

CHML

GOLDEN ANNIVERSARY

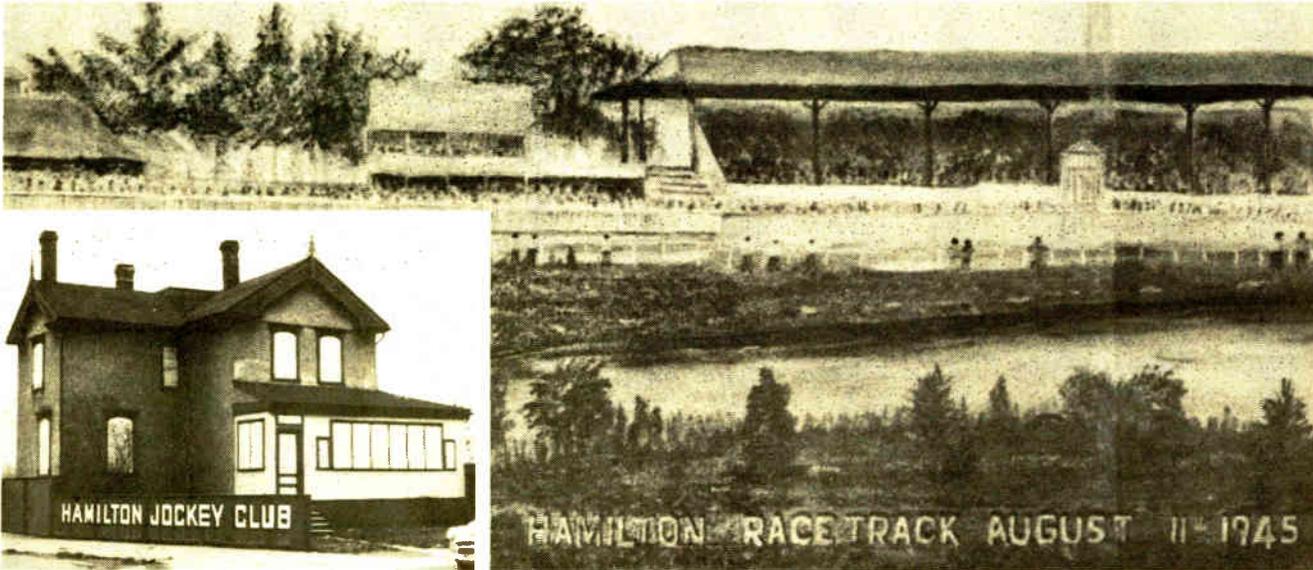


**Great
years...
and we've only
just begun.**

900 CHML

Yesterday, today, and tomorrow.

Congratulations to CHML from the Centre Mall Canada's first regional shopping centre



The way we were when Hamilton had horse racing

The site of the Centre was once the Hamilton Jockey Club. Generations of Hamiltonians went to the races, and some went to the cleaners. When racing left Hamilton, the 70-acre site became available for development.



Digging the first sod for the centre

The year was 1954, the month was June. Wielding the silver shovel was Jack MacDonald, then a youthful City Controller. Encouraging Hamilton's present-day Mayor was financier E.P. Taylor, who conceived and built The Centre.



The Centre Mall today - fully enclosed and climate controlled

Seventy acres of shopping convenience. The Centre Mall offers more parking, in relation to retail store areas, than any other shopping centre in Canada.

A part of Hamilton history.

A quarter-century ago, the vision of E.P. Taylor foresaw the need for a regional shopping centre, a facility combining many stores in one central location. It was a daring enterprise.

No other shopping area of any size or scope existed at that time in Canada. The Centre was the first . . . first to include a Sears Department Store; first to include two major-chain supermarkets; first to offer almost unlimited free parking. Mr. Taylor's ambitious plans were well suited to the Ambitious City. The Centre Mall was successful from the start and today with 89 fine stores remains the favourite shopping attraction for untold thousands from Hamilton and throughout Southern Ontario.

the **Centre**
mall
Barton East
at Kenilworth

Radio Today

50 years of service and we've only just begun

Radio's Golden Age is right now

And not because we're celebrating our Golden Anniversary, 50 years of broadcasting in Hamilton.

Radio is more complete, more informative, more entertaining than it ever was, anytime in its long and honourable history.

Radio today breathes immediacy, that person-to-person communication that makes it an intimate, closely accepted friend, as personal to you as your own circle of friends.

Radio today instantly translates the world and its complex happenings into familiar and recognizable terms, brings the great events of our time into perspective and understanding, relates the happenings around home as soon as they occur, often from the scene of the events, reports the excitement and the tumultuous progress of our time with clarity and simplicity.

Radio today is entertainment — the bright, cheerful voice of familiar and well-accepted personalities, who come into your home, your car or wherever

radio can reach you, with understanding, wisdom, wit and warmth.

Radio today has the ability to present the world's greatest entertainers in a personal setting that makes them uniquely yours. We speak to individuals, not to crowds. Our meaning is personal, not public.

Movies and television deal with pre-packaged programs, painstakingly rehearsed and recorded, and then presented as a finished work, once.

Radio must be creative, interesting, and vital, 24 hours of every day, live and direct, as it happens. Radio never takes a break. It is always there for you to turn on, a cheery joke in the morning, pleasant company through the day, a comforting voice in the night.

There are many kinds of radio today, stations who specialize in various segments of the total audience. CHML has chosen to serve the broad middle range of listeners, the family audience, men women and children. CHML presents a varied program of interest to all segments of this majority audience. Our musical content showcases all that is best in today's contemporary releases, and retains all that is best from the past. Our news is as comprehensive and professional as any radio station in North America. Our sports covers all the teams, all the games, all the scores, all the stories behind the stories, in depth. We have informational programs, opinion programs, and specials. We offer humor, lively entertainment, and specialized information from gardening to astrology.

We have had fifty years of service, and we've only just begun.



PRIME MINISTER PREMIER MINISTRE

In the half-century since its establishment in Hamilton, radio station CHML has gained a reputation as one of Canada's finest. CHML has increased in both power and scope. It has introduced many innovations to Canadian radio.

I am delighted to have this opportunity to congratulate all those who have worked toward the success of the first fifty years of service and to extend to the management and staff of CHML my best wishes for the future.

Pierre Elliott Trudeau

O t t a w a,
1 9 7 7.

Prime Minister Sends Greetings



The Premier
of Ontario

Parliament Buildings
Queen's Park
Toronto Ontario

Dear Mr. Darling:

It gives me great pleasure to extend my sincere congratulations to radio station CHML as it celebrates 50 years of outstanding broadcasting in Ontario and the Hamilton area.

The station has grown steadily from those uncertain pioneer days into a thoroughly professional organization. As a result, the people of Hamilton are well served through a format that blends entertainment, news and public affairs in a positive manner.

Radio stations can often seem like old and good friends. I'm sure that is the view that many of your faithful listeners during these many years have of CHML. May that relationship between you and your audience continue for many years to come.

Sincerely,

William G. Davis

Mr. Tom Darling,
President,
CHML Radio,
848 Main Street East,
Hamilton, Ontario.
L8M 1M1



Canadian Radio-television and
Telecommunications Commission

Conseil de la radiodiffusion et des
télécommunications canadiennes

Chairman

Président

February 16, 1977

The Management and Staff,
CHML Radio,
848 Main Street East,
Hamilton, Ontario.

Dear folks:

CHML has been operating for fifty years and that makes it a pioneer in Canadian broadcasting. CHML management and staff deserve credit for retaining the innovative spirit of the late Ken Soble. At the same time, it is impossible to mention CHML without reference to Tom Darling whose dedication to performance and quality is legendary in radio broadcasting circles.

Audience loyalty is itself a tribute to all who have contributed to CHML during the first fifty years. May I add congratulations and best wishes for the next fifty years.

Sincerely,

Harry J. Boyle.

100 Metcalfe Street
Ottawa, Ontario
K1A 0N2

100, rue Metcalfe
Ottawa, Ontario
K1A 0N2

Personalities

PAUL HANOVER Hamilton's Mayor of the Morning

If there is one broadcaster who exemplifies the best traditions of radio's service, one who is unquestionably as contemporary as tomorrow's headlines, it is surely Paul Hanover.



Well deserved honours have been bestowed upon him. He was officially proclaimed "Mayor of the Morning" by a former Mayor of Hamilton, His Worship Lloyd D. Jackson, and by the majors of the surrounding municipalities at that time.

Paul has a street named after him. A race horse carries his name proudly at the Ontario Jockey Club Tracks. He was named Citizen of the Year by Hamilton's Jewish Community.

There are other honours, other awards, but all bespeak the nature of the individual — energetic, effervescent, talented, sincere.

BOB BRATINA

Although he is a seasoned, broadcaster, a proven talent in many areas of radio, Bob Bratina has never lost that original enthusasim which first attracted him to this most personal of media.

Bob has a long-standing love affair going with people — young and old, rich and poor, from the North End to the Mountain.



Bob Bratina with Comedy Star Dom de Luise

And there's another quality to Bob — his rapport with everyday people, and his understanding of their lives, their hopes and their dreams. As the featured personality on CHML's Open Line every morning, Bob Bratina opens his phone lines direct to the hearts of the people. He's a good talker — most broadcasters are — but just as important, he's a good listener.

A good talker who's a good listener can bring out the best in people, and that's what Open Line sets out to do every morning on CHML. Its success is surely due to the humor, generosity and understanding of Bob Bratina.

LEE DUNBAR The Man Who Does Everything

When Lee Dunbar is asked to undertake a new assignment, anything from describing a parade to helicopter



traffic reports to quiz shows to hosting Open Line, his immediate response is an invariable, "Sure"!

That's not Lee's good nature coming through, although he has plenty of it. That's evidence of his confidence to handle any kind of broadcast, anywhere, under any conditions, and present a fully listenable and enjoyable show for the listeners.

Years ago, performers believed they had to learn in Canada, and then move

to the United States to achieve any real success. Lee Dunbar is living proof that the old rules don't apply. Lee is American-born, and came to Canada to realize his true potential as host of the Lee Dunbar Show every weekday on CHML. He's brought with him the experience of a couple of decades and today, he's a relaxed and witty professional who brightens many thousands of homes with his blend of good humor and good sense, and his unfailing instinct for sound entertainment.

MIKE MARSHALL A broadcaster from the ground up

There was never any doubt in Mike Marshall's mind, even when he was as young as kindergarten age, that one day he would end up as a radio broadcaster.



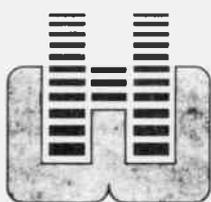
One of the reasons is because Mike was brought up on radio. His father, the distinguished radio-TV personality, Norm

Hamilton-Wentworth Region offers a full range of assistance in Commercial and Industrial Development. If you wish to relocate or expand within our Region, may we advise you on the availability of land and buildings, services and utilities, employment and population statistics, etc.

If so, please call:
The Regional
Municipality of
Hamilton-Wentworth

Planning & Development Dept.
100 Main St. East
P.O. Box 910
Hamilton, Ontario
L8N 3V9

Business Development Division
Phone: 526-4222



CHML HELPED HILL'S BE FIRST

We've been advertising on CHML for over 25 years. During that time, we've become Hamilton's largest independent TV dealer. And we're very big in Stereo, Appliances, Air-Conditioners, Video Taping Systems, and furniture too. Our service

department is one of the biggest and best you'll find anywhere. CHML advertising helps to bring in customers. Hill's values and personal service turns customers into friends . . . who come back again and again.

HILL'S

Hamilton: 351 Main St. E. 528-7515
Burlington: 531 Brant St. 632-1110
2440 Industrial Street 528-7515

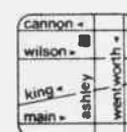
Thanks, CHML for 50 Bright Years!

From a family
business serving
Hamilton and Area
for over 100 years.

- Lighting Fixtures
- Table and Swag Lamps
- Electrical Supplies
- Lamp Parts

mills
light house

99 ASHLEY STREET
One block west of
Wentworth
Open daily 8 to 6,
Saturdays 8 to 4
Phone 523-5133



Marshall, was his inspiration from Mike's earliest days.

The big day arrived about 16 years ago, when Mike, very young but very determined, first became a professional announcer. He took to it like a duck takes to water.

