind you it's inoffensive, no question about that. It doesn't hurt anybody. And there is the risk always in using humor in commercials that someone will be offended.

When we set out to create awareness for Smiles 'n' Chuckles chocolates, indeed to reawaken consumer awareness, we got a couple of actors to smile and then chuckle and then laugh and buttoned it up with the slogan: "Who says Money can't buy Happiness?"

That commercial brought violent response, positive and negative. The client was worried for a while when he got letters saying, "We'll never buy your product again. But now he's getting letters and phone calls saying, "What a beautiful commercial! We went out and bought a box of your chocolates, brought it home, opened the box and spontaneously started to laugh just like they do on television. Thanks for giving us a refreshing commercial."

(continued on page 24)

## GROUP ONE ATLANTIC

BEST RADIO BUY IN NOVA SCOTIA

8 STATIONS - ONE ORDER

	GROUP ONE ATLANTIC	% OF PROV.	HALIFAX & COUNTY	% OF PROV.	SYDNEY GLACE BAY	% OF PROV.	BALANCE OF PROVINCE	% OF PROV.
POP	367,700	49	246,900	33	55,300	7	88,100	11
HH	89,000	49	57,300	31	12,400	8	22,600	12
RS	301,212,000	40	288,426,000	39	77,535,000	10	81,617,000	11
EBI	503,470,000	45	402,138,000	36	91,484,000	8	124,374,000	11
FS	72,976,000	38	74,151,000	38	21,881,000	11	24,713,000	13

## GROUP ONE RADIO LIMITED

MONTREAL

932-8357

TORONTO

923-0919

WINNIPEG

942-1892

VANCOUVER

682-6391



## Primer for prospectors - a guide to the Golden 11

There's gold in them thar hills—in Canada's *Golden 11* country—the eleven booming markets where the response is up North.

How can *you* get in on the gold strike? With CTV, the undisputed television leader in the Golden 11 areas.

CTV's lighter, brighter programming

is welcomed in more young adult homes, where the spenders live.

Ready to go North? Contact ABC International, CTV's sales representative in the U.S. and overseas. Let us help you stake your claim in Golden 11 country.

**ABC International Television, Inc.**  
1330 Avenue of the Americas New York, New York 10019  
212 LT1-7777, Cable: AMBROCASTS



(continued from page 21)

## What an agency expects ...

impaired or even eliminated. In this situation, politics plays as important a role as creativeness, and the advertisements or commercials will reflect this."

He said he was not suggesting that opinions on advertisements from various levels in the client company should not be sought before the campaign is launched. "But I do feel that the responsibility for the campaign should be in one part of the client organization, and that the responsibility should be coupled with the authority to approve the campaign—even if the other levels object.

"There's another corollary to this on the agency side," he went on. "Responsibility for creating the campaign does not include the authority to approve it. The authority the agency should expect is the opportunity to fight and fight hard for a creative approach in which it believes.

"If agency participation is, as I've defined it, either full or partial, it is most important that the participation be active and not token. In these circumstances, the agency should expect the client to regard the agency people as full-fledged members of the

marketing planning team—not as outsiders who are present under sufferance."

### Need for adequate time

Another point stressed by Collington was that "the agency should expect its client to give it time to do its job. Those of you who read his book, *Confessions of an Advertising Man*, will remember David Ogilvy saying that, at the time he was writing the book, he was preparing a campaign for a new product which was still in the laboratory stage. He says: "It has taken more than a hundred scientists two years to find out how to make the product in question; I have been given thirty days to create its personality and plan its launching. If I do my job well, I shall contribute as much as the hundred scientists to the success of this product."

He added that there was "another legitimate agency expectation—that the client assign only qualified people to assess the agency's work.

"Media selection is another area where this kind of unqualified subjective judgment-making inhibits the

agency in discharging its basic function effectively. Any medium worth its salt adopts editorial views or broadcasts commentaries which will inevitably enrage some segments of the population. Advertisers are prone to at least consider punishing the offending medium by cutting it off the list. This kind of retaliation is like punishing Hydro by using only candles to light your house.

"The agency should, then, expect the client to base his judgment of the effectiveness of a medium on the criteria provided by a professional agency media man, rather than on the medium's editorial position with respect to the prevailing crisis in Ottawa, American policy in Viet Nam, the importation of American TV programs, or the coverage given his daughter's wedding."

Collington said "when we talk about what agencies should expect of their clients, it is important that we keep this fact in mind: an agency has no divine right to expect things from the client."

Rather, he said: "It must *earn* the right to expect things from the client."

(continued from page 22)

## There must be a reason ...

I think the reaction now is running about 60 per cent for and 40 per cent against the commercial. And I don't want to take it off the air, because every time you do something different and striking you're bound to get some negative response. We don't want to antagonize anybody out there but it's a chance you take, and Smiles 'n' Chuckles and Red Cap are getting awareness by the carload.

Of course we would love to get that 40 per cent negative response down to zero. We don't set out to make enemies for our clients, and in the next commercials we will try very hard to retain the tremendous awareness and the tremendous "reason why" for buying the brand yet somehow eliminate the negative response.

I'm not advocating production of new and refreshing commercials just for the sake of being new and refreshing. The idea must be based on very sound "reason why" appeal to persuade somebody to buy the product.

It must never be a matter of being a clown just for the sake of being a clown, like walking down the street with your shirt hanging out just to get attention. That's not the proper motive for doing new and fresh advertising.

### Reactions and reactions

There's an oil company commercial showing a man in white flying down from a spaceship. I guess it's supposed to offer humor. But the agency which created that commercial must assume that the average viewer has the intelligence of a Neanderthal. These are terrible, gross, insulting

commercials, and if they don't drive sales down I'll be very surprised.

I wrote them a letter saying that and I suppose now I'm going to get a subpoena. But I resent having those commercials walk into my living room every night, and I don't know why they do it.

There are reactions and reactions. Stan Freberg is the master of commercial humor and most of his spots get at least some people mad. I bet there is some negative response to those Jenos Pizza commercials. They are a direct spoof on current trends in advertising, such as the Lark commercials. He strips phony commercials bare in front of the public and says: "Look at how the cigarette manufacturer has been talking to you out there.

"Isn't it foolish?" And then he builds on the basis of sympathy he has just created a tremendous awareness for the product he's selling.

I have watched the Johnny Carson Show and there is spontaneous applause from the audience after this commercial. It has to be worth lots of dollars and sales to get a response like that.

I think a commercial seeking the gentle laugh rather than the belly laugh is the safer bet for television. Getting the gentle laugh demands a sure touch from director and writer but it creates the quality that makes a commercial appeal to me: a warm, non-pompous communication recognizing and welcoming a special human attribute, the capacity to laugh—to smile and chuckle—if you'll forgive the plug.

More next month, if you like.

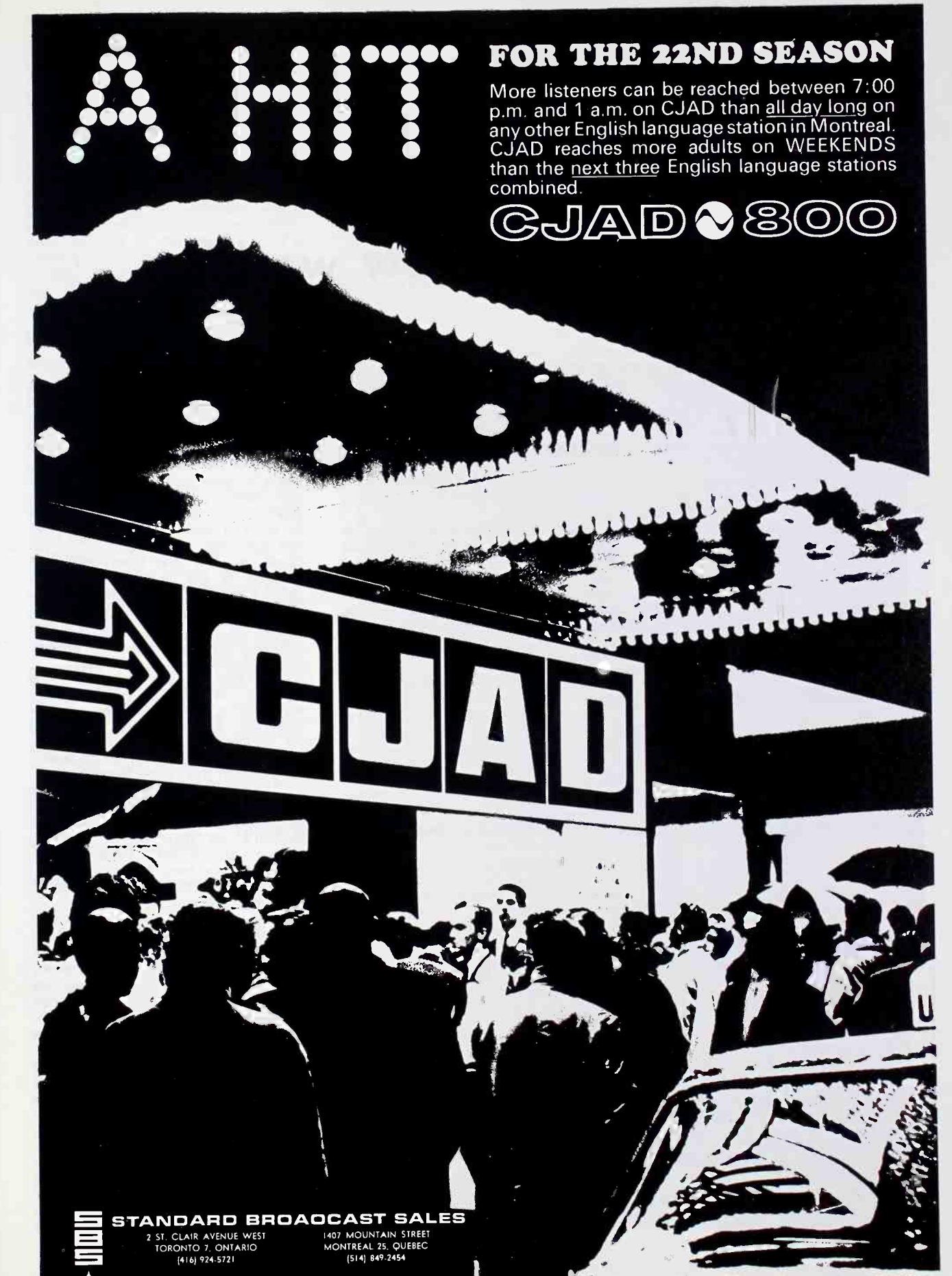
## CJBQ RADIO

LIVELY  
ACTIVE  
COMMUNITY  
RADIO

CJBQ HAS RECEIVED 27 AWARDS  
AND CITATIONS FROM  
NATIONAL, REGIONAL AND  
LOCAL ORGANIZATIONS.

TRULY THE VOICE  
OF THE  
BAY OF QUINTE  
BELLEVILLE AND  
TRENTON, ONT.

ask Major Market Broadcasters



A H I T

## FOR THE 22ND SEASON

More listeners can be reached between 7:00 p.m. and 1 a.m. on CJAD than all day long on any other English language station in Montreal. CJAD reaches more adults on WEEKENDS than the next three English language stations combined.

CJAD  800



STANDARD BROADCAST SALES

2 ST. CLAIR AVENUE WEST  
TORONTO 7, ONTARIO  
(416) 924-5721

1407 MOUNTAIN STREET  
MONTREAL 25, QUEBEC  
(514) 849-2454



# Advertising must keep new in a fast-changing new world

"WE MUST NOT BE CONTENT with traditional ways of doing things. If a new way suggests itself, if it is meaningful and tasteful, we should give it all of our open minds," said John D. Bradley, president, Bradley-Vale Advertising Ltd., Toronto.

Speaking to the Kinsmen Club of South Peel, Ont. on *The New Wave*, Bradley suggested it is better to ride with it rather than against it.

He told the annual Advertising Night gathering he was "sure none of us know where the world is heading or whether advertising or any other art form will have much effect on it, but I think we all must agree that times are changing—for the most part for the better—and obviously we must keep

flexible to be a part of...and operate successfully in them."

While he was not an apologist for advertising, he said: "I still think 90 per cent of it is bad. And by that I don't mean that the stuff we do for our clients—that all of it fits into the remaining 10 per cent. I wish it did. Most of it does!

"I think the public's concept or stereotype of the ad agency man, as a tasteless follower of the product maker's love of his product, is partly right. But, fortunately for the art of advertising, a new breed is coming along."

## Time out to explain

Bradley said: "Let me take a moment to explain the problem creative people in an advertising agency have. Firstly, if they have an old-thinking president of the agency, they are all doomed as a go-ahead group. If their president is cautious and wants to pat the behinds of all his clients to make sure that they stay with him and like him, the chaps in his shop are likewise doomed.

"But if the head of an agency is eternally searching for all that is good and tasteful in the new wave of talented people emerging, he will have a happy shop and ultimately will succeed. But no matter how much he creates an environment for good

creative work, if he doesn't have the guts and persuasiveness to get his customers to go along with new ideas, he and crew are lost again."

Illustrating his point, he said: "Think of the persuasiveness of Mary Wells in New York who talked American Motors into smashing up one of their competitors' cars on television to prove a point. (Their loss picture has now been turned around, not because of this one commercial, but because of the whole unusual campaign that Mary and her partners were able to charm American Motors into trying, he said.) "Or, how she persuaded Braniff to paint their aircraft pink and green.

"Perhaps you remember the jiggling stomach commercial which finally signalled a new start after years of tasteless and atrocious advertising for indigestion remedies. The old ads gave people indigestion, which wasn't so stupid at that, come to think of it.

"I am sure," he said, "you are as fed up with beer advertising in Canada as I am, and until the people at Molson's let their agency handling Molson's *Golden* get a little amusing, there had not been a ray of light in advertising in this vast industry for years and years."

## Drab days are dying

While there are some other excellent campaigns in progress now and maybe the drab days in advertising are beginning to disappear, Bradley offered a clue as to the difference in techniques between the old way of selling the product and the bright new way. In the old days, and I am afraid with 90 per cent of advertising still, the *product* is held up to be all things to all people. The pitch is strictly on the product and its mechanical advantages.

"The new way is to strike a responsive chord with the user of the product, a chord which fills his or her need. The product naturally fits into that need very nicely, but it is not sold for itself.

"Most advertisers feel that because they have a huge capital investment in a widget, that widgets must

New slant  
in sales  
representation...

**CFTO-TV**  
Toronto, Ont.

CREATIVE SALES REPRESENTATION  
IN THE U.S. AND  
OVERSEAS by  
**ARC INTERNATIONAL  
TELEVISION, INC.**  
1380 Avenue of the Americas  
New York, New York 10019  
212 LT. 7-7771  
AMBROCASTS

**BELIEVE IT OR NOT!**

MORE PEOPLE LISTEN TO  
FRASER VALLEY RADIO

**CHWK**  **CFVR**  
**1270**  **1240**

THAN TO ANY OTHER STATION  
IN NON-METROPOLITAN BRITISH COLUMBIA

Check Feb/68 BBM. Then call All-Canada.

be treated with a great deal of respect. After all, doesn't it pay the overhead and the return on investment? Don't for heaven's sake ridicule it. That is what I call Board of Directors' thinking, which, in my opinion, is quite wrong.

"The widget, which may cost ten cents to a gum-chewing 13-year-old girl is laughable when it is presented with great dignity and unbelievable self-serving statements. She will spend her dime on somebody else's product which appeals to the fulfillment of one of her needs. If it's chewing gum, maybe it's presented as a form of putting a little fun in her life. Think of Adams & Son lemon candy campaign," he said.

### Missing persons approach

Bradley told how his agency succeeded in creating a new approach for a travel agency, P. Lawson Travel Ltd. instead of the former way of telling how the agency was staffed with multi-lingual personnel, widely-travelled, which "really didn't fill a psychological need.

"Because the traveller expects that kind of expertise from a travel agency anyway", he said they did away with what they considered "superficial and self-evident factors" and came up with "the missing person" approach... ads showing groups of dejected poker players, bowlers, curlers, etc. with one of their members missing. Copy read "Our apologies to— for interrupting their play, for the next two weeks. Lawson Travel flew—to Nassau (the Riviera, Jamaica). Sorry, fellas. P. Lawson Travel." Just that, no more. The inference was clear.

"We didn't spend much money on this campaign," he said. "But response to it has been greater than for any other campaign we have ever been associated with. Lawson Travel agents are going out of their minds trying to keep up with the flow of people to their places of business."

### Mental middle-age stoop

"A lot of the people who advertise today suffer from middle-age stoop," Bradley said. "It is a mental attitude, not a physical characteristic. For example, I think all of us who have teenage children are aware of the fantastic revolution that is going on in

the habits and mores of our culture because of their influence.

"We have paid a little attention to the teenagers. We help with the pee-wee hockey and baseball teams. Those of us who are merchants, who have something to advertise, will see to it that the pee-wee hockey team is named after us. Various national organizations such as banks, oil companies have long ago established bursaries and scholarships for kids. All these are good things. But, do they go far enough?

"This whole new crop of Canadian youngsters is not like any other crop that has ever been harvested in history. This crop is the most ques-

tioning of all the crops. They are the most sensitive to the adult world and believe it or not, they are far more sophisticated than their mothers and fathers.

"Perhaps you have watched the *Under Attack* show that Pierre Berton hosts each week. These kids are taking the world by its horns, and giving it a good shake," he said. "There is a lot about them that I don't like. Sometimes they are impudent. Sometimes they jump to conclusions. They don't treat us with the dignity we expect. But I like them a lot more than I dislike them.

"We adults ridiculed the Beatles a few years ago. But they emerged with

## AT LARGE in the WEST!! (Recognize This Man?)

HT: 6' - WT: 185 - EYES: COOL BLUE - TALKS WITH AN EASTERN DRAWL

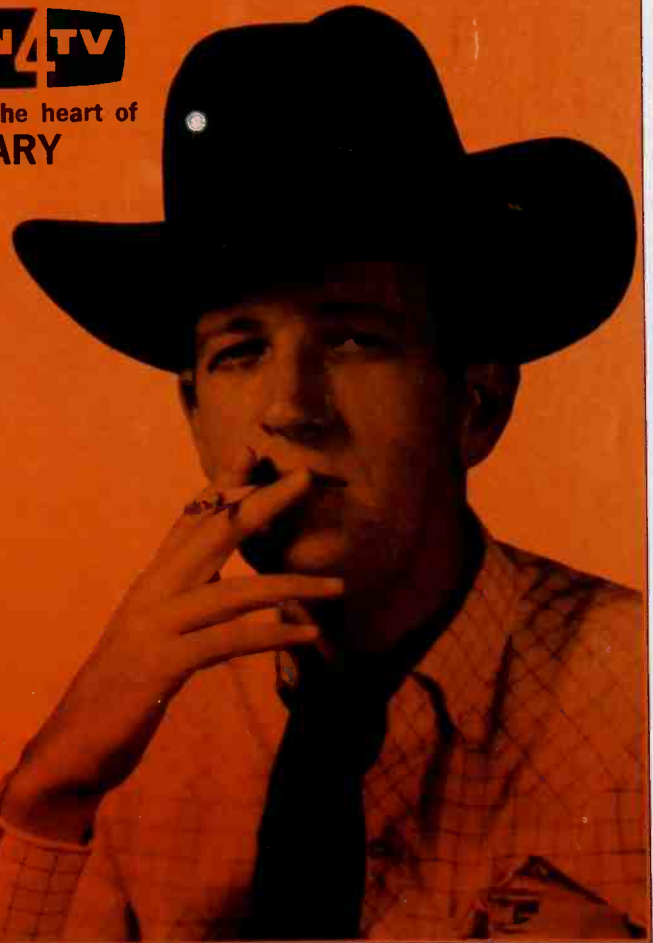
It's CFCN-TV's "Marshall" - Herb Marshall that is! He hit the Calgary Corral with a bang ... rustling up top service at the drop of a white stetson.

His past broadcast sales reputation makes him the best man to win the West - for you! Marshall "Herb" is backed by a knowledgeable and experienced posse too!

When you see the 4TV Marshall (known to dudes as General Sales Manager), say HOWDY!

**CFCN 4 TV**

deep in the heart of  
**CALGARY**



New slant  
in sales  
representation...

**CKCO-TV**  
Kitchener, Ont.

CREATIVE SALES REPRESENTATION  
IN THE U.S. AND  
OVERSEAS by  
**ABC INTERNATIONAL**  
TELEVISION, INC.

1390 Avenue of the Americas  
New York, New York 10019  
212 LT. - 7777  
AMBROCASTS



some of the best song-writing Tin Pan Alley has ever known. I am thinking of the songs *Yesterday* and *Michelle*.

"I don't want you to misunderstand what I am trying to say about the youth market. I am harping on them at this time because they represent such a vast and largely untapped potential to enlightened advertisers," he said.

### Discretionary dollars

"Now," he said, "I am going to contradict myself. I don't think there is a teen market any more for products. As one authority suggested recently, 'Teenagers' influence is felt so quickly by adults, the two markets are rapidly blending into one.' If you find this hard to believe, just reflect on skirt lengths. A few years ago, only teenie boppers wore little short skirts. The only other females who wore them were chorus girls and jet set types. Now, almost every adult woman wears her skirt above the knee."

He pointed out that the young person's dollar is "not the same as the dollar owned by those over 25. The young person's dollar is a discretionary dollar. Those of us who were in the Armed Forces remember that most of the money we were paid was considered discretionary.

"Of course," he said, "we didn't use a word like that in those days. It only recently became part of a new language. So, it was a dollar we could spend any way we wanted to. We could buy extra socks, beer, cigarettes or booze, or take a girl out with it.

"Most adults don't have very many discretionary dollars today. The young people have them. Most of us need to

spend most of our dollar on mortgages, clothes for the kids, food, the so-called staples.

"The young person, without these responsibilities, can spend it any way he or she wants. Sure, you are going to say that some of the young person's money is tabbed for clothes, or books, or streetcar tickets, but you also realize surely that after the young person blows his or her money on movies, pop, or a new dress, someone always seems to be around to pick up the purchase of the staples."

### Teeners buy brands

He quoted from "an excellent study" put out by the School of Business Administration of the University of Western Ontario (London)... a study of high school students in London, compared with others from Chicoutimi, Quebec:

"Teenagers are, in large, buying well-known brand names and are therefore willing to pay prices higher than those commanded by unknown brands or by unbranded products. In doing so, they also show that they are value-conscious. In this respect, they do not differ significantly from their elders who are trading up as their standard of living rises...and, "when a youth is sold on a product, he resorts to such a subtle and controlled selling campaign that the family finds itself thinking of that particular product, as their next purchase. A seemingly casual remark, a preference, a statement of worth, all engineered by the youthful protagonist, will ripen the parent to eventual purchase."

Bradley said he was afraid "Canadians have a national characteristic

of being too cautious about new things. If we are to keep our bright young people in Canada, we must change our attitudes very quickly.

"Recently, we had the problem of producing a number of radio commercials for some European wine accounts. We called in a very bright guy who has become a citizen of Canada. His name is Chris Beard, and he wrote with us a number of radio spots for Italian, French and German wines.

"Two weeks after he helped us with these commercials, he became one of the writers on the *Rowan & Martin Laugh-In* show coming out of Hollywood.

"A few weeks after that, he was the top writer for the show, which I am sure, if you have seen it, you will agree is one of the most refreshing bits of fast-paced comedy to come along in television in quite a while.

"He is now doing two big specials for two major Hollywood personalities in TV. His talent was recognized in a fraction of the time it achieved recognition in Canada...The Americans don't need that kind of slow appreciation of something good and talented.

"But the very reason why Canadian talent is in so much demand in the U.S. is because it has great taste. That is why a Canadian is directing the *Smothers Brothers* show and a Canadian is producing some of the best movies to come out of the U.S. in years. A Canadian produces the Frank Sinatra specials which we see. Canadians have won all sorts of awards far beyond the normal ratio in the U.S. The whole cast of *Wojeck*, including those in front and behind the cameras, was picked up by the American networks.

"I don't know if there is a moral to this story," he said, "except that we seem to be raising our kids better than the Americans in an environment that creates talent in the perspective of tastefulness.

"But then those of us in the so-called 'establishment' don't move fast enough, or surely enough, to make certain this kind of talent stays in Canada to work for the good of all Canadians.

"So, if you feel any suggestions in yourself that your mind is closing just a little on the new wave," he said, "I beg of you to open it and share in the rewards."

### ANNOUNCEMENT



JAMES D. BARNES



WILF H. McILVEEN

Gordon Ferris, President & General Manager of Radio-Television Representatives Limited, announces the appointment of James D. Barnes to Radio Sales Supervisor, Toronto office. The appointment is effective immediately.

Mr. Wilf H. McIlveen joined the company as Account Executive to the Toronto Radio Sales Division effective April 22nd. Mr. McIlveen's broad background in media sales, including the selling of retail radio time for a Toronto station and his many years experience at the national advertiser level, make him a valuable addition to the team selling the radio stations represented by the company.

New slant  
in sales  
representation...

**CFIK-TV**  
Terrace-Kitimat, B.C.

CREATIVE SALES REPRESENTATION  
IN THE U.S. AND  
OVERSEAS by  
**ABC INTERNATIONAL**  
TELEVISION, INC.

1330 Avenue of the Americas  
New York, New York 10019  
212 Lx 1-7777  
AMBROCASTS

Too much "ho-hum"  
and not enough "Hey!"  
in your advertising?  
This is something to look into:



## the Yawn Factor

You have a product. A good one. You spend a packet of money to tell your prospect about it. And what do you get? The big yawn.

Now the danger is that Mr. Prospect is going to be doing quite a bit of yawning. He's only human. And the sheer volume of advertising coming at him is simply overwhelming.

The medium is massaging him, all right; right into a doze. The question is, can the message snap him out of it?

We think so. Somewhere in every proposition there's an anti-yawn element. Something that will make the viewer, the listener or the reader sit up and take notice. We dig for it.

Wouldn't you like to hear "Hey!" more often? Then maybe you should talk to an advertising agency that's wide awake.

Cockfield, Brown



# the 42nd annual meeting of the canadian association of broadcasters

Chateau Champlain, Montreal, May 6-8

## the agenda

### SUNDAY AFTERNOON, MAY 5

- 2:00 pm L'Habitation A  
CCBA Directors' Meeting
- 4:00 pm Le Salon Viger  
RSB Open Meeting  
"What Broadcasters can do about Radio's  
Missing Percentage"  
Members and their wives who are attending  
the CAB Convention are also cordially invited.

### MONDAY MORNING, MAY 6

- 9:00 am Ballroom - Public Meeting  
Welcome by His Worship Mayor Jean Drapeau  
Keynote Speaker
- 10:15 am Coffee Break
- 10:30 am Ballroom  
Presentation by Sales Advisory Committee (Radio)  
Chairman, C. N. "Bud" Knight  
"DON'T BUY THE 8:00 O'CLOCK NEWS"  
A creative presentation on how to buy radio  
more effectively. Produced by Creative Sight  
and Sound Limited, featuring Mel Cooper of  
CKNW, New Westminster, B.C.

### MONDAY AFTERNOON, MAY 6

- 2:30 pm Ballroom - Public Meeting  
Presentation by FM Advisory Committee  
Chairman, D. M. E. Hamilton  
"FM RADIO: ALIVE AND WELL 68"  
Address by Lynn A. Christian  
President, Dawson Communications,  
Dallas, Texas.
- 3:15 pm Coffee Break
- 3:30 pm Ballroom  
Presentation by Sales Advisory Committee (TV)  
Chairman, W. Morrison  
Open to members and associates of C.A.B.  
"HOW TO SUCCEED IN TV - BY REALLY TRYING"

### TUESDAY MORNING, MAY 7

- 9:30 am Ballroom - Public Meeting  
Tribute to Dr. Andrew Stewart
- 9:45 am "Special Presentation on Traffic"  
By Communications Associates Limited
- 11:00 am Coffee Break

- 11:15 am Questions and Answers on Traffic Problems
- 12:15 pm Le Salon Viger Section A  
Quarter Century Club Reception
- 1:00 pm Le Salon Viger Sections B & C  
Quarter Century Club Luncheon

### TUESDAY AFTERNOON, MAY 7

- 2:30 pm Ballroom - Public Meeting  
"Management Seminar"  
Conducted by Dean James L. Hayes  
School of Business Administration,  
Duquesne University, Pittsburgh, Pa.
- Definition of Management
  - Scope of the Management Job
  - Planning for Results
  - Management by Objectives
  - Organizing to accomplish a Plan
  - Co-ordinating through Communications
  - Motivating the Individual to reach  
Objective and Control Entire Operation
- 4:45 pm Ballroom  
RSB Annual Meeting  
Open only to Members of RSB
- 5:30 pm La Huronie A & B  
TvB Annual Meeting  
Open only to Members of TvB

### WEDNESDAY MORNING, MAY 8

- 9:30 am Le Salon Viger  
CAB Annual Business Meeting  
Open to members and associates of CAB
- 12:00 noon La Huronie A & B  
CAB Directors' Meeting
- 12:45 pm Ballroom  
Broadcast Executives Society Luncheon  
Address by Pierre Juneau  
Chairman, Canadian Radio-Television  
Commission

### WEDNESDAY AFTERNOON, MAY 8

- 2:30 pm Le Salon Viger  
CAB Annual Business Meeting  
Open to members and associates of CAB

### WEDNESDAY EVENING, MAY 8

- 6:00 to 7:00 pm Bonaventure Hotel  
Salons 1, 2 & 3  
CAB Annual Reception

CAB agenda continued

7:15 pm Bonaventure Hotel  
Montreal Ballroom  
CAB Annual Dinner

**PRESENTATION OF AWARDS:**

Station of the Year Award (AM Radio)  
Station of the Year Award (FM Radio)  
Station of the Year Award (Television)  
A.C.R.T.F. Award  
Harry Sedgwick Memorial Award  
Joint BCAB/WAB/CCBA/AAB Award  
Col. Keith S. Rogers Memorial Award  
H. Gordon Love News Trophy

**VARIETY SHOW**

Arranged by Lieut. -Col. Paul L'Anglais  
CFTM-TV, Montreal, Que.

*This agenda is subject to change*

## TELEVISION

### HOURS OF VIEWING

**IN JANUARY 1968.** National and Quebec household hours of viewing hit the highest ever recorded level. An analysis of the January A.C. Nielsen, NTI survey shows that the National daily hours of household viewing was 6 hrs. 23 min. This measurement covers the daily viewing of households between 8:00 a.m. and 12 midnight. Thus the television set was, on average, operative 40 per cent of the day.

NTI National Area TV Homes totalled 5,094,000. From this we find that 32,516,700 hours were devoted to TV viewing on an average day by Canadian TV homes. The average number of viewers per home was 1.9. Thus the total number of daily man hours spend viewing TV totalled - 61,781,730.

An invalid comparison, but nonetheless interesting, is that according to DBS the employed labor force in Canada during January 1968 was approximately 7,100,000. Assuming the average man works eight hours a day, the man hours devoted to working was 56,800,000, or nearly 5 million less than the man hours spent watching television.

In the Province of Quebec, as is usual, more hours were spent viewing television than the national figure. Again the recorded hours of seven hours and one minute was the highest ever. This figure represents 44 per cent of the day. Translated into household and man hours the figures are 9,767,200 and 19,534,400 respectively, there being on average 2.0 viewers per home.

The daily household hours of viewing for Canada and the Province of Quebec, for January, over the past five years, are:

	CANADA		QUEBEC	
	Hrs.	Mins.	Hrs.	Mins.
January 1964	6	16	6	36
January 1965	6	13	6	36
January 1966	6	03	6	29
January 1967	6	13	6	36
January 1968	6	23	7	01

Source: ToB Canada

April 25, 1968



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# TELEVISION NETWORK PROGRAM RANKINGS

TABULATED FROM FEBRUARY - MARCH 1968 BBM

## CBC ENGLISH TELEVISION NETWORK

## CTV TELEVISION NETWORK

RANK	PROGRAM	PER CENT OF TOTAL	NUMBER OF VIEWERS
<b>MEN</b>			
		%	
1	NHL Hockey	29	1,737,600
2	Coral Jungle	25	1,458,000
3	Ed Sullivan	24	1,417,200
4	Bonanza	22	1,273,600
5	Red Skelton	21	1,261,400
6	Front Page Challenge	20	1,160,200
7	Don Messer	19	1,138,400
8	Carol Burnett	19	1,130,400
9	Green Acres	19	1,106,900
10	Flashback	18	1,068,700
11	Olympic Closing	18	1,042,800
12	Beverly Hillbillies	17	1,016,300
13	CBC News (Mon)	17	996,700
14	CBC News (Fri)	17	979,400
15	Show of Week (Danny Thomas)	16	972,600
<b>WOMEN</b>			
		%	
1	Coral Jungle	25	1,482,300
2	Ed Sullivan	23	1,407,500
3	Front Page Challenge	23	1,370,900
4	Carol Burnett	22	1,313,900
5	Bonanza	22	1,299,000
6	Don Messer	22	1,294,700
7	Red Skelton	21	1,264,500
8	Flashback	20	1,212,300
9	Green Acres	20	1,181,900
10	NHL Hockey	19	1,158,600
11	Beverly Hillbillies	19	1,114,600
12	Show of Week (Danny Thomas)	18	1,099,500
13	Tommy Hunter	18	1,069,400
14	Olympic Closing	18	1,050,400
15	Wojeck	17	1,001,700
<b>TEENS</b>			
		%	
1	Bonanza	19	502,800
2	Mission Impossible	16	444,900
3	Red Skelton	16	442,500
4	Ed Sullivan	15	416,600
5	Beverly Hillbillies	15	394,500
6	Green Acres	14	388,500
7	Get Smart	14	379,900
8	Coral Jungle	14	378,800
9	Hogan's Heroes	14	369,100
10	NHL Hockey	13	360,600
11	Carol Burnett	13	352,100
12	Wojeck	12	316,800
13	Show of Week (Mod Music)	11	299,700
14	Front Page Challenge	10	275,900
15	Baron	10	259,700
<b>CHILDREN</b>			
		%	
1	Beverly Hillbillies	23	1,389,300
2	Green Acres	20	1,211,200
3	Get Smart	19	1,137,800
4	Red Skelton	15	912,200
5	Coral Jungle	13	788,000
6	Hogan's Heroes	13	772,300
7	Tommy Hunter	11	648,300
8	Mission Impossible	10	607,300
9	Don Messer	10	578,800
10	Flashback	10	570,100
11	Ed Sullivan	9	558,300
12	Olympic Closing	9	553,100
13	NHL Hockey	8	492,100
14	Bonanza	6	387,300
15	Show of Week (Mod Music)	6	351,900

RANK	PROGRAM	PER CENT OF TOTAL	NUMBER OF VIEWERS
<b>MEN</b>			
		%	
1	Hockey Night	17	996,400
2	Third Reich	16	945,000
3	Dean Martin	12	712,300
4	Rowan & Martin	10	599,700
5	FBI	10	589,000
6	Pig 'n' Whistle	9	531,100
7	CTV News Special	9	518,600
8	I Dream of Jeannie	9	515,400
9	Jackie Gleason	8	494,300
10	Mannix	8	484,400
11	Avengers	8	481,400
12	Ironside	8	472,400
13	Bewitched	8	456,100
14	W-5	8	449,900
15	Lucy	7	432,100
<b>WOMEN</b>			
		%	
1	Dean Martin	14	863,700
2	Third Reich	14	815,100
3	Bewitched	11	664,800
4	Family Affair	11	658,800
5	Lucy	11	636,800
6	Hockey Night	10	592,200
7	Ironside	10	586,000
8	FBI	10	571,800
9	Pig 'n' Whistle	9	556,100
10	Rowan & Martin	9	555,100
11	I Dream of Jeannie	9	540,900
12	Mannix	9	537,700
13	Jackie Gleason	9	517,300
14	CTV News Special	9	515,700
15	Avengers	8	508,900
<b>TEENS</b>			
		%	
1	Star Trek	12	328,100
2	Monkees	12	315,800
3	Bewitched	12	311,700
4	Family Affair	11	300,800
5	I Dream of Jeannie	11	291,800
6	Third Reich	10	273,300
7	It's Happening	10	268,100
8	Rowan & Martin	9	251,500
9	Dean Martin	9	245,900
10	FBI	9	238,300
11	Lucy	9	233,700
12	Flying Nun	8	226,300
13	Hockey Night	8	215,900
14	2nd 100 Years	8	208,100
15	Garrison's Gorillas	7	199,400
<b>CHILDREN</b>			
		%	
1	Batman	14	842,000
2	Bewitched	14	832,400
3	Lucy	13	782,100
4	Monkees	11	681,300
5	Flying Nun	11	673,000
6	Family Affair	11	642,800
7	2nd 100 Years	10	577,000
8	Jackie Gleason	9	521,300
9	Star Trek	8	454,900
10	I Dream of Jeannie	8	452,300
11	Jerry Lewis	7	434,700
12	FBI	7	430,300
13	Smothers Bros.	7	391,800
14	It's Happening	4	269,400
15	Invaders	4	261,100



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Educated youngsters are sought eagerly by business and the professions, which experience difficulty in locating the right people. Here is a study by J. K. Thomas, whose years of experience as a practising business psychologist in his own office and as executive director of the ICA's Canadian Advertising and Marketing Personnel Bureau, qualify him to answer the question:

## "What does a young university graduate want from a prospective employer?"

A RECENT SURVEY of graduating classes from Harvard showed that the majority of U.S. students in Cambridge were interested in many things except business. They preferred the Peace Corps, public service, the professions and the graduate school to business. Of course the war in Vietnam has had some influence on these decisions; but a recent survey in Canadian Universities showed the same trend.

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The attitude of graduating classes seems to place more emphasis on a meaningful existence as well as the need for security. Students seem to look upon business as a catch-as-catch-can existence, and to feel that in a big corporation they will be just a number on a time-clock.

For an older generation which has known a depression and a war, both of which dislocated their lives and forced on them a need to adjust—to run a corvette or fly a plane—and later to make up for lost years—these attitudes of students to ex-soldiers at times seem ridiculous. A member of the older generation has complained that students are always seeking to go where the action is, and they will certainly find that in business.

Every University graduate has some difficulty in coming down from the ivory tower into the market-place because they are idealistic and, thank heaven, not satisfied with the present state of affairs, but are seeking to change them. Today they can always find some sort of job; they live in a world of abundance unknown to their parents, and are not forced to take a job, any job.

It is not until they start to put their theories into practice that they run into difficulties. They may imagine themselves in a politician's job

making a magnificent speech to the House where an expectant, enthusiastic, excited audience applauds. Then they accept gracefully the plaudits, and of course an overwhelming vote of confidence. It is only when they are exposed to the frustration, the endless committees, the stubborn resistance of the opposition, the trickery and the ridicule, that they begin to understand how difficult it is to run anything.

Everywhere there is competition and there are no answers in the back of the book. They begin to understand that an important job requires a man to use all the energy, brains, and the imagination of which he is capable—and even then he can fail—but he has to learn from making mistakes. Mistakes are expensive, therefore a training period is necessary before a person can operate successfully.

### Money, security and satisfaction

A man in a job usually seeks three things, money, security and job satisfaction. It is important that he decides in which order these goals should be placed. If he seeks security, a good steady job in the Civil Service may be the answer. If he seeks a substantial income, the professional or the sales world may suggest the answer. If he puts job satisfaction first, he may become a missionary in Africa, a guitar player in Yorkville—in other words to do his thing.

An employee should seek a post to which his interests, aptitudes and temperament fit him for the job. One young man may have an interest in engineering but lack an aptitude for mathematics; or he may be a whiz at mathematics, interested in nuclear physics, while his father thinks he should follow dad's footsteps in accounting. He may have interest in mechanical engineering, get a first-class degree, but in temperament be a shy, quiet, reflective person who

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would do well in a research lab, but lacks the temperament for sales.

As a psychologist I have seen many variations and it is possible to give guidance in this area, but it is also important for the student in his daydream to try on hats for size—surgeon, engineer, pilot, captain, homburg; to ask himself in his fantasy life whether he can identify most easily with Trudeau, Jewison, Riopelle, Callaghan, Foikis, Burton, Leger, Rasminsky, McLuhan, Penfield, Town, Parkin, Lightfoot or Richard.

An employer wants to attract persons who have studied, read about, dreamed about success in a chosen field. They are not particularly interested in a man who just wants a job, who has shown no interest in any field nor has prepared himself to succeed in any.

If for instance he is interested in communications, he should have studied novels, poetry, plays, be familiar with films, foreign as well as Hollywood. He may have worked on the University newspaper, taken courses in Radio and TV, acted with a drama group, edited the literary magazine, published his work, played in the band, taken part in debates and gained an ability to articulate his ideas. How different this man is from the usual graduates who think they would like to write "because it sounds interesting", never having written anything except a compulsory school essay. How interested an employer would be in a man who has prepared himself for success in his field.

He would have learned to be critical and perceptive and have an eye for excellence. He may have studied philosophy which would have given him some insight in the works of Dostoevsky, Sartre, Ginsberg and Dylan and some criterion to judge them.

For instance newspapers today are beginning to prefer a person with a degree in English Language and Literature to a person with a degree in Journalism, because they find the techniques of a craft are easily learned by an educated person with a lot of curiosity and enthusiasm. Students do not lack information. Schools and Universities are flooded with information regarding job opportunities. Notice boards are full and interviewers arrive by the score. Newspapers daily advertise opportunities in many fields.

### Pre-graduation planning

It seems to me that the Universities, instead of withdrawing the hem of their spotless garments from business, should at an early date, through an advisory committee, help the student plan his career some time before graduation. They might think about following the lead of the University of Waterloo Engineering Department which arranges jobs for students during their under-graduate career, so that they can familiarize themselves and test

themselves against various work settings. This could easily be done in the field of Social Sciences. Experience of this nature would make the culture shock of graduating less severe and help the graduates overcome an unnecessary feeling of inadequacy.

It should be obvious that money, responsibility and challenge are available in any field providing the man turns in an outstanding performance—otherwise he may be traded off to Rochester.

Many University students do not stay at their first job any length of time because they are usually disappointed. They went to the University where they met challenge every day and continual tests and essays. They had to show self-discipline, learn to master unfamiliar problems; measure up to standards and were constantly evaluated by the professors and peers. When they graduate from the University many complain that as a beginner they learn little, had routine tasks to perform and while they occupy an air-conditioned office, have money, and paid holidays, do not feel involved. While at the University they suffered from anxiety and the lack of money, now the conditions are reversed and they are bored. They really enjoy the tension of learning and the happiness they felt in the attainment of their goals.

If employers could extend them in the same way as the University by giving them early responsibility for assignments which were difficult, bringing them into the picture so that they could understand the importance of their particular operation, teach them how to improve performance, give them credit for work done, then they might feel some sense of achievement and the stimulation to find job satisfaction in a meaningful task.

In summary, here are three suggestions: (1) That students prepare themselves for their careers by extra-curricular activities. (2) That the Universities endeavor to acquaint them realistically with the outside world before they graduate. (3) That at an early date employers involve them in the overall operation, extending them by assignments and give them job satisfaction by helping them succeed. Then work would be fun and not a dirty four letter word.

### BBM's 24th

### ANNUAL MEETING

The BBM Bureau of Measurement, will hold its 24th Annual General Meeting and a special general meeting on Thursday May 9, at the Chateau Champlain in Montreal.

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## Seven awards meld into Canadian Film Awards

THE CANADIAN FILM AWARDS, which will honor the achievements in all facets of the industry on a national basis, similar to Hollywood's famed Academy Awards, will reach a new plateau for the 1968 presentations with an international jury selecting the 21 award winners, thanks to a Canada Council grant. The awards will be presented September 28, at the Royal York Hotel in Toronto.

"For the first time," said Bill Marshall, Marshall/Taylor Productions Ltd., one of the organizers, the '68 Canadian Film Awards will amalgamate the clusters of awards usually handed out by the various arms of the film industry throughout the country."

This year, the awards will be presented by a consortium of organizations, including the Association of Motion Picture Producers and Laboratories of Canada, the Directors' Guild of Canada, the Canadian Society of Cinematographers, ACTRA, the Federation of Canadian Amateur Cinematographers, the Society of Film Makers, and the Fédération des Artistes et des Auteurs du Canada.

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### ANNOUNCEMENT

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#### APPOINTMENT



Robert J. (Bob) Buss

At the recent Annual Meeting of the Western Ontario Broadcasting Company Limited, licensee of the CKLW Stations in Windsor, Ontario, the Board of Directors appointed R.J. BUSS as Vice President.

Mr. Buss, who has been General Manager of CKLW AM and FM since June of 1965, will continue in that capacity.

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Marshall said the emphasis this year "will change to honor the craft people who do the creative film work, rather than simply acknowledging the business acumen of a production house. We hope, too, that our plans for this year will bring a completely national scope to the CFA, rather than concentrating on the two or three key production centres."

Awards will be presented for the best in the following categories: direction, screen writing or commentary, editing, black and white and color cinematography, performance by an actor and an actress, documentary (up to 30 minutes in length, and 31 minutes or longer), film (3-30 minutes and 31-60 minutes), feature film (60 minutes or longer), animated film, sales and promotion film, sports and recreation film, amateur film, film of the year, original music score, sound (recording, editing and location recording), with a special award for technical developments and innovations, to be awarded on recommendations but not necessarily every year, and the ACTRA award which is the John Drainie Memorial.

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## Proper equipment eliminates distorted colors

THOSE GREEN, RED AND BLUE FACES sometimes seen on color television can be eliminated quite simply, said V. vanBenthem, manager of Video Engineering, AMP Inc., Harrisburg, Pa. "Many stations do not use measuring equipment regularly to put a reliable color signal on the air, but instead they rely on someone with 'calibrated eyeballs' to set levels and color phase."

In a slide presentation at the 22nd Broadcast Engineering Conference, held in conjunction with the NAB convention in Chicago this month, vanBenthem showed how color coordination can be maintained by proper use of available equipment.

He said an oscilloscope capable of adding two vertical input signals algebraically is recommended because of the simplicity of operation.

When economy does not permit the use of a waveform monitor and vector-scope at every source in the station, he said, one test set-up can be placed at the master control operation. This can work out very well in small stations where the VTR and CCU equipment is within the master control area.

"Under these circumstances," he said, "it is especially important that proper consideration be given to the timing of the routing of these different signals to the monitoring station."

He pointed out that although the use of the procedures he outlined will eliminate the "calibrated eyeball", repeatability is "highly dependent on the stability and accuracy of the test or reference signal."

VanBenthem said an operational check of the encoded color bar generator supplying the reference signals should be on the daily maintenance checklist.

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## Optical multiplexer revolutionizes TV studio production

AN OPTICAL MULTIPLEXER, a new piece of broadcasting equipment just off the drawing boards, may well revolutionize television studio production procedures of the future. Key features of the device were shown in a slide presentation at the Broadcast Engineering Conference, during the NAB convention in Chicago, by D.W. Rohrs, audio/video design engineer for the General Electric Company, Syracuse, N.Y.

The device is a unit used to switch several images from films, slides or opaque projections into one or two television cameras.

Before designing its new multiplexer, GE studied current color television production facilities and found that many independent stations operated two film islands. Each island is a complex of equipment normally consisting of two motion picture projectors and a slide projector centered around a multiplexer.

The company concluded that a multiplexer capable of feeding from four sources and having two television cameras would allow a single island to satisfy most television film operation requirements, Rohrs said, providing that both cameras must have color capability to achieve both preview and color back-up capabilities, and the control system must allow assignment of input-output (movie and slide projector to camera) combinations to the same or separate remote control locations, thus allowing the island to be operated as a single unit or as two separate islands (dual-islands).

By using the new multiplexer in a dual island, a television station can eliminate an additional multiplexer, one film projector, one slide projector and a black-and-white camera.

"The dual-island concept can perform all the functions of a two-island production facility, with less equipment and in less space," Rohrs said. He added that the film and slide projectors are not immobilized by failure of a single camera.



## focus on parameter



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### **CONFERENCE, NOT CONFRONTATION**

Today's sophisticated research activity brings new complexities to broadcast marketing. The buy/sell interplay has moved from the arena to the conference table — demanding a mutual exploration of new data and techniques. Advertising decision-makers have accepted the "Parameter" series of booklets on Broadcast Research with such enthusiasm that All-Canada continues their publication with...

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... A discussion of some relationships between station content and audience characteristics. "Parameter #5" should reach you soon.

If you haven't already received the other booklets dealing with Broadcast Research Terms, Sampling, Reach/Frequency, and Brand Optimization, just contact All-Canada.



# Radio in Retrospect

**Bill Speers, BCAB's retiring president, remembers when ...**

THIS WILL, I HOPE, be an adventurous year for all of us. I hope that in the process we will all stand back and take a good look at ourselves and our operations. I think that if we do, we will discover that there has never been a year since broadcasting began that was not just such a year and by that I mean a year filled with adventure and progress.

When I look back over the years, I find that from the very beginning, from the very first day I found myself in broadcasting, I have been engaged in a struggle to be permitted to do those things which appeared to me to be sensible and reasonable. Let me tell you a story about that.

When I first began in this business I was employed as an announcer on a split-time station. For those of you who are too young to know what that means, let me explain that licenses were, at that time, granted to two or more stations in one area using the same frequency but at different times of the day.

In the case where I was involved, there were two stations. We broadcast from 7:00 to 9:00 in the morning, signed off from 9:00 a.m. until 10:00 a.m. while the other station used the frequency, came back on from 10:00 to 11:00 a.m., signed off from 11:00 a.m. to 12:00 noon and so on for varying periods of time throughout the day and evening.

One of the stations sharing this frequency had its transmitter in the centre of the city. Ours, because the rules had changed before the license was granted, was at a distance of

some five to seven miles from the city and we operated at the same power.

You can imagine what would happen when our station signed off and the other station came on for an hour. It came in at such volume within the city that if you didn't happen to be near your radio set at the time, it would rattle your windows.

We were faced with literally hundreds of complaints every day from people who had gone out and forgotten to turn off their radio and were driving their neighbors crazy. I don't need to draw you pictures, even in those days there were people who lived in apartment blocks.

I had been in the business only a short time and when I suggested to the manager of the station that this was an idiotic thing to be doing and asked why we didn't use one transmitter one day and the other one the next day for both stations or better still why we did not use one transmitter all the time.

The reply that I got I will never forget. I was told that it was contrary to the licensing regulations and that in any event, it didn't matter because in a few weeks the government was going to take over all of the broadcasting stations in the country.

## Take a look at the past

As you all know, that didn't happen, and, by contrast, we now find ourselves as private broadcasters, recognized by everyone including governments, as an essential and important part of the national and local scene in Canada.

I think it might be a good exercise for any new person coming into the broadcasting field to find, if it's possible, copies of all the regulations that have ever applied to broadcasting so that he might understand that progress is constantly being made and while at times it is not too apparent, sometimes you can get a glimpse of the future by taking a good hard look at the past.

These are among perhaps the best known of these regulations.

I would like to remind you that in the not too distant past, no radio station was allowed to broadcast a

spot announcement or a gramophone record after 7:30 in the evening. Among the amusing incidents that this regulation recalls to me is that I spent many evenings of my life packing a heavy amplifier and a microphone around the city of Regina listening for dance bands which might provide a half hour of broadcasting. We couldn't afford automobiles in those days and nobody had ever heard of a car radio.

I cannot for the life of me think that any useful purpose was accomplished by such a regulation but I am sure that whoever instituted it felt that they were acting in the public interest.

You will also recall that it is only in comparatively recent times that we were allowed to mention prices on the radio and there are many, many other such things which I can remember and I am sure many of you can remember more than I can.

If they are not already there, I think every regulation that was ever written should be in the proposed museum of the Canadian Association of Broadcasters. And let me remind you that I'm not talking about the days of the crystal set. I am speaking of the time when there were more radio sets than bathtubs in the homes of Canada.

## Where does the public interest lie?

I am not attempting either to minimize, even a little bit, the problems which we face and which I think we will always face. What I would like to point out is that it was not until the Canadian Association of Broadcasters was organized and the broadcasters themselves made a real effort as a group to understand what was best for the whole industry and to make their collective opinions known to the powers that be, that anything useful was accomplished. I cannot speak too highly of the sense of responsibility that that body has demonstrated throughout the years in trying to discover where the public interests really lie.

We are all Canadians and no one wants more than we do to see Canadian broadcasting continue to develop as a Canadian enterprise and a

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We are practical people who want to develop at the most rapid pace possible and that is why we have a Canadian Association of Broadcasters.

May I suggest to you that you give them your support in every way possible. Many of the best people in this country have spent years of their lives working towards that end and they have made progress.

Now we are faced with a whole new set of circumstances—except that they are not really new at all. We have a new Act and a new body to govern and direct broadcasting in this country.

The people who make up the CRTC will be searching for ways to encourage the development of broadcasting in all its aspects, and I hope the Canadian Association of Broadcasters will continue to do what it has always done—protect the interests of its members, use what influence it has to prevent the promulgation of nuisance regulations, but above all, to find where the public interest really lies and to point us all in that direction, because that way lies success for all of us.

W. A. (BILL) SPEERS delivered this valedictory message as retiring president of the British Columbia Association of Broadcasters at the opening of the BCAB Convention at Harrison Hot Springs this month.

Bill started his career as an announcer at CHWC Regina in 1931. He served successively in various management capacities at CKCK Regina, CKOC Hamilton, CKRM Regina and CKRC Winnipeg.

He has just concluded his association with CKWX Vancouver, where he succeeded the late F.H. (Tiny) Elphicke as vice-president and general manager in 1959, to assume the responsibilities of vice-president of Selkirk Holdings Ltd., heading that organization's BC Division, based in Vancouver.

SIR GEORGE WILLIAMS UNIVERSITY  
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# Let it be a sacred cow but not a white elephant

by Jeff Holmes

former reporter on broadcasting. Marketing (61-64) now Information Officer, Association of Universities and Colleges of Canada, at Ottawa.

The preliminary development of ETV has brought forth many arguments, proposals and counter-proposals from many quarters. Commenting on one specific presentation, the CAB brief to the Commons Committee on Broadcasting, Jeff Holmes expresses, from his own personal viewpoint, how he thinks most ETV-minded educators look at the proposal.

THE EDUCATORS' BRIEF in general is concerned with program content, the constitution and the need for wide-spread availability of educational TV. The private broadcasters are concerned with the cost.

This does not mean the educators don't care about money; and many are worried that a rapid development of ETV would cut into other programs. But the provincial governments will make the basic financial decisions.

If a provincial government plans to build a separate ETV Hertzian wave network, the ETV enthusiasts are not going to protest—and they can make a good case that a dollar spent now will mean two or three dollars saved ten years from now.

Let's take the CAB brief (and it was a good one) point by point.

I obviously agree that education is essential but I think that the spread of education has reduced the immunity of the academic to outside criticism. Nowadays, educators are lectured on education by governments, taxpayers, TV commentators, editorial writers... and students. I'm all for it—sacred cows can quickly become white elephants.

Suggestions from professional broadcasters in the field of ETV will not be greeted with cries of "philistinism", particularly when the suggestions are loaded with common-sense questions. And as taxpayers them-

selves, educators are aware that the public purse and the public patience are not limitless.

Educators would agree, too, that education is not limited to formal credit courses. The tripartite brief, below, rejected Judy LaMarsh's proposed definition of educational broadcasting as being too narrow. Educational TV, the brief said, should not be restricted to formal credit courses. The brief also stressed that the CBC and private broadcasters should continue to air programs not specifically designed for educational purposes: documentaries; news broadcasts; panel discussions; and concerts.

The strongest argument against Hertzian-wave ETV comes with the CAB question: "Has there been a demonstration of a complete breakdown in methods of transmitting information now used in our schooling systems?" The answer is "No".

No educator would advocate the use of ETV as the sole medium of instruction; few would advocate it as the major medium of classroom instruction. There is, of course, a human tendency to use any new tool excessively (the language lab is a good example). But the new tool quickly settles into a sensible place in the old pattern—ETV in Nova Scotia, for example, is a well-developed aid to education, but it is not the central component of education.

Why, asks the CAB brief, don't you consider less costly methods, such as tapes, videotapes and film?

The point is a good one. In the immediate future, certainly, it would be far less costly to use tapes than to set up transmitters all over a province. Tapes are also, agreed, more flexible—although even within a single closed-circuit school there are certain costs and inconveniences of storage and timetable.

The CAB makes the point that it would be ludicrous to expect every Grade 8 class in Toronto to sit down at 10:30 a.m. on a Tuesday to watch Program 19 in a botany course and again educators would agree.

There are two counter-arguments to the CAB points:

*Flexibility.* Many TV courses do not need to be watched in strict chronological order. A film on the life of Johnson, excerpts from a Shakespeare play or a study of an ant colony, can fit into almost any time in the course. Nova Scotia has run a successful TV French course for three or four years, with the great advantage of having a fluent, skilled French teacher rather than a few hundred teachers with varying knowledge of the language and its pronunciation.

At the university and adult education level, it becomes even less important to slot a program into a timetable. Students can watch the programs at home, in prime time if necessary.

*Cost.* The initial cost of setting up separate ETV networks is staggering. But the expenditure will be spread over several years, even in those provinces which are ready to start, i.e. Nova Scotia, Ontario and Alberta. And in the long run the savings in classroom space should be equally staggering.

For the universities and adult educators, an ETV network offers an answer to a major part of the problem of permanent education. The enrolment of part-time students at university is rapidly catching up the daytime enrolment (at some universities evening enrolment is bigger) and the demand

(continued on page 42)

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for "retread" education will swell to a roar within a decade. When educators think of costs, they think of the cost of one teacher, of top calibre, compared to the cost of a hundred teachers. They think of large amounts of a course being taken at home, combined with tutorials at university where an individual teacher can go over the problem parts of a TV course with a student.

It is in the area of permanent education, rather than formal classroom teaching, that Hertzian-wave ETV can make its major contribution. And if an ETV network is to be developed, principally on UHF channels, the start must be made ten years before the demand. It will take that long for the effects of an all-channel law to spread through the TV population.

The existing means of spreading education are not second-class in quality; but they are already strained. The accelerating demand for information and education means that every new method of answering questions must be brought into service. There is a sort of Parkinson's law to education—the more people get, the more they want. ETV networks could go a long way towards giving them what they want.

ANNOUNCEMENT

APPOINTMENT  
STANDARD BROADCAST SALES



Jim West

Waldo J. Holden, President of Standard Broadcast Sales Co. Ltd., announces that Mr. Jim West has joined the Toronto office as National Sales Representative in the Major Market Division.

Mr. West's eight years experience, in station radio sales and as a national representative, fully qualifies him for his new position.

Mr. West will represent the SBS stations in Vancouver, Winnipeg, Toronto/Hamilton, Ottawa/Hull and Montreal.



The official position of the Association of Universities and Colleges of Canada (representing some 60 degree-granting universities and colleges) is stated in the nine (condensed) recommendations below. The AUCC was one of three associations which combined to make a submission to the Standing Committee on Broadcasting, with the Commission Inter-universitaire des Cours Télévisés et Radiodiffusés and the Ontario Universities' Television Council.

"We agree with the Secretary of State who said recently that 'Canadian universities...have a legitimate interest in using the facilities of the new agency (the proposed educational broadcasting agency).' As universities we have a strong national and international interest, but we also have strong provincial interests which would include us, for educational broadcasting purposes, within 'the absolute priority of the provincial educational authorities'.

We recommend:

1) That there be a national educational radio and television broadcasting agency responsible, in co-operation with the provincial authorities, for the development and implementation of the distribution of educational programs serving both the English- and French-speaking population across Canada.

We expect that such an agency would co-operate closely with the Canadian Broadcasting Corporation and private broadcasters and would operate in accordance with the conditions of any licence or licences issued to it on the recommendation of the Canadian Radio-Television Commission.

2) That 'educational programs' should mean 'programs that are designed to provide a continuity of program content aimed at the systematic acquisition or improvement of knowledge by members of the audience to whom such programs are directed, and, whenever possible, under circumstances such that the acquisition or improvement of such knowledge is capable of being supervised'.

3) That the Board of the national educational broadcasting agency have a substantial representation of both English- and French-speaking educators and other members of the public who have or have had educational responsibility...and that some educators be appointed to the proposed Canadian Radio-Television Commission, and to the Board of the Canadian Broadcasting Corporation.

4) That the terms of reference of the new educational broadcasting agency include responsibility for federal-provincial interaction through which the agency could urge the formation of appropriate educational programming authorities in each province...This responsibility should include co-ordination and co-operation across provincial boundaries, and at the national or international level. We support the proposal for the establishment in Ontario of a provincial programming authority, recognizing that other means may be adopted for other provinces.

5) That the Federal Government recognize that some regions of Canada will need support for program production facilities and operations and that the national educational broadcasting agency, in co-operation with programming authorities in each province, would on request, make arrangements to finance or otherwise assist in the production of programs as well as providing and operating facilities for broadcasting these programs.

6) That educational needs should receive full consideration when any transmission facilities are assigned, such as radio frequencies, 2500 Mhz, VHF, UHF, cable, or satellite. It follows that we oppose the suggestion that educational television broadcasting should be restricted to UHF channels.

7) That the Federal Government recognize that there will be an extremely limited audience for UHF channels unless some assistance is given to the general public for conversion of existing sets and aerials to enable UHF reception. The assistance might take the form of tax rebate or other subsidy for a limited period.

8) That federal action be taken to require that all television receivers sold in Canada be equipped to receive all channels.

9) That the obligations of the Canadian Broadcasting Corporation and private stations to provide scientific, cultural, and public affairs programming should not be diminished by new legislation governing educational broadcasting. A corollary is that universities should not be restricted to broadcasting over educational channels and frequencies, and that they should be able to retain traditional relations with the Canadian Broadcasting Corporation and private stations."

# Twin half-power transmitters give constant operation of emergency equipment

USING TWIN BROADCAST TRANSMITTERS, operating on half-power, for an AM operation, rather than a main transmitter and a standby, is both economical and practical, said Juan C. Chiabrando, vice-president and director of engineering, CCA Electronics Corp., Gloucester City, N.J.

Describing his firm's dual transmitting service, he said each transmitter is an independent and complete unit, except for the absence of the crystal oscillator, which is in a centre cabinet.

He told the 22nd annual Broadcast Engineering Conference, at the NAB convention in Chicago, that paralleling two transmitters of half-power and adding an automatic monitoring and switching system has many advantages.

Emergency power is reduced to only one-half of the normal power required for a station's operation.

The standby transmitter is always operating, and, therefore is producing revenue.

Since the standby operates continuously, there is no question that it will function during an emergency.

In case one of the transmitters fails, it will automatically disconnect and can be serviced while the other unit is on the air. It is easier to repair a transmitter when one is operating because the electrical characteristics can be compared step by step.

Using two identical transmitters reduces the complexity of training technical personnel and stocking spare parts.

Chiabrando said that, although unlikely, the possibility of failure of the second transmitter before the replacement components for the first one are available should be considered.

If one transmitter failed, 99 per cent of its components will be in good operating condition and can be installed in the second one until replacements arrive.

The individual transmitter unit follows a conservative and conventional design, he said. High level plate modulation is utilized in all cases which offers simplicity of tuning and stability with change in output load impedance. All components are operated well below the maximum ratings, in a varying degree according to their inherent reliability.

Chiabrando said the modulation transformers have been designed with extra insulation. "This slightly increases the distortion at high frequencies, above 5 kcs., but the

paralleling of the output of two transmitters improves the distortion to the point that the overall performance, even at these restricted high frequencies, still is better than that of the single amplitude modulated transmitter," he said.

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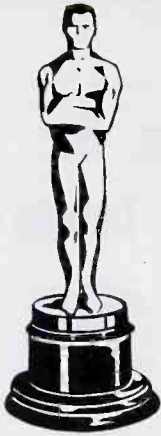
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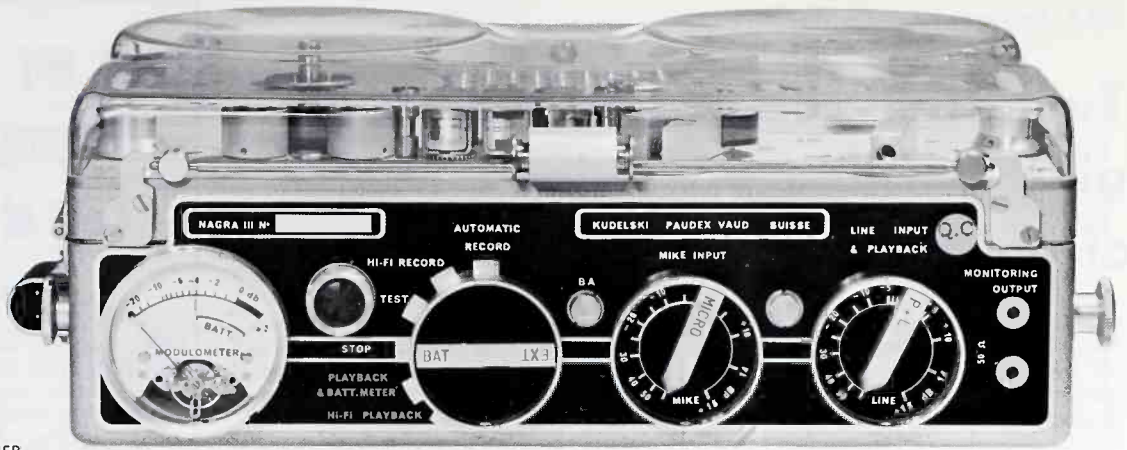
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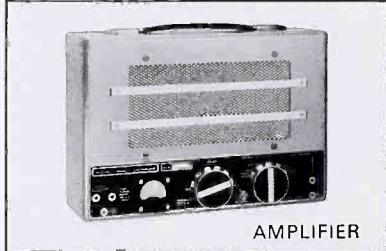
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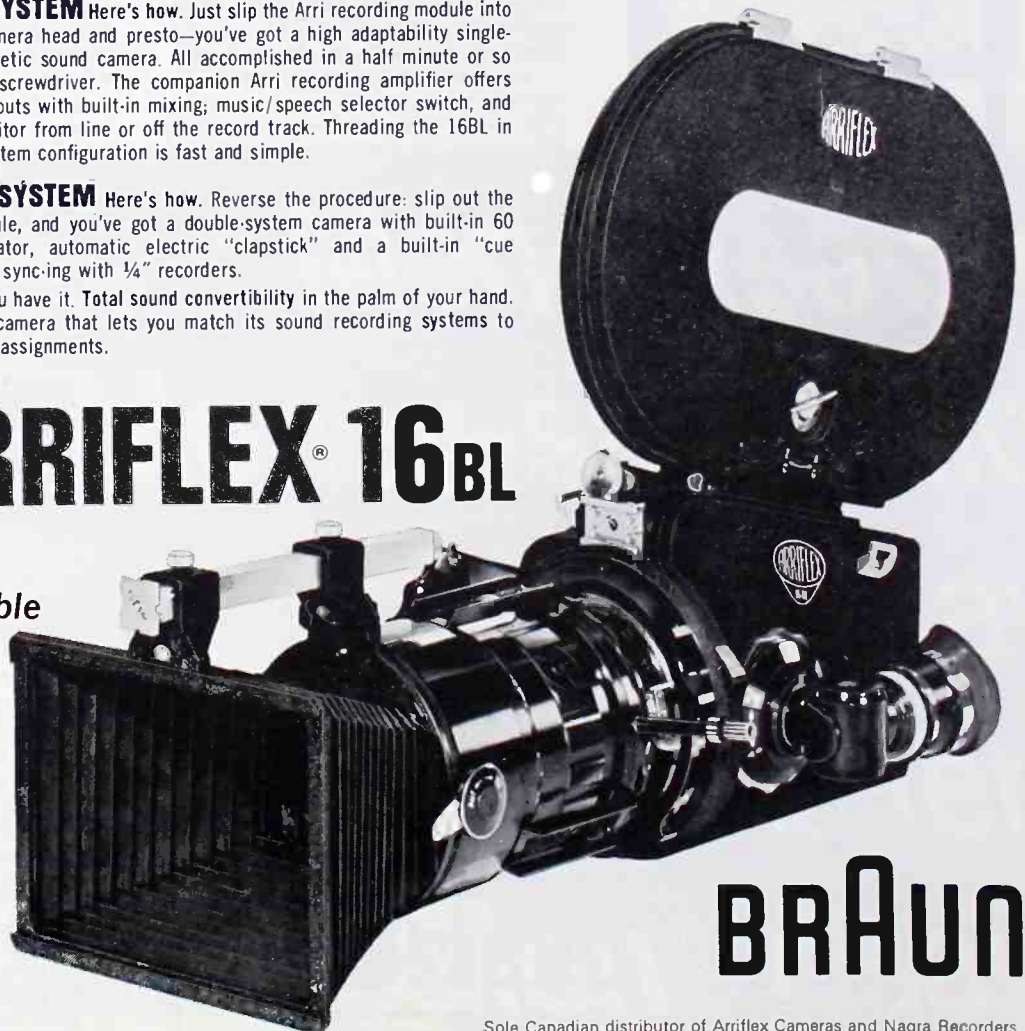
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# Educational television and the teacher

by Edward J. Monahan

Associate Executive Secretary

Canadian Association of University Teachers

TELEVISION HAS BEEN WITH US long enough now to permit some judgments on its special merits and liabilities as a means of assisting formal education. ETV is not the educational panacea some of its more breathless enthusiasts continue to maintain that it is. But neither is it the mindless tool of mindless men its worst critics make it out to be.

Educational television can never take the place of Mark Hopkins on the other end of that mythical log. Nonetheless, it can play a very useful role

in formal education. Television will not take the place of the qualified class-room teacher and it is no answer to the problems created by the present shortage of qualified teachers at every level of our educational system. Nevertheless, television can perform some educational tasks exceedingly well and should be taken advantage of whenever and wherever it can be employed to good effect.

The following brief remarks focus on several important considerations affecting a teacher who undertakes the use of television in the presentation of his courses. Although I expect that the points have broad application, I write against my own teaching experience in universities.

My analysis and conclusions are based firmly upon the pre-supposition that teaching is a professional activity of a very personal kind, demanding professional integrity and the exercise of a high degree of responsibility.

While others might be added, there are four essential points of consideration:

(1) The suitability of the subject material for presentation via television.

(2) The maintenance by the teacher of effective control over the course material and its manner of presentation.

(3) Fair remuneration for professional services rendered.

(4) The maintenance by the teacher of adequate control over continuing use of the television material.

(1) Some subjects are better suited for presentation via the medium of television than are others. A conscientious teacher must be concerned with determining the best ways to use the medium for the presentation of course material peculiar to his academic discipline and (in at least some cases) with the question of whether to use television at all.

Moreover, since televised material can offer an effective substitute for only a portion of the many teaching activities involved in the presentation of any course, a conscientious teacher undertaking to employ this medium must see that adequate provision is made for the other ingredients essential to a good course.

Television does not provide opportunities for asking and answering questions, engaging in discussion, or sharing in the mutual investigation of a problem or idea.

A good teacher will insist upon proper means being available for attaining these important educational objectives.

(2) In the actual preparation of course material for presentation via television, a teacher should always bear in mind that television exists for the teacher, not the teacher for television. The oft-repeated McLuhanism, "The medium is the message," should not be allowed to obscure the fact that television is a tool to be used by the teacher for his purposes.

To be sure, the teacher is not (at least not usually) sufficiently skilled in the ways of the medium that he cannot profit greatly from the advice of the producer and others who are experts in the medium.

But, while taking advantage of their skills, he should not allow himself to forget that his educational or teaching objectives are to remain dominant. Although an element of acting is present in good teaching, the teacher should remember that he is primarily a teacher on television, not a television performer.

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In the centre of things  
WINNIPEG/50,000 WATTS/MANITOBA

(3) Matters affecting compensation for professional services rendered are to be determined by the parties involved and resolved by mutual agreement. Without going into further detail, one very important consideration might be mentioned.

The proper preparation of a course for presentation on television involves a great deal more time than goes into the preparation of an ordinary course of lectures. Teachers preparing for a television course should be encouraged to give sufficient time to their preparation and should be compensated on this basis, either by time off from other duties or by additional payment.

Unwillingness to face this fact squarely has led to some disastrously inept TV performances and a consequent unwillingness on the part of some teachers to make use of the medium.

(4) When a course of lectures presented via television is put on video tape or film, some significant problems arise immediately concerning the use of this material.

Tapes or films can be used many times over and thereby be made to serve additional valuable educational purposes. Within the institution they can be used to repeat the lectures in day, evening and week-end courses, in summer school, and in succeeding terms or years. They can be placed in

a film library and put at the disposal of individual students for repeated consultation. They can be loaned, exchanged, or sold to other institutions and agencies for continuing wider use.

Such continued use raises problems affecting compensation and copyright which are important to resolve. They involve both the "right" of the teacher to receive additional compensation for the continued use of his materials and his "right" to control the continued use of these materials.

Since (ordinarily) the teacher himself would not bear the considerable costs of making the tape, it does not seem appropriate that he should possess sole proprietary rights to it.

Some form of joint ownership, involving the teacher and the institution or agency responsible for its preparation, seems proper.

Under such an arrangement an agreement could be worked out which would require mutual consent for any showing of the tape.

Part of the terms of such an agreement would involve the precise arrangements for additional remuneration to the teacher.

More importantly, however, would be terms detailing precise arrangements regarding the "right" of both parties to insist upon revision or up-dating of the course and also to withdraw it from further use.

It is vitally important to the integrity of the teacher, as well as being in the general interest of the academic community and of education as a whole, that the teacher retain this form of control over his work.

Copyright on the content of video tapes should rest with the teacher originally responsible for the preparation of the tape, thereby providing him with the right to revise it as he judges desirable or to withdraw it from the market when in his judgment it has become obsolete.

Continuing attention to these four matters, with resulting refinements in practices, can assist in improving the role television plays in the development of formal education.



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# Discriminating self-censure protects viewers and endorses broadcast arts and advertising

"SELF-REGULATION presupposes a system of standards adhered to by its supporters. Such a system in turn presupposes a reasonable share of idealism and enough optimism to believe that the more troublesome matters confronting us can be changed for the better."

Stockton Helfrich, NAB Code Authority director, speaking on the three phases of broadcast self-regulation as it serves the audience, the advertiser and the broadcaster, at the combined radio and television assemblies during the NAB convention in Chicago, said "As broadcast self-regulation has deepened in regard to broadcast advertising, we have found

an increasing rapport with advertisers and their agencies.

"This sharing of a common language may also boil down to a simple recognition that integrity has a marketable value. Most of us want to be as good as, or even better than, we think circumstances permit. It is not reaching to suggest that striving in that direction out of decency can also pay off for the stockholders," he said.

Discussing how self-regulation serves the public, Helfrich said "It is my strong conviction after more than three decades of involvement in broadcast self-regulation that the audience is best served by program standards which are expansive rather than inhibiting and which give latitude to the changing needs of our times. Standards themselves should continuously change rather than remain static.

"This does not mean that a form of broadcast editing—broadcast censorship if you will—is unnecessary. There must be a responsible amount of well-thought-out broadcast self-regulation to meet problems which could set from inferior programming or questionable advertising. The alternative would invite public censure and contempt.

"The point is that if the Codes protect viewers and listeners through discriminating self-censure they can at the same time encourage and endorse the healthy development of the broadcast arts and broadcast advertising for the greater fulfillment of the audience. Admittedly, there is a fine line to be drawn and the question inevitably arises: how does this seeming paradox work?"

## Study audience expectations

"In terms of programming, we broadcasters must take a continuing inventory of the expectations and needs of radio and television audiences. Not only is there an audience need for pure diversionary entertainment, and a need for down-to-earth information, but, increasingly as audience sophistication has grown, a need for emotional and intellectual engagement and involvement.

"This audience need requires that we look with an unabashedly calm and objective eye at the changing mores and wider tolerances of our audiences today."

Helfrich said "The evolution of revamped ground rules more in step with the times comes about slowly. They are preceded generally by broadcast programming innovations which meet the needs of an ever-maturing audience."

Speaking on the Code's standard on broadcast programming "with due regard to the composition of the audience", he said it "also recognizes the responsibilities that go with artistic freedom for broadcasting.

"At one and the same time we are called upon not to frustrate the intelligent nor to corrupt the innocent. The stretch of such disparate goals—one of broadcasting's built-in contradictions—presupposes not only selective dialing, but, where parents and guardians are concerned, some supervisory responsibility of their own among the dialing choices available to young people.

"Because of the peculiar nature of broadcasting, its very pervasiveness, and because of the prerogatives which only the adults related to specific children can assume, the responsibility is a shared one.

"The broadcaster at the sending end can do his share, does do it, and should. The adult supervisor, at the receiving end, must likewise participate."

## Turning to advertising...

The Code Authority director said "turning from program considerations to advertising: broadcast self-regulation has been particularly effective in changes it has helped to bring

### ANNOUNCEMENT APPOINTMENT

### STANDARD BROADCAST SALES



Ron Bertrand

Waldo J. Holden, President of Standard Broadcast Sales Co. Ltd., announces that Mr. Ron Bertrand has joined the Montreal office as its Regional Division Manager.

Mr. Bertrand brings fifteen years of radio experience to SBS including nine years of radio sales in Ontario and Quebec.

Mr. Bertrand will represent the SBS stations in London, St. Catharines/Niagara Falls, Kingston, Peterborough, North Bay, Timmins, Kirkland Lake, Trois Rivières, Chicoutimi and Alma.



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about in the presentation of advertising."

Discussing how self-regulation serves the broadcast advertiser, Helfrich said: "The logical first question is whether the broadcaster's self-regulatory response to the needs of the public will be detrimental to the advertiser.

"Many broadcasters have long held to the belief that to the degree Code implementation directs itself to the public interest, it inevitably works to the reasonable self-interest of advertisers. More and more advertisers and their agencies appear to share this point of view.

"For one thing, the times have created a better educated, more sophisticated and consequently a more skeptical audience. Weasel wordings, and similar grey area practices in commercial copy platforms, are nowadays more readily recognized for what they are. They risk both ridicule and rejection.

"People want the truth and people will respond to truthful advertising.

"Viewers and listeners should be able to identify with the advertising they see and hear, they should be able to believe in it and, having purchased the advertised product, to obtain results consistent with the advertising promise. The broadcast self-regulatory contribution towards accomplishing this if slow is increasingly steady; we do believe it to be effective."

### Advantage of ground rules

Speaking of the Code's advertising standards and specific guidelines, Helfrich said "Leading advertisers today confirm that the creation of such ground rules results in evident advantages rather than in limitations detrimental to them as advertisers.

"Further, because the burden of proof for advertising claims is placed squarely on the shoulders of the advertiser, advertisers are encouraged toward high standards indicative of a true professionalism and integrity in advertising which the public respects.

"The backbiting and bickering of the market place is tempered; erosion destructive to consumer belief is lessened; claims are made on the positive merits of individual products rather than denigrating Brand X.

"Additionally, the broadcast industry advertising standards serve in a preventive capacity, helping to cut back those excesses which erupt in competitive practice and which, if not kept off the air, risk embarrassing both the advertising community and the broadcast industry.

"Finally," he said, "the advertising industry in its own right, through its trade associations, individual agencies and statesmen, has turned increasingly to reasonable self-criticism, a true indication to the public of the sincerity of its endeavors and of its own response to the self-regulatory endeavors of broadcasters."

## ETV for millions by satellite transmission for pennies per head

A U.S. SPACE SCIENTIST has outlined plans for a satellite communications system which could bring educational television to millions all over the world.

Philip Rubin, of the Space Systems Division of the Hughes Aircraft Company in San Francisco, said the cost could be just pennies a year for each student. The total cost, he said would range from four million for Mexico, to 12 million a year for India, where the population is larger and spread out farther. That's just a fraction of the cost of cable or micro-wave transmissions.

In India, for example, it would work out to just 13 cents per year for each student. It would be less than a dime a year per capita for Mexico — including commercial and educational TV.

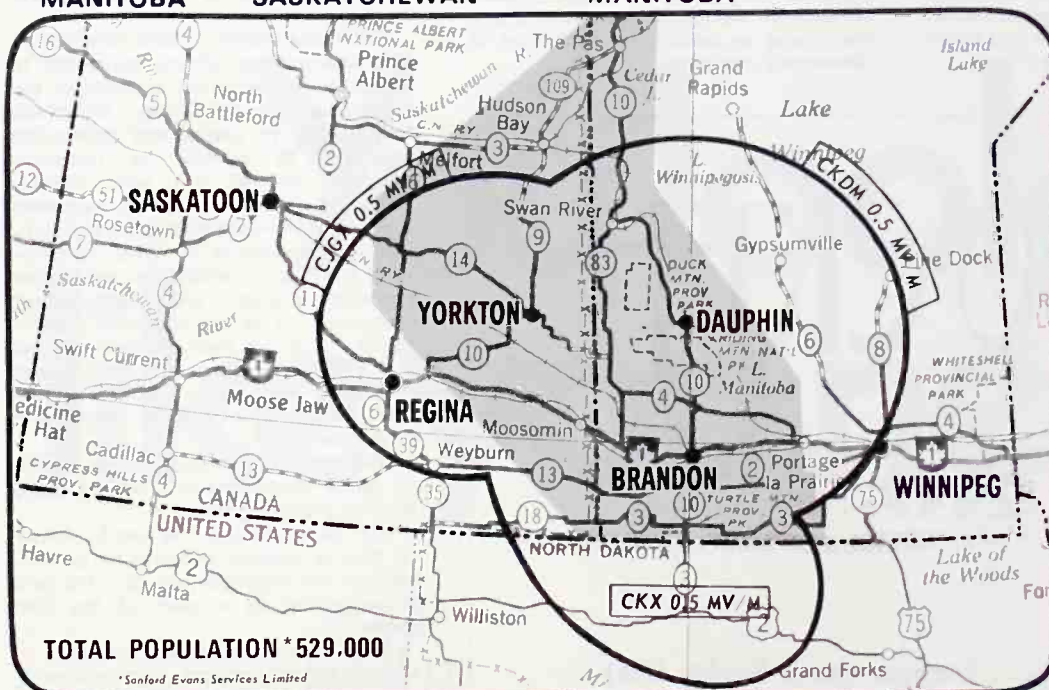
There could be special programs on health and family planning. It also could carry basic school instruction.

Rubin says the growth of spacecraft technology has been so fast that except for economic and political factors, plans could have been started two years ago.

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\*\*\*1967 Sales Management Survey of Buying Power

Federal Census Divisions where one or more of the Golden West Market Stations Dominate

# GOLDEN WEST MARKET



# Use the power of broadcasting to "clarify rather than confuse"

**THE IMPACT OF RADIO AND TELEVISION** in the journalistic field was stressed throughout the 46th annual convention of the National Association of Broadcasters, at the Conrad Hilton Hotel in Chicago, March 31-April 3. President Lyndon B. Johnson who flew in for a surprise appearance April 1, following his stunning announcement the night before that he would not seek re-election, urged the broadcasters to use the "enormous power" in their hands to "clarify rather than confuse" the major issues of the day.

Johnson said that men in public life cannot rival the broadcasters' opportunity to reach the people day after day, hour after hour, and thus "shape the nation's dialogue."

The president said: "The commentary that you provide can give the real meaning to the issues of the day or it can distort them beyond all meaning. By your standards of what is news, you can cultivate wisdom, or you could nurture misguided passions."

He said that for all of its power as a medium, broadcasting hasn't solved all problems of communication. "It tends to put the leader in a time capsule," he said. "It often requires him to abbreviate what he has to say. Too often, it may catch a random phrase from his rather lengthy discourse and project it as the whole story."

FCC Chairman Rosel H. Hyde echoed the president's words regarding the power wielded by broadcasters in the dissemination of news, and said they can play a most important role in ending dissension. He referred specifically to the country's civil disorders and racial tensions. (This was only two days before rioting, fires and looting in Chicago and several other U.S. cities shocked the nation following the assassination of Dr. Martin Luther King.)

Hyde told the broadcasters that the security and success of the country depends on the media that disseminate the truths on which the decisions of democracy are made.

In other issues stressed by the FCC chairman, he made a surprise suggestion to broadcasters that they afford reduced rates to political candidates. The (U.S.) Communications Act now prohibits higher fees for political candidates than for commercial advertisers. But Hyde said broadcasters might go even further "and favor the candidate." He noted that candidates usually cannot take advantage of quantity discounts. But "more important, in these times of rising campaign costs, it is imperative for the broadcasters to do all they can to enable candidates to use their medium to discuss the issues."

## Freedom from control

Vincent T. Wasilewski, NAB president, told the broadcasters their best defense against government controls is an expansion of their journalistic function.

He listed major threats confronting broadcasters as: direct broadcast to the home by satellite, transfer of the television service from broadcast frequencies to cable, and continuing attempts to control or influence program content. He said counteraction to all of these is an increased emphasis on information programming.

"The conveying of news, information and public affairs is really our greatest strength and our greatest protection. It is our claim to significance, it is our best defense against the imposition of controls, our best assurance that we will never become Silly Putty in the hands of government or anybody else."

Wasilewski offered four principles to guide broadcasters "as we move through changing times":

(1) Broadcasting, he said, "must be free of program controls by government or any organized group." He said broadcasting is a part of the free press.

(2) Broadcasting "must continue to be decentralized and multi-voiced." If television was to be converted into a national wired system, it would become a "common-carrier monolith" to the damage, and perhaps destruction, of local stations. A system of direct-to-home satellite distribution

# 1430-CRPH

## No. 2

(We must be . . . Everyone else is Number One)

implies another threat to local programming and local stations.

(3) Broadcasting "must continue to be available without charge to the American public", affirming the NAB's traditional stand against pay TV.

(4) Broadcasting "must combine local and national elements to provide full and balanced service."

Wasilewski emphasized the need for broadcasters to conduct "our never-ending battle against attempts to control or influence or dictate the content of what we broadcast." The attempts may come from many sources, he said.

"Sometimes it takes the form of an incident in a local community where pressure is brought to put 'this' on the air or keep 'that' off. Sometimes it is an FCC ruling, under the fairness provisions. Sometimes it is pressure from people who think broadcast programming is too bland—or those who think it is too controversial—or from those who think there isn't enough religion—or those who think documentaries may have too much bite."

Today, said Wasilewski, there is mention of a need for controls over news. "Some people think reports of the Vietnam war should be laundered. Many think that operating rules should be written which stations and networks should be required to follow. I cannot think of anything more perilous."

Despite the great progress that broadcast journalism has made, he

said, there is still much unused capacity. He described the mission of broadcasting as similar to that of a university, in the words of a prominent theologian, Reinhold Neibuhr, who said: "The function of a great university is to maintain a tradition while transforming it." The NAB president said "that is also the function of a great industry."

Wasilewski said "broadcasting is usually referred to as an industry, but it actually is a unique and peculiar enterprise. In the broad sense, there is no doubt that it can be classified as a business—certainly it is the most powerful advertising medium yet devised. But while it is a business, it is at the same time partly a newspaper, partly a magazine, partly a stage, partly a concert hall and partly a vaudeville show. It is a mixture of fun and frivolity with a momentous power to influence."

He said "Television lives in a fishbowl, in the form of a glass picture-tube. It succeeds or fails in direct relation to the acceptance and support it receives from the public."

#### Precise shadings of truth

Comments and criticisms on broadcast news coverage from the viewpoint of the newsman was summed up by Jack Harris, president of KRPC-TV Houston, Tex., a former newsman himself, who said: "Stations should spare no effort to convey the precise shadings of truth in a story. Never before has such

an effort been made to impart news, yet never before has the public been so confused."

One of a panel of seven, Harris participated in the NAB session revolving around the theme "Conference '68-Broadcast News" to dissect news coverage and discover the errors and pitfalls, as well as its power and possibilities.

Harris noted that some people think television can help to solve the problems that cause riots. "So do we," he said. "We believe our job—the greatest challenge we've ever faced and the greatest opportunity—is to make sure they're not disappointed."

Jay Crouse, WHAS-AM/FM/TV Louisville, Ky., president, Radio & Television News Directors Association, dealt with a problem troubling many (U.S.) stations as summer approaches with the possibility of more civil disorders—whether coverage of those events should be restricted in order to avoid inflaming them.

Guidelines on coverage may have some role, he said, "but they must be voluntary. We must protect the right to be our own editors."

"People have a right to know a disturbance is breaking out," he said.

Matthew Culligan, president, Mutual Broadcasting System, offered a criticism that blamed both print and broadcast media for what he said was a failure to put the Vietnam war in proper perspective.

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**NAB Convention cont.**

Elmer Lower, president of ABC News, defended television, saying it must be "doing something right" in performing that role, since so many of its critics—some hawks, some doves—disagree among themselves on what is wrong with the coverage. The controversy proves," he said, "that the coverage is getting to the people where they live as coverage of no other war has before.

"We don't seek to shock, horrify, or sensationalize. We seek to impart news," he said. He admitted some of the material "is terrifying", but "it is valid and important." The reporting, he added, simply proves that "war is hell."

**Radio—a guidance instrument**

Radio is a service medium, said Miles David, president of the Radio Advertising Bureau, in his annual presentation to the NAB convention. "Today's radio programming is a flow of information and entertainment segments. There are few long, hard-to-interrupt features, such as the 60-minute or 90-minute escape dramas on television. Any second, radio is ready to give an alarm, a weather advisory, a news-break, advice about how to avoid a traffic snarl.

"Its function in our society is radar-like," he said. "It is continuously probing out ahead of us, very much like the guidance instruments of a modern aircraft.

"This is what the advertiser supports today, in effect, through the spots he buys on radio stations and networks. In addition, however, there are numerous advertisers who specifically sponsor service segments in radio. They sponsor weather advisories. Or traffic reports given from aircraft or ground observer points. Or news."

He said the new story radio has to sell is "not one of radio numbers but of radio's numberless value" to the public. He showed a new RAB presentation designed to show that radio is a "fact of life", stressing radio programming as a "basic communications link."

Radio today, he said, "is more essential to the domestic tranquility of this nation" than at any other time. "We're a source of instant reassurance in troubled times."

**Why no liquor advertising?**

"Radio faces constant change and challenge and must be alert to oppose unwarranted government regulation,

sell its unmatched effectiveness as an advertising medium, serve all the people and cultivate new sources of revenue," said Milton Herson, president, Mark Century Corp., at a radio seminar during the NAB convention.

"One new source," he suggested, "might be liquor advertising. Other media accept it without qualms so why not the broadcaster?"

He stressed programming, promotion, sales, service and social responsibility as the keys to successful radio station operation.

Listener involvement is a vital requirement for stations, said Ed Winton, co-owner of WOCN Miami, "rather than taking just a background-music approach." Winton also made another good point. He called for the appointment of a "graduate broadcaster"—someone with day-to-day experience in broadcasting—to the FCC. The commission needs such a man," he said, "as badly as we need him there."

Stanley N. Kaplan, president, WAYS Charlotte, N.C., advised broadcasters to program for their audiences, never for sales. Top-40 broadcasters originally succeeded under this formula, he said, but in many cases subsequently abandoned it—and started downhill.

"Whatever the format, great production, good people and imaginative promotion are vital. The better a station is programmed, whatever the format, the more determined it will be not to program for sales. Not only does this mean that the audience will not be sacrificed on any dollar-scale," he said, "but it means the station will not be over-commercial—not just because of the NAB code but out of economic necessity to be competitive. As all stations diminish the amount of commercials they will carry, they will raise their rates accordingly and they will deliver a better product to any advertiser."

**Enforced divestiture**

Strong opposition was registered by the NAB to the FCC proposal to bar licensees of full-time stations to acquire another station of any type in that market. The NAB went formally on record during the convention, with a resolution asking the FCC either to rescind the proposal or at least allow transfer applications filed after March 28, which would fall within the scope of such a rule, to be processed under existing rules.

The resolution said the proposed rules would have a "stagnating effect on the growth of broadcasting, particularly in the small markets where

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additional service can often only come about through the normal expansion of the local broadcaster" and that there has been no showing of a "public interest need."

The NAB action summed up the feelings of the broadcasters which had generated considerable steam following the appearance at a radio general assembly session of NAB General Counsel Douglas A. Anello, who criticized the proposed rule.

Anello contended that the rule which could bar owners of any full-time broadcast facility in a market to acquire another station (whether AM, FM or TV) in that market, may be leading to "enforced divestiture."

Additionally, he said, "the commission states that licenses cannot be granted to people already owning facilities in the market. It would appear that if no facility was owned, a complete package of AM, FM or TV could be transferred."

FCC commissioner Kenneth A. Cox, who happened to be in the audience, was given "equal time" by the assembly to respond to Anello's views. He said the commission's concern in the matter is "control of media" in a single community, and if there is more than one station in the market and they are all "independently viable" the public is better off.

"Obviously every time you have two or three stations under single ownership you have fewer voices," he said.

At the NAFMB awards luncheon, during the FM convention which melded into that of the NAB, FCC commissioner Lee Loevinger discussed the commission's new notice of proposed rulemaking on multiple ownerships, and suggested that the "best thing a daytimer can do is to buy an FM and then sell off the AM, because the daytime AM is not a complete station." (The rule would allow a daytimer to purchase an FM station in the same market.)

#### Selling for full value

Billing \$325,000 in a market of 13,000 was described by Jerrell A. Shepherd, owner and general manager of KWIX Moberly, Missouri, as a successful achievement based on a formula of developing an area operating concept. With this plan, he said, most small market stations could raise their income very substantially if they would charge anywhere near what their time is worth.

Shepherd, who told his success story at the radio assembly of the NAB convention, said this is the formula he used, and "it isn't really as hard as you might think". But first, he said, "we had to establish a foundation, create listeners, create a belief in advertising, and create some strength and stature in the community and area."

He said his "area" covers not only the 13,000 in the town of Moberly, but includes 80,000 people in six counties and portions of several others.

His station involves the people in this area by encouraging them to call in news. The telephone bill for news averages over \$1500 a month, he said, but "these telephone lines are one of the keys of our success."

Shepherd said his station was bringing in \$12,000 a month in January 1961 when he set out to make it "the best small-market station in the country."

First, he said, he convinced his whole staff that radio time was worth something—"hard cash." Then his sales staff "went out and made pitches for the 'whole' advertising budget of every client. We *believed* that our radio station *could* do the whole advertising job, too," he said.

At this point, he said, he realized he had been giving advertising away in the guise of public service. The newspapers weren't giving away display space, he noted, so "we stopped the big giveaway."

In handling requests for public service time, Shepherd said, "we decided that we would operate like a newspaper. We'd give them stories, but spots—No! Those things are valuable on our radio station; and they'd have to pay for those. It worked beautifully."

After the station started selling \$20,000 a month in advertising, "our logs became a real problem," he said. "Advertisers wanted additional spot packages, and we were sold out."

The station considered a spot



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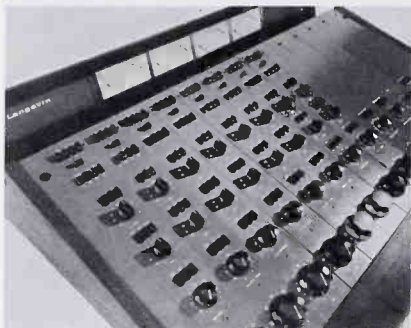
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## NAB Convention cont.

announcement any message up to one minute, but the majority of spots didn't last that long. "So we decided to go to half-minutes only," he said.

In switching to thirty-second spots, the station had twice as many availabilities, twice as many business opportunities, Shepherd said.

And the station's revenues increased accordingly. They went up steadily since 1961 when it was grossing \$173,000 to 1967 when the station had a total gross of \$325,357.

## Combining far-out with the familiar

Promoting new creative radio sounds involves time and energy, but Hugh Heller, president of the Heller Corp., Hollywood, Calif., a leading creator of radio commercials, said broadcasters must become more interested in creative radio production.

He told the NAB radio assembly that this is the age of the professional creative craftsman for radio, and "like most good professional attitudes, the new approach employs research of the problems and needs and then a careful use of all entertainment devices available to serve these needs."

In order to attract public attention

in today's maze of personal influences, he said, one has to search for the different approach.

"The trick," he said, "is to be so steeped in different entertainment devices that only the right techniques are used to execute the creative direction that will sell the audience. In this regard, electronic media and sound effect designs should be used sparingly and in good taste."

He said attention factors can best be capitalized on "when familiar sounds are added to modern electronic sounds...a mixture of the far-out and familiar can turn-on a broader audience than just the imaginative far-out sounds alone."

Heller said the ultimate goal "is to get strong audience attention with fresh sounds and still allow the listener to identify and participate by including the familiar.

"The sound future for mass audiences," he said, "is rapidly moving towards a wilder mixture of audio techniques."

Heller added that "what is too way-out today soon will be used as standard sound work in radio and television commercials tomorrow. The innovator, looking for attention at that point of tomorrow will again have to shock and stimulate with even wilder imagination."

## This is the station that less jack built

**BUILDING A COMMERCIAL TV STATION** from scratch has been completed, in one of the most ambitious do-it-yourself projects ever undertaken in the broadcast industry.

The step-by-step process in which the engineering staff of WAGA-TV, Atlanta, Ga., did all of the design, construction, installation and wiring of equipment for its studio was described at a television technical session of the 22nd Annual Broadcast Engineering Conference held in conjunction with the NAB convention, by Hugo A. Bondy, WAGA's chief engineer.

The station engaged a builder to erect its 53,000 square foot studio and office building. But for the maze of electronic equipment that was needed, Bondy said WAGA decided to undertake the broadcasting industry's "first major Heathkit project."

In describing the reasons behind the station's do-it-yourself efforts, Bondy said that throughout the years "we've been somewhat disenchanted with much of the available commercial equipment."

"We were interested in dependability, serviceability, ease of access, and size—in that order," Bondy said. And where possible, he said, "we wanted all gear to be plug-in."

Furthermore, he added, "as operators we had a better knowledge of our requirements and how to meet them than any of the manufacturers. In the past we've developed various bits and pieces which, at their time, outper-

formed their commercially built counterparts."

All of the video distribution amplifiers, video switchers, relay decks, video cross bar switchers, audio switchers, audio distribution decks, and most power supplies were designed and built by the WAGA-TV engineering staff.

In one way or another, the chief engineer explained, all of the 29 men on the engineering staff participated in the equipment construction projects.

Although it was a long project, Bondy said it's one "which will probably keep right on going because the basic layout is such that the plant itself shouldn't become obsolete. Continual 'in operation' equipment upgrading goes on. It has been a fine educational venture and a great morale booster."

And how does the "home-made" equipment work? "After 21 months of operation, we have yet to lose any air time due to equipment failure of our WAGA design and construction," he said.

"We have provided equipment in quantity and quality which would have been prohibitive in cost...assuming that it all was available, which it wasn't and isn't," he said.

"Every engineering department can do, and should be doing, something of this sort and not 'store buying'—especially when the 'store bought' stuff doesn't fill the bill," he said.

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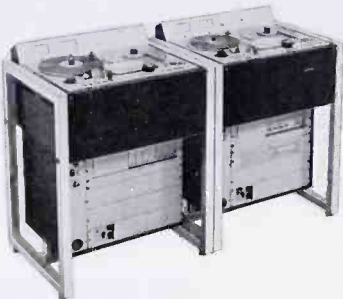
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## Man's horizons are broadened by the transistor radio

THE TRANSISTOR RADIO may, in its own way, "have as profound an effect on the widening of men's horizons as the invention of the printing press and the airplane," said Edgar T. Martin, engineering manager, Voice of America, at an engineering luncheon during the NAB convention in Chicago.

Explaining what the "transistor revolution" has meant to shortwave broadcasting, Martin said: "Mainly as a result of the transistor, the number of radios throughout the world is increasing at an average of 10 per cent a year.

"Wherever shortwave broadcasting is popular, transistor radios capable of tuning at least some of the shortwave bands are available within a price range that an increasing number of people can afford," he said.

"If the present trend continues, there should be approximately 700 million radios in the world, outside of the United States, by the end of the next decade. Of this total, at least 250 million should be capable of tuning shortwave broadcasts."

He noted that shortwave broadcasting is growing in popularity around the globe. "Shortwave broadcasting is a status symbol for newly-independent countries. Among the first official acts of most countries that have achieved independence during the past decade or two...has been the establishment of a shortwave broadcasting service." International broadcasting is "fiercely competitive" and is becoming more so every day, Martin added. More than 90 countries maintain an international shortwave service.

## RCA's new video processor ends hum and alignment problems

RCA'S NEW VIDEO PROCESSOR has been designed to enable home television viewers to enjoy their favorite programs without humming noises and alignment difficulties that sometimes plague the TV audience.

The new device that corrects these and other television signal problems before they reach the broadcast transmitter was described to the 22nd annual Broadcast Engineering Conference, held in conjunction with the NAB convention in Chicago, by L.J. Baun, of RCA's parent plant in Camden, N.J.

"Between the origination point and the transmitter antenna," he said, "video signals usually must pass through a complex distribution system which includes color encoders, distribution amplifiers, sync adders, switchers, special effects generators, coax cables, microwave links, video recording and playback machines, and, finally the transmitter."

The video processor, known as TA-19, presently corrects or minimizes 10 common distortions such as hum, glitch, vertical rate tilt, noise, frequency response and pulse timing and widths.

Besides correcting these distortions, the TA-19 also can be used as a remote signal controlling device and can regenerate sync and blanking pulses for use in timing at remote camera locations.

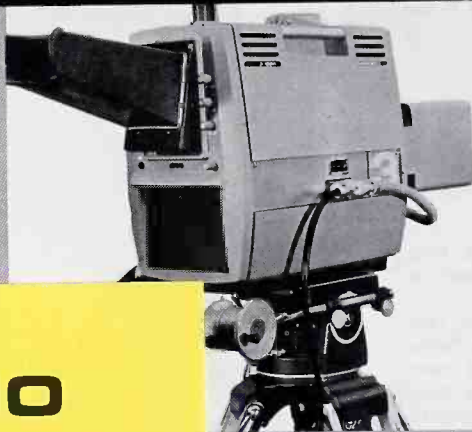
The device provides three 75 ohm video line drive outputs and a selection of two inputs. It also is designed, through a bypass system, to maintain an output video under severe conditions such as the removal of critical modules, the loss of power, or failure of the power supply, Baun said.

In the future, he said, video AGC and burst regeneration will be added to the functions of the TA-19.

**Wired-city concept  
could phase out  
free television**

**WARNING BROADCASTERS** that the threat of converting television broadcasting from an on-air service to a wire must be taken seriously, "We must arm to defeat it" said John F. Dille, Jr., chairman, National Association of Broadcasters' Future of Television Committee. He said the

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the National Association of Broadcasters' Future of Television Committee, with a strong endorsement of its Board of Directors, "is about to embark on an intensive...effort to defeat this concept of a 'wired-city' by whatever name it may be called."

He said all broadcasters will be engaged in "what could turn out to be a fight for the very survival of free television (in the United States)." All of them, he said, will be called upon to provide their skills, information about local programming and, perhaps, monetary contributions to a "war chest".

Dille said: "It benefits us all to identify the problem and to understand the arguments that may be made in support of a new type of telecommunications. We must face the fact that many of the points that have been made in favor of 'wired-city' have immediate superficial appeal to those in high places.

"Broadcasters historically have had to battle for their great system," he concluded.

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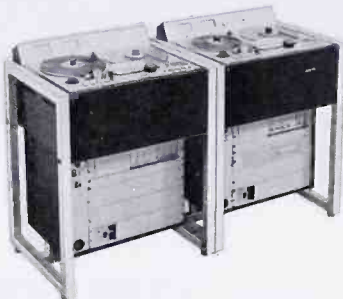
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## Man's horizons are broadened by the transistor radio

THE TRANSISTOR RADIO may, in its own way, "have as profound an effect on the widening of men's horizons as the invention of the printing press and the airplane," said Edgar T. Martin, engineering manager, Voice of America, at an engineering luncheon during the NAB convention in Chicago.

Explaining what the "transistor revolution" has meant to shortwave broadcasting, Martin said: "Mainly as a result of the transistor, the number of radios throughout the world is increasing at an average of 10 per cent a year.

"Wherever shortwave broadcasting is popular, transistor radios capable of tuning at least some of the shortwave bands are available within a price range that an increasing number of people can afford," he said.

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neering Conference, held in conjunction with the NAB convention in Chicago, by L.J. Baun, of RCA's parent plant in Camden, N.J.

"Between the origination point and the transmitter antenna," he said, "video signals usually must pass through a complex distribution system which includes color encoders, distribution amplifiers, sync adders, switchers, special effects generators, coax cables, microwave links, video recording and playback machines, and, finally the transmitter."

The video processor, known as TA-19, presently corrects or minimizes 10 common distortions such as hum, glitch, vertical rate tilt, noise, frequency response and pulse timing and widths.

Besides correcting these distortions, the TA-19 also can be used as a remote signal controlling device and can regenerate sync and blanking pulses for use in timing at remote camera locations.

The device provides three 75 ohm video line drive outputs and a selection of two inputs. It also is designed, through a bypass system, to maintain an output video under severe conditions such as the removal of critical modules, the loss of power, or failure of the power supply, Baun said.

In the future, he said, video AGC and burst regeneration will be added to the functions of the TA-19.

## Wired-city concept could phase out free television

**WARNING BROADCASTERS** that the threat of converting television broadcasting from an on-air service to a wire must be taken seriously, "We must arm to defeat it" said John F. Dille, Jr., chairman, National Association of Broadcasters' Future of Television Committee. He said the so-called "wired-city" concept "would envision a deliberate national project to phase out broadcasting and phase in wirecasting to the ultimate end that every American home would receive all of its television by cable."

Dille, president of the Communicana Group of Indiana, at Elkhart, told TV executives attending the Television Assembly at NAB's Chicago convention that they should be prepared to repudiate the six points advocated by proponents of a wired system.

Wired-TV, they say, would enable homeowners to save money by eliminating their antennas and by acquiring cheaper sets. Broadcasters would save money by eliminating transmitters and towers. The 25-8900 megahertz band occupied by broadcasters could be reallocated to meet alleged spectrum needs of other users. A wired system would make room for prompt development by coaxial cable of shopping services, credit purchases, data processing, facsimile mail and other services. The wired system, since it is physical, would be readily expandable for additional wire channels.

Dille said that the NAB, on recommendation of the Future of Television Committee, with a strong endorsement of its Board of Directors, "is about to embark on an intensive...effort to defeat this concept of a 'wired-city' by whatever name it may be called."

He said all broadcasters will be engaged in "what could turn out to be a fight for the very survival of free television (in the United States)." All of them, he said, will be called upon to provide their skills, information about local programming and, perhaps, monetary contributions to a "war chest".

Dille said: "It benefits us all to identify the problem and to understand the arguments that may be made in support of a new type of telecommunications. We must face the fact that many of the points that have been made in favor of 'wired-city' have immediate superficial appeal to those in high places.

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# Birth of the TV miracle --- 1925

by Leonard Spencer

21 YEARS BEFORE THE CBC, a live television program was broadcast in Canada.

In England, John Logie Baird had transmitted animated pictures by wire line in 1925, after many years of hard work, which was based on the dissection of an image by a spirally perforated rotating disc, first suggested in 1881 by a man named Shelford Bidwell.

It is of course the Russian inventor Nipkow, who is generally credited with the spinning wheel idea for transmitting pictures by wire, which is the base on which the present art of television was built.

In 1928 the Bell Telephone Laboratories sent a picture by wire from New York to Washington and it was at about the same time that prominent experimenters such as RCA Victor in Camden and the General Electric Company in Schenectady were cautiously entering the new field of communication.

The Radio Corporation of America transmitted a "photoradiogram" from London to New York on November 30, 1924 using synchronous cylinders to get a black and white reproduction of photographs.

LEONARD SPENCER started in radio in 1917. He was apprenticed to the Marconi Company in 1919 as a "wireless engineer". He still remembers how he once had the distinction of handing Guglielmo Marconi himself a screw driver.

Len served as chief operator of Canada's first broadcasting station, CFCF Montreal. Later he helped install CKAC Montreal and became their technical director in 1922. He retired 46 years later—March 15, 1968.

Now in retirement, he is busier than ever, acting as consultant and advisor for a number of smaller Quebec stations, besides working on a book about the beginnings of Canadian Radio—1917.

He has had twenty odd articles published in "Broadcast Engi-

## TV—1931

There were 29 experimental television stations operating in the United States in 1931-32, the major electric and communication companies had their transmitting stations and even a newspaper, *The Milwaukee Journal* was represented.

All this television activity was of great interest to Canadians, but only the French Canadian pioneer radio station, CKAC, in Montreal, did anything about experimenting in the new medium.

Starting in 1926 the technicians of this station were trying out the Nipkow disc and Jenkins drum scanners over a wire link and in 1931 the station bought a television system manufactured by a Chicago company which used a three spiral, 45 line Sanabria disc. Photo #1 shows what the receiving disc looked like.

This plate, with its magnifying lenses in three rows, was attached to a motor that revolved at 800 revolutions per minute and performed the same functions as the television picture tube does today.

There was a similar wheel at the transmitting end of the system and to

synchronize the two the motor frame had to be rotated; because both the transmitter and the receiver got their power from the same 60 cycle line they were able to keep in step for long periods of time. This operation which my grandchildren perform as easily as they tune for the best possible picture and sound adjustment, was, 37 years ago, considered in the realm of a trained technician.

It was the radio amateurs who, following their remarkable success in what was then called the "wireless telephone" on the supposed to be useless "short waves", that experimented with a tiny electric motor, a thin metal disc with pin-holes on its periphery and a neon gas tube for the illumination of a one inch by two inch picture, that were the most interested in the very beginning.

The deluxe model shown in the photograph was the heart of a very expensive receiver that sold in 1931 for \$250.00, which in terms of today's shrinking dollar, corresponds to about what a good color set costs today. This receiver which showed a black and red 4' x 8' picture is shown in Photo #2. The ladies may be interested in the 1931 style dress the young lady is wearing.

## Complicated dialing

In those days the picture was transmitted on a separate station to that on which the voice was carried. That is why there is, as shown, a dual set of controls. The upper controls are for the television section and the young lady is adjusting the "synchronizing control" which consisted of a small motor that turned a chain which moved the disc motor around its axis. The small knob at the right tuned in the short wave receiver.

The lower controls could tune in either a station on the same channels as they are on today or to another short wave station. The reason for this seemingly strange arrangement was that at that time it was permitted to broadcast the voice portion of the television program on the regular broadcast station, for it was generally



neering" and one, of which he is especially proud, in the Journal of International Communications Union, Geneva, Switzerland.

A member of the pioneer section of the CAB Quarter Century Club, he is living at 45 Boulevard St. Rose, St. Rose de Laval, P.Q.

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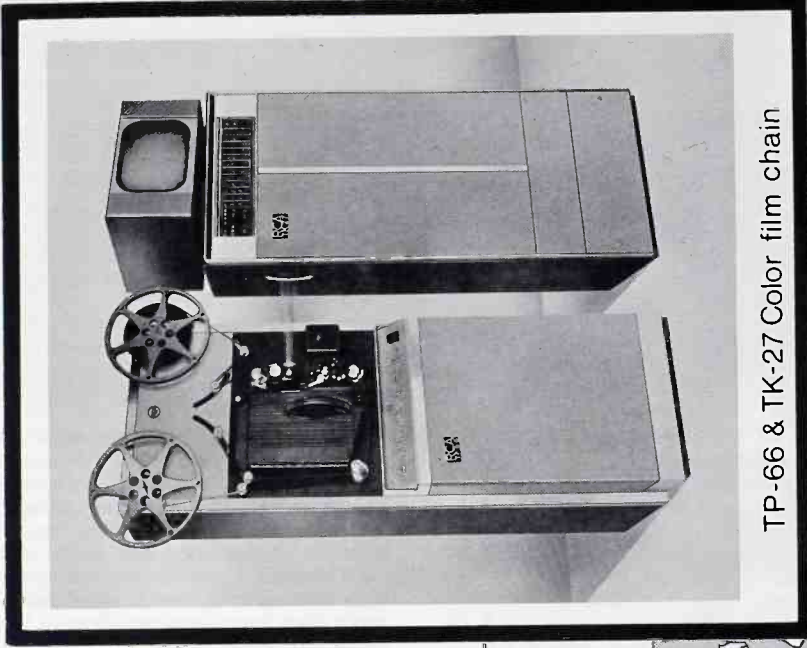
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The TK-27 film camera:

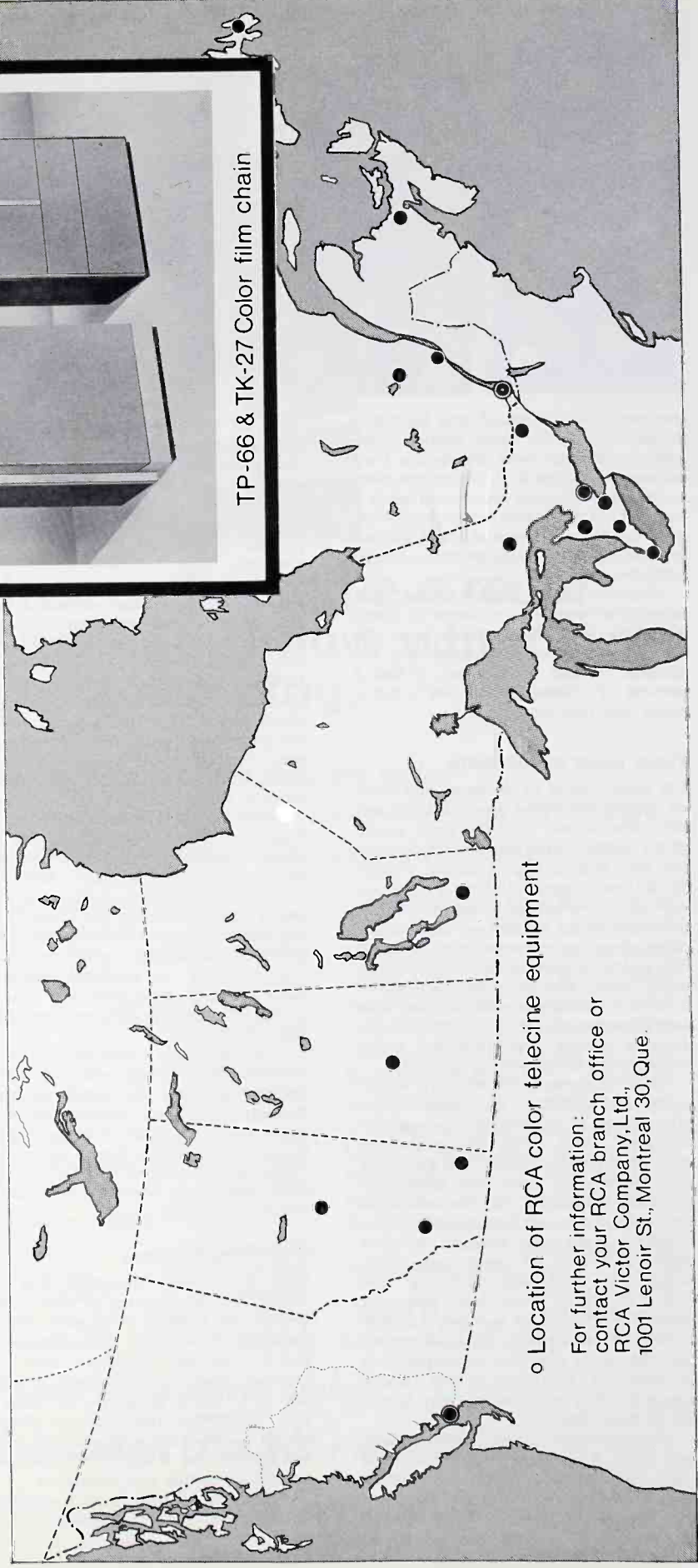
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Broadcast Division



TP-66 & TK-27 Color film chain



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For further information: contact your RCA branch office or RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30, Que.



**IF YOUR LIFE SEEMS DIFFERENT LATELY**, is it because of Educational Television, the new problem (What? Another?) which is rearing its head in Canadian broadcasting.

People are going to be educated it seems, whether they like it or not, with the same old lessons they learned in the Little Red School House fed to them over TV.

Won't it seem a little like taking an old black and white movie and broadcasting it in color?

Children's days will be lightened by having the 3Rs crammed down their throats by television. Grown people who feel they would like to be educated beyond the scope of their local Board of Education will have it spoon-fed to them on their telescreens. Others, who couldn't care less, will continue to watch *Bonanza* and *Ed Sullivan* provided of course that the time hasn't been pre-empted by *Thucydides* or *Beethoven*.

ETV is divided into two parts—in-school television and non-school or adult television.

The in-school variety is just that, because the kids will have to watch it or else. But the other kind, the adult end, is divided again, because those who are aching for more larnin' would doubtless get it, TV or no TV. The others, the vast majority methinks, just couldn't care less.

The ETV problem confronts three groups: the broadcasters who come face to face with yet another invader of their air; the Canadian governments—all eleven of them—which are jointly coming close to throwing a monkey wrench into our time-worn constitution (but they can always call an election or stage another leadership convention if the going gets too hard); and then there's the public (Remember the public?) which will be called upon to cough up the cost (multi-million dollars worth of it) for protection against yet another peril it never knew existed—that of ignorance.

One other group will likely feel a little miffed by it all too, and this is the Canadian Radio-Television Commission (né the Board of Broadcast

Governors) which doesn't seem to have been able to insinuate itself into the act—so far.

## What else is new?

Using the broadcast media to encourage, develop and promote education is worthy of the interest of all Canadians, even broadcasters, many of whom need it sorely. It is an area in which broadcasters have been interested for years.

For more years than I can remember, private radio stations have been actively participating in the CBC School Broadcasts by supplying the air time. (Some of them have even been known to follow them personally, thereby gaining an unfair advantage over their competitors.)

The CBC, a federal body, if you can call a crown corporation a body, has worked in conjunction with the provincial departments of education, thereby adroitly skirting around the tricky constitutional problem of having a federal department infringing on the educational monopoly which is the right of the provinces.

The fact that only a limited number of schools ever make use of these broadcasts might be a warning to ETV's planners and builders, unless they want to invoke the poet Longfellow, who said: "I shot an arrow into the air; it fell to earth I know not where." (*That's how I lose all my damn arrows.*) (The italics are mine.)

In the field of "adult" educational broadcasting, that is to say programming aimed at people who want to improve themselves by adding to their knowledge, stations have always delivered concerts of classical music; (You know, *Beethoven's Moonlight Sonata* and all that stuff); thoughtful discussions (like "Plant Life in the African Bushveldt"); commentaries on public affairs (such as CBC's interview with a homosexual); drama ("Night Must Fall" and it did too), and other programs of a serious nature (without a hope 'n hell of latching onto a sponsor), all of which are now for some reason or other designated as "educational".

I knew an announcer once who sat through one of these educational hours, and d'you know what he did—went right out after the show and bought himself a book. Wow! That's what ETV does for you!

## Here's with the commercial

Fun's fun, but let's be serious a moment.

### ANNOUNCEMENT

#### NTV APPOINTMENTS



William J. Davidson



Robert C. Dawson

W. Lloyd Crittenden, Vice-President, NTV Marketing, a division of NTV Communications Corporation Limited, announces the following appointments: William J. Davidson as General Sales Manager and Robert C. Dawson as Toronto Sales Manager. Mr. Davidson will be responsible for that division of NTV Communications which currently markets CHCH-TV Toronto-Hamilton and CHLT-TV Sherbrooke, Quebec. Mr. Davidson was formerly National Sales Manager of NTV Marketing. Mr. Dawson has been associated with CHCH-TV since 1958, and prior to this appointment was an Account Supervisor for NTV Marketing. In addition, Mr. Davidson will continue to represent United Program Purchase Limited. Offices of the company are at 20 Carlton Street, Toronto and 1 Place Ville Marie in Montreal.

On television, the medium now under the educators' guns, one station, CFPL-TV in London, Ontario, not too long ago produced and presented a full-length grand opera, Mozart's *Abduction from the Seraglio*, which they chose to retitl *Kidnapped from the Harem*.

CFTO-TV Toronto, a commercial TV station if I ever saw one, gave a dramatic presentation of Shakespeare's *Henry VIII*. They also presented a series of three what I call "inside" programs—*Inside Canadian Opera*, *Inside the Toronto Symphony* and *Inside National Ballet*. A Christmas offering which is becoming a tradition—well it started around 1966 anyhow—is the *Gift of Music*.

Years ago, on the radio side, CKCW Moncton, home of Lionel, Fred Lynds' educated lobster, had its *Moncton Music Festival*, an annual week to promote music in Moncton, which entailed the full time employment of a top-flight executive, Hubert Button, who worked for the Festival the year round as organizer.

The same station was responsible for a university project called *Mount Allison Forum*, which brought notables, many of them from various corners of the world, to discuss innumerable subjects of national and international interest. Besides broadcasting them itself, it made tape recordings available to any interested Maritime station.

#### Who will see them?

Today's educational broadcasters earn a big E for their Energy, their Enterprise and their Enthusiasm. Right here in Ontario, they are producing, filming and taping all manner of "educational" programs.

These ETV departments are staffed with people who are, no doubt, well-versed in their subjects—academically that is.

Technically, many of them have taken courses at universities and technological institutes. Here their instruction has, no doubt, been thorough, but entirely theoretical, I dare to suggest. Others have had periods of sitting in on the operation of commercial stations. Few if any can lay claim to being practical broadcasters, versed in the arts and crafts of sending programs to the viewers. And as Mr. Robert Fowler said (Remember Fowler?) "everything else is just housekeeping".

These people will, quite probably, fill the bill for in-school educational TV broadcasting. But this, it seems to me, could be achieved by means of tape and film and appropriate projectors. But no! In Ontario at least, and no doubt in some of the other provinces too, they are planning provincial networks of stations—and on precious VHF channels at that, if they can work it—at costs running into millions of taxpayers' dollars. In Quebec, Premier Johnson seems to be playing a lone hand on a do-it-yourself basis.

On the "adult education" side there is an area the authorities don't seem to have explored, and this is the question of securing an audience for their programs. (What was it that Fowler man said?)

Without any doubt, programs of a more serious nature than the regular fare would be welcomed by a sizeable number of people, especially if they were made aware that such programs were available. On the other hand, notwithstanding their quality—so high in the estimation of those who create them—their value can only be assessed in terms of the number of people who see them.

Continuing in this heretical vein, this question is shrugged off by ETV officials, who like to point out that they have a ready-made audience among education-minded people and that it is their province to appeal to this minority.

But surely this minority is going to find all the erudition it wants, as it is already finding it, in books, at lectures and by other means. Surely there can be no justification for ETV running into the multi-millions in public funds, unless it is going to persuade non-believers to worship at the shrine of culture too.

#### Importance of promotion

In commercial broadcasting, program promotion eats up a major portion of a station's or advertiser's budgets. A firmament full of top-flight stars will broadcast into a vacuum if no one knows they are on the air. By the same token, the most informative lecture, teeming with interest, is a waste of time, talent and, if you will pardon the expression, money, unless it reaches people.

Commercial broadcasters are aware of this hazard. They literally eat or starve on the number of people they can attract to their stations. Recorded periodically by various audience measurement organizations, stations' "ratings" are the yardstick the advertiser uses to gauge his buying. Whether we like it or not, most advertisers buy ratings rather than programs.

The desirability or otherwise of this state of affairs is not for discussion here. But the fact is that, as far as adult-educational programs are concerned, ETV stands in need of real help. They need it from practical broadcasters as well as promotion people. They need help not only to promote audience for their programs. They need it also to steer deeply-dedicated starry-eyed academics, intent on broadcasting what people ought to (but don't) want to hear, into infiltrating their erudite messages (like an advertiser's commercial) with an inviting sugar-coating of what they do want.

I don't think it is precisely the way He put it, but—the audience is the message, because without an audience there just ain't no message.

Buzz me if you hear anything.

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**W.D. BYLES**

*President and Managing Director*

In 1957 the company, Stovin-Byles Ltd., was formed with W.D. Byles President. He had become Executive Vice President of H.N. Stovin Co., in 1956, after having spent 25 years in the advertising agency field. He was Supervisor, Radio and Television, Young and Rubicam; Radio Director, Spitzer and Mills and McLaren Advertising.



**W. HUGH CLARK**

*Executive Vice President  
(Joined Stovein-Byles Ltd., in 1962)*

Mr. Clark's experience totals 31 years in broadcasting beginning at the Brantford Radio station, and moving to Foster Advertising, then to the C.B.C. where he became TV Commercial Sales Manager; Director of TV and Radio at Young and Rubicam; Vice President, Sales, CTV Network.



**BRIAN CASE**

*(Joined Stovin-Byles Ltd., in 1961)*

Mr. Case was National Sales Representative for the John Inglis Co., of Toronto for five years, and before that five years with Dewey & Almey Co., and four years with National Sewer Pipe Co., both positions being associated with the St. Lawrence Seaway Project as Technical Advisor and salesman.



**FRANK STRANGE**

*Vice President  
(Joined Stovin-Byles Ltd., in 1959)*

Joined the company after ten years with Cockfield, Brown and Co., and three years with All Canada Radio and Television. He also has seven years experience in retail selling and was the Executive Director of the Canadian Diabetic Association for 1 1/2 years.



**DICK CUTLER**

*(Joined Stovin-Byles Ltd., in 1962)*

2 1/2 years as Sales Representative for CKBB Radio, Barrie; Sales Representative then Sales Supervisor for CKVR-TV, Barrie for 4 1/2 years; Sales Representative for Screen Gems (Canada) Ltd., for one year, and two years with Romper Room Inc., as Canadian Representative.



**FORBES CALDER**

*(Joined Stovin-Byles Ltd., in 1956)*

Before joining our Montreal office as Manager, Radio Division, Mr. Calder was Sales Representative with Consolidated Press for three years and Sales Representative and Montreal Manager for Monetary Times Magazine for three years. He moved to Stovin-Byles' Toronto office in 1961.



**JIM STOVIN**

*Vice President and Manager,  
Vancouver Office.  
(Joined H.N. Stovin in 1947)*

Mr. Stovin opened the company's Vancouver in 1948, prior to serving 5 years with CIOR, Vancouver.



**JAMES R. WELCHER**

*(Joined Stovin-Byles Ltd., in 1966)*

In 1956, joined the Montreal Herald; 1957, Inter Canada (Quebec) Advertising Agency; 1958-66, National Sales Representative for Montreal La Presse.



**AL PANZA**

*Vice President  
(Joined Stovin-Byles Ltd., in 1963)*

Mr. Panza spent seventeen years at Spitzer and Mills, becoming Chief Accountant. He came to Stovin-Byles Ltd., as Comptroller, and in April 1967 moved to the sales staff.



**ROGER DES LOGES**

*(Joined Stovin-Byles Ltd., in 1962)*  
Previously; 1956-57, CKVM Radio, English Program Director and Announcer; 1958, BMI Canada Ltd.; 1959-60, CFCH-TV, Announcer/Sales; 1960-61, C155 Radio and TV, Producer/Sales; 1961-62, Romper Room Inc., Supervising Producer/Sales. Graduate of Ryerson Polytechnical Institute in Radio and TV Arts.



**STU MacDONALD**

*Vice President*  
*(Joined Stovin-Byles Ltd., in 1960)*  
Extensive background in sales includes; eight years with stations CJKL, Kirkland Lake, CHML, Hamilton, CKCO, Ottawa and CFCF, Montreal; three years in sales with Claud Neon General Advertising and S.W. Caldwell Ltd.; Radio/TV Director with Vickers and Benson for two years; and six years in the sales division of Liberty Magazine.



**DICK GENIN**

*Vice President and Quebec Manager*  
*(Joined Stovin-Byles Ltd., in 1957)*  
Spent two years with Time-Life Inc., involved in point-of-sale merchandising; 2 years as Advertising Representative for MacLean Hunter French publications, and associated with sales and sales promotion with B.F. Goodrich Rubber Co., of Canada, for 2 years. Mr. Genin is a Bachelor of Commerce graduate from the Universite de Montreal.



**STUART WALDO**

*(Joined Stovin-Byles Ltd., in 1961)*  
Previously National Sales Representative with Maclean Hunter for four years; Held sales positions with Monitor Publishing Co., and Bomac Photoengravers for one and three years respectively. A graduate of the McGill School of Commerce.



**JOHN CREELMAN**

*(Joined Stovin-Byles Ltd., in 1966)*  
Mr. Creelman was Account Executive with F.H. Hayhurst Co. Ltd., for six years, involved in major consumer packaged goods. He studied business administration at Waterloo College and is a C.A.A.P. graduate.



**HAROLD OLSON**

*Manager, Winnipeg Office.*  
*(Joined Stovin-Byles Ltd., in 1964)*  
For six years Mr. Olson was President of CKOS-TV, Yorkton, and has spent ten years in local and national Implitment sales and marketing in the Prairie Provinces.

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**CHAB-RE-TV** Moose Jaw-Regina  
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The Shamrock Stations  
R. SKINNER

**C-JAY TV** Winnipeg  
J. DAVIDSON

**CKPR-TV** Port Arthur-Fort William  
G. CONGER

**CFCH-TV** North Bay  
R. CARNE

**CFTM-TV** Montreal  
PAUL L'ANGLAIS

**CJON-TV, CJON-TV1, CJON-TV2, CJON-TV3, CJCN-TV, CJOX-TV**  
Newfoundland Television System  
C. JAMIESON

**CKTM-TV** Trois Rivieres  
H. AUDET

**CJRB-TV** Rimouski  
A. LECONTE

**CJCH-TV** Halifax, Nova Scotia  
E. FINDLAY MACDONALD

**CBC-TV**  
Caribbean Broadcasting Corp.  
Barbados W.I.  
A. N. FORD

**ZBM-TV** Bermuda Hamilton.  
Hamilton Bermuda  
WALT STASKOW

**JBC-TV**  
The Jamaican Broadcasting Corp.  
Kingston Jamaica  
A. L. HENDRICKS

**LITS**  
Leeward Islands Television Services Ltd.  
Leeward Islands W.I.  
DONALD W. SEATH

**TTT**  
Trinidad and Tobago Television Co. Ltd.  
Trinidad W.I.  
RONALD F. GOODMAN



# DIRECTORY INDEX

## BULL ETIN

This is the first in a series of columns that will attempt to give readers of BROADCASTER some interesting information about **CHLO** and at the same time tell you a bit about the London/St. Thomas market. (Bet you're really excited about it).

**CHLO** experienced a 49% increase in business in February, 26% in March and April's improvement factor should be about 30%...sign of the times baby...if you're not buying **CHLO** in Southwestern Ontario it's time you took another look!

Congratulations are in order for Radio & Television Sales Inc. in Toronto and Montreal who are doing such a great job for us. Next time you see Andy, Paul, Keith, Ted or Jim remember they're sincere warm hearted people who always tell the truth and are nice to small children and time buyers. (Andy McDermott; hope I got this right. You dictated it so quickly I might have missed a word or two).

Odds n Ends; **CHLO** just found a bulldozer operator for the St. Thomas garbage dump. Oh yes they tried the paper but you can't read want ads on a bulldozer. One commercial on **CHLO** got the man. (They tell me that after awhile garbage gets into your blood.) Did you know Tinker Belle is a fairy? By the way, one of our local accounts asked us what CPM was. We asked around the station and we think it's either an airline or a railroad.

Thanks for taking the time to read us this month. Hope you will continue to do so. If you have enjoyed the column jot your comments on an order for time and send them along. If you haven't enjoyed it, please keep it to yourself. Nobody likes a bigmouth. Best regards.

*Peter Webb*

Sales Manager

**CHLO Radio**

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

<b>Broadcasting Stations:</b>	
<b>British Columbia</b>	Radio . . . . . 68
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**FALL SCHEDULE PREVIEW**  
(evening programs)

**MONDAY**

**Belles Histoires**  
(Colorful stories of the Laurentians)

**Ma Sorcière bien-aimée**  
(Bewitched)

**À la Seconde**  
(Audience participation quiz starring celebrities)

**Paradis Terrestre**  
(Life's intrigues in suburbia)

**TUESDAY**

**Cinéma 90'**

**Rue des Pignons**  
(Warm, affectionate TV portraits of an East-end Montreal neighborhood)

**Moi et l'autre**  
(The No. 1 TV comedy in French Canada)

**Tous pour un**  
(Quiz offering top prizes to people with expert knowledge)

**WEDNESDAY**

**Commando du Désert**  
(Rat Patrol)

**NHL Hockey**

**Comedy**

**THURSDAY**

**Discothèque**

**Cinéma 100'**

**FRIDAY**

**Jeunesse oblige**  
(Lively teenage variety show)

**Agents très spéciaux**  
(The man from U.N.C.L.E.)

**Voyage au fond de la mer**  
(Voyage to the Bottom of the Sea)

**SATURDAY**

**CFL Football**

**Jinny**

**NHL Hockey**

**Couche-tard**  
(French Canada's favorite late-show)

**SUNDAY**

**NFL Football**

**Walt Disney**

**Music-Hall**

**Théâtre/Concert**

**DAILY**

**MORNING**  
**Gymnastique**  
(physical fitness)

**Souris verte**  
(for children)

**M. Surprise**  
(for children)

**Cinéma**

**AFTERNOON**

**Cinéma**

**Oui ou non**  
**À la Seconde**  
(Quiz)

**Femme d'aujourd'hui**  
(Women's magazine)

**Bobino**  
(for children)

**Boîte à Surprise**  
(for children)

7-35 TUE SEP 5

9.30-10.30 PM /FULL

BASE SIZE FCR

ENJ

**RADIO-CANADA**  
**TV FALL '68**

**AND NOW** 4 minutes per 1/2 hr  
including two  
Split 60" messages

**PROGRAM PROFILE**

Starting with the Fall schedule, weekly profile of audience size, composition and enjoyment available on individual programs.

5  
SAMPLE  
AGE/SEX GROUP  
TEENAGERS  
ADULT MEN  
ADULT WOMEN  
AGE-GROUP

13-19  
20-34  
35-44  
45-54

55 & OVER  
EDUCATION  
STILL  
SOME GRA  
COMPLETE  
SOME HIGH  
COMPLET  
UNIVERS  
OCCUPN OF  
OWNER

WHITE  
FARMER  
SKILL  
SEMI/

CITY-SI  
METHO  
OTHER  
RURA

PANFL-  
TER

5-34  
5-44  
5-54  
OVER LEVEL  
ON SCHOOL  
GRADE

74 448  
176 448  
339 448  
322 448  
134 448  
255 448

7-35 TUE SEP 5

9.30-10.