After sojourns in Windsor and Toronto, Mike returned to Hamilton and to CHML, the station and the audience where he is most at home. Today, he is the host of the afternoon program from 3 pm to 6 pm, and in those three brief hours, he packs in a tremendous amount of entertainment and information. Mike has a sure sense of production. He keeps the show moving at a good speed, blending the many different features and music in a way that truly reflects his talent and enthusiasm.

TOM CHERINGTON A showcase of life

If any program in radio can truly be called a "slice of life", then Action Line fills the bill. The program is a universal forum for the hopes, fears, hostilities, dreams, envies, angers and concerns of the community. The people are themselves — they say what they mean — in the tone of voice and in the flavour of immediate communication, as they would talk to a friend. The tone of the discussion is frank, lively and often provocative. The exchanges are forceful, genuine and spontaneous.

The wide appeal of Action Line is due to the personality of its host.

Cherington makes people think. He examines a situation, poses an opinion or stand, and then provokes response,

guides the discussion, prompts differences and contrary opinions. He'll argue with his guests in the studio, and argue with his listeners calling from home. He can be outrageous, provocative, infuriating. But he's never dull.

DAVE CRICHTON

A talented performer and master of many dialects, Dave Crichton is an engaging host each evening from 9 o'clock to midnight on CHML. Dave has a flair for music, and presents a varied menu of favourite sounds for your evening entertainment.



DON MILLAR Music Til Dawn

Don Millar enjoys his work as CHML's host to all the night people of Hamilton and area. When a young mother sits up with a fretful baby, when a man is driving home alone from a late meeting, when the truckers, cab drivers, emergency workers, police and firemen listen to CHML, they hear a program that combines good music, good company, and a sense of keeping in touch with the world.



All-night people like to communicate. They keep in touch with Don Millar by phone, as they hear his show in factories, bakeries, apartments, restaurants, or car radios.

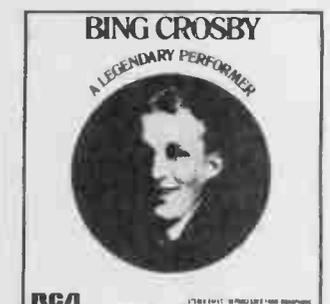
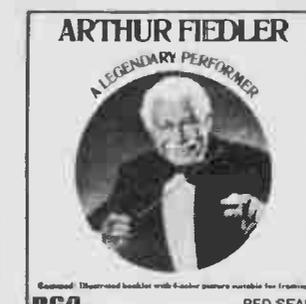
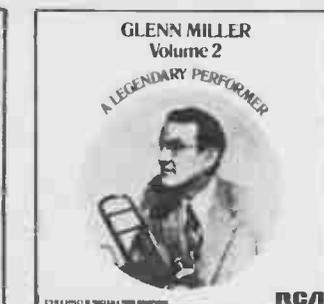
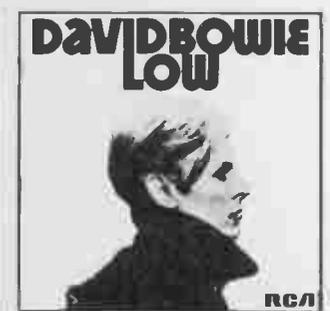
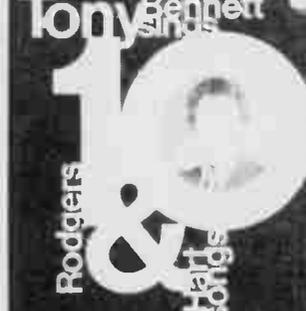
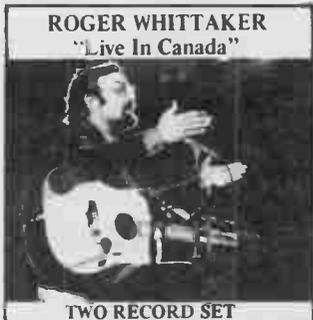
Hon. John Munro, Prime Minister Pierre Elliott Trudeau and Tom Cherington on Action Line.

Thank You, CHML

... for the magnificent job you have done for RCA's talented entertainers, and particularly for our Canadian Talent whom you have supported since the very beginning.

We wish you continued success for the future.

RCA Records



CHML News

What in the world is happening?

Somewhere in the Middle East, a ragged guerilla lobs a grenade into a crowded square. An immense weather front builds up over the Far North, and within hours, shrieking gales strew uncountable tons of snow over Southern Ontario. In a Hamilton apartment, a cigarette falls from a careless hand, lands on a tinder-dry carpet.



CHML/CKDS News Director Warren Beck

What happens makes news: events that change our lives, stir our compassion, engage our energies, a ceaseless march of happenings that make each day different from the last.

Sometimes, the news is good. A spectacled scientist blinks through his flashbulbs to announce a new cure for a hitherto fatal disease. Men file out of a company boardroom as their Chairman

discloses capital outlays which will transform a community or a nation, creating thousands of jobs, opening up new markets. Or, your neighbour wins a big prize in a lottery.

It's all happening, very fast, and it's all news. CHML brings you the story, the details, the excitement of actual events, often as they happen, with dramatic eyewitness accounts of people and issues in action.

The news comes first

Radio news, must harness the flood of information, digest the essentials, and broadcast the facts as they happen in an organized and listenable presentation.

Hamilton and Area coverage

At CHML, the News team is made up of seasoned professionals, each with years of experience. They combine routine checks of standard news sources, the bread and butter of local events, with investigative probing to find the story behind the story. Frank Florio and John Lewandowski cover Hamilton City Hall and Regional news, day and night. News Director Warren Beck is a labor specialist. Bruce Jackson specializes in Education. Bill Sturrup covers the police and courtroom beat. Gerry Sabourin is stationed in Burlington to report happenings in Halton. Alex Stewart's specialty is medical developments. John Burns is the desk editor, responsible for the integration of all local and national stories into a smooth-flowing presentation.



The News in Progress: The Morning Team: Hugh Greenwood, Bill Sturrup, John Hancock, Frank Florio and George Montgomery

National News

Across the country, the hefty resources of Broadcast News, an arm of Canadian Press serving broadcasters, feeds in story after story from all parts of Canada. Every day, the CHML teletypes spew out yards and yards of wire service copy from Broadcast News offices in every province.

CHML is a member station of the Standard Broadcast News Service, radio reporters stationed in Ottawa, at Queen's Park, and at other strategic news centres who report by voice, with on-the-scene interviews.

International Service

The world-wide news gathering resources of NBC Radio News are an important source for overseas news, as NBC broadcasters report from the scene of events anywhere in the world, direct to CHML.

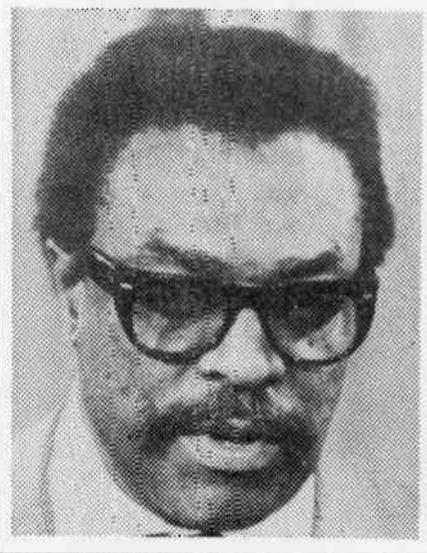
Complete facilities

People make the news, and people do the reporting. But almost as important are the impressive physical facilities at the disposal of the CHML NEWS team.

When important statements are made, when a guest to Hamilton makes

Best wishes on your 50th Anniversary

Linc Alexander
M.P., Hamilton West



Happy birthday to the people who speak to Hamilton from the people who speak for Hamilton.

Congratulations, CHML, and thank you for fifty years of service.

The Hamilton area is nice people. We know, because we've served the Hamilton area over the years, too. And we'd like to tell you that we couldn't have done it without you.

You're one reason why the Hamilton area is nice people. We'd like to join them and wish you all the best for your next fifty years.



Michael Davison
MPP
Hamilton Centre



Ian Deans
MPP
Wentworth



Bob Mackenzie
MPP
Hamilton East

All New Democrats . . . all working for you.

To CHML: Best wishes on Fifty years of distinguished broadcasting.

May there be 900 more.

John Munro



a speech, CHML NEWS is there to record on tape everything that's said. CHML has complete facilities to edit sound tapes, to extract from a long statement those passages of most interest and importance to their listeners, and include them in with other stories on the next newscast.

Short wave radio transmitters are

installed in three mobile cruisers which enable CHML reporters to visit the scene of a major news event, describe the situation, and be heard live and direct by CHML listeners.

Another dimension was added years ago with the addition of live broadcasts from the CHML helicopter which can hover over the city or any location, and



The Afternoon News Team.
Clockwise from left: Hal Gibson, Ed Anderson, Alec Stewart, Lloyd Dafoe, John Lewandowski, Gerry Sabourin, Joe Tersigni, Bruce Jackson



CHML News Desk Editor John Burns

relay to listeners traffic or accident descriptions.

The latest addition to the CHML arsenal of information is C.B. This universally popular medium has attracted the enthusiasm of thousands of C.B. operators in the Hamilton area.

These C.B. operators are public-spirited people. They report to CHML's C.B. Central Control, where Ken Packham correlates their information, and broadcasts the details, giving an important new dimension to CHML's coverage of traffic and weather problems.

29 times a day

CHML NEWS is a large and complex organization, dealing successfully with a tremendous flow of information twenty-four hours a day, every day of every year. No fewer than twenty-nine regularly scheduled newscasts are heard on CHML every day, including feature-length reports at 7:45 am, 12:30, 6:00, and 11:00 pm. Of course, when important news occurs, bulletins and special reports interrupt regular programming at any time.

At CHML, through professionalism, facilities and coverage, the news comes first.



Happy Anniversary

Progress is not merely improving the past; it is moving forward toward the future.

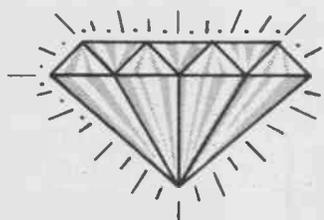


GUS MACFARLANE, MP
Hamilton Mountain
Chief Government Whip

*Best wishes
to CHML on
your 50th
Anniversary!*

*We've celebrated
25 years with you!*

*PAT VALERIANO
Marval Jewellers
683 Barton East 545-5892*



*Home of
Harmony
Diamonds*

*"If You Don't Know Your Diamonds,
Know Your Diamond Man".*

in
tribute to
CHML
celebrating
50 years of
service to
the people
of Hamilton

John A. MacDonald
Mayor

Controller
Robert Morrow

Controller
James Bethune

Controller
Ian Stout

Controller
Pat Valeriano

Sports

Over twenty years ago, CHML earned the title of Canada's Premier Sports Station. It was a well deserved description. CHML has been a consistent promoter of amateur and professional sports, and brings to its listeners a strong schedule of sports attractions.

Tiger-cat football

Southern Ontario's top sports attraction is heard exclusively on radio on 900 CHML. The station broadcasts the play-by-play of all the games, at home and away, including the exhibition series, league contests, and the play-offs, leading up to Canada's number one sports attraction, the annual Grey Cup Game.

Perc Allen

CHML's Sports Director has been regarded for many years as one of the outstanding sports broadcasters in Canada.



As the voice of Tiger-Cat Football in Hamilton, Allen has the ability to share with his listeners all the action and suspense of the great games. And when the team is not playing to their full potential, he's equally quick to point out their shortcomings.

His knowledge of sports, its teams, stars, and statistics, is truly formidable, but his sense of showmanship makes sports come alive for the casual fan as much as the devotee.



John Michaluk

He's a banker by profession, but a lineman at heart.

Retired from a lineman's trench warfare, he sees a football game not as a bewildering mass of motion but as blocking assignments made or missed, traps open or closed, yards made or lost. He can spot the split-second delay which caused an incompleteness, the variation on a pass pattern that beat the secondary, the blocking back who missed the blitz.

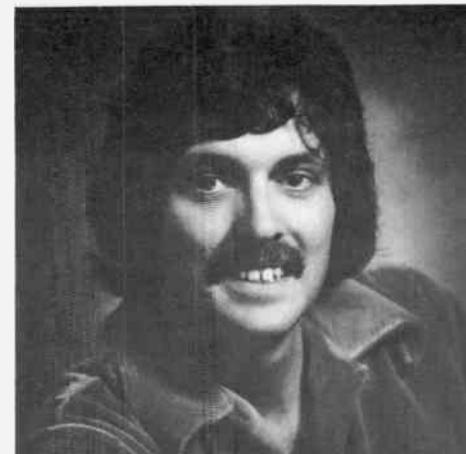
On CHML's play-by-play football broadcasts, it's his job to provide the color commentary, the inside look at the game in progress . . . He does it well, with insight, experience, humor, and objectivity.