BASE

VWG

TOTAL SAMPLE  
AGE/SEX GROUP  
TEENAGERS  
ADULT MEN  
ADULT WOMEN  
AGE-GROUP

1344

315  
525



# BRITISH COLUMBIA

<b>Total Population</b>	<b>1,982,900</b>
<b>Men (20 and over)</b>	<b>607,860</b>
<b>Women (20 and over)</b>	<b>598,500</b>
<b>Teens (13-19)</b>	<b>239,690</b>
<b>Children (0-12)</b>	<b>536,850</b>
<b>Households</b>	<b>577,000</b>
<b>TV Households</b>	<b>544,000</b>
<b>Per Cent TV households</b>	<b>94%</b>

Source: BBM January 1968

## RADIO

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

## AM

### CFVR, ABBOTSFORD

1,000 watts on 1240 kcs.  
 (1) Fraser Valley Broadcasters Ltd. (2) 2509 Pauline St. (3) 859-5277 (4) Murdo MacLachlan (5) Trevor Beggs (8-11) Bob Singleton (12,13) Norm Friesen (14) Gene Ross (16) Dennis Barkman (17) Miss Phyllis Olson (19) Tony Shepherd (20-24) All-Canada (25) 1962

### CFWB, CAMPBELL RIVER

250 watts on 1490 kcs.  
 (1) William G. Browne (2) Box 1490 (3) 287-7106 (4) William G. Browne (5) Roland Gills (6) Harry Avigdore (7) Roberta McConnan (8) Roland Gills (9-12) Mike Dixon (16) Roland Gills (17) Roberta McConnan (19) Denis Hull (20,21) Air Time (23) Scharf Broadcast (25) 1963

### CHWK, CHILLIWACK

10,000 watts on 1270 kcs.  
 (1) Fraser Valley Broadcasters Ltd. (2) 50 Yale Rd. E. (3) 795-5711 (4, 5) Murdo MacLachlan (7) Dennis Barkman (8) Bill Wolfe

(9, 10) Harold Roberts (12) Ed Wilson (13) Jim Leith (14) Gene Ross (15) Mrs. Barbara Derksen (16) Dennis Barkman (17) Mrs. Betty Neads (19) Tony Shepherd (20-24) All-Canada (25) 1927

### CFCP, COURTENAY

1,000 watts on 1440 kcs.  
 (1) William G. Browne (2) Box 1440 (3) 334-2421 (4,5) William G. Browne (7) Scott Hunter (8) Alex Cobban (10) Billy Browne (12) Ray Leboe (13) Greg Atkins (14) Stan Cooper (15) Mrs. Mickey Simms (17) Mrs. Darlene Williams (19) Fred Grant (20,21) Air-Time Sales (23) Stephens & Towndrow (25) 1959

### CKEK, CRANBROOK

1,000 watts on 570 kcs.  
 (1) East Kootenay Broadcasting Co. Ltd. (2) 28 8th Ave. S. (3) (604) 426-2224 (4,5) L.J. Hoole (7) C.A. Sawchuk (8) D.L. Hoole (12,13) D. Jacobson (17) Mrs. Anita Foster (19) L.J. Hoole (20,21) Radio & TV Sales (22) A.J. Messner (23) Radio-TV Reps (24) Don Cooke (25) 1957

### CJDC, DAWSON CREEK

1,000 watts on 1350 kcs.  
 (1) Radio Station CJDC (Dawson Creek, B.C.) Ltd. (2) 901 102nd Avenue (3) 782-3341, 42, 43 (4) H.L. Michaud (5) Mike Lavern Michaud (8) Ron Bottos (12) Elmer Devore (13) Arnold Epp (14) Harry Ropchan (15-17) Verna Ophus (19) Grant Kaczor (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (24) ABC International (25) 1947

### CKAY, DUNCAN

1,000 watts on 1500 kcs.  
 (1) Radio CKAY Ltd. (2) 110 Craig St. (3) 746-4115 (4) Dr. J.V. Coleman (5,7,9) Earl Kidder (11) Ron Stanley (12) Ken McEwan (13) Dave Bennington (16) Rick Hanson (17) Miss Darlene Kidder (19) Rod Currie

(20,21) Radio House (23) Western Broadcast (24) Don Cooke (25) 1964

### CKNL, FORT ST. JOHN CFNL, FORT NELSON

CKNL, 1000 watts on 560 kcs.  
 CFNL, 250 watts on 590 kcs.  
 (1) Northern Lights Broadcasting Ltd. (2) Box 3450 (3) (604) 785-6634 (4) John Skelly (5) Mel Stevenson (6) Bill Loeppky (7) Mel Stevenson (8,9,11) Bill Loeppky (12) Gene Daniel (13) Bob Harrison (14) Mel Stevenson (15) Bob Harrison (16) Mel Stevenson (17) Mrs. Donna Solodan (19) Bob Guy (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (25) 1962

### CFJC, KAMLOOPS

10,000 watts day, 1,000 night on 910 kcs. (1) Twin Cities Radio Ltd. (2) 460 Pemberton Terrace (3) 372-3322 (4) Ian Clark (5) Jack Pollard (6) Jack Crane (7) Walter Harwood (8) Jack Crane (12) Gordon Rye (13) Jack Kelly (15) Miss Rene Doruyter (17) Mrs. Loretta Lewis (19) Kurt Reichenek (20-24) All-Canada (25) 1927

### CKOV, KELOWNA

1,000 watts on 630 kcs.  
 (1) Okanagan Broadcasters Ltd. (2) Box 100 (3) 762-3331 (4) Mrs. G.T. Browne (5) J.H. Browne (7) D.S. Dunn (8) A. Jensen (12-14) J.D. Bewes (16) D.S. Dunn (17) Miss Janet Fletcher (19) A.E. Vipond (20-24) All-Canada (25) 1931

### CJJC, LANGLEY

1,000 watts on 850 kcs.  
 (1) City and Country Radio Ltd. (2) Box 850 (3) (604) 534-5341 (4,5) Joe Chesney (8) Barry Bell (13) Jim Alp (17) Mrs. Joan Reynard (19) Stan Davis (20,21) Radio-TV Reps (22) A.J. Messner (25) 1963

### CHUB, NANAIMO

10,000 watts on 1570 kcs.  
 (1) Nanaimo Broadcasting Corp Ltd. (2) Nanaimo (3) 753-4341 (4) R.W. Giles (5) George Lawlor (7) Joe Lawlor (8,9) Ted Kelly (10) Lyle Feltham (11) Roy Francis (12,13) Larry Thomas (16) Joe Lawlor (17) Joy Fagan (18,19) Ross McIntyre (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (24) Harland G. Oakes Assoc. & Don Cooke (25) 1948

### CKKC, NELSON

1,000 watts on 1390 kcs.  
 (1) Kootenay Broadcasting Ltd. (2) P.O. Box 250 (3) (604) 352-7277 (4) Gordon A. Green (5,7) Douglas H. Glover (8) Dave S. Clark (9) J. Paul Haines (10) Dave Clark (12) Tom Jamieson (13) Pete Martin (15) Mrs. Mona Malcolm (16) D.H. Glover (17) Mrs. Mabel Wishlow (19) Stan Davis (20) Group One Radio (24) Canadian Standard (25) 1967 (CKLN, 1939)

### CKNW, NEW WESTMINSTER

50,000 watts on 980 kcs.  
 (1) Radio NW Ltd. (2) 277 Columbia St. (3) 522-2711 (4) Frank A. Griffiths, C.A. (5) William J. Hughes (6) H.L. Davis (7) G.N. Cooper (8) Dick Abbott (11) Len Hopkins (12) Warren Barker (13) Al Davidson

(16) Gary McCartie (17) Mrs. Vivian Shepherd (19) Leo Haydamack (20,21) SBS (22) Western Broadcast (24) Canadian Standard (25) 1944

### CKOO, OSOYOOS

1,000 watts day, 250 night on 1240 kcs. (1) Okanagan Radio Ltd. (2) Box 290 (3) 495-6200 (4) Maurice P. Finnerty (5) Ralph Robinson (6) Dave Gamble (7) Harry Dane (12) Dave Gamble (13) Bill Coombes (14) Cal George (15,17) Mrs. Barbara Porteous (19) Harry McRae (20-24) All-Canada (25) 1966

### CKOK, PENTICTON

10,000 watts on 800 kcs.  
 (1) Okanagan Radio Ltd. (2) 33 Carmi Ave. (3) 492-2300 (4) M.P. Finnerty (5) Ralph J. Robinson (7) Harry C. Dane (9) Cal George (12) Mike Mangan (13) Mike Shainline (14) Cal George (15) Shirley Letts (16) Bill McKay (17) Stu McDermid (19) Harry McRae (20-24) All-Canada (25) 1948

### CJAV, PORT ALBERNI

1,000 watts day, 250 night on 1240 kcs. (1) CJAV Ltd. (2) 205 3rd Ave. S. (3) 723-2455 (4,5) Kenneth Hutcheson (6) Maurice Inwards (8,11) John Merrett (12) Ronald Coull (13) Bill Gibson (15) Mrs. Zel Richards (16) Bill Gibson (17) Miss Christine Andrews (19) Martin Semkiw (20, 21) Hardy Radio & TV (22) A.J. Messner (23) Stephens & Towndrow (24) Don Cooke (25) 1946

### CHQB, POWELL RIVER

1,000 watts on 1280 kcs.  
 (1) Sunshine Coast Broadcasting Co. Ltd. (2) 7050 Alberni St. (3) (604) 485-4207 (4,5) Robert L. Cartmell (7) Donald V. Cartmell (8,9) Robert L. Cartmell (11) Mike Ketteringham (12) Will MacKenzie (13) Mike Fraser (15) Miss Bernadette Sudol (17) Robert Abbott (19) R.L. Cartmell (20-24) All-Canada (25) 1967

### CKPG, PRINCE GEORGE

10,000 watts on 550 kcs.  
 (2) 1220 6th Ave. (3) 564-8861 (4,5) R.T. Harkins (7) Miss Carole Pow (8) Terry Bell (9) Jack Carbutt (11) Bill James (12) Ron Macham (13) Bob Elphicke (14) Jack Carbutt (15) Miss Carole Pow (16) A.D. Wiebe (17) Miss Carole Pow (19) Dave Alendal (20-24) All-Canada (25) 1945

### CFPR, PRINCE RUPERT

10,000 watts on 860 kcs.  
 (1) Canadian Broadcasting Corp. (2) 343 West 2nd Ave. (5) W.C. Hankinson (25) 1936

### CHTK, PRINCE RUPERT

1,000 watts on 560 kcs.  
 (1) CHTK Radio Ltd. (2) Box 3000 (3) 624-9111 (4) J. Fred Weber (5) Roy B. Last (7) Paul Jeffs (9) Ed Jurak (10,11) Ken Armstrong (12) Dave Gibbard (13) John Lamby (15) Mrs. Iona Campagnola (19) John Nance (20-23) Radio-TV Reps (24) ABC International (25) 1965

**CKCQ, QUESNEL****CKWL, WILLIAMS LAKE**

CKCQ, 1,000 watts on 570 kcs.  
 CKWL, 250 watts on 1240 kcs.  
 (1) Cariboo Broadcasters Ltd.  
 (2) Box 3000, Quesnel  
 (2) 992-5151 (4,5) Dennis Reid  
 (6) Robert R. Leckie (7) John  
 V. Boates (8,9) Gilbert K.  
 McCall (10) Peter Weston  
 (12,13) Kenneth W. Wilson  
 (15) Marie Davidson (16) John  
 V. Boates (17) Patrick Reid  
 (18) Gilbert K. McCall  
 (19) Stan Davis (20-24) All-  
 Canada (25) 1957

**CKXR, SALMON ARM****CKCR, REVELSTOKE**

CKXR, 1,000 watts on 580 kcs.  
 CKCR, 1,000 watts on 1340  
 kcs. (1) Hall-Gray Broad-  
 casting Co. Ltd. (2) Box 69,  
 Salmon Arm (3) 832-2161  
 (4,5) R.J. Hall (6) W.E. Gray  
 (7) R.J. Hall (8,10) R.K. Field  
 (11) G.J. Young (12-14) P.N.  
 Munoz (15) Miss D. Sadiwnyk  
 (16) W.E. Gray (17) Miss D.  
 Sadiwnyk (19) S.W. Davis  
 (20-23) Radio-TV Reps  
 (25) 1965

**CFBV, SMITHERS****CFLD, BURNS LAKE**

CFBV, 1,000 watts day, 250  
 night on 1230 kcs. CFLD, 250  
 watts on 1400 kcs. (1) CFBV  
 Ltd. (2) P.O. Box 335, Smithers  
 (3) 847-2521 (4,5) R.A. (Ron)  
 East (7) G.E. (Ed) Rea  
 (8) CFBV, R.I. (Bob) McInnes  
 CFLD, J.W. (Jack) Rea  
 (12,13) N.C. (Norm) Wesøen  
 (14) R.A. (Ron) East (15) R.I.  
 (Bob) McInnes (17) Miss Ann  
 Saley (19) S.W. (Stan) Davis  
 (20) Radio-TV Reps (21) A.J.  
 Messner (22,23) Radio-TV Reps  
 (25) CFBV, 1963. CFLD, 1965

**CFTK, TERRACE****CKTK, KITIMAT**

CFTK, 1,000 watts on 590 kcs.  
 CKTK, 1,000 watts on 1240  
 kcs. (1) Skeena Broadcasters  
 Ltd. (2) Box 1540, Terrace  
 (3) 635-6316 (5) J. Fred Weber  
 (6) R.A. Parfitt (7) R.O.  
 Paulsen (9) Jack White  
 (12) Keith Tutt (13) Dave Dick  
 (15) Margaret Van Herd  
 (17) Miss Val Hayter  
 (19) John A. Nance (20-  
 23) Radio-TV Reps (25) 1960

**CJAT, TRAIL**

1,000 watts on 610 kcs.  
 (1) Kootenay Broadcasting Co.  
 Ltd. (2) 1300 Cedar Ave.  
 (3) 368-5511 (4) W.C. Harvey  
 (5) J.P. Kobluk (7,8) R.W.  
 Meneer (11) D. Glover  
 (12,13) J. Remez (17) D.  
 Townsend (19) J. Renzie  
 (20-24) All-Canada (25) 1931

**CBU, VANCOUVER**

10,000 watts on 690 kcs.  
 (1) Canadian Broadcasting  
 Corp. (2) 701 Hornby St.  
 (5) K.P. Caple (Director for  
 B.C.) (25) 1925

**CFUN, VANCOUVER**

10,000 watts on 1410 kcs.  
 (1) Radio CFUN Ltd. (1) 1900  
 W. 4th Ave. (3) 731-9222  
 (4) Gordon W. Burnett  
 (5) Douglas S. Greig  
 (6,7) Don G. Macdonald  
 (8) Al Jordan (11) Dave  
 Tierney (12) Hal Rodd  
 (13) Phil Needham (17) Miss  
 Joan Williams (19) Stan Davis  
 (20,21) Radio House (22) A.J.  
 Messner (24) Don Cooke  
 (25) 1922

**CHQM, VANCOUVER**

50,000 watts on 1320 kcs.  
 (1) Vancouver Broadcasting  
 Associates Ltd. (2) 1134  
 Burrard St., Vancouver 1  
 (3) 682-3141 (4,5) W.E.  
 Bellman (7) Noel Hullah  
 (8) M.L. Foisy (13) Brad Keene  
 (17) Mrs. Anne Bolton  
 (20,21) Stephens & Towndrow  
 (24) Devney (25) 1959

**CJOR, VANCOUVER**

10,000 watts on 600 kcs.  
 (1) CJOR Ltd. (2) 840 Howe St.  
 (3) 685-6464 (4) James A.  
 Pattison (5) Ernie H. Andrews  
 (7) Keith McMyn (9) Robert  
 Robinson (11) Neil Soper  
 (12) Gordon Ross (16) Wilf Ray  
 (17) Mrs. Barbara Stevens  
 (19) Stan Davis  
 (24) Weed (25) 1926

**CKLG, VANCOUVER**

10,000 watts on 730 kcs.  
 (1) Moffat Broadcasting Ltd.  
 (2) 1006 Richards St.  
 (3) 681-7511 (4) Randall Moffat  
 (5) Donald M.E. Hamilton  
 (7) Allan Anaka (8,9) Frank  
 Callaghan (11) Roy Hennessy  
 (12,13) Bud Bolton (17) Mrs.  
 Lois Thompson (19) Peter  
 Mackintosh (20,21) Major  
 Market (24) Devney (25) 1954

**CKWX, VANCOUVER**

50,000 watts on 1130 kcs.  
 (1) CKWX Radio Ltd. (2) 1275  
 Burrard St. (3) 684-5131  
 (4,5) J.D. Elton (7) Keith  
 Bower (8,9) John E. Ansell  
 (10,11) Ron Robinson  
 (12) Bill Hutton (13) Jim  
 Robson (17) Jack Hughes  
 (19) Stan Davis (20-24) All-  
 Canada (25) 1923

**CJIB, VERNON**

10,000 watts day, 1,000 night  
 on 940 kcs. (1) Interior  
 Broadcasters Ltd. (2) Radio  
 Bldg., 3315-B Barnard Ave.  
 (3) 2/3900 (4,5) A.G. Seabrook  
 (7) Robbie Dunn (8,9) Jim  
 Phillips (12) Don Warner  
 (13) Stuart MacAllister  
 (14) Jim Phillips (15-17) Kathie  
 Doidge (19) Bert Thorburn  
 (20-24) All-Canada (25) 1947

**CFAX, VICTORIA**

1,000 watts on 1070 kcs.  
 (1) C-FAX 1070 Ltd. (2) 620  
 View St. (3) 386-2441  
 (4,5) W.E. Bellman  
 (7) Noel Hullah (8) M.L. Foisy  
 (12) K.M. McIvor (13) Brad  
 Keene (17) Mrs. Anne Bolton  
 (19) Stan Davis  
 (20,21) Stephens & Towndrow  
 (24) Devney (25) 1960

**CJVI, VICTORIA**

10,000 watts on 900 kcs.  
 (1) Island Broadcasting Co.  
 (2) Box 940 (3) 382-8221  
 (4) Gerry Gaetz (5) K.C.  
 Goddard (6) Peter Newill  
 (8,9) Joe Easingwood  
 (12) Gord Williamson  
 (13) Gorde Hunter (17) Bob  
 McGill (19) Michael G. Doyle  
 (20-24) All-Canada (25) 1922

**CKDA, VICTORIA**

10,000 watts on 1220 kcs.  
 (1) Capital Broadcasting  
 System Ltd. (2) P.O. Box 967  
 (3) 384-9311 (4) David M.  
 Armstrong (5) Keith G.  
 MacKenzie (6) Ruby Masters  
 (7) Keith MacKenzie (8) Hart  
 Kirch (11) King Lee (12) Bill  
 Pike (13) Hart Kirch (16) Mrs.  
 Shirley Jefferson (17) Miss  
 Bernice Davies (19) Fred Cole  
 (20,21) Radio-TV Reps  
 (22) A.J. Messner (23) Radio-  
 TV Reps (24) Canadian  
 Standard (25) 1950

**FM RADIO****CFFM-FM, KAMLOOPS**

4,000 watts on 98.3 mcs.  
 (1) Twin Cities Radio  
 (2) 460 Pemberton Terrace  
 (3) 372-3322 (4) Ian Clark  
 (5) Jack Pollard (6) Jack Crane  
 (7) Walter Harwood (11) Jack  
 Pollard (12) Gordon Rye  
 (15) Mrs. Rene Drouvter  
 (17) Miss Shone McVelgh  
 (19) Kurt Reichnek  
 (20-24) All-Canada (25) 1962

**CJOV-FM, KELOWNA**

3,800 watts on 104.7 mcs.  
 (1) Okanagan FM Broadcasters  
 Ltd. (2) Commonwealth Trust  
 Bldg. 1491 Pandosy St.  
 (3) (604) 762-3331  
 (4) Mrs. J. H. Browne  
 (5) Charles F. Patrick  
 (8) Al Jensen (12-14) J.D.  
 Bews (16) Charles F. Patrick  
 (17) Miss Janet Fletcher  
 (19) Arthur Vipond  
 (20-24) All-Canada (25) 1964

**CKOK-FM, PENTICTON**

1800 watts on 97.1 mcs.  
 (1) Okanagan Radio Limited  
 (2) 33 Carmi Ave. (3) 492-2800  
 (4) M.P. Finnerty (5) Ralph J.  
 Robinson (7) Harry C. Dane  
 (9,11) Jim Onley (12) Mike  
 Mangan (13) Mike Shainline  
 (14) Cal George (15) Shirley  
 Letts (16) Bill McKay  
 (17) Stu McDermid (19) Harry  
 McRae (20-24) All-Canada  
 (25) 1965

**CBU-FM, VANCOUVER**

100,000 watts on 105.7 mcs.  
 (1) Canadian Broadcasting  
 Corp. (2) 701 Hornby St.  
 (5) K.P. Caple (25) 1948

**CHQM-FM, VANCOUVER**

100,000 watts on 103.5 mcs.  
 (1) Vancouver Broadcasting  
 Associates Ltd. (2) 1134  
 Burrard St. (3) 682-3141  
 (4,5) W.E. Bellman  
 (7) Noel Hullah (8) M.L. Foisy  
 (12) K.M. McIvor (13) Brad  
 Keene (17) Mrs. Anne Bolton  
 (19) Stan Davis  
 (20,21) Stephens & Towndrow  
 (24) Devney (25) 1960

**CKLG-FM, VANCOUVER**

100,000 watts on 99.3 mcs.  
 (1) Moffat Broadcasting Ltd.  
 (2) 1006 Richards St.  
 (3) 681-7511 (4) R.L. Moffat  
 (5) Don M.E. Hamilton  
 (7) Al Anaka (8) Dave Palmer  
 (9) Frank Callaghan  
 (11) John Runge (12,13) Bud  
 Bolton (17) Mrs. L. Thompson  
 (19) Peter Macintosh  
 (20,21) Major Market  
 (24) Devney (25) 1964

**CFMS-FM, VICTORIA**

19,000 watts on 98.5 mcs.  
 (1) Capital Broadcasting System  
 Ltd. (2) Box 967 (3) 384-9316  
 (4) David M. Armstrong  
 (5) E.G. Rudy Hartman  
 (7) John Dunbar (8-11) Rudy  
 Hartman (12) Bill Pike  
 (13) Hart Kirch (16) Mrs. Shirley  
 Jefferson (17) Miss Bente  
 Knudson (19) Fred Cole  
 (20-23) Radio-TV Reps.  
 (24) S8S (25) 1965

**TELEVISION****KEY**

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities

**CJDC-TV, DAWSON CREEK**

5,000 watts audio, 10,000 watts  
 video on Channel 5 (1) Radio  
 Station CJDC (Dawson Creek,  
 B.C.) Ltd. (2) 901-102nd Ave.  
 (3) 782-3341 (4) H.L. Michaud  
 (5) Bill Duncan (6) Wayne  
 Roberts (7) Bill Duncan  
 (8) Al Newby (9) H.L.  
 Michaud (12) Elmer Devore  
 (13) Arnold Epp (14) John  
 Mills (16) Tom Holub  
 (17) Mrs. Maria van Berkle  
 (18) Laine Danlen (19) Grant  
 Kazor (20) Trevor Sandquist  
 (21) Mrs. Helen Castle  
 (22,23) Radio-TV Reps.  
 (24) A. J. Messner  
 (25) Radio-TV Reps.  
 (26) ABC International  
 (27) 1958 (28) Network  
**Rebroadcasting Stations**  
 Channel Location  
 8 Portage Mountain  
 11 Hudson Hope

**CFCR-TV, KAMLOOPS**

2,000 watts audio, 4,000 watts  
 video on Channel 4 (1) Twin  
 Cities Television Ltd.  
 (2) 460 Pemberton Terrace  
 (3) 372-3322 (4,5) Ian G. Clark  
 (6) Terry Coventry (7) Walter  
 Harwood (9) Dick Breakell  
 (12) Gordon Rye (13) Jack Kelly  
 (15) Mrs. Lois Cutler  
 (16) Walter Harwood (17) Mrs.  
 Shirley Bailey (18) Jim  
 Burbank (19) Kurt Reichenek  
 (21) August Scerbo  
 (22-26) All-Canada (27) 1957  
 (28) Network

**Rebroadcasting Stations**

Channel	Location
10	Ashcroft
10	Merritt
11	Chase
9	Clinton
6	100-Mile
11	Lillooet-Lytton
8	Williams Lake
7	Quesnel
5	Boston Bar
2	Clearwater
8	Savona
3	Spences Bridge
3	Bralorne
3	Blue River
8	Valemount
7	Noranda Mines
5	Promontory Mountain

**CHBC-TV, KELOWNA**

1600 watts audio, 3700 watts  
 video on Channel 2



(1) Okanagan Valley Television Co. Ltd. (2) 342 Leon Ave. (3) (604) 762-4535 (4,5) R.G. Chapman (6,7) Dick Sharp (8) Henry Irazawa (9) Russ Richardson (10) Dave Sparrow (12) Russ Richardson (13) Dave Sparrow (14) Bob Wilson (15) Mrs. Betty Yendall (16) Norman Williams (17) Mrs. Lucille Travis (18) Vic Pauls (19) Tom Wyatt (20) Ian Ross (21) Dunc Tough (22-26) All-Canada (27) 1957 (28) Network

**Rebroadcasting Stations**

Channel	Location
2	Kelowna
7	Vernon
13	Penticton
9	Salmon Arm
8	Oliver-Osoyoos
5	Lumby
5	Princeton
5	Keremeos
5	Peachland
5	Enderby
12	Westwold
5	Falkland
2	Nakusp
5	Malakwa
6	Celista
10	Cherryville
72	Grindrod
3	Canoe
10	Skaha Lake
7	Midway
5	Mica Creek
8	Mable Lake
9	Downie

**CKPG-TV, PRINCE GEORGE**

375 watts audio, 750 watts video on Channel 2 (2) 1220-6th Avenue (3) 564-8861 (4,5) R.T. Harkins (7) Miss Carole Pow (8) Terry Bell

(9) R.A. McGavin (11) Bill James (12) Rob Wilson (13) Bob Elphicke (14) Jack Carbutt (15) Miss Carole Pow (16) A.D. Wiebe (17) Steve Howe (18) Miss Liz Hale (19) Dave Alendal (21) Keith Hill (22-26) All-Canada (27) 1961 (28) Network

**Rebroadcasting Stations**

Channel	Location
6	Vanderhoof
10	Hixon
13	Quesnel

**CFTK TV, TERRACE**

2100 watts audio, 4100 watts video on Channel 3 (1) Skeena Broadcasters (2) Box 1540 (3) 635-6316 (5) J. Fred Weber (6) R.A. Parfitt (7) A.E. Bates (9) Gord Leighton (10) Dave Cash (12) Keith Tutt (13) Dave Dick (15) Mrs. Marg van Herd (17) Mrs. Pat White (18) Art Bates (19) John Nance (20) Dave Estacaille (22-25) Radio-TV Reps. (26) ABC International (27) 1962

**Rebroadcasting Stations**

Channel	Location
6	Prince Rupert
5	Smithers
4	Burns Lake
5	Kildala
2	Kemano
2	Justkatla-Queen Charlotte Isle
5	Nass Valley
2	Ocean Falls
5	Aristazabal Island
8	Annette Island, Alaska
5	Ketchikan, Alaska
5	Sitka, Alaska
2	Houston, B.C.

**CBUT, VANCOUVER**

7,600 watts audio, 47,600 watts video on Channel 2 (1) Canadian Broadcasting Corp. (2) 701 Hornby St. (5) Hugh Palmer (27) 1953

**Rebroadcasting Stations**

Channel	Location
9	Courtenay
3	Chilliwack
4	Port Alberni
13	Bowen Island
11	Squamish
11	Trail
9	Nelson
3	Castlegar
10	Cranbrook

**CHAN-TV, VANCOUVER**

81,000 watts audio, 164,000 watts video on Channel 8 (1) British Columbia Television Broadcasting System Ltd. (2) P.O. Box 4700 (3) 299-7272 (4) J.R. Peters (5) G.L. Carter (6) D.C. Norman (7) W.C. Peters (8) W.C. Elliott (9) L.D. Colthorp (12) Andy Marquis (13) Bob Gillingham (15) Mrs. Jean Cannem (16) Barry Cramer (17) Mrs. Phyllis Paul (18) Robert Crichton (19) E.G. Rose (20) A. Doig (21) Jim Salikin (22-24) All-Canada (25) own local sales force (26) All-Canada (27) 1960 (28) Network, Film, VTR

**Rebroadcasting Stations**

Channel	Location
13	Courtenay
11	Chilliwack
3	Bowen
7	Squamish
3	Brackendale
3	Ucluelet
11	Port Renfrew

**KVOS-TV, VANCOUVER-VICTORIA-BELLINGHAM**

107,000 watts audio, 214,000 watts video on Channel 12 (1) KVOS-TV(B.C.) Ltd. (2) 1345 Burrard St. (3) (604) 681-1212 (4) David Mintz (5) Doug Davis Western sales mgr. Herman Burkart, Eastern sales mgr. Don McLaughtrie (8) Frank Jank (12) Duayne Trecker (14) Forrest Holland (15) Mrs. Elaine Horn (16) Tom Haverman (17) Miss Del Pawliw (18) Barrie Helmer (19) John Price (22-24) Stovin-Byles TV (26) Summer (27) 1953 (28) Network, Film, VTR

**CHEK-TV, VICTORIA**

50,000 watts audio, 100,000 watts video on Channel 6 (1) British Columbia Television Broadcasting System Ltd. (2) P.O. Box 160 (3) GR-7-1821 (4) J.R. Peters (5) G.L. Carter (6) Frank Bond (7) G.L. Carter (8) W.C. Elliott (9) L.D. Colthorp (10) D.C. Norman (12) Andy Marquis (13) Bob Gillingham (15) Mrs. Ida Clarkson (16) Barry Cramer (17) Mrs. Phyllis Paul (18) Robert Crichton (19) E.G. Rose (20) Ron Darcus (21) Jim Salikin (22-24) All-Canada (25) own local sales force (26) All-Canada (27) 1956 (28) Network, Film, VTR

**Rebroadcasting Stations**

Channel	Location
7	New Castle Ridge
9	Kokish
3	Port Hardy
5	Sointula
3	Camp Woss
6	Nimpkish
2	Port Alice

# SERVING CANADA...

**Complete Wire Service  
Voice Reports  
TV Photos**

THE CANADIAN PRESS • REUTERS • THE ASSOCIATED PRESS

## BROADCAST NEWS

# ALBERTA

<b>Total Population</b>	<b>1,508,100</b>
<b>Men (20 and over)</b>	<b>432,350</b>
<b>Women (20 and over)</b>	<b>416,410</b>
<b>Teens (13-19)</b>	<b>192,780</b>
<b>Children (0-12)</b>	<b>466,560</b>
<b>Households</b>	<b>408,000</b>
<b>TV Households</b>	<b>375,000</b>
<b>Per Cent TV Households</b>	<b>92%</b>

Source: BBM January 1968

## RADIO

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

## AM

### CBR, CALGARY

50,000 watts on 1010 kcs.  
(1) Canadian Broadcasting Corp. (2) 1724 Westmount Blvd. (5) N.J. Lacey (25) 1948

### CFAC, CALGARY

10,000 watts on 960 kcs.  
(1) Calgary Broadcasting Co. Ltd. (2) 1301 17th Ave. S.W. (3) 244-9311 (4,5) D.F. Penn (7) G.N. Walker (8) C.F. Mack (13) Ed Whalen, Joe Carbury (16) B. Mannix (17) Mrs. Joyce Portugal (18) S.C. Gilbert (19) E.C. Connor (20-24) All-Canada (25) 1922

### CFCN, CALGARY

50,000 watts on 1060 kcs.  
(1) The Voice of the Prairies Ltd. (2) Broadcast House (3) 249-9101 (4) D.G. Campbell (5) Robert F. Irvine (6) Don Thomas (7) D.W. McKinstry (8,9) Don Thomas (10) Gord Kelly (11) Mrs. Joyce Nephin (12) Joe Hutton (13) Henry Viney (16) Don Wood (17) Miss Louise Tetrault (19) R.W. Lamb (20-23) Radio-TV Reps (24) Canadian Standard (25) 1922

### CHQR, CALGARY

10,000 watts on 810 kcs.  
(1) Bentley Broadcasting Co. Ltd. (2) 1030 4th St. S.W. (3) 263-5522 (4,5) Ted Soskin (6) Reuben Hamm (7) Fred Skelton (8-11) Wilf Sennett (12) John Scott Black (13) Russ Peake (14) John Scott Black (15) Mrs. Kay Jones (16) Reuben Hamm (17) Mrs. Norma Hooper (18) Wilf Sennett (19) Mel Hoyne (20,21) Radio TV Reps. (22,23) Western Broadcast (24) Weed (25) 1964

### CKXL, CALGARY

10,000 watts on 1140 kcs.  
(1) Bow Valley Broadcasting Co. Ltd. (2) P.O. Box 1140 (3) 263-8160 (5) James M. Pryor, Jr. (7) F.A. Bestal (9) David E. Lyman (12) Dale O'Hara (13) Arnold Jackson (16) Miss Valerie Chekoski (17) Mrs. Jessie Guy (19) Wm. N. Martin (20,21) Major Market (22) Moffat Broadcast Sales (23) Jim Crawford (24) Devney (25) 1964

### CFCW, CAMROSE

10,000 watts on 790 kcs.  
(1) Camrose Broadcasting Co. Ltd. (2) 4872 50 St. (3) 672-3151 (4) Hal J. Yerxa (5,7) Warren H. Holte (8,9) Rich Sims (10) Bev. Munro (11) Curly Gurlock (12) Mike Goetze (13) Jim Brown (14) Chuck Greig (15) Mrs. Diane Rachuk (16) Dan Chomlak (17) Miss Diana Evans (18,19) Lyndy Olson (20,21) Lorrie Potts (22) A.J. Messner (23) Stephens & Towndrow (25) 1954

### CJDV, DRUMHELLER

5,000 watts on 910 kcs.  
(1) Dinosaur Broadcasting (1957) Ltd. (2) Box 1480 (3) (403) 823-3384 (4,5) Tony Mayer (7) Ned Magrill (9) Doug Marvin (10) Dennis Seibel (11) George Walters (12,13) Jim Fisher (14) Bill Cameron (15) Mrs. Peg Pinkham (16) Ted Storch (17) Mrs. Peg Pinkham (18) John Bolin (19) John Bruins (20,21) Radio & TV Sales (22) A.J. Messner (23) Byles, Gibb (25) 1958

### CBX, EDMONTON

50,000 watts on 740 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 555 (5) R.L. Horley (25) 1953

### CFRN, EDMONTON

50,000 watts on 1260 kcs.  
(1) Sunwapa Broadcasting Ltd. (2) Box 5030, Station E (3) 484-3311 (4) G.R.A. Rice (5) Tony Coumant (6) G.A. Duffield (7) Tony Coumant (9) Bob Wilson (11) Mrs. N. Sinclair (12) Bruce Hogle (13) Al McCann (14) Scott Flewitt (16) John McDougal (17) Miss Fay Tanne (19) Ted Wadson (20-23) Radio-TV Reps (24) Canadian Standard (25) 1934

### CHED, EDMONTON

10,000 watts on 630 kcs.  
(1) Radio Station CHED Ltd. (2) 10006 107th St. (3) 424-2111 (4) E.A. Rawlinson (5) Jerry Forbes (6) Keith James (7) Bill Sysak (8) Al Anderson (9) Keith James (11) Don Hamilton (12) Ron Greig (13) Wes Montgomery (16) Bob McCord (17) Mrs. Myrna Shields (19) Clint Nichol (20,21) Major Market (23) Stephens & Towndrow (24) Devney (25) 1954

### CHFA, EDMONTON

5,000 watts on 680 kcs.  
(1) Radio-Edmonton Ltee (2) 10012 109 St. (3) 424-2157 (5,7) B.J. Gagnon (9) J. Boucher (10) N. Fontaine (11) G. Paradis (12-14) T. Forstier (15) M. Vandergooten (16) N. Fontaine (17) M. Vandergooten (19) A. Rouleau (20,21) Hardy Radio & TV (22) A.J. Messner (23) Radio-TV Reps (24) Devney (25) 1949

### CHQT, EDMONTON

10,000 watts on 1110 kcs.  
(1) Radio Station CHQT Ltd. (2) 10154 103 St. (3) (403) 424-1131 (4) Lewis R. Roskin (5) Murray D. Dyck (7) Lewis R. Roskin (8) Garry Gaudet (9) John Scrimshaw (11) Mrs. Dasha Goody (12) Ron Robert (13) Frank Morris (16) Brian Gibbons (17) Enid Weiss (19) Frank Makepeace (23) Western Broadcast (24) Weed (25) 1965

### CJCA, EDMONTON

10,000 watts day, 5,000 night on 930 kcs.  
(1) Edmonton Broadcasting Co. Ltd. (2) 10123 104th St. (3) 424-4131 (5) Cameron A. Perry (7) John L. Sayers (8,9) Harry Boon (11) Garry McDonall (12) Walter Rutherford (13) Bryan Hall (15) Miss Peg Miller (16) Chuck Camroux (17) Miss Janet Wickenberg (18) Andre Picard (19) Gordon Skutlie (20-24) All-Canada (25) 1922

### CKUA, EDMONTON

10,000 watts on 580 kcs.  
(1) Alberta Government Telephones (2) 10526 Jasper Ave. (3) 422-5161-64 (5) J.W. Hagerman (9) A.W. Cashman (10) E.G. (Gil) Evans (12,13) C.W. (Carl) Noack (15) Mrs. M. Norris-Jones (17) A.D. (Doug) Norton (19) W. (Bill) Pinko (25) 1928

### CFGP, GRANDE PRAIRIE

10,000 watts on 1050 kcs.  
(1) Northern Broadcasting Corp. Ltd. (2) 10008 103 Ave. (3) (403) 532-2311 (4,5) W. Everitt (6) J. Soars (7) G. Pearcy

(8) J. Soars (10) Barry Hawkins (12) Lionel Kyle (13) Fran Tanner (16) Don Lindsay (17) Miss Gail Soars (19) J. deRoaldes (20-24) All-Canada (25) 1937

### CHEC, LETHBRIDGE

5,000 watts on 1090 kcs.  
(1) Southern Alberta Broadcasting Ltd. (2) Box 1090 (3) 328-3311 (4,5) H.W. Brown (7) Ronald J. Bruchet (8) H.W. Brown (9,11) Veryl Todd (12) Ron Dyck (13) Veryl Todd (14) Leo Dow (16) Michael Scott (17) Mrs. Margaret Davis (19) Rino Verhulst (20-22) Group One Radio (23) Stovin-Byles TV (24) Weed (25) 1959

### CJOC, LETHBRIDGE

10,000 watts day, 5,000 night on 1220 kcs.  
(1) Lethbridge Broadcasting Ltd. (2) Box 820 (3) 327-3161 (4,5) J. McCall (7) J.C. Innes (8,9) Bob Lang (10) Jim Elliott (12) W. Skelton (13) Brent Seeley (14) D.J. Card (16) Wayne Barry (17) Mrs. Alma Bailey (19) W. McCambley (20-24) All-Canada (25) 1926

### CKSA, LLOYDMINSTER

10,000 watts on 1080 kcs.  
(1) Sask-Alta Broadcasters Ltd. (2) 5026 50th St. (3) (403) 875-3321 (4) A.F. Shortell (5,7) James G. Cane (8,9) Barry Smith (10,11) Ernie Ford (12) Ed Horlacher (13) Barry Smith (14) Roland Brassard (15) Miss Dorothy Noble (16) James G. Cane (17) Miss Marilyn Yaremy (18) Ernie Ford (19) Howard James (20,21) Hardy Radio & TV (22) A.J. Messner (23) Radio-TV Reps (24) ABC International (25) 1957

### CHAT, MEDICINE HAT

10,000 watts on 1270 kcs.  
(1) Monarch Broadcasting Co. Ltd. (2) P.O. Box 880 (3) 526-2821 (4) J.H. Yuill (5) Orv Kope (6,7) Tom Gunter (8,9) Wayne Craven (12) Stan Weiler (13) Bob Burns (14) Mickey Lynch (16) Bill Yuill (17) Mrs. Elaine Barnes (18) Joe Bell (19) Sid Gaffney (20-24) All-Canada (25) 1946

### CKYL, PEACE RIVER

10,000 watts day, 1,000 night on 610 kcs.  
(1) Peace River Broadcasting Corp. (2) P.O. Box 1150 (3) (403) 624-2535 (4,5) George Cambridge (6) Joe Zinselmeyer (7) Richard D. Rafferty (8) Bob Zens (9) Joe Zinselmeyer (10,11) Bob Zens (12) Joe Zinselmeyer (13) Al (Boomer) Adair (14) Don Gartner (15) Mrs. Louise Herbert (16) Joe Zinselmeyer (17) Mrs. Louise Herbert (18,19) Les Klement (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (25) 1954

### CKRD, RED DEER

10,000 watts day, 1,000 night on 850 kcs.  
(1) Central Alberta Broadcasting (1961) Ltd. (2) Box 5555 (3) (403) 347-6681 (4) Henry L. Flock (5) Rod Stephen (7) Pat Henry (8-10) Larry Thiessen (12) Ben Meisner (13) Al Hammer (16) Ken Mitchell (17) Jerry Tennant (18) Kenneth L. Martin (20-23) Radio-TV Reps (24) ABC International (25) 1949



## FM RADIO

### CHFM-FM, CALGARY

11,000 watts on 95.9 mcs.  
 (1) Quality FM Ltd.  
 (2) Westbrook Mall (3) 249-7772  
 (4) John Whitehead (5) Reg. Parker (9, 10) Bill Kehler  
 (15) Mrs. Glenna Collins  
 (17) Miss Lois Shaw  
 (19) Ralph Allan (20-22) Hardy Radio & TV (25) 1962

### CFRN-FM, EDMONTON

16,200 watts on 100.3 mcs.  
 (1) Sunwapta Broadcasting Ltd.  
 (2) Postal Station "E"  
 (3) (403) 484-3311  
 (4) Dr. G.R.A. Rice (5) James S. Edwards (7) John J. Baldock (8) James S. Edwards  
 (9) George R. Kelso  
 (10) James R. Archibald  
 (11) George R. Kelso (12) S.S. Lancaster (13) Al McCann  
 (14) Scott Flewitt (16) James S. Edwards (17) Miss Lois W. Brown (18) Guy H. Vaughan  
 (19) T.E. Wadson  
 (20-23) Radio-TV Reps.  
 (24) Canadian Standard  
 (25) 1947

### CJCA-FM, EDMONTON

400 watts on 99.5 mcs.  
 (1) Edmonton Broadcasting Co. Ltd. (2) 10123-104 Street  
 (3) 424-4131 (5) C.A. Perry  
 (7) John L. Sayers (8,9) Harry O. Boon (11) Garry McDonall  
 (12) Walter Rutherford  
 (13) Bryan Hall (15) Miss Peg Miller (16) Chuck Camroux  
 (17) Miss Janet Wickenberg  
 (18) Andre Picard (19) Gordon Skutle (20-24) All-Canada  
 (25) 1922

### CKUA-FM, EDMONTON

250 watts on 98.1 mcs.  
 (1) Alberta Government  
 Telephones (2) 10526 Jasper Ave. (3) 422-5161-64  
 (5) J.W. Hagerman  
 (9) A.W. Cashman (10) E.G. (Gil) Evans (12, 13) C.W. Noack (15) Mrs. M. Morris-Jones (17) A.D. Morton  
 (19) W. Pinko (25) 1948

### CHEC-FM, LETHBRIDGE

250 watts on 100.9 mcs.  
 (1) Southern Alta. Broadcasting  
 (2) Box 1090 (3) (403)-328-3311  
 (4,5) H.W. Brown (7) R.J. Bruchet (8,9) R.E. Wilson  
 (10) Bruce Seely (11) R.E. Wilson  
 (12) Ron Dyck (13) Veryl Todd  
 (14) Leo Dow (15) Marjorie Starr  
 (16) Bruce Seely (17) Marg Davis  
 (18) Russ Todd (19) R. Verholst  
 (20-23) Group One Radio  
 (24) Weed (25) 1959

### CKRD-FM, RED DEER

1,240 watts on 98.9 mcs.  
 (1) Central Alta. Broadcasting  
 (1961) Ltd. (2) Box 5555  
 (3) 347-6681 (4) Henry L. Flock (5) Rod Stephen  
 (7) Pat Henry (8, 11) Stu Morton (19) Kenneth L. Martin  
 (20-23) Radio-TV Reps.  
 (24) ABC International  
 (25) 1965

## TELEVISION

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities

### CFCN-TV, CALGARY

50,000 watts audio, 100,000 watts video on Channel 4  
 (1) CFCN Television Ltd.  
 (2) Broadcast House  
 (3) (403) 249-9101 (4) D.G. Campbell (5) E.W. (Ted) Chapman (6) Hugh Dunne  
 (7) H.G. Marshall (8) Ken Masonchuck (9) Al Purcell  
 (10) Gord Kelly (11) Don Thomas (12) Joe Hutton  
 (13) Henry Viney (15) Mrs. Marie Hohtanz (16) Paul Nuttall (17) Mrs. Marion Rowat (18) Charles Heine  
 (19) R.W. (Bob) Lamp  
 (21) Doug Skow  
 (22-25) Radio-TV Reps.  
 (26) Canadian Standard  
 (27) Sept. 1960 (28) Network Film, VTR

### Rebroadcasting Stations

Channel	Location
12	Drumheller-Hand Hills
8	Banff
9	Brooks
6	Columbia River Valley, B.C.
8	Parson, B.C.
6	Lake Louise, B.C.

### CHCT-TV, CALGARY

50,000 watts audio, 100,000 watts video on Channel 2  
 (1) Calgary Television Ltd.  
 (2) 955 Rideau Rd. S.W.  
 (3) 243-3491 (4) Frederick Shaw (5) J. Norman Inkster  
 (6) Wendell G. Wilks  
 (7) Nat. sales - T. Wm. Townsend; Local sales - George Brown (8) F.J. Braun  
 (9) Wendell G. Wilks (12, 13) Ed Whalen (15) Mrs. Bea Hayoz  
 (16) Miss Terie Hardcastle  
 (17) Don Wilson (19) E.J.M. Crawley (21) Gordon Warner  
 (22-26) All-Canada (27) 1954  
 (28) Network, Film

### Rebroadcasting Stations

Channel	Location
13	Banff, Alberta
B	Drumheller, Alberta

### CBXT, EDMONTON

159,000 watts audio, 318,000 watts video on Channel 5  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 555  
 (5) R.L. Horley (27) 1961

### Rebroadcasting Stations

Channel	Location
8	Athabaska
9	White Court
10	Grande Prairie
7	Peace River
2	High Prairie

### CFRN-TV, EDMONTON

180,300 watts audio, 90,400 watts video on Channel 3  
 (1) Sunwapta Broadcasting Ltd. (2) Postal Station "E"  
 (3) 484-3311 (4,5) G.R.A. Rice (6) B.D. Alloway  
 (7) D.H. Field (8,9) G.T. Kidd (10) Ed Kay (11) Harry Farmer (12) Bruce Hogle  
 (13) Al McCann (14) Scott Flewitt (15) Mrs. Laura Lindsay (16) Alex Semeniuk  
 (17) Mrs. Elizabeth Pallas  
 (18) Peter Leonard (19) Bob Gibbons (20) Bill Radomski  
 (21) Keith Neale  
 (22-25) Radio-TV Reps.  
 (26) Canadian Standard  
 (27) Oct. 1954 (28) Network, Film, VTR

### Rebroadcasting Stations

Channel	Location
12	Ashmont-St. Paul
12	Whitecourt-Edson
6	Lac la Biche

### CJLH-TV, LETHBRIDGE

19,200 watts audio, 96,100 watts video on Channel 7  
 (1) Lethbridge Television Ltd. (2) P.O. Box 1120  
 (3) (403) 327-1521  
 (4,5) N. Botterill (7) Wray Kenney (9) Dan Taylor  
 (12) Gordon Colledge  
 (13) Brent Seely (14) Morley Douglas (15) Miss Beverley Waud (17) Miss Marguerite Ondrus (18) Ross Palsson

(19) W. McCambly (21) Mrs. Betty Glendinning  
 (22-26) All-Canada (27) 1955  
 (28) Network

### Rebroadcasting Stations

Channel	Location
3	Crowsnest Pass
12	Waterton Park
12	Coleman
3	Brooks (on air summer 1968)

### CKSA-TV, LLOYDMINSTER

58,000 watts audio, 116,000 watts video on Channel 2  
 (1) CKSA-TV LTD. (2) 5026 - 50th St. (3) (403) 875-3321  
 (4) A.F. Shortell (5) James G. Cane (6) Wes Saunders  
 (7) James G. Cane (8) Wes Saunders (9) James G. Cane  
 (10) Wes Saunders (11) Ernie Ford (12) Ed Horlacher  
 (13) Barry Smith (14) Roland Brassard (15) Miss Dorothy Noble (16) James G. Cane  
 (17) Mrs. Marj McLachlan  
 (18) Howard Sturge (19) Tony Stam (20,21) Terry Chahley  
 (22,23) Hardy Radio & TV  
 (24) A.J. Messner (25) Radio-TV Reps. (26) ABC International  
 (27) 1961 (28) Network

### Rebroadcasting Stations

Channel	Location
12	Meadow Lake, Sask.
9	Bonnyville, Alberta

### CHAT-TV, MEDICINE HAT

3,900 watts audio, 5,700 watts video on Channel 6  
 (1) Monarch Broadcasting Co. Ltd. (2) Box 760 (3) 548-3911  
 (4) J.H. Yuill (5) Orv Kope  
 (6) Vic Schafer (7) Ian Carson (8,9) Vic Schafer (10,11) Lorne Hayard (12) Stan Weiler  
 (13) Mickey Lynch (14) Cliff Dacre (15) Miss Sandra Spears  
 (16,17) Cliff Dacre (18) August Soehn (19) Sid Gaffney  
 (21) Mrs. Annette Simmons  
 (22-26) All-Canada (27) 1957  
 (28) Network

### Rebroadcasting Stations

Channel	Location
4	Pivot

### CKRD-TV, RED DEER

13,000 watts audio, 26,000 watts video on Channel 6  
 (1) CHCA Television Ltd.  
 (2) Box 5555 (3) (403) 347-6681  
 (4) Henry Flock (5) Rod Stephen  
 (7) J.C. (Jack) Reidy (9) Mel Gordon (12) Ben Meisner (13) Al Hammer (16,17) Ken Mitchell  
 (18) Rick Soehn (19) Lorry Luchian (21) Don Komarnisky  
 (22-25) Radio-TV Reps.  
 (26) ABC International (27) 1957  
 (28) Network

### Rebroadcasting Stations

Channel	Location
10	Coronation
10	Banff

# WESTERN CANADA FRENCH RADIO GROUP

## GO FOR A GREAT BUY

CFNS, Saskatoon, Sask.  
 1,000 watts

CKSB, St. Boniface, Man.  
 10,000 watts

4 Stations in 1 Buy

CFRG, Gravelbourg, Sask.  
 5,000 watts

CHFA, Edmonton, Alta.  
 5,000 watts

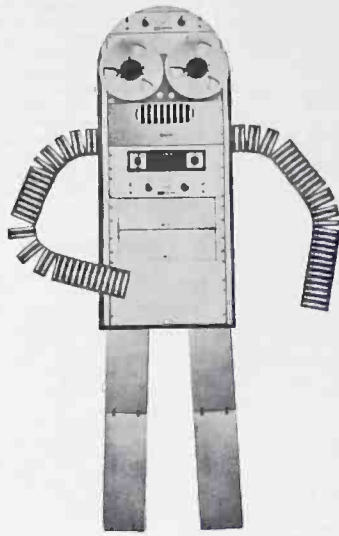
TO REACH THE FRENCH CANADIAN MARKET  
 "THE WESTERN CANADA FRENCH RADIO GROUP"

Montreal & Toronto  
 Hardy Radio & Television

Winnipeg  
 A.J. Messner Co. Ltd.

Vancouver  
 Radio Television Representatives

# We didn't sell Perry Ury on automation.



## A thing on the late, late movie did.

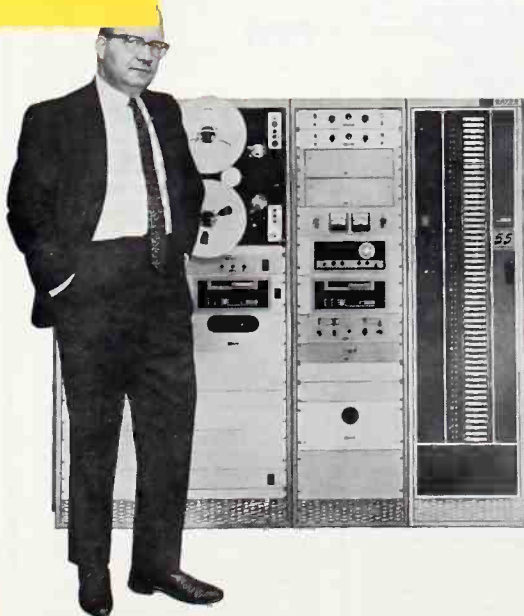
"We call our system 'R-KO, the shy but friendly robot'," says Perry. "You simply tell the system what to do and when. It does it. It even logs what it has done and when."

Perry Ury has a Gates Automatic Tape Control System designed for the program requirements of WRKO-FM, a 100%-automated contemporary music station.

Yours are undoubtedly different. So Gates has a wide choice of basic automation systems, one of which can be adapted to your programming for more profitable broadcasting.

As a matter of fact, we may be able to get you fully automated for around \$65 a week. We're all experienced broadcasters so we understand budgets as well as program requirements.

The idea is worth a phone call, isn't it? Why not dial (309) 829-7006 right now? Or jot down your name, station and address on this ad and mail it to us.



*Perry S. Ury, V. P. & Gen. Mgr.,  
WRKO-FM, Boston, Massachusetts*

**GATES**  
HARRIS  
INTERTYPE  
CORPORATION

**GATES RADIO COMPANY (CANADA)**  
A division of Harris-Intertype (Canada) Ltd.  
Montreal Office: 212 Brunswick Blvd., Pointe-Claire, Quebec  
Toronto Office: 19 Lesmill Road, Don Mills, Ontario



## FM RADIO

### CHFM-FM, CALGARY

11,000 watts on 95.9 mcs.  
 (1) Quality FM Ltd.  
 (2) Westbrook Mall (3) 249-7772  
 (4) John Whitehead (5) Reg. Parker (9,10) Bill Kehler  
 (15) Mrs. Glenna Collins  
 (17) Miss Lois Shaw  
 (19) Ralph Allan (20-22) Hardy Radio & TV (25) 1962

### CFRN-FM, EDMONTON

16,200 watts on 100.3 mcs.  
 (1) Sunwapta Broadcasting Ltd.  
 (2) Postal Station "E"  
 (3) (403) 484-3311  
 (4) Dr. G.R.A. Rice (5) James S. Edwards (7) John J. Baldock (8) James S. Edwards  
 (9) George R. Kelso  
 (10) James R. Archibald  
 (11) George R. Kelso (12) S.S. Lancaster (13) Al McCann  
 (14) Scott Flewitt (16) James S. Edwards (17) Miss Lois W. Brown (18) Guy H. Vaughan  
 (19) T.E. Wadson  
 (20-23) Radio-TV Reps.  
 (24) Canadian Standard  
 (25) 1947

### CJCA-FM, EDMONTON

400 watts on 99.5 mcs.  
 (1) Edmonton Broadcasting Co. Ltd. (2) 10123-104 Street  
 (3) 424-4131 (5) C.A. Perry  
 (7) John L. Sayers (8,9) Harry O. Boon (11) Garry McDonall  
 (12) Walter Rutherford  
 (13) Bryan Hall (15) Miss Peg Miller (16) Chuck Camroux  
 (17) Miss Janet Wickenberg  
 (18) Andre Picard (19) Gordon Skutle (20-24) All-Canada  
 (25) 1922

### CKUA-FM, EDMONTON

250 watts on 98.1 mcs.  
 (1) Alberta Government  
 Telephones (2) 10526 Jasper Ave. (3) 422-5161-64  
 (5) J.W. Hagerman  
 (9) A.W. Cashman (10) E.G. (Gil) Evans (12,13) C.W. Noack (15) Mrs. M. Morris-Jones (17) A.D. Morton  
 (19) W. Pinko (25) 1948

### CHEC-FM, LETHBRIDGE

250 watts on 100.9 mcs.  
 (1) Southern Alta. Broadcasting  
 (2) Box 1090 (3) (403)-328-3311  
 (4,5) H.W. Brown (7) R.J. Bruchet (8,9) R.E. Wilson  
 (10) Bruce Seely (11) R.E. Wilson  
 (12) Ron Dyck (13) Veryl Todd  
 (14) Leo Dow (15) Marjorie Starr  
 (16) Bruce Seely (17) Marg Davis  
 (18) Russ Todd (19) R. Verholst  
 (20-23) Group One Radio  
 (24) Weed (25) 1959

### CKRD-FM, RED DEER

1,240 watts on 98.9 mcs.  
 (1) Central Alta. Broadcasting  
 (1961) Ltd. (2) Box 5555  
 (3) 347-6681 (4) Henry L. Flock (5) Rod Stephen  
 (7) Pat Henry (8,11) Stu Morton (19) Kenneth L. Martin  
 (20-23) Radio-TV Reps.  
 (24) ABC International  
 (25) 1965

## TELEVISION

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities

### CFCN-TV, CALGARY

50,000 watts audio, 100,000 watts video on Channel 4  
 (1) CFCN Television Ltd.  
 (2) Broadcast House  
 (3) (403) 249-9101 (4) D.G. Campbell (5) E.W. (Ted) Chapman (6) Hugh Dunne  
 (7) H.G. Marshall (8) Ken Masonchuck (9) Al Purcell  
 (10) Gord Kelly (11) Don Thomas (12) Joe Hutton  
 (13) Henry Viney (15) Mrs. Marie Hohtanz (16) Paul Nuttall (17) Mrs. Marion Rowat (18) Charles Heine  
 (19) R.W. (Bob) Lamp  
 (21) Doug Skow  
 (22-25) Radio-TV Reps.  
 (26) Canadian Standard  
 (27) Sept. 1960 (28) Network Film, VTR

### Rebroadcasting Stations

Channel	Location
12	Drumheller-Hand Hills
8	Banff
9	Brooks
6	Columbia River Valley, B.C.
8	Parson, B.C.
6	Lake Louise, B.C.

### CHCT-TV, CALGARY

50,000 watts audio, 100,000 watts video on Channel 2  
 (1) Calgary Television Ltd.  
 (2) 955 Rideau Rd. S.W.  
 (3) 243-3491 (4) Frederick Shaw (5) J. Norman Inkster  
 (6) Wendell G. Wilks  
 (7) Nat. sales - T. Wm. Townsend; Local sales - George Brown (8) F.J. Braun  
 (9) Wendell G. Wilks (12,13) Ed Whalen (15) Mrs. Bea Hayoz  
 (16) Miss Terie Hardcastle  
 (17) Don Wilson (19) E.J.M. Crawley (21) Gordon Warner  
 (22-26) All-Canada (27) 1954  
 (28) Network, Film

### Rebroadcasting Stations

Channel	Location
13	Banff, Alberta
8	Drumheller, Alberta

### CBXT, EDMONTON

159,000 watts audio, 318,000 watts video on Channel 5  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 555  
 (5) R.L. Horley (27) 1961

### Rebroadcasting Stations

Channel	Location
8	Athabaska
9	White Court
10	Grande Prairie
7	Peace River
2	High Prairie

### CFRN-TV, EDMONTON

180,300 watts audio, 90,400 watts video on Channel 3  
 (1) Sunwapta Broadcasting Ltd. (2) Postal Station "E"  
 (3) 484-3311 (4,5) G.R.A. Rice (6) B.D. Alloway  
 (7) D.H. Field (8,9) G.T. Kidd  
 (10) Ed Kay (11) Harry Farmer (12) Bruce Hogle  
 (13) Al McCann (14) Scott Flewitt (15) Mrs. Laura Lindsay (16) Alex Semeniuk  
 (17) Mrs. Elizabeth Pallas  
 (18) Peter Leonard (19) Bob Gibbons (20) Bill Radomski  
 (21) Keith Neale  
 (22-25) Radio-TV Reps.  
 (26) Canadian Standard  
 (27) Oct. 1954 (28) Network, Film, VTR

### Rebroadcasting Stations

Channel	Location
12	Ashmont-St. Paul
12	Whitecourt-Edson
6	Lac la Biche

### CJLH-TV, LETHBRIDGE

19,200 watts audio, 96,100 watts video on Channel 7  
 (1) Lethbridge Television Ltd. (2) P.O. Box 1120  
 (3) (403) 327-1521  
 (4,5) N. Botterill (7) Wray Kenney (9) Dan Taylor  
 (12) Gordon Colledge  
 (13) Brent Seely (14) Morley Douglas (15) Miss Beverley Waud (17) Miss Marguerite Ondrus (18) Ross Palsson

(19) W. McCambly (21) Mrs. Betty Glendinning  
 (22-26) All-Canada (27) 1955  
 (28) Network

### Rebroadcasting Stations

Channel	Location
3	Crowsnest Pass
12	Waterton Park
12	Coleman
3	Brooks (on air summer 1968)

### CKSA-TV, LLOYDMINSTER

58,000 watts audio, 116,000 watts video on Channel 2  
 (1) CKSA-TV LTD. (2) 5026 - 50th St. (3) (403) 875-3321  
 (4) A.F. Shortell (5) James G. Cane (6) Wes Saunders  
 (7) James G. Cane (8) Wes Saunders (9) James G. Cane  
 (10) Wes Saunders (11) Ernie Ford (12) Ed Horlacher  
 (13) Barry Smith (14) Roland Brassard (15) Miss Dorothy Noble (16) James G. Cane  
 (17) Mrs. Marj McLachlan  
 (18) Howard Sturge (19) Tony Stam (20,21) Terry Chahley  
 (22,23) Hardy Radio & TV  
 (24) A.J. Messner (25) Radio-TV Reps. (26) ABC  
 (27) 1961 (28) Network

### Rebroadcasting Stations

Channel	Location
12	Meadow
9	Bonnyville

### CHAT-TV, MEDIUM

3,900 watts audio, 19,000 watts video on Channel 1  
 (1) Monarch Broadcasting Ltd. (2) Box 760  
 (4) J.H. Yuill (5) (6) Vic Schafer (7) (8,9) Vic Schafer  
 Hayard (12) Stan (13) Mickey Lynch  
 Dacre (15) Miss S. (16,17) Cliff Dac  
 Soehn (19) Sid G. (21) Mrs. Annette  
 (22-26) All-Canada  
 (28) Network

### Rebroadcasting Stations

Channel	Location
4	Pivot

### CKRD-TV, RED DEER

13,000 watts audio, 66,000 watts video on Channel 1  
 (1) CHCA Television Ltd. (2) Box 5555 (3) (4) Henry Flock  
 (7) J.C. (Jack) R. Gordon (12) Ben Hammer (16,17) Rick Soehn  
 Luchian (21) Dor (22-25) Radio-TV Reps.  
 (26) ABC International (27) 1957  
 (28) Network

### Rebroadcasting Stations

Channel	Location
10	Coronation
10	Banff

# WESTERN CANADA FRENCH RADIO GROUP

## GO FOR A GREAT BUY

CFNS, Saskatoon, Sask.  
1,000 watts

CKSB, St. Boniface, Man.  
10,000 watts

4 Stations in 1 Buy

CFRG, Gravelbourg, Sask.  
5,000 watts

CHFA, Edmonton, Alta.  
5,000 watts

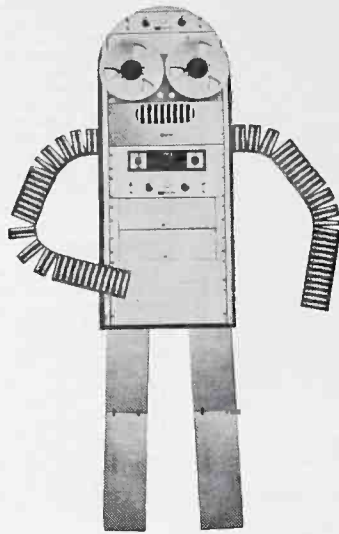
TO REACH THE FRENCH CANADIAN MARKET  
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Montreal & Toronto  
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Vancouver  
Radio Television Representatives

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*Perry S. Ury, V. P. & Gen. Mgr.,  
WRKO-FM, Boston, Massachusetts*

# **GATES**



**GATES RADIO COMPANY (CANADA)**

A division of Harris-Intertype (Canada) Ltd.