He played the game well, and now he tells it well.

Bill Sturrup

Bill is an accomplished broadcaster, equally at home in news, sports, and special events. During the football season, Bill is co-host with Bob Krouse on The Fifth Quarter. He produces and airs a half-hour High School Football Review, with special guests and all team news, every Sunday evening from September through November. He broadcasts Old Country Soccer Results every Saturday at 2:05.

Football fans are familiar with Bill Sturrup as the P.A. announcer at all Tiger-Cat Home Games in Ivor Wynne Stadium.



John Hancock

Young enthusiastic, and a born broadcaster, John Hancock is featured every morning on the Paul Hanover Show. His sports knowledge is matched by an instinct for good broadcasting, and he's able to bring CHML listeners the top sports stories in a most listenable yet compact presentation.

Canusa Games B.I.G. Games

Amateur sport is important to CHML. When the annual Canusa Games are played — whether in Hamilton or Flint, Michigan — CHML is there to bring you the whole story from first to last. It's the same with the B.I.G. Games, alternating between Burlington, Ontario and Burlington, Vermont.

Old country soccer

Recognizing the high interest in Old Country Soccer throughout the CHML

Congratulations...

FROM ONE GOOD TEAM TO ANOTHER

We are pleased to be associated with CHML who for many years have broadcast all Tiger-Cat Games at home and away.



Sears

Sears and 900-CHML working together for the past 22 years, to bring you the best in merchandising values, every day of the year.

Congratulations to CHML radio on their 50th anniversary from Sears in Hamilton, Burlington and Dundas.

listening area, Bill Sturup presents a round-up of all scores and team news every Saturday afternoon at 2:05. And, of course, all international soccer news is included on regular sportscasts as well.

Baseball and golf

Last year, CHML broadcast all games of the World Series, and for several seasons, Perc Allen has covered the action at both the Ontario and Canadian Open Golf Tournaments.



CHML's Miss Tiger-Cat, Kathy Garry

Total sports coverage

Football is big in Hamilton, but CHML covers all the games, all the sports, all the teams, wherever they play. Perc Allen, John Hancock, Bill Sturup bring listeners regular sports coverage throughout the day.

Sunday mornings are a special treat for sports fans. CHML's Sports Spectacular featuring Perc Allen, John Hancock, John Michaluk and Bill

Sturup welcome special guests, cover all the latest developments, and invite the fans to win prizes on Sports Quiz.



Bob Krouse

He wore Tiger-Cat jersey Number 14, and his position was described in the depth charts as Weak Side Linebacker. He was a team captain and made all-star for several years.

Today, he's a teacher and coach of the Orchard Park High School Football Team of Stoney Creek, and he's the host of CHML's popular post-game football show, The Fifth Quarter.

He enjoys his verbal encounters with the fans just as much as he enjoyed making those tackles of running backs behind the enemy lines, during his playing days.

Football features

When the football season starts, CHML keeps the fans informed and entertained, with an all-star line-up of football shows. Half an hour before each

game, Perc Allen matches men against machine with Computer Kick-Off, as the fans compare their predictions of the game with that of the computer.

Then it's over to the stadium for Football Warm-Up, when Perc Allen visits the benches of both teams to talk to the rival head coaches.

Five minutes before kick-off, John Michaluk's Extra Points takes a look at some of football interesting sidelights.

Immediately after the game, Football Wrap-Up brings fans the game summary, all-star selections and final statistics.

Then, it's time for the fans to phone in their questions and comments to former Tiger-Cat Bob Krouse on The Fifth Quarter.

CHML organizes The Tiger-Cat Quarterback Club meetings during the season, with special speakers, players panels, and lots of football fun. Recorded highlights are broadcast the following day.



Head Coach Bob Shaw reports every afternoon at 5:30.



Daryl Wells

Some years ago, a young man from Victoria, B.C., came to Hamilton, and started work at CHML. He was given several assignments, some on the air, some off the air. He was a music librarian, traffic manager and promotion director. He broadcast country music, hockey games, wrestling interviews, sportscasts, and stock car races. He sold advertising, wrote copy, and supplied marketing advice to clients. Daryl Wells had talent.

Then, in 1960, his talent was recognized by the prestigious Ontario Jockey Club. He was named track announcer at all O.J.C. tracks in Ontario — Woodbine, Greenwood and Fort Erie. His familiar "They're off" is now part of the language.

Daryl Wells is still on CHML. During the racing season, he broadcasts race results and prices paid following the end of each race, live and direct from the track. He calls a good race.

CONGRATULATIONS
and
CONTINUED
SUCCESS
to all our
friends at

900
CHML

Quality
RECORDS LIMITED

**We've been
part of
CHML for
50 years!**

50 YEARS AGO:

Stan Rowe sponsored CHML Personality John MacDonald and a program of popular music.

25 YEARS AGO:

Stan Rowe sponsored Gordie Tapp with his delightful and entertaining "What's On Tapp?"

TODAY:

Stan Rowe sponsors Bob Bratina with his interesting sidelights on the History of Hamilton.

Best wishes from

SR STAN ROWE *
Chesterfields

140 Hester Street
389-7097

**Congratulations
to CHML
The voice of
Football**

**From all your
fans at the**

**Tiger-Cat
Quarterback
Club**



Traffic Reports

A vitally important segment of CHML's informational service are up-to-the-second road and traffic reports.

When the east end clogs, when mountain accesses freeze, when the west end's jammed, CHML is there with accurate, up-to-the-second traffic information of real value to the drivers of Hamilton and for miles around.

The Hamilton station was first in Canada to broadcast traffic reports from a helicopter and this invaluable tool is very much in the air today. Lee Dunbar, Bob Bratina, Bill Sturup and others are up in the chopper to describe the scene from their bird's eye view, noting traffic patterns as they form, advising motorists what to avoid.

A companion service, from ground level, is CHML's latest weapon in the



war against traffic congestion. The new service relies on the thousands of C.B. Operators throughout Hamilton and Area, men and women with C.B. Radios in their cars and trucks, who see accidents, road hazards, snow and ice and report driving conditions, first-hand, to CHML's C.B. Base 900. In the studios, CHML's C.B. Specialist, Ken Packham,

receives a constant flow of information from fellow C.B.-ers. He correlates all their reports, and broadcasts the details immediately over CHML, as first-hand information received just moments before.

On March 6th, the C.B. Operators of the Niagara Peninsula will present a special award to CHML in recognition of the station's outstanding coverage of emergency road conditions in the Hamilton area this winter.



Personalities



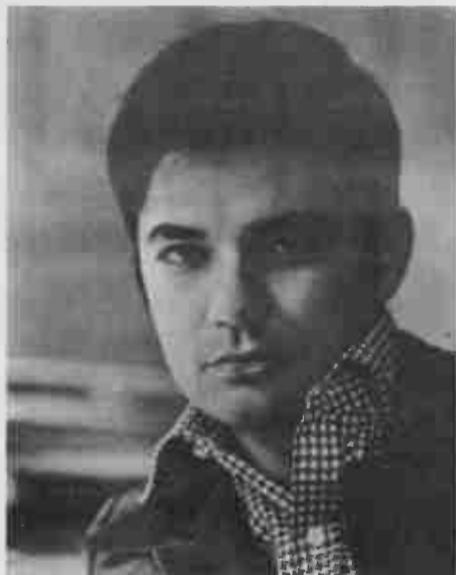
Ed Hocura

Over twenty years of entertainment knowledge are combined in Ed Hocura's ever-watchful mind. He's a real fan of show business in all its manifestations — movies, theatre, music, the entire range of the performing arts. A seasoned reviewer, Ed has an almost encyclopedic knowledge of show business, and he's especially valuable in reviewing the good life in Southern Ontario twice a day on CHML. Ed Hocura joins Lee Dunbar each morning at 11:15 and Mike Marshall each afternoon at 5:45.



Rex Reed

He's been called the "Show Business Critic with Teeth", and he sinks his fangs into Hollywood's famous films and film stars twice a day on CHML. Rex Reed was born in a trunk, as the showbiz saying goes, and he brings to his reviews and interviews a thorough knowledge of the entertainment industry. His comments are sometimes caustic, sometimes kind. He's on a first-name basis with all the famous, is welcome everywhere show business people gather, and brings to CHML



listeners many an exclusive tid-bit of industry gossip. Rex Reed is heard twice daily on CHML at 9:30 am during the Paul Hanover Show, and each afternoon at 5:15 during the Mike Marshall Show.

Bill Hartnoll

The "Old Garden Doctor" is one of CHML's most popular special personalities, back again for another season of good growing advice every Saturday morning from 9:05 to 10 am.

Bill Hartnoll is a Fellow of the Royal Society of Horticulturalists, and is a nationally known authority, but his approach to the wonderful world of gardening is far from academic. He has a light touch, whether he's growing roses or telling his listeners how it's done. And

behind his down-to-earth advice is a lifetime of experience with flowers, trees, shrubs, fruit, vegetables, and everything that grows.

Gordie Tapp

When Gordie Tapp first came to CHML as a featured entertainment personality, he had style, dash, charm, and bundles of talent. Since those days, audiences throughout Canada, the United States, and around the world have come to agree. Gordie is a born entertainer, at home on stage, on radio, on television, or in literally hundreds of personal appearances.

Today, Gordie Tapp is still active with CHML, as the host for two "Nashville Adventure" tours planned for this spring. Gordie will act as personal escort for the groups, showing them the sights and sounds of the Country Music Capital of the World, and making sure all CHML tour visitors have the time of their life. Full details concerning Gordie's Nashville Tours are broadcast daily on CHML.



Vivian Morgan

If you believe the stars foretell our future, or even partway believe, as most people do, then CHML's Horoscope Feature is a daily "must". Vivian Morgan, a cheerful and friendly astrological expert is your guide to the puzzling maze of sun signs, planetary influences and houses in opposition or

otherwise. And when she tells you the general descriptions of people born under each sign, you'll swear she's talking about you. Lee Dunbar



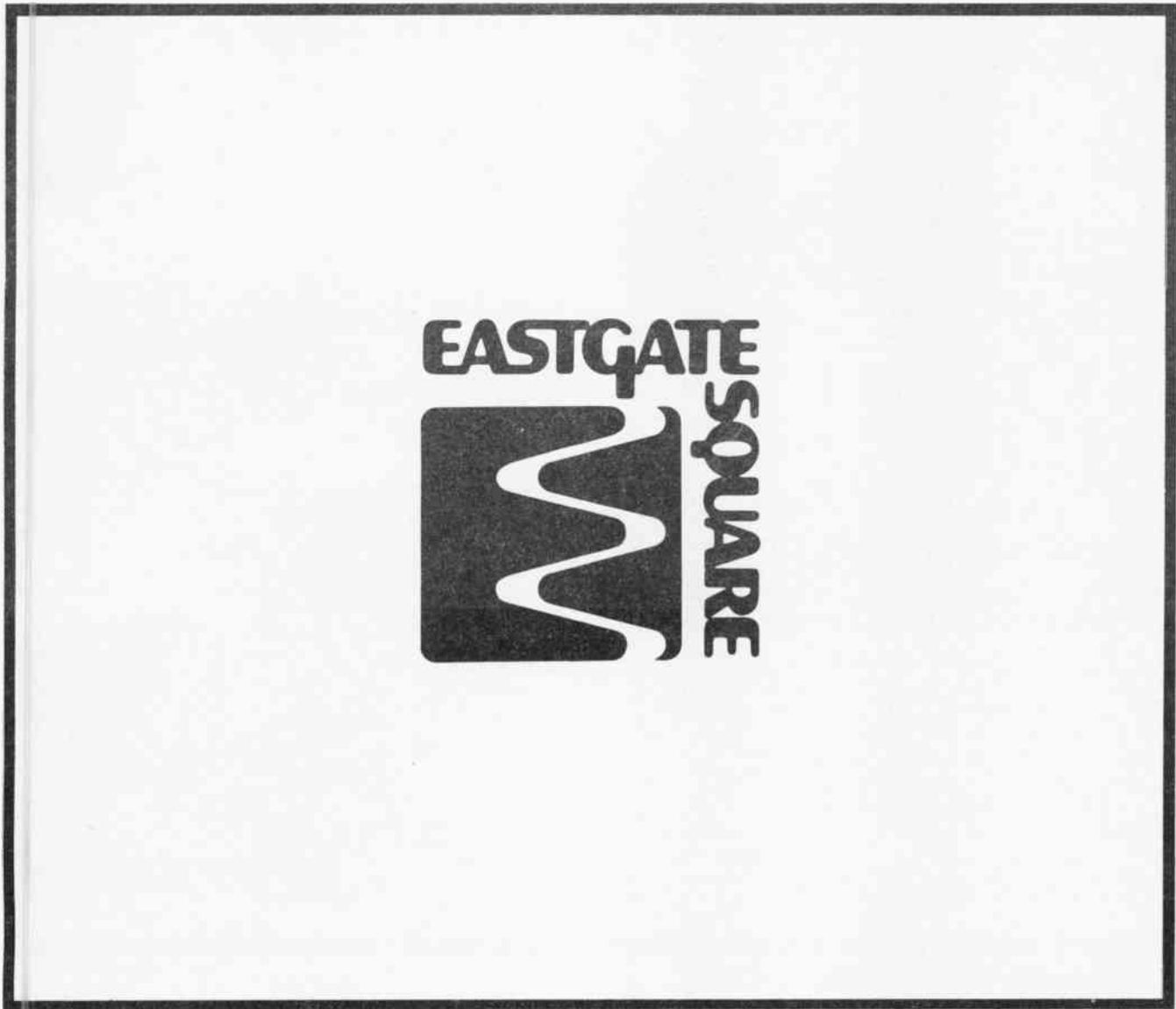
welcomes Vivian Morgan's Horoscope Feature every morning at 11:45 on CHML.

BOB HOOPER Program Director

The smooth co-ordination of all CHML creative and production departments is the special responsibility of Bob Hooper.

It's a large responsibility, and Bob fills it well. He's a broadcaster through and through, with a rich background in News and Information Programming.





your kind of square

If someone says to you, "your kind of square", just say "yes it is" Eastgate Square. The perfect square.

It's a fashion square, a food square, a kid's square, a shoe square, a jewellery square, an everything square. Your kind of square.

It's a "happening" square too, with all kinds of things happening in every corner of the square. Concerts, fashion shows, petting zoos and bazaars. There's a flea market every Sunday and three giant sidewalk sales every year.

So the next time someone says to you, "your kind of square", just smile squarely and say "Yes it is!"



EASTGATE SQUARE

Hwy. 8 & 20, Hamilton 561-2444

Special Events

businessmen. CHML carried his address live, direct from New York, and followed the speech with a studio discussion of its implications for Quebec and the rest of Canada. When Prime Minister

parades, disasters, everything unusual that is of interest to the listener.



How does CHML define "special"? By making an assessment of a news event or visiting celebrity in terms of universal interest to an important segment of the audience.

Once an event is given this classification, the station goes all out to cover the story from start to finish.

A recent example is Premier Levesque's address to the New York

Trudeau addressed the American Congress. CHML broadcast his address and that night on Tom Cherington's Action Line, welcomed special studio guests for a discussion of the issues the Prime Minister raised.

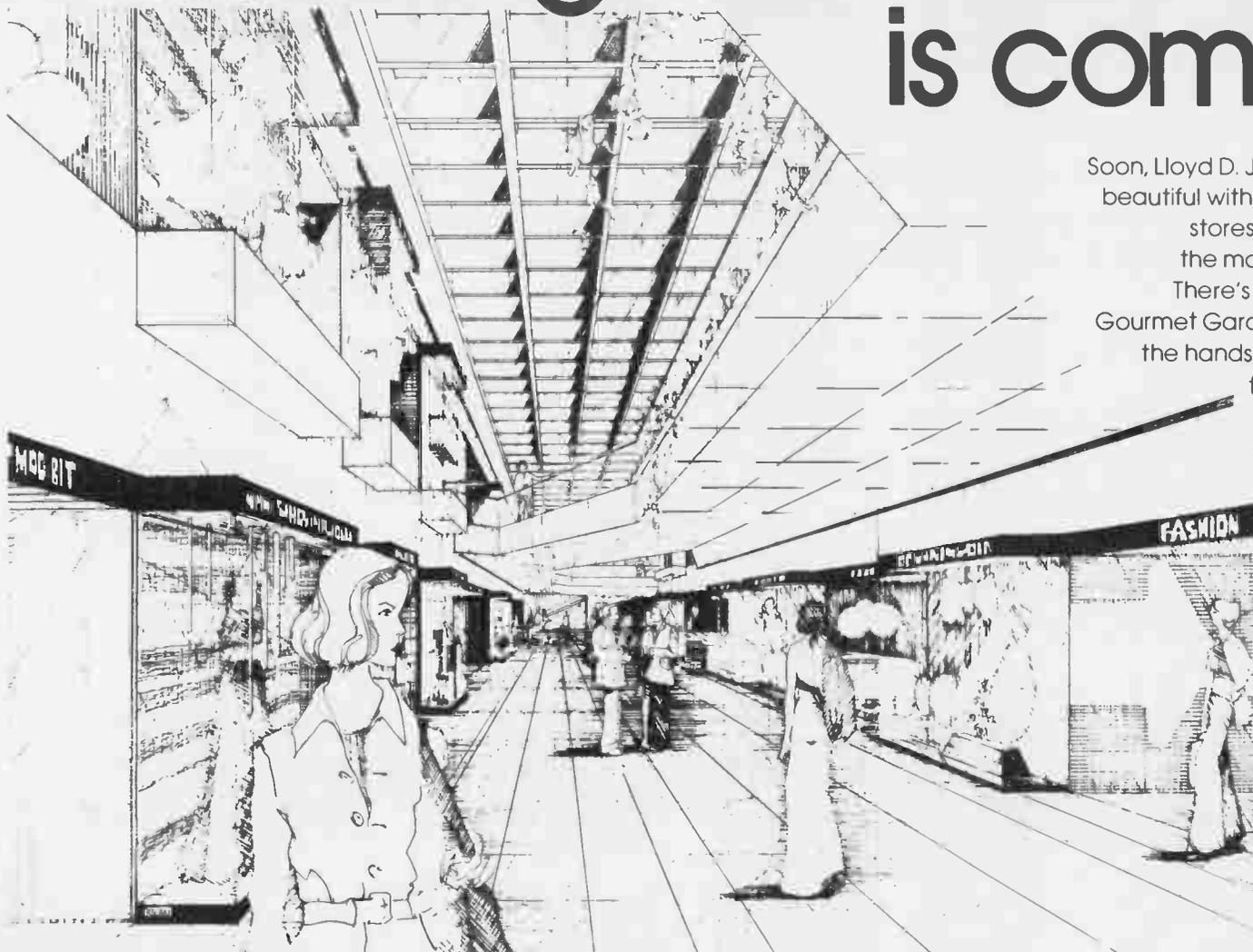
Special Events includes far more than speeches and reaction. CHML goes on location to bring Hamilton and Area listeners the colour and excitement of

Election Coverage

Definitely a special event, civic, provincial and federal elections receive outstanding coverage by CHML NEWS. In this photograph from the early 60's, CHML's Perc Allen is interviewing His Worship Mayor Lloyd D. Jackson and Mrs. Jackson, during Election Night at Hamilton City Hall.

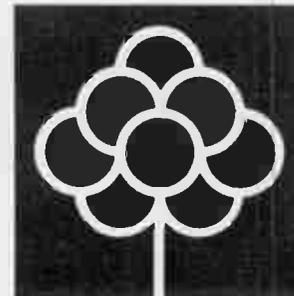


Something new and wonderful is coming soon!



Soon, Lloyd D. Jackson Square will be bigger, better, and more beautiful with the opening of Phase II. You'll shop in 120 great stores, featuring the best of everything, for everyone, the most exciting fashion choice in the Hamilton area. There's so much more for you to enjoy . . . including a Gourmet Garden with a fabulous new restaurant overlooking the handsomely landscaped plaza. You'll have a chance to win your choice of Air Canada's world. Soon, very soon, you'll enjoy a brilliant new world of shopping pleasure, 120 fine stores in the bigger and better Lloyd D. Jackson Square.

the LLOYD D. JACKSON square KING & JAMES STREETS



120 STORES

Community Service

Throughout its long history CHML has always been pleased to give a helping hand to organizations and individuals in need of assistance.

Many CHML people have served on boards, committees and executives of organizations devoted to community service, including the United Appeal, Canadian Cancer Society, the Red Cross, Easter Seals, the Heart Fund, and countless others.

In addition to serving on established organizations, CHML has many times taken the lead in answering the needs of the community.

The pattern was established many years ago. In 1950, when floods ravaged Manitoba, CHML organized the construction of a "Dream Home" in Westdale, and raffled off tickets at a dollar each. The station persuaded the City of Hamilton to donate a building lot for a dollar, then achieved the co-operation of the trade unions, Hamilton and Area Builders, and the local architects to design and build the Dream Home in the amazing time of 6 days, 13 hours and 48 minutes. The house was completely furnished, and even included a new car.

The whole fund-raising drive took just about one month, and the generosity of the people of Hamilton was overwhelming. Nearly \$225,000.00 was raised through the sale of tickets, and every cent was turned over to Manitoba Flood Relief. Based on today's values, that represents a contribution of over \$560,000.00.



Throughout the 50's, the 60's, the 70's, CHML's total involvement with the community has been dramatically reinforced.

The Friuli Flood Relief campaign on CHML raised thousands for the victims of flooding in Northern Italy. CHML helped the Junior Chamber of Commerce raise \$50,000 to complete their payments for the artificial turf in Ivor Wynne Stadium. With the sponsorship of Sunoco, CHML organized a giant clean up of unsightly and environment-damaging tin cans. One million cans were collected in one day. Bicycle Marathons at The Centre Mall have raised thousands for Cystic Fibrosis research.

These are only a few of the spectacular community projects which CHML has organized and successfully completed. But all day, every day, the station gets behind the church suppers, the Boy Scout paper drives, the local drama groups, women's organizations,

and the myriad of other community events that benefit the city and its people.

Religion on CHML

A number of Hamilton and Area ministers are heard regularly every Sunday morning on CHML as part of the station's community service programming. The ministers present messages of inspiration and enlightenment of interest to all listeners.



The CHML Dream Home raised \$225,000 for Manitoba Flood Relief.



Rev. John A. Johnston



Rev. Roy Wilson



Rev. Canon W. Sewell



Rev. Emrys Jenkins

Happy Anniversary from



A friend along the way

Hamilton

- 1153 King St. E. (at Gage)
- 65 Ottawa Street North
- 770 Concession Street
- 951 King Street West
- 894 Upper James Street South
- 675 Mohawk Road East
- 1554 Main Street West
- 129 Queenston Road
- 2842 Barton Street East
- 503 Main Street East (at Wentworth)

Dundas

- 38 York Road at King
- Burlington
- 434 Plains Road East
- Brantford
- 20 King George Road
- 640 Colborne Street
- Oakville
- 135 Trafalgar Road
- Stoney Creek
- 792 Queenston Road

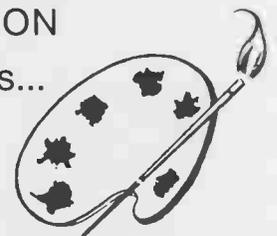
Congratulations, CHML

It's your 50th
It's our 30th
Happy Anniversary

Artistic Drapery Limited

162 OTTAWA NORTH AT CANNON

Where Drapery is Our Business...
Our Only Business



"We've only just begun"

Paul Williams Song Hit is CHML Theme for 50th Anniversary Celebrations

Paul Williams is one of today's most successful song writers. "Evergreen" from the score of "A Star Is Born" is probably his most recent hit, preceded by such successes as Helen Reddy's "You and Me Against the World", "Nice to Be Around", "Rainy Days and Mondays", the famous Three Dog Night hit "Just An Old-Fashioned Love Song", and scores from Buggy Malone, Cinderella Liberty and Phantom of the Paradise.

But perhaps his most famous hit is "We've Only Just Begun", a great ballad selected by CHML as the musical keynote for the station's 50th Anniversary Celebrations.



Songwriter Paul Williams

CHML made special arrangements for the use of the song. CHML Manager Dick Drew commissioned custom arrangements of the catchy tune at the Mercey Brothers Sound Studio, where some of Canada's most important musical presentations are recorded.