Montreal Office: 212 Brunswick Blvd., Pointe-Claire, Quebec

Toronto Office: 19 Lesmill Road, Don Mills, Ontario



# SASKATCHEWAN

Total Population	962,100
Men (20 and over)	282,040
Women (20 and over)	267,910
Teens (13-19)	128,100
Children (0-12)	284,050
Households	265,000
TV Households	243,000
Per Cent TV Households	92%

Source: BBM January 1968

## RADIO

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

## AM

### CJSL, ESTEVAN

1,000 watts on 1280 kcs.  
 (1) Soo Line Broadcasting  
 (2) Box 365 (3) 634-3432  
 (4) Tom Laing (5) Norm Williams (8) John Deadlock (9) Norm Williams (10) John Deadlock (11) Norm Williams (12) Graham Barkely (13) 16 Norm Williams (17) Miss Marj. Hoff (19) John Mitschke (20-24) Group One Radio (25) 1959

### CFRG & CFRG, GRAVELBOUR

5,000 watts day on 710 kcs.  
 250 watts night on 1230 kcs.  
 (1) Radio-Gravelbourg Ltée (2) Edifice Villeneuve (3) (306) 648-2515 (4) J.E. Chabot (5,7) Dumont Lepage (8-11) Benoit Pariseau (12) Marcel Moor (13) Benoit Pariseau (14) Marcel Moor (15) Miss Jeanne Beauregard (16,17) Benoit Pariseau (19) John A. Brown (20,21) Hardy Radio & TV (23) Broadcast Repts (24) Devney (25) 1952

### CJVR, MELFORT

10,000 watts on 1420 kcs.  
 (1) Radio CJVR Ltd. (2) P.O. Box 1420 (3) (306) 752-2867

(4) K.L. George (5,7) W.F. Amos (8) J.L. McLung (10) Bob Nelson (12) Duane Mohn (13) Grant Ulliyot (19) Lowell A. Heide (20,21) Lorrrie Potts (22,23) Radio-TV Repts (24) Weed (25) 1966

### CHAB, MOOSE JAW

10,000 watts on 800 kcs.  
 (1) CHAB Ltd. (2) 116 Main St. N. (3) 692-6464 (4) Jack Moffat (5) Vern Traill (7) John Sitter (8,11) Ken Tremain (12) Reg Neisner (13) Fergie Olnier (14) Bob Simpson (16) Rodger McLaughlin (17) Judy Charters (19) Norm Kent (20,21) Stephens & Townsend (22) A.J. Messner (23) Stephens & Townsend (24) Weed (25) 1922

### CJNB, NORTH BATTLEFORD

10,000 watts on 1050 kcs.  
 (1) Northwestern Broadcasting Co. Ltd. (2) Box 1460 (3) (306) 445-2477 (4) E.A. Rawlinson (5,7) H.G. Dekker (8) Eldon Elliott (10) Bob Hildebrand (11) Jack Ross (12) Lorne Cooper (13) Eldon Elliott (14) Lorne Cooper (15,16) Chris Dekker (17) Susan Biddle (19) Al Ruddell (20,21) Group One Radio (22,23) Byles, Gibb (24) Devney (25) 1947

### CKBI, PRINCE ALBERT

10,000 watts on 900 kcs.  
 (1) Central Broadcasting Co. Ltd. (2) 10th St. West (3) 763-7421 (4) E.A. Rawlinson (5) F.F. Rawlinson (7) G. Prest (8) J. Scarrow (10) G. Prosser (11) Mrs. T. Bremner (12,13) N. Roche (14) H. Mallwitz (15) Mrs. M. Sherman (16) G. Prest (17) Mrs. D. Fuller (19) T. VanNes (20-24) All-Canada (25) 1934

### CBK, REGINA

50,000 watts on 540 kcs.  
 (1) Canadian Broadcasting Corp. (2) 1840 McIntyre St. (5) A.E. Parr (25) 1939

### CJME, REGINA

1,000 watts on 1300 kcs.  
 (1) Midwest Broadcasters Ltd. (2) 1771 Rose St. (3) 527-4191 (4) E.A. Rawlinson (5) R.J. Hutton (7) T. Ennis (8) J. Sauvageau (11) J. Onn

(12) Art Simmonds (13) Bob Hutton (17) Miss Kae Lazaruk (19) Dave Senft (20-23) Major Market (24) Devney (25) 1959

### CKCK, REGINA

5,000 watts on 620 kcs.  
 (1) Transcanada Communications Ltd. (2) P.O. Box 6200 (3) 522-8591 (4) Michael Sifton (5) Ron Lamborn (7) Gary Miles (8) Doug Alexander (11) Mrs. Fay Campbell (12) Grant Kennedy (13) John Badham (14) Grant Kennedy (15) Mrs. Pam Allen (16) Dennis Stafford (17) Tom Mahar (18) Keith Gracie (19) Howard Dean (20-24) All-Canada (25) 1922

### CKRM, REGINA

10,000 watts day, 5,000 night on 980 kcs. (1) Cambrian Broadcasting Ltd. (2) Box 9800 (3) (306) 523-5661 (4) W.B. Plaunt (5) James T. Miller (7) Kenneth J. Don (8,9) George C. Gonzo (10) Roy Brown (11) Ted Hockaday (12) Frank Fliegel (13) Ken Reeves (14) Frank Fliegel (17) Mrs. Freda Morris (19) L.V. Cozine (20,21) Air-Time Sales (22,23) Western Broadcast (24) Canadian Standard (25) 1926

### CKKR, ROSETOWN

10,000 watts on 1330 kcs.  
 (1) Goose Lake Broadcasting Co. Ltd. (2) Box 490 (3) 882-2686 (4,5) Stan Solberg (7) George McCauley (8,9) Pat O'Connor (12) Kevin Kelly (13) Bart Dailley (14) Pat O'Connor (15,17) Miss Janie Barkwell (19) John Guppy (20,21) Radio & TV Sales (22) Byles, Gibb (25) 1966

### CFNS, SASKATOON

1,000 watts on 1170 kcs.  
 (1) Radio-Prairies Nord Ltée (2) 1426 Alexandra (3) 653-1170 (4) C. Denis, Sr. (5) Raymond J. Marcotte (7) Marie-A. Papen (8,9) Jacques Landry (10) Real D'Amours (11) Marie-A. Papen (12) Pierre Jomphe (13,14) Jacques Landry (16) Germaine Riemann (17) Eva Billo (19) Emile Gaudet (20,21) Hardy Radio & TV (22) A.J. Messner (23) Broadcast Repts (24) Devney (25) 1952

### CFQC, SASKATOON

5,000 watts on 600 kcs.  
 (1) A.A. Murphy & Sons (2) P.O. Box 9200, 216 1st Ave. N. (3) (306) 242-6611 (4) Wm. Murphy (5) Vern Dalliin (6) Roy Currie (7) Euclide Bourassa (8) Dennis Fisher (10) Wally Stambuck (12) Les Edwards (13) Chuck McManus (14) Bill Story (16) Shelby Craigen (17) Mrs. Martha Mills (19) Jan Van Der Tuck (20,21) Radio-TV Repts (22) A.J. Messner (23) Radio-TV Repts (24) Harlan G. Oakes (25) 1923

### CKOM, SASKATOON

10,000 watts on 1250 kcs.  
 (1) Saskatoon Community Broadcasting Co. Ltd. (2) Sub P.O. 30 (3) (306) 374-3690 (4) Robert A. Hosie (5,6) Bill Stovin (7) Keith Burgess (8) Arn Stilling (9) George Johns (10) Dale Heath (11) George Johns (12) Arn Stilling (13) Wally Cameron (17) Miss Marion Ballachay (19) Maynard Greer (20-23) Major Market (24) Weed (25) 1951

### CJSN, SHAUNAVON

100 watts day, 250 night on 1490 kcs. (1) Frontier City Broadcasting Co. Ltd. (2) 90 3rd Ave. E. (3) (306) 297-2671 (4) Douglas W. Scott (5,7,8,10) Dave Anderson (12) Ed Wallace (13) Frank Matovich (14) Ed Wallace (15) Mrs. Vel Clark (17) Mrs. Margaret Christenson (19) Ed Buryniuk (20,21) Group One Radio (22) Broadcast Repts (23) Radio-TV Repts (24) Weed (25) 1966

### CKSW, SWIFT CURRENT

1,000 watts day, 250 night on 1400 kcs. (1) Frontier City Broadcasting Co. Ltd. (2) Box 370 (3) (306) 773-4605 (4) Douglas W. Scott (5) Wilf C. Gilbey (7) Wm. Friest (8) Rod. Gilbey (10) Art Wallman (12) Ed Wallace (13) Frank Matovich (14) Ed Wallace (15,17) Mrs. Val Clark (19) Ed Buryniuk (20,21) Group One Radio (22) Broadcast Repts (23) Radio-TV Repts (24) Weed (25) 1956

### CFSL, WEYBURN

1000 watts day, 250 night on 1340 kcs. (1) Soo Line Broadcasting (2) Box 340 (3) 842-4666 (4) Tom G. Laing (5) James T. Laing (6) Gary Kirton (8,9) Murray Smith (10) Gary Woitas (11) Murray Smith (12) David Laing (13) James T. Laing (14) David Laing (16) Gary Kirton (17) Mrs. S. Vansteelandt (19) John Mitschke (20-23) Group One Radio (25) 1957

### CJGX, YORKTON

10,000 watts on 940 kcs.  
 (1) Yorkton Broadcasting Co. (2) Tower Bldg. (3) 783-2256 (4,5) George G. Gallagher (8) Richard Scott (9) E.A. Laurence (10) Richard Scott (12) Morley Jaeger (13) Jim Keilback (14) Doug Sherwin (16) Ken Dodds (17) Mrs. Jean Coferidge (19) Harry Kerr (20,21) Radio-TV Repts (22) A.J. Messner (23) Radio-TV Repts (24) Canadian Standard (25) 1927

## FM

### CFMQ-FM, REGINA

5,900 watts on 92.1 mcs.  
 (1) Metropolitan Broadcasting Ltd. (2) Northgate Mall (3) 543-1400 (4) Arthur Parker (5) Bob Hill (7) Marvin J. Chase (8,9) Leonard Enns (10) Bob Hill (12,13) Ronald Temreck (16) Marvin J. Chase (17) Linda Ebel (19) Ronald Grant (20-22) Hardy Radio & TV (25) 1966

### CFMC-FM, SASKATOON

6,020 watts on 103.9 mcs.  
 (1) General Broadcasting Ltd. (2) 401 Canada Bldg. (3) 653-3144 (4) Donald J.G. MacKenzie (5) D. MacKenzie (6) Al Kowal (7) Don MacKenzie (8,9) Al Kowal (10) Ron Robinson (11) A. Kowal (12) Ron Robinson (16) Thurston Talbot (17) Mrs. M. Campbell (19) Dave Pollock (20,21) Air-Time Sales (25) 1964

### CJUS-FM, SASKATOON

3,800 watts on 89.7 mcs.  
 (1) University of Saskatchewan  
 (2) Memorial Union Bldg.,  
 University of Saskatchewan  
 (3) (306) 244-0908  
 (5) Gordon Walburn  
 (6) Tony Allan (8) Jerry Kripps  
 (10) Dudley Newell (11) Janet  
 MacLean (12) Bob More  
 (13) Ken Bagnall (17) Miss  
 Brenda Rea (19) Harry  
 Sadowy (25) 1965

## TELEVISION

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities

### CKBI-TV, PRINCE ALBERT

20,000 watts audio, 100,000  
 watts video on Channel 5  
 (1) Central Broadcasting Co. Ltd.  
 (2) 10th St. West (3) 763-7421  
 (4,5) E.A. Rawlinson (6) F.F.  
 Rawlinson (7) I. Robertson  
 (8) J.J. Cannon (10) G. Prosser  
 (11) Mrs. T. Bremner  
 (12,13) N. Roche (14) H. Mallwitz  
 (15) Mrs. M. Sherman (16) G.  
 Prest (17) Mrs. S. Dodwell  
 (18) W. Ahenakew (19) T. VanNes  
 (21) Mrs. L. Hawksworth  
 (22-26) All-Canada (27) 1958  
 (28) Network

#### Rebroadcasting Stations

Channel	Location
2	Nipawin
4	Greenwater
7	North Battleford
9	Big River
10	Alticane

### CHRE-TV, REGINA

### CHAB-TV, MOOSE JAW

CHRE -125 watts audio, 250 watts  
 video on Channel 9; CHAB -  
 53 watts audio, 100 watts video  
 on Channel 4 (1) CHAB LTD.  
 (2) 1744 Cornwall St., Regina  
 (3) (306) 527-0147 (Regina);  
 (306) 692-6464 (Moose Jaw)  
 (4) Jack Moffat (5) Sid Boyling  
 (6) Grant Pasiuk (7) Stan  
 Gardner (8) Del Fehrenbach  
 (12) Reg Nieszner (13) Ken  
 Newgas (15) Miss Sheila Ward  
 (16) Miss Ginny Vershagen  
 (17) Miss Marj Dayo (18) Graham  
 Henderson (19) Merv Pickford  
 (22,23,25) Stovin-Byles  
 (26) Sumner (27) 1959  
 (28) Network

### CKCK-TV, REGINA

53,500 watts audio, 100,000  
 watts video on Channel 2  
 (1) Transcanada Communica-  
 tions Ltd. (2) P.O. Box 2000  
 (3) 523-6671 (4) M.C. Sifton  
 (5) J.K. Struthers (6) D.A. Lee  
 (7) E.L. Hambleton (8) Mel  
 Friesen (9) Lloyd A.  
 Westmoreland (10) Bruce  
 Cowie (12) Grant Kennedy  
 (13) John Badham (16) A.  
 Wayne Beamish (17) Miss Pat  
 Haggerty (18) Joseph Soehn  
 (19) Lorne E. McBride  
 (21) Barry Haddad  
 (22-26) All-Canada (27) 1954  
 (28) Network, Film

#### Rebroadcasting Stations

Channel	Location
7	Marquis
12	Colgate
6	Willow Bunch

### CFQC-TV, SASKATOON

180,000 watts audio, 325,000  
 watts video on Channel 8  
 (1) A.A. Murphy & Sons Ltd.  
 (2) 216 1st Ave. N.  
 (3) 242-6611 (4) W.A. Murphy  
 (5) G. Blair Nelson (7) Ken  
 Hutson (8) Ted Eadinger  
 (9) Stan Thomas (12) Les  
 Edwards (13) Chuck McManus  
 (14) Bill Story (16) Greg  
 Barnsley (17) Mrs. Verna  
 Fowler (18) Bert Kainz  
 (19) Jim Love (21) Ron Lee  
 (22-25) Radio-TV Reps.  
 (26) Canadian Standard  
 (27) 1954 (28) Network,  
 Film, VTR

#### Rebroadcasting Station

Channel	Location
3	Strabraer

### CJFB-TV, SWIFT CURRENT

6,650 watts audio, 13,600  
 watts video on Channel 5  
 (1) Swift Current Tele-  
 casting Co. Ltd. (2) P.O.  
 Box 160 (3) (306) 773-7266  
 (4-6) William D. Forst  
 (7) Walter S. Buffam  
 (8,9) Mrs. Julie Forst  
 (12) Gordon Foth (13) Art  
 Henderson (16) Julie Forst  
 (17) Phyllis Hunter (18) John  
 Peters (19) Jerome Rissling  
 (22,23) Radio-TV Reps.  
 (24) Broadcast Reps.  
 (25) Radio-TV Reps.  
 (26) Forjoe (27) 1957  
 (28) Network

#### Rebroadcasting Stations

Channel	Location
2	Eastend
2	Val Marie
10	Riverhurst

### CKOS-TV, YORKTON

2,600 watts audio, 15,000  
 watts video on Channel 3;  
 CFSS-TV - Wynard - 1,800  
 watts audio, 11,000 watts  
 video on Channel 6;  
 CHSS-TV - Carlyle - 17,000  
 watts audio, 32,000 watts  
 video on Channel 7;  
 CKSS-TV - Baldy Mountain, Sask.  
 30,000 watts audio, 300,000  
 watts video on Channel 8  
 (1) Yorkton Television Co. Ltd.  
 (2) 95 East Broadway, Sask.  
 (3) 783-3688 (4,5) R.L.  
 Skinner (7) Nat. R.L. Skinner  
 Loc. J.V. Birt (8,9) W. Westby  
 (10) Linus Westburg (12) Jim  
 Horning (13) Linus Westburg  
 (14) Norman Roebuck (15) Miss  
 Isobel Birt (16) Jay Leddy  
 (17) Miss Pauline Glaicar  
 (18) Dennis McNeil (19) L.  
 Hockvar (21) Miss Sharon  
 Coleman (22,23,25) Stovin-  
 Byles TV (26) ABC International  
 (27) 1958 (28) Network



## The Account Executive who discovered that the WINNIPEG market is equal to Kitchener, Waterloo and London combined

"RETAIL SALES — are the only true test of market potential"... this is the philosophy of the aggressive marketers (... not the follow-the-crowd group who refuse to look beyond their own perimeters).

This is why more and more Account Executives are taking a long, fresh look at burgeoning Winnipeg.

In total retail sales, Winnipeg tops Ottawa, Hamilton, London-Kitchener-Waterloo and Sudbury-Kingston-Kitchener-Waterloo with a whopping \$698,780,000 annual expenditure.\*

Getting down to specifics, Winnipeg tops these "Must Buy" Ontario markets in Food Sales, General Merchandise Sales, Gas stations, Lumber-Building-Hardware and other diverse products. Hard to believe? Take a long hard look at your marketing data. There's the proof...

C-JAY-TV will  
 carry your product  
 right to the rich heart  
 of this market

# C-JAY-TV



## WINNIPEG

first in the 4th Market

Put your dollars where you receive im-  
 pact and full coverage... C-JAY-TV.  
 C-JAY-TV reaches the fourth largest  
 concentration of consumers in  
 Canada. C-JAY-TV carries all CTV  
 network shows as well as provid-  
 ing local flavour tuned to the  
 local sales picture.

\*Statistical data derived from Sales  
 Management, June 10th, 1967.



# MANITOBA

Total Population	968,430
Men (20 and over)	284,390
Women (20 and over)	286,840
Teens (13-19)	125,920
Children (0-12)	271,280
Households	262,000
TV Households	247,000
Per Cent TV Households	94%

Source: BBM January 1968

## RADIO

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

## AM

### CFAM, ALTONA CHSM, STEINBACH

CFAM, 10,000 watts on 1290\* kcs. CHSM, 10,000 watts on 1250kcs. \*Will be 950 in Fall.  
(1) Southern Manitoba Broadcasting Co. Ltd.  
(2) Box 950, Altona (3) 324-6464 Winnipeg, 475-0754  
(4) W.E. Kroeker (5) Elmer Hildebrand (8) Jim McSweeney (10) Craig Krastel (11) Ray Saunders (12) Jake Elias (14) Bruce Gunn (15) Oilly Penner (17) Donna Neufeld (19) John Pauls (20-23) Radio-TV Reps (25) 1957

### CKX, BRANDON

10,000 watts day, 1,000 night on 1150 kcs. (1) Western Manitoba Broadcasters Ltd.  
(2) 2940 Victoria Ave.  
(3) 728-1150 (4,5) John B. Craig (6) Eric Davies (7) Ernie Holland (9) Frank Bird (10) Howard Cooper (12) Lorne Chapple (13) Marv Saxberg (14) Frank Bird (16) Mrs. Maureen Simpson (17) Miss Wendy Fairbairn (18) Harold Donogh (19) Humphrey Davies (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (24) Canadian Standard (25) 1928

### CHFC, CHURCHILL

250 watts on 1230 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 40  
(5) Gaston Charpentier (25) 1959

### CKDM, DAUPHIN

10,000 watts on 730 kcs.  
(1) Dauphin Broadcasting (2) 27 3rd Ave. N.E.  
(3) 638-3230 (4) Jos. Maillard (5) J. Hugh Dunlop (6,7) J. Henderson (8) Mrs. Audrey Mansoff (9) Ron Waddell (10) Doug Simmons (11) Bill Flamond (12) Paul Walker (13) Bernie Basaraba (14) Keith Reid (15) Mrs. Helen Henderson (16) Ron Waddell (17) Mrs. Helena Sharna (19) Alan Watson (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (24) Canadian Standard (25) 1951

### CFAR, FLIN FLON

10,000 watts on 590 kcs.  
(1) Arctic Radio Corp.  
(2) 75 Callinhan St. (3) 687-3460, 687-3469 (4) Gary T. Brazzell (5) Karl Edmands (7) Miss Eileen Agerback (8) Eric Mason (9) Karl Edmands (10) Eric Mason (11) Norm Bright (12) Eric Mason (13) Karl Edmands (14) Eric Mason (15) Mrs. B. Figura (16) John Poulin (17) Mrs. B. Figura (19) Eric Mason (20,21) Hardy Radio & TV (22) Broadcast Reps (23) Radio-TV Reps (24) Canadian Standard (25) 1937

### CFRY, PORTAGE LA PRAIRIE

1,000 watts on 920 kcs.  
(1) Portage-Delta Broadcasting Co. Ltd. (2) 1500 Saskatchewan Ave. W. (3) 857-51-11 (4,5) R.D. Hughes (6,7) Jack Follett (8,9) Vic Edwards (10) Darell Provost (11,12) Vic Edwards (13) Jim Matheson (14) Howard Barker (15) Miss Nancy Layne (16) Laurie Matthews (17) Miss Pat McDermid (19) Ricky Hughes (20,21) Lorrie Potts (25) 1956

### CKSB, ST. BONIFACE

10,000 watts on 1050 kcs.  
(1) Radio Saint-Boniface Ltée  
(2) 607 Langevin St.  
(3) 247-4843 (4) Roland Trudeau (5) Roland Couture (7) Etienne Bohémier (9) Miss Flore Toupin (10) André Martin (12-14) Valmore Gervais (15) Mrs. Marie Benoist (18) Denis Collette (19) Roland Brodeur (20,21) Hardy Radio & TV (23) Radio-TV Reps (24) Devney (25) 1946

### CHTM, THOMPSON

1,000 watts on 610 kcs.  
(1) Mystery Lake Broadcasting (2) Shopping Plaza (3) 677-3905 (4) A.M. Cham (5) Mrs. Bonnie Swain (8) Bob Karr (10) Gary Brooks (12) Jeff Newland (13) Brian Swain (17) Pat Zimmerman (19) Michel Laroche (20,21) Group One Radio (22) Broadcast Reps (23) Group One Radio (25) 1964

### CBW, WINNIPEG

50,000 watts on 990 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 160  
(5) J.R. Finlay (25) 1948

### CFRW, WINNIPEG

5,000 watts on 1470 kcs.  
(1) Radio Winnipeg Ltd.  
(2) 457 Main St. (3) 947-1211 (4,5) J.O. Blick (7) Dave Garbutt (8) Ev Smallwood (10) Barry Spence (11) Vic Turland (17) Mrs. Trudy Perkins (19) Jack Hoepfner (20,21,23) Hardy Radio & TV (24) Weed (25) 1966

### CJOB, WINNIPEG

10,000 watts on 680 kcs.  
(1) Radio OB Ltd. (2) 930 Portage Ave. (3) 786-2471 (4) F.A. Griffiths (5) R.M. MacLennan (7) Kirk Northcott (9) Cliff Gardner (10) George McCloy (11) Cliff Gardner (12) Steve Halinda (13) Bob Picken (14) Peter Grant (15) George McCloy (16) John Cochrane (17) Eleanore Jones (19) Reg Durie (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) 1946

### CKRC, WINNIPEG

10,000 watts on 630 kcs.  
(1) Transcanada Communications Ltd. (2) 300 Carlton St. (3) 942-2231 (4) M.C. Sifton (5) R.K. Macdonald (7) T. Ashmore (8) R.L. Washington (10) Don Slade (11) Doc Steen (12) Roger Klein (13) Don Slade (15) Boyd Kozak (17) Mrs. Vera Gillespie (18) Harry Taylor (19) Ray Patterson (20-24) All-Canada (25) 1934

### CKY, WINNIPEG

50,000 watts on 580 kcs.  
(1) Moffat Broadcasting Ltd.  
(2) 432 Main St. (3) 943-1531 (4,5) Randall L. Moffat (7) Don McDermid (9) Bill Grogan (10) George Dawes (11) Howard Lawless (12) Bill Trebilcoke (13) Jack Wells (15) Mrs. Tannis Yankewicz (16) Ken Woods (17) George Keith (19) Andy Malowanchuk (20,21) Major Market (23) Jim Crawford (24) Devney (25) 1949

## FM

### CKX-FM, BRANDON

5,800 watts on 96.1 mcs.  
(1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (3) 728-1150  
(4) John B. Craig (6) Eric Davies (7) Ernie Holland (9) Ron Thompson (10) Bill Starling (12) Lorne Chapple (13) Marv Saxberg (14) Frank Bird (16) Mrs. Maureen Simpson (17) Miss Wendy Fairbairn (18) Harold Donogh (19) Humphrey Davies (20,21) Radio-TV Reps. (22) A.J. Messner (23) Radio-TV Reps. (24) Canadian Standard (25) 1963

### CBW-FM, WINNIPEG

365,000 watts on 98.3 mcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 160  
(5) J.R. Finlay (25) 1965

### CJOB-FM, WINNIPEG

310,000 watts on 97.5 mcs.  
(1) Radio OB Ltd.  
(2) 930 Portage Ave.  
(3) 786-2471 (5) R.M. MacLennan (7) Kirk Northcott (9,11) Cliff Gardner (12) Steve Halinda (13) Bob Picken (14) Peter Grant (16) John Cochrane (17) Marsha Horroven (19) Reg Durie (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) 1948

### CKY-FM, WINNIPEG

360,000 watts on 92.1 mcs.  
(1) Moffat Broadcasting Ltd.  
(2) 432-Main Street (2)  
(3) 943-1531 (4,5) Randall L. Moffat (7) Don McDermid (9) Herb Brittain (17) George Keith (19) Andy Malowanchuk (20,21) Major Market (23) Jim Crawford (24) Devney (25) 1963

## TELEVISION

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities

### CKX-TV, BRANDON

49,100 watts audio, 100,000 watts video on Channel 5  
(1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (3) 728-1150 (4,5) John B. Craig (6) Stuart Craig (7) Archie Olson (12) Lorne Chapple (13) Marv Saxberg (14) Frank Bird (16) Mrs. Maureen Simpson (17) Miss Margaret Chyzyk (18) Mrs. Ann Smith (19) Tom Stacey (20) Lawrence Dubois (21) Harold Pullaw (22-26) All-Canada

(27) 1955 (28) Network  
**Rebroadcasting Stations**  
 Channel Location  
 9 Melita  
 11 Birtle-Foxwarren

**CBWBT, FLIN FLON**

3,400 watts audio, 6,800 watts video on Channel 10  
 (1) Canadian Broadcasting Corp. (2) c/o CBC P.O. Box 160 Winnipeg (5) J.R. Finlay (27) 1962

**Rebroadcasting Station**  
 Channel Location  
 7 The Pas

**CBTA, LYNN LAKE**

2,500 watts audio, 500 watts video on Channel 8  
 (1) Canadian Broadcasting Corp. (2) c/o CBC P.O. Box 160 Winnipeg (5) J.R. Finlay (27) 1967

**CBWT, WINNIPEG**

50,000 watts audio, 100,000 watts video on Channel 6  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) J.R. Finlay (27) 1954

**Rebroadcasting Stations**  
 Channel Location  
 10 Fisher Branch  
 8 Kenora, Ont.  
 9 Dryden, Ont.  
 12 Stoux Lookout, Ont.  
 10 Red Lake, Ont.  
 5 Fort Frances, Ont.  
 7 Atikokan, Ont.

**CBWFT, WINNIPEG**

35,200 watts audio, 59,000 watts video on Channel 3  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) J.R. Finlay (27) 1960

**C-JAY-TV, WINNIPEG**

180,000 watts audio, 325,000 watts video on Channel 7  
 (1) Channel 7 Television Ltd. (2) Polo Park, Winnipeg 10 (3) 775-0371 (4) Ralph S. Misener (5) Jack M. Davidson (6) Joe Gibson (7) Rod Webb (8) Jim Armstrong (9) Jim Purvis (10) Ray Torgrud (11) Richard Seaborn (12) A.I. Vickery (13) Jack Wells (14) Don MacLean (15) Mrs. Sheila Knowles (16) Al Johnson (17) Gerry Probert (18) Mac Drope (19) Bert Cobb (21) Howard McMillan (22,23) Stovin-Byles TV (24) Channel 7 (25) Stovin-Byles TV (26) Sumner (27) 1960 (28) Network, Film, VTR

**KCND-TV, WINNIPEG**

43,600 watts audio, 288,000 watts video on Channel 12  
 (1) McLendon Corporation (2) 2031 Portage Ave. (3) 888-3212 (4) Gordon McLendon (5) G.O. (Jerry) Johnson (6) Len Gzebb (7) Nat. sales - W.F. (Bill) Girling; Local sales - N.M. (Mac) Cheater (8) Miss Rosa Lee (9) Richard Vincent (10) Terry Stouffer (12) Joe Cooke (13) Stan Menzies (14) Terry Stouffer (16) W.F. (Bill) Girling (17) Miss Dorothy Lien (18) Miss Nina Allam (19) Aubrey Headley (20) Gerald Nicholson (21) Dave Rector (22,23) Radio-TV Reps. (24) Channel 12 Ltd. (25) Radio-TV Reps. (26) McLendon 45 (27) 1960 (28) Network, Film, VTR

# THE STEENBECK EDITOR IS SIMPLICITY PLUS



## STEENBECK ST900W

**16mm 6 Plate Film Editing Machine**

Rear projection picture  
 Picture size 8<sup>1</sup>/<sub>4</sub> ins. x 11<sup>1</sup>/<sub>2</sub> ins.

**Operating Arrangements**

Track 1—Picture only. Picture and optical sound married. Picture and magnetic sound married.

Track 2—Magnetic sound centre track.

Track 3—Magnetic sound centre track.

On request: Tracks 2 and 3 magnetic sound edge track.

**Technical Data**

Particularly short threading paths and great simplification in threading of elements in easy to follow pattern. Correct distance between sound and picture is always main-

tained by the swinging base for picture optical-sound or picture magnetic-sound married. Each track can be uncoupled and drawn further by hand.

Framing: Overall and equal brightness with Quartz-iodine lamp. Cold light mirror for lower heat level. Frames can be slow set permitting each frame to be switched separately. Adjustable from slow speed of about 2 frames per second to Synchronous speed of 24 frames per second and high speed of 90 to 100 frames per second. May be switched from forward to reverse without damage to film.

Equipment operates on 110 volts A.C., 60 cycles. Other voltages on request.

For further information please write Kingsway Film Equipment.



## KINGSWAY FILM EQUIPMENT LTD.

148 Norseman Street, Toronto 18, Ontario



# ONTARIO

Total Population	7,253,100
Men (20 and over)	2,132,730
Women (20 and over)	2,201,240
Teens (13-19)	889,660
Children (0-12)	2,029,470
Households	1,963,000
TV Households	1,888,000
Per Cent TV Households	96%

Source: BBM January 1968

## RADIO

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

## AM

### CHOO, AJAX

10,000 watts on 1390 kcs.  
 (1) Radio CHOO 1390 Ltd.  
 (2) 97 McMaster Ave.  
 (3) 942-1390 (4) Wm. Jones  
 (5) Brian Farr (6) Blair Haviland (7,8) Bob Capp  
 (9) Rick Adams (10) Bob Capp  
 (11) Rick Adams (12) Peter Oomen (13) Ken Day (14) Blair Haviland (15) Ken Day  
 (16) Blair Haviland (17) Miss Janice Godfrey (19) John Forrest (20-24) Group One Radio (25) 1967

### CKBB, BARRIE

10,000 watts on 950 kcs.  
 (1) Barrie Broadcasting Co. Ltd. (2) Box 519 (3) 726-6466  
 (4) Ralph T. Snelgrove  
 (5) Wayne E. Bjorgan (7) Mrs. Margaret Henneby (8) Grant Forsythe (9,10) Doug Lennox  
 (12) Bill McCutcheon (13) Bill Bennett (16) Frank Tooke  
 (17) Miss Phylliss Rowntree  
 (19) Bert Verwey (20,21) Paul Mulvihill (22) A.J. Messner  
 (23) Radio-TV Reps  
 (24) Canadian Standard  
 (25) 1949

### CJBQ, BELLEVILLE

1,000 watts on 800 kcs.  
 (1) Quinte Broadcasting Co. Ltd. (2) P.O. Box 488  
 (3) 968-5555, 56, 57  
 (4) Dr. G.A. Morton (5) Frank C. Murray (6,7) J.H. MacDonald (8) Lee Jourard  
 (9) F.C. Murray (10) Tom Hookings (12) Dave Sovereign  
 (13) Jack Devine (14) Phil Flagler (15) Lee Jourard  
 (16) Art Watkins (17) Mrs. Gerry Flieger (19) Jack Buchanan  
 (24) Canadian Standard  
 (25) 1946

### CJNR, BLIND RIVER

1,000 watts on 730 kcs.  
 (1) Algonquin Radio-TV.  
 (2) Box 1120 (3) 356-2209  
 (4,5) C.P. Greco (6,7) Paul Leonard (8-10) Art Christmas  
 (12) Mrs. Gladys Hornby  
 (13) Steve Ray (14) John Baird  
 (15) Mrs. Gladys Hornby  
 (16) Art Christmas (17) Mrs. Evelyn Fullerton (18) Bill Thompson (19) Ray Rylatt  
 (20,21) Lorrie Potts (24) Weed  
 (25) 1958

### CHIC, BRAMPTON

1,000 watts day, 500 night on 790 kcs. (1) CHIC Radio Ltd.  
 (2) 2 Ellen St. (3) 451-3110, 677-1090, 277-9101 (4) Leslie A. Allen (5) Joseph Morgan  
 (7) H.J. Allen Jr. (8,11) Ken Clarke (12-14) Bill Shackleton  
 (15) Miss S. Panter (17) Helen Young (18) Ray Dawes  
 (19) Paul Firminger  
 (20,21) Group One Radio  
 (23) Stovin-Byles (24) Don Cooke (25) 1953

### CKPC, BRANTFORD

10,000 watts on 1380 kcs.  
 (1) Telephone City Broadcast Ltd. (2) 571 West St.  
 (3) (519) 753-2664 (4) Mrs. F.M. Buchanan (5) R.D. Buchanan (7) Don Woodley  
 (8) Brian Studier (9,11) Arnold Anderson (12) Gordon Cook  
 (13) Arnold Anderson (14) John Edgar (15) Mrs. Kit McDermott  
 (16) Jerry Godin (17) Glen Walker (18) Brian Studier  
 (19) James Featherston  
 (20,21) Lorrie Potts  
 (22) Broadcast Reps  
 (23) Radio-TV Reps (25) 1923

### CFJR, BROCKVILLE

1,000 watts day, 250 night on 1450 kcs. (1) Eastern Ontario Broadcasting Co. Ltd.

(2) Brockville (3) (613) 345-1666 (4,5) John A. Radford (7) F. Keith Pelton  
 (8,9) James Chapman  
 (12,13) Tom Statham  
 (14) Lloyd Ker (16) Keith Pelton (17) Mrs. Joan Barrington (20-23) Radio-TV Reps (24) Canadian Standard  
 (25) 1926

### CFCO, CHATHAM

10,000 watts day, 1,000 night on 630 kcs. (1) Greatlakes Broadcasting System Ltd.  
 (2) Box 630 (3) 352-3000  
 (4) Donald G. Hildebrand  
 (5,7) John Larke (8,9) Robert Nelson (11) Bill Mankiss  
 (12) Pete McGarvey (13) Dave Hooze (14) Harold Smith  
 (16) Reg Bitton (17) Miss Joan Thompson (19) Gordon Brooks (20,21) Paul Mulvihill  
 (22,23) Byles, Gibb  
 (24) Devney (25) 1928

### CHUC, COBOURG

1,000 watts on 1450 kcs.  
 (1) D.B. Williamson (2) Box 520 (3) (416) 372-5401  
 (4) D.B. Williamson (5) Donald J. Fox (10) Doug Whalen  
 (12) Larry Hall (13) Joe Walters (14) Doug Whalen  
 (15) Mrs. Evelyn Oulahan  
 (17) Miss Gayle Whitehouse  
 (19) Gordon Skinner  
 (20,21) Radio & TV Sales  
 (25) 1957

### CKCB, COLLINGWOOD

250 watts on 1400 kcs.  
 (1) Barrie Broadcasting Co.  
 (2) Box 339 (3) 445-2011  
 (4) R.T. Snelgrove  
 (5) Wayne Bjorgan (6) Wayne Smith (8-12) Kevin Frillman  
 (13) Bill Bennett (15) Miss R. Hergott (16) Wayne Smith  
 (17) Miss R. Hergott (19) Bert Verwey (25) 1965

### CFML, CORNWALL

1,000 watts on 1110 kcs.  
 (1) CFML Radio (Cornwall) Ltd. (2) 1308 Pitt St.  
 (3) 932-3356 (4) Y. Bertrand  
 (5) E. Bertrand (6) B. Bertrand  
 (7) Guy Vachon (8) Miss Lise Dumont (9) E. Bertrand  
 (10) Richard Gervais (12) Mrs. Madeleine Germain (13) Robert Thibeault (14) Guy Vachon  
 (15) Mrs. Madeleine Germain  
 (16) Rolland Chevrier  
 (17) Albert Menard (18) Robert Therriault (19) Don Williamson  
 (20,21) Lorrie Potts (25) 1959

### CJSS, CORNWALL

10,000 watts on 1220 kcs.  
 (1) Tri-Co Broadcasting Ltd.  
 (2) Box 969 (3) 932-5180  
 (4) Elzear Emard (5) Paul Emard (7) Gerry Grady (8) Fred Denney (9) Dave Lafave  
 (11) Charlie Hunter (12) Prior Smith (13) George Heath  
 (14) Prior Smith (15) Mrs. Eva Howard (16) Dave Mickie  
 (17) Mrs. Alma Valley  
 (19) Ron Levy (20-24) All-Canada (25) 1945

### CKDR, DRYDEN

1,000 watts on 900 kcs.  
 (1) Lake of the Woods Broadcasting (2) Box 236  
 (3) 223-2355 (4) H.F. Dougall  
 (5,8,9,10,12) Peter L. Harding  
 (13) Bob Beggs (17) Miss Carol Perth (19) Gherhart Buertow (25) 1963

### CKNR, ELLIOT LAKE

250 watts on 1340 kcs.  
 Same staff as CJNR, Blind River  
 (20,21) Lorrie Potts (25) 1967

### CFOB, FORT FRANCES

1,000 watts on 800 kcs.  
 (1) Border Broadcasting Ltd.  
 (2) Box 669 (3) 274-5341  
 (4) H.F. Dougall (5,7) Gordie McBride (8,9) Don Seath  
 (12,13) Peter Gordon (14) Don Ryan (15,17) Mrs. Vi Plumridge  
 (19) Oscar Petsnick  
 (20-23) Major Market  
 (24) Canadian Standard  
 (25) 1942

### CJLX, FORT WILLIAM

10,000 watts night, 5,000 day on 800 kcs. (1) Lakehead Broadcasting Co. Ltd.  
 (2) 213 Myles St. (3) 622-9618  
 (4,5) R.P. MacGowan (6,7) W.J. Clemens (8) John Novak  
 (9,11) Bill Logan (12) Rennie Heard (13) Dick Champlone  
 (17) Miss Roberta Couch  
 (19) John Elder (20,21) Lorrie Potts (22) A.J. Messner  
 (23) Stephens & Towndrow  
 (24) Devney (25) 1959

### CFTJ, GALT

250 watts on 1110 kcs.  
 (1) The Galt Broadcasting Co. Ltd. (2) 46 Main St. (3) (519) 621-7510 (4,5) John V. Evans  
 (7) A.C. 'Bert' Bond (9,12) John Etherton (13) Greg Peppler  
 (15) Betty Woods (16) Ray Norris (17) Marilyn Kavaner  
 (19) James Stone (20-22) Hardy Radio & TV (25) 1954

### CJOY, GUELPH

10,000 watts day, 5,000 night on 1460 kcs. (1) CJOY Ltd.  
 (2) Bond Bldg. (3) 824-7000  
 (4) W.O. Slatter (5) F.T. Metcalf (7) Clifford R. Muir  
 (8) Iain Crichton (9) Gord Field (10) Terry Spearin  
 (12,13) Norm Jary (15) Mrs. Marilyn Kane (16) Gord Field  
 (17) Mrs. Marg Gross  
 (19) Robert Nagyobb  
 (20-24) All-Canada (25) 1948

### CHAM, HAMILTON

10,000 watts on 1280 kcs.  
 (1) Rogers Broadcasting  
 (2) Terminal Towers  
 (3) 528-0181 (4) E.S. Rogers  
 (5) Roly Koster (6) Norm Marshall (7) Dick Drew  
 (8) Gordon Chesson (11) Wm. Compeau (12) Earle Bradford  
 (13) Norm Marshall (16) Ian Byers (17) June Archer  
 (19) Dennis Cox (20,21) Major Market (24) Devney (25) 1967

### CHML, HAMILTON

5,000 watts on 900 kcs.  
 (1) Maple Leaf Broadcasting Co. Ltd. (2) 848 Main St. E.  
 (3) 549-2411 (4) T.E. (Tom) Darling (5) W.E. (Bill) Hall  
 (7) W.G. (Bill) Reid (8) Bob Hooper (11) Fred Augerman  
 (12) Don Johnston (13) Perc Allen (16) Mike Thompson  
 (17) Bob Sheppard (19) Ed Victor (20,21) SBS  
 (22,23) Western Broadcast  
 (24) Canadian Standard  
 (25) 1927

### CKOC, HAMILTON

10,000 watts on 1150 kcs.  
 (1) Wentworth Radio Broadcasting Co. Ltd.  
 (2) 73 Garfield Ave. S.  
 (3) 545-5885 (4) Clifford Sirton (5) James R. Grisenthwaite (7) William E. Ballantyne (8) Larry Gavin  
 (11) Nevin Grant (12) Larry Gavin (13) Gary Summers  
 (16) Lyn Cooper (17) Miss Theresa Smith (19) Leslie Horton (20-24) All-Canada  
 (25) 1922



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**MCCURDY RADIO INDUSTRIES LIMITED**  
108 CARNFORTH ROAD, TORONTO 16, ONTARIO 416 751-6262  
Affiliate: McCurdy Radio Industries Inc., Danvers. Mass.



## ONTARIO RADIO Contd

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

### CKAR, HUNTSVILLE

1,000 watts on 630 kcs.  
(1) Muskoka-Parry Sound Broadcasting Ltd.  
(2) Box 820 (3) 789-4461-62-63-64 (4) G.N. Mackenzie (5) Garth Thomas (7) Hugh Mackenzie (9) Garth Thomas (10,11) Brian Thompson (12) Paul Walmsley (13) Garth Thomas (14) Sid MacDonald (15) Judith Congdon (17) Roberta Bullen (19) Albert Vandersteeg (20-24) All-Canada (25) 1958

### CKAP, KAPUSKASING

1,000 watts on 580 kcs.  
(1) Kapuskasing Broadcasting Co. Ltd. (2) 24 Byng (3) (705) 335-2379 (4) Miro Spacek (5) Peter Lawrence Senchuk (8) Jim France (10) Ed Garry (11) Jerry Parenteau (12,13) Rick Hunt (15) Mrs. Wilma Heggart (17) Mrs. Mantel McGregor (19) Orvin Wilcox (20-23) Radio-TV Reps (25) 1965

### CJRL, KENORA

1,000 watts on 1220 kcs.  
(1) Lake of the Woods Broadcasting Ltd. (2) 336 2nd St. S. (3) 468-7850 (4) H.F. Dougall (5,7) Dennis Belleville (8,9) Ron Hill (11) Ken Rogers (12) Ron Hill (13) Dave Gordon (17) Mrs. June Bishop (19) Ken Wai (20-23) Major Market (24) Canadian Standard (25) 1939

### CFRC, KINGSTON

100 watts on 1490 kcs.  
(1,2) Queen's University (3) (613) 546-3871 local 3313 (5) A.K. Marshall, effective Aug. 1, 1968 (6-19) Students (25) 1922

### CKLC, KINGSTON

10,000 watts on 1380 kcs.  
(1) St. Lawrence Broadcasting Co. Ltd. (2) P.O. Box 1030 (3) (613) 544-1380 (4) R.S. Grant (5) T.D. French (7) J.F. French (8,9) C.J. Bermingham (10,11) Gary Parr (12) Con Stevenson (13) Bill Hamilton (15) Mrs. Rose Murray (17) Mrs. Bette Kerr (18) Bob Nolan (19) A. Aufleger (20-22) Hardy Radio & TV (24) Weed (25) 1953

### CKWS, KINGSTON

10,000 watts day, 5,000 night on 960 kcs. (1) Frontenac Broadcasting Co. Ltd. (2) 170 Queen St. (3) (613) 544-2340 (4) Arthur L. Davies (5) Roy Hofstetter (7) Leo Clark (8,9) Carl Cogan (10,11) Bryan Olney (12) Floyd Patterson (13) Max Jackson (15) Miss Brenda Orr (16) Mrs. Daisie Boyce (17) Mrs. Frances Harvey (18) David Travers (19) Gord Backus (20,21) SBS (22,23) Western Broadcast (24) All-Canada (25) 1942

### CJKL, KIRKLAND LAKE CJTT, NEW LISKEARD

CJKL, 5,000 watts on 560 kcs.  
CJTT, 1,000 watts on 1230 kcs. (1) Kirkland Lake Broadcasting Ltd. (2) P.O. Box 430 (3) 567-3366 (4) D.R. Lawrie (5) William King (6,7) Gerald Lyddiatt (8,9) Ronald Smith (10,12) Grant Wyman (13,14) Bill Cody (15) Anita Thompson (16) Grant Wyman (17) Mrs. Jane Milligan (19) C.L. Spence (20,21) SBS (22,23) Western Broadcast (24) All-Canada (25) 1934

### CHYM, KITCHENER

10,000 watts day, 5,000 night on 1490 kcs. (1) Greatlakes Broadcasting System Ltd. (2) 305 King St. W. (3) 743-2611 (4) D.G. Hildebrand (5) R.M. Bambury (7) R.E. Wood (8) B. Coleman (9,10) Keith Sterling (11) Molly Zakrzewski (12) Barry Pauley (13) Don Cameron (15) Lynne Gordon (16) Mac Lindsay (17) Miss J. Lavery (18) K. Carter (19) W.R. Graham (20,21) Paul Mulvihill (22) Byles, Gibb (23) Stovin-Byles TV (24) Devney (25) 1965

### CKKW, KITCHENER

1,000 watts on 1320 kcs.  
(1) Central Ontario Television Ltd. (2) 864 King St. W. (3) (519) 744-7331, Toronto, (416) 366-0852, Telex, 029-5432 (4) C.A. Pollock (5) W.D. McGregor (7) W.T. Valentine (8) John DeLazzer (9) Dan Fisher (11) Grant Hoffman (12) Gary McLaren (13) Reg Sellner (16) William Whiting (17) Miss Linda Ortlieb (18) Jim Smith (19) Paul Turchan (20-24) All-Canada (25) 1959

### CHYR, LEAMINGTON

10,000 watts on 710 kcs.  
(1) Sun Parlor Broadcasters (2) Box 70 (3) (519) 326-6171 (4) G. Ross Bruner (5) John Garton (6) Lou Tomasi (7) John Garton (8) Craig Cole (9) Lou Tomasi (10) Dave Dawson (11) Lou Tomasi (12) Art Gadd (13) John Garton (14) Tom Charles (16) Art Gadd (17) Mrs. Effie Roach (18) Y.R. Porter (19) Ted Cribbie (20,21) Group One Radio (22,23) Byles, Gibb (24) Canadian Standard (25) 1955

### CKLY, LINDSAY

1,000 watts on 910 kcs.  
(1) Greg May Broadcasting Ltd. (2) 249 Kent St. W. (3) (705) 324-3585 (4,5) J.W. McNabb (7) local, Walter Feschuk: district, Jack Towse (8,10,11) Tex Bagshaw (12) Don Errey (13) Tom Newlands (14) Don Errey (15) Mrs. Rosemary Dignam (16) Tex Bagshaw (17) Mrs. Jean Bain

(19) Dick Alberts  
(20,21) Hardy Radio & TV  
(25) 1955

### CFPL, LONDON

10,000 watts day, 5,000 night on 980 kcs. (1) London Free Press Printing Co. Ltd. (2) Box 2580 (3) 438-8391 (4) Walter J. Blackburn (5) C.N. Knight (7) K.G. Smith (9) Geoff Bingle (11) Bill Murray (12) Hugh Bremner (13) Pete James (14) Roy Jewell (16) Lloyd Wright (17) Jack Illman (18) Keith Roberts (19) Glen Robitaille (20,21) Major Market (22,23) Byles, Gibb (24) Weed (25) 1922

### CJOE, LONDON

10,000 watts on 1290 kcs.  
(1) Middlesex Broadcasters Ltd. (2) Hotel London (3) (519) 433-6111 (4) H.J. McManus (5,7) John Tyrrell (9) Ken Nicolson (12) Bill Pring (13) Ken Nicolson (17) Miss Dorothy Hopkins (19) Jeff Guy (20,21) Paul Mulvihill (22) Broadcast Reps (23) Stephens & Towndrow (24) Don Cooke (25) 1967

### CKSL, LONDON

10,000 watts on 1410 kcs.  
(1) London Broadcasters Ltd. (2) P.O. Box 2172 (3) 432-4181 (4) F. Vincent Regan (5) John A. Funston (7) Ray S. Correll (8) Don M. Nairn (11) Art Bartel (12) Tom Dalby (15) Robert 'Q' Smith (16) Ron Gorb (17) Miss Grace Howald (18) Wayne Moore (19) Bill Post (20,21) (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) 1956

### CKMP, MIDLAND

1,000 watts on 1230 kcs.  
(1) Midland Penetang Bdcst. (2) 196 Dominion Ave. (3) 526-2268 (4,5) R.B. Armstrong (7) Alex Gilmour (9,12) James Armstrong (13) Tom Shields (14) Ken Rowland (15) Mrs. Nancy Jensen (17) Mrs. E. Armstrong (20-24) All Canada (25) 1959

### CJRN, NIAGARA FALLS

10,000 watts on 1600 kcs.  
(1) Radio Niagara Falls (2) P.O. Box 1600, Clifton Hill (3) 358-7151 (4,5) James E. O'Brien (8) Fred Travell (9) Jack Stewart (11) Herb Bubbar (12) Rick Smith (13) Rick Jeanneret (16) Jack Stewart (17) Mrs. Edith Guild (19) Gary Hooper (20,21) SBS (23) Western Broadcast (24) Canadian Standard (25) 1964

### CFCH, NORTH BAY

10,000 watts on 600 kcs.  
(1) Northern Broadcasting Ltd. (2) Box 1000 (3) 752-3000 (4) Mrs. P. Campbell (5) Reg Carne (7) Bryan Manson (9) Bruce Ruggles (10) Danny Morgan (12) Norris Whitfield (13) Pete Handley (15) Mrs. Meri Craven (16) David Shulman (17) Miss Gail Duffy (19) Larry Cameron (20-23) SBS (24) All-Canada (25) 1931

### CHWO, OAKVILLE

1000 watts day, 500 night on 1250 kcs. (1) CHWO Radio Ltd. (2) 490 Wycroft Rd.

(3) 845-2821-2-3, 923-6814 (4,5) Mrs. Jean E. Caine (6) Mrs. Jean W. Cannon (7) Victor Tipler (8) Mrs. Kai Parker (12) Norman Hickey (19) Alex Velleman (20,21) Radio & TV Sales (22) Broadcast Reps (23) Radio-TV Reps (25) 1956

### CFOR, ORILLIA

10,000 watts day, 1,000 night on 1570 kcs. (1) Great Lakes Broadcasting Co. (2) 241 West St. N. (3) 326-3511 (4) Donald G. Hildebrand (5) Sherman D. Fysh (6) Donald J. MacMillan (7) Sherman D. Fysh (8) Donald J. MacMillan (9) Bob Bowland (10,11) John Owen (12) George Montgomery (13) Barry Norman (14) Donald J. MacMillan (17) Mrs. April Roundell (18) Brian Hooper (19) Len Morris (20,21) Paul Mulvihill (24) Canadian Standard (25) 1945

### CKLB, OSHAWA

10,000 watts day, 5,000 night on 1350 kcs. (1) Lakeland Broadcasting Co. Ltd. (2) 360 King St. W. (3) 723-3415; Toronto, 922-5611 (4) Gordon G. Garrison (9) Ross Campbell (12) Ross Gibson (13) Jim Bishop (17) Mrs. Vicki Millar (19) William C. Marchand (20,21) Lorrie Potts (22) Broadcast Reps (23) Radio-TV Reps (24) Devney (25) 1946

### CBO, OTTAWA

5,000 watts on 910 kcs.  
(1) Canadian Broadcasting Corp. (2) P.O. Box 3220, Station C (5) J.J. Dunn (25) 1924

### CBOF, OTTAWA

10,000 watts on 1250 kcs.  
(1) Canadian Broadcasting Corp. (2) C.P. 3220, Succursale C (5) J.J. Dunn (25) 1964

### CFRA, OTTAWA

50,000 watts on 580 kcs.  
(1) Radio Station CFRA Ltd. (2) 150 Isabella St. (3) (613) 233-6241 (4) Allan Waters (5) Terry Kietly (6) George Gowling (8) Jim Smith (9,11) Alden Diehl (12,13) (12,13) Ernie Calcutt (14) Lowell Green (15) Mrs. Frank Ryan (16) Doug McGowan (17) Mrs. Monica Waddell (18) Carmen Dawson (19) George Roach (20,21) Major Market (22) A.J. Messner (23) Byles-Gibb (24) Devney (25) 1947

### CKOY, OTTAWA

50,000 watts on 1310 kcs.  
(1) CKOY Ltd. (2) 635 Richmond Rd. (3) 722-6501 (4) Gordon Henderson (5) Jack Daly (7) Jack Turrall (8) Mrs. Kay Black (9,10) William Lee (11) Joann Vaughan (12) Hal Anthony (13) Marc Charlebois (15) Miss Anne Hamnell (16) Bill Inglis (17) Dave Maheu (18) John Coghill (19) Kenneth Puttock (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) 1923, CKOY in 1949

**CKPM, OTTAWA**

10,000 watts on 1440 kcs.  
 (1) Confederation Broadcasting (Ottawa) Ltd. (2) 140 Wellington St., Ottawa 4  
 (3) 237-0125 (4,5) James A. Stewart (7) Don Lomer  
 (8,10) Gary M. Page (11) Benjy Karch (12) Rick Martin  
 (13) Ron Wright (17) Mrs. Jean Beach (18) Steve Johncox (19) Clare Payne  
 (20-24) All-Canada (25) 1964

**CFOS, OWEN SOUND**

1,000 watts on 560 kcs.  
 (1) Grey and Bruce Broadcasting Co. Ltd.  
 (2) 270 Ninth St. E. (3) 376-2030 (4) C.J. McTavish  
 (5) W.N. Hawkins (8) F. Taylor (9) S. Latham  
 (12) R. Kentner (13) R. Maine (14) J. Fleming (15) Mrs. M. Hutchison (16) J. Mitter  
 (17) Mrs. P. Arnett (19) W. Vallins (20,21) Lorrrie Potts (22,23) Byles, Gibb  
 (24) Canadian Standard (25) 1940

**CKAR-1, PARRY SOUND**

250 watts on 1340 kcs.  
 (1) Muskoka-Parry Sound Broadcasting Ltd. (2) 28 William St. (3) 746-2163-64  
 (4) G.N. Mackenzie (5) Garth Thomas (6) Rick Trask  
 (7) Hugh Mackenzie  
 (9,11) Rick Trask (12) Paul Walmsley (15) Judith Congdon (17) Roberta Bullen  
 (19) Ralph Burgess (20-24) All-Canada (25) 1961

**CHOV, PEMBROKE**

1,000 watts on 1350 kcs.  
 (1) Ottawa Valley Broadcasting Co. (2) 319 Pembroke St. E. (3) 735-6807  
 (4) E.G. Archibald (5) Bill Kutschke (7) Barrie Sutherland (9) Pat Leonard  
 (11) Mrs. Lynda Nixon  
 (12) Earl Price (13) Bill K. (14) Harvey Fraser (16) Miss Wendy Cameron (17) Miss Florence Brumm (18) Murray Mathieson (19) Ed Schmidt  
 (20-23) Paul Mulvihill  
 (24) Canadian Standard (25) 1942

**CHEX, PETERBOROUGH**

10,000 watts on 980 kcs.  
 (1) Kawartha Broadcasting Co. Ltd. (2) Peterborough  
 (3) 742-7708 (4) Arthur Davies  
 (5) Walter Rewegan (7) W.C. "Babe" Fontaine (8,9) Donald O'Neil (10,11) Michael-Sean Eyre (12) Morley Overholt  
 (13) Johnny Danko  
 (14) Michael-Sean Eyre  
 (15) Mrs. Marie Callaghan  
 (16) Bruce A. Anderson  
 (17) Miss Margaret Martin  
 (18) Francis George Schoales  
 (19) Albert Crump (20,21) SBS (22,23) Western Broadcast  
 (24) Canadian Standard (25) 1942

**CKPT, PETERBOROUGH**

5,000 watts on 1420 kcs.  
 (1) Peterborough Broadcasting Co. (2) 131 Charlotte St.  
 (3) (705) 742-8844 (4) R.T. Shelgrove (5,7) John J. Manol (8,9) D.A. Percy (11) Al Kingdon (12) Bill Spenceley  
 (13) Peter Bennett (15) Jeanette Reed (16) Peter Bennett  
 (17) Mrs. Rosemary Weese  
 (19) Garth Quinlan  
 (20-22) Hardy Radio & TV  
 (23) Byles, Gibb (24) Devney (25) 1959

**CKPR, PORT ARTHUR**

5,000 watts day, 1,000 night on 580 kcs. (1) H.F. Dougall Co. Ltd. (2) 87 North Hill St.  
 (3) 344-3526 (4) H.F. Dougall (5,7) G.D. Jeffrey (8,9,11) John Murphy (12) Del Archer  
 (13) Jack Sandberg (16) G.D. Jeffrey (17) Mrs. Kathleen Hakala (19) Gerhardt Buetow  
 (20-23) Major Market  
 (24) Canadian Standard (25) 1930

**CFPA, PORT ARTHUR**

1,000 watts on 1230 kcs.  
 (1) Ralph H. Parker Ltd.  
 (2) P.O. Box 747 (3) (807) 344-2404 (4,5) Ralph Parker  
 (20,21) Paul Mulvihill  
 (22,23) All-Canada (24) Weed (25) 1944

**CHSC, ST. CATHARINES**

1,000 watts on 1220 kcs.  
 (1) CHSC Ltd. (2) Box 1220  
 (3) 682-6691 (4) R.E. Redmond (5) W.V. Stoeckel (7) Mike Hanson (8) Doug Setterington  
 (9) Francis Kirton (10) Ronn Grimster (11) F.R. Kirton  
 (12) Jim Marino (13) Barry Sharpe (14) Stuart Holloway  
 (15) Mrs. Ruth Taylor  
 (16) Paul Smith (17) Miss Jocelyn Smith (18) George Berry (19) Roland Brundle  
 (20,21) Paul Mulvihill  
 (22,23) Radio-TV Reps  
 (24) Devney (25) 1967

**CKTB, ST. CATHARINES**

10,000 watts on 610 kcs.  
 (1) The Niagara District Broadcasting Co. (2) Box 610  
 (3) 684-1174 (4) W.B.C. Burgoyne (5) Mary C. Burgoyne (6) Dennis Crothers  
 (7) Robert J. Degagne  
 (8) Robert Johnston (9) Jack Dawson (10,11) John Larocque  
 (12) Jay Glover (13) Bill Bird (14) Phil Vieira (15,16) Mrs. Jean Stanway (17) Mrs. Marion Mosher (18) Larry Holleran  
 (19) William Allen (20,21) SBS (23) Western Broadcast  
 (24) Devney (25) 1931

**CHLO, ST. THOMAS**

1,000 watts on 680 kcs.  
 (1) Souwesto Broadcasters Ltd. (2) 133 Curtis St.  
 (3) 631-3910; London, 432-2286 (4,5) John L. Moore  
 (7) Peter A. Webb (9) Paul Ski (11) Keith Elshaw  
 (12,14) Douglas Hinz  
 (16) Peter A. Webb (17) Don M. Lumley (19) E.J. Hinz  
 (20,21) Radio & TV Sales (24) Weed (25) 1948

**CHOK, SARNIA**

5,000 watts day, 1,000 night on 1070 kcs. (1) Sarnia Broadcasting (1964) Ltd.  
 (2) 148½ N. Front St.  
 (3) 344-1121 (4) W.A. McKenzie (5) Karl E. Monk  
 (6) E.O. McLaughlin (7) Arthur H.J. O'Hagan (8,9) Frank McBride (12) Ian Dunlap  
 (13) Mike Ancombe  
 (14) Wray Rutledge (17) Miss Janet Lindsey (19) Robert Cooke (20,21) Paul Mulvihill  
 (24) Don Cooke (25) 1946

**CJIC, SAULT STE. MARIE**

10,000 watts on 1050 kcs.  
 (1) Hyland Radio-TV Ltd.  
 (2) 119 East St. (3) 253-1121  
 (4) Mrs. E. Hyland (5) R.H. Ramsay (6,7) Paul Fockler  
 (8,9) Geo. Jonescuc (10) John Rhodes (11) Lou Barnes  
 (12) Karl Sepkowski (13) John Rhodes (15,16) Mrs. Grace Pitt  
 (17) Mrs. Barb Griffin  
 (19) David Irwin (20-24) All-Canada (25) 1937

# When Buying Radio...

The cell is important,  
 but  
 the sell is imperative!



The SBS Major Market Division has the markets with the big cells and the effective sell-power.

Vancouver	CKNW
Winnipeg	CJOB/CJOB-FM
Megalopolis	CFRB CHML
	CKFM CKDS
Ottawa/Hull	CKOY/CKCH
Montreal	CJAD/CJFM

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 25, CLAIR AVENUE WEST TORONTO 2, ONTARIO (416) 924-8721  
 1407 MOUNTAIN STREET MONTREAL 25, QUEBEC (514) 899-2464



## ONTARIO RADIO Contd

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

### CKCY, SAULT STE. MARIE

10,000 watts on 920 kcs.  
 (1) Algonquin Radio-TV Co. Ltd. (2) 254 Queen St. E.  
 (3) 254-7111 (4,5) C.P. Greco  
 (6,7) Harry Wolfe (8,9) J.H. Meadows (10) Dave Carter  
 (11) Tony Dee (12) R.H. Hilderley (13) H. Wolfe  
 (14) D. Carter (15) Mrs. G. Mallory (16) J.H. Meadows  
 (17) W. Barrow (18) J. Falldien  
 (19) R.G. Rylatt (20,21) Lorrie Potts (22) A.J. Messner  
 (23) Radio-TV Reps (24) Weed (25) 1955

### CFRS, SIMCOE

250 watts on 1560 kcs.  
 (1) Simcoe Bdct. Co. Ltd.  
 (2) Box 98 (3) 426-3240  
 (4,5) Ted M. Fielder (7) Jim Millar (8) Bob Watmough  
 (10) Doug Cameron (12) Velma Trickett (13) Ed Williamson  
 (14) Bob Watmough (15) Miss Bette Barber (16) Mrs. Joyce Vivian (17) Miss Jane Pope  
 (19) Bob Watmough  
 (20,21) Radio & TV Sales  
 (25) 1956

### CJET, SMITHS FALLS

10,000 watts on 630 kcs.  
 (1) Rideau Broadcasting Ltd.  
 (2) Box 630 (3) (613) 283-4630  
 (4,5) J.W. Pollie (6) Hal Botham (7) Joe Cashion  
 (9) Gary Stevens (12,13) Dave Quinn (17) Mrs. Elaine Closs  
 (19) George Abear (20,21) Paul Mulvihill (22) A.J. Messner  
 (23) Radio-TV Reps (25) 1955

### CJCS, STRATFORD

500 watts day, 250 night on 1240 kcs. (1) CJCS Ltd.  
 (2) 125 Ontario St. (3) (519) 271-2450 (4) G.N. Mackenzie  
 (5,7) Stan E. Tapley  
 (9,10) Lorne McClelland  
 (12) Norman Morrison  
 (13,14) Paul Brain (17) Mrs. Elaine Scott (19) John Grigg  
 (20-23) Radio-TV Reps  
 (24) All-Canada

### CFBR, SUDBURY

1,000 watts on 550 kcs.  
 (1) Sudbury Broadcasting Co. Ltd. (2) Box 700 (3) 674-6401  
 (4) F.B. Ricard (5,7) René Riel  
 (9) Robert Perreault (12) Michel Côté (16) Rosaire Cauchon  
 (17) Mrs. Bernadette Hinton  
 (19) Henry Albert (20,21) Lorrie Potts (22) A.J. Messner  
 (24) Weed (25) 1957

### CHNO, SUDBURY

10,000 watts day, 1,000 night on 900 kcs. (1) Sudbury Broadcasting Co. Ltd. (2) Box 700 (3) (705) 674-6401  
 (4) F.B. Ricard (5) Peter Scott (8,11) Dan Chevette  
 (12) Cecil McKnight (15) Mrs. Judy Erola (16,17) Mrs. Mirna Stiles (18) Alan Aysto  
 (19) Henry Albert (20,21) Lorrie Potts (22) A.J. Messner  
 (24) Weed & Co. (25) 1947

### CKSO, SUDBURY

10,000 watts day, 5,000 night on 790 kcs. (1) Cambrian Broadcasting Ltd. (2) Box 400  
 (3) (705) 674-0711 (4) W.B. Plaunt (5) Ralph Connor  
 (6) George Lund (9,10) G. Michael Cranston (11) Miss Teresa McPhee (12) Bill Smith  
 (16) Alec Bridge (17) Mrs. Eileen Forbom (19) Ken Houzer  
 (20-24) All-Canada (25) 1935

### CKOT, TILLSONBURG

1,000 watts on 1510 kcs.  
 (1) Tillsonburg Broadcasting Co. Ltd. (2) Box 10  
 (3) 842-4281 (4,5) John Lamers Sr. (6,7) John Lamers Jr. (8-11) John Mather  
 (12,13) Paul Freeman  
 (14) John Mather (15) Mrs. Thelma Hyatt (16) John Lamers Jr. (17) John DeGroot  
 (19) Terry Bennett (20,21) Group One Radio (22) Broadcast Reps (23) Group One Radio  
 (25) 1955

### CFCL, TIMMINS

10,000 watts on 620 kcs.  
 (1) J. Conrad Lavigne Enterprises (2) Box 620  
 (3) (705) 264-4211 (4) J. Conrad Lavigne (5) Pierre Stein (6) Tex Lefebvre  
 (7) Pierre Stein (8) Jacques Lamothe (9-11) Gerald Lefebvre (12) Gérard Jolivet (13) Lou Thibeault  
 (14) Gérard Jolivet (15) Lise Côté (16) Jacques Lamothe  
 (17) Mrs. Lucienne Farrell  
 (18) Jean-Paul Clermont  
 (19) Fred Palmer (20,21) Paul Mulvihill (22) A.J. Messner  
 (23) Stephens & Towndrow  
 (24) Weed (25) 1952

### CKGB, TIMMINS

10,000 watts on 680 kcs.  
 (1) Timmins Broadcasting Ltd. (2) Box 1046 (3) 264-2351  
 (4) K.R. Thompson (5) Gerry Hall (7) Art Mousley (8) Dan Kelly (10,11) Nick Harris  
 (12) Peter Boulden (13) Nick Harris (15) Mrs. Margaret VanLuven (16) Dan Kelly  
 (17) Miss Joy Campbell  
 (18) Roger Hall (19) W. Andrews (20,21) SBS  
 (22,23) Western Broadcast  
 (24) All-Canada (25) 1933

### CBL, TORONTO

50,000 watts on 740 kcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 500, Terminal A (5) Jack Craine  
 (25) 1927

### CFGM, RICHMOND HILL

10,000 watts on 1310 kcs.  
 (1) CFGM Broadcasting Ltd. (2) 50 Yonge St. N. (3) 889-4915 (4) John O. Graham  
 (5) J. Dave Wright (7) Richard Earl (8) John Hart (11) Miss Susan Allen (12,13) Ken Foss  
 (17) Mrs. Karen Davis  
 (18) John McIntyre (19) Brian Sawyer (20,21) Radio House  
 (22) A.J. Messner (23) Byles, Gibb (24) Don Cooke  
 (25) 1957

### CFRB, TORONTO

50,000 watts on 1010 kcs.  
 (1) CFRB Ltd. (2) 2 St. Clair Ave. W. (3) 924-5711 (4) W.C. Thornton Cran (5) Donald H. Hartford (6) Jack Dawson  
 (7) W.J. Shubat (8) Earl Dunn (9) Don Insley (11) Art Collins  
 (12) Arthur Harnett (13) Bill Stephenson (15) Mrs. Betty Kennedy (16) Jerry Maccabe  
 (17) Mrs. Brenda Robinson  
 (18) Don McEachern (19) Clive Eastwood (20,21) SBS  
 (22,23) Western Broadcast  
 (24) Canadian Standard  
 (25) 1927

### CHFI, TORONTO

10,000 watts day, 1,000 night on 680 kcs. (1) Rogers Broadcasting Ltd. (2) 13 Adelaide St. E. (3) 362-1441  
 (4) E.S. Rogers (5) Vaughn Bjerre (7) Harry McIntyre  
 (8) Alan Hinge (9) Vaughn Bjerre (11) David Amer  
 (12) Bill Gilmour (13) Milt Dunnell (17) Mrs. Darlene Harrop (19) Ron Turpenny  
 (20-24) All-Canada (25) 1962

### CHIN, TORONTO

50,000 watts on 1540 kcs.  
 (1) Radio 1540 Ltd. (2) 637 College St. (3) 531-9991  
 (4,5) J.B. Lombardi (7) Doug Fraser (8) David Cook  
 (9-11) Peter Nordheimer  
 (12) Joe Forster (13) Dick Trotter (16) Roy Partridge  
 (17) Mrs. Verla van Rassel  
 (18) David Cook (19) Paul Hunter (20) Doug Fraser  
 (21-23) Radio-TV Reps  
 (25) 1966

### CHUM, TORONTO

50,000 watts on 1050 kcs.  
 (1) CHUM Ltd. (2) 1331 Yonge St. (3) 925-6666 (4,5) Allan Waters (7) Wes Armstrong  
 (8) Garry Ferrier (9) Larry Solway (12) Mac Lipson  
 (16) Mrs. Lyn Rice (17) Miss Eileen Taylor (18) Claude Deschamps (19) George Jones  
 (20,21) Major Market  
 (22) Byles, Gibb (23) James Advertising Reps (24) Devney  
 (25) 1945

### CJBC, TORONTO

50,000 watts on 860 kcs.  
 (1) Canadian Broadcasting Corp. (2) C.P. 500, Terminal A (5) Jack Craine (25) 1924

### CKEY, TORONTO

10,000 watts on 590 kcs.  
 (1) Shoreacres Broadcasting Co. Ltd. (2) 247 Davenport Rd. (3) 923-3111  
 (4) Donald G. Campbell  
 (5) Douglas C. Trowell  
 (7) Stuart C. Brandy (8) Stan Larke (9,11) Gene Kirby  
 (12) Godfrey Hudson (13) Jim Hunt (16) Harvey M. Clarke  
 (17) Miss B.L. Simpson  
 (18) Roy Little (19) Wm. R. Onn  
 (20) Stephens & Towndrow  
 (24) Weed (25) 1944

### CKFH, TORONTO

10,000 watts on 1430 kcs.  
 (1) Foster Hewitt Broadcasting Ltd. (2) 1 Grenville St. (3) 923-9021 (4) Foster Hewitt  
 (5) William Hewitt (6) Barclay Nesbitt (7) Ralph Judge  
 (8) Vern Paul (9) Barclay Nesbitt (10) Ron Hewat  
 (11) J. Cee (12) G. Wilson  
 (13) Ron Hewat (16) F. Somerville (17) Mrs. K. Starr  
 (18) J. Lowe (19) Gerald Wilson (20-23) Stephens & Towndrow (24) ABC International (25) 1951

### CJWA, WAWA

1,000 watts on 1240 kcs.  
 (1) Hyland Radio TV Ltd.  
 (2) Wawa (4) Mrs. J.G. Hyland  
 (5) R.H. Ramsay (6) Fred Zimmerman (25) 1954  
 Rebroadcasting station of CJIC Sault Ste. Marie, 20 hours. Separate programs 4 hours daily.