The result is a custom-tailored station sound exclusively recorded for CHML, and expressing in music the theme of the station Anniversary: CHML's 50 years of service are now part of broadcasting history, but the station has only just begun to serve the community and its people in new and exciting ways, tuned to the challenges of the future.

CHML to observe 50th Anniversary with exciting audience contest

CHML's most important audience participation feature today is undoubtedly their 50th Anniversary \$100,000 Dream Contest. The feature takes its title from its prizes. Listeners are invited to telephone CHML Personalities on the air and answer questions regarding Golden Song Hits from the past 50 years being played on the station. First listeners to phone receive a special Party Cake and a correct answer wins that listener 50 Wintario Lottery Tickets for the draw of



CHML Manager Dick Drew and musicians Rob Assetstine, at the keyboards, and guitarist Paul David working on arrangements for CHML's 50th Anniversary Theme.

March 31. Then, if the contestant has retained a copy of this Souvenir Supplement, he or she becomes eligible to win the Contest's Grand Prize: 1000 Wintario Tickets. Each Ticket can win a cash prize of \$100,000 for the CHML Listener who receives it. Last fall, Mrs. Wilma Yurko of Stoney Creek won 100 Provincial Lottery Tickets from CHML and one of those tickets was selected by the Lottery to win a whopping quarter of a million dollars! Listeners can take part in the new contest six times a day, Monday through Saturday, on CHML.

CHML has awarded cars, travel, furs and jewellery to lucky contest winners. Cash is always exciting to receive, and CHML's Mini-Bingo and Coupon Cash Book campaigns added that dash of excitement to the winnings of many listeners throughout Southern Ontario.

CHML contests are part of the fun in listening to a contemporary radio station that's alive to the likes of the community. Every contest is presented with the hope that the excitement of competition and the joy of winning will brighten the day for all contestants.

Congratulations CHML



Patterson's know how to decorate with you and the good life in mind.

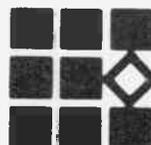
PATTERSON'S

Fine Furniture and Interiors • 34 Ottawa Street North Hamilton • 549-2461 (closed Mondays).

Congratulations CHML

We wish you Continued Success

We also wish to announce the Opening of our New Offices and our appointment as Building Managers at 8 MAIN STREET EAST, "The Exchange Building" effective today - February 28.



Chambers & Company

Realtor Limited Est. 1911

8 Main Street East 525-5991

History of Hamilton

JANUARY 1927

Extension of the Hydro rural line from Ryckman's Corners through to Port Dover was announced today by the Ontario Hydro Commission.

JANUARY 1927

To the strains of orchestral music and with the customary pomp and flourish, Hamilton's city council for 1927 formally took office this morning . . . The mayor and many of his councillors appeared in morning coats. The council chamber was bedecked with palms, ferns and roses, tastefully selected and arranged by the staff of the parks board.

AUGUST 1928

On Friday morning the first air mail will arrive in Hamilton. At 9:15 am the special mail plane from Windsor and London, Ontario will alight on the bay in the vicinity of the bathing beach. If conditions permit, the plane will taxi right up to the shore, and the postal officials will remove the incoming mail and place aboard the plane the outgoing mail.

APRIL 1930

New Easter Frocks — Exceptional in style and value at \$12.50. Stunning, smart sleeveless frocks with separate matching jacket — developed of "Para" crepe in black, navy, green, rosewood or rose-beige.

APRIL 1930

Announcement was made by the Tigers that Mike Rodden has signed to act as Tiger coach again next autumn, a position he has filled for the past three seasons.

1930

Doug and Mary together. Picture fans have been waiting for this for years. The two outstanding figures in the film world (Douglas Fairbanks and Mary Pickford), each a great attraction, have now joined forces to give theatre-goers a measure of entertainment full to the brim and overflowing. Saturday week all roads will lead to the Tivoli Theatre.

1931

Occasional Chair Special. \$6.65 — 65 cents down. Beautiful birch frame — walnut finish, heavy shaped arms. Spring seated velour cover. Cambric cover below seat.

MARCH 1931

Maple syrup sales closely inspected.

Drastic Regulations Included As Amendments to Act. Adulteration must Cease — Inspection in Bushes — Ban on all imitations.

JANUARY 1932

Taxicab rate war may occur in city

Prices are slashed as competition grows keen. A flat rate of 50 cents was

announced for carrying passengers to any part of the city. This does not apply to trips made to the mountain top for which an additional 25 cents is the levy.

NOVEMBER 1934

Slum clearance plan hailed as aid in solving unemployment problem

Provided the cost is not too high, Civic Officials are strongly in accord with the slum clearance and housing scheme announced this morning by Hon. David Croll, Minister of Welfare. Mayor Wilton said that he considered the housing plan would be a great boon to Hamilton.

MARCH 1934

New hours for Central Market being enforced

Yesterday the new market hours came into effect, and the market gardeners were forced to leave their stands at 6 o'clock in the evening. Last year the vendors were allowed to remain on their stands until 10 o'clock. The new hours are believed to be best for both housewives and for farmers.

NOVEMBER 1935

Potato prices again rising

Farmers at Central market this morning reported that business was the quietest it has been for several Thursdays. Green Onions sold three bunches for 10 cents; hothouse tomatoes were 14 cents a pound and radishes 5 cents a good size bunch. A slight raise in potato

prices was noted, \$1.30 with a 5 cent delivery charge, being the most popular quotation.

FEBRUARY 1939

No infected brushes reached this city

No shaving brushes from the batch of Japanese products recently discovered to be infected with anthrax came to Hamilton, it was announced this morning by the health department.

"The Medical Officer received the fullest co-operation from the traders, and we are satisfied that none of this particular batch ever reached this city" the Health department reported.

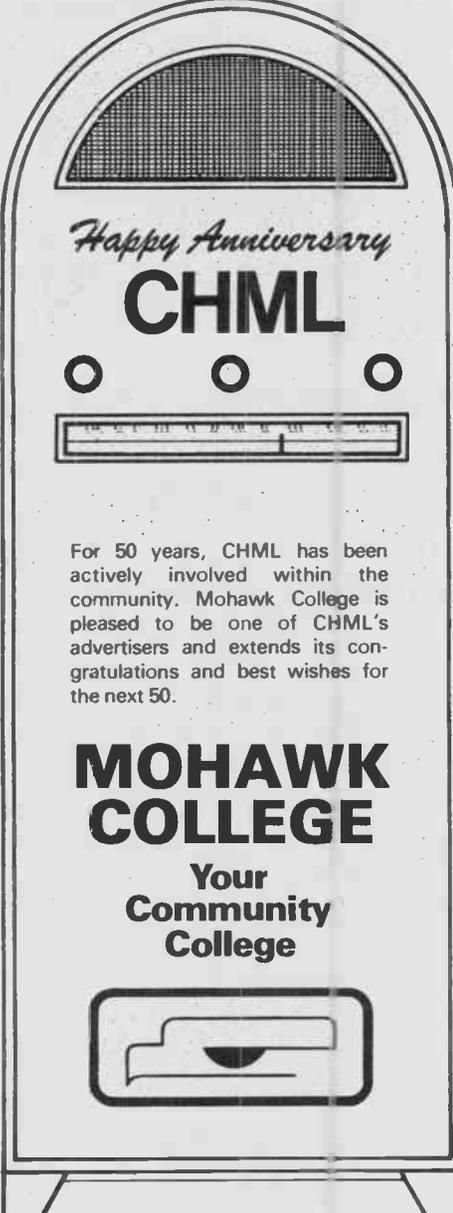
DECEMBER 1943

For the first time in 8 years a new mayor will be installed as chief magistrate when the keys of that office are turned over to Sam Lawrence, mayor-elect, by William Morrison, K.C., at the inaugural meeting of Hamilton's 1944 City Council. Following customary procedure during war-time, the usual orchestra and other frills will be omitted.

MARCH 1945

Hamilton Red Cross drive for 300,000 under way

The Red Cross campaign to raise \$300,000 as Hamilton's objective in the National Campaign was officially opened at noon today when 1,200 Army, Navy and Air Cadets paraded to Gore Park, where the Red Cross flag was raised by Mayor Samuel Lawrence. A feature of the parade was the carrying of a large Red Cross flag by cadets whose fathers had given their lives in the present war. *continued on Page 18*



Happy Anniversary
CHML

For 50 years, CHML has been actively involved within the community. Mohawk College is pleased to be one of CHML's advertisers and extends its congratulations and best wishes for the next 50.

MOHAWK COLLEGE
Your Community College

Continued success to the people in SOUNDS from the people in SIGHTS



Cruise air & wave with DAWN TRAVEL in '77



Conveniently located at Robinson's, Burlington Mall, 632-2560, Robinson's, The Centre Mall, 544-3711, and Terminal Towers, 525-8552

CHML
THE SOUND OF SERVICE FOR

50
YEARS

CONGRATULATIONS FROM ARCHIE McCOY

THE McCOY FOUNDRY
R.R. 1, TROY, ONTARIO

SERVING THE HAMILTON AREA FOR OVER 60 YEARS

History of CHML

In 1927, the City of Hamilton numbered a mere 123,000 men, women and children. It was then, as now, bounded by the Mountain and the Bay, but from east to west, it stretched from Locke to Sherman, with great open stretches within this built-up area.

A new radio station was born that year, when CHML went on the air from the rear of a store now occupied by the Alexanian Rug Company on King Street East in downtown Hamilton. The new broadcasting voice was a faint one, a mere 50 watts of power, sufficient to cover the city and that's all.

CHML was founded by George H. Lees, of a well-known Hamilton family, and his associates, none of whom had the slightest bit of experience in radio. At that time, few people did. There were few listeners, too, in those remote days, which meant that the fledgling station had to scrape for revenues in the teeth of a severe depression.

By 1934, Mr. Lees had had enough, and sold his interest and those of his associates which he had acquired previously, to Senator A.C. Hardy of Brockville.

Then, in 1937, Senator Hardy hired, as his part-time manager, an experienced young radio performer from Toronto named Ken Soble.

He initiated programming policies that changed the entire sound of CHML. By 1940, power was increased to 1000 watts. CHML was on its way.

By 1944, Ken Soble was ready to buy out the Hardy interests. In 1946, power was increased to 5000 watts.

In the years that followed, under the leadership of Soble and General Manager Tom Darling, CHML built a loyal and responsive audience that became the envy of most Canadian radio stations. CHML developed the programming philosophies and community obligations that are a part of the station sound today. There was heavy emphasis on popular music, comprehensive news and sports, lively entertainment, and total service to the community.

The station moved into its present facilities on Main Street East in 1949.

The building, dedicated by Prime Minister St. Laurent, has been maintained as one of Canada's finest radio installations.

In the decade since 1966, with Tom Darling as President, CHML has intensified its popular programming, retaining its strong commitment to community service. In 1964, the station launched a sister station, CHML-FM, at 95.3 on the FM Dial. Following the death of Ken Soble in 1966, the call letters were changed to CKDS and power increased to the maximum of 200,000 watts.

The Soble family sold their interests in CHML and CKDS-FM in 1971 to Western Broadcasting of Vancouver, owners of a number of radio stations in major Canadian cities.

Today, as CHML starts its second half-century, it is staffed by a large number of trained men and women, whose skills and specialties are shown on these pages. CHML remains dedicated to the principle that radio must serve its community in every human way, and must extend its every effort to be a good citizen of the city and region of which it is a part.

The Builders of CHML

Perhaps more than any other enterprise, radio is the product of people — the broadcasters, news and sports reporters, the writers and program production people, whose personal contributions and leadership make the difference in audience appreciation. On these pages appear only a few of the many outstanding people who have been associated with CHML over many years.

Kenneth D. Soble

More than any other person, Ken Soble is credited with bringing CHML from a small-power local station in the mid-thirties to the position of leadership it attained throughout the three decades he was its Manager or President, until his death in 1966.

His accomplishments, both in broadcasting and in public service, are many. He was chairman of Hamilton's

Urban Renewal Committee, and gave similar service to the Government of Ontario.

association which was to last for 16 years.

Leaving CHML in 1962, Denny



Bob Richardson, Ken Soble with Paul Hanover at a CHML reception.

Bob Richardson

As a CHML sales executive during two decades, Bob was responsible for the creation and successful completion of many outstanding campaigns in those years.

Widely acquainted, Bob Richardson was a sales pioneer during his years with CHML, on a personal and trusted basis with all the accounts he called on. Bob and his wife Mary now operate the successful "Fancy Pants" Boutique in downtown Hamilton.

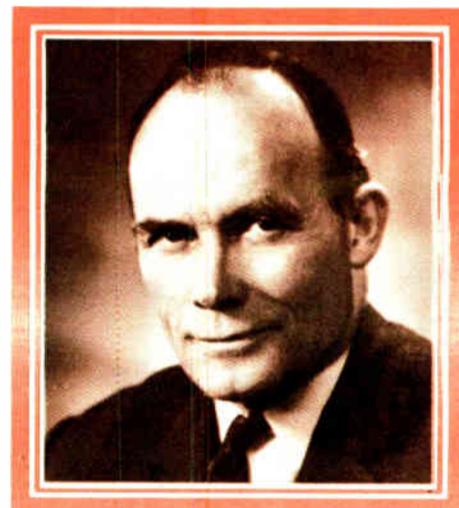
W. Denis Whitaker

In 1945, Denny Whitaker left the Canadian Army, following more than five years of active service during which time he had risen from the rank of Lieutenant to that of Brigadier, and had been awarded the Distinguished Service Order and Bar for gallantry in action.

His first peacetime assignment was heading up Hamilton's Centennial Celebrations of 1946. It was then that he met Ken Soble, and joined CHML as Commercial Manager, responsible for all station sales functions. It was an

Whitaker became President of a major brewery; served as President of the Radio Sales Bureau and of Major Market Broadcasters Ltd., and formed his own company, now affiliated with Burns, Fry Ltd., a fully integrated Toronto financial house.

Retaining his service associations, he is Honorary Colonel of the Royal Hamilton Light Infantry.



Yesterday's sounds fade quickly but the response of CHML to community needs remains constant.

steeleo
The Steel Company of Canada, Limited

Agnes Anderson

In a CHML career that spanned three decades, Agnes Anderson, known affectionately and universally as "Andy", fulfilled several important functions with talent and taste. She began her radio life as a copywriter, graduated to copy chief, then to production manager, and finally put her immense talents at the disposal of community organizations as CHML's Director of Public Service.



She was wise, far-seeing, with a tremendous love for humanity. Once met, she was never forgotten. Her vivid personality, rapid-fire conversation, and bright ideas were a source of enjoyment to her friends, and an inspiration to those she worked with.



Ed Preston

Music is his life, as it was a couple of decades ago, when Ed Preston was Music Director of CHML. When Ed wasn't selecting music for Paul Hanover and other CHML Personalities to broadcast, he was busy playing drums with jazz and country groups throughout Southern Ontario.

In the mid-sixties, Ed's career took a new direction, when he became Ontario Promotion Manager for RCA. In a year or two he was made National Promotion Manager, and about a year ago, was appointed to the top music job at RCA, Vice President and General Manager of RCA Records.

Norm Marshall

One of Canada's premier broadcasters, Norm Marshall was an important personality on CHML during the decades of the forties, fifties, and sixties.



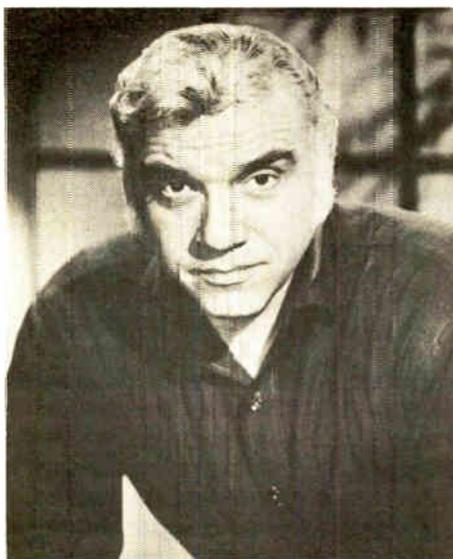
Equally at home in sports, news, special events, and music, Norm is an outstanding example of the complete broadcaster. Today, he is on the faculty of the communications Department of Mohawk College, and is a featured newscaster on CHCH-TV.

Lorne Greene

The story is told about Lorne Greene that he ad-libbed a line in a CBC newscast, and was fired as soon as he left the studio.

The story is true. Greene was a young newscaster from Ottawa, when his beautiful voice and delivery won him the top job at CBC radio, reading the nightly summary of the news, on the full CBC network from coast to coast.

Because he deviated from his set script, the CBC fired him, and their loss was CHML's gain. Greene was a featured newscaster for many months on CHML, reading the news every weekday morning at 7:45 a.m.



Vic Copps

For about 15 years, Vic Copps was one of the mainstays at CHML. Starting off as a sports reporter, he broadcast daily sportscasts and play-by-play coverage of sports events, but soon found his niche as an Advertising Executive.



Unfailingly cheerful, with a ready joke, Vic Copps also had a serious side in his years at CHML. He was then, and would later continue to be, deeply involved in community service and used his best efforts as much to help others as to make a sale. He was an outstanding sales executive, and became a great spokesman for our city.

Jane Gray

Jane was the first woman broadcaster in Canada. They called her "The Wise Little Lady of Radio", and she brought to her daily programs on CHML a heart as big as all outdoors. She had a genius for seeking out a cause, a concern, a community need, and making her listeners respond in generous ways.



In a feature article in 1950, MacLean's Magazine described Jane Gray as probably one of this country's most unusual and unpredictable broadcasters. She is all of that, and more, as her many viewers every Saturday on CHCH-TV will attest.

Michael Thompson

As CHML Promotion Manager, he created many of CHML's most memorable special events and audience participation features. Today, as President of his own advertising agency, he serves a number of varied clients with their marketing requirements nationally and internationally.



**Best Wishes to
Some of Our Best Friends!**

CKDS/Stereo 95
BRIGHT NEW SOUND

HISTORY OF HAMILTON
continued from page 15

MARCH 1945

Somewhere in Southern England, two Hamilton girls, Mary Price and Mrs. Kathryn Copeman, have worked with an ambulance convoy unit driving wounded men evacuated to England by air.

For four months they were "mobile" drivers — which meant their ambulances were their homes. In the mornings and afternoons if they weren't driving they maintained their ambulances, checking the engines and cleaning and disinfecting the patients compartments. Both women attended Delta Collegiate.

JUNE 1949

Local tug in losing battle to save flaming steamer

As the large sea-going Hamilton tug Helena rushed to fight the flames, the 58-year old steamship Northumberland, popular with Great Lakes excursion passengers for the last 30 years, was gutted by fire early this morning at Port Dalhousie.

JANUARY 1950

Merger of wildcats, tigers completed

At long last Hamilton football merger is an assured fact. Late last night, at the conclusion of a special meeting of appointed delegates from each club, a definite decision was reached, to give Hamilton a single senior entry... a club that could carry the combined support of the city and its fans.

JUNE 1954

House construction up by \$1,000,000

Home building in Hamilton for the first six months of 1954 is ahead of the same period last year by nearly \$1,000,000 in construction costs, city building commissioner reported today. The January to June figures this year show an increase in the new house permits from 535 to 665 — an increase of 130 — while the construction cost has jumped from \$4,489,090 to \$5,470,787.

DECEMBER 1955

Black Taffeta Dress Up Christmas Skirts — \$5.95 — long torso type with full circle sweep. Perma Pleat White Nylon Tricot Blouse — \$5.95.

DECEMBER 1955

Stelco readies \$70,000,000 expansion plan in Hamilton

A new Stelco expansion program in Hamilton to cost \$70,000,000 was

announced today by H.G. Hilton, president of the Steel Company of Canada.

When the current wave of steel manufacturing expansion in Hamilton is completed, more than a quarter billion dollars will have been poured into the construction of new furnaces, mills and finishing plants here since 1950.

JULY 1957

Asks economic team study impact of one-way streets

By 14 votes to five, members of the City Council, at last night's special meeting rejected a motion to abolish Hamilton's one-way streets system.

SEPTEMBER 1959

It's over at last!

Mercury to plunge

Southern Ontario's stifling heat wave ended today, with the mercury expected to drop to 13 degrees above freezing this evening.

The mercury hit 90 degrees on Sunday and Monday, 96 on Tuesday and Wednesday.

OCTOBER 1962

Group to study school crowding

Board of education last night set up a seven-member committee to examine the over-crowding situation in city secondary schools — and will not wait for a decision on whether shift systems are needed. The committee will recommend any steps needed to solve the problem — but opinion voiced at previous meetings make it almost certain that the shifts will operate below the mountain.

MARCH 1970

Sod turned today Hall of Fame off the ground

It's taken over eight years but Hamilton finally got the Canadian Football Hall of Fame off the ground today. The Hall, regarded as a major tourist attraction for the city will be located behind the Main Street Library.

DECEMBER 1972

Big bash 'smooth as silk'

Hamilton went slightly nuts last night and nobody seemed to mind.

With Grey Cup clutched tightly in hand, the city's football fans let loose in a frenzy of good-natured fun.

Although thousands jammed the downtown streets, no major incidents were reported. Police kept a gentle but firm control of the situation.

Seconds after Ian Sunter booted his last-second, game-winning field goal, almost every fan with a car and a working horn headed downtown, wearing his colors.

**Thank you
CHML
for making us
famous**



Cleo Lainé



Hal Holbrook



Anne Murray



Liberace



Tom Jones



Juliet Prowse



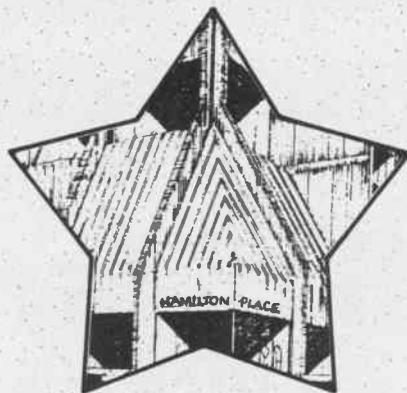
Rock Hudson



Loretta Lynn



Harry Belafonte



Nana Mouskouri

HAMILTON PLACE

**Congratulations
to CHML
on your
50th
Anniversary**



**Paul J.O'Sullivan
GENERAL MANAGER**

**CHML
50
YEARS
YOUNG**

Best Wishes
from



**ANCASTER
PROVISIONERS LTD.**

4104 South Service
Road

Burlington 637-5252
The Frozen Foods Folks
with Personal Service
and Free Home De-
livery.

Serving over 18,000 of
your Neighbours

The People of CHML

Creativity in action

Words, music, sounds, images . . . all play a part in the production of radio programming. And one important segment of CHML's on-air sound are the special musical presentations and commercials created and scripted by the Creative Department.

Advertisers rely heavily on CHML for the creation and production of their advertising messages. CHML writers are all skilled in this highly specialized trade . . . the ability to convey to an audience the benefits they may obtain at certain stores, automobile dealerships, restaurants, and many other businesses. CHML creative people take pride in presenting advertising messages in an interesting way, engaging the listener's attention with good taste and good sense.

Members of the CHML Creative



Creative Director Doug Francis

Department have won numerous national awards for their work. Professional tributes to their ability to create advertising copy of benefit to both the retailer and the listener.

The role of a copywriter is a many-sided one. The successful writer will have a soaring imagination, a sure feeling for words and images, plus the practical experience to make sound advertising recommendations to the client.

At CHML, members of the Creative Department thoroughly acquaint themselves with a new client's marketing objectives, so that their talents may

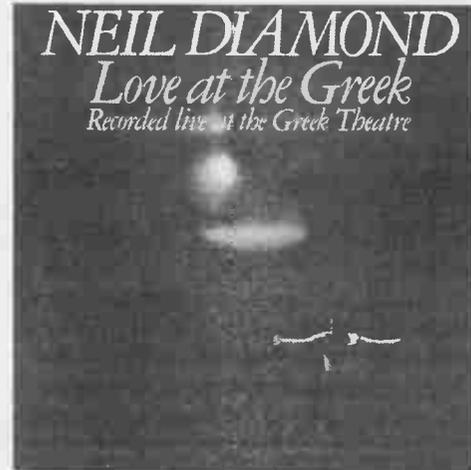
better present his product or service.

Under the leadership of Creative Director Doug Francis, a seasoned professional with extensive broadcast and advertising agency experience, CHML's creative writers serve an important function in translating desires into reality for both the client and the listeners.



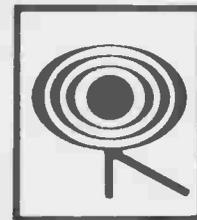
CHML's Creative Department: Dave Rhindress, George Hall, Doug Francis, Mariame Oksa, Elizabeth Bentley.