### CHOW, WELLAND

1,000 watts on 1470 kcs.  
 (1) Wellport Broadcasting Ltd. (2) 76 Division St. (3) (416) 732-4435 (4) G.W. Burnett  
 (5) D.T. Manning (7) R.S. Burnett (8,9) Jay Jackson  
 (11) Miss Barbara Kopinik  
 (12) James Cassidy  
 (13,14) David Scott (15) Mrs. Joan Blanchard (16) D.T. Manning (17) Mrs. M.A. Bosley  
 (19) Roland Brundle  
 (20,21) Radio House  
 (22) Broadcast Reps (23) Radio-TV Reps (24) Weed (25) 1958

### CBE, WINDSOR

10,000 watts on 1550 kcs.  
 (1) Canadian Broadcasting Corp. (2) University & Pelissier Sts. (5) K.A. Murray  
 (25) 1934

### CKLW, WINDSOR

50,000 watts on 800 kcs.  
 (1) Western Ontario Broadcasting Co. Ltd. (2) 825 Riverside Dr. W. (3) 254-2831  
 (4) S.C. Ritchie (5) R.J. Buss  
 (7) Hal Tower (8,9,11) Paul Drew (12,13) Dick Smyth  
 (16) Paul Drew (17) Mrs. Margaret Marshall (18) Kenneth Stewart (19) Stewart Clark  
 (20-23) RKO Distributing Corp. of Canada (24) RKO General Broadcasting—National Sales Div. (25) 1932

### CKWW, WINDSOR

500 watts on 580 kcs.  
 (1) Radio Windsor Canadian Ltd. (2) 1150 Ouellette Ave. (3) (519) 252-5751 (4) G.W. Stirling (5) G.M. Macdonald  
 (7) Rick Richardson (8,9) Bas Jamieson (11) Ron Burgoyne  
 (12) Stan Switzer (13) Bas Jamieson (14) Doug Brown  
 (15) Mrs. Donna Gross  
 (16) Mrs. Clara Price  
 (17) Mrs. Donna Gross  
 (18) Al Diggle (19) Wally Dowhan (20,21,23) Stephens & Towndrow (24) Devney  
 (25) 1964

### CKNX, WINGHAM

2,500 watts day, 1,000 night on 920 kcs. (1) Radio Station CKNX Ltd. (2) Carling Terrace  
 (3) 357-1310 (4) G.W. Cruickshank (5) John Cruickshank (8) John Langridge (10) Jim Moore  
 (12) John Strong (13) Crawford Douglas (14) Dave Curzon  
 (15) Mrs. Anna Meyer  
 (17) Mrs. Lillian Stephenson  
 (19) Scott Reid (20,21) Lorrie Potts (24) All-Canada  
 (25) 1926

### CKOX, WOODSTOCK



1,000 watts day, 250 night on 1340 kcs. (1) Oxford Broadcasting Co. Ltd. (2) P.O. Box 100 (3) (519) 537-3414  
 (4) G.N. Mackenzie (5,7) Walter D. Hulme (8) Miss Sandra Parkhill (12,13) Jerry Daniel  
 (15) Barbara Madren (17) Mrs. A.B. Brown (19) Doug Zufelt  
 (20-23) Radio-TV Reps  
 (24) All-Canada (25) 1947

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7000's or the sophisticated 8000 model.  
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## ONTARIO RADIO Contd

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

## FM

### CJBO-FM, BELLEVILLE

- 17,400 watts on 97.1 mcs.  
 (1) Quinte Broadcasting Co. Ltd. (2) P.O. Box 488  
 (3) 968-5555, 5556  
 (4) Dr. G.A. Morton (5) Frank C. Murray (6, 7) J.H. MacDonald  
 (8) Lee Jourard (9) F.C. Murray  
 (10) Neil Kirby (11) Eugene Lang  
 (12) Dave Sovereign (13) Jack Devine (14) Phil Flagler  
 (15) Lee Jourard (16) Art Watkins (17) Mrs. Gerry Fliieger  
 (19) Jack Buchanan  
 (24) Canadian Standard  
 (25) 1962

### CHIC-FM, BRAMPTON

- 857 watts on 102.1 mcs.  
 (1) CHIC Radio Ltd.  
 (2) 2 Ellen St. (3) 451-3110, 677-1090, 277-9101  
 (4) Leslie A. Allen (5) Joseph Morgan (7) H.J. Allen Jr.  
 (8, 11) Ken Clarke (12-14) Bill Shackleton (15) Miss S. Panter  
 (17) Helen Young (18) Ray Dawes (19) Paul Fimring  
 (20, 21) Group One Radio  
 (23) Stovin-Byles  
 (24) Don Cooke

### CKPC-FM, BRANTFORD

- 10,200 watts on 92.1 mcs.  
 (1) Telephone City Broadcast Ltd. (2) 571 West Street  
 (3) (519) 753-2664 (4) Mrs. F.M. Buchanan (5) R.D. Buchanan (7) Don Woodley  
 (8) Brian Studier  
 (9, 11) Arnold Anderson  
 (12) Gordon Cook (13) Arnold Anderson (14) John Edgar  
 (15) Kit McDermott (16) Jerry Godin (17) Glen Walker  
 (18) Brian Studier (19) James Featherston (20, 21) Lorrie Potts (22) Broadcast Reps.  
 (23) Radio-TV Reps.  
 (25) 1947

### CJSS-FM, CORNWALL

- 800 watts on 104.5 mcs.  
 (1) Tri-Co Broadcasting Ltd.  
 (2) Box 969 (3) 932-5180  
 (4) Elzear Emond (5) Paul Emond (7) Gerry Grady  
 (9) Dave Lafave (12) Prior Smith (13) George Heath  
 (16) Dave Mickle  
 (17) Mrs. Alma Valley  
 (19) Ron Levy (20-24) All-Canada (25) 1945

### CKDS-FM, HAMILTON

- 200,000 watts on 95.3 mcs.  
 (1) Maple Leaf Broadcasting Co. Ltd. (2) 11 Springer Ave.  
 (3) 549-2453 (4) T.E. (Tom) Darling (5) W.E. (Bill) Hall (7) W.G. (Bill) Reid  
 (8, 11) Tony Luciani (12) Don Johnston (16) Mike Thompson  
 (17) Mrs. Janet Ryding  
 (19) Ed Victor (20, 21) SBS  
 (22, 23) Western Broadcast  
 (24) Canadian Standard  
 (25) 1964

### CKLC-FM, KINGSTON

- 1000 watts on 98.3 mcs.  
 (1) St. Lawrence Broadcasting Co. Ltd. (2) Box 1030  
 (3) (613) 544-1380  
 (4) R.S. Grant (5) T.D. French (7) J.F. French (8, 9) C.J. Birmingham (12) Con Stevenson (13) Bill Hamilton  
 (17) Mrs. Bette Kerr (18) Bob Nolan (19) A. Aufleger  
 (20-22) Hardy Radio & TV  
 (24) Weed (25) 1953

### CFRC-FM, KINGSTON

- 1270 watts on 91.9 mcs.  
 (1, 2) Queen's University  
 (3) (613) 546-3871  
 (5) A.K. Marshall (25) 1952

### CKWS-FM, KINGSTON

- 5,400 watts on 96.3 mcs.  
 (1) Frontenac Broadcasting Co. Ltd. (2) 170 Queen St.  
 (3) (613) 554-2340  
 (4) Arthur L. Davies (5) Roy Hofstetter (7) Leo Clark  
 (8, 9) Carl Cogan (10, 11) Al Argue (12) Floyd Patterson  
 (13) Max Jackson (15) Miss Brenda Orr (16) Mrs. Daisie Boyce (17) Mrs. Margaret Cole  
 (18) John Hanlon (19) Gordon Backus (20-21) SBS  
 (22, 23) Western Broadcast  
 (24) All-Canada (25) 1946

### CFCA-FM, KITCHENER

- 100,000 watts on 105.3 mcs.  
 (1) Central Ontario Television Ltd. (2) 864 King St. West  
 (3) Kitchener: (519) 744-7331; Toronto: (416) 366-0852; Telex: 029-5432 (4) C.A. Pollock (5) W.D. McGregor  
 (7) W.T. Valentine (9) Don MacDonald (11) Grant Hoffman  
 (12) Gary McLaren (13) Reg Sellner (16) William Whiting  
 (17) Miss Linda Koehler  
 (19) Paul Turchan  
 (20-24) All-Canada (25) 1967

### CHYM-FM, KITCHENER

- 350 watts on 96.7 mcs.  
 (1) Greatlakes Broadcasting System Ltd. (2) 305 King St. W.  
 (3) 743-2611 (4) D. G. Hildebrand (5) K. Sterling  
 (6) W. Bartman (7) R.G. Wood  
 (10) K. Sterling (17) Miss J. Lavery (18) K. Carter  
 (19) W.R. Graham (20, 21) Paul Mulvihill (22) Byles-Gibb  
 (23) Stovin-Byles (24) Devney  
 (25) 1965

### CFPL-FM, LONDON

- 179,000 watts on 95.9 mcs.  
 (1) London Free Press Printing Co. Ltd. (2) Box 2580  
 (3) 438-8391 (4) Walter J. Blackburn (5) C.N. Knight  
 (9) David Wilson (12) Hugh Bremner (13) Pete James  
 (16) Lloyd Wright (17) Jack Ilman (18) Keith Roberts  
 (19) Glen Robitaille  
 (20, 21) Major Market  
 (22, 23) Byles, Gibb (24) Weed  
 (25) 1948

### CKAT-FM, NORTH BAY

- 5,860 watts on 93.7 mcs.  
 (1) CKAT Broadcasters Ltd.  
 (2) 108 Main St. East  
 (3) 472-3693; 474-3693  
 (4, 5, 7) Bruce McLeod  
 (8, 10) John Size (12) Reg Finnemore (13) Jim House  
 (15, 17) Sandra Schister  
 (19) Guy Doncaster  
 (20, 21) Paul Mulvihill (25) 1967

### CKQS-FM, OSHAWA

- 50,000 watts on 94.9 mcs.  
 (1) Lakeland Broadcasting Co. Ltd. (2) 360 King St. West  
 (3) Oshawa - 723-3415; Toronto - 922-5611 (4) Gordon G. Garrison (9) Vern Cavanagh  
 (17) Mrs. Gail Sheppard  
 (19) William C. Marchand  
 (20, 21) Lorrie Potts  
 (22, 23) Radio-TV Reps.  
 (24) Devney (25) 1957

### CBO-FM, OTTAWA

- 70,000 watts on 103.3 mcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 3220  
 Station "C" (5) J.J. Dunn  
 (25) 1947

### CFMO-FM, OTTAWA

- 146,000 watts on 93.9 mcs.  
 (1) Radio Station CFRA Ltd.  
 (2) 150 Isabella St.  
 (3) 233-6731 (4) Allan Waters  
 (5) Gord Atkinson (7) George Gowling (9) Gord Atkinson  
 (11) Ray Eckford (12, 13) Ernie Calcutt (16) Doug McGowan  
 (17) Mrs. Monica Wadell  
 (19) George Roach  
 (20, 21) Major Market  
 (22) A.J. Messner (23) Byles, Gibb (24) Devney (25) 1961

### CKPR-FM, PORT ARTHUR

- 48,000 watts on 94.3 mcs.  
 (1) H.F. Dougall Co. Ltd.  
 (2) 87 North Hill St.  
 (3) 344-3526 (4) H.F. Dougall (5, 7) G.D. Jeffrey  
 (8, 9, 11) Hal Lee (12) Del Archer (13) Jack Sandberg  
 (16) G.D. Jeffrey (17) Mrs. Kathleen Hakala (19) Gerhardt Buetow (20-23) Major Market  
 (24) Canadian Standard  
 (25) 1948

### CHSC-FM, ST. CATHARINES

- 50,000 watts on 105.7 mcs.  
 (1) CHSC Ltd. (2) Box 1220  
 (3) 682-6691 (4) R.E. Redmond  
 (5) W.V. Stoeckel (7) Mike Hanson (8) Doug Setterington  
 (9) Francis Kirton (10) Ron Grimster (11) F.R. Kirton  
 (12) Jim Marino (13) Barry Sharpe (14) Stuart Holloway  
 (15) Mrs. Ruth Taylor  
 (16) Paul Smith (17) Miss Jocelyn Smith (18) Glen Tataric (19) Roland Brundie  
 (20, 21) Paul Mulvihill  
 (22, 23) Radio-TV Reps.  
 (24) Devney (25) 1967

### CKTB-FM, ST. CATHARINES

- 250 watts on 97.7 mcs. (1) The Niagara District Broadcasting Co. Ltd. (2) P.O. Box 610  
 (3) 684-1174 (4) W. B. C. Burgoyne (5) Mary C. Burgoyne  
 (7) D.A. Crothers (8) Boo Johnston (9) Jack Dawson  
 (11) Janet Burgoyne (12) Jay Glover (13) Bill Bird  
 (14) Dave Crichton (15, 16) Mrs. Jean Stanway  
 (17) Mrs. Marion Mosher  
 (18) Larry Holleran  
 (19) William H. Allen  
 (20, 21) SBS (22, 23) Western Broadcast (24) Canadian Standard (25) 1949.

### CJIC-FM, SAULT STE. MARIE

- 3,600 watts on 100.5 mcs.  
 (1) Hyland Radio TV Co. Ltd.  
 (2) 119 East St. (3) (705) 253-1121 (4) Mrs. J.G. Hvlrand  
 (5) Paul F. Fockler  
 (6) George Jonescu (7) Paul F. Fockler (8) George Jonescu  
 (9, 10) John Wishart (11) Lou Barnes (12) Karl Sepkowski  
 (13) John Rhodes (14) Don Ramsay (15) Mrs. Grace Pitt  
 (17) Miss Wendy Newell  
 (18) Louis Turco (19) Tarz Mascardelli (20-24) All-Canada  
 (25) 1964

### CKCY-FM, SAULT STE. MARIE

- 6,760 watts on 104.3 mcs.  
 (1) Algonquin Radio & TV Co. Ltd. (2) P.O. Box 920  
 (3) 254-7111 (4) C.P. Greco  
 (5) J.H. Meadow (7) Harry Wolfe (8, 9) R.O. Gasparini  
 (10) Dave Robertson (11) R.O. Gasparini (12) R.H. Hilderley  
 (13) Harry Wolfe (15) Gwyn Mallory (16) J.H. Meadows  
 (17) W. Barrow (18) Bob Venn  
 (19) R.G. Rylatt (20, 21) Lorrie Potts (22, 23) A.J. Messner  
 (24) Weed (25) 1964

### CKSO-FM, SUDBURY

- 100,000 watts at 92.7 mcs.  
 (1) Cambrian Broadcasting  
 (2) Box 400 (3) (705) 674-0711  
 (4) W.B. Plaunt (5) Ralph Connor (6) George Lund  
 (8, 9) J.C. Waddell (11) Miss Teresa McPhee (12) Bill Smith  
 (16) Alec Bridge (17) Mrs. Eileen Forbom (19) Ken Houzer  
 (20-24) All-Canada (25) 1965

### CKOT-FM, TILLSONBURG

- 1,133 watts on 100.5 mcs.  
 (1) Tillsonburg Broadcasting Co. Ltd. (2) 20 Baldwin St., Box 10 (3) 842-4281  
 (4, 5) John Lamers Sr. (6, 7) John Lamers Jr. (8, 11) John Mather  
 (12, 13) Paul Freeman (14) John Mather (15) Mrs. Thelma Hyatt  
 (16) John Lamers Jr. (17) John DeGroot (19) Terry Bennett  
 (20, 21) Group One Radio  
 (22) Broadcast Reps. (24) Group One Radio (25) 1955

### CKGB-FM, TIMMINS

- 250 watts on 94.5 mcs.  
 (1) Timmins Broadcasting Ltd.  
 (2) Box 1046 (3) 264-2351  
 (4) K.R. Thomson (5) Gerry Hall  
 (7) Art Mousley (8) Dan Kelly  
 (10, 11) Nick Harris (12) Peter Boulden (13) Nick Harris  
 (15) Mrs. Margaret VanLuven  
 (16) Dan Kelly (17) Miss Joy Campbell (18) Roger Hall  
 (19) W. Andrews (20, 21) Standard Broadcast  
 (22, 23) Western Broadcast  
 (24) All-Canada (25) 1947

### CBC-FM, TORONTO

- 11,900 watts on 94.1 mcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 500, Terminal 'A' (5) Jack Craine (25) 1947

### CHFI-FM, TORONTO

- 310,000 watts on 98.1 mcs.  
 (1) Rogers Broadcasting Ltd.  
 (2) 13 Adelaide St. East  
 (3) 362-1441 (4) E.S. Rogers  
 (5) Vaughn Bjerre (7) Harry McIntyre (8) Alan Hinge  
 (9) Vaughn Bjerre (11) David Amer (12) Bill Gilmour

(13) Milt Dunnell (17) Mrs. Darlene Harrop (19) Ron Turnpenny (20-24) All-Canada (25) 1957

#### CHIN-FM, TORONTO

50,000 watts on 100.7 mcs.  
 (1) Radio 1540 Ltd. (2) 637 College St. (3) 531-9991  
 (4,5) J.B. Lombardi (7) Doug Fraser (8) David Cook  
 (9-11) Peter Nordheimer  
 (12) Joe Forster (13) Dick Trotter (16) Roy Partridge  
 (17) Mrs. Verla van Rassel  
 (18) David Cook (19) Paul Hunter (20) Doug Fraser  
 (21-23) Radio-TV Reps.  
 (25) 1967

#### CHUM-FM, TORONTO

54,000 watts on 104.5 mcs.  
 (1) CHUM LTD. (2) 1331 Yonge St. (3) (416) 925-6666  
 (4,5) Allan F. Waters  
 (7) Wes Armstrong (9) Larry Solway (10) Ron Ray  
 (11) Mrs. Helen Hatton  
 (17) Miss Eileen Taylor  
 (19) Geo. Jones (20,21) Major Market (22,23) Byles, Gibb  
 (24) Devney (25) 1963

#### CJRT-FM, TORONTO

27,000 watts on 91.1 mcs.  
 (1) Ryerson Polytechnical Institute (2) 50 Gould St.  
 (3) 368-3128 (5) Donald C. Stone (6) Ronald K. McKee  
 (8) Kenneth Duke (10) Cameror Finley (11) Joy MacDonald  
 (12) Gerald A.A. Farkas  
 (13) Paul Vickers (16) R.K. McKee (17) Ruth Sokira  
 (19) Kurt Mayer (25) 1949

#### CKFM-FM, TORONTO

200,000 watts on 99.9 mcs.  
 (1) CFRB Ltd. (2) 2 St. Clair Ave. West (3) 924-5711  
 (4) W.C. Thornton Cran  
 (5) W. Ballentine (7) Ray Purves  
 (9) W. Ballentine (11) Mrs. Diane Loyst (12) Arthur Harnett (13) Bill Stephenson  
 (16) G.F. Maccabe (17) Mrs. Jackie Shulman (19) Clive Eastwood (20,21) Standard Broadcast (22,23) Western Broadcast (24) Canadian Standard (25) 1961

#### CKLW-FM, WINDSOR

50,000 watts on 93.9 mcs.  
 (1) Western Ontario Broadcasting Co. Ltd.  
 (2) 825 Riverside Dr. West  
 (3) 254-2831 (4) S.C. Ritchie  
 (5) R.J. Buss (6) Croft McClellan (7) Hal Tower  
 (12,13) Dick Smith  
 (16) Croft McClellan  
 (17) Mrs. Marg Marshall  
 (18) Kenneth Stewart  
 (19) Stewart Clark (20-23) RKO Distributing Corp. of Canada  
 (24) RKO Gen. Broadcasting - National Sales (25) 1949

#### CKWW-FM, WINDSOR

84,000 watts on 88.7 mcs.  
 (1) Radio Windsor (Canadian) Ltd. (2) Penthouse, Sheraton-Viscount, 1150 Ouellette Ave. (3) 252-5751  
 Detroit-961-9749 (4) Geoff Stirling (5) Mike Stephens  
 (8) Ron Burgoyne (17) Miss Trisa Gallina (19) Wally Dowhan (20,21,23) Stephens & Towndrow (24) Devney  
 (25) 1967

## TELEVISION

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities

#### CKVR-TV, BARRIE

12,500 watts audio, 100,000 watts video on Channel 3  
 (1) Ralph Snelgrove TV Ltd.  
 (2) P.O. Box 519 (3) 726-6466  
 (4) R.T. Snelgrove (5) H.J. Snelgrove (6) Jack Mattenley  
 (7) Charles Tierney (8) Jerry Robertson (10) Milt Conway  
 (11) Doug Garroway  
 (12,13) Bill Bennett (16) Gerry Robertson (17) Bob Locke  
 (18) Ernie Barker (19) Bert Verwey (21) Tom Locke  
 (22,23) Mulvihill (24,25) Radio TV Reps. (26) Devney  
 (27) 1955 (28) Network, Film

#### Rebroadcasting Stations

Channel	Location
5	Haliburton
8	Muskoka
11	Parry Sound

#### CKWS-TV, KINGSTON

150,000 watts audio, 250,000 watts video on Channel 11  
 (1) Frontenac Broadcasting  
 (2) 170 Queen st. (3) 544-2340  
 (4) Arthur L. Davies (5) Roy Hofstetter (6) Stan Leverre  
 (7) Al Brooks (8) Lorne Shepherd (9) Stan Leverre  
 (11) Cam Shillington  
 (12) Floyd Patterson (13) Max Jackson (14) Tom Higgs  
 (16) Mrs. Daisy Boyce (17) Mrs. Rita McGratten (18) Miss Cathi Sutton (19) Gord Backus  
 (20) Bob Bruce (21) Mrs. Betty Shaw (22-26) All-Canada  
 (27) 1954 (28) Network

#### CKCO-TV, KITCHENER

65,000 watts audio, 325,000 watts video on Channel 13  
 (1) Central Ontario Television Ltd. (2) 864 King St. West  
 (3) Kitchener - (519) 744-7331  
 Toronto - (416) 366-0852  
 Telex - 029-5432 (4) C.A. Pollock (5) W.D. McGregor  
 (6) Jim Smith (7) R.H. McKeown  
 (8) William Smuck (9) Bruce Lawson (11) Pat Ludwig  
 (12) Gary McLaren (13) Reg Sellner (15) Mrs. Elaine Cole  
 (16) William Whiting  
 (17) Mrs. Alice Ellis (18) Don Bowen (19) Paul Turchan  
 (20) Eric Sutherland  
 (21) Mrs. Cathy Hernberger  
 (22,23) Hardy Radio & TV  
 (24,25) Radio-TV Reps.  
 (26) ABC International  
 (27) 1954 (28) Network, Film, VTR, Local Live

# We give you the business...



# twice as much!

Latest BBM shows combined time buys of 900 CHML and CKDS-FM 95.3 deliver twice as much buying audience as the other two Hamilton stations together. Twice as many adults — twice as much business for you in the Western end of MEGALOPOLIS.

In Monday to Friday figures, CHML is the dominant leader in every time period, 6 am to 11:30 pm.

But look at CKDS-FM... already a strong #3 and growing rapidly.

There are many other reasons besides audience, which make CHML/CKDS your best Hamilton buy. Professional programming with broad family appeal is just one reason. Heavy, year-round station promotion is another. Strong merchandising is a third.

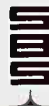
Our reps have many more reasons why CHML/CKDS are doubly effective in Hamilton. Contact them soon for the full MEGALOPOLIS story.

# 900 CHML

AND

# CKDS / 95.3

HAMILTON, CANADA



**STANDARD BROADCAST SALES**

2 ST. CLAIR AVENUE WEST  
 TORONTO 7, ONTARIO  
 (416) 924-5721

1407 MOUNTAIN STREET  
 MONTREAL 25, QUEBEC  
 (514) 849-2454



**ONTARIO  
TELEVISION Contd**

**KEY**

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities

**CFPL-TV. LONDON**

43,200 watts audio, 325,000 watts video on Channel 10  
 (1) London Free Press Printing Co. Ltd. (2) P.O. Box 2880, Terminal 'A'  
 (3) 434-2115 (4) W.J. Blackburn (5) R.A. Reinhart  
 (7) W.C. Wingrove (8) J.A. Plant (9) Joe Armstrong  
 (12) Ron Laidlaw (13) Alex Kelman (14) Roy Jewell  
 (15) Tom Trowell (16) W.T. Daley (17) H.W. Blahout  
 (18) Cliff Kearns  
 (19) G.A. Robitaille  
 (21) R.H. White (22-26) All-Canada (27) 1953  
 (28) Network, Film, VTR

**CFCH-TV. NORTH BAY**

61,000 watts audio, 119,000 watts video on Channel 10  
 (1) Tel-Ad Co. Ltd.  
 (2) Box 1000 (3) 752-3000  
 (5) Reg Carne (7) Jim Gibson  
 (9) Sid Tomkins (10) Joe Torbay (12) Norris Whitfield  
 (13) Pete Handley (15,16) Meri Craven (18) Lawrence Maloney (19) Larry Cameron  
 (20) Jerry Millan (21) Tony Marceau (22-25) Stovin-Byles TV (26) All-Canada  
 (27) 1955 (28) Network  
**Rebroadcasting Station**  
**Channel Location**  
 3 Temiscaming, Que.

**CBOT. OTTAWA**

10,000 watts audio, 60,000 watts video on Channel 4  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 3220  
 Station 'C' (5) J.J. Dunn  
 (27) 1953

**CBOFT. OTTAWA**

17,000 watts audio, 31,000 watts video on Channel 9  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 3220  
 Station 'C' (5) J.J. Dunn  
 (27) 1955

**Rebroadcasting Stations**

**Channel Location**  
 9 Timmins  
 12 Kapuskasing  
 7 Hearst  
 7 Sturgeon Falls  
 13 Sudbury  
 12 Temiscaming, Que.  
 12 Elliot Lake

**CJOH-TV. OTTAWA**

160,000 watts audio, 325,000 watts video on Channel 13  
 (1) Bushnell TV Co.  
 (2) 1500 Merivale Rd.  
 (3) 224-1313 (4) E.L. Bushnell (5) S.W. Griffiths  
 (6) H. Mantay (7) W.O. Morrison (8,9) P. Francis  
 (10) W. Luxton (11) G. Champagne (12) J. Gibson  
 (13) J. Spence (15) Mrs. J. Thompson (16) P. MacAdam  
 (17) H. Mantay (18) D. Leigh (19) A.G. Day  
 (20) H. Mantay (21) E. Tomlinson (22,23) ICTV  
 (24,25) Radio-TV Reps.  
 (26) Sumner (27) 1961  
 (28) Network, Film, VTR, Local Live

**Rebroadcasting Station**

**Channel Location**  
 8 Cornwall

**CHOV-TV. PEMBROKE**

18,350 watts audio, 36,800 watts video on Channel 5  
 (1) Ottawa Valley Television Co. Ltd. (2) RR #6, Pembroke  
 (3) 735-6811 (4,5) E.G. Archibald (6) Brooke Duval  
 (7) Ramsay F. Garrow  
 (8) Don Chant (9) Brooke Duval (12) Judy Allen  
 (13) Bruce Scheider (15) Jane Collard (16) Bernard Donnellyville (17) Mrs. Helen Malloy (18) Amedeo Petralia  
 (19) John Barnes  
 (20) Oscar Kohls  
 (22,23) Paul Mulvihill  
 (26) Canadian Standard  
 (27) 1961 (28) Network

**CHEX-TV. PETERBOROUGH**

83,400 watts audio, 139,000 watts video on Channel 12  
 (1) Kawartha Broadcasting  
 (2) Peterborough (3) 742-0451  
 (5) Walter Rewegan (7) Ian McFarlane (8) Fred M. Barrie  
 (9) Gordon Shale (10) George Franks (11) Fred M. Barrie  
 (12) Morley Overholt  
 (13) Johnnie Danko (14) Gordon Shale (15) Mrs. Marie Callaghan (16) Bruce Anderson  
 (17) Miss Delores Feeley  
 (18) Ken Lehman (19) Ben Wilke  
 (20) Harold Sloan (21) Mrs. June Kerr (22-26) All-Canada  
 (27) 1955 (28) Network  
**Rebroadcasting Stations**  
**Channel Location**  
 2 Bancroft  
 10 Minden

**CKPR-TV. PORT ARTHUR - FORT WILLIAM**

54,500 watts audio, 100,000 watts video on Channel 2  
 (1) Thunder Bay Electronics Ltd. (2) 87 North Hill St.  
 (3) 344-9685 (4) H.F. Dougall  
 (5) G.N. Conger (7) Jack Masters (8) Jon Ogden  
 (10) Andy Arnott (12) Del Archer (13) Jack Sandberg  
 (15) Mrs. Marion Vickruck  
 (17) Mrs. Sheila Shipston  
 (18) Bruce McNally (19) Gerhard Buetow (20) Bob Symons  
 (22-25) Stovin-Byles TV  
 (26) Canadian Standard  
 (27) 1954 (28) Network

**CJIC-TV. SAULT STE. MARIE**

28,000 watts audio, 15,000 watts video on Channel 2  
 (1) Hyland Radio-TV Ltd.  
 (2) 119 East St. (3) 256-7494  
 (4) Mrs. E. Hyland (5) R.H. Ramsay (6) Frank Gardi  
 (7) Wayne Turner (8) Frank Gardi (10) Peter West  
 (12) Karl Sepkowski (13) John Rhodes (15,16) Mrs. Grace Pitt  
 (17) Mrs. Rita Purdy (18) Bob Jenkins (19) David Irwin  
 (20) Albert Jones (21) Ray Boucher (22-26) All-Canada  
 (27) 1954 (28) Network

**CKSO-TV. SUDBURY**

13,700 watts audio, 100,000 watts video on Channel 5  
 (1) Cambrian Broadcasting Ltd.  
 (2) Box 400 (3) 674-0711  
 (4) W.B. Plaunt (5) Ralph Connor (6,7) George Lund  
 (8) Herb Ashley (9) Mike Connor  
 (10) H. Beaudry (12) William Smith (16) Alec Bridge  
 (17) Mrs. Betty Sellers  
 (18) Nick Nykilchuk (19) Ken Houzer (20) W. Renaud  
 (22-26) All-Canada (27) 1953  
 (28) Network, Film, VTR  
**Rebroadcasting Station**  
**Channel Location**  
 3 Elliot Lake

**CFCL-TV. TIMMINS**

100,000 watts audio, 50,000 watts video on Channel 6  
 (1) J. Conrad Lavigne Enterprises  
 (2) P.O. Box 620 (3) 264-4211  
 (4) J. Conrad Lavigne  
 (5) Rene Barrette (6) Terry Coles (7) Rene Barrette  
 (8) Conrad Carriere (9) Terry Coles (12) Jim Prince  
 (13) Low Thibault (15) Mrs. Hazel Clermont (16) Mrs. Gayle Gilmore (17) Jos. Virc (18) Clement Berini  
 (19) Rudy Fauteux (21) Mrs. Hazel Clermont (22,23) Paul Mulvihill (24) Messner  
 (25) Stephens & Towndrow  
 (26) Weed (27) 1956  
 (28) Network

**Rebroadcasting Stations**

**Channel Location**  
 2 Kirkland Lake  
 3 Kapuskasing  
 4 Hearst  
 5 Malartic, P.Q.  
 7 Chapleau

**CBLT. TORONTO**

53,500 watts audio, 99,500 watts video on Channel 6  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 500  
 Terminal 'A' (5) W. Weston  
 (27) 1952

**Rebroadcasting Stations**

**Channel Location**  
 13 Geraldton  
 8 Manitowadge

**CFTO-TV. TORONTO**

162,000 watts audio, 325,000 watts video on Channel 9  
 (1) Baton Broadcasting Ltd.  
 (2) Box 9, Toronto 16  
 (3) 362-2811 (4) John Bassett;  
 VP Sales & Prog.-E.J. Delaney;  
 VP Finance & Admin.-L. Nichols;  
 (6) Don Davis (9) Jack Ruttie  
 (10) Jim Corey (12) Ken Cavanagh (13) Johnny Esaw  
 (16) Jack Ruttie (17) Murray Nitchke (19) Hellmut Berger  
 (22,23) Baton Broadcasting  
 (24,25) Direct (26) ABC International (27) 1960  
 (28) Complete

**CHCH-TV. TORONTO-HAMILTON**

202,000 watts audio, 325,000 watts video on Channel 11  
 (1) Niagara Television Ltd.  
 (2) 163 Jackson St. West,  
 Hamilton (3) (4) 16) 522-1101  
 (4) Mrs. Kenneth D. Soble  
 (5) S.J. Bibby (6) F.P. Denardis (8) D.F. Martin  
 (9) D.C. Gale (19) W.E. Jaynes (22,23) NTV  
 (24,25) All-Canada  
 (26) Sumner (27) 1954  
 (28) Complete

**CKLW-TV. WINDSOR**

180,000 watts audio, 325,000 watts video on Channel 9  
 (1) Western Ontario Broadcasting Co. Ltd.  
 (2) 825 Riverside Dr. W.  
 (3) (5) 19) 254-2831  
 (4) S.C. Ritchie (5) E.C. Metcalfe (6) Bert Pilcher  
 (7) P.R. Litt (8) Frank Quinn  
 (9) Gene Roper (10) Irv Morrison (11) Wally Townsend  
 (12-14) Jim Van Kuren  
 (15) Miss Mary Morgan  
 (16) Clark Grant (17) Bert Pilcher (18) Charles Knight  
 (19) Stewart Clark (21) Don Sharon (22-26) RKO Distributing Corp. (27) 1954  
 (28) Complete

**CKNX-TV. WINGHAM**

100,000 watts audio, 160,000 watts video on Channel 8  
 (1) Radio Station CKNX Ltd.  
 (2) Carling Terrace, Wingham  
 (3) 357-1310 (4,5) G.W. Cruickshank (7) Ross Hamilton  
 (8,9) George Walling (10) Jim Moore (11) Hap Swatridge  
 (12) John Strong & Don Phillips  
 (13) Crawford Douglas (14) Dave Curzon (15) Mrs. Anna Meyer  
 (16) Ian MacLaurin (17) Mrs. Kaye Swan (18) Guenther Heim  
 (19) Scott Reid (20) Bill Harris  
 (21) Hap Swatridge  
 (22-26) All-Canada (27) 1955  
 (28) Network, Film

The  
 Canadian Broadcaster's  
 business  
 is  
 Broadcasting

# We're the first to sell seconds.

NTV Marketing has come up with another first. Seconds. Television spots that can be bought by the second. 19 seconds. 33 seconds. 67 seconds. In fact, you can buy almost any number of seconds you want, on CHCH-TV and CHLT-TV.

Just think of the creative and consumer advantages your message will

have. You can create to the exact time needed to sell the product, without 'padding' your message with needless 'information'. (Or cutting your favourite phrase.)

But seconds aren't the only thing NTV Marketing has done. They've introduced you to The Orbit Plan. Prime Time Equivalents. Super-

spots. A realistic rate for 30-second spots. And they've offered you a group of talented marketing men who really work to help you sell your products.

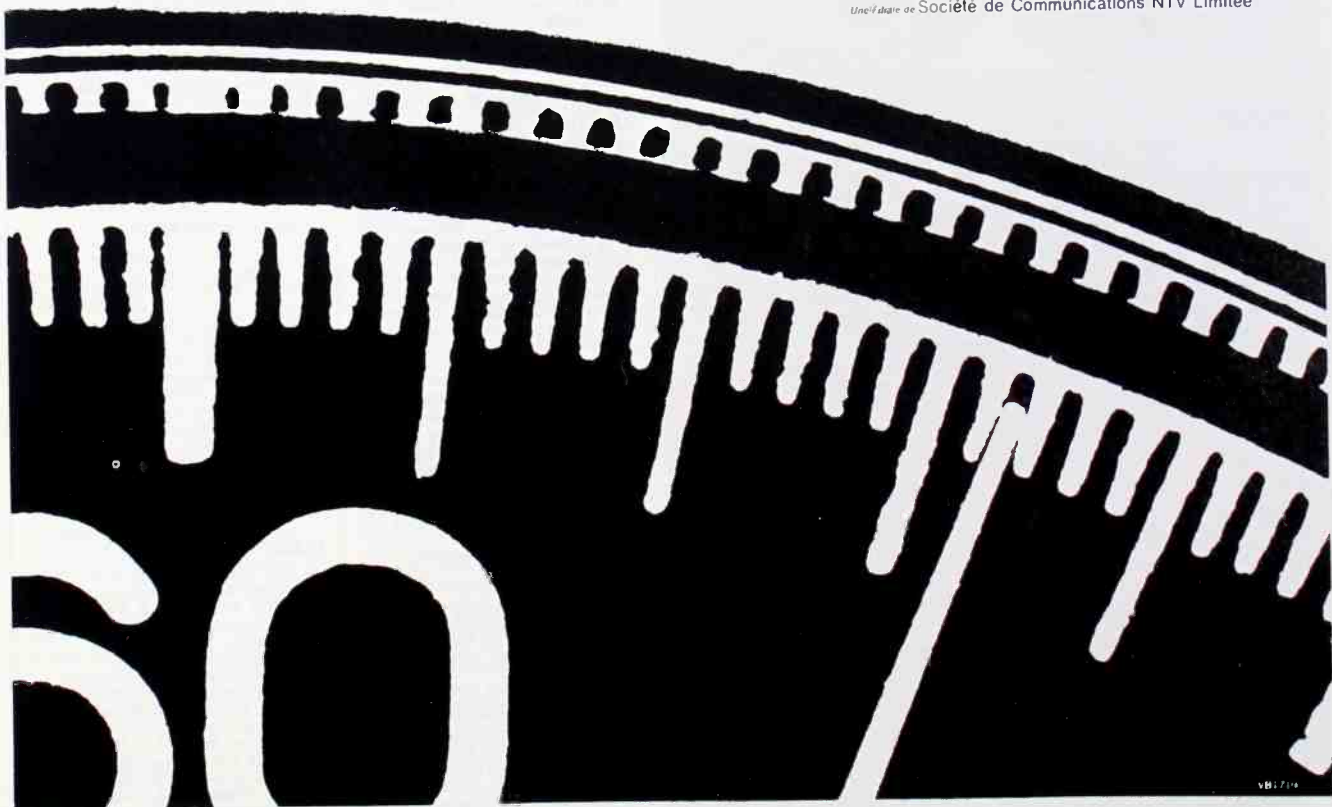
Now, if you're thinking about seconds, call an NTV Marketing man—first. He'll give you all the time you need.

NTV Marketing

## We never stop starting things.



A division of NTV Communications Corporation Limited  
Une filiale de Société de Communications NTV Limitée





# QUEBEC

<b>Total Population</b>	<b>5,937,800</b>
<b>Men (20 and over)</b>	<b>1,651,770</b>
<b>Women (20 and over)</b>	<b>1,711,000</b>
<b>Teens (13-19)</b>	<b>826,700</b>
<b>Children (0-12)</b>	<b>1,748,330</b>
<b>Households</b>	<b>1,444,000</b>
<b>TV Households</b>	<b>1,392,000</b>
<b>Per Cent TV Households</b>	<b>96%</b>

Source: BBM January 1968

## RADIO

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

## AM

### CFGT, ALMA

1,000 watts on 1270 kcs.  
 (1) Radio Lac St-Jean Ltée  
 (2) 741 Avenue Du Pont  
 (3) (418) 662-3461  
 (4) Edgar Tremblay (5) Lionel Tremblay (7) J-Rene Guillot (11,12) Serge Cloutier (13) Reginald Harvey (16) L. Tremblay (17) Mlle. Madeleine Villeneuve (18,19) Jean-Roch Maltais (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) 1953

### CBJ, CHICOUTIMI

10,000 watts on 1580 kcs.  
 (1) Canadian Broadcasting Corp. (2) 121 Rue Racine Est (5) Jacques Lambert (25) 1937

### CJMT, CHICOUTIMI

1,000 watts on 1420 kcs.  
 (1) CJMT Ltée. (2) 365 Racine Est (3) 543-1517 (4,5) Pierre Tremblay (7) Francois Ranger (8-10) Achille Soucy (11) Andre Lajoie (12,13) Ronald Levesque (16) Achille Soucy (17) Miss Helene Blouin (18,19) Lucien Simard (20,21) SBS (22,23) Western Broadcast (24) Devney (25) 1954

### CHVD, DOLBEAU

1,000 watts on 1230 kcs.  
 (1) Radio Maria Chapdelaine Inc. (2) 540 Blvd. Walberg (3) 276-3333 (4,5) Jean Marie Duchaine (7) Claude St-Arnault (9) J.M. Duchaine (10) André Boucher (12) Jean Marie Duchaine (13) Claude St-Arnault (15) Huguette Martel (16) J.M. Duchaine (17) Miss Guylaine Lavoie (19) Gilles Asselin (20,21) Group One Radio (25) 1966

### CHRD, DRUMMONDVILLE

10,000 watts on 1480 kcs.  
 (1) Radio Drummond Ltée.  
 (2) C.P. 250 (3) (819) 472-5458  
 (4) Maurice Sigouin (5,7) J.A. Savoie (8-10) Jean Denis (11) Francine Deslaurier (12) G. Martin (13) Andre Boulanger (16) J.A. Savoie (17) H. Ledoux (18) L. Guignard (19) R. Belanger (20-23) Hardy Radio & TV (24) Devney (25) 1954

### CHEF, GRANBY

1,000 watts on 1450 kcs.  
 (1) La Voix de l'Est Ltée  
 (2) 136 Principale (3) 372-3301  
 (4) Jacques Brian (5,7) Henri Champagne (9) J. Louis Boisseau (10) Robert L'Heureux (11) J. Louis Boisseau (12) Marc Gendreau (13) Bernard Brodeur (14) Paul Labrecque (15) Miss Mireille Poitras (16) Henri Champagne (17) Mrs. Lise Côté (18) Armand Papineau (19) Raymond Bilock (20-22) Hardy Radio & TV (25) 1946

### CHLC, HAUTERIVE

5,000 watts on 580 kcs.  
 (1) Radio Côté Nord Inc.  
 (2) 1147 Blanche (3) 589-3771  
 (4) J. Claude Tremblay (5) Henri Desjardins (7) Andre Poirier (9) Camil St. Pierre (12,13) Claude Roy (15) Miss Michele Guerin (17) Pierre Legeault (19) Gerard Devarenes (20-23) Group One Radio (25) 1962

### CKCH, HULL

5,000 watts on 970 kcs.  
 (1) La Cie Radiodiffusion CKCH de Hull Ltée. (3) P.O. Box 460, Terminal Bldg., Ottawa 2 (3) (819) 777-2771

(4) J.C. Aubin (5) Jean-Paul Lemire (6,7) Henri W. Allard (8) Miss Jacqueline Pelletier (9) Yves Lorrain (10) Guy Madore (11) Aurèle Groulx (12) Denis Boucher (13) Pierre McNicoll (15) Miss Simone Lanctôt (17) Jean Tremblay (18) André Régimbald (19) Jean-Louis Guérette (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) 1933

### CJLM, JOLIETTE

1,000 watts on 1350 kcs.  
 (1) Radio-Richelieu Ltée  
 (2) Boite Postale 122  
 (3) 753-7432 (4) Henri Olivier (5) Maurice Boulianne (7) Cyrille Denis (8) Gilles Tessier (9) Claude Rochon (10) Gilles Tessier (12) Gilles Loyer (13) Michel Rochon (15) Mme Jacqueline Poirier (16) Maurice Boulianne (17) Gilles Loyer (18) Pierre Champoux (19) Joseph Cardin (20-22) Hardy Radio & TV (25) 1960

### CKRS, JONQUIERE

1,000 watts on 590 kcs.  
 (1) Radio Saguenay Ltée  
 (2) 175 Sir Wilfrid Laurier (3) (418) 542-4551 (4) Henri Lepage (5) Tom Burham (6) Gerard Lemieux (7) Tom Burham (9) Gilles Dufour (11) Marcel Perron (12) Jean-Paul Tremblay (17) Paul Flamand (18) Pierre-Yves Dion (19) Paul Gilbert (20-22) Hardy Radio & TV (24) Canadian Standard (25) 1947

### CFLM, LA TUQUE

1,000 watts on 1240 kcs.  
 (1) Radio La Tuque Ltée  
 (2) P.O. Box 310 (3) 523-4575  
 (4,5) Jean Trépanier (6) Laurette Leclerc (9) Léo Ménard (10) André Poitras (12,13) André Dionne (16) Jean Trépanier (17) Claudette Girard (18,19) Gérard Roy (20,21) Group One Radio (25) 1959

### CFLS, LEVIS

250 watts on 1240 kcs.  
 (1) Radio Etchemin Inc.  
 (2) 24-East Trans-Canada  
 (3) 833-2151 (4) Adrien Bégin (5) Patrick Gendron (7) Steven Guay (8) Michel Corriveau (9,10) Denis Lacombe (11) Guy David (12) André Archambault (13,14) Donald D'Amours (15) Micheline Poitras (16) Réjean Pépin (17) Mrs. Monique Mercier (18) Yves Brouard (19) Marc-André Fréve (20-23) Group One Radio (25) 1967

### CKBL, MATANE

10,000 watts on 1250 kcs.  
 (1) La Cie de Radiodiffusion de Matane Ltée (2) 155 St-Sacrement St. (3) 562-0290  
 (4,5) René Lapointe (6-8) Octave Lapointe (9,10) J.P. Berthiaume (11) Odette Tardif (12) J.P. Berthiaume (13) Jean Binet (14) J.P. Berthiaume (15) Armande Desrosiers (16) Georges Guy (17) Lisette Bergeron (18) Arthur Fillion (19) Yvan Fortier (20-22) Hardy Radio & TV (23) Scharf Broadcast Sales Ltd. (24) Devney (25) 1948

### CKML, MONT-LAURIER

1,000 watts on 610 kcs.  
 (1) CKML Inc. (2) 267 Blvd. Paquette (3) 623-1011-1012  
 (4) M. Patrick Ryan (7) André Dumoulin (9) Jacques Vallée (10) André Cadieux (11) Jacques Vallée

(12) Claude Bergeron  
 (13) Jacques Vallée (17) Miss Lise Pelneault (19) Réjean St-Jean (20-22) Group One Radio (25) 1963

### CKBM, MONTMAGNY

1,000 watts on 1490 kcs.  
 (1) Radio Alléghanys Inc.  
 (2) C.P. 216, 121 rue St-Thomas (3) (418) 248-0801  
 (4) Henri Deschênes (5,7) André Mercier (8) Henri Deschênes (9,12) Oliva Poitras (13) Michel Gigault (15) Miss Henriette Michon (16) André Mercier (17) Oliva Poitras (18) Roger Blais (19) Hector Fortin (20,21) Radio & TV Sales (24) Weed (25) 1954

### CBF, MONTREAL

50,000 watts on 690 kcs.  
 (1) Canadian Broadcasting Corp. (2) C.P. 6000  
 (5) F. Guérard (25) 1937

### CBM, MONTREAL

50,000 watts on 940 kcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 6000  
 (5) F. Guérard (25) 1948

### CFCF, MONTREAL

5,000 watts on 600 kcs.  
 (1) Canadian Marconi Co.  
 (2) 405 Ogilvy Ave.  
 (3) 273-6311 (4) S.B. Hayward (5) Ken Dobson (6) P.F.M. Bell-Smith (7) Martin Conroy (8) Jim Kidd (9) Gerry Bascombe (11) Miss L. Smith (12) Bert Cunnings (13) Dick Irvin (16) Mrs. B. Pitt (17) Laurie Rasberry (19) Joe Thompson (20-24) All-Canada (25) 1919

### CFMB, MONTREAL

10,000 watts on 1410 kcs.  
 (1) Chateau Broadcasting Co. Ltd. (2) 2015 Drummond St. (3) 345-8144 (4,5,7) C.G. Stanczykowski (8) Andrzej Mielewczyk (9,10) Vance Randolph (12) Terry McConnell (13) Brian Britt (16) C.G. Stanczykowski (17) Talaat El Aouti (18) Bill Gregory (19) Dieter Kuhlmann (20,21) Paul Mulvihill (24) National Time Sales & Oakes Ltd. (25) 1962

### CJAD, MONTREAL

50,000 watts on 800 kcs.  
 (1) CJAD Ltd. (2) 1407 Mountain St. (3) 844-0111  
 (4) W.C. Thornton Cran (5) H.T. McCurdy (7) Jack Martin (8) Gord Hope (9) Bill Roberts (11) George Balcan (12) Doug Williamson (13) Al Cauley (15) Miss Doris Clark (16) Gordon Hope (17) Jack Martin (18) Jim Scott (19) Ernie Mott (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) 1945

### CJMS, MONTREAL

50,000 watts on 1280 kcs.  
 (1) CJMS Radio Montreal (2) 1700 Berri St. (3) 849-5373  
 (4) Raymond Crepault (5) Roch Demers (7) Ted Meunier (8,9) Gilbert Hérard (10) Raymond Bernard (11) John Britton (12) Paul Coucke (13) Rocky Brisebois (14,15) Gilbert Hérard (16) Pierre Roch (17) Gérard Lapointe (18) Benoit Bouchard (19) J.-Claude Lalancette (20,21) Stephens & Towndrow (22) Broadcast Reps (23) Stephens & Towndrow (24) Devney (25) 1952

**CKAC, MONTREAL**

50,000 watts on 730 kcs.  
 (1) CKAC Ltée (2) 1400  
 Metcalfe St. (3) 874-7272  
 (4) Paul Desmarais  
 (5) Jacques-M. Goulet  
 (7) Luc Duranleau (8) Miss  
 Nicole Forest (9) Pierre  
 Beaudoin (10) Gaston Blais  
 (11) Gérald Vallée  
 (12) Jacques Déom (13) Roger  
 Turcotte (15) Jeannette  
 Brouillet (16) Miss Nicole  
 Forest (17) Mrs. Alice Mackay  
 (18) Eugène Pominville  
 (19) Jean-Aimé Lange  
 (20, 21) Major Market  
 (22, 23) Byles, Gibb  
 (24) Weed (25) 1922

**CKGM, MONTREAL**

10,000 watts on 980 kcs.  
 (1) Maisonneuve Broadcasting  
 Corp. (2) 1455 Drummond St.  
 (3) 845-3201 (4) Donald K.  
 Wall (6) Don Fawcett (7) Tom  
 Seasons (11) Dave Davis  
 (12) Bill Falkner (13) Len  
 Joseph (15) Miss Denise  
 Galipeau (16) Mrs. Nancy  
 Davison (17) Miss Sharon  
 Robinson (19) Brian Thomas  
 (20, 21) Stephens & Towndrow  
 (22) Broadcast Reps  
 (23) Stephens & Towndrow  
 (24) Devney (25) 1959

**CKLM, MONTREAL**

50,000 watts on 1570 kcs.  
 (1) Radio Laval Inc. (2) 1184  
 ouest Ste-Catherine  
 (3) 861-9091 (4) Roger Baulu  
 (5, 7) Gilles Sabourin  
 (8) Jean-Guy Côté (9) Guy  
 D'Arcy (10) Roger Lebel  
 (11) Mlle Dorothée Bélanger  
 (12) André Rufinange (13) André  
 Jobin (15) Mlle Suzanne  
 Lapointe (16) Edmond Côté  
 (17) Mme Rachel Gloutnez  
 (18, 19) Jacques St-Pierre  
 (20-22) Hardy Radio & TV  
 (25) 1962

**CHNC, NEW CARLISLE**

10,000 watts on 610 kcs.  
 (1) Compagnie Gaspésienne  
 de Radiodiffusion (2) New  
 Carlisle (3) 752-2215  
 (4) J. Alphonse Poirier  
 (5) Dr. Charles H. Houde  
 (6) J.R. Péloquin (7) Mrs. G.  
 Romeril (17) Mme Pauline  
 Poirier (19) Bruce MacDonald  
 (20-22) Hardy Radio & TV  
 (24) Weed (25) 1933

**CFOX, POINTE CLAIRE  
(MONTREAL)**

10,000 watts day, 5,000 night  
 on 1470 kcs. (1) Lakeshore  
 Broadcasting Ltd. (2) P.O.  
 Nox 1470, Montreal 3  
 (3) 697-1470 (4, 5) Gord  
 Sinclair (7) Miss Sheila  
 Ramsay (8) Frank Gould  
 (9) Doug Ackhurst (10) Russ  
 Griffith (11) Frank Gould  
 (12) George Ferguson  
 (13) Russ Griffith (17) Mrs.  
 Bernice Balcaen (19) Bernard  
 Greeley (20, 21) Radio House  
 (22, 23) Radio-TV Reps  
 (24) Don Cooke (25) 1960

**CBV, QUEBEC**

5,000 watts on 980 kcs.  
 (1) Canadian Broadcasting  
 Corp. (2) C.P. 400, Haute  
 Ville (5) René Dussault

**CFOM, QUEBEC**

250 watts on 1340 kcs.  
 (1) Goodwill Broadcasters of  
 Quebec Inc. (2) Box 1340,  
 Quebec 2 (3) 683-4931

(4) Henri Lepage (5) Mrs.  
 Mary Bush (7) Jean-Guy  
 Bernier (9-13) Bill Payton  
 (15) Mrs. Jeanne Chenier  
 (17) Miss Liliane St. Martin  
 (19) Lucien Cote  
 (20-23) Hardy Radio & TV  
 (24) Canadian Standard  
 (25) 1949

**CHRC, QUEBEC**

50,000 watts on 800 kcs.  
 (1) CHRC Ltée (2) C.P. 6000,  
 Québec 4 (3) 522-8177  
 (4) Lt. Col. Hervé Baribeau  
 (5) Henri Lepage (6) Aurèle  
 Pelletier (7) Yvon Martel  
 (8, 9) Henri Veilleux  
 (11) Fernando St-Georges  
 (12) Georges McKie  
 (13) Maurice Descarreaux  
 (15) Mrs. Lucille Després  
 (17) Miss Julie Bélanger  
 (18) Marcel Huard (19) Arsène  
 Nadeau (20-22) Hardy Radio &  
 TV (23) Stephens & Towndrow  
 (24) Canadian Standard  
 (25) 1926

**CJLR, QUEBEC**

10,000 watts on 1060 kcs.  
 (1) CJLR Inc. (2) 1300 Boul.  
 Laurier, Québec City 6  
 (3) 527-2564 (4, 5) Jacques  
 LaRoche (8) Jos. A. Quessy  
 (9-11) Louis Dufresne  
 (12) J.L. Vachon (13) André  
 Belisle (15) Miss Giséle  
 Gallichan (16) Jos. A. Quessy  
 (17) Marcel Boucher (19) André  
 Cantin (20-23) Major Market  
 (24) Weed (25) 1959

**CKCV, QUEBEC**

10,000 watts day, 5,000 night  
 on 1280 kcs. (1) CKCV  
 (Québec) Ltée (2) 978 rue  
 St-Jean, Québec 4 (3) 529-0011  
 (4) Gaston Pratte (5) Magella  
 Alain (7) Etienne B. Cardinal  
 (8, 9) Roger Gagnon (11) Jean  
 Leroy (12) Gilles Gosselin  
 (13) Paddy Pédneault  
 (14) Roland Gilbert (15) Miss  
 Louise Leclerc (16) Miss  
 Marie-Paule Vachon  
 (17) Richard Demeule  
 (18) Fernando Bussières  
 (19) Lucien Cote  
 (20-24) All-Canada (25) 1926

**CJBR, RIMOUSKI**

10,000 watts on 900 kcs.  
 (1) La Radio du Bas St-Laurent  
 (66) Inc. (2) 273 St-Jean-  
 Baptiste (3) (418) 723-2217  
 (4) Jacques Brillant (5) André  
 Lecomte (6) Sandy Burgess  
 (7) André Lecomte (8, 9) Sandy  
 Burgess (10) Francois Raymond  
 (11) Lorenzo Michaud  
 (12) Guy Ross (13) Claude  
 Pearson (16) Sandy Burgess  
 (17) Miss C. Marmen  
 (18, 19) Marcel Vallée  
 (20-24) All-Canada (25) 1937

**CJFP, RIVIERE-DU-LOUP**

10,000 watts on 1400 kcs.  
 (1) Radio CJFP Ltd.  
 (2) 1 Frontenac St. (3) 862-  
 2727 (4) Luc Simard (5) René  
 Viel (6) Marcel Rouleau  
 (7) Jacques Miville  
 (8, 9) Marcel Rouleau  
 (10) Rémi Beaulieu (11) Gilles  
 Gosselin (12, 13) Marcel  
 Rouleau (14) Paul Simard  
 (15) Mrs. Lise Cimon  
 (16) Jacques Miville (17) Miss  
 Denise Dupont (18) Pierre  
 Normand (19) Germain Gélinas  
 (20-22) Hardy Radio & TV  
 (24) Devney (25) 1947

CJAF, CABANO, 250 watts,  
 and CHRT ST-ELEUTHERE, 250  
 watts, same programs as  
 CJFP.

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And the reach of radio  
 carries its sell-power to  
 the consumers of  
 every market

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The SBS Regional Division can supply the  
 proper stations in the proper markets so you will  
 get the most value from your advertising cam-  
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Ontario Five	
Kingston	CKWS/CKWS-FM
Peterborough	CHEX
North Bay	CFCH
Timmins	CKGB/CKGB-FM
Kirkland Lake	CJKL
Niapenin	
Niagara Falls	CJRN
St. Catharines	CKTB
Chicoutimi	CJMT
Trois Rivières	CHLN
Alma	CFGF

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## QUEBEC RADIO Contd

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

### CHRL, ROBERVAL

- 1,000 watts on 910 kcs.  
 (1) Radio Roberval Inc.  
 (2) 763 Bl St. Joseph  
 (3) (418) 275-1831  
 (4,5) Benoit Levesque  
 (7) Ludovic Brassard  
 (8) Claude Tremblay  
 (9) Germain Gagnon  
 (10) Jacques Bergeron  
 (11) Jean Ouellet  
 (12,13) Jacques Bergeron  
 (14) Germain Gagnon  
 (16,17) Ludovic Brassard  
 (19) Marcel Bolduc  
 (20-23) Radio-TV Reps  
 (25) 1949

### CKRN, ROUYN

- 250 watts on 1400 kcs.  
 (1) Radio-Nord Inc. (2) 70  
 Gamble (3) 762-0741  
 (4,5) D.A. Gourd (6,7) F.  
 Capellari (8) Pierre Thibault  
 (9) D.A. Gourd (10) Roger  
 Houle (12) Raymond Marchand  
 (16) F. Capellari (17) Mme  
 B. Guimont (19) Detlef  
 Krumbacher (20-22) Hardy  
 Radio & TV (24) Weed  
 (25) 1939

### Rebroadcasting Stations

- CKVD, VAL D'OR  
 1,000 watts on 900 kcs.  
 (25) 1941

### CHAD, AMOS

- 250 watts on 1340 kcs.  
 (25) 1941

### CKLS, LA SARRE

- 250 watts on 1240 kcs.  
 (25) 1950

### CHGB, VILLE LA POCATIÈRE

- 5,000 watts on 1310 kcs.  
 (1) CHGB Ltée (2) 508 4<sup>ème</sup>  
 Ave. (3) 856-1310 (4) G.T.  
 Desjardins (5) P.E. Hudon  
 (6) M.A. Freve (7) J. Morin  
 (8) C. Landry (9) R. Plante  
 (10) M. Levesque (11) Miss  
 Y. Cloutier (12) M. Levesque  
 (13) J.M. Caron (17) Mrs. L.  
 Bois (19) M.A. Freve  
 (20,21) Group One Radio  
 (25) 1938

### CJSA, STE AGATHE-DES- MONTS

- 1,000 watts on 1230 kcs.  
 (1) Radio Ste Agathe Inc.  
 (2) 3 est Principale  
 (3) 326-1230 (4,5) Jean M.  
 Legault (7) Mrs. Marie de  
 Villiers (10) Lucien Dumont

- (11) Serge Dolbec (12) Lucien  
 Dumont (13) Yves Fortier  
 (15) Helene Guay (16) Stephan  
 Deval (17) Helene Guay  
 (19) Gerald Laroque  
 (20-23) Group One Radio  
 (25) 1967

### CKRB, VILLE ST. GEORGES BEAUCE

- 10,000 watts on 1460 kcs.  
 (1) Radio Beauce Inc.  
 (2) C.P. 100 (3) (418) 228-4811  
 (4) Yvon Thibaudeau  
 (5) Charles Thibaudeau  
 (6) Yvette Mathieu (7) Armand  
 Catellier (8) Jules Venne  
 (9,10) Gilles Bernier  
 (11) Diane Morin (12) Jacques  
 Pettit (13) Gilles Bernier  
 (14) Jules Venne (15) Rachel  
 Poulin (16) Gilles Bernier  
 (17) Jacques Pettit  
 (18,19) René Bérubé  
 (20,21) Paul L'Anglais  
 (25) 1952

### CHRS, ST-JEAN RIVE-SUD

- 10,000 watts on 1090 kcs.  
 (1) Radio Iberville Ltée  
 (2) 2019 Boul. Taschereau,  
 Jacques-Cartier (3) (514)  
 674-6238 (4) Jean-Paul Auclair  
 (5) Pierre-Paul Elie (6) Alain  
 Bordvas (7) Pierre-Paul Elie  
 (8) Michel Mathieu (9) Jacques  
 Dufresne (10,11) André  
 Sylvain (12) Yvan Ber  
 (13) Robert Lauzon (15) Réjane  
 Desrameaux (16) Yvan  
 Hémeret (17) Miss Alice Paré  
 (18) Jean-Guy Trudelle  
 (19) Yvon Rancourt  
 (20-23) Radio-TV Reps  
 (25) 1957

### CKBS, ST. HYACINTHE

- 250 watts on 1240 kcs.  
 (1) Radio St. Hyacinthe Ltée  
 (2) 855 Ste-Marie Street  
 (3) 774-6486 (4) J.M.  
 Loranger (5,7) Benoit Vanier  
 (10) Gaston Levesque  
 (12) Marcel Therriault  
 (18) Lucien Caron (20-22) Hardy  
 Radio & TV (25) 1959

### CKJL, ST. JEROME

- 1,000 watts on 900 kcs.  
 (1) Radio Laurentides Inc.  
 (2) P.O. Box 900  
 (3) 438-1228, 1229, 1220.  
 Mtl., 435-1544 (4) Jean  
 Lalonde (7) John R. Fox  
 (8) Bruce Atkins (9,10) Yvon  
 Lavoie (11) Andre Mailoux  
 (12) Mrs. Claire Villeneuve  
 (13) Marcel Gingras  
 (14) Gilles Carrière (15) Mme  
 G. Bassic (16) John R. Fox  
 (17) Mme M. Perron (19) Bruce  
 Atkins (20-22) Hardy Radio &  
 TV (25) 1956

### CKCN, SEPT ILES

- 10,000 watts on 560 kcs.  
 (1) Radio Sept Iles Inc.  
 (2) 700 Laure (3) (418)  
 962-3838 (4,5) B. Roberge  
 (6,7) Guy Marcheterre  
 (8) Ray Perrault (9) Yvon  
 Chouinard (10) Normand  
 Laberge (11) Yvon Chouinard  
 (12-14) Pierre Meunier  
 (15) Yvon Chouinard (16) B.  
 Roberge (17) C. Vaillancourt  
 (18,19) Marcel Daigle  
 (20-24) Radio & TV Sales  
 (25) 1963

### CKSM, SHAWINIGAN

- 1,000 watts on 1220 kcs.  
 (1) Shawinigan Falls  
 Broadcasting Co. Ltd.  
 (2) C.P. 695 (3) (819)  
 536-4494 (4) A. Lacoursière  
 (5) Alain Chartier (6) Miss  
 Huguette Cloutier (7-9) Alain  
 Chartier (10) Claude Fitzbay  
 (12) Royal St-Arnaud  
 (13) Claude Fitzbay

- (15) Hélène St-Yves  
 (16) A. Chartier (17) Miss H.  
 Cloutier (18) J.P. Coutu  
 (19) Marcelle Bellemare  
 (20,21) Radio & TV Sales  
 (25) 1951

### CHLT, SHERBROOKE

- 10,000 watts on 630 kcs.  
 (1) R.T.S. (67) Inc.  
 (2) 3330 King St. West  
 (3) (819) 569-9331  
 (4) Jean-Louis Gauthier  
 (5) Henri Delorme  
 (8) Lucien LaRocque  
 (9) Robert Grand Maison  
 (10) Marcel Rheault  
 (11) Paul-Marcel Robidoux  
 (12) Andre DeSeve (13) Jean-  
 Maurice Bilodeau (14) D.J.  
 MacMillan (15) Mlle Andree  
 Aube (16) Robert H. Butler  
 (17) Mrs. Francoise Boivin  
 (18) Gerard Paul (19) Robert  
 Thiebault (20,21) All-Canada  
 (22) Messner (23,24) All-  
 Canada (25) 1937

### CJRS, SHERBROOKE

- 10,000 watts on 1510 kcs.  
 (1) CJRS Radio Sherbrooke  
 Ltée (2) 2655 King West  
 (3) local-567-8951, direct line  
 861-1312 (4) J. Lagasse  
 (5) Serges Raymond (7) Paul  
 L. Paradis (8) R. Gendron  
 (9) S. Raymond (11) Lyse  
 Menard (12-14) R. Charbonneau  
 (16) R. Gendron (17) Mrs. C.  
 Hamel (19) M. Comeau  
 (20,21) Stephens & Towndrow  
 (22) Broadcast Reps  
 (23) Stephens & Towndrow  
 (24) Devney (25) 1967

### CKTS, SHERBROOKE

- 1,000 watts on 900 kcs.  
 (1) The Telegram Printing &  
 Publishing Co. Ltd. (2) 3330  
 King St. W. (3) (819) 569-9331  
 (4) J.J. Dunn (5) Henri  
 Delorme (7) Mrs. Laurette  
 LaRocque (8) Lucien LaRocque  
 (9) Berl Dewar (11) Mrs.  
 Huguette Lussier (12) Jack  
 Cornett (13) Gordon Breen  
 (14) D.J. MacMillan (15) Mrs.  
 Diana Parker (16) Robert H.  
 Butler (17) Mrs. Diana Parker  
 (18) Claude Paré (19) Robert  
 Thiebault (20,21) All-Canada  
 (22) A.J. Messner  
 (23,24) All-Canada (25) 1946

### CJSO, SOREL

- 10,000 watts on 1320 kcs.  
 (1) Radio-Richelieu Ltée  
 (2) Boite Postale 126, 72 rue  
 du Roi (3) 743-3318 (4) Henri  
 Olivier (5) Maurice Boulianne  
 (7) Maurice Bérubé (9) Claude  
 Rochon (10) Michel Champagne  
 (12) Lorenzo Brouillard  
 (13) Georges Vandal  
 (15) Mme Maryse Fagnan  
 (16) Maurice Boulianne  
 (17) Lorenzo Brouillard  
 (18) Pierre Cardin (19) Joseph  
 Cardin (20-22) Hardy Radio &  
 TV (25) 1945

### CKLD, THETFORD MINES

- 1,000 watts day, 250 night on  
 1230 kcs. (1) Radio Megantic  
 Ltée (2) C.P. 69 (3) 335-7533  
 (4,5) François Labbé  
 (6,7) Elizabeth Bolduc  
 (8-10) Irénée Goulet  
 (11) Elizabeth Bolduc  
 (12) Jocelyn Lemieux  
 (13) Irénée Goulet (14) Gilles  
 Levesque (15) Elizabeth  
 Bolduc (16) Irénée Goulet  
 (17) Mme Jeanne Martin  
 (18,19) Irénée Goulet  
 (20-23) Group One Radio  
 (24) Canadian Standard  
 (25) 1950

### CHLN, TROIS-RIVIERES

- 10,000 watts on 550 kcs.  
 (1) Radio Trois-Rivières Inc.  
 (2) 3550 Boulevard Royal  
 (3) (819) 374-3556 (4) Roger  
 Dussault (5) Maurice  
 Dansereau (6,7) Maurice  
 Duval (8,9) Maurice Bourget  
 (10) Michel Thivierge  
 (11) Andre Bellefeuille  
 (12) Ernest Lamy (13) Paul  
 Charest (15) Mrs. Pierrette  
 Fournier (16) Maurice Duval  
 (17) Jocelyne Kégle (18) Yvon  
 Rocheleau (19) Oric Lefebvre  
 (20,21) SBS (22,23) Western  
 Broadcast (24) Canadian  
 Standard (25) 1937

### CKTR, TROIS-RIVIERES

- 10,000 watts on 1150 kcs.  
 (1) CKTR (1958) Ltée  
 (2) 1350 rue Royale  
 (3) (819) 375-4855 (4) Paul  
 About (5,7) Charles Couture  
 (8) Jules Héroux (9,10) André  
 Gaudreault (12) Bernard  
 Champoux (13) Armand Martel  
 (16) Jules Héroux (17) Miss  
 Jacqueline Frenette  
 (18) Claude Robert (19) Hervé  
 Lapointe (20,21,23) Stephens  
 & Towndrow (24) Don Cooke  
 (25) 1954

### CFLV, VALLEYFIELD

- 1,000 watts on 1370 kcs.  
 (1) Radio Valleyfield Ltd.  
 (2) P.O. Box 1370 (3) (514)  
 373-1370 (4) A. Cholette  
 (5) J.-C. Lefebvre (7) M.  
 Legault (8) Roger Bélair  
 (9) Alain Truchet (12) Jacques  
 Hébert (13) Gilles Pétel  
 (14) Claude Brabant (15) Yves  
 Boyer (17) Mrs. Mireille  
 Beauchesne (18) Yvon Boutet  
 (20-23) Hardy Radio & TV  
 (24) Devney (25) 1961

### CKVL, VERDUN

- 50,000 watts day, 10,000  
 night on 850 kcs. (1) Radio  
 Futura Ltd. (2) 211 Gordon  
 Ave. (2) 766-2311 (4) Jack  
 Tietolman (5) Corey Thomson  
 (7) Judah Tietolman (8) Gaston  
 Saulnier (9) Marcel Provost  
 (11) Guy Belanger (12) Marcel  
 Beauregard (13) R. Rivet  
 (14) Alphonse Lapointe  
 (15) Miss Pierrette Champoux  
 (16) Jack Selinger (17) Jeannot  
 Pelletier (19) Maurice  
 Rousseau (20,21) Radio & TV  
 Sales (24) Canadian Standard  
 (25) 1946

### CFDA, VICTORIAVILLE

- 1,000 watts on 1380 kcs.  
 (1) Radio Victoriaville Ltée  
 (2) Box 490 (3) 752-5545  
 (4) Lucien Michaud  
 (5,7) François Bastien  
 (8) Fernand Corbeil  
 (9) Lucien Michaud  
 (10) Fernand Corbeil  
 (11) Jacques Michaud  
 (12) Normand F. LeClerc  
 (13) Gilbert Foucault  
 (14) Pierre Marchand  
 (15) Denyse Trottier  
 (16) F. Bastien (17) Denyse  
 Trottier (19) Réal Laramée  
 (20,21) Group One Radio  
 (22,23) Byles, Gibb  
 (24) Canadian Standard  
 (25) 1951

### CKVM, VILLE MARIE

- 10,000 watts on 710 kcs.  
 (1) Radio Temiscamingue Inc.  
 (2) 55 rue St-Anne (3) 710  
 (4) Hervé Loblanc (5) René  
 Legault (6) Jean-Paul Paquette  
 (7) René Legault (9,10) Yvon  
 Larivière (12) Jean-Paul  
 Paquette (13) Yvon Larivière  
 (14) Isidore Laliberté  
 (15) Mrs. Alice Ethier  
 (16) René Legault (17) Miss  
 Marcelle Cholette  
 (18,19) Gaston Tasset  
 (20,21) Air-Time Sales  
 (25) 1950