CONGRATULATIONS



FROM NEIL DIAMOND
AND ALL YOUR OTHER FRIENDS
AT CBS RECORDS

You are a gem,
and diamonds are forever



**Thanks for the memories.
But you've only just begun.**

mta Michael
Thompson
Advertising
Limited

Audience Participation

One of the important things CHML does is to involve its audience in games, fun contests and prizes. It's part of being an entertaining radio station, and CHML audiences respond enthusiastically.

This broadcast area is administered by CHML's Promotion Department, whose manager is Christine Bleasdale.

Just about everyone likes to take part in a contest or a game, and CHML, over the years, has led the way in the development of audience participation. A couple of decades ago, CHML's Fiesta was a popular staple of everyday listening. Listeners sent in their solutions to difficult riddles, as the cash jackpot prize mounted even higher, into the thousands of dollars.

People are still talking about the many other exciting contests and promotional events organized by CHML through the years — the fascinating Shopping Sprees, Money Tree prize-offering campaigns, the Treasure Chest, Coupon Cash Book, and dozens more.

The most recent audience feature was Million Dollar Maybe which attracted many thousands of entries from listeners throughout Southern Ontario. CHML offered listeners chances to win 100 tickets on the Provincial Lottery, each prize potentially worth millions of dollars.

There are contests for every season of the year — from Bingo to Bicycles — and everyone has a lot of fun.

Many special programs and features are planned for CHML's Golden Anniversary Celebrations, and one of the highlights will be a special audience contest, designed to recall some of the musical highlights of the past 50 years, and to reward listeners who can identify details surrounding these Golden Hits. The contest is called CHML's Golden Anniversary \$100,000 Dream Contest.

Station organizers have searched the

musical archives and have lined up some of the great hits of years gone by, to play again on CHML. While the songs are playing, CHML Personalities will invite listeners to call in and identify certain details concerning the songs. Lucky listeners who are first to phone will be rewarded with the gift of a special 50th Anniversary Party cake, prepared to order by A & B Catering of Hamilton.



CHML Promotion Manager Christine Bleasdale, with Monica Jordan and Mario Bernardi.

Hamilton Salutes CHML

Congratulations from
your dealer for

ZENITH

and

Westinghouse 

Knights EST. 1946



TV & APPLIANCES
Sales and Service

168 Locke Street S., 522-5028 and 522-5652

WE HAVE OUR OWN
TV AND STEREO
DEPARTMENT

outlook

milder

Tomorrow
High -6 (21)

The Spectator

VOL. CXXX NO. 31

HAMILTON, CANADA, MONDAY, FEBRUARY 28, 1977

44 PAGES

Home Edition
15 Cents

900 CHML 50 years old today!

street early yester-
day morning

Separated from his wife
for several years, Mr. Le
vesque has often escorted
Miss Cote to social func-
tions.
The accident occurred
only a few hundred feet
from the home of ...
MNA George

Contest Winners

Major Contest Winners

CHML is pleased to congratulate some of the station contest winners. Mrs. Wilma Yurko of Stoney Creek won 100 Provincial Lottery Tickets from CHML last fall. One of her numbers came up big, and won her a 1/4 million dollars.



"The Odd Couple" flank CHML's Paul Hanover . . . Tony Randall and Jack Klugman meet CHML contest winners at Hamilton Place.



When "The Odd Couple" played Hamilton Place, CHML took a large number of winning couples to see the amusing play, and to meet the stars, Tony Randall and Jack Klugman, at a special wine and cheese reception.



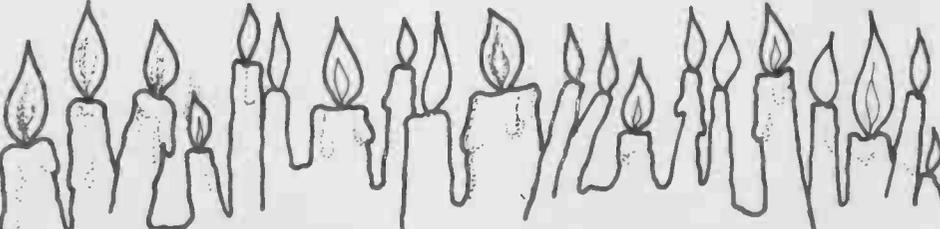
Paul Hanover bestows a congratulatory kiss on the cheek of Mrs. Wilma Yurko who won 100 Provincial Lottery Tickets from CHML. One of those tickets won 1/4 Million Dollars for Mrs. Yurko.




Arlene Copeland
MISS HAMILTON

One of the
CHML Hostesses
A Graduate of
Stevens
FINISHING
SCHOOL
OF HAMILTON
41 King William
528-5901

A private vocational
school licensed
by the Ministry
of Colleges and
Universities



**CONGRATULATIONS,
CHML!**

**THE LIVELIEST
50-YEAR-OLD
WE KNOW**



Quality and Service

The Only Independently Owned
Dairy in the
Hamilton-Wentworth Region

**CHML ...
ALWAYS
A WINNER!**

Best Wishes
from

**J.M. TROY
& Associates Ltd.**

Distributors for

**WINTARIO
and
The
PROVINCIAL
LOTTERY**

26 King Street East
Dundas
527-1349

Music in the air

Have you got about four years to spare?

That's how long you'd need to sit and listen to every song on file today in the CHML Music Library.

Over 400,000 selections, are instantly available for broadcast on CHML. Each selection is filed away under its artist's name, cross-indexed by the name of the song. This mountain of music is one of the largest radio station collections anywhere in North America.

At CHML, music is a very vital part of programming 24 hours a day. The librarians are responsible for selecting the individual songs you hear on CHML throughout the day, the evening, and throughout the night. They are specialists, well trained, and very much music fans themselves. Alive to all new developments in modern music, they program selections of appeal to the widest possible audiences — all members of the family.

An important part of the system has been the establishment of extensive biographical material on prominent artists and performers. The station is a valuable source for information on hundreds of performers of today and yesterday.

Music Director Tony Luciani welcomes public tours of the Music Library. He's quick to point out the modern facilities that give each music specialist his own work area, with built-



The CHML Music Specialists: Mitch Miller, Lynn Latimer, Heather Harris and Music Director Tony Luciani.

in stereo systems for auditioning all music before final selection for broadcast. He guarantees to amaze his visitors by asking them to name a standard hit, and then going to his card index, showing them how many versions of the tune there are on file. "We've Only Just Begun", for example, CHML's 50th Anniversary Theme Song, has 36

different versions on file in the CHML Library.

CHML's musical programming is best described as Contemporary — Middle of the Road. The station presents the best of the new music, blended with the best of what's gone before. The total product is smooth, listenable and highly popular.

**Best
Wishes
on your
50th
Anniversary
compliments
of
Ron & David
Ciancone**

**The
Hillcrest**

**Celebrating
our 20th
Anniversary
this
March
510 Concession**

Congratulations, CHML

We are proud to have constructed the CHML building on Main Street East in 1949. Since then, extensive renovations and improvements have maintained the building as one of Canada's most modern and complete radio stations.



JAMES KEMP CONSTRUCTION LIMITED
Hamilton, Ontario

The People of CHML

Smooth production

Radio listeners hear the voices of station personalities, the music they introduce, newscasts, commercials, special presentations. But behind the glass, that separates the studio from the control room, is another group of professionals, CHML's production people.

These people are specialists in sound, highly skilled in the use of mixing, equalizing, dubbing, filtering and enrichment of sound, to assure CHML listeners of programming in full fidelity, free of distortion and with all original sonic values intact.

Some of the production group at

CHML are program operators, who work with on-air announcers with split-second precision. They're responsible for the physical reproduction of sound . . . the music, taped commercials, program introductions, news sounds, self-contained program features and much more.

Another group are recording experts, blending together on tape through a dazzling array of modern equipment, the sounds of voice, music, effects, to the highest standards of technical perfection.

CHML's smooth-sounding programming and its full rich sound are to the credit of these professionals in production.



Mike Field, Tom Young and Ross Wilson



Tom Chenington with Action Line co-ordinator Val Deans



CHML Production People have a high regard for quality. Possessing some of Canadian radio's most discriminating ears, they have been known to re-record many presentations and program features, until the delivery and sound are perfect. They're fortunate in working with extremely sophisticated and modern equipment, which permits the full fidelity of sound to be recorded and reproduced.

Rob Schweyer, Gus Hedley and Production Manager John Heiz

You never sounded better!
Happy Anniversary from

Harmony TV & Appliances

And the fine family of products by

RCA



Harmony TV
1449 Main St. E. Hamilton 549-1333 and appliances

HAPPY 50th CHML

Congratulations... to the Best in Sound From the Best in Sight

CABLE

4

Operated by

- Hamilton Co-Axial Cable TV
- MacLean-Hunter Cable TV
- Mountain Cablevision
- Northgate Cable TV Ltd.
- Southmount Tel-e-Vents Limited
- Western Co-Axial Ltd.

The People of CHML

Engineering

The science of electronics is extremely complex and specialized. Radio broadcasting takes the voice of a personality in the CHML studios in Hamilton, translate his voice into electronic impulses, relays it into a giant tower on the escarpment, and from there beams it to homes, cars, offices,

plants, and everywhere throughout Southern Ontario, Upper New York and beyond.

The equipment that creates broadcasting, that distributes words and music to a far-ranging audience, is the responsibility of the CHML Engineering Department. Chief Engineer Ed Victor was part of the team that helped design the Main Street studios in 1949. Since then, he and his department have moved with the times, designing and installing new facilities over the years that have kept CHML in the forefront of radio stations anywhere in North America.



Standing: Bob Burger and Chief Engineer Ed Victor with Ted Townsend.

50 Years Old
And as young
as ever!
Congratulations



RON MCGEE
Director of
Customer Service



BOB HODGSON
Director of
Sales

Professional
Carpet Cleaning
Services

221 Barton East
Stoney Creek
561-4380

HAPPY 50th!

Congratulations
from
Don MacIntyre
and everyone at

MacIntyre Electric Ltd.

232 Caroline South
Hamilton
522-9025

50

years of radio

20

years of
photography
service to
CHML

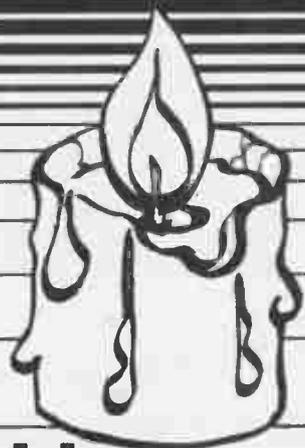
Congratulations!

TOM BOCHSLER



Photography LTD.

542 MAIN STREET EAST, HAMILTON
ONTARIO L8M 1J2 PHONE (518) 528 8011
Serving Business and Industry



Happy Birthday



Lee
Dunbar
CHML
Spokesman
for

Alex Shedden's Place

**Park
side**

PLYMOUTH-CHRYSLER LTD.
1600 Main East at the Traffic Circle

549-4111



radio industries
limited

A major supplier of
BROADCAST EQUIPMENT

**CONGRATULATE
CHML RADIO STATION**

on the occasion of

Their Golden
Anniversary
In Broadcasting

A Warm Welcome

CHML receptionists do double duty.

They cheerfully greet a steady procession of visitors to the CHML studios on Main Street East. During a typical day, they will greet celebrities, businessmen, volunteer workers asking for help in community service enterprises, politicians, members of the public, and school tours.



Receptionists Marg Waldron and Paula Joy

CHML telephones are constantly ringing. A complex switchboard routes the calls, tracks down people wherever they are in the CHML building or the CKDS building. Countless requests for information are received . . . weather



Standing, from left: Laura Bojeski, Joanne Glover and Carolyn Wharton, with Linda Hatton, seated.

conditions, lake temperatures in summer, time requests, lost animals, emergency calls, traffic advisories, and a hundred other unclassifiable kinds of calls.

And through it all, Receptionists Paula Joy and Marg Waldron handle every visitor and every call with efficiency and cheerfulness, offering a warm welcome to CHML.

Secretarial/ Communications

Efficient, tactful, accommodating and

enthusiastic, secretaries fill an important role at CHML, as they do at any business. They bring to their jobs the essential skills of business communications — typing, transcribing, filing — but all add their own style and personality in helping busy executives keep in touch with the community and with associates throughout Canada and the world.

Congratulations
on your
50th
YEAR

GUARD YOUR FAMILY'S
HEALTH AND BUDGET



**GUARDIAN
DRUGS**

OF THE
HAMILTON NIAGARA
AREA

CONGRATULATIONS

CHML

You've only just begun,
and so have we!

J.P.'s LEATHER GOODS

featuring

- Samsonite and Jetliner Luggage
- Ladies' Handbags • Wallets
- Attaché Cases • Schoolbags
- Complete Assortment of Quality Leather Goods

MOUNTAIN PLAZA

Upper James at Fennell
385-1211

*Thanks for
50 years of
good times
& great service*

The Merchants of

Mountain Plaza

We've served Hamilton for over 20 years with personal shopping and fine values at one convenient location.

UPPER JAMES AT FENNELL

The People of CHML

It's a Numbers Game

Accounting plays a part in every enterprise and CHML is no exception. The accounting group at the radio

Lynelle Cherrington, Controller Don Galloway, Nickie Wellens and Barbara Fordham. Seated, Mary Lou McRitchie.



station is responsible for administering a comprehensive package of employee benefits and payroll, the usual company billing and banking processes, and financial reports to management.

With computer back-up, the accounting function is a smooth-running operation, directed by Controller Don Galloway, a Chartered Accountant formerly a member of a leading firm of Canadian auditors.

CHML YOU'VE ONLY JUST BEGUN



Because your home matters to you
You really matter to us!



HEAD OFFICE: 948 Burlington Street East

ADDITIONAL DEALERS:

R. METHOT ALUMINUM LTD.
425 Killaly Street East,
Port Colborne, Ontario.

TOMLINSON METAL PRODUCTS
632 Welland Avenue,
St. Catharines, Ontario.

MISKI BUILDING PRODUCTS
633 Enfield Road,
Burlington, Ontario.

GOLDEN GARDEN
ALUMINUM PRODUCTS,
Hume St., Simcoe, Ontario.

*Congratulations
to
CHML
on 50 years
of
Public Service
to the
Hamilton area
from*

Great-West Life
ASSURANCE COMPANY  HEAD OFFICE, WINNIPEG

HARRY BEUBE
Suite 810
Terminal Towers Building
Hamilton

**CAPITOL
RECORDS-EMI
of CANADA
Limited
salutes CHML
for 50
years of
unparalleled
excellence
in the
broadcasting
industry**



50 YEARS OLD

**AND THE
PARTY
HAS JUST
BEGUN!**



PARNELL FOODS LIMITED
141 Brockley Drive,
Hamilton. 560-0030



custom paper
products Ltd.

**Suppliers of
quality products
for:**

**The world of
telecommunications**

Telex & Teletype rolls
Continuous forms
Perforator tape
Teletype tape

The stationery trade

Business machine rolls
Banquet rolls
Medical rolls
Gift wrap
Parcel wrap
Gummed tape
Social stationery
Photo copy supplies

12 GOLDTHORNE AVE.,
TORONTO, ONTARIO M8Z 5S8
TELEPHONE: (416) 255-9196

The People of CHML

Heavy Traffic

CHML's Traffic Department is a group of specialists who play a vital role in CHML's broadcast operations.

Like all Canadian stations, CHML is limited by government regulation in the number of commercial messages it may broadcast. Unlike many stations, however, CHML does not air this maximum allowable, but rather, has evolved a pattern of commercial content somewhat less than the law allows.

To ensure the correct scheduling of all programs, newscasts, features, advertising messages and other on-air material, the CHML Traffic Department

creates a master chart for every day's broadcast operations. It is an extremely complex undertaking. As requests for advertising time are received, the commercial units must be scheduled in advance. The needs of each client must be accommodated, on the dates and in the time areas each has requested. Contracts must be fulfilled and affidavits of performance issued.

When each day's broadcast content is decided, a Program Log is typed, which serves as the basis for everything to be aired on that day. The Program Log indicates broadcast times for every program, newscast, sportscast, commercial, feature and station break. CHML personalities and program production operators then follow the log as their guide for what is actually on the air, and when.

Darlene Wilson, Bobbie Kawamura Traffic Manager
Len Thompson, standing. Seated, Wendy Harris.



Best wishes on your 50th birthday

From a brand new company

MBP MISKI BUILDING PRODUCTS LTD.

Burlington distributors for
PARA Steel and vinyl building products
aluminum

Experienced installers of Aluminum Siding, Soffit, Facia and Continuous Eavestroughing.

Phone or visit our showroom.

633 Enfield Road
Burlington 634-9942



Helmut Haenisch

**WESTDALE
PAINTING
& DECORATING
CONTRACTOR**

296 Whitney Avenue
Hamilton 528-5552

Thanks, CHML for a Sterling Performance

Best wishes from

SFA

STIRLING PRINT-ALL
374 King St.E. 525-5467

THANKS FOR
50 GREAT YEARS
NOW THAT'S
ENTERTAINMENT



operating
CENTRE TWIN CINEMAS
The Centre Mall
TOWNE CINEMA
760 Barton East
CLAPPISON DRIVE-IN
Waterdown
HAMILTON DRIVE-IN
Stone Church Road
STARLITE DRIVE-IN
Green Mountain Road

And theatres throughout
the Niagara Peninsula.

CHML serves Retailers

"If you don't know your diamonds . . ."

. . . know your diamond man". That's the slogan of one of Hamilton's best known and most successful jewellery stores, Marval Jewellers, on Barton Street near Sherman Avenue.



Marval weren't always a leading jewellery retailer. Their earliest beginnings were modest, to say the least. Pat Valeriano, who had worked for another Hamilton jeweller, opened a small store of his own in 1951. Looking for a name for the new business, he took his wife's name, Mary, combined with their last name, Valeriano, and called his store Marval.

His first store was a compact 10 feet by 15 feet, and was located next door to their present address on Barton East.

The young retailing concern made steady progress and within 5 years, Marval was ready for expansion, and took over a store four times its original size. The final expansion, so far, came in 1966, when the Valerianos bought the building next door, razed it to the ground, and built their present store, which was completely renovated for their 25th Anniversary last year.

Marval Jewellers — from the day they opened, back in 1951 — have been a consistent advertiser on CHML. Not a single week has passed in which Marval have not carried advertising on CHML. Pat Valeriano is a believer in CHML as an efficient way to reach his ever-expanding market, which now encompasses all of Hamilton and Area, as well as many customers from other centres in Southern Ontario.

In recent years, the political arena has engaged a portion of his interest. He was an Alderman for three years, and last December was elected to Hamilton Board of Control. His new duties require his attendance at many City and Regional meetings and, in his absence, the store is most capably managed by Mrs. Ruth Wilson, who has been a jewellery store manager for over sixteen years.

Pat Valeriano is a successful businessman. He has devoted himself to serving his customers in the highest traditions of retailing, and a good measure of his continuing success can be attributed to his advertising campaigns on CHML.

"Don't Bump The Boats"

That's the kind of zany, but memorable advertising campaign that took a 19 year-old radio repairman from

a basement workshop in his family home to a multi-branch retailing establishment that is one of the pace-setters in today's marketplace.

His company was first known as Hill Radio; then, Hill Radio and TV; then Hill TV and Appliances; then Hill TV and Furniture; and now, simply, as Hill's, a name indicative of the position of leadership his stores have attained.

It didn't happen quickly and it wasn't easy.

Fred Hill's first love is electronics. As a 19 year-old audio enthusiast, he



started out in business repairing taxi radios in the coal bin of his parents' home at Herkimer and Queen. When it came time to install the repaired units in the cars, they parked outside the house, in an area which happened to be a bus stop. A neighbourhood petition quickly circulated, and in 1950, Fred Hill was on his way to the corner of Main Street and East Avenue, which for the next 27 years would be the heart of his growing retail concerns.

The new store was not then in a prime

shopping area, and Fred Hill soon realized that off-beat and interesting advertising campaigns would be his main tool in attracting customers.

Fred Hill looks back at those early days with many fond memories. "I've always been interested in motivating people, and as a retailer, I soon found that a real benefit is the best motivation I could offer," he says. "We went out of our way then, as we do today, to engage the listeners' attention with unusual and entertaining radio campaigns, but we always made sure that the merchandise we were offering was priced at genuine value levels."

Some of his more memorable campaigns involved a huge boat, complete with bikini-clad model, parked beside the store — in February. Another successful sale called for his store to be open, and his sales people wide awake, for 72 continuous hours. For another special event, he sawed a boat in half with the bow outside his store windows and the stern portion inside.

Expansion is always very much on Fred Hill's mind. Four years ago, he took over the Swarbrick and Forrest Furniture outlet on Brant Street in Burlington, and plans to convert it now to a supermarket of appliances. His audio-visual department, complete with 16-channel sound, offers complete videotape facilities for education, sales training and even TV commercials. Further expansion is planned later this year for Hamilton's East End.

The Hill stores have been consistent advertisers on CHML from their earliest years. As Fred Hill says, "Radio allows me to communicate in the most personal way with large numbers of people. It's been a good medium for me."

**CHML —
50 YEARS OLD
AND AS MODERN AS
TOMORROW!**



Congratulations from
DESI'S ALUMINUM
PLAINS ROAD, BURLINGTON 335-5327
"The Idea is Catching On"

SIDING, SOFFIT FACIA,
5-INCH SEAMLESS EAVESTROUGHING
BY REYNOLDS

Specializing in Renovations

Stradwick's
the floor covering
people since
1937

40 YEARS OF
PROFESSIONAL
SERVICE TO
RESIDENTIAL
COMMERCIAL &
INDUSTRIAL FLOOR
COVERING
REQUIREMENTS

22 RETAIL/
WAREHOUSE
SHOWROOMS
IN ONTARIO

INCLUDING

351 NASH ROAD, NORTH
HAMILTON

WESTCLIFFE MALL
MOHAWK & UPPER PARADISE
HAMILTON

5041 FAIRVIEW ST.
BURLINGTON

CARPET • CERAMICS
& SHEET VINYL FLOORING

**BEST
WISHES!**



We're proud to be
associated with
**CHML Helicopter
Reports.**

**GLANFORD
HELICOPTER
SERVICE LTD.**

Hamilton Civic Airport
Mount Hope 679-6495

Sales Department

Advertising sales

When you talk with CHML people, one word you hear frequently is "service". All CHML departments are service-oriented and none more so than the men who make up the advertising sales department.

on CHML for market information, effective advertising strategies, and the kind of responsible advice only seasoned and successful broadcasters can supply.

Each Account executive is responsible for a select number of accounts. Each man learns all he can about the goals and objectives of these businesses, so that he can more effectively advise them on the productive use of radio advertising.

In many cases, CHML people become an extension of the client's marketing

think ahead, must anticipate changes in business conditions that call for extraordinary solutions to marketing situations. The result is a team of professional sales consultants whose collective skills and experience are at the disposal of progressive retailers.

office, and Ron Nason is Vice-President and Manager of their Montreal operations.

Ted Roberts is president of Canadian Standard Broadcast Sales Inc. serving United States advertisers, and the company has offices in New York, Los Angeles, San Francisco, Detroit, Atlanta, Memphis, Dallas, St. Louis and Boston.

In Vancouver, Western Broadcast Sales Limited are CHML's sales representatives, under the direction of manager Mike Davies.



Seated, from left: Jerry Retzer, Bob Krueger, Peter Watts and Brent Coady. Standing, Simon Van Duffelen.

Their function is a complex and demanding one. Advertisers throughout Hamilton and Area, as well as national and international marketing people, rely

approach, part of his team of specialists who can provide the imaginative spark that good advertising campaigns require. CHML Account executives must



General Sales Manager Don Luzzi with Ron Krochuk, Retail Sales Manager.

National sales organization

Under the direction of CHML General Sales Manager Don Luzzi, an extensive sales organization serves those national clients, major companies located anywhere in Canada or throughout North America.

On the national scene in Toronto and Montreal, CHML and CKDS are represented by Standard Broadcast Sales Limited, one of the largest groups in this specialized field.

Arnold Stinson is Vice-President and General Manager of Standard's Toronto



Dick Moody, President, Standard Broadcast Sales Ltd.

Happy 50th Birthday

900 CHML

from your friends at
Standard Broadcasting



Standard Broadcast Sales



Canadian Talent Library

St. Clair Productions Ltd.

CHML soon to broadcast in 50,000 watts

It is especially fitting that in their Golden Anniversary Year, CHML has received CRTC approval for the construction of transmitter facilities which will enable the station to broadcast 24 hours a day at a greatly increased power output.

The upgrading of power is a tremendously complex undertaking. It requires a different site for the transmitter, a whole