# **BBM\*** Says...

## **CKVL**

**NO.**

# **1**

### **IN QUEBEC**

**DAILY CIRCULATION\* 586,000**

## **CKVL-FM**

**NO.**

# **1**

### **IN CANADA**

**DAILY CIRCULATION\* 121,800**

## **WE'LL SEE YOU AT THE C.A.B.**

**MONTREAL MAY 6, 7, 8**

**\*BBM March 1968. Monday to Friday average. All Persons. Full coverage area.**

**REPRESENTATIVES: Radio & Television Sales Inc., Montreal-Toronto. Canadian Standard Broadcast Sales Inc., New York**



**QUEBEC****RADIO Contd.****KEY**

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

**FM****CBF-FM, MONTREAL**

24,600 watts on 95.1 mcs.  
 (1) Canadian Broadcasting Corp. (2) Case Postale 6000  
 (5) F. Guerard (25) 1948

**CBM-FM, MONTREAL**

24,600 watts on 100.7 mcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 6000  
 (5) F. Guerard (25) 1948

**CFQR-FM, MONTREAL**

41,400 watts on 92.5 mcs.  
 (1) Canadian Marconi Co.  
 (2) 405 Ogilvy Avenue  
 (3) 273-6311 (4) S.B. Hayward  
 (5) Ken Dobson (7) Martin Conroy (8) Jim Kidd  
 (9) Gerry Deacombe  
 (11) Tom Deachman (12) Bert Cannings (13) Dick Irvin  
 (16) Mrs. Babs Pitt  
 (17) Laurie Raspberry  
 (18) Malcolm Charleton  
 (19) Bill Gates (20-24) All-Canada (25) 1967

**CJFM-FM, MONTREAL**

41,200 watts on 95.9 mcs.  
 (1) CJAD LTD. (2) 1407 Mountain St. (3) 844-0111  
 (4) W.C.T. Cran (5) Ronald N. Blair (9) Richard Inwood  
 (16) Gordon N. Hope  
 (17) Miss Sharon Bush  
 (20,21) Standard Broadcast  
 (22,23) Western Broadcast  
 (24) Canadian Standard  
 (25) 1962

**CJMS-FM, MONTREAL**

40,000 watts on 94.3 mcs.  
 (1) Supravox Corporation  
 (2) 1700 Berri St. (3) 844-2671  
 (4) Raymond Crepault  
 (5,7) Gilbert Herard (9,10) Denis Hudon (11) John Britten  
 (12) Paul Coucke (13) Rocky Brisebois (16) Pierre Roch  
 (17) Daniele Frezza  
 (18) Benoit Bouchard (19) Jean Claude Lalancette  
 (20-23) Stephens & Towndrow  
 (24) Devney (25) 1964

**CKGM-FM, MONTREAL**

41,200 watts on 97.7 mcs.  
 (1) Maisonneuve Broadcasting  
 (2) 1455 Drummond St.  
 (3) 845-3201 (4) Don K. Wall  
 (7) Barry Martin (11) Jim Williams (17) Grace Winnard  
 (19) Bryan Thomas  
 (20) Stephens & Towndrow  
 (21) Barry Martin (22) Broadcast Reps. (23) Stephens & Towndrow (24) Devney  
 (25) 1963

**CHRC-FM, QUEBEC**

81,000 watts on 98.1 mcs.  
 (1) CHRC Ltee (2) C.P. 6000,  
 (3) 522-8177 (4) Lt. Col. Herve Baribeau (5) Henri Lepage  
 (6) Aurele Pelletier (7) Yvon Martel (8) Miss Georgette Lacroix (9) Henri Veilleux  
 (11) Miss Georgette Lacroix  
 (12) Georges McKie (16) Miss Georgette Lacroix (17) Jacques Dion (18) Marcel Huard  
 (19) Arsene Nadeau  
 (20-22) Hardy Radio & TV  
 (23) Stephens & Towndrow  
 (24) Canadian Standard  
 (25) 1949

**CJBR-FM, RIMOUSKI**

20,000 watts on 101.5 mcs.  
 (1) La Radio du Bas St-Laurent (66) Inc. (2) 273 ouest, St-Jean-Baptiste (3) 723-2217  
 (4) Jacques Brillant (5) André Lecomte (6) Sandy Burgess  
 (7) Andre Lecomte  
 (8,9) Sandy Burgess  
 (10) Francois Raymond  
 (11) Lorenzo Michaud (12) Guy Ross (13) Claude Pearson  
 (16) Sandy Burgess (17) Miss Caroline Marmen (18) Gilles Fournier (19) Marcel Vallee  
 (20-24) All-Canada (25) 1959

**CHGB-FM, VILLE LA**

**POCATIERE**  
 1,000 watts on 102.9 mcs.  
 (1) CHGB Ltee (2) 508, 4 ieme Avenue (3) 856-1310  
 (4) G.T. Desjardins (5) P.E. Hudon (6) M.A. Freve  
 (7) J. Morin (8) C. Landry  
 (9) R. Plante (10) M. Levesque  
 (11) Miss Y. Cloutier  
 (12) M. Levesque (13) J.M. Caron (17) Mrs. L. Bois  
 (19) M.A. Freve (20,21) Group One Radio (25) 1967

**CHLT-FM, SHERBROOKE**

62,000 watts on 102.7 mcs.  
 (1) RTS Sherbrooke (1967) Inc.  
 (2) 3330 King St. W.  
 (3) 569-9331 (4) Jean-Louis Gauthier (5,7) Henri Delorme (8) Trefflé Mercier  
 (9) Robert Grand Maison  
 (11) Paul-Marcel Robidoux  
 (12) André DeSève  
 (13) Jean-Maurice Bilodeau  
 (15) Andrée Aubé (16) Bob Butler (17) Mrs. Francoise Boivin (18) Claude Paré  
 (19) Robert Thiébault  
 (20-23) All-Canada  
 (24) Sumner (25) 1963

**CKVL-FM, VERDUN**

614,000 watts on 96.9 mcs.  
 (1) Radio Futura (2) 211 Gordon Ave. (3) PO 62311 (4) Jack Tietolman (5) Hal Wardell  
 (6) Harry Fredericks  
 (7) Judah Tietolman (8) Larry Fredericks (9-11) Hal Wardell  
 (12,13) Larry Fredericks  
 (16) Jack Selinger (17) J. Pelletier (18) G. Pelchat  
 (19) M. Rousseau  
 (20,21) Radio & TV Sales  
 (24) Tom Malone (25) 1958

**TELEVISION****KEY**

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities

**CHAU-TV, CARLETON**

52,000 watts audio, 100,000 watts video on Channel 5  
 (1) Television de la Baie des Chaleurs Inc. (2) C.P. 100  
 (3) 186, 187 (4) J. Leo Hachey  
 (5) Andre Lecomte (6) Marcel Chabot (7) Mrs. Anita Tardif  
 (8) Rodrigue Barriault  
 (9) Andre Gagnon, Denys Courchesne (16) Mrs. Michele Barriault (17) Mrs. Anita Tardif  
 (18) Jean Marc Fillion  
 (19) M. Chabot (20) Pierre Lapointe (21) Magella Degrasse (22-24) Hardy Radio & TV (25) Scharf Broadcast  
 (26) Weed (27) 1959

**Rebroadcasting Stations**

Channel	Location
2	Ste-Marguerite
10	St-Quentin
10	Port-Daniel
7	Chandler
2	Perce
10	Gaspé
7	Riviere-au-Renard
6	Cloridorme
7	Anse-a-Valleau

**CJPM-TV, CHICOUTIMI**

52,500 watts audio, 100,000 watts video on Channel 6  
 (1) CJPM-TV INC. (2) P.O. Box 600 (3) (418) 549-2576  
 (4) Paul Murdock (5) Paul J. Audette (6) Claude Blain  
 (7) Nat. - Paul J. Audette Reg. - Jean-Paul Fontaine  
 (8,9) Claude Blain (11) Monic Harvey (12) Claude Poulin  
 (13) Jean-Noel Gauthier  
 (15) Ginette Bissonnette  
 (16) Claude Blain (17) Luc Harvey (18) Michel Martin  
 (19) Roger Hudon (20) Yves Champagne (21) Jacques Lafrance (22,23) Paul Langlais Inc. (24,25) Stovin-Byles TV (26) Forjoe  
 (27) 1963 (28) Network, Film VTR

**CKRS-TV, JONQUIERE**

21,000 watts audio, 42,000 watts video on Channel 12  
 (1) Radio Saguenay Ltee  
 (2) 175 Sir Wilfrid Laurier  
 (3) (418) 542-4551 (4) Henri Lepage (5,7) Tom Burham  
 (9) Gilles Dufour (11) Marcel Perron (12) Jean-Paul Tremblay  
 (17) Paul Flamand (18) Camil Tremblay (19) Paul Gilbert  
 (20) Pierre-Yves Dion  
 (21) Eugene Michaud  
 (22-24) Hardy Radio & TV  
 (26) Canadian Standard  
 (27) 1955 (28) Network

**Rebroadcasting Stations**

Channel	Location
9	Port-Alfred
2	Chicoutimi
8	Roberval

**CKBL-TV, MATANE**

182,000 watts audio, 303,000 watts video on Channel 9  
 (1) La Cie de Radiodiffusion de Matane Ltee (2) 155 St. Sacrement (3) 562-0290  
 (4,5) Rene Lapointe  
 (6,7) Octave Lapointe  
 (8,9) Roger Bergeron  
 (10) J.P. Berthiaume  
 (11) Odette Tardif (12) J.P. Berthiaume (13) Jean Binet  
 (14) J.P. Berthiaume  
 (15) Mrs. Armande Desrosiers  
 (16) Georges Guy (17) Miss Lison Belanger (18) Hugues Lajoie (19) Yvan Fortier  
 (20) Richard Fortin (21) Gilles Lajoie (22-24) Hardy Radio & TV (25) Scharf Broadcast  
 (26) Devney (27) 1958  
 (28) Network

**Rebroadcasting Stations**

Channel	Location
11	Mont Climon
6	Murdochville
11	Grande Vallée
2	Mont Louis
6	Causapsal
6	Grand Detour
10	Manicouagan
13	Manicouagan

**CBFT, MONTREAL**

50,000 watts audio, 100,000 watts video on Channel 2  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 6000  
 (5) J. Blais (27) 1952

**Rebroadcasting Stations**

Channel	Location
11	Mont Tremblant
3	Mont Laurier

**CBMT, MONTREAL**

60,000 watts audio, 100,000 watts video on Channel 6  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 6000  
 (5) J. Blais (27) 1954

**CFCF-TV, MONTREAL**

160,000 watts audio, 325,000 watts video on Channel 12  
 (1) Canadian Marconi Co.  
 (2) 405 Ogilvy Avenue  
 (3) 273-6311 (4) S.B. Hayward (5) D.W.G. Martz  
 (6) George Bowden (7) Walter Machny (8) Don Forsyth (9) Sam Pitt (10) Ted Murphy  
 (11) Miss Libby Smyth  
 (12) Bert Cannings (13) Dick Irvin (16) Mrs. Babs Pitt  
 (17) Mrs. Irene Selway  
 (18) Steve Yuranyi (19) Joe Thompson (21) Tony Mammo  
 (22-26) All-Canada  
 (27) Jan. 1961 (28) Complete

**CFTM-TV, MONTREAL**

160,000 watts audio, 325,000 watts video on Channel 10  
 (1) Tele-Metropole Corporation Inc. (2) 1405 rue de Maisonneuve  
 (3) (514) 526-9251 (4,5) J.A. DeSève (6) R. Giguère  
 (7) P. L'Anglais (8,9) R. L'Herbier (12) C. Lapointe  
 (13) P. Proulx (18) J.P. Ladouceur (19) M. Doucet  
 (22,23) Paul L'Anglais  
 (24,25) Stovin-Byles TV  
 (26) Forjoe (27) 1961  
 (28) Complete

**CBVT. QUEBEC**

87,000 watts audio, 173,000 watts video on Channel 11  
 (1) Canadian Broadcasting Corp. (2) P. O. Box 400, Upper Town (5) R. Dussault (27) 1964

**Rebroadcasting Station**  
 Channel Location  
 2 St. George de Beauce

**CFCM-TV. QUEBEC**

15,000 watts audio, 100,000 watts video on Channel 4  
 (1) Television de Quebec (Canada) Ltée (2) P.O. Box 2026 (3) 683-4985 (4) Gaston Pratte (5) Jean A. Pouliot (6) A.P. Fitzgibbons (7) Nat. - A.P. Fitzgibbons; local - R.C. Stefanik (8) André Jean (9) Paul Chamberland (10) André Jean (12) Jacques Moisan (13) Frank Fontaine (16) Jean L. Crevier (17) Andrée Cyr (18) Marcel Labadie (19) Gerard Fortin (20) R. Lamontagne (21) P. Rochette (22-24) Hardy Radio & TV (25) Stephens & Towndrow (26) Forjoe (27) 1954 (28) Network, film, VTR

**CKMI-TV. QUEBEC CITY**

300 watts audio, 16,330 watts video on Channel 5  
 (1) Television de Quebec (Canada) Ltée (2) P. O. Box 2026 (3) 683-4985 (4-26) same as CFCM-TV except (8,9) George Lovett (10) Norm Wright (27) 1957 (28) Network, Film, VTR

**CJBR-TV. RIMOUSKI**

100,000 watts audio, 55,800 watts video on Channel 3  
 (1) Radio du B.S.L. [1966] Inc. (2) 273 rue St-Jean-Baptiste (3) 723-2217 (4) Jacques Brillant (5,6) André Lecomte (7) Roma Pelletier (8-10) François Raymond (11) Lorenzo Michaud (12) Guy Ross (13) Claude Pearson (14) André Lecomte (15) Louise Lavallée (16) François Raymond (17) Roméo Côté (18) Georges Mercier (19) Marcel Vallée (20) Gilles Fournier (21) Roméo Côté (22-25) Paul L'Anglais and Stovin-Byles TV (26) All-Canada (27) 1954 (28) Network

**Rebroadcasting Station**  
 Channel Location  
 13 Edmunston, N.B.

**CKRT-TV. RIVIERE-DU-LOUP**

24,500 watts audio, 49,500 watts video on Channel 7  
 (1) CKRT-TV, Ltd. (2) 1 Frontenac Street (3) 862-6003, 862-4146 (4,5) Luc Simard (6) Grégoire Thibault (7,8) Vincent Gagnon (9) Gregoire Thibault (10,11) Gilles Gosselin (12,13) Marcel Rouleau (14) Paul Simard (15) Miss Danielle Desjardins (16) Miss Cecile Thériault (17) Miss Marie Beaulieu (18) Ghislain Bérubé (19) Germain Gélinas (20) Clément Lavoie (21) Ghislain Bérubé (22-24) Hardy Radio & TV (26) Devney (27) Jan. 1962 (28) Network

**Rebroadcasting Stations**

Channel	Location
2	Baie St-Paul
2	Ste-Rose du Dégelis
13	St-Patrice
5	Cabano

**CKRN-TV. ROUYN**

115,000 watts audio, watts video on Channel 4  
 (1) Radio-Nord Inc. (2) P.O. Box 70 (3) 762-0741 (4,5) D.A. Gourd (6,7) F.G. Capellari (16) F.G. Capellari (17) Mrs. B. Guimont (18) L. Mitris (19) D. Krumbacher (22-24) Hardy Radio & TV (26) Weed (27) 1957 (28) Network

**CHLT-TV. SHERBROOKE**

186,000 watts audio, 316,000 watts video on Channel 7  
 (1) Radio Television Sherbrooke Inc. (2) P.O. Box 2000 (3) (819) 569-9331 (4,5) Jean-Louis Gauthier (6) Pierre Bruneau (7) Lucien LaRocque (9,10) Marcel Rheault (11) Gerard Brousseau (12) André DeSeve (13) Jean-Maurice Bilodeau (15) Andrée Aubé (16) R.H. Butler (17) Laurette LaRocque (18) Claude Duchesne (19) Robert Thiébaud (20) Roger Lemaire (21) Lucien Perrault (22-25) NTV (26) Sumner (27) 1956 (28) Complete

**CKTM-TV. TROIS-RIVIERES**

65,000 watts audio, 325,000 watts video on Channel 13

(1) Television St-Maurice Inc. (2) P.O. Box 277 (3) (819) 375-7311 (4,5) Henri Audet (6) Robert Bonneau (7) Gilles Dussault (12) Jacques Voyer (13) Claude Mathieu (15) Miss Jeannette Biondi (16) Gilles Dussault (17) Micheline Lesage (18) Jacques Parent (19) Robert Bonneau (20) Gilles Nadeau (21) Albert Aubichon (22-25) Stovin-Byles TV (26) All-Canada (27) 1958 (28) Network

The  
 Canadian  
 Broadcaster's  
 Business  
 is  
 Broadcasting

**CREATIVE, MATURE, EFFECTIVE**

**NATIONAL SALES  
 AND  
 SERVICE**



**ART HARRISON**  
 General Manager



**DICK SIENKO**  
 Sales Manager



**GEORGE HELLMAN**  
 Sales Promotion



**PAUL MARTEL**  
 Montreal Manager



**CHARLES POWELL**  
 Toronto



**HELEN KOLOMAYA**  
 Winnipeg Manager



**DICK RING**  
 Toronto



**JIM CRAWFORD**  
 Vancouver Manager



**ROY GREEN**  
 Toronto



**JEAN SENECAL**  
 Montreal



**PAT ROWSELL**  
 Toronto



**TED TEVAN**  
 Montreal



**WELDON WILSON**  
 Toronto



**PIERRE VACHON**  
 Montreal



**BOB PROCTOR**  
 Montreal



**HARDY** RADIO & TELEVISION LIMITED

QUEBEC MONTREAL TORONTO WINNIPEG VANCOUVER



# ATLANTIC PROVINCES

Total Population	1,995,450
Men (20 and over)	534,850
Women (20 and over)	532,290
Teens (13-19)	295,430
Children (0-12)	632,880
Households	454,200
TV Households	415,900
Per Cent TV Households	91%

Source: BBM January 1968

## RADIO

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U. S. reps
- (25) Station birth date

## AM

### NEW BRUNSWICK

#### CKBC, BATHURST

10,000 watts on 1360 kcs.  
 (1) Bathurst Broad. Co. Ltd.  
 (2) 455 Golf St. (3) 546-4461  
 (4) J. Leo Hachey (5) Bill Winton (7) R.J. Gallagher (8,9) John M. MacLeod (10) Al Hebert (11) Denis Menard (12) Walt Forsey (13) Jim Munson (16) R.J. Gallagher (17) Sandra Stever (19) Phil Pacquet (20-23) Radio-TV Reps. (25) April 1955

#### CKNB, CAMPBELLTON

10,000 day, 1,000 night watts on 950 kcs.  
 (1) Restigouche Broadcasting (2) Box 340 (3) 753-4415  
 (4) J. Alexander (5) W.J. Freeman (6) J. Morrison (7) K. Coughlan (8) J. Morrison (9) W.J. Freeman (10) Terry Adams

(11) Graham Wylie  
 (12) J. Morrison (13) D. Hume  
 (15) Mrs. J. Lavigne  
 (16) K. Coughlan (17) Mrs. J. Lee (19) W.J. Freeman (20-23) Hardy Radio & TV (24) Weed (25) 1939

#### CJEM, EDMUNDSTON

5,000 watts on 570 kcs.  
 (1) Edmundston Radio Ltd. (2) 91 Canada Rd.  
 (3) 735-3351 (4) Georges Michaud (5) George A. LeBel (6) Claude Boucher (7) Jean Fournier (8) Camille Dube (9) G.A. LeBell (10) Camille Dube (11) Miss Doreen Pelletier (12) Camille Dube (13) Gilles Morency (14) Antonio Gagnon (15) Miss Gloria Friolet (16) Jean Fournier (17) Miss Rita Voisine (18) Walter Martin (19) Marcel Vallée (20-24) All-Canada (25) 1944

#### CBZ, FREDERICTON

10,000 watts on 970 kcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 1538 (5) Harold Hatheway (25) 1964

#### CFNB, FREDERICTON

50,000 watts on 550 kcs.  
 (1) Radio Atlantic Ltd. (2) P.O. Box 217 (3) 475-5501 (4) D. Malcolm Neill (5,7) Jack T.H. Fenety (8,9) John W. Richards (12) Gordon Catt (13) Richard Robinson (15) George W. Mountain (17) Mrs. Margaret Burnett (18) Gordon Miller (19) Glenn D. Love (20,21) Paul Mulvihill (22) Broadcast Reps. (24) Weed (25) 1923

#### CBAF, MONCTON

5,000 watts on 1300 kcs.  
 (1) Canadian Broadcasting Corp. (2) C.P. 950 (5) Guy Theriault (25) 1954

#### CKCW, MONCTON

10,000 watts on 1220 kcs.  
 (1) Moncton Broadcasting Ltd. (2) Halifax St. (3) (506) 855-1220 (4,5) F.A. Lynds (6,7) Earle Ross (8) D. Ward Lynds (9,10) Robert Reid (11) Jack Reid (12) Claude Cain (13) Garth Cooper (14) Alan Saunders (15) Miss Lori Joudrey (16) Robert Reid (17) Miss Lorraine Maillet (18) Bill MacFadden (19) Keith MacConnell (20,21) Paul Mulvihill (22) Messner (23) Stephens & Towndrow (24) Canadian Standard (25) 1934

#### CKMR, NEWCASTLE

1000 watts on 790 kcs.  
 (1) Miramichi Broadcasting Co. Ltd. (2) 129 Castle St. (3) (506) 622-3311 (4) L.W. Flett (5,7) R.J. Wallace (8) Dan Leeman (9) R.J. Wallace (13) Byron Christopher (15) Mrs. Margaret O'Brien (16) Dan Leeman (17) Mrs. Barbara Lockenbie (18) Blair Trevors (19) R.J. Wallace (20-22) Hardy Radio & TV (24) Weed (25) 1949

#### CBD, SAINT JOHN

10,000 watts on 1110 kcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 1538 (5) Harold Hatheway (25) 1964

#### CFBC, SAINT JOHN

10,000 watts on 930 kcs.  
 (1) Fundy Broadcasting Co. Ltd. (2) Broadcast House, Carleton St. (3) (506) 692-3301 (4) Jim Turnbull (5) Robert Lockhart (6) W.A. Lindsey (7) Ralph McLenaghan (8) Dan MacIsaacs (9,10) Ron Wilson (11) Robert Lockhart (12) David White (13,14) Ralph McLenaghan (15) Mrs. Kay Ramsay (16) W.A. Lindsey (17) Mrs. Fran Murphy (18) Bernie Wilcox (19) Charles Weeks (20,21) Radio-TV Reps. (22) Messner (23) Radio-TV Reps. (24) Canadian Standard (25) 1946

#### CHSJ, SAINT JOHN

10,000 watts on 1150 kcs.  
 (1) N.B. Broadcasting Co. Ltd. (2) P.O. Box 1230 (3) (506) 657-3410 (4) L.F. Daley (5) George Cromwell (6) Doug Burrows (7) Donn Kirton (9) Paul DeVeau (11) Ernie Earle (12) John Miller (13) Jack Woodhouse (14) Ian Lambert (15) Miss Grace Craft (16) Garth Atkinson (17) Miss Grace Craft (18) Ken Ogden (19) Reid Dowling (20-24) All-Canada (25) March 1934

#### CJCJ, WOODSTOCK

1000 watts on 920 kcs.  
 (1) Carleton-Victoria Broadcasting Co. Ltd. (2) Box 920 (3) (506) 328-6661 (4) R. J. Morrison (5) Bruce A. Smith (6) W.R. Tompkins (7) Donald Ralston (8-10) Larry Dickinson (11) Dave Rogers (12,13) Bruce A. Smith (14) Walter Tompkins (15) Wendy Hill (16) Don Ralston (17) Mrs. Carol Rogers (18) Dave Hay (19) Bob Morrison (20-23) Radio-TV Reps. (25) 1959

## NOVA SCOTIA

#### CKDH, AMHERST

1000 watts on 900 kcs.  
 (1) Tantramar Broadcasting (2) 32 Church St. (3) (902) 667-3875 (4) J.A. Manning (5,7) Tom Tonner (8-10) Larry Costello (11) Jack Armstrong (12,13) John Fanjoy (14) Frank MacDonald (16) Tom Tonner (17) Mrs. Vivian Hutchinson (18) George Lewis (19) Syd Bernasconi (20-24) Group One Radio (25) 1957

#### CJFX, ANTIGONISH

10,000 watts on 580 kcs.  
 (1) Atlantic Broadcasters Ltd. (2) 85 St. Ninian St. (3) 863-4580 (4) Dr. F.J. Givinar (5) J. Clyde Nunn (6) Bruce Rafuse (7) Gus MacKinnon (8) Larry Lamey (10) Gus MacKinnon (12) Ray MacDonald (13) Dr. Cecil MacLean (14) Gus MacKinnon (15) Joanne Doyle (16) Larry Lamey (17) Gertrude Wallace (19) Donald Holmes (20-24) Group One Radio (25) 1943

#### CKBW, BRIDGEWATER

10,000 watts on 1000 kcs.  
 (1) Acadia Broadcasting Co. Ltd. (2) Box 2000 (3) (902) 543-2401 (4) L.L. Rogers (5) John F. Hirtle (6) James A. MacLeod (7) Paul D. Rogers (8,9) Robert A. MacLaren (10) Hugh A. Godfrey (11) Robert A. MacLaren (12) Edward C. Boylan (13,14) Robert A. MacLaren (15) Mrs. Virginia Fleming (16) Hugh A. Godfrey (17) Mrs. Pauline Fraser (19) Douglas B. Hirtle (20-23) Group One Radio (24) Hooper Jones (25) 1947

#### CFDR, DARTMOUTH

5,000 watts on 790 kcs.  
 (1) Radio Dartmouth Ltd. (2) P.O. Box 1007 (3) (902) 469-9231 (4) C.A. Patterson (5) Clary Flemming (7) W.L. Patterson (9) Clary Flemming (10) Gerry Parsons (11) Dale Schwartz (12) James Geary (13) Pat Connolly (15) Mrs. Ann Haley (16) Bob Northrup (17) Mrs. Carol Donner (18) Melvin Dear (19) Jack Hutchinson (20,21) Major Market (22,23) Messner (24) Weed (25) 1962

#### CBH, HALIFAX

10,000 watts on 860 kcs.  
 (1) Canadian Broadcasting Corp. (2) P.O. Box 3000 (5) S.R. Kennedy (25) 1944

#### CHNS, HALIFAX

10,000 watts on 960 kcs.  
 (1) Maritime Broadcasting Co. Ltd. (2) P.O. Box 400 (3) (902) 422-1651 (4) G. Piercey (5) Fred W. Arenburg (7) Harry A.L. Stephen (8,9) Orville B. Pulsifer (10) Clive Schaefer (11) Orville B. Pulsifer (12) Gerald N. Kendrick (13) Charles 'Chuck' Hickey (14) Lloyd Palmer (16) Hal Blackadar (17) Miss J. Spicer (18) Carl Westhaver (19) Richard Parker (20-24) All-Canada (25) 1926

# Marconi Mark VII the 'hands-off' colour television camera with the highest sensitivity

## Outstanding Relay Optics

Relay optics enable unique field lens to be fitted for high colour fidelity; the use of parallel yokes unaffected by extraneous magnetic fields; two independent filter wheels for control of light temperature and intensity; complete flexibility in choice of lenses.

## Long term 'hands off' stability

Operates day-after-day with minimum adjustment. Rigid stability results from use of unique thin film circuits, and the highest quality components and most sophisticated circuitry. Unaffected by fluctuating magnetic fields of up to 10 gauss.

## Optimum operational flexibility

Ergonomically designed for optimum operational flexibility in studio and O.B. use. Compact, rugged and light in machined magnesium. Easily detachable lens package. Highly manoeuvrable and adaptable to all cranes and dollies.



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THOROLD, ONT. WINNIPEG, MAN. CALGARY, ALTA. EDMONTON, ALTA. VANCOUVER, B.C.



## ATLANTIC PROVINCES RADIO Contd

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Station birth date

## NOVA SCOTIA Contd

### CJCH, HALIFAX

10,000 day, 5,000 watts on 920 kcs. (1) Radio CJCH-920 Ltd. (2) 2885 Robie St. (3) 455-0481 (4) Allan F. Waters (5) Fred G. Sherratt (7) E. Hall (8) Wayne Hooper (9) W. Ozard (11) Charles P. Rodney Chandler (12) W. Mitchell (13) Harris Sullivan (17) Miss Pamela Clarke (19) R. McCausland (20,21) Major Market (22) Messner (23) Byles, Gibb (24) Devney (25) 1944

### CKEN, KENTVILLE

1000 watts on 1350 kcs. (1) Evangeline Broadcasting Co. Ltd. (2) Kentville (3) 678-2111, 678-7465 (4) F.J. Burns (5) W.A. Bishop (7) George Gamble (9) A.C. Williamson (11) Loran Fevens (12) Ron Pulsifer (13) Arnold Edwards (14) Will Bishop (17) Wanda Best (19) David Morrison (20-23) Group One Radio (25) 1948

### CKAD, MIDDLETON

1000 watts on 1490 kcs. (1) Evangeline Broadcasting Co. Ltd. (2) Middleton (3) 678-2111 (4-23) same as CKEN (25) 1962

### CKEC, NEW GLASGOW

5000 watts on 1320 kcs. (1) Hector Broadcasting Co. Ltd. (2) 130 George St. (3) 752-4200 (4,5) D.B. Freeman (7) William Graham (8,9) William MacCulloch (10) William Graham (11) Lloyd Rose (12) Richard James (13) John D. MacDonald (16) W.E. Boyce (17) Mrs. Violet Robertson (18) Len O'Neil (19) R.A. Freeman (20,21) Air-Time Sales (22,23) Broadcast Reps. (24) Don Cooke (25) 1953

### CBA, SACKVILLE

50,000 watts on 1070 kcs. (1) Canadian Broadcasting Corp. (2) P.O. Box 519 (5) S.R. Kennedy (25) 1939

### CBI, SYDNEY

10,000 watts on 1140 kcs. (1) Canadian Broadcasting Corp. (2) P.O. Box 700 (5) K.R. Hill (25) 1948

### CHER, SYDNEY

10,000 watts on 950 kcs. (1) CHER Broadcasters Ltd. (2) Box 950 (3) 539-2900 (4) R. David Neima (5) R.D. Neima, R.J. McGuigan (6) R.A. Rosvold (7) J.C. Lovelace (8) Weldon Boone (9) R.A. Rosvold (11) Weldon Boone (15) Miss Teddi Tedford (16) Ron McInnes (17) Miss Marjorie Boutillier (19) Norman Robar (24) Canadian Standard (25) 1965

### CJCB, SYDNEY

10,000 watts on 1270 kcs. (1) Cape Breton Broadcasters Ltd. (2) Box 1270 (3) 564-5596 (4) J. Marven Nathanson (5) Norris L. Nathanson (7) Toby Halloran (8) Lloyd Taylor (9) Mrs. Florence MacLeod (10) T.C. 'Robbie' Robertson (11) Mrs. Donna Fougere (12,13) Donald MacIssac (15) Miss Ann Terry MacLellan (16) Mrs. Florence MacLeod (17) Miss W. McDonald (18) Bill Warren (19) Alfred Vernon (20-24) All-Canada (25) 1929

### CKKL, TRURO

1000 watts on 600 kcs. (1) Colchester Broadcasting Co. Ltd. (2) P.O. Box 788 (3) (902) 893-4491 (4,5,7) J. Arthur Manning (9) W. Frank Harvey (11) Jack S. Armstrong (12,13) Brian A. MacKenzie (14) Frank MacDonald (17) Mrs. Ruby McSween (18) Bob Bartlett (19) E. Sid Bernasconi (20-22) Group One Radio (24) Hooper (25) 1947

### CFAB, WINDSOR

250 watts on 1450 kcs. (1) Evangeline Broadcasting Co. Ltd. (2) Windsor (3) 678-2111 (4) F.J. Burns (5) W.A. Bishop (7) George Gamble (9) A.C. Williamson (11) Loran Fevens (12) Ron Pulsifer (13) Arnold Edwards (14) Will Bishop (17) Wanda Best (19) David Morrison (20-23) Group One Radio (25) 1945

### CJLS, YARMOUTH

250 watts on 1340 kcs. (1) Gateway Broadcasting Co. Ltd. (2) 222 Main St. (3) 742-4343 (4,5) Donald L. Smith (6) Malcolm Smith (7) Donald L. Smith (8,9) Malcolm Smith (10,11) Bart Warburton (12) Malcolm Smith (13) Darrel Daniels (16) Malcolm Smith (17) Donald L. Smith (18) Donald R. Smith (19) Donald L. Smith (20,21) Radio & TV Reps. (25) 1934

## PRINCE EDWARD ISLAND

### CFCY, CHARLOTTETOWN

10,000 watts on 630 kcs. (1) Island Radio Broadcasting Co. Ltd. (2) P.O. Box 1060 (3) 894-7347 (5) R.F. Large (7) E.P. Williams (8) L. McAulay (12) Hartwell Daley (13) Loman McAulay (14) Dave Ward (15) Jane Weldon (16) M.E. Large (17) E.P. Williams (18) D. Wood (19) G.M. Tait (20-24) All-Canada (25) 1922

### CJRW, SUMMERSIDE

250 watts on 1240 kcs. (1) Gulf Broadcasting Co. Ltd. (2) P.O. Box 1660 (3) 436-2201, 2202 (4,5,7) R.C. (Bob) Schurman (9) L.E. (Lowell) Huestis (10) John Perry (11) Lowell Huestis (12,13) P.H. (Paul) Schurman (14) Lowell Huestis (15) Mrs. Margaret Ann Craig (16) John Perry (17) Miss Rose Ann Richard (19) Fred MacFarlane (20,21) Air-Time Sales (22,23) Radio-TV Reps (25) 1948

## NEWFOUNDLAND

### CBY, CORNER BROOK

10,000 watts on 990 kcs. (1) Colonial Broadcasting Corp. (2) P.O. Box 610 (5) C.V. Hierlihy (25) 1943

### CFCB, CORNER BROOK CFSX, STEPHENVILLE

CFCB, 1,000 watts on 570 kcs. CFSX, 500 watts on 910 kcs. (1) Humber Valley Broadcasting Co. Ltd. (2) P.O. Box 790 (3) 634-3111 (4) Dr. Noel F. Murphy (5) James O'Rourke (7) Vincent J. Rossiter (8) George Buffet (9,10) Gerald Murphy (11) Miss Gloria Linfield (12) John Penney (13) Joseph Mullins (16) Gordon Pittman (17) Roger Humber (18) James McGrath (19) Joseph Parsons (20,21) Radio & TV Sales (24) Canadian Standard (25) 1960

### CBG, GANDER

250 watts on 1450 kcs. (1) Canadian Broadcasting Corp. (2) 98 Sullivan Ave. (5) L.H. Harvey (25) 1943

### CJOX, GRAND BANK

1,000 watts on 710 kcs. (1) Nfld. Broadcasting Co. Ltd. (2) P.O. Box 84 (3) (709) 579-5015 (4) Don Jamieson (5) Colin Jamieson (6) Dave George (7) Nat Shapira (8,9) Dave Maunder (10) Dan Sheridan (12) Ken Meeker (13) Howie Meeker (15) Mrs. Muriel Tucker (16) Rex Stirling (17) Miss Emilie Davis (18) Chuck Peddle (19) Dave George (20-23) Byles, Gibb (24) Weed (25) 1964

### CBT, GRAND FALLS

10,000 watts on 540 kcs. (1) Canadian Broadcasting Corp. (2) High St. & Mill Rd. (5) M.A. Grace (25) 1949

### CJCN, GRAND FALLS

10,000 watts on 680 kcs. (1) Nfld. Broadcasting (2) CJCN, P.O. Box 458 (3) 2470, 2350, 5555 (4) Don Jamieson (5) Mike Roberts (7) Dorothy Dicks (8) Cyril Peckford (9) Gwen Manuel (10) Rod French (11) Fred Greening (12) Freeman White (13) Howie Meeker (14) Freeman White (15) Sally West (16) Rex Sterling (17) Emily Davis (18) Jim Edson (19) Dave George (20,21) Stovin-Byles TV (25) 1965

### CKCM, GRAND FALLS

10,000 watts on 620 kcs. (1) Colonial Broadcasting System Ltd. (2) P.O. Box 430 (3) 2192 (5) J.M. Murdoch (7) Ed Connolly (9) John Murphy (10) Jim Wellman (11) Art Rockwood (12) Elmer Harris (13) Bruce MacDonald (15) Mrs. Maureen McLennon (17) Miss Sandra Evans (18) Art Rockwood (19) Grayson Feltham (20,21) Paul Mulvihill (24) Canadian Standard (25) 1962

### CFGB, HAPPY VALLEY

1,000 watts on 1340 kcs. (1) Canadian Broadcasting Corp. (2) P.O. Box 490 (5) G.E. Frederick (25) 1943

### CHCM, MARYSTOWN

1,000 watts on 560 kcs. (1) Colonial Broadcasting System (2) P.O. Box 560 (3) 560, 57 (4) Joseph V. Butler (5) Charles Noseworthy (7) Mike McHugh (10) James Coady (12) Robert Power (17) Margaret Drake (19) W.B. Williams (25) 1962

### CBN, ST. JOHN'S

10,000 watts on 640 kcs. (1) Canadian Broadcasting Corp. (2) P.O. Box 5490 (5) A.K. Morrow (25) 1932

### CJON, ST. JOHN'S

10,000 watts on 930 kcs. (1) Nfld. Broadcasting Co. Ltd. (2) Prince of Wales St. (3) (709) 579-5015 (4) Don Jamieson (5) Colin Jamieson (6) Dave George (7) Nat Shapira (8,9) Dave Maunder (10) Bob Lewis (12) Ken Meeker (13) Howie Meeker (15) Mrs. Muriel Tucker (16) Rex Stirling (17) Miss Emilie Davis (18) Chuck Peddle (19) Dave George (20-23) Major Market (24) Weed (25) 1950

### VOCM, ST. JOHN'S

10,000 watts on 590 kcs. (1) Colonial Broadcasting System (2) Box 4-590 (3) (709) 726-5590 (4) J.V. Butler (5) Bill Williamson (7) Denys Ferry (9) Art Andrews (10) Pat Murphy (11) Peter Tuff (12) Noel Vinicombe (13) George MacLaren (17) Dave Broomfield (18) Dave Williams (19) W.B. Williams (20,21) Paul Mulvihill (24) Canadian Standard (25) 1936

## FM

## NEW BRUNSWICK

### CFBC-FM, SAINT JOHN

5,600 watts on 98.9 mcs. (1) Fundy Broadcasting Co. (2) Saint John N.B. (3) (506) 692-3301 (4) J. Turnbull (5) R.A. Lockhart (7) Ralph McLanaghan (8-11) Fletcher Trill (12) David White (13,14) R. McLanaghan (15) Mrs. Kay Ramsay (16) W.A. Lindsey (17) Mrs. Fran Murphy (18) Garth Jones (19) Charles Weeks (20,21) Radio-TV Reps. (22) A.J. Messner (23) Radio-TV Reps. (24) Canadian Standard (25) 1965

## NOVA SCOTIA

### CHNS-FM, HALIFAX

19,500 watts on 96.1 mcs.  
 (1) Maritime Broadcasting Co. Ltd. (2) P.O. Box 400  
 (3) 422-1651 (4) G. Piercy  
 (5) Fred W. Arenburg  
 (7) Harry A.L. Stephen  
 (9) Orville B. Pulsifer  
 (10) John Cable (11) Orville Pulsifer (12) Gerald N.  
 Kendrick (13) Chuck Hickey  
 (16) Hal Blackadar (17) Miss  
 Judy Spicer (18) Carl  
 Westhaver (19) Richard  
 Parker (20-24) All-Canada  
 (25) 1948

### CKWM-FM, KENTVILLE

18,000 watts on 97.7 mcs.  
 (1) Evangeline Broadcasting  
 Co. Ltd. (2) Webster St.  
 (3) 678-2111 (4) F. J. Burns  
 (6) W.A. Bishop (7) George  
 Gamble (8) Al Williamson  
 (9,11) Loran Fevens (12) Ron  
 Pulsifer (13) Arnold Edwards  
 (17) Wenda Best (19) David  
 Morrison (20-23) Group One  
 Radio (25) 1965

### CJCB-FM, SYDNEY

1,000 watts on 94.9 mcs.  
 (1) Cape Breton Broadcasters  
 Ltd. (2) Box 1270 (3) 564-5596  
 (4) J. Marven Nathanson  
 (5) Norris L. Nathanson  
 (7) Toby Halloran (8) J. Lloyd  
 Taylor (9) Mrs. Florence  
 McLeod (10) T.C. "Robby"  
 Robertson (11) Mrs. Donna  
 Fougere (12,13) Donald MacIsaac  
 (15) Miss Ann Terry  
 McLellan (16) J. Lloyd Taylor  
 (17) Miss W. McDonald  
 (18) Bill Warren (19) Alfred  
 Vernon (20-24) All-Canada  
 (25) 1929

### CKCL-FM, TRURO

360 watts on 100.9 mcs.  
 (1) Colchester Broadcasting  
 Co. Ltd. (2) P.O. Box 788  
 (3) (902) 893-9839  
 (4,5,7) J. Arthur Manning  
 (9) W. Frank Harvey (11) Jack  
 S. Armstrong (12,13) Brian  
 A. MacKenzie (14) Frank  
 MacDonald (17) Mrs. Ruby  
 McSweeney (18) Bob Bartlett  
 (19) E. Sid Bernasconi  
 (20,21) Group One Radio  
 (25) 1965

## TELEVISION

### KEY

- (1) Company name
- (2) Mailing address
- (3) Telephone
- (4) President
- (5) General Manager
- (6) Operations Manager
- (7) Commercial Manager
- (8) Production Supervisor
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Art Director
- (19) Chief Engineer
- (20) Chief Operator
- (21) Film Editor
- (22) Toronto reps
- (23) Montreal reps
- (24) Winnipeg reps
- (25) Vancouver reps
- (26) U.S. reps
- (27) Station birth date
- (28) Color facilities

## NEW BRUNSWICK

### CBAFT, MONCTON

5,030 watts audio, 10,060 watts  
 video on Channel 11  
 (1) Canadian Broadcasting  
 Corp. (2) P.O. Box 950  
 (5) G. Theriault (27) 1959

### Rebroadcasting Stations

Channel	Location
10	Cheticamp
12	Iles de la Madeleine

### CKCW-TV, MONCTON

15,000 watts audio, 25,000  
 watts video on Channel 2  
 (1) Moncton Broadcasting Ltd.  
 (2) P.O. Box 1220  
 (3) 855-1224 (4) F.A. Lynds  
 (5) Hubert Button (7) Frank  
 Paterson (8) Walter Brown  
 (9) J.S. Irvine  
 (10) Bob Steeves (12) Claude  
 Cain (13) Garth Cooper  
 (15) Helen Crocker  
 (16) Keith Ayling (17) Mickey  
 Tait (18) Stan Morton  
 (19) Keith MacConnell  
 (22,23) Paul Mulvihill  
 (24) Messner (25) Stephens  
 & Towndrow (26) Canadian  
 Standard (27) 1954  
 (28) Network, VTR

### Rebroadcasting Stations

Channel	Location
12	North Shore
7	New Castle
7	Campbellton

### CHSJ-TV, SAINT JOHN

50,000 watts audio, 100,000  
 watts video on Channel 4  
 (1) New Brunswick Broad-  
 casting Co. Ltd.  
 (2) 335 Union St.  
 (3) 657-3410 (4) L.F. Daley  
 (5) George A. Cromwell  
 (6) Wm. R. Stewart  
 (7) Ken Johnston (8) Earl  
 McCarron (9) Jerry Gormley  
 (10) Denny Comeau (12) John  
 Miller (13) Gary Murphy  
 (15) Laura Foster (16) Earl  
 McCarron (17) Doreen  
 Meltzer (18) Don Ward  
 (19) Wm. Piekarski  
 (20) Mervin Hebb (21) Herb  
 Sullivan (22-26) All-Canada  
 (27) 1954 (28) Network

### Rebroadcasting Station

Channel	Location
6	Bon Accord

## NOVA SCOTIA

### CBHT, HALIFAX

34,000 watts audio, 56,000  
 watts video on Channel 3  
 (1) Canadian Broadcasting  
 Corp. (2) P.O. Box 3000  
 (5) J. Simonsen (27) 1954

### Rebroadcasting Stations

Channel	Location
12	Liverpool
8	Shelburne
11	Yarmouth
11	Sheet Harbour

### CJCH-TV, HALIFAX

50,000 watts audio, 100,000  
 watts video on Channel 5  
 (1) CJCH LTD. (2) 2885  
 Robie St. (3) (902) 455-0481  
 (4,5) Finlay MacDonald

(6) George Benwell  
 (7) Doug Clarke  
 (8) Charles Doucet  
 (9) Larry Knoke (10) Murray  
 McIvor (15) Bonnie Purdy  
 (17) Ralph Tingley  
 (18) Jack Dowell (19) John  
 Jay (21) David Ferraz  
 (22-25) Stovin-Byles TV  
 (26) ABC International  
 (27) 1961 (28) Network

### Rebroadcasting Stations

Channel	Location
6	Bayview
8	Amherst
10	Canning

### CJCB-TV, SYDNEY

108,000 watts audio, 180,000  
 watts video on Channel 4  
 (1) C.B. Broadcasters Ltd.  
 (2) P.O. Box 469 (3) (902)  
 562-5511 (4,5) J. Marven  
 Nathanson (6) Bill Holmes  
 (7) Mrs. E.K. Williams

(8) C.M. Morrison (9) Mrs.  
 M.C. MacQuarrie (10) Bill  
 Jessome (11) Aubrey Boone  
 (12) Dave Foreman (13) Don  
 MacIsaac (15) Ann Terry  
 MacLellan (16) Barry  
 Howard (17) Mrs. M.C.  
 MacQuarrie (18) Horst  
 Paulfer (19) W.A. Robert  
 (20) W.A. MacTavish  
 (21) R.H. Demers  
 (22-26) All-Canada  
 (27) 1954 (28) Network

### Rebroadcasting Stations

Channel	Location
6	Inverness
9	Antigonish

## PRINCE EDWARD ISLAND

### CFCY-TV, CHARLOTTETOWN

19,300 watts audio, 38,600  
 watts video on Channel 13  
 (1) Island Radio Broad-  
 casting Co. Ltd. (2) P.O. Box 1060  
 (3) 894-7347 (5) R.F. Large  
 (7) E.P. Williams (8) L. McAulay  
 (12) Hartwell Daley (13) Loman  
 McAulay (14) Dave Ward  
 (15) Jane Weldon (16) M.E.  
 Large (17) E.P. Williams  
 (19) J.W. Phillips (20) C.  
 Sentner (21) V. McFarlane  
 (22-26) All-Canada  
 (27) 1956 (28) Network

### Rebroadcasting Station

Channel	Location
7	New Glasgow, N.S.

## NEWFOUNDLAND

### CJON-TV, ST. JOHN'S

27,500 watts audio, 110,000  
 watts video on Channel 6  
 (1) Nfld Broadcasting Co. Ltd.  
 (2) Prince of Wales St.  
 (3) (709) 579-5015

(4) Don Jamieson, chairman -  
 Geoff Stirling (5) Colin  
 Jamieson (6) John Tessier  
 (7) Nat Shapira (8) John  
 Tessier (9) Colin Jamieson  
 (10) Bob Lewis (12) Ken  
 Meeker (13) Howie Meeker  
 (15) Mrs. Muriel Tucker  
 (16) Rex Stirling  
 (17) Miss Emilie Davis  
 (18) Mrs. Elizabeth Murphy  
 (19) Dave George (20) Len  
 Walsh (21) Jim Adams  
 (22-25) Stovin-Byles TV  
 (26) Weed (27) 1955  
 (28) Network, Film, VTR

### Rebroadcasting Stations

Channel	Location
3	Argentia
10	Grand Bank
10	Laen
10	Corner Brook
10	Bonavista-Elliston
4	Grand Falls
13	St. Albans

### CBYT, CORNER BROOK

98,500 watts audio, 197,000  
 watts video on Channel 5  
 (1) Canadian Broadcasting  
 Corp. (2) P.O. Box 610  
 (5) A.W. Barrett (27) 1959

### Rebroadcasting Stations

Channel	Location
8	Stephenville
12	Deer Lake
3	Port aux Basques
6	St. Andrews

### CBNT, ST. JOHN'S

98,000 watts audio, 196,000  
 watts video on Channel 8  
 (1) Canadian Broadcasting  
 Corp. (2) P.O. Box 5490  
 (5) A.K. Morrow (27) 1964

### Rebroadcasting Stations

Channel	Location
13	Port Rexton
12	Placentia
5	Marystown

## N.W.T. & YUKON

### AM RADIO

#### CFWH, WHITEHORSE

1,000 watts on 570 kcs.  
 (1) Canadian Broadcasting  
 Corp. (2) P.O. Box 730  
 (5) R. St. Julien (25) 1951

#### CHAK, INUVIK

1,000 watts on 860 kcs.  
 (1) Canadian Broadcasting  
 Corp. (2) P.O. Box 1220  
 (5) Elijah Menarik (25) 1960

#### CFYK, YELLOWKNIFE

1,000 watts on 1340 kcs.  
 (1) Canadian Broadcasting  
 Corp. (2) P.O. Box 160  
 (5) Harold Brown (25) 1958

#### CFFB, FROBISHER BAY

40 watts on 1200 kcs.  
 (1) Canadian Broadcasting  
 Corp. (2) P.O. Box 490  
 (5) E.R. Morris (25) 1961

### TELEVISION

#### CFYK, YELLOWKNIFE

5,950 watts audio, 59,500 watts  
 video on Channel 8  
 (1) Canadian Broadcasting  
 Corp. (2) P.O. Box 160  
 (5) A.J. Wybrev (27) 1967  
 Recorded Delay Station

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# NETWORKS

## CTV TELEVISION NETWORK LTD.

Toronto 5: 42 Charles St. E., 924-5454. Chairman of the Board, Gordon F. Keeble; President, Murray Chervo; Vice-president marketing, Keith Campbell; General Sales Manager, Ray Junkin; National program director, Arthur Weinthal; Director of news and public affairs, Charles Templeton; Promotion manager, Sam Elber; Director of research, H. Jim Lee.

Montreal 15: 405 Ogilvie Ave., 273-7781. Manager, John T. Coleman.

## CANADIAN BROADCASTING CORP.

Ottawa: 1500 Bronson Ave., P.O. Box 478, Terminal A. President, George F. Davidson; Vice-president and general manager, Laurent Picard; Vice-president planning and assistant chief operating officer, J.P. Gilmore; Vice-president, corporate affairs, R.C. Fraser; Vice-president programming, E.S. Hallman; Acting general manager, Network Broadcasting English, R.W. McGill; Vice-president & general manager, Network Broadcasting French, Marcel Ouimet; Director of station relations,

I.M. Ritchie; Director of information services, Dave Orr; Director of sales policy and planning, O.J.W. Shugg.

Toronto: 354 Jarvis St., P.O. Box 500, Terminal A. Acting general manager, R.W. McGill; Director of television, J.D. Nixon; Television program director; Bruce Raymond; Director, television sales, J.R. Malloy; Manager TV network sales, T. Nash; Director of Information Services, C. Smith; Supervisor of commercial acceptance & production, J. Angeloff. Radio: Director of Radio, J.T. Craine; Acting program director, radio networks, Allan Brown; Director radio sales, R.S. Joynt; Manager, radio sales, Fred Bardeau; Director of information services, C. Smith.

Montreal: 1425 Dorchester St. W., P.O. Box 6000. Television: Vice-president & general manager, Marcel Ouimet; Assistant general manager, R. David; Director of television, J. Blais; Television program director, J. Landry; Director, television sales, M. Valiquette. Manager, TV network sales, J.A. Lapointe; General supervisor information services, G. Cadieux; Supervisor of Commercial acceptance & production, Mlle J. Bruneau. Radio: Director

of radio, F. Guérard; Radio program director, A. Boisvert; Director radio sales, J.L. Desmarais; General supervisor, information services, G. Cadieux.

## CBC REGIONAL BROADCASTING

St. John's, Nfld.: 95 University Ave., P.O. Box 5490. Director for Province of Newfoundland, A.K. Morrow; Regional program director, R.G. O'Brien; Regional sales manager, A. House.

Halifax: 5600 Sackville St., P.O. Box 300. Director for the Maritime Provinces, S.R. Kennedy; Regional program director, K.R. Barry; Regional sales manager, D.G. LeBlanc.

Ottawa: Lanark Ave., P.O. Box 3220, Station C. Director, Ottawa Area, J.J. Dunn; Area program director, D. Townsend; Area sales manager, L.M. O'Neil.

Winnipeg: 541 Portage Ave., P.O. Box 160. Director for the Prairie Provinces, J.R. Finlay; Regional program director, J. Guthro; Regional sales manager, F. Stanley.

Vancouver: 747 Bute St., Director for the Province of British Columbia, K.P. Caple; Regional program director, E.R. Whitehouse; Regional sales manager, A. Sommerfeld.

# RESEARCH HOUSES

## ADCOM RESEARCH LTD. (1966)

Toronto 7: 214 Merton St., Tel. 487-2469. President, Adrian Gamble

## CHARLES AMBLER & ASSOCIATES LTD. (1956)

Clarkson, Ont.: 1764 Lakeshore Rd. W., Tel. 822-3011/2. President, C.N. Ambler

## ANALYTICAL RESEARCH (CANADA) LTD. (1963)

Toronto: Suite 800, 36 Toronto St.

## CANADIAN FACTS CO. LTD. (1932)

Toronto 5: 160 Bloor St. E., Tel. 924-5751. President, L.G. Gray  
Montreal 2: 1374 Sherbrooke St. W.

## CANADIAN FAMILY OPINION (1961)

Toronto 5: 160 Bloor St. E., Tel. 929-3158. Manager, Mrs. W.J. Karch

## CANADIAN INSTITUTE OF PUBLIC OPINION (1941)

Toronto 5: 160 Bloor St. E., Tel. 488-8310. Director, Miss B.H. Saunders

## CANADIAN NATIONAL TOTAL-MARKET INDEX LTD. (1961)

Toronto 12: 3335 Yonge St., Tel. 485-6531. General manager, J.C. Lackner

## JOHN W. COMBS LTD. (1957)

Willowdale, Ont.: 2901 Bayview Ave., Tel. 222-6551. President, J.W. Combs

## COMPLAN RESEARCH ASSOCIATES LTD. (1947)

Toronto 17: 1675 Bayview Ave., Tel. 483-1126. President, R.H. Whalen

## CONSUMER OPINION CENTRE (1965)

Toronto 19: Store #103, Yorkdale Shopping Centre, Tel. 789-7171. Manager, Miss S.P. Gray.

Montreal 5: Place Versailles, 7275 Sherbrooke St. E.

## BEN W. CROW & ASSOCIATES LTD. (1954)

Toronto 7: 1407 Yonge St., Tel. 924-1404. President, B.W. Crow.

Vancouver 5: 1033 Davie St.

Montreal 25: 2045 Bishop St.

## ELLIOTT RESEARCH CORP. LTD. (1936)

Toronto 6: 840 Pape Ave., Tel. 463-1143. President, J.M. Leckie.

Montreal 38: 3280 Bernardin St.

## K. GLADYS FELLOWS—RESEARCH SERVICES, LTD. (1967)

Toronto 12: 2 Caribou Rd., Tel. 782-7093. President, Mrs. K. Gladys Fellows

## MARTIN GOLDFARB CONSULTANTS LTD. (1965)

Willowdale, Ont.: 5 Gatehead Rd., Tel. 223-2443. President, M. Goldfarb

## INTERNATIONAL SURVEYS LTD. (1946)

Toronto 5: 1173 Bay St., Tel. 925-2422. President, W. P. Haynes.

Montreal: 550 Sherbrooke St. W.

## GORDON LUSTY SURVEY RESEARCH LTD. (1965)

Don Mills, Ont.: 1129 Leslie St., Tel. 445-6455. President, G.H. Lusty

## MARKET FACTS OF CANADA LTD (1960)

Toronto 12: 97 Eglinton Ave. E., Tel. 481-1171. President, J.C. Robertson.

Montreal: 550 Sherbrooke St. W.

## MARKETING RESEARCH CENTRE LTD. (1954)

Montreal 9: 790 Laurentian Boulevard, Tel. (514) 748-9301. President, B. Hymovitch

## MILLER TECHNICAL & ECONOMIC SERVICES (1960)

Don Mills, Ont.: #305, 170 Donway West, Tel. 447-5141. Owner, J.G. Miller.

## NATIONAL MARKET DEVELOPMENT LTD. (1958)

Toronto 18: 369 Olivewood Rd., Tel. 239-7745. President, A.M. Lawrence.

## A.C. NIELSEN COMPANY OF CANADA LTD.

Don Mills, Ont.: 39 Wynford Dr., Tel. 429-2222. President, D.M. Prather.

Montreal: Room 305, 1100 Sherbrooke St. W.  
Saint John, N.B.: 237 City Road.

## ORC INTERNATIONAL LTD. (1964)

Toronto 5: 861 Broadview Ave., Tel. 469-1131. President, F.J. Lacy.

Montreal: 1500 Stanley St., #521.

## RECON RESEARCH CONSULTANTS LTD. (1963)

Toronto 5: 86 Collier St., Tel. 927-4616. President, B.C. Forrest

## REGIONAL MARKETING SURVEYS LTD. (1959)

Vancouver 9: 2065 West 4th Ave., Tel. 736-9884. Managing director, P.C. Forward

## SCHWERIN SYSTEMS LTD. (1952)

Toronto 5: 160 Bloor St. E., Tel. 925-4529. Executive Vice-President, J.G. Cudlip

## DANIEL STARCH (CANADA) LTD. (1949)

Toronto 6: 861 Broadview Ave., Tel. 469-1131. President, C.J. Hinch.

Montreal: #521, 1500 Stanley St.

## TRAVACON RESEARCH LTD. (1962)

Calgary: 600 Sixth Ave. S.W., Tel. 269-1343. President, R.J. Culkin

## WATTS MARKETING RESEARCH LTD. (1952)

Vancouver 1: #202 — 1104 Hornby St., Tel. (604) 682-6571. President, W.B. Watts

# Ted McGovern is going into town. He's never heard of your product.

Surprised?

You spent a fortune on spots covering all the 'major' markets. You extended the plan to additional primary markets across Canada to concentrate your advertising against the bulk of your potential market.

Then how did you miss Ted McGovern?

You compared average rates for a prime-time sixty. Eleven major stations for 29-hundred. Compared to CBC network's forty-three stations for 39-hundred. That's a thousand dollar difference. And that thousand will go to pick up addition markets.

But you missed Ted McGovern.

Because how many additional markets can you add for one grand? Four? Five?

Not many!

So why not go CBC network? Less than four thousand dollars covers Canada. Forty-three CBC stations that will unearth the many Ted McGovern from coast to coast.

Ted doesn't know about the intricate strategies of your media plans. The comparisons between eleven stations for 29-hundred, and forty-three CBC network stations for under 4-thousand mean nothing to him.

Ted doesn't even know that he doesn't know about your product.

When your CBC rep comes visiting, ask him to introduce your product to the McGovern—on CBC network.



**CBC**  **TV**



# CANADIAN SALES REPRESENTATIVES

## AIR-TIME QUALITY SALES LTD.

Toronto: 2149 Yonge St. 485-0746. Mike Callahan.  
 Montreal: 1396 St. Catherine St. W. 866-5353. Jean Laurin.

## ALL-CANADA RADIO & TELEVISION LTD.

Toronto: 1000 Yonge Street. 925-9361. President, J. Stuart MacKay. Vice-Pres. and Gen. Mgr., Ross A. McCreath. Vice-Pres. and Secretary-Treasurer, Eric Williams. Vice-Pres., Radio, K. A. Baker. Nat. Sales Mgr. TV, Donald M. Smith.  
 Montreal: 915 Dominion Sq. Bldg., UN 1-5656. Mgr., Peter Sisam.  
 Calgary: 1230 17th Ave. S.W., 244-2455. Mgr., Jack Cavanaugh.  
 Winnipeg: #208, 181 Pioneer Ave., WH 2-6861. Mgr., Bill Edge.  
 Vancouver: One Bentall Centre, MU 4-7461. Mgr., Arnold Nelson.  
 New York: 10 Rockefeller Plaza, #518. C16-1425. Mgr., Neil Henderson.  
 Chicago: 333 North Michigan Ave., #916. 372-2528. Ken Schaefer.  
 Hollywood: 6922 Hollywood Blvd., 213-462-8641. Hugh Wallace.  
 Atlanta: 1371 Peachtree St., #422. TR 5-6644. Bob Baird.  
 Dallas: 1407 Main Street, #1419. Dallas, Texas 75201. RI 7-3723. Jim Hughes.

## BROADCAST REPRESENTATIVES LTD.

Winnipeg: P.O. Box 801m 204-582-2918. Pres., J.O. Blick, Executive Director, Mrs. Helen M. Kolomaya.

## GROUP ONE RADIO LTD.

Toronto: 400 Jarvis St., 923-0919. Bev Martin, John Burns, Warren Cross.  
 Montreal: #1103, 1808 Sherbrooke St. W., 923-8357. Vice-Pres. and Mgr. Al Bazinet. Don Morton.  
 Halifax: Group One Atlantic: 1749 Oxford St., 429-2212. Art Peters.  
 Vancouver: 517 Crown Bldg., 615 West Pender St., 682-6391. Jim W. Stovin.  
 Winnipeg: 365 Broadway Ave., 942-1892. Harold Olson.

## HARDY RADIO & TV LTD.

Toronto: #715, 2 Carlton St., 363-9433. Gen. Manager, Arthur Harrison.  
 Montreal: 1010 St. Catherine St. W., Mezzanine 11, 861-5461. Manager - Paul Martel.  
 Quebec City: 1143 St. John Street, 522-8177. M. Aurele Pelletier.  
 Winnipeg: P.O. Box 801, 582-2918. Mrs. Helen Kolomaya.

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

Toronto: 175 Bloor St. E., 923-2451. D.M. 'Doug' Pearson, T.B.J. 'Tom' Atkins, R.A. 'Bob' Stevenson, Vera Bayrak (traffic).  
 Montreal: #206, 1118 St. Catherine St. W., 861-3395. Lincoln 'Link' A. Mayo.

## PAUL L'ANGLAIS INC.

Toronto 7: 2160 Yonge St., 487-1551. Manager, G.W. Belanger.  
 Montreal 24: 1405 de Maisonneuve St., 526-9201. Manager, Guy Daviault.

## MAJOR MARKET BROADCASTERS LTD.

Toronto 7: 1255 Yonge St., 929-3301. W.D. Whitaker, R.D. Munro, J. Bert Gibb, L.J. Kennedy, R.H. Sheppard, Ken Munro, J.H. McCarthy.

Montreal 2: Le Cartier, 1115 Sherbrooke St. W., 845-4111. E.R. Richmond, E.A. Ross, John Rourke.

## A.J. MESSNER & CO. LTD.

Winnipeg 2: 802 - 228 Notre Dame Avenue. 204-943-9574. Pres., A.J. 'Tony' Messner. Mgr., Murray Messner. Telex 03-5563.

## PAUL MULVIHILL & CO. LTD.

Toronto: #214, 4 Richmond St. E., 363-8814. Paul Mulvihill, Norm Bonnell, Bus Sadler, Bob Dale, Bruce Hawkins, Peter Jackman, Gary Greenway.  
 Montreal: #506, 1434 St. Catherine St. W., UN 1-7987. Radio & television, Ken Billings, Norm Guilfoyle.

## LORRIE POTTS & CO. LTD.

Toronto 7: 13A St. Clair Ave. W., 921-8951. Mgr., Lorrie Potts.  
 Montreal: 1117 St. Catherine St. W., 845-6448. Mgr., Scotty Sheridan.

## RADIO HOUSE LIMITED

Toronto 7: 64 Merton St., 481-5101. J. Richard Guest, Wm. R. Hazell, Mike Mezo.  
 Montreal: Suite 14, Laurentien Hotel, John Gibson, Manager.

## RADIO-TELEVISION REPRESENTATIVES LTD.

Toronto: 2 St. Clair Ave., W., 927-3221. Pres. & Gen. Mgr., Gordon Ferris. Executive Vice-pres. & Gen. Sales Mgr., Bob Quinn. Vice-pres. & Mgr. TV - Eric Viccary. Radio Sales Supervisor - Jim Barnes.  
 Montreal: Cantlie House, 1110 Sherbrooke St. W., 288-1188. Mgr., Arthur Patterson.  
 Vancouver: 1131 Richards St., 685-0288. Vice-pres., Frank Jobes.  
 Winnipeg 2: #802, 228 Notre Dame Ave., 943-9574. A.J. Messner.

## RADIO & TELEVISION SALES INC.

Toronto 5: 85 Bloor St. E., 924-4477. Mgr., Andy McDermott. Keith Kearney, Ted Brock, Paul McDermott, Frank Gardiner.  
 Montreal: 1507 Le Cartier, Peel & Sherbrooke, 849-1131. Mgr., Jim McLennan.

## STANDARD BROADCAST SALES CO. LTD.

Toronto 7: 2 St. Clair Ave. W., 924-5721. Major market: pres., Waldo J. Holden. Exec. vice-pres., W. Larry Heisey. Vice-pres. & Toronto mgr., Arnold W. Stinson. Mgr., Fred Urseil. Regional division, mgr., R.C. Armstrong.  
 Montreal: 1407 Mountain St., 849-2454. Vice-pres. & mgr., Richard R. Moody.

## STEPHENS & TOWNDROW CO. LTD. CBS Radio of Canada Ltd.

Toronto: #1608, 2 Carlton St., 363-9391. Pres. & Managing Director, Allan Slaughter. Vice-pres. & mgr., Charles W. Fenton.  
 Montreal: #675, 2055 Peel St., 844-3975. Vice-pres. & Mgr., Guy Royal.  
 Vancouver: 1006 Richards St., 684-6277. Manager, Jim S. Crawford.

## STOVIN-BYLES TELEVISION LTD.

Toronto: 400 Jarvis St., 416-924-5764. Pres. & managing director, W.D. Byles. Exec. vice-pres., W.H. Clark. Vice-presidents, W.S. MacDonald, F.G. Strange, A.A. Panza.  
 Montreal: #428, 1500 Stanley St., 514-849-7731. Vice-pres. & Quebec mgr., J.R. Genin.  
 Winnipeg: 365 Broadway, 204-942-1892. Manager, Harold Olson.  
 Vancouver: 1033 West Pender Street, 604-682-6391. Vice-pres. & mgr., J.W. Stovin.

## WESTERN BROADCAST SALES

Vancouver: 227 Columbia St., New Westminster, 604-522-4521. Sales mgr., Mike Davies.  
 Winnipeg: 930 Portage Ave., 204-783-7751. Sales mgr., George E. Youngman.

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**RADIO SALES BUREAU**  
 321 Bloor Street East  
 Toronto  
 Telephone (416) 924-5701

# U.S. SALES REPRESENTATIVES CANADIAN STATIONS

**ABC INTERNATIONAL TELEVISION INC.**  
New York 10019: 1330 Avenue of the Americas, 581-7777.

## ALL-CANADA RADIO & TELEVISION LTD.

New York: 10 Rockefeller Plaza, 246-1425. Mgr., eastern division, U.S.A. & radio director, Neil Henderson. TV director, Alex Findlay.

Chicago: 333 North Michigan Ave., 312-372-2528. Radio, Dave Agate. TV, Ken Schaefer.

Atlanta: 1371 Peachtree St., 404-875-6644. Manager, Robert M. Baird.

Dallas 75201: #1419, 1407 Main Street, 214-747-3723. Manager, James Hughes.

Hollywood: 6922 Hollywood Blvd., 213-462-8641. Hugh Wallace.

## CANADIAN STANDARD BROADCAST SALES LTD.

New York 10021: 654 Madison Ave., 212-838-5774. Vice-pres., TV & Radio, Tom F. Malone. Telex, 12-6771.

Atlanta: 1819 Peachtree Rd., 404-355-4040. Mgr., Tv, H.M. Parks, Radio, Dave Carpenter.

Chicago: Prudential Plaza Bldg. 312-642-6190. Mgr., R. John Stella.

Dallas: 501 Tower Petroleum Bldg., 214-748-5239. Mgr., Clyde B. Melville.

Los Angeles: 6290 Sunset Blvd., 213-462-2289. Mgr., William L. Wallace.

St. Louis: 1015 Locust St., 314-621-1424. Mgr. Bruce W. Schneider.

San Francisco: 500 Sansome St. 415: 986-5366. Mgr., William B. Peavey

Portland: 913 Oregon Bank Bldg. 503-227-5754. Albert R. McLaughlin.

Seattle: Tower Bldg. 206-623-1868. Manager, Hugh M. Feltis.

## THE DEVNEY ORGANIZATION INC.

New York: 347 Madison Ave., 212-683-5830. NY 10017. Pres., Edward J. Devney

Chicago: 360 N. Michigan Ave., 312-263-5771. Manager, John Toothill.

Hollywood: 1680 N. Vine St., 213-464-7395. Manager, Harlan G. Oakes.

San Francisco 94111: #306, 700 Montgomery St., 415-397-0535.

Manager, Ward Glenn.

Kansas City: 1012 Baltimore Bldg., 816-471-5502. Manager, Gene Gray.

St. Louis: 1005 Syndicate Trust Bldg., 915 Olive St., 314-231-9151. Manager, Gene Gray.

Boston: 100 Boylston St., 617-482-4370. Manager, George Bingham.

## DONALD COOKE INC.

New York: 166 East 35th Street, New York 10016. 889-5443.

Chicago: 3322 W. Peterson Ave., 478-5544.

Kansas City: 1012 Baltimore Ave., 471-7822.

Los Angeles: 111 North La Cienega Blvd., Beverly Hills, 652-1313.

San Francisco: 690 Market St., 397-0536.

## FORJOE TV INC.

New York: 500 Fifth Avenue, New York 10036. 212-679-6820. President, Joseph Bloom.

Chicago: 35 East Wacker Dr., 312-782-8196.

Los Angeles: 6725 Sunset Blvd., 213-466-3702.

San Francisco: 700 Montgomery Street, 415-392-0535.

## E. S. SUMNER CORP.

New York 10036: 11 West 42nd Street, 279-7080. Pres., Gene Sumner. Leonard Ziegel.

Chicago: 333 Michigan Ave., N., 782-0650. Ken Fleming.

Los Angeles: 1801 Ave. of the Stars Gateway W., Century City. 277-0100.

Ben F. Conway.

## WEED & CO.

New York: 347 Madison Ave., 212-686-8970. President, Joe Weed. Roy Smith.

Chicago: 20 North Wacker Drive, 312-236-8887. Robert J. Walton.

Boston: Statler Bldg., 617-482-6117. Kay Chille.

Detroit: 1610 Book Bldg., 313-961-2685. Bernard P. Pearse.

Beverly Hills: 111 N. LaCienega Blvd., 213-652-1313. Lee F. O'Connell, James Walsh.

San Francisco: 235 Montgomery Street, 415-392-1507. Ward Glenn.

Seattle: 1001 Tower Bldg., 206-624-6333. Jack Hauser.

# WEED & COMPANY

*United States Representatives*

*for the finest Canadian*

*Radio and Television Stations*

●  
Head Office

347 Madison Avenue, New York 10017

CHICAGO ● BOSTON ● DETROIT ● BEVERLY HILLS ● SAN FRANCISCO ● SEATTLE



# ADVERTISING AGENCIES

An interim list of advertising agencies enfranchised by the Canadian Association of Broadcasters together with their addresses, telephone numbers, broadcast media directors and time buyers for the period ending June 30, 1968.

## KEY

1. City
2. Telephone Number
3. Address
4. Broadcast media director(s)
5. Broadcast account supervisor(s)
6. Broadcast media buyer(s)

### ARDIEL ADVERTISING AGENCY LTD.

(1) Toronto 7; (2) 924-5444; (3) 4 Lawton Blvd.; (4) Philip A. Johnson; (6) F. Irene Wray.

(1) Hamilton; (2) 549-2419; (3) 180 Parkdale Ave. N.; (4) M.J. Hallas

(1) Westmount, P.Q.; (2) 486-1188  
(3) 310 Victoria Ave., Ste. 205; (4) Frank B. Thompson.

(1) Ottawa; (2) 236-7331; (3) 385 Albert St.; (4) Miss Joann Hossick.

### BACKMAN ADVERTISING LTD.

(1) Halifax; (2) 422-1527; (3) Lord Nelson Bldg., 5675 Spring Garden Road;  
(4) Miss Anne Archibald; (5) Miss Anne Archibald; (6) Mrs. Jo-Marie MacKay.

### BAKER ADVERTISING LTD.

(1) Toronto 1; (2) 364-6311; (3) 20 Toronto St.; (4) J.B. German; (5) L. Akeman, N.R. Unger, J.V. Wilks, N.C. Wittick;  
(6) O. Innes, J. Poole, I. Neve.

(1) Montreal; (2) 842-5845; (3) 1350 Sherbrooke St. W.; (5) N. Pahlen;  
(6) S.M. Mikkelsen.

### BATTEN, BARTON, DURSTINE & OSBORN INC.

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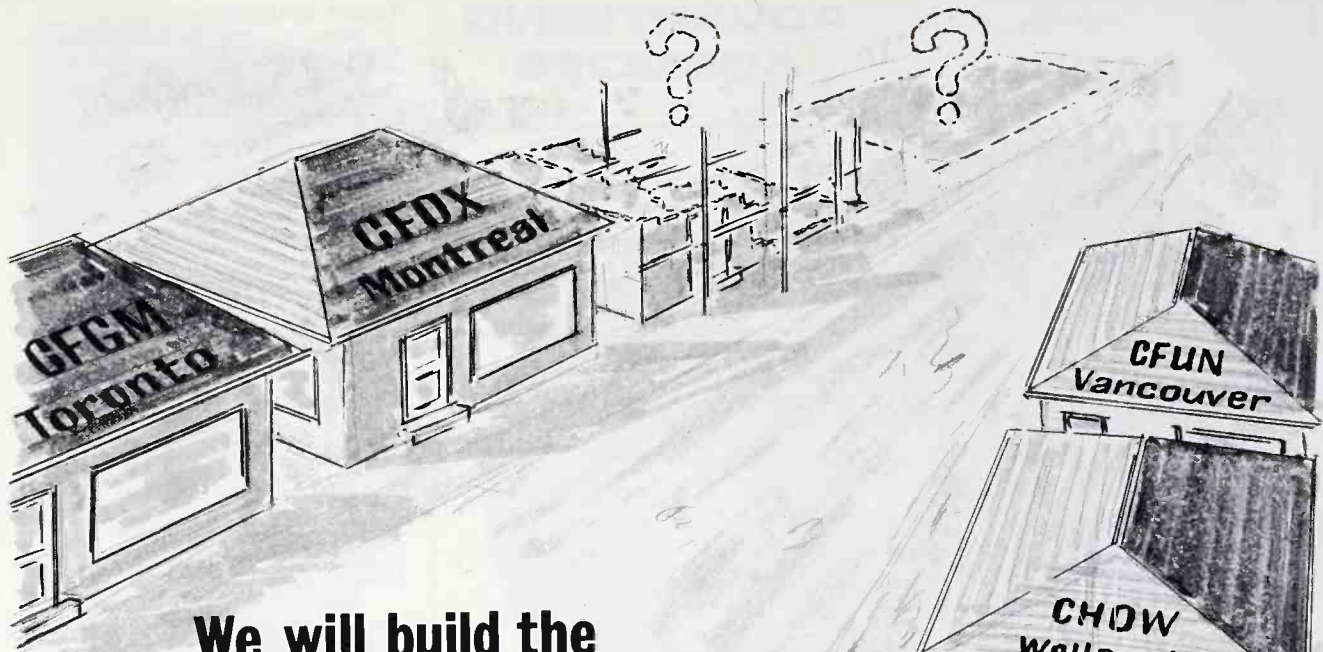
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"National business is 15% over budget for the first quarter and up 35% over the same period last year."

GORDON W. BURNETT — president CFUN VANCOUVER and C-HOW WELLAND

"Your overall approach, your method of operation, your helpful suggestions, but above all your aggressive selling by all members of your staff, have all been instrumental in giving our stations substantial increases in national placements."

CLARE COPELAND — president C-FAX VICTORIA, B.C.

"Radio House reps operate as *working partners* with us to obtain more national business. They understand the marketing problems from the *advertisers'* point of view and thus make it easier for us to present a comprehensive marketing plan."



radio house limited 64 Merton St., Toronto 7, Telephone 481-5101



# RADIO ATLANTIC CFNB

FREDERICTON  
NEW BRUNSWICK

550 ON THE DIAL  
50,000 WATTS

CFNB reaches more households and influences more sales than any other New Brunswick station. Compare the effectiveness of the two top major market stations with CFNB and you will find that CFNB leads in any sales category. The proof lies in the figures below.\*

#### Population

CFNB	177,000
Station X	190,199
Station Y	160,753

#### Households

CFNB	50,400
Station X	43,270
Station Y	41,672

#### Retail Sales

CFNB	\$177,866,000
Station X	\$162,037,000
Station Y	\$150,521,000

#### Food Sales

CFNB	\$ 45,266,000
Station X	\$ 36,634,000
Station Y	\$ 37,349,000

#### Drug Sales

CFNB	\$ 5,485,000
Station X	\$ 3,574,000
Station Y	\$ 4,441,000

#### Automotive Sales

CFNB	\$ 40,486,000
Station X	\$ 30,669,000
Station Y	\$ 27,163,000

REPRESENTATIVES  
PAUL MULVIHILL & CO. LTD.  
Toronto Montreal

WEED & CO.  
U.S.A.

\*Based upon BBM total circulation and Correlated to 1963 Sales Management figures.

## ADVERTISING AGENCIES

#### KEY

1. City
2. Telephone Number
3. Address
4. Broadcast media director(s)
5. Broadcast account supervisor(s)
6. Broadcast media buyer(s)

#### REYNOLDS, J.A. & CO.

(1) Toronto 7; (2) 485-3136; (3) 412 Mount Pleasant Rd.; (4) J.A. Reynolds; (6) Mrs. S. Lawson.

#### REIMER, C. ADVERTISING

(1) Winnipeg; (2) 774-4424; (3) 600 The Mall Centre; (4 & 5) C.L. Reimer; (6) Mrs. M. Reimer.

#### RONALD-REYNOLDS & COMPANY

(1) Toronto 2; (2) 362-2381; (3) 154 University Ave.; (4) Helen Anderson; (5) W. R. Ibsen, N. Relf, E. Leslie, M. Sedlack; (6) R. Hone, J. Oleski.  
(1) Montreal 2; (2) 849-9401; (3) 2055 Peel Street; (4) Adam Bramble; (6) Ted Pal, Mary Laphkas, V. Ng.  
(1) Vancouver 5; (2) 684-4151; (3) 1033 Davie St.; (4) Doreen M. Garbutt.

#### ROWNTREE, GORDON & CO.

(1) Vancouver 1; (2) 682-2231; (3) 1198 W. Pender St.; (6) Mrs. Linda Morgan.

#### SAUVIAT, G.R. & ASSOCIATES

(1) Montreal; (2) 861-1581; (3) Dominion Square Bldg.; Ste. 820-1; (4) Mrs. M. Bourdeau; (5) C. Jacmain; (6) Mrs. M. Bourdeau.

#### SCHNEIDER, HAROLD M. & CO. LTD.

(1) Montreal 2; (2) 842-8531; (3) 2024 Peel Street; (4) M. Leishman.

#### SMITH-GENT ADVERTISING LTD.

(1) Toronto 12; (2) 487-2401; (3) 69 Eglinton Ave. E.; (4) J.W. Kirkconnell, William P. Gent; (6) B. Barnett.

#### SPITZER, MILLS & BATES LTD.

(1) Toronto 2; (2) 366-2811; (3) 790 Bay St.; (4) W.J. Graham; (5) A.N. Bressey, Miss M.T. Poirier, L.R. Harrison; (6) Miss M.E. McCullagh, Miss J. Sharpe, A. Masson, C.H. Gamble, Miss B. Lesky.  
(1) Montreal; (2) 861-9721; (3) Place Victoria, Ste. 1404; (4) Mrs. Alice M. Hollander; (5) M. Cladios; (6) Mrs. U. McLean.

#### STANFIELD, JOHNSON & HILL LTD.

(1) Toronto 5; (2) 924-8481; (3) 255 Davenport Rd.; (4) P.R. Simpson; (6) Miss Carole Nielsen.  
(1) Montreal; (2) 866-8741; (3) Place du Canada Bldg.; (4) Mrs. L. King

#### STANSBURY ADVERTISING LTD.

(1) Montreal; (2) 845-6171; (3) 630 Sherbrooke St. W.; (4,5,6) Mary Layton.

#### STURMAN, BUCKSTEIN & CO. LTD.

(1) Don Mills (Toronto); (2) 445-2263; (3) 801 York Mills Rd.; (4) M.E. Buckstein, Jack Sturman; (6) M.E. Buckstein.

#### TANDY ADVERTISING LTD.

(1) Toronto 2; (2) 363-6361; (3) 2 Carlton Street; (4) George T. Aisop; (5) Joan Bradley.  
(1) Montreal; (2) 844-8821; (3) 550 Sherbrooke St. W.; (4 & 5) B.H. Grober; (6) Beverly Lewis.

#### THOMPSON, J. WALTER CO. LTD.

(1) Montreal; (2) 931-1331; (3) 1600 Dorchester Blvd. W.; (4) J. McDonald; (5) M. MacNaughton, R. McLellan, N. Fraser; (6) M. Gordon.  
(1) Toronto 5; (2) 924-9171; (3) 102 Bloor St. W.; (4) R.J. Kostyra; (5) V. Hopkins, J. Pasmore, D. Newell; (6) D. Nagata, T. Johnson, A. Baldwin, J. Satterthwaite, J. Melville.

#### THORNTON PURKIS LTD.

(1) Toronto 1; (2) 363-3762; (3) P.O. Box 64, Toronto Dominion Bank Tower, Toronto Dominion Centre; (4 & 6) Mrs. Margaret Canning.

#### TOROBIN ADVERTISING LTD.

(1) Westmount (Montreal); (2) 937-3501; (3) 4823 Sherbrooke St. W.; (4) Mrs. A. Miller.

#### VERRET, J.P. PUBLICITE

(1) Quebec 2; (2) 522-8217, 523-3083; (3) 330 Rue St. Roch, Ste. 301; (4) J. Pierre Verret; (5) Helene Lepire.

#### VICKERS & BENSON LTD.

(1) Montreal; (2) 866-7701; (3) 630 Dorchester Blvd. W.; (4) F.A. Collins; (6) Mrs. A. Emberg, Miss M. McGowan, Mrs. M. Turner, Miss D. Stewart, Mrs. B. Stevens, Mrs. J. Guerin.  
(1) Toronto 5; (2) 925-9393; (3) 980 Yonge St.; (4) Paul Moore; (5) Joan Kelk, Miss Irene Maklary, Miss Bev Nicholl, Al Shepherd; (6) Cheryl Bercuson, Stella Matuszek, Mrs. June Frost, Mrs. Madeleine Nugent.

#### WATIER, MAURICE PUBLICITE LTEE

(1) Montreal; (2) 842-2511; (3) 2055 Peel St., Ste. 175; (4) Roger Lisabelle, Camille Morin; (5) Maurice Watier; (6) Roger Lisabelle, Camille Morin.

#### WATSON, ROBERT D. ADVERTISING LTD.

(1) Calgary; (2) 264-3801; (3) 614-6th Ave. S.W.; (4) Robert D. Watson; (5) Alistair C. Ross, Toby Lawrence.

#### WHITEHEAD, TITHERINGTON & BOWYER LTD.

(1) Toronto 5; (2) 925-5544; (3) 696 Yonge St.; (4) W.S. Whitehead; (6) Miss A. Zaharchuk.

#### WILLIS ADVERTISING LTD.

(1) Toronto 5; (2) 925-3804; (3) 165 Bloor St. E.; (4,5,6) Miss Pat Paterson.

#### WOOD/HUGGAN/TAMES LTD.

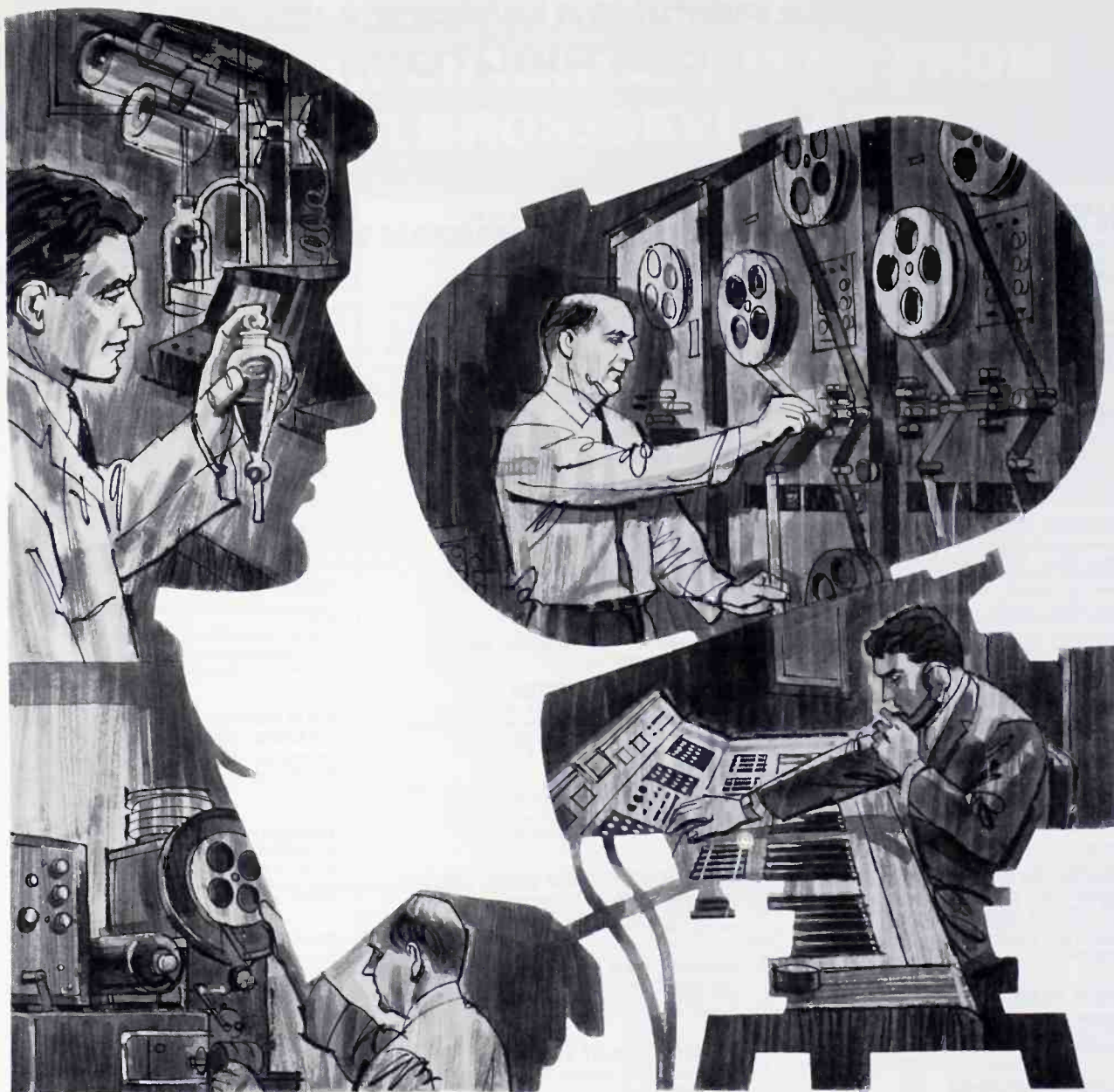
(1) Toronto 17; (2) 481-2291; (3) 1395 Bayview Ave.; (4) D. Nolan; (5) J. Tames; (6) B. Huggan.

#### YANOFF, CHRIS LTD.

(1) Toronto 5; (2) 924-6677; (3) 119 Isabella St.; (5) Chris Yanoff; (6) Jean Claxton.

#### YOUNG & RUBICAM LTD.

(1) Toronto 1; (2) 362-3921; (3) 250 University Ave.; (4) D. Harrison, Mrs. R.K. Pinkerton, (5) Miss H. McMinn, J.I. Hamilton, Mrs. Anne Taylor; (6) G. Payne, Mrs. Carol Peters, Morley Binstock, Nick Passingham, Mrs. Marquita Gailitis, Steve Hand.  
(1) Montreal; (2) 866-8941; (3) 1155 Dorchester Blvd. W.; (4) Jacques Brunelle; (6) Gabrielle Gagnier, Miss Isabel MacLeod, Arthur Cramsie.



## NOTE TO PRODUCERS:

You owe it to yourself to give your clients the <sup>very</sup> best. Sound services—the ultra-modern mixing console facilities; the efficient studio projection room operation; the speed and quality of our transfer service combined with fully equipped laboratory are all part of TOTAL SERVICE at Film House.

# FILM HOUSE

22 Front Street West, Toronto 1



# FILM & PROGRAM PRODUCERS & DISTRIBUTORS

## ALLAN KING ASSOCIATES CANADA LTD.

Toronto: 241 Bedford Rd., 927-2845  
Allan King, director; Richard D. Leiterman, director; Miss Gwen Gillie, production mgr.

## ABC FILMS OF CANADA LIMITED

Toronto 5: 45 Charles St. E. 925-3271  
Mel Watson, mgr., network sales;  
W.D. Hannah, mgr., station & group sales;  
Dorothy Atkinson, executive secretary.

## ADS FILM PRODUCTIONS

Toronto: 68 Merton St., 481-6461  
E.R. Walters, director; E. Zemla, producer-director; J.E. Collier, gen. mg.; M. Lente, cinematographer.

## ADVERTEL PRODUCTIONS LIMITED

Toronto 2: 742 Bay Street, 362-6696  
Orm Collier, Vice-president; Peter Hollidge, vice-president; Robert Fleck, creative director; Lewis Hay, operations mgr.; Jan Cromie, traffic mgr.; John Board, production mgr.; Ray Eyles, production co-ordinator; Hal Warren, supervisor editor; Dale Falconer, sales.

## ASP PRODUCTIONS LIMITED

Toronto: 35 Prince Arthur Ave., 925-5117-8-9 Michael Sadlier, president & gen. mgr.; Maxine Samuels, executive vice-pres.; Mary Adams, executive producer, TV commercials; Larry Cappe, comptroller; Evelyn McCartney, executive producer, special projects; Eric Wrate, supervising editor.

## ASSOCIATED SCREEN INDUSTRIES LTD.

Montreal 28: 2000 Northcliffe Ave., 484-1186 Murray Briskin, vice-president & gen. mgr.; Arthur Nalven, secretary & assistant gen. mgr.; S.R. MacLeod, comptroller.

## BARON FILMS CORP.

Montreal 25: 3495 Mountain Street, #905, 288-1894. Mme F. Baron-Mongeau, presidente; R. Mongeau, general manager.

## DAVID BIER STUDIOS

Montreal: 265 Vitre St. W.; 861-3469.  
David Bier, general manager; Miss J. Duval, comptroller.

## BRITISH INFORMATION SERVICES

Ottawa 4: 80 Elgin St.; British High Commission. Bernard Hickley, head of TV, Films & Radio; Mrs. Maureen Johnstone, TV and Film officer; Miss Sylvia Kavanagh, Radio officer.

## BROADCASTERS INC.

Montreal: 213 Gordon Ave.; 769-8585.  
Corey Thomson, president; L.C. Gauthier, secretary.

## B.G. & M. COLOUR LABORATORIES LIMITED

Toronto 3: 629 Adelaide Street W.; 363-3151. Raymond Borowsky, Robert N. Graham, Ilgvars Broks, Robert W. Holmes.

## CANAWEST FILM PRODUCTIONS LTD.

Vancouver 1: 1345 Burrard Street 681-1212. Jack Gettles, vice-president; Ken Jubenvill, production mg./director; Barrie Helmer, animation art director; Phil Pike, chief cinematographer; Keith Cutler, assistant production mgr./sound dept.

Calgary: 815-17th Avenue S.W. 244-2008. Bill Marsden, vice-pres.; Bob Willis, vice-pres.

## CARAVAN PRODUCTIONS

Toronto: 224 Davenport Rd. 924-2155.  
Richard Rosenberg, President; J. Solway, vice-pres.; Lawrence Fein, sales mgr.; Jack Boegel, film supervisor.

## CBS FILMS CANADA LTD.

Toronto 5: 45 Charles Street E., 925-3161; Frederick L. Gilson, vice-pres.; Ronald G. Hastings, business mgr.; Claus Hobe, account executive;  
Montreal: 3495 Mountain St. 288-1894. Rene Mongeau, manager.

## CBS TELEVISION NETWORK SALES OF CANADA

Toronto 2: 2 Carlton St., Suite 1404. 363-6294. R.B. Baker, gen. manager.

## COLOMBO FILM LABS

Kitchener: 21 Francis St. S., 745-6612.

## CRAWLEY FILMS LIMITED

Ottawa: 19 Fairmont (P.O. Box 3040) (613) 728-3513. F.R. Crawley, president; Graeme Fraser, vice-president; C.H. Everett, vice-president; T.F. Glynn, vice-president.  
Montreal: Suite 41, 1260 University Ave., (514) 861-9449. Henry Strub, manager.  
Toronto: 93 Yorkville Avenue, (416)-929-3337. Anne Kloefer, manager.

## CRITERION PICTURES CORP. LTD.

Montreal: 6045 De Maisonneuve Blvd. W. 487-1400. Jack F. Murphy, manager; George Murphy, booker.

## CRYSTAL FILM PRODUCTIONS LTD.

Toronto: 220 Bloor St. W., 921-4346, 921-3803. Kurt J. Weber, president, Derek J. Waters, manager.

## D AND S CORLEY LIMITED

Toronto: 4800 Dundas St. W., 231-6936. David Corley, president; Marion Graham, co-ordinator of slides; Susan Corley, secretary.

## DOMINION-WIDE PHOTOGRAPHS LIMITED

Ottawa 3: 329 Churchlll Ave., (613)-725-2151. W.H. Olson, president; J.M. Servais, mgr.-motion picture division; L.A. Ladouceur, ass't. mgr.- motion picture division; J. Thomson, mgr.- photographic division.

## EDITEL PRODUCTIONS LTD.

Montreal 9: 5500 Ferrier St., 739-3691. G. Ross Jebson, president; F. Andreoli, vice-president, B. Wilson, engineering mgr.; W.M. MacGregor, secretary/treasurer.

## EUROFILM LIMITEE

Montreal: 690 Lagachetiere Ouest, 866-3781. Marie Desmarais, presidente; Paul Vanier, directeur.

## RALPH C. ELLIS ENTERPRISES LTD.

Toronto 5: 556 Church St., 924-2186. Ralph C. Ellis, president; Peter Buckley, assistant general manager.

## PETER ELLIOTT SERVICES LIMITED

Toronto 2: 404-500 University Avenue, 363-4554. J. Peter Elliott, president; Gary A. Hall, production supervisor.

## FILM ART CORPORATION LTD.

Toronto 5: 55 Charles St. W., 924-6611. Mort Lesser, president; Bill Gimmi, cameraman, Claude Lewis, sales mgr.; Bob Sher, producer; Humphrey Carter, producer.

## FILM ASSOCIATES LIMITED

Montreal 25: 1342 St. Catherine St. W., 866-8729. Pierre F. Bruneau, pres. & production mgr.; Pierre A. Champagne, vice-president; Gisele Raymond, secretary/Treasurer & Film Editor; Pierre Desmarchais, director of photography.

## FILM HOUSE LIMITED

Toronto 1: 22 Front St. W., 363-4321. Robert C. Crone, president; Violet Crone, vice-president; Findlay J. Quinn, vice-president-marketing; Thomas D. Maynard, comptroller.

## FOUR STAR TELEVISION OF CANADA LIMITED

Toronto 5: 38 Isabella St., 921-2111. E.T. Reynolds, Jr., president.

## FREMANTLE OF CANADA LTD.

Toronto: 257 Jarvis St., 924-9635-6. W. Vern Furber, vice-pres. & gen. mgr. Mrs. Kathy Case, office mgr.; Art Lorne, sales & bookings.

## GRACO PRODUCTIONS LIMITED

Toronto 2: 404-500 University Avenue, 363-4554. J. Peter Elliott, gen. mgr.; Gary A. Hall, executive producer.

## GRAPHIC FILMS LIMITED

Ottawa: 19 Fairmont (P.O. Box 3040) (613) 728-3513. W. O'Farrell, gen. mgr.; G. Robb, laboratory mgr.; R. Kennedy, office mgr.; F.R. Crawley, president; Graeme Fraser, vice-president; Sally MacDonald, producers' services manager.

## GROUP 12

Montreal: 1386 St. Catherine St. W., 866-5194. Allen Stark, gen. mgr.

## GUEST GROUP LTD.

Toronto: 15 Duncan St., 362-1351. A. Guest, chairman; C. Guest, president; D. Cowan, vice-pres.; G. Morita, vice-pres.; V. Goetzelman, vice-pres.; C. Marchiori, vice-pres.

## INTERNATIONAL TELE-FILM ENTERPRISES

Toronto 1: 120 Wellington Street W., 363-4397-8. Murray L. Sweigman, managing director; Sam L. Vinsen, gen. sales manager.

## ITC OF CANADA LTD.

Toronto 1: 100 University Avenue, 362-1166. Hershel Harris, president; Val Rowley, office manager.  
Montreal: 1500 Stanley St. 288-4082. Wm. Clapham, manager.

# EXTRAORDINARY TELEVISION ENTERTAINMENT FROM WARNER BROS.-SEVEN ARTS

## FEATURE FILMS—MONEY MAKERS OF THE 60's

An outstanding television library of quality family entertainment. 1930 feature films (526 in color) from Warner Bros., 20th Century-Fox, Universal, and other major studios including the largest selection of color programming made available for television. 461 titles available in French (288 in color).

### ■ FROM WARNER BROS.

Vols. 1, 2, 3: 114 Features (61 color)  
Vol. 5: 45 Features (15 color)  
Warner Bros. "One": 25 Features (25 color)  
Warner Bros. "Two": 14 Features (10 color)  
Warner Bros. "Three": 23 Features (12 color)  
Warner Bros. "Four": 30 Features (18 color)

### ■ FROM 20TH CENTURY-FOX

Vol. 4: 40 Features (21 color)  
Vol. 7: 45 Features (19 color)  
Vol. 8: 39 Features (20 color)  
Vol. 10: 33 Features (29 color)  
Vol. 11: 44 Features (26 color)  
Vol. 12: 55 Features (28 color)  
Starlite I: 38 Features (23 color)  
Starlite II: 49 Features (37 color)

### ■ FROM UNIVERSAL

Vol. 9: 215 Features (109 color)

### ■ 766 ADDITIONAL WARNER BROS.-SEVEN ARTS FEATURES:

13 selected groups—58 outstanding productions in each, plus top quality group of 12 prime attractions. (23 color)

### ■ 21 CHARLIE CHAN FEATURES:

Direct from THE MUSEUM OF MODERN ART Film Festival (March 4-17, 1968)

### ■ 16 JOHN WAYNE FEATURES

### ■ THE FAST 23:

BBG Canadian content action features.

### ■ 26 SPECTACULARS:

Late release action productions (25 color)

### ■ 68 ASSOCIATED BRITISH-PATHE PRODUCTIONS:

BBG Canadian Content numbers assigned. (8 color)

### ■ 48 BOWERY BOYS FEATURES:

Popular family fun one-hour programs.

### ■ 118 ROBT. LIPPERT PRODUCTIONS:

Variety of family-type features — Action — Western — Adventure — Drama — Suspense. Some have BBG numbers. (11 color)

### ■ 9 FOUR STAR SPECIALS:

(6 color)

### ■ 18 SPECIAL FEATURES:

A variety of quality features

### ■ 8 PENDENNIS PICTURES:

British top attractions—BBG content

## TV SPECIALS, SERIES AND CARTOONS

- **THE NUTCRACKER:** Holiday classic, one-hour. Color.
- **MAN IN SPACE:** six-1-hour. (5 avail. in color)
- **THE PROFESSIONALS:** Sports Specials, 13 half-hour. Color.
- **MARINE BOY:** Animated underwater adventures, 78 half-hour. Color.
- **JOHNNY CYPHER IN DIMENSION ZERO:** Animated science-fiction, 130 six-minute. Color.
- **NIGHT TRAIN:** Rhythm and blues, variety, 26 one-hour.
- **BOSTON SYMPHONY CONCERTS:** 26 one-hour.
- **THE KARMON-ISRAELI DANCERS and SINGERS and THEODORE BIKEL:** Spectacular, one-hour. Color.
- **DAMN YANKEES:** Broadway musical, two-hour. Color.
- **BEHIND THE SCENES WITH THE ROYAL BALLET:** Backstage with Nureyev and Fonteyn, half-hour.
- **337 WARNER BROS. CARTOONS:** (301 in color) (also available in French)
- **234 POPEYE CARTOONS** (114 in color) (also available in French)
- **100 OUT OF THE INKWELL CARTOONS:** (available in color) (also available in French)
- **BIG NIGHT OUT:** The Beatles, ½ hour special
- **THE SIX DAY WAR:** ½ hour special
- **THE TIME OF THEIR LIVES:** 1 hour special in color.
- **BOSTON SYMPHONY AT TANGLEWOOD:** 1 hr. color special

TITLE	NO. OF EPISODES	RUNNING TIME	COLOR OR B & W
THE ALASKANS	36	1 hour	B&W
AVENGERS	83	1 hour	57 Color
AVENGERS (FIRST SERIES)	39	1 hour	B&W
BOURBON STREET BEAT	39	1 hour	B&W
BRONCO	68	1 hour	B&W
CHEYENNE	107	1 hour	B&W
COLT .45	67	½ hour	B&W
DAKOTAS	19	1 hour	B&W
FBI	87	1 hour	Color
F TROOP	65	½ hour	31 Color
GALLANT MEN	26	1 hour	B&W
HAWAIIAN EYE	134	1 hour	B&W
HOUR OF STARS—DRAMA SERIES			
ANTHOLOGY	6	1 hour	B&W
CASABLANCA	10	1 hour	B&W
CONFLICT	19	1 hour	B&W
KINGS ROW	7	1 hour	B&W
LAWMAN	156	½ hour	B&W
MAVERICK	124	1 hour	B&W
MR. ROBERTS	30	½ hour	Color
NO TIME FOR SERGEANTS	34	½ hour	B&W
PORKY PIG SHOW	26	½ hour	B&W
ROAD RUNNER SHOW	26	½ hour	B&W
ROARING 20's	45	1 hour	B&W
ROOM FOR ONE MORE	26	½ hour	B&W
77 SUNSET STRIP	205	1 hour	B&W
SUGARFOOT	69	1 hour	B&W
SURFSIDE SIX	74	1 hour	B&W



**WARNER BROS.-SEVEN ARTS LIMITED**

11 Adelaide Street West, Toronto 1, Ontario Empire 4-7193

For further details RE: **FEATURE FILMS:** Chas. S. Chaplin, W. K. (Bill) Moyer.

**TV SPECIALS, SERIES AND CARTOONS:** Chas. S. Chaplin, Sam Kunitzky, Alastair Banks.



## Film & Program Producers & Distributors continued

### J.P.L. PRODUCTIONS INC.

Montreal: 1425 De Maisonneuve Street, (514)-526-7751. J.P. Ladouceur, president; Rolande Morin, administrator; Jean Claude Leblanc, Maryse Ohayon, Michel Petit, producers - directors.

### LESSER STUDIO LTD.

Toronto 5: 55 Charles St.W., 924-6611. Mort Lesser, president; Bruce Walker, creative director; Lock Haight, production manager; Claude Lewis, sales manager.

### JOHN LOWRY PRODUCTIONS LTD.

Toronto: 44 Wellington East, 366-8751. John Lowry, president; Frank Robinson, general mgr.; Christopher Dew, director; Bill Quenville, sales manager.

### MARINER FILMS LTD.

Vancouver 5: 1161 Melville Street, (604)-681-7393. E.D. Jones, president.

### MCA CANADA

Toronto: 151 Bloor St. W., 927-1570. H.S. Stewart, vice-pres. & gen. mgr.; R.L. Lee, sales representative; W.L. Smith, sales representative; R.H. Mercer, Sales representative.

Montreal: 235 Dorchester Blvd. E., 861-9681. Gilles Morin, manager.

### MEDALLION FILM LABORATORIES LIMITED

Toronto 15: 559 Rogers Rd., 762-7338. W.C. James, vice-president; Gerald Mangan, sales manager; A.G. Clarkson, laboratory manager.

### MGM-TV.

Toronto: 696 Yonge St., #502, 924-5778. Bill Cooke, gen. mgr.; Mrs. Jean Cupusta, sales service co-ordination.

### MOTION PICTURE CENTRE LIMITED

Toronto 17: 10 Banigan Drive, 421-8820. Gerald S. Kedey, president.

### NATIONAL BROADCASTING CO., INC.

Toronto: 500 University Ave., 363-3724. James T. Inch, vice-president & gen. mgr.; Keith A. Page, assistant business mgr.; Nora M. Hoddinott, executive secretary; Elizabeth A. Christoffersen, assistant to business manager.

### NTA TELEFILM (CANADA) LIMITED

Toronto 5: 175 Bloor St. E., 924-3701. David Griesdorf, president & gen. mgr.; George D. Koppelman, head office sales; Miss Joan Pasley, booking.

Montreal: 5801 Monkland Ave., 486-7355. Ken Snelgrove, manager.

Calgary: 3811-B Edmonton Trail, 277-0761. Larry Rittenberg, manager.

### OMEGA PRODUCTIONS INC.

Montreal: 1103 St. Matthew Street, (514)-937-3525. Pierre Harwood, vice-pres. & gen. mgr.; Henry Michaud, vice-pres. & director production; Jack Burman, production mgr.; Hélène Beaudry, co-ordinator - Television sales.

### PATHE-HUMPHRIES OF CANADA LIMITED

Toronto 14: 9 Brock House Road, 259-7811. H. Greenberg, president; R.J. Beaudry, vice-pres. & gen. mgr.; D. Hardon, lab. superintendent; J. Grimaldi, sound recording; P. Campbell, sales & service.

Montreal: 970 Beaumont, 274-7563. F. Dobbs, manager.

### PETERSON PRODUCTIONS LIMITED

Toronto: 121 St. Patrick St., (416)-362-3287. S. Dean Peterson, president; Derek F.G. Smith, vice-president; Mrs. Judy Birkett, vice-president; Josef Seckeresh CSC, director of photography.

### PRODUCTION SERVICES OF CFTO-TV

Toronto 16: P.O. Box 9, 362-2811. E.J. Delaney, vice-pres. sales; A.P. Chapman, sales mgr.; Wilf Copeland, account supervisor; Fred Milsted, account supervisor; Ron Zacharuk, director.

### QUEBEC FILM LABS

Montreal: 265 Vitre St. West, 861-5483. David Bier, Gen. mgr.; Edmund Rudkowski, Dir. technical operations; Gilles Lebeau, Dir. of production; Miss J. Duval, comptroller.

### RABKO TELEVISION PRODUCTIONS CO. LTD.

Toronto 2B: 179 Richmond Street W., 363-3293. R.A. Batten, president; Donald C. McLean, gen. mgr.; Thomas D. Thomas, film director; Philip Campbell, sales representative-TV commercials; Edmund Burns, sales representative - institutional division.

Ottawa: 144 City Centre, 880 Wellington West, (613) CE-2-2611. Don Guest, mgr.

Montreal: 910 Hermine St., (514) UN-3311. Rod Monroe, manager.

### REULAND PRODUCTIONS LIMITED

Toronto 1: 170 University Avenue, 363-0133. G.C. Mulholland, president; E.F.G. Holliday, vice-president.

### ROBERT LAWRENCE PRODUCTIONS (CANADA) LIMITED

Toronto: 38 Yorkville Ave., 925-5561. John T. Ross, president; George Caton Jones, executive vice-pres.; Dana Murray, vice-pres. programming; E. Bruce Clark, secretary-treasurer.

Montreal: 925 Dominion Square Bldg., 861-3911. Jean Boisvert, manager.

Vancouver: 1 Bentall Centre, 505 Burrard St., 681-8433. Garth Olmstead, manager.

### SCREEN GEMS (CANADA) LTD.

Toronto 2: 72 Carlton St., 927-5490. Bruce Ledger, vice-pres. & gen. mgr.; John MacDonald, supervisor of National sales; Jim Johnson, Eastern sales representative; Ken Leale, Toronto office manager.

Montreal: 1245 Sherbrooke St. W., 842-7884. John Verge, vice-pres. & director of French operations.

Vancouver: 535 West Georgia Street, 681-1440. Wm. O. Steer, Western sales manager.

### SEBERT PRODUCTIONS LTD.

Toronto 5: 508 Church St., 925-4378 John Sebert, president; Norman B. Hathaway, executive vice-president; Douglas Moshioian, vice-president, producer.

### SOVEREIGN FILM DISTRIBUTORS LIMITED

Toronto: 277 Victoria St., 368-8621. Paul Nathanson, president; G.H. Beston, vice-president; H. Mathers, general manager; Mel Lofko, director of Television sales; Des. Nascimento, sales & booking.

Montreal: 8449 St. Laurent Blvd., (514) 381-5961. Eliot Cormier, manager.

St. John, N.B.: 61 Union Street, (506) 657-2610. Vince Winchester, manager.

Calgary: 3811 Edmonton Trail, (403) 277-1288. Hank Heck, manager.

### STERLING FILMS LIMITED

Toronto: 2nd Floor, King Edward Hotel. 366-6221. O.R. Hanson, president; George Oullahan, vice-president.

### SUMMIT FILM PRODUCTIONS LIMITED

Hespeler, Ont.: R.R. 2. (519) 658-2852. Douglas M. Robinson, president; Marilyn C. Robinson, vice-president; G. Donald Scroggie, secretary-treasurer.

### TDF FILM PRODUCTIONS LTD.

Toronto 5: 980 Yonge St., 924-3371. A. Dancy, general manager; D. Mackay, executive vice-president; R. Schulz, vice-president; L. George, secretary.

### TELEFILM OF CANADA

Toronto: 224 Davenport Rd., 924-2155. J. Solway, Pres.; Richard Rosenberg, vice-pres. & gen. mgr.; Lawrence Fein, sales mgr. Jack Boegel, film supervisor; June Barker, office manager.

### 20TH CENTURY FOX TV

Toronto 2: 111 Bond St., 364-3473. Frank C. Murray, Canadian gen. mgr.; Stanley Hanson, syndication sales mgr.; Miss Junko Nakamura, film booker/secretary; Miss Irene Ward, assistant booker/secretary.

### UNITED ARTISTS ASSOCIATED OF CANADA

Toronto: 2 Carlton St., 363-4033. F. Kowcenuk, general manager; Miss S. Gavin, publicity.

### UNITED ARTISTS TELEVISION OF CANADA

Toronto 2: 2 Carlton St., 363-4033. Colm P. O'Shea, vice-pres. & gen. mgr.

### VIDICAM TELEVISION LTD.

Toronto: 44 Wellington East, 366-8751. John Lowry, president; Frank Robins n, gen. mgr.; Christopher Dew, director; Bill Quenville, sales manager.

### WALT DISNEY TELEVISION SALES

Toronto 2: Carlton Towers, 2 Carlton St., 366-2996-7. Bruce Butler, vice-president.

### WARNER BROS. - SEVEN ARTS LIMITED

Toronto: 11 Adelaide W. Suite 602. 364-7193. Chas. S. Chaplin, vice-pres. - Cand. gen. mgr.; S. Kunitzky, Network and Eastern syndicated district mgr.; W.K. Moyer, Ontario & Western feature district mgr.; A. Banks, Western syndicated district mgr.

Montreal: 5890 Monkland Ave., 481-2763. Archie Cohen, manager.

Saint John N.B.: 63 Union St. (P.O. Box 999) 692-6671. Mickey Komar, manager.

Winnipeg: 435 Berry St., 888-4865. Philip R. Carlton, manager.

Calgary: 3811 Edmonton Trail N.E., 276-2261. Blain Covert, manager.

Vancouver: 2180 W. 12th Ave., RE1-5351. Earl H. Dalgleish.

### WILDING CANADA LTD.

Don Mills (Toronto) 875 Don Mills Road. 429-0644. R.K. Carlson, vice-president; C.T. Carlson, executive producer.

### WILLIAMS, DREGE & HILL LTD.

Toronto 1: 12 Shuter St., 362-5931. Hal B. Williams, president; Heinz A.K. Drege, executive vice-pres.; Colin Y. Smith, producer/director; Russell Jones, producer/director; Mrs. Christa L. Drege, producer; Peter Downer, art director; Tibor Gyokeres, editor; Richard Ogner, editor.

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St. Laurent, P.Q.: 1700 Montée de Liesse, 332-1020. Bruce H. Martin, Vice-President & General Manager. F. J. Crombie, Secretary-Treasurer.

Toronto: 1912A Avenue Rd., Ken Tinker, Sales Manager.

Products represented: Central Dynamics Video Switching Equipment

## AMPEX OF CANADA LTD.

Technical Products Division: Rexdale, Ont.: 100 Skyway Ave., (416) 677-2370. Telex 02-29852.

Montreal, P.Q.: 700 Cremazie Blvd. W., (514) 273-7701 Telex, 01-26515

J.L. Major, Vice President & Manager, Audio Visual Products, W.J. Bebenek, National Sales Manager, Video Products. Bing Kwan, Manager, Engineering. Ian Fleming, Manager, Closed Circuit Television. Len Gratton, Manager, Product Service. Norman J. Valin, Manager, Consumer, Industrial Products. D'Alton B. Jolly, Manager, Profession Audio Products-Ray Henderson, Manager, Instrumentation & Computer Products. Fred Midgley, National Sales Manager, Consumer Audio Products-Bill Bartlett, Sales Representative-Ontario, Video/Computer and Professional Audio Tape Products. Jean Claude Dubuc, Sales Representative-Quebec & Maritimes, Video/Computer and Professional Audio Tape Products. Paul Bondaruk, Sales Representative-Quebec & Maritimes, Video Products & Closed Circuit Television. Bill Lewis, Sales Representative-Maritimes & Quebec Province, Instrumentation & Computer Products. Vern Harding, Sales Representative, Sask., Alberta & British Columbia, Video and Instrumentation/Computer Products. Gordon Keith, Sales Representative, Sask., Alberta & British Columbia, Closed Circuit Television Products.

Technical Products Division markets Ampex Video Broadcast and Closed Circuit Equipment, as well as professional audio, instrumentation, computer recorders, core memories and magnetic tape products for all applications in video, audio, instrumentation and computer fields. Suppliers of custom engineering and systems installations, as well as product development.

## ANDREW ANTENNA CO. LTD.

Main Office & Factory: Whitby, Ont.: 606 Beech St., 668-3348. Toronto, 364-4336. R.P. Matthews, Vice President & General Manager. D.L. Dewey, Marketing Manager. G.J. Wilson, District Manager.

Montreal Office: 323 Merton Ave., St. Lambert, (514) 672-5833. P. Lalancette, District Manager

New Westminster, B.C.: 422 Sixth St., (604) 526-4271. J. Van, District Manager.

## APPLIED ELECTRONICS LTD.

Toronto 18: 40 Torlake Cres., 252-3194 Mike Stechly, Bob Norton, Brian Porter, Hugh Mackin, Jim Fazackerley, Gord Ballantyne.

Product sales of: Central Dynamics Video Equipment, Rank Taylor Hobson Lenses, Telefunken Microphones, Vinten Heads and Pedestals, Ampex Tape Recorders, Cooke Video Jackfields, Uher Tape Recorders, Gray Tone Arms.

## BELL TELEPHONE CO. OF CANADA

Montreal: 1050 Beaver Hill Hill. E. J. Radigan.

## BOSTON INSULATED WIRE & CABLE CO. LTD.

Hamilton, Ont.: 118 Shaw St., (416) 529-7151. Telex, 021-684. President, Alden C. Davis. Sales Mgr., J.F. Janson. Chief Engineer, Stanley Wolkowski. Production Mgr., E.G. McCusker. Chief Accountant, G.E. McElrea. Sales Service Mgr., H.K. Coombs. Purchasing Agent, Wesley Pidgeon.

Montreal 2: 1 Place Ville Marie, (514) 866-7151. Telex, 01-2283.

Manufacturers of: Television camera cables, connectors, cable assemblies; Precision coaxial cables; Braid and foil shielded audio cables; Microphone cables; Moulded neoprene lighting connectors; Heavy duty cable repair & retermination services; camera cable adaptor boxes, distribution boxes & patch panels.

## BRAUN ELECTRIC CANADA LTD.

Malton, Ont.: 3310 Elmbank Rd., 677-3243. A.H. Simmons, President. R. Rayment, Vice-President & Controller. S. Cook, Products Manager-Motion Pictures. O.G. Gabriel, Products Manager-Industrial. H. Witton, Director of Advertising. Montreal, 935-1311. C. Johnson, Eastern Rep-Industrial. Vancouver, 738-1841. W.G. Grant, Western Sales Mgr.

Products represented: Arriflex Motion Picture & Processing Equipment; Braun Electric Flash, Cameras & Projectors; Durst Enlargers; Hasselblad Camera Systems; Nagra Tape Recorder; Robot Instrumentation & Recording Cameras; Schneider Lenses; Supercambo View Cameras; Hostert Processing Machines; Color Automat Processing Machines.

## BRINKWORTH & ASSOCIATES

Scarborough, Ont.: 81 Kootenay Cres., Percy Brinkworth.

## CALDWELL A/V EQUIPMENT CO. LTD.

Scarborough, Ont.: 135 Midwest Rd., B.C. Emonson, President. L.N. Davis, Vice-President.

Distributors of a comprehensive line of audio & video equipment.

## CANADIAN GENERAL ELECTRIC CO. LTD.

Broadcast & CCTV Sales Operation, Toronto 4: 830 Lansdowne Ave., (416) 534-6511. Night, (416) 534-8032. Emergency, (416) 789-3281. Vice-president & general manager, R.M. Robinson. Commercial section manager,

H.S. Dawson. Sales & Planning service manager, C.E. Spence. Sales manager, J.D. Pugsley. Customer service manager, A.L. Hames. Ontario sales reps, J.P. McDonnell, J.H. Judge. Atlantic sales rep, E.H. Sondek.

Montreal: 5000 Jean Talon St. W., (514) 733-9911. Quebec sales rep, J.P. Watson.

Calgary: 3603 8th St. S.E., (403) 243-2781. Western sales rep, R.H. Sivertsen.

Manufacturers of: Live color cameras, PE-350; Film color cameras, PE-240; Television transmitters; Television antennas, diplexers & filters; AM transmitters; AM dividing, phasing & tuning equipment; System design and installation services; Suppliers of complete line of TV & AM origination & transmission facilities; Educational television equipment.

## CANADIAN MARCONI CO.

Montreal: 2442 Trenton Ave., (514) 738-9441. A.W. Marshall, Mgr. TV Equipment Dept. R. Colucci, Sales Representative.

Don Mills, Ont.: 103 Railside Rd., (416) 445-9900. A.R. VanDyke, Sales Representative.

Calgary: 929 42nd Ave. S.E., (403) 243-7751. E. Dzieciuch, Manager.

Vancouver: 3636 E. 4th Ave., (604) 291-2331. R. Wezel, Sales Representative.

Halifax: 3480 Prescott St., (902) 454-8321. D.J. Murphy, Manager.

Distributors of: Marconi Television Colour & Monochrome Cameras; AM, VHF & UHF Transmitters; Conrac Colour & Monochrome Monitors; Dynair Video Equipment.

## COLLINS RADIO CO. OF CANADA LTD.

Toronto 16: 150 Bartley Dr., (416) 757-1101. Sr. vice-president, J.L. Plant. Vice-president and general manager, S.F. Jackson; Broadcast Salesman, P.R. Wharton.

Vancouver: 1200 W. Pender St., (604) 681-9421. Resident manager, F.N.A. Ramsay.

Edmonton: Centennial Bldg., 10015 103 Ave., (403) 429-5751. Resident manager, A.C. Gardiner.

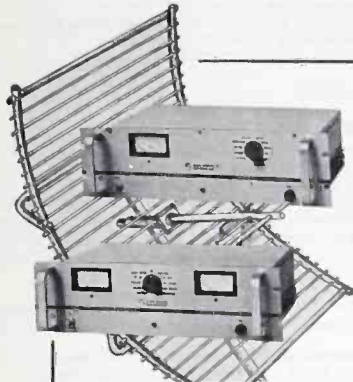
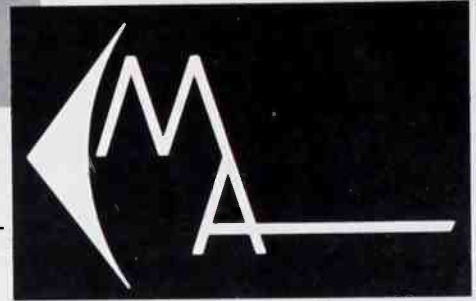
Ottawa 4: 77 Metcalfe St., (613) 233-6211. Resident manager, A.R. Hewitt. Montreal: 5890 Monkland Ave., (514) 489-2123. F.F. Williams.

Manufacturers of: Full audio line including turntables, consoles & remote equipment; AM transmitters up to and including 10,000 watts, plus phasing equipment; FM transmitters up to and including 20,000 watts, plus FM stereo generators, exciters & full line of FM antennas; modulation frequency & phase monitors; Mono/stereo tape cartridge machines.

## DIVERSIFIED ELECTRONICS

Scarborough, Ont.: 1570 Midland Ave., (416) 757-1179. Sales manager, R.T. White. Sales, M. Kay.

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**Model PBR-21A** This 21 channel deluxe control system can be operated over a single wire line or STL. DC line continuity not required. A complete line of control subcarrier generators and detectors is available to adapt the PBR-21A to Dual or Composite STL systems for all-wireless control. All FM radio remote control systems compatible with stereophonic and SCA program operation.

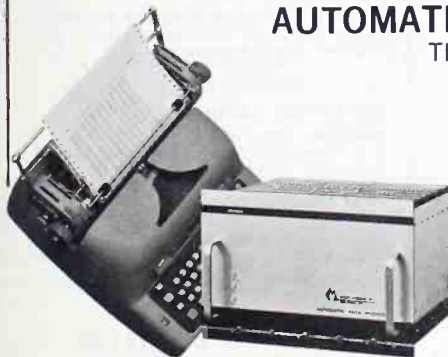
**Model WRC-10T** Designed to operate over a single DC wire pair, this 10 channel all solid-state control system is dependable, accurate, and economical. 4" rectangular meter provided for easy readout.

**Model SCS-1 Status/Control System** This modular 8 channel system can be used as a status indicator, fault reporting or one-way control system. Uses single telco line.

\*Patented



## SOLID-STATE DIGITAL AUTOMATIC TRANSMITTER LOGGER THE EASIEST WAY TO LOG



FCC Rules now permit a digital presentation for automatic transmitter logging. The Model ADP-101 uses an IBM Output Writer to print the transmitter log as you are used to seeing it—in columnar format—on standard size 8½" x 11" sheets. The easy-to-read type-written log departs from the inherent shortcomings of the strip-chart recorder. Easy to file for quick retrieval, even a non-technical person can read it. System calibration requires only one man. It will log up to 10 parameters. Uses only one communications channel (600 Hz bandwidth).

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**Model RPL-1** has low distortion, wide frequency response, and is an excellent choice for FM stations. Operates in the 148-174 MHz band. The transmitter, rated at 30 watts output, is designed for continuous duty.

## SOLID-STATE MULTIPLEX EQUIPMENT

**Model SCG-4T SCA Subcarrier Generator** offers extreme stability, excellent sound quality and simplicity of operation. It incorporates a peak reading deviation meter calibrated directly in kHz, and all electronic muting circuitry (no relays). A companion demodulator is available when SCG-4T is used on an STL for an auxiliary program circuit.



**Model SCG-3T Stereo Generator** is all silicon solid-state using integrated circuits. Attention to design details has produced minimal quadrature error and phase difference between channels. Excellent channel separation (>40 db). Designed to operate with the PCL-303 Composite STL.

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## Equipment Manufacturers & Suppliers continued

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Montreal 30: 644 DeCourcelle St., (514) 933-7551. Manager, advertising & sales promotion, K.G. Ward, Manager, broadcast stations sales, J. Van Vlaardingen, Technical representative, broadcasting, M.E. Bowles.

### ENGLISH ELECTRIC VALVE CO. (CANADA) LTD.

Rexdale, Ont.: 24 Ronson Dr., (416) 249-8548. G.A. Morton, Manager & Director, D. Sullivan, Sales Manager, A. Walczak, Sales Engineer, G. Sward, Office Supervisor, J.A. Sandy Morris, Sales Representative, R.H. Parkes, Western Representative  
Sales & Service, Specialized Electronic Tubes

### E.V. OF CANADA LTD.

Richmond Hill, Ont.: 359 Enford Rd., 884-8185. R.C. Kahnert, Vice-president, J. Fothergill, Sales order manager, Ville Jacques Cartier, P.Q.: 843 rue Dolbeau, 677-5033. A. Desjardins, sales representative.

Manufacturers of: Microphones, Headphones, Amplifiers, Turntables, etc.

### GATES RADIO CO. (CANADA)

Pointe Claire, Que.: 212 Brunswick Blvd., (514) 695-3751. Broadcast products manager, A.B. Clapp, District manager, John S. Murphy.

Don Mills, Ont.: 19 Lesmill Rd., (416) 447-7234. District manager, R.J. 'Bob' Gauthier.

Manufacturers and suppliers of: Complete line of AM/FM transmitting equipment & accessories; AM/FM & TV audio equipment; ATC Criterion Cartridge tape & Automation equipment; Fidelipac Cartridges.

### GELECO ELECTRONICS LTD.

Toronto 17: 2 Thorncliffe Park Dr., Unit 43, (416) 421-5631. President, Gerald W. Lee, Superintendent, J. Pettipas, Designer, L. Cooper.

Manufacturers of: Coils, Switches, tower lighting chokes, complete antenna tuning & phasing systems, RF contactors, Capacitors.

### J-MAR ELECTRONICS LTD.

Toronto 17: 6 Banigan Dr., 421-9080. J.W. Woods, President, R.W. Swanson, Sales Manager, H. Voldner, Chief Engineer.

Manufacturers of: Custom Audio Consoles & Equipment. Canadian agents for: Neumann microphones & audio console equipment. EMT audio equipment & reverberation units. Studer tape recorders, Danner faders & Lyrec recording equipment. Agents for: Broadcast Electronics, manufacturers of Spotmaster tape cartridge machines, Ampex recording equipment.

### KINGSWAY FILM EQUIPMENT LTD.

Toronto 18: 148 Norseman St., 233-1103 R.C. Macaulay, President, W.A. Macaulay Vice-President, R.A. Farrell, General Sales Manager.

Montreal: 4861 Barclay Ave., 342-0104. Ron Nicol, Professional Equipment Div.

Products represented: Bauer 16mm Sound Projectors; Steenbeck Editing Tables—16mm and 35mm; Denon CC-TV Cameras and accessories, colour & black-and-white; Denon Broadcast Equipment, Soligor ITV Lenses; Aurora Electric Projection Screens; Aurora Audio-Visual Projection Tables; Cordell Varifilm Processor-60 second, Automatic; Metro/Kalvar Printer Processor & Film; Perfectone Magnetic Tape Recorders; Perfectone Sound Recorder Reproducer-35mm & 16mm.

### MCCURDY RADIO INDUSTRIES LTD.

Toronto 16: 108 Carnforth Rd., 751-6262 G.E. McCurdy, President, Graham Fawcett, Vice-president operations, Robert Torpey, Sales, A.C. Angus, Director of engineering, K.I. MacKenzie, Chief systems engineer.

Manufacturers of Audio Products for the broadcasting & recording industry.

### MINNESOTA MINING & MANUFACTURING OF CANADA LTD.

Head office, London, Ont.: P.O. Box 2757, (519) 451-2500. R.W. Keeley, Executive Vice-President & General Manager, R.T. Todd, Manager, Electrical Products Division.

Vancouver: 2520 Ontario St., (604) 879-3561.

Calgary: 815 17th Ave. S.W., #204, (403) 244-0705.

Winnipeg: 1000 Notre Dame Ave., (204) 772-0421.

Toronto: 1415 Lawrence Ave. W., (416) 247-8631.

Montreal: 3285 Cavendish Blvd., #560, (514) 489-9761.

Manufacturers of: Magnetic Recording Products; "Scotch" Brand Sound Recording Tapes; "Scotch" Brand Instrumentation Tapes; "Scotch" Brand Video Tapes

### R.H. NICHOLS CO. LTD.

Toronto 3: 4544 Dufferin Street, (416) 633-8190. President, J.E. Conner, Executive Vice-president, F.J. Looker, Vice-presidents, A.H. Tuxworth, A.H. McLeod, General Manager, D.A. Rhind Sales Manager, G.W. Pay, Director of Engineering, P. Ward, Purchasing agent, R. Bowkett.

Montreal 9: 4900 Fisher St. (514) 631-3420.

Vancouver: 736 Granville St., (604) 683-0019.

Manufacturers of: Remote Supervisory Transmitter Control Telemetering Equipment; Annunciators; Standby Power Supply Control Panels; Testing Instruments.

### NORTHERN ELECTRIC CO. LTD.

Montreal: 1600 Dorchester Blvd. W. T.W. Birss.

### PERCEPTION INDUSTRIES INC.

Toronto 2: 274 Church St., 363-9141 E.T. Cullen, Pres. A.D. Moncrieff, Vice Pres.; R. Trowell, Sales Mgr.; C.A. Wickens, Advtg. Mgr.; G.B. Hick, Rep. Ottawa 8: 2274 Horton St. New York City 10036: 1140 Ave. of the Americas, 867-9600. E.T. Cullen, Pres.; Miss R. Cederbaum, D.L. Wraggett

### PHILIPS ELECTRONICS INDUSTRIES LTD.

Toronto 17: 116 Vanderhoof Ave., (416) 425-5161. President, H.A.C. Van Beurden, Vice President, Marketing; Electronic Equipment Div., E. Batler, Manager, Professional Electro-Acoustics Dept., A. Hutcheon, Product Manager, CCTV & Video Recording, J. Berrevoets, Product manager, Studio Broadcast Equipment, J.E. Prevost (Montreal), Sales Manager (Ontario & Manitoba), H.M. Stevens.

Montreal 9: 5930 Cote de Liesse Rd., 342-9180. Regional sales Manager, (Quebec & Maritimes), J.M. Hebert.

Calgary, Alta.: 4107 11th St. S.E., 243-7737. Regional Sales Manager, (B.C., Alberta & Saskatchewan), R. Hill.

Manufacturers of: Color and monochrome TV studio cameras; CCTV cameras & systems; video recorders; large screen TV projectors, color & monochrome;

Eidophor cinema-size screen TV projectors, color & monochrome; audio recorders; tape duplicators; modular audio consoles.

### PRODELIN INC.

Richmond Hill, Ont.: 51 Markham Rd., (416) 884-8216. H.D. Schiller.

Manufacturers of: Microwave antenna & waveguide systems, Flexible & rigid coaxial cable, ETV transmitting & receiving antenna systems, Point to point antenna systems.

### RCA VICTOR COMPANY LTD.

Montreal 30: 644 De Courcelle St., 933-7551, local 460. L.J. Van Vlaardingen, Manager, Broadcast & Educational Products, E.C. & D Division. Toronto: 1450 Castlefield Ave., 651-6550 M.E. Bowles, Sales Engineer, K.G. Ward, Manager, Advertising & Sales Promotion, E.C. Division.

Manufacturers of: Power Tubes, Camera Tubes, Video Tape, Audio Tape.

Technical Products Division: Montreal 30: 1001 Lenoir St., (514) 933-7551. Vice President, technical products div., J.G. Sutherland, Manager, Broadcast, scientific & HF products marketing, W.H. Holroyd, Manager, Special Accounts, F.H. Holm, Manager, Educational TV, W.D. West, Administrator, T.P. Advertising, K.A. Clayton, Engineering Dept.: Manager, technical services, G.F. Baylis, Manager, broadcast engineering, D.R. Dashney, Leader, civil & towers engineering, C.A. Gareau.

Broadcast Sales: Western Canada:

Vancouver: 2876 Rupert St., (614) 433-6881. Manager, R.B. Lanskaill.

Lakehead-Manitoba, Sask.: Winnipeg 21: 2070 Notre Dame Ave., (204) 774-7489, Sales representative, R.H. Patrick.

Ontario: Toronto 15: 1450 Castlefield Ave. W., (416) 651-6550. Manager, C.S. Broad.

Eastern Canada: Montreal 30: 1001 Lenoir St., (514) 933-7551. Manager, E.W. Miller.

Atlantic Provinces: Montreal 30: 1001 Lenoir St., (514) 933-7551. Sales Engineer, N.H. Harvison.

### RAYTHEON CANADA LTD.

Waterloo, Ont.: 400 Phillip St. N. C.B. Stone, Manager, Contracts resale division, T. Ulmer, Contracts Resale Division, J.J. Azar, Telecommunications Products Marketing.

Manufacturers of: the Machlett Laboratory line of broadcast & high power tubes.

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Agincourt, Ont.: 285 Yorkland Blvd., (416) 445-9111. W.B. Campion. Representing: Shure Bros. Inc., 222 Hartrey Ave., Evanston, Ill., 328-9000, R.W. Carr, and Goodmans Loudspeakers Ltd., Axiom Works, Wembley, Middlesex, England.

Shure Bros. manufacture: Microphones, Microphone mixers, desk stands, line transformers, tone arms, stereo phono cartridges. Goodmans Loudspeakers manufacture: Loudspeakers, speaker systems, stereo amplifier, stereo AM/FM tuner.

### SMYTH SOUND EQUIPMENT LTD.

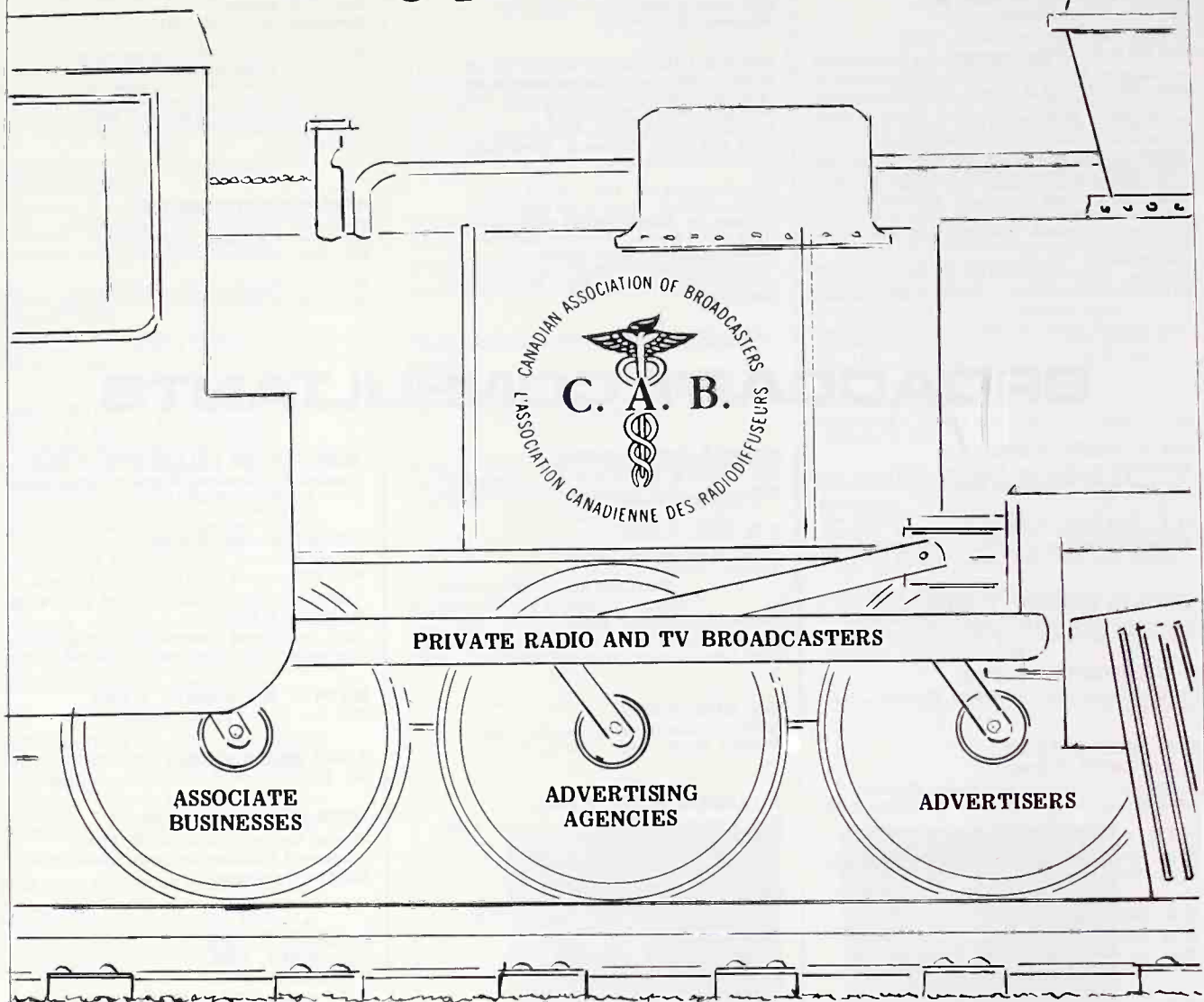
Longueuil, Que.: 165 Industrial Park Rd. (514) 679-5490. J.B. Smyth, Sales.

Manufacturers of: Cuemaster Cartridge Recorders & Playback, Universal Consoles & Modules, KEF Monitoring Loudspeakers, ADC Pickup Cartridges, QUAD Monitoring Amplifiers.

### TRANSONIC LTD.

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## Equipment Manufacturers & Suppliers continued

### TELE-RADIO SYSTEMS LTD.

Toronto: 1015 Finch Ave. W., (416) 635-5221. I.H. Nixon, President. E.H. Kinneer, Marketing Manager. M.E. Laidlaw, Sales Manager.

Ottawa, Ont.: 281 Palace St., (613) 746-8914. B. Jones, Manager.

Vancouver: 1518 West Third Ave., (604) 731-1321. H.M. Shore, Manager.

Distributors of: Professional audio tape recorders, reproducers, loggers (Metro-tech Inc.). Test equipment (Northeast Electronics Corp., Stelma Inc., Rycorn Instruments, Lear Siegler Inc., Cushman Electronics). Test equipment, Control & Supervisory Systems (Noller Control Systems). Encoders, Decoders (Secode Electronics). Communications Antennas (Scala Radio). VF Repeaters (Lear Siegler). Amplifiers, Receivers, etc. (Applied Research Inc.). Communica-

tions equipment (Stelma Inc.). VHF/UHF Receivers (Astro Communications).

Manufacturers of: Tele-Radio Systems Ltd. specialized communications equipment & systems.

### UNI-TEL LTD.

Scarborough, Ont.: 100 Barbados Blvd., (416) 261-7265. G. Grant Cooper, Gen. Mgr. D.E. Noble, Mgr. Eng'g.

Edmonton, Alta: 11462 41st Ave., (403) 434-1768. Gordon D. Nerenberg, Sales Representative.

Manufacturers of: 'Marc' Solid-state remote control, alarm & telemetering systems for transmitter control. Tower light alarm panels. Antenna current monitors. Plate current monitors. 'Browning' Solid-state background music multiplex receivers & solid-state audio amplifiers.

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Manufacturers of: VHF transmitters, receivers, audio equipment, sound consoles, broadcast switchers, electronic scoring units, power-aid mobile generators, electronic teaching aids, equipment for electronic language laboratories.

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RUTH RANKIN



JOHN L. SAYERS

Two staff members of CJCA Edmonton, are being honored by the broadcast industry. Ruth Rankin, Office Manager/Accountant, and Jack Sayers, General Sales Manager are being accepted to the C.A.B. QUARTER CENTURY CLUB. As long time broadcasters, their talent has proven invaluable to the industry, and in particular to CJCA.



# CANADA'S TOP 100 RADIO ADVERTISERS FOR 1967

CANADA'S 100 leading Radio advertisers increased their spending 5.8 per cent in 1967, according to figures compiled by Elliott Research Limited, and released by the Radio Sales Bureau, making it a record revenue year for radio.

Total radio-time volume for the top-100 advertisers was \$26,029,576 and RSB President Cedric P. Haynes, said that 65 per cent of the advertisers listed had greatly increased their investment in radio over the same period in 1966.

He reported that Coca-Cola Limited and General Motors Products of Canada Limited, spent more than \$1,500,000 each in Canadian radio last year. "This", said Haynes, "is a breakthrough for our medium — the first time two advertisers have invested more than \$1,500,000 each in radio time during the same year."

Coca-Cola, second largest radio investor in 1966, increased its budget 39 per cent to take over top spot from Rothmans of Pall Mall Canada Limited, with GM right behind.

Imperial Tobacco jumped from 8th to 3rd on the top-100 list, adding nearly \$700,000 to its radio budget in 1967 — the biggest dollar-volume boost by any one advertiser.

"Both the prominence of the advertisers represented and the wide range of categories advertising on radio, are evidence of the medium's dependability, economy and versatility as a major advertising force," Haynes said.

"Greater awareness of radio's capabilities by agencies is encouraging more and more advertisers to think radio into their long-term marketing plans.

"Increased interest by large financial institutions, insurance companies and numerous manufacturers of consumer products is indicative of radio's growing stature as a major advertising vehicle at national and retail levels.

"Radio's constantly improving audience measurements and other forms of research are providing information to stretch advertising budgets — an important factor in these days of the profit squeeze."

Rank for 1967	Name of Product	Radio Time 1967	Rank 1966	Radio Time 1966	1966 Over-Under 1967	Total
1.	Coca-Cola Ltd.	1,512,403	2	1,084,282	+	39%
2.	General Motors Products of Canada Ltd.	1,506,553	3	1,148,838	+	31%
3.	Imperial Tobacco Co. of Canada Ltd.	1,249,644	8	550,614	+	127%
4.	Rothmans of Pall Mall Canada Ltd.	997,853	1	1,577,134	-	30%
5.	Government of Canada	928,428	6	699,230	+	33%
6.	Canadian Breweries Ltd.	915,009	5	1,007,003	-	9%
7.	Seven-Up	806,109	4	1,022,069	-	21%
8.	Wm. Wrigley Jr. Co. Ltd.	593,693	7	571,616	+	4%
9.	British American Oil Co. Ltd.	588,826	14	395,718	+	49%
10.	Benson & Hedges (Canada) Ltd.	573,243	10	441,609	+	30%
11.	Pepsi-Cola Canada Ltd.	458,011	27	278,815	+	64%
12.	Nabisco Ltd.	427,583	19	358,886	+	19%
13.	Molson's Brewery Ltd.	425,835	32	246,218	+	73%
14.	Ford Motor Co. of Canada Ltd.	403,279	11	432,774	-	7%
15.	Sterling Drug Ltd.	399,000	26	281,491	+	42%
16.	Canada Dry Ltd.	391,585	15	383,501	-	2%
17.	Domtar Ltd.	380,328	24	288,309	+	32%
18.	Walter M. Lowney Co. Ltd.	375,256	72	105,745	+	254%
19.	Texaco Canada Ltd.	374,177	18	371,407	+	1%
20.	John Labatt Ltd.	351,819	23	311,264	+	1%
21.	Wm. Neilson Ltd.	335,603	39	194,378	+	125%
22.	Canadian Imperial Bank of Commerce	334,048	-	-	-	-
23.	Royal Bank of Canada	308,864	-	-	-	-
24.	General Foods Ltd.	308,271	21	340,893	-	10%
25.	Air Canada	303,289	9	497,762	-	39%
26.	Shell Canada Ltd.	287,420	51	151,455	+	90%
27.	Lever Bros. Ltd.	276,601	13	401,740	-	31%
28.	Great Atlantic & Pacific Tea Co. Ltd.	276,039	38	197,770	+	39%
29.	Salada Foods Ltd.	274,081	29	265,459	+	3%
30.	Mutual Life Assurance Co. of Canada Ltd.	269,010	81	96,891	+	177%
31.	Simon Cigar Co. Ltd.	257,279	82	95,920	+	168%
32.	Chrysler Canada Ltd.	249,332	33	231,196	+	8%
33.	Canadian Industries Ltd.	242,887	-	22,885	+	956%
34.	Hydro-Electric Power Comm. of Ontario	240,991	30	259,558	-	7%
35.	Sun Oil Co. Ltd.	234,957	36	204,545	+	15%
36.	Bell Telephone Co. of Canada	232,138	64	124,680	+	86%
37.	Colgate Palmolive Ltd.	231,715	17	378,727	-	39%
38.	Associates Finance Co.	213,436	73	104,492	+	105%
39.	Quebec Government	210,413	-	74,794	+	164%
40.	Plough (Canada) Ltd.	203,057	68	110,084	+	85%
41.	International Nickel Co. of Canada Ltd.	196,714	45	174,649	+	13%
42.	Firestone Tire & Rubber Co.	194,994	35	213,650	-	9%
43.	Canadian Kodak Co. Ltd.	185,642	37	201,146	-	7%
44.	Facelle Co. Ltd.	177,590	20	356,381	-	50%
45.	Vick Chemical Inc.	170,695	67	117,371	+	46%
46.	Expo '67	166,117	56	137,011	+	21%
47.	Borden Co. Ltd.	165,586	42	176,592	-	6%
48.	Toronto-Dominion Bank	162,310	-	-	-	-
49.	Canadian National Railway	160,155	31	254,575	-	37%
50.	Shulton of Canada Ltd.	154,581	43	175,023	-	11%
51.	Hershey Chocolate Co. of Canada Ltd.	153,695	22	315,230	-	51%
52.	Kellogg Co. of Canada Ltd.	150,456	28	273,811	-	45%
53.	Ontario Government	149,415	40	192,697	-	23%
54.	Kraft Food Ltd.	144,194	25	285,102	-	49%
55.	Canada Packers Ltd.	143,695	48	161,357	+	11%
56.	Canadian Acceptance	138,508	93	84,424	+	65%
57.	Oldville Flour Mills Co. Ltd.	138,201	66	122,751	+	12%
58.	Minnesota Mining & Mfg. of Canada Ltd.	137,162	-	73,970	+	85%
59.	Union Carbide of Canada Ltd.	135,464	-	60,413	+	125%
60.	Campbell Soup Co. Ltd.	134,189	100	78,785	+	70%
61.	Supertest Petroleum Corp. Ltd.	133,109	-	28,269	+	375%
62.	Seaboard Finance Co. of Canada Ltd.	131,624	44	174,710	-	25%
63.	W.K. Buckley Ltd.	128,686	71	106,563	+	19%
64.	Jordan Danforth Wines Ltd.	122,152	-	24,367	+	408%
65.	Beecham Products Ltd.	122,140	78	99,006	+	23%
66.	State Farm Insurance	121,623	95	83,017	+	47%
67.	Brooke Bond Canada Ltd.	120,412	62	126,971	-	6%
68.	Kimberly Clark Canada Ltd.	119,507	-	58,371	+	107%
69.	Fry Cadbury Ltd.	115,686	-	41,703	+	176%
70.	American Express Co.	112,628	80	98,255	+	15%
71.	Drackatt Co. of Canada Ltd.	111,603	-	23,722	+	367%
72.	B.P. Canada Ltd.	111,369	46	167,247	-	34%
73.	St. Lawrence Starch Co. Ltd.	103,271	58	131,464	-	21%
74.	New Zealand Meat Producers Board	102,515	-	33,348	+	212%
75.	Eastern Airlines Inc.	99,674	-	69,110	+	45%
76.	Bastos Canada Ltd.	98,795	-	-	-	-
77.	Penmans Ltd.	96,596	-	-	-	-
78.	Loblaw Groceries Co. Ltd.	95,511	54	147,047	-	35%
79.	Standard Brands Ltd.	94,450	47	162,446	-	42%
80.	Ontario Milk Marketing Board	93,931	-	752	+	12,390%
81.	Noxema Chemical Co. of Canada	93,422	65	123,736	-	25%
82.	Australian Canned Fruit Board	91,537	94	83,276	+	11%
83.	Imperial Life Assurance Co. of Canada	91,188	-	44,179	+	107%
84.	Laura Secord Candy Shops Ltd.	89,780	-	60,562	+	48%
85.	S.C. Johnson and Son Ltd.	89,190	96	82,442	+	9%
86.	People's Credit Jewellers Ltd.	88,002	83	95,465	-	7%
87.	Wabasso Cotton Co. Ltd.	85,760	-	9,472	+	805%
88.	National Trust Co. Ltd.	85,520	-	55,066	+	56%
89.	J.M. Schneider Ltd.	85,454	91	85,712	-	-
90.	B.C. Tree Fruits Ltd.	85,443	99	78,935	+	8%
91.	Kelley Douglas Co. Ltd.	84,252	61	128,840	-	35%
92.	Dairy Queen Frozen Products of Canada	83,971	-	48,480	+	75%
93.	Oshawa Wholesale	83,211	90	87,165	-	5%
94.	Nestle (Canada) Ltd.	82,322	75	102,046	-	20%
95.	Union Gas Co. of Canada	80,758	-	76,420	+	6%
96.	Dominion Foundries and Steel Ltd.	79,357	-	493	+	15,996%
97.	Purex Corp. Limited	78,830	76	101,080	-	22%
98.	McGavin Toastmaster Ltd.	77,380	-	27,052	+	185%
99.	Reckitt & Colman Canada Ltd.	77,062	52	149,676	-	49%
100.	Oil Heating Association	75,427	-	66,589	+	12%

TOTAL

26,029,576

24,581,506

# 1967 MEDIA EXPENDITURES BY THE TOP 100 CANADIAN NATIONAL ADVERTISERS

Rank 1967	Rank 1966	Advertiser	Total Print, Radio & Television \$	Television Program \$	Television Network Announcement \$	Television Selective Announcement \$	Total Television \$	per cent TV %
1	( 1)	General Motors Prod. of Canada Ltd.	9,056,544	1,247,120	135,879	423,733	1,806,732	19.9
2	( 3)	Proctor & Gamble Co. of Canada Ltd.	6,432,929	4,467,126	561,676	1,335,522	6,364,324	98.9
3	( 2)	General Foods Limited	5,755,557	1,792,634	508,576	2,742,238	5,043,448	87.6
4	( 14)	Imperial Tobacco Co. of Canada Ltd.	5,659,631	441,666	259,552	591,067	1,292,285	22.8
5	( 7)	Government of Canada	4,671,130	8,000	-	1,055,887	1,063,887	22.8
6	( 4)	Canadian Breweries Limited	3,682,882	1,556,571	-	-	1,556,571	42.3
7	( 5)	Ford Motor Co. of Canada Ltd.	3,477,846	828,259	-	16,682	844,941	24.3
8	( 12)	Colgate-Palmolive Limited	3,079,478	775,545	38,232	1,935,002	2,748,779	89.3
9	( 15)	Kellogg Co. of Canada Limited	3,074,107	903,509	330,172	923,055	2,156,736	70.2
10	( 10)	Kraft Foods Limited	3,028,982	1,569,229	-	188,917	1,758,146	58.0
11	( 8)	Air Canada	2,679,462	216,468	-	390,058	606,526	22.6
12	( 19)	Sterling Drug Limited	2,670,221	1,264,618	-	553,364	1,817,982	68.1
13	( 16)	Canadian Pacific Railway Co.	2,633,816	398,704	-	210,318	609,022	23.1
14	( 17)	Molson Breweries Limited	2,597,459	1,107,849	-	-	1,107,849	42.7
15	( 6)	Lever Brothers Limited	2,525,179	478,665	584,449	1,125,909	2,189,023	86.7
16	( 22)	Coca-Cola Limited	2,516,840	264,444	138,668	265,072	668,184	26.5
17	( 13)	American Home Products	2,447,949	574,474	229,519	1,360,368	2,164,361	88.4
18	( 9)	Rothmans of Pall Mall of Canada Ltd.	2,389,640	625	35,103	220,990	256,718	10.7
19	( 26)	Benson & Hedges Canada Limited	2,380,315	-	224,706	790,061	1,014,767	42.6
20	( 11)	Chrysler Canada Limited	2,294,034	956,054	-	-	956,054	41.7
21	( 28)	Warner-Lambert Canada Limited	2,121,206	124,601	553,528	1,205,547	1,883,676	88.8
22	( 24)	Labatt Breweries of Canada Limited	2,016,675	-	490,774	-	490,774	24.3
23	( 20)	Imperial Oil Limited	1,990,671	932,498	-	64,883	997,381	50.1
24	( 33)	Shell Canada Company Limited	1,919,059	285,279	-	750,859	1,036,138	54.0
25	( 31)	Campbell Soup	1,829,478	62,173	-	1,171,669	1,233,842	70.8
26	( 34)	S.C. Johnson & Son Limited	1,826,035	376,392	597,314	746,857	1,720,563	94.2
27	( 21)	Clairol Inc. of Canada	1,780,945	16,748	623,760	544,730	1,185,238	66.6
28	( 23)	Standard Brands Limited	1,699,477	-	6,500	870,235	876,735	51.6
29	( 29)	Distillers Corporation Limited *	1,679,493	-	-	-	-	-
30	( 18)	Canadian National Railways	1,652,660	-	-	324,991	324,991	19.7
31	( 32)	British American Oil Co. Ltd.	1,636,911	309,384	230,117	293,962	833,463	50.9
32	( 27)	American Motors (Canada) Ltd.	1,625,969	388,427	112,744	11,077	512,248	31.5
33	( 30)	Gillette Safety Razor Company	1,623,983	133,651	297,540	1,187,392	1,618,583	99.7
34	( 25)	Domtar Limited	1,621,862	-	139,213	647,756	786,969	48.5
35	( 36)	Canada Packers Limited	1,564,235	28,598	232,052	740,477	1,001,127	64.0
36	( 41)	Nestle (Canada) Limited	1,532,876	214,574	-	1,070,379	1,284,953	83.8
37	( 46)	Ontario Government	1,408,984	-	-	443,714	443,714	31.5
38	( 42)	H.J. Heinz Co. of Canada Ltd.	1,346,131	-	52,649	919,132	971,781	72.2
39	( 40)	Hiram Walker-Gooderham & Worts Ltd.	1,333,773	-	-	-	-	-

*radio - television representatives limited*

Proudly sell...\*



THE selling sound to Calgary  
& South Central Alberta

\*Toronto and Montreal effective immediately

Winnipeg and Vancouver effective  
May 16, 1968



# Top 100 National Advertisers cont.

Rank 1967	Rank 1966	Advertiser	Total Print, Radio & Television \$	Television Program \$	Television Network Announcement \$	Television Selective Announcement \$	Total Television \$	Per cent TV %
40	(39)	Wm. Wrigley Jr. Co. Ltd.	1,271,385	19,514	-	658,178	677,692	53.3
41	(45)	Pepsi-Cola Canada Limited	1,191,088	228,290	-	399,897	628,187	52.7
42	(90)	Canadian Imperial Bank of Commerce	1,150,732	-	41,765	52,869	94,634	8.2
43	(54)	Carnation Company Limited	1,146,046	201,932	100,277	693,760	995,969	86.9
44	(35)	Bristol-Myers Co. of Canada Ltd.	1,145,599	59,438	304,883	739,691	1,104,012	96.4
45	(47)	Kimberley-Clark Canada Limited	1,136,653	47,443	98,264	303,349	449,056	39.5
46	(38)	Quaker Oats Co. of Canada Ltd.	1,136,631	202,517	97,299	542,651	842,467	74.1
47	(77)	Quebec Government	1,112,155	45,883	-	131,143	177,026	15.9
48	(49)	Beecham Products Limited	1,091,843	371,158	166,937	400,858	938,953	86.0
49	(55)	Dominion Stores Limited	1,087,192	28,812	-	351,868	380,680	35.0
50	(43)	Dominion Seven-Up Limited	1,086,525	159,883	-	55,536	215,419	19.8
51	(58)	Alberto-Culver of Canada Limited	1,070,811	-	-	1,051,133	1,051,133	98.2
52	(56)	Canadian Kodak Co. Limited	1,069,729	100,509	-	428,782	529,291	49.5
53	(67)	W. & A. Gilbey of Canada Limited *	999,969	-	-	-	-	-
54	( )	Hydro Electric Power Comm of Ontario	981,871	-	-	287,558	287,558	29.3
55	(57)	Volkswagen Canada Limited	949,496	10,780	188,254	217,877	416,911	43.9
56	( )	Royal Bank of Canada	903,200	-	-	150,778	150,778	16.7
57	(61)	Salada Foods Limited	897,671	-	-	-	-	-
58	(48)	Rowntree Company Limited	893,649	39,059	-	854,590	893,649	100.
59	(65)	Scott Paper Limited	872,749	-	-	661,031	661,031	75.7
60	(66)	Canadian Universal & International Exhibition- Expo '67	840,484	-	15,653	261,926	277,579	33.0
61	(64)	Bell Telephone Co. of Canada	840,242	-	-	-	-	-
62	(62)	Johnson & Johnson Limited	824,797	-	4,601	569,373	573,974	69.6
63	(82)	Noxema Chemical Co. of Canada Ltd.	814,383	291,182	129,878	299,901	720,961	88.5
64	(71)	Texaco Canada Limited	812,812	149,495	-	165,770	315,265	38.8
65	(51)	Robin Hood Flour Mills Limited	811,080	71,802	33,721	585,731	691,254	85.2
66	(81)	Bank of Montreal	806,521	36,565	20,137	109,801	166,503	20.6
67	(80)	Fry-Cadbury Limited	794,346	272,191	-	365,205	637,396	80.2
68	(91)	Singer Company of Canada Ltd.	787,916	24,308	-	358,927	383,235	48.6
69	(97)	Wm. Neilson Limited	778,091	-	-	230,673	230,673	29.6
70	(83)	General Mills Inc.	773,767	-	131,372	628,457	759,829	98.2
71	(44)	Canadian Cannery Limited	770,348	168,634	11,025	317,942	497,601	64.6
72	(72)	Vick Chemical Limited	766,974	-	87,907	508,372	596,279	77.7
73	(70)	Canadian General Electric Co. Ltd.	766,829	20,224	177,624	96,868	294,716	38.4
74	(75)	Swift Canadian Co. Ltd.	754,630	-	-	480,271	480,271	63.6
75	(76)	Sperry Rand Canada Limited	736,369	61,652	9,002	318,808	389,462	52.9
76	(73)	Playtex Limited	735,822	-	34,002	701,820	735,822	100.
77	(69)	Cel-Cil Fibres Limited	722,962	25,040	10,801	95,992	131,833	18.2
78	( )	Toronto Dominion Bank	714,012	-	-	-	-	-
79	(99)	B.P. Canada Limited	713,719	46,671	-	461,810	508,481	71.2
80	(96)	The Canada Starch Company Ltd.	713,610	-	-	522,640	522,640	73.2
81	(100)	Irwin Specialties Limited	713,498	114,660	-	598,838	713,498	100.
82	(85)	H. Corby Distillery Limited *	706,923	-	-	-	-	-
83	(60)	Christie Brown & Co. Limited	703,967	13,249	103,871	206,242	323,362	45.9
84	(68)	Nabisco Foods Limited	679,855	-	69,404	336,177	405,581	59.7
85	(89)	Avon Products of Canada Limited	673,452	-	-	484,654	484,654	72.0
86	( )	Vic Tanny's Gym & Health Club	658,951	-	-	-	-	-
87	( )	Mattel Canada Limited	652,851	86,235	7,000	554,816	648,051	99.3
88	(52)	Du Pont of Canada Limited	650,748	-	94,273	157,708	251,981	38.7
89	( )	Canadian Industries Limited	642,787	-	-	101,606	101,606	15.8
90	( )	Trans Canada Telephone Systems	639,328	218,128	78,670	-	296,798	46.4
91	(59)	Facelle Company Limited	626,841	-	88,299	193,433	281,732	44.9
92	(92)	British Overseas Airways Corp.	610,274	-	-	45,665	45,665	7.5
93	( )	Natural Gas Distributors of Ont. & Manitoba	610,268	-	-	513,630	513,630	84.2
94	(88)	Shulton of Canada Limited	610,112	8,564	40,695	292,901	342,160	56.1
95	(63)	Ogilvie Flour Mills Co. Ltd.	607,945	11,193	8,498	212,343	232,034	38.2
96	(98)	Quebec Distillers Inc. *	604,180	-	-	-	-	-
97	(50)	Philips Electronic Industries Ltd.	603,594	33,189	125,520	250,694	409,403	67.8
98	( )	Eatons of Canada	603,355	8,091	-	64,953	73,044	12.1
99	(78)	Thomas J. Lipton Limited	593,460	86,042	55,791	278,005	419,838	70.7
100	(74)	Canadian Clothiers Corp.	589,766	-	-	-	-	-

Top 100 Advertisers (Totals & Average) 155,521,026 24,986,218 8,718,146 44,475,404 78,179,768 50.3

\* Totals & Average Excluding Liquor Advertising 150,196,688 24,986,218 8,718,146 44,475,404 78,179,768 52.1

Source: ToB Canada/Elliott Research Limited

THERE WERE NINE NEW NAMES in the list of the Top 100 advertisers for 1967 — Hydro Electric Power Commission of Ontario; Royal Bank of Canada; Toronto Dominion Bank; Vic Tanny's Gym and Health Club; Mattel Canada Limited; Canadian Industries Limited; Trans-Canada Telephone Systems; Natural Gas Distributors of Ontario and Manitoba and Eaton's of Canada.

In addition there were six new television advertisers in the top 100 — B. P. Canada; Bank of Montreal; Canadian Imperial Bank of Commerce; Cel-Cil Fibres Limited; Singer of Canada Limited and Royal Bank of Canada.

Those national advertisers who

dropped out of the Top 100 list were: B. Houde Grothe Limited (now included with Imperial Tobacco); Libby, McNeill & Libby of Canada Limited; Drackett Co. of Canada Limited; Firestone Tire & Rubber Company; Outboard Marine Corp. of Canada Limited; Goodyear Tire and Rubber Company; Simoniz Company Limited; Brooke-Bond (Canada) Limited and Canada Dry Limited.

Total dollar expenditure by the Top 100 was 2.1 per cent higher than the Top 100 in 1966. Television expenditure was 5.4 per cent higher.

Of the total dollar expenditure by all 100 advertisers 50.3 per cent went into television, the first time it has passed the 50 per cent mark.

1967 NATIONAL ADVERTISING EXPENDITURES	
Television	\$106,397,600
Radio	\$ 35,915,519
Newspapers (Daily)	\$ 75,055,843
Weekends	\$ 23,002,934
Magazines	\$ 24,952,696
Farm	\$ 6,058,087

# CLASSIFIED ADVERTISING

NOT A 9-DAY WONDER, just a 21-year-old kid, just graduated from Michael Hopkins School of Broadcasting, willing to go anywhere to get into the business. Errand boy, sweeper, announcer—can type too.

**ROBERT AUSTEN**  
82 Woodlawn Avenue East  
Toronto 7. Phone (416) 925-4760

## PROGRAM DIRECTOR

Seeks a change of location and challenge in Western Canada. 7 years experience in copy, announcing, sales and production. Excellent references. Currently Production Manager of successful medium market in the West.  
Box 160

The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

## WORLD'S SMALLEST RADIO

Smaller than a match folder, it's a real transistor portable, needs no antenna or ground, excellent quality. A postcard brings details.

Venture Sales  
Box 155A  
Markham, Ont.

## CAPABLE COPY CAT

(Female type)

Can you cleverly conceive colorful copy, competently create copious commercials and clearly communicate clients' commodities?

Are you capable, convincing, cheerful and choosey?

Company can consider candidates carefully and confidentially.

Compensation commensurate with capability.

Contact:

Personnel Services  
CFPL-TV  
369 York Street  
London, Ont.  
433-4545

## POSITION WANTED

Station Manager-Technical  
Director  
of a Northern Television  
Network

Desires to relocate  
Available after June 30th.  
For details and résumé  
please contact  
Alex Hicks, P.O. Box 936  
Labrador City, Labrador

## CLASSIFIED ADVERTISING RATES

66¢ per agate line  
\$9.24 per column inch  
Box Number Charge—\$1.00

## AVAILABLE — WILL TRAVEL

Young announcer with 3 years experience. Presently employed, medium market.

Box 159  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

## CLIENTS WITH AMPLE FUNDS REQUIRE AM STATION

**MICHAEL JAY**  
Licensed Broker  
1262 Don Mills Road  
Don Mills, Ont.  
(416) 445-8822

Experienced news broadcaster looking for opportunity to learn production, D.J., and sales. Object: to broaden background and equip for eventual management position. Six years compiling, reading, writing and field work experience at four Ontario radio and television stations. Extensive municipal government reporting.

Box 164  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ont.

## NEWSCASTER

For Metropolitan Radio Station. This is a good opportunity in a stable, news-oriented station. Applicant must be able to write well and "dig", in addition to having a professional, mature, but natural air presentation. Good pension, medical, and holiday plans. Please state age, background, experience and salary expected.

Box 163  
The Canadian Broadcaster  
17 Queen St. E., Suite 128  
Toronto 1, Ontario



# Gordon Jones can get you



Step right up. And cast a critical eye over Gordon Jones' latest package of top-rated *Canadian* shows.

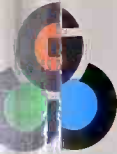
As our new sales manager, Mr. Jones determined to give you entertainment which appeals to every segment of your audience.

Like the shows you see here. Each one has proved itself a winner. And in the most competitive markets in the country.



# The Greatest Shows on Earth.

You'll find Mr. Jones has much to offer  
such a many more *Canadian* shows. And  
top American Network shows. In color.  
All immediately available to you.  
It's hard to keep up with Jones.

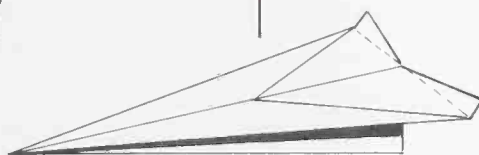


For full details, call or write, Gordon  
Jones, Sales Manager, Glen-Warren  
Productions Limited, 151 Bloor Street  
West, Suite 502—922-1151.





Baker Advertising invites you to  
test fly this revolutionary new design.



1. Remove page from magazine.
2. Fold top corners toward solid line #1.
3. Fold inwards along solid line #3 towards centre.
4. Fold inwards along solid line #2.
5. Now, fold away from you along line #4.
6. Throw.
7. Utilize flaps to correct any diving or stalling tendency your aircraft may develop.

**The Bak**  
FLAP.

**er Flyer**  
FLAP.

# Advertising's highest honor to Professor Hal Poole

DR. W. HAROLD (HAL) POOLE was significantly honored yesterday when the former advertising agency executive, who today heads the executive development program in the Faculty of Business at Queen's University, Kingston, was named winner of the 1968 ACA Gold Medal Award.

Dr. Poole, who has been closely associated with the advertising industry for the past 25 years, was presented with the Canadian advertising world's highest honor during the opening luncheon of the 53rd annual ACA convention in the Canadian Room of the Royal York Hotel.

The citation, accompanying the Gold Medal Award, read by ACA's outgoing president Allan E. Ross, describes Poole as "a most influential person in the development of new techniques in media research", and praises him as a "leading contributor in building the foundation for the important role played by advertising and marketing research in today's business decisions."

A native of Montague, P.E.I., Poole obtained his B.A. and M.A. at the University of Alberta, where he later taught economics, marketing and marketing research, continuing in the same field at Sir George Williams College, Montreal, University of Manitoba, and Queen's University.

In 1943, he left the academic world to become manager of the research department of Cockfield, Brown & Co.

Ltd. Two years later he moved over to Young & Rubicam, to organize and become supervisor of their research department, remaining with them until 1947, when he became professor of commerce at Queen's, for three years.

He returned to Y & R in 1950, and in 1953 was appointed vice-president and general manager of the Toronto and Montreal offices. From 1955 to 1957 he was vice-president and managing director of Gruneau Research Limited, and from 1958 to 1966, vice-president of personnel and planning for Y & R.

On September 1, 1966 he took over his present post at Queen's.

Over the years, Hal Poole has been a member, director and chairman of the Canadian Advertising Research Foundation, a founder and past president of the Professional Marketing Research Society, and extremely active with the AMA in both Toronto and Montreal, where he helped organize the local Chapter. He has served on every AMA committee, and currently is a national director. He has been a director of BBM Bureau of Measurement and played an important part in the development of the rating services used today.

He set up and is course director for the extension course in market research at the University of Waterloo, and is a lecturer in marketing at the Banff School of Business.

you  
can't  
beat the  
flexibility  
of spot  
television

Markets are what  
you're after  
and when you buy  
stations selectively  
you get the type of  
audience you want  
through participation  
in top rated shows—  
shows that deliver big  
audiences at a good  
efficiency. Only spot  
television provides  
maximum flexibility  
and at the right cost.

For the right stations in  
the right markets con-  
tact your Paul Mulvihill  
representative.



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

## THE CANADIAN broadcaster

Editor & Publisher  
**RICHARD G. LEWIS**

Assistant Publisher  
**IAN M. GRANT**

Advertising Manager  
**J. DOUGLAS BLUE**

Traffic & Circulation Manager  
**JOAN EMBURY**

**APRIL 30, 1968**  
**VOLUME 10, NUMBER 1**

Secretary  
**LYSE PARADIS**

Editorial  
**GORDON H. BEERWORTH**

Art & Production  
**PAUL V. MORRIS**  
**JEAN ZOLNIEROWICZ**  
**JOHN WEBER**

Published twice monthly by  
R.G. LEWIS & CO. LTD.  
17 Queen St. E., Room 128  
Toronto 1, Ont.  
Telephone (416) 363-6111

Lithographed by Northern Miner  
Press Ltd.

Circulation audited by **ccab**

50¢ per copy  
Directory Issues \$2.00  
\$7.00 per year  
\$14.00 for three years

Authorized as second class  
mail by the Post Office Department,  
Ottawa and for payment of  
postage in cash.



# Light up with us at our first convention.



SOME FREELY SMOKING  
NTV MARKETING CIGAR SMOKERS.

Although you may see a lot of familiar faces wearing our name tag, this is actually the first time we've attended an ACA Convention as members of NTV Marketing.

But the ACA Convention isn't the only thing we've been first at.

We were first to introduce you to The Orbit Plan. Prime Time Equivalents. Superspots. A realistic rate for 30-second spots. And we were also the first to give you Seconds. Television messages that can be bought at a per second rate.

And May 9 will be another first, when we attend the CAB Convention.

During the ACA or CAB Convention come by. Say hello. And light up one of our cigars.

After all, we'll be celebrating our first.

SOME NTV MARKETING CIGARS.



NTV Marketing

## We never stop starting things.



The people who market CHCH-TV,  
Toronto/Hamilton and CHLT-TV, Sherbrooke.

# Canada's bilingual experience opens the door to international trade

"ONE OF THE BEST REASONS for our taking international trade seriously is that it can help us overcome one of the greatest obstacles that we face in this country today—the relatively small size of the domestic market."

Speaking at the ACA Gold Medal Lunch, Monday, Donald B. McCaskill, president, Warner-Lambert Canada Limited, Toronto, a past president of ACA, who also serves as vice-president, Warner-Lambert International, Commonwealth/Africa/Asia region, said: "Companies that direct all of their efforts towards the domestic market are compelled to sacrifice specialization to a proliferation of products. Whereas the U.S. produces a product by the ton, we produce by the tin. But we *could* specialize and produce by the *ton* if we could expand our world markets."

Under the title of *Business needs Bilingualism—Plus*, McCaskill outlined some of the changes that are taking place on the international marketing scene today. He said he thought "Canadian companies were in a better position than most to take advantage of the opportunities that exist for global expansion."

The McCaskill thesis, he said, was that Canadians are better equipped than most nationals, including those of the United States, to play an important role in foreign markets.

First, nobody hates us...It is quite clear that Canadians are better accepted than the Americans in many foreign countries. We are smaller, less powerful than our neighbors, we constitute less of a threat than does the American businessman, who often has to take the blame for the resistance to investment by American industry that is growing abroad.

"Whatever the reasons, it is a little easier for the foreign businessman to see himself as an equal of the Canadian businessman and this feeling of empathy is very important."

Secondly, he believed that "the reverse is also true—that it is easier for Canadians to identify themselves with other nationals. While we are completely enmeshed in the American way of life—and happily so—we are *with* them rather than *of* them. Our geographic propinquity gives us independence and, at the same time, allows us to give American enterprise a valuable third-party endorsement.

"Thirdly, our marketing resources in Canada are pretty similar in scale

to those in other countries. Volumes usually run between five and fifteen per cent of similar brands in the States. We have to do a big-budget job with fewer dollars. We have to be more resourceful. We have to rely less on expensive research, more on judgment, and we're probably better for it. We have to work a little harder.

"Consequently, I feel, Canadians are better able to cope with the unknowns and uncertainty of overseas trade because they have been conditioned to similar problems at home.

"My last reason," he said, "is part theoretical; yet it is the strongest:

"Canadian managers and marketers *should* be familiar with the problems of overcoming language and cultural barriers because they meet the same kind of problems here every day. I say 'should' because I wonder how many of us really are.

"How many Toronto marketers really understand the French-Canadian milieu? How many of us merely pay lip service to the French market? Too many."

## Canadian marketing reflects the global picture

McCaskill stressed that "those who have applied themselves to the complexities of the total Canadian market have a tremendous lot going for them. Those who can operate efficiently in both parts of Canada are in a unique position to understand the problems of global marketing. If you can chart a clear course through the complexities of the Canadian domestic market, you are in a good position to apply your expertise to the bigger global picture."

He said: "Whether we like it or not—and most forward-looking companies *do* like it—international trade is a marketing imperative. It cannot be denied. The world will not accept a static economy. And, if we don't grasp the opportunities fast, someone else will.

"I believe the key to the door opening onto international trade is there for us to ponder. It is that—just as bilingualism isn't enough in itself to succeed in the Canadian market—learning a lot of languages isn't enough to assure success in the international field...If we are to succeed in selling abroad, we must learn another kind of language—the marketing language of the particular

countries we are dealing with. And that takes in the cultural, nationalistic and motivational differences that are far more formidable than the geographic or linguistic boundaries.

"We must, in brief, apply the lessons that we have learned in our complex domestic marketing situation to the rest of the world. And that is that bilingualism is not enough—we need bilingualism plus."

## U.S.-Canadian communication symbolizes internationalism

"Today," he said, "sparked by a revolution in transportation and communications, we are seeing an extension of this mobility in ideas, products and people, to many countries of the world. Seventy-five million Europeans now travel outside their

(continued on page 10)

## CJBQ RADIO

LIVELY  
ACTIVE  
COMMUNITY  
RADIO

CJBQ HAS RECEIVED 27 AWARDS  
AND CITATIONS FROM  
NATIONAL, REGIONAL AND  
LOCAL ORGANIZATIONS.

TRULY THE VOICE  
OF THE  
BAY OF QUINTE  
BELLEVILLE AND  
TRENTON, ONT.

ask Major Market Broadcasters



## Your Identification In Print

Printing is your silent salesman—it identifies your company, introduces your services and products, provides recall to your services and products, and its appearance helps to form an image of your organization.

Whether it be your sales brochure, rate card, station listings, letterhead, contract form or any one of the multitude of printed pieces you use each day, the audience that view your printing will form a picture of your company.

Your printing should at all times be of good quality. It need not be elaborate and in many colors however, if you want this, it only takes a little more time to produce.

We would welcome the opportunity to help your silent salesmen do a better selling job for you.

Our modern facilities and the experience gained through serving Canada's business community for over 53 years can provide you top quality and service.

The next time you need printing, call us —  
368-3481.

### Northern Miner Press Limited

Printing Sales Department  
77 River Street  
Toronto 2, Ontario

## Retiring President

# Election will clear the way for upturn in advertising

CANADIAN ADVERTISERS will spend, in national advertising alone, just "slightly more" than the estimated 1967 total of \$490 million, predicted Allan E. Ross, outgoing president of the ACA, in a statement made prior to relinquishing his office, yesterday morning.

Ross, who is advertising manager of Goodyear Tire & Rubber Co. of Canada Ltd., said "an upturn in advertising expenditures can be expected later this year, after a national election clears away one of the few remaining areas of economic uncertainty for the business community."



Photo by Herb Nott

Outgoing president Al Ross exchanges greetings with president elect Jim Baldwin (right).

He said the prospects of a de-escalation in the Vietnam war, a return to stability in international money markets, and a clear-cut victory for one of the major political parties will set the stage for a re-establishment of business confidence in the economy.

National advertisers have begun the search for a new relationship with their many publics, particularly government and the consumer, Ross said.

"We have always been willing to stand the test of public scrutiny. As national advertisers, that's exactly what our products and services do every day in the marketplace. But curiously, what we have failed to do

is explain our function in planned, organized fashion and with continuity."

Ross said permanent steps have been taken "to pick up the slack". He cited the revitalized program of the Canadian Advertising Advisory Board, which ACA has vigorously supported, as a major step forward.

As advertisers engage in public dialogue, Ross predicted a "totally new environment will emerge, based on reason and reality. That means we must not only accept but seek out constructive criticism both within and without our industry from every segment of society because everyone, without exception, is exposed to and affected by the advertising function.

"National advertisers," he said, are now operating under a revamped and updated Code of Ethics, and there is a growing realization that the present system of general self-regulation along with specific realistic and enforceable rules, will be the pattern of the future. We may not always agree, but we should be prepared to discuss any legislative proposal with reason and good sense."

Ross said surveys have established that the vast majority of consumers like advertising, find it interesting and informative, depend on it in their buying decisions, and miss it desperately when a major medium is hit by a strike.

He felt it is "interesting and significant" that prices—not advertising—are the major complaint received to date by the Federal government's new consumer complaint bureau. Advertising, he said, is a major factor in keeping prices down. "It would be interesting to speculate how much higher prices would be today without the free, competitive element of advertising...because it is advertising which helps create the volume which is essential to lower unit costs."

Ross said ACA is continuing its efforts to improve standards in advertising research and auditing programs, better advertiser-agency-media relations, and more exacting and challenging standards for newcomers entering the industry.

### N. J. PAPPAS AND ASSOCIATES BROADCAST CONSULTING ENGINEERS

STATION BUILDING DESIGN AND SUPERVISION NOISE CONTROL POWER  
DISTRIBUTION ACOUSTICS, SYSTEMS DESIGN ETV SYSTEMS RESEARCH  
D.O.T. AND B.B.G. SUBMISSIONS

5253 DECARIE BLVD.  
514-488-9581

MONTREAL 29 QUE.  
CABLE PAPPACO

## Wants more moral support and financial co-operation from the advertisers

BBM'S SPECTACULAR PROGRESS in the past year has been directly connected with its new method of conducting surveys and the kind of data it now makes available to its members, said Dr. B.K. Byram, president of the BBM Bureau of Measurement, in his annual progress report to the ACA convention.

He said he referred to the transition from the *Household Diary* to the *Personal Diary* system of collecting data, to the useful demographic breaks now available, and to the information about out-of-home tuning to TV and radio.

Reviewing the 25 years of BBM existence, marked this year, Dr. Byram told, in a slide presentation, how BBM had been set up as a non-profit co-operative organization formed by advertisers, advertising agencies and broadcasters (including station representatives) to conduct impartial measurements of radio circulation, at first, then later, of TV, and eventually of radio and TV ratings by time periods. "This tripartite nature has

been a fundamental characteristic of BBM ever since," he said.

"In 1961-62, the Bureau came under strong criticism for lack of validation of its research procedures and techniques. A Tripartite Planning Committee of the parent organizations, ACA, CAAA (now ICA) and CAB, asked for an independent evaluation of the research techniques, and for an improvement in the response rate, and any other deficiencies which might be brought to light in the evaluation.

"Secondly, there was also a strong undercurrent among broadcasters that they would get a better deal if they (the broadcasters) had increased representation on the Board of Directors of BBM. Thirdly, broadcasters also felt that the time was ripe to obtain a complete picture of tuning, including a measurement of out-of-home tuning."

Byram said he was "very happy to say these three objectives which were laid before me by the Tripartite Committee have been fully attained in the last five years."

He noted that "the new BBM and the new Constitution, which came into effect on September 16, 1966, provided two additional directors for the broadcast sector. There are now nine broadcasters, seven advertisers and seven representatives from agencies on the board."

### Out-of-home a reality

"Out-of-home tuning became a reality with the introduction of the Personal Diary in 1967.

"With the attainment of these objectives, BBM became the only available measurement service in radio. Other private organizations in radio ratings folded because the true purpose of an industry sponsored organization became fulfilled. One television rating service also folded, but one other service is in healthy competition today," he said.

BBM's membership has steadily increased in the last five years. From

*(continued on page 12)*

*radio - television representatives limited*

Proudly sell...\*



THE selling sound to Calgary  
& South Central Alberta

*\*Toronto and Montreal effective immediately*

*Winnipeg and Vancouver effective  
May 16, 1968*



# Natural sincerity beats super-professionalism

HOW AN OBSCURE PRODUCT, known only to families of U.S. servicemen, increased its sales in two years, with TV advertising, from \$1.6 million in 1966 to \$11.3 million in 1967 was the *Formula 409* story told to the ACA Conference by Howard Markoff, executive vice-president of the Wilson Harrell Agency.

Because the company is in the military marketing business, they decided to introduce the product, a revolutionary household cleanser, in this area, where Harrell's enjoy a very intimate knowledge.

"Military marketing is our specialty," he said, "and this was relatively easy for us to do. What really surprised us though was the secondary market the military induced."

Back in civilian life, people could not find the product in their stores. They wrote letters:

"OK, I've looked in 14 Supermarkets, and I can't find my 409, so won't you please send a case."

Or "Enclosed is a blank cheque, and you fill it in for whatever a case or two of the product would cost."

## Rank amateurs but highly successful

Passing through Hawaii, the company's president, Wilson Harrell, met a man with a medium size agency.

His pitch captivated Harrell. It went like this:

*"I am very familiar with Formula 409. I want to tell you I can give you 100 per cent distribution in Hawaii. Don't ask how I am going to do it, I am not even sure I know yet, but I know I can do it. Give me enough money so that I can work, but don't*

*give me so much that you'll get hurt if I fall on my face or abscond."*

"Wilson admired the way he talked," Markoff said, "took a liking to him and gave him \$5,000 with instructions never to call us. We would call him — maybe."

The speaker told how he hired a little Japanese girl and an Hawaiian boy, neither of whom had ever been on television.

"He gave them a chance to stand up with the product in their hands and talk about it," he said.

"I think he filmed it in his own playroom.

"He went ahead and put those kids on the air, buying time at four o'clock in the morning, three o'clock in the morning, \$2.00 a spot, whatever he could get his hands on."

Markoff told how some weeks later a package arrived in his office... films of the first commercial.

Gathering a number of friends, all vice-presidents of major agencies, they screened it one morning. And here is what they saw.

"Well here comes this little Japanese girl saying: 'you've got to buy my product,' and crying, visibly shaking like a leaf, like she was being threatened. (She may have been!)

"I have never in my life seen a commercial produced in a more amateurish way..."

"The consensus was: get on the phone, call Hawaii, cancel everything and let's talk seriously about saving your neck."

"Scratch Hawaii, they said; there are 49 other states. Maybe about 35 years from now you can sneak back to the islands — if you change the name of the product."

Markoff told how they decided to delay the phone call until Monday and when Monday came around, they called.

"We found the sales figures were moving up," he said.

"You become a little reluctant to make a change of any kind when sales are moving up.

"We called again two days later and the sales figures were still climbing. Orders coming in every day.

"So we didn't make any change at all, and you can guess what happened. 100 per cent distribution in Hawaii and 409 virtually the number one selling cleaner of any kind in Honolulu."

## They forgot the gimmickry but remembered the product

An analysis of this phenomenon disclosed a strange thing, Markoff said.

"When people shopped," he said, "they regarded 409 as 'something I heard so much about,' not 'that's what I saw in a commercial' or 'that's the cyclone and the hurricane and the thunderstorm,' or 'that's the four white knights on the four black horses' or 'the miracle glass floor that you look through.'"

"Somewhere, the shopper recalls, somebody she trusted or believed highly recommended this, but she was not sure who.

"It might have been her mother or her sister or friend who suggested it. It came recommended to her and she picked it up.

"With the look of the package," he said, "the color and the price which was high, and this believable honest-to-goodness delivery of our commercial message, everything added up to 'I think I'll try it.'"

## GROUP ONE ATLANTIC BEST RADIO BUY IN NOVA SCOTIA

8 STATIONS - ONE ORDER

	GROUP ONE ATLANTIC	% OF PROV.	HALIFAX & COUNTY	% OF PROV.	SYDNEY GLACE BAY	% OF PROV.	BALANCE OF PROVINCE	% OF PROV.
POP	367,700	49	246,900	33	55,300	7	88,100	11
HH	89,000	49	57,300	31	12,400	8	22,600	12
RS	301,212,000	40	288,426,000	39	77,535,000	10	81,617,000	11
EBI	503,470,000	45	402,138,000	36	91,484,000	8	124,374,000	11
FS	72,976,000	38	74,151,000	38	21,881,000	11	24,713,000	13

## GROUP ONE RADIO LIMITED

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

932-8357

923-0919

942-1892

682-6391

# Flexibility is the keynote in Seven-Up's radio-cum-poster campaign

RADIO'S ROLE as the "most appropriate vehicle" to provide the keynote of a new advertising strategy for Dominion Seven-Up Co. Ltd. was outlined to the ACA convention Monday afternoon by C.A. Andrew, the company's advertising manager.

Speaking during the *Advertising in Action* session of dramatized case histories, Andrew said that, after much consideration of the various marketing factors involved, they had realized that "the key word in our media strategy must be *flexibility*."

"In order to capitalize on every possible opportunity to gain sales, we decided to develop three separate advertising campaigns to reach distinct audiences," he said.

"The most important of these was thought to be the youth segment of the population... the heaviest users of the product category, and also the group with the lowest Seven-Up market share.

Next in importance was the housewife — the family purchasing agent. The third key target audience was the adult male segment, "who have a strong influence on the drinking habits in the home."

He said the question asked was "what mass medium could provide the degree of flexibility required to do this varied job? In our opinion, the most appropriate vehicle was radio.

"By using radio as our number one medium, we were able to vary our weight regionally to meet individual market conditions, and we could match our efforts by season to potential demand.

"By judicious station selection within a given market, we could delineate audiences, and, by selection of specific time periods and days of the week, further define our audience.

"And, with radio, we could achieve the extra heavy frequency of

messages we believed necessary to reach our objectives."

Andrew emphasized they felt this primary campaign... should be supplemented by a second medium of visual nature. "To do this," he said, we employed a full 24-sheet poster showing in every major Canadian market for six months of the year. Posters, we felt, could give us a presence in the community, and exposure to the full spectrum of the soft drink consuming public.

"In addition to these two media providing full national coverage, we had certain special territories where television was employed to complete the program, and take advantage of special market situations."

He used an audio-visual presentation to illustrate his points, how the type of message was selected, and use of an all-embracing theme "but with a varying execution

(continued on page 11)

## IN SASKATCHEWAN'S 3rd MARKET

Prince Albert—the pulpmill city  
is still expanding

	1963	1967
POPULATION	25,000	28,400
RETAIL SALES	\$36,235,700	\$52,759,000
BUILDING PERMIT	3,479,948	16,136,422
PERSONAL INCOME	44,251,000	54,623,000

and  
still covered completely by:



Radio & Television

PRINCE ALBERT, SASKATCHEWAN

See your All-Canada man for details



## International trade . .

own countries every year.

"The introduction of jet travel—and we shall soon have supersonic travel—and international television via communications satellites are eroding the old national boundaries. And as national boundaries become obsolete, so is the concept of purely 'national' products. 'National' products and 'national' markets are fast becoming anachronisms in the real world of today. I would like to suggest that we really have only one market in today's world—and that is the international market."

### Local culture and tradition influences marketing abroad

"Never before in our history has there existed such pressures towards international trade."

He pointed out the differences at work in the international sphere in the marketing of a product, where one must take into account variations in local culture and tradition, "just as we do every day of the week with the Quebec market."

Noting the nationalist differences—in food preferences for example—that exist in Europe, he said "national variations will probably always exist."

Taking Warner-Lambert as an example, for one of their own wide range of products, he said: "We sell almost as many Chiclets in Canada as we do in the U.S., despite the ten to one population ratio. This is mainly because of the French Canadians' preference for the product.

"And we all know about the

regional differences that exist between French and English Canada to plague our own marketing men. The French Canadian, for example, drinks far more soft drinks than his English-speaking counterpart, but can't be persuaded to eat the wheat cereals that go so well in English Canada.

"And it's not just a question of language barrier," McCaskill added. "The Montreal brewery that introduced a beer bearing a French brand name discovered that the product bombed because the French Canadian drinker has come to associate good beer with English or Germanic-sounding brand names."

On the international scene—"although Corn Flakes becomes 'Flikk Flakk' in Norway, and 'Snap, Crackle, Pop' becomes 'Knisper, Knasper, Knusper' in Germany, it is essentially the same product that helps Kellogg achieve 30 per cent of its total sales volume in more than 100 foreign countries. In Quebec, instant coffee becomes 'café poudré' or 'café prêt à servir', but the marketing rationale remains the same."

### Urgent need for revised outlook

His point was: "The company that has a thorough understanding of the marketing complexities that exist on its home ground is in a strong position to enter the international market. Because 'going international' means an *extension* of activity rather than a change of function.

"If I have learned one thing from my present job it is that there is an urgent need for a complete revision of our outlook here in Canada to the whole question of international trade.

"Most important of all, we must stop talking about 'domestic' markets and 'overseas markets' as if they

were distinct and separate entities. Clearly, what is needed is a complete reappraisal of a company's corporate functions in the light of today's global market."

Tracing the development of overseas markets, McCaskill said that "traditionally, these overseas operations were organized on what one might call the wheel principle. The parent company served as the hub of the wheel and the subsidiaries were organized on the perimeter, with the spokes being supplied by occasional visits by head office people to the overseas branches." This left the local company "very much to its own devices and, while it received policy direction from head office, it invariably assumed all local marketing responsibilities," since many of these overseas subsidiaries were founded before the coming of air travel, and even in some cases, before the development of overseas voice communications.

### Jet travel and satellites are here to stay

"The trouble today," he said, "is that many companies are still operating their overseas subsidiaries as if the jet airplane and the communications satellite had never been invented. They are still operating on the wheel theory."

McCaskill pointed out that "now a number of companies—and Warner-Lambert is one of them—happen to believe that this kind of corporate thinking, reflecting a pre-jet type of approach to global marketing is outdated. We believe that the wheel theory is obsolete.

"To be successful in today's international marketing calls for more than exporting to a subsidiary company that assumes all local marketing responsibility. This kind of policy denies the parent company the opportunity of exercising what is often its strongest card—its own specialized marketing know-how. Limited overseas operations of this kind are not only inefficient but they stand in constant jeopardy from enlightened and emerging foreign competition.

He said a "reappraisal of a company's corporate functions" must be made, and "a company must consolidate its foreign operations into its own corporate structure so that overseas markets receive the same intensive marketing and sales efforts as its domestic markets, and equally important, so that its domestic operations can benefit from the specialized knowledge possessed by its subsidiaries. It must become international in every sense of the word. International marketing management is not only desirable—it is absolutely essential."

He summed up by saying that "Canadians are better able to cope with the unknowns and uncertainty of overseas trade because they have been conditioned to similar problems here at home."

# 1430-CKFH

## No. 2

(We must be . . . Everyone else is Number One)

# V & B agency wins two of seven awards from 770 entries

SEVEN ADVERTISING CAMPAIGNS out of 770 entries, were selected as the best of Canadian advertising in 1967, in *Marketing's* annual exhibit awards presented yesterday at the ACA convention. The presentation was co-ordinated by Ted Earl, editor of the magazine.

Of the seven, two were picked for a Special Award of Excellence instituted this year by *Marketing's* panel of 55 judges: Construction Safety Association (Vickers & Benson, agency) and Canadian International Paper (Ogilvy & Mather, agency).

Vickers & Benson Ltd. carried off the most honors for advertising agencies with six awards—two "outstanding", one "notable" and three "honorable mentions".

Following closely was Goodis, Goldberg, Soren Ltd. with five—two "outstanding", one "notable", two "honorable mentions".

Others in the "outstanding" cate-

gory: Carling Breweries, Red Cap Ale (Vickers & Benson); Domtar Construction-Pyro-Kure (Goodis, Goldberg, Soren); Speedy Muffler King (Goodis, Goldberg, Soren); Toronto Daily Star (MacLaren); B. C. Tree Fruits-B. C. Cherries (Ronalds-Reynolds).

Selected as "notable" 1967 campaigns were: Lepage's Glue (Vickers & Benson); G. Tambyn (Goodis, Goldberg, Soren); Canadian Mental Health Association, Imperial Oil-Atlas Tires, and H. J. Heinz (MacLaren); Campbell Soup (Ogilvy & Mather); Colorvision Rentals, Philips Appliances-Pocket Memo, 50 Prince Arthur (McCann-Erickson); Expo 67-U.S. advertising (Cockfield, Brown); Canadian Government Travel Bureau—Atlantic Provinces (Stanfield, Johnson & Hill); Lever Bros.-Sunlight Liquid (Needham, Harper & Steers).

In addition to the seven outstanding and 12 notable campaigns, there were 47 honorable mentions.

(continued from page 9)

## Seven-Up's campaign - - -

and separate copy platform to reach each of the three target audiences."

He said Seven-Up "decided that a low key soft-sell approach might be more acceptable, and allow us to stand out from the mass of heavy pressure type of commercials that the public was being bombarded with. Thus our central connecting theme evolved as the simple direct question: *Are you missing out on Something Great?*

"Considering that our major medium was to be radio," he continued, "a musical background was developed with what we believed a high degree of empathy with the youth market... and following this strategy to its logical conclusion, we varied our spokesman in the three campaigns as well as our copy and musical arrangements."

Andrew said: "It has been our policy to produce a somewhat greater pool of material than many national advertisers feel is necessary. We

believe that in constantly changing our copy and execution we can obtain maximum listener attention and interest in our commercials. We have therefore, produced for the English market, over 120 radio commercials during the past two years."

Evaluating the campaign, Andrew noted that in the first year Seven-Up sales in Canada showed an increase three times as great as the average increase over the previous five years."

He added that "if you use awards as a yardstick, our radio campaigns received three major awards in last year's *Radio Commercials Festival*, as well as a notable mention in the *Marketing Awards*."

Andrews paid tribute to Vickers & Benson Ltd., Seven-Up's advertising agency, on whom "we have relied for the past 30 years, for the marketing counsel and what we consider to have been the highest quality of advertising material."

### HOYLES, NIBLOCK AND ASSOCIATES

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# TOTAL SAT



All-Canada Radio & Television Limited

TORONTO  
MONTREAL  
WINNIPEG  
CALGARY  
VANCOUVER



NEW YORK  
CHICAGO  
ATLANTA  
DALLAS  
HOLLYWOOD

SAN FRANCISCO



## BBM - - -

357 members in the beginning of 1963, membership in the beginning of 1968 stood at 534.

"In some aspects of audience measurement, Canada is ahead of the U.S.," he said. "For example, syndicated services in the United States have introduced the Personal Diary system for radio ratings but are still hesitating to make the change for television. BBM Bureau of Measurement switched completely from households to the measurement of people with the first spring survey of 1967 for both radio and TV.

"In 1963, while the Harris (Senatorial) Committee was still tearing the U.S. rating systems apart and the industry was shaken to its foundation, in Canada BBM Bureau of Measurement introduced a completely new concept—a computer sample selection from O.E. McIntyre's lists. This was ideally suitable for the selection of large samples covering the whole country such as was required for the BBM operation. This was a first in the world, and our system has since been adopted by two major U.S. syndicated rating services."

In Byram's opinion, perhaps the most significantly different way in which Canada has been ahead of the U.S. is the establishment of an industry-sponsored, non-profit rating organization.

"BBM's principal achievement in 1967 was certainly the Personal Diary. It has enabled the advertiser to pinpoint the target audience—whether it be women, or adults, or teenagers—and to find out how many he actually reached with his advertising.

"Among other features which BBM introduced during 1967 was county by county measurement and a completely revised sampling technique. Major cities like Toronto and Montreal are no longer measured by one large sample. The samples are stratified into the component counties. For example, Montreal has nine sampling cells.

"In the fall of 1968 we hope to make a separate sampling unit out of every county or census division in the country which has a population large enough to be measured separately."

He added that "the total contribution of the advertisers in the upkeep of this industry organization is a mere 2.4 per cent of the whole. The agencies pay 12 per cent and the broadcasters over 85 per cent."

Urging more moral and financial support from the advertisers, Byram said: "As long as I am head of BBM, I will do my utmost to make the advertiser realize the responsibility he has for the protection of his own 140 or 150 million dollar annual outlay in broadcast advertising."

## At the ACA...



Advertiser and agency people will be welcome in the hospitality suite of Paul L'Anglais Inc.—Number 10-127. Besides an extremely well prepared display on the television stations they represent, ACA delegates can also win prizes such as a trip to Guadaloupe, a color television set, a hi-fi set, a weekend in Quebec City, a week at "Man and His World" in Montreal and a tape recorder.



"'ave one on us" is the song Tom Trowell is singing in Suite 3-164 which CFPL-TV London—in-the-bush that is—has converted into a traditional pub à la London-in-the-smoke. As usual all ACA delegates are cordially invited. Doors open daily at 10:00 am—chucking-out time—?

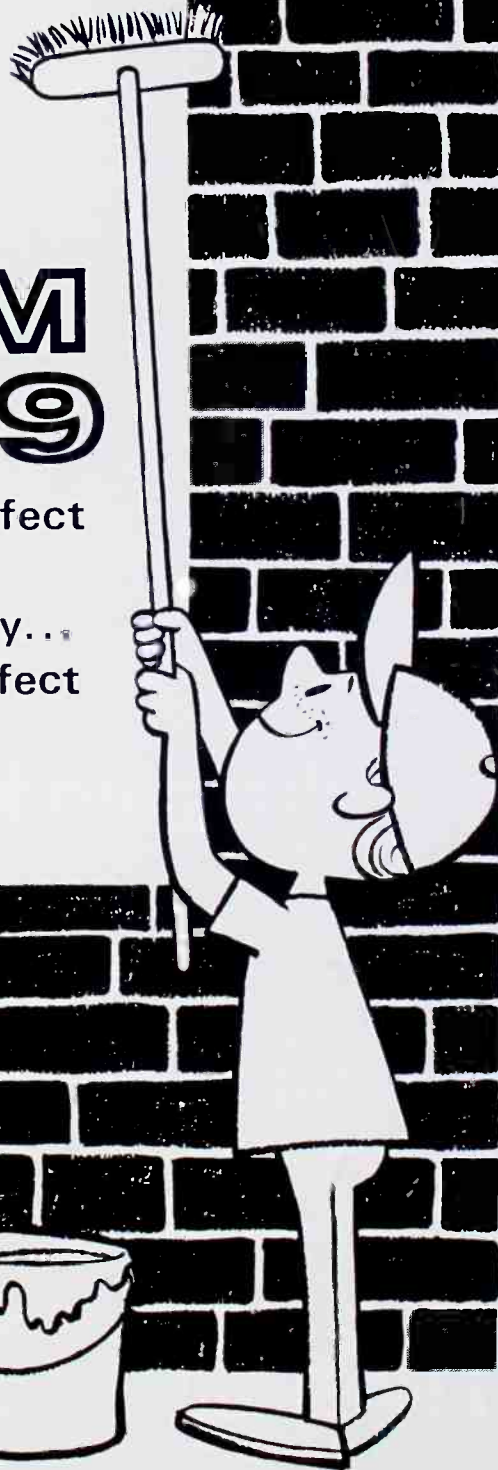


During the coffee break yesterday morning Waldo Holden, Standard Broadcast Sales, is the rep between two clients—Ralph Hart of Lever Brothers (left) and Boulton Hall of Canada Starch (right).

Whenever  
you need  
more than one  
Toronto  
radio buy...  
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Practically perfect  
setting for  
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654 Madison Avenue, New York, N.Y. 10021 (212) 838-5774



# Advertising has to tell its story over and over and over again

There is probably no more complex business in the world than the advertising business.

Routine business problems exist aplenty, but these are common to all businesses, especially in these changing times.

But there are other matters to confound the issue, abstract things like government interference, extremely vocal critics. Fortunately, the industry is at last taking cognizance of these through the Canadian Advertising Advisory Board, whose activities are top matters for discussion at the present ACA Convention.

CAAB President Allan Yeates, his executive vice-president, Bob Oliver, with their fellow-officers and committeemen, are struggling manfully with the myriads of problems and the industry is extremely fortunate to have their services, which it should be backing up with all its might.

It is vitally necessary to establish a far better liaison and rapport between the advertisers and the media.

It is necessary to enforce a stiff code of business practice in order to remove once and for all those few who contaminate the whole industry by their own malpractices.

It is necessary to resist and correct the misimpressions of advertising with which the public mind has been stealthily infected.

Restrictive acts of government have to be coped with. Super-taxation, in the name of public welfare, adds to the price of consumer products and a continuing campaign is afoot to blame advertising for this situation.

Trite words these! They have been written and spoken so often. But let us examine them a little further.

Is the general public aware that, if it is to continue to enjoy its high standards of living, the wheels of industry must be kept rolling, if only to keep Canadians employed and able to buy the products they are making?

Do Canadians understand that manufacturing products only partially solves the problem, because products have to be sold if they are to be turned into money to be used for wages and materials and so kept in circulation for the common good?

Do people realize that goods cannot be sold unless they are made available to buyers, which means they have to be distributed across our half continent, and placed on display, in order to invite people to buy them—again, for the further circulation of money?

It is a circuitous route, but the ultimate goal for a consumer product must be the consumer's own hands, and getting it there is the very essential role played by advertising.

Advertising and only advertising is responsible for the wide acquisition and use of automobiles, frozen foods, radio and TV sets, whiter detergents, garden fertilizers, breakfast foods, electric appliances and laxatives.

Even such everyday products as soap are used more by more people because of advertising. While they are intended to encourage use of a certain specific brand, in actual fact the constant stream of soap commercials actually fosters washing, whatever the brand!

The current tendency of government to assume more and

more the role of provider has destroyed personal initiative, because it gives people the idea they don't have to provide for their own unemployment or sickness or old age, because the government will take care of them. They are probably under the impression that the same government will take care of the growth of the gross national product, to maintain their living standards!

Such an efficient job of public brainwashing has been done over the past two or three decades that people actually believe this entity they call "government" will dip down in its pockets and give them the necessities they need, when they are out of work, furnish medical advice and hospitalization when they are ill and an income when they are too old to earn.

Ridiculous though it may sound, it is not generally realized that the government is not a thing apart, but is actually themselves, and that all the "benefits" bestowed on them in the name of gifts are not gifts at all but have to be paid for by themselves.

Accustomed to having more and more of their needs provided, and not realizing that at least half the cost of the "free" benefits provided, is paid for by employers through their compulsory share, people complain at the cost of the things they buy, and often blame advertising which, they are told, adds to the prices.

Has advertising used its own facilities and resources to make it known that advertising increases sales, that increased sales increase production, and that increased production and sales increases employment and lowers rather than increases the cost of products?

Most housewives know how the supermarket offers them two 35 cent cans of something for 65 cents instead of 70 cents. But has anyone ever taken time out to explain why this is?

We are living under two sets of circumstances, and they are highly contradictory.

Step by step, governments, whatever their persuasion, have kept themselves in power by bestowing on their electors all the forms of free welfare we are supposed to be enjoying today. People have forgotten that payment for these things comes right out of their own pockets.

At the same time, prices on everything have soared on the consumer market due almost entirely to ever-increasing taxes and other devices government uses to absorb the cost of the welfare.

Readers of this paper are fully aware of these facts. But this is not the case with a large part of the public. Why don't we tell them?

As human beings there is not one of us who does not believe in and would not sacrifice himself for the welfare of his fellow man. History may well record this day's sudden awareness of the humanities alongside the chronicles of all the technological developments. But there is reason in all things.

The welfare philosophy is here and it is here to stay. But it needs to be tempered with ampler information. It also needs the application of a sense of economics, lest it defeat its own purpose, by destroying the goose which lays the golden egg for it—Business.



## Nine of our best men are on the spot.

Not that they have ever had a spot-less reputation. But recently, our time-honoured reps have been responsible for hitting the hottest spots in town, from Vancouver to Newfoundland. Day after day. Week in and week out.

Our National Selective TV salesmen have built their reputation by being on the spot. Giving you all the answers right there and then. Keeping all the information you need at their fingertips. Building this high geared instant service reputation means getting in on the ground floor of your spot campaign. And helping plan a spectacular spectacular

that makes every precious second reach its mark. They'll arrange and re-arrange. Promise good times for all. And stick out their corporate neck to make their promises stick.

Our men just never get off the spot. Being there is a full-time responsibility. So when you're looking around for the hottest spots in town, keep your eyes open for our CBC representatives.

They'll always be there. And be prepared. These dazzling characters will put spots before your very eyes!

**CBC**  **TV**





## focus on parameter



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*All-Canada Radio & Television Limited*

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### **CONFERENCE, NOT CONFRONTATION**

Today's sophisticated research activity brings new complexities to broadcast marketing. The buy/sell interplay has moved from the arena to the conference table — demanding a mutual exploration of new data and techniques. Advertising decision-makers have accepted the "Parameter" series of booklets on Broadcast Research with such enthusiasm that All-Canada continues their publication with . . .

"PARAMETER #5 — The Station/Audience Interface"

. . . A discussion of some relationships between station content and audience characteristics. "Parameter #5" should reach you soon.

If you haven't already received the other booklets dealing with Broadcast Research Terms, Sampling, Reach/Frequency, and Brand Optimization, just contact All-Canada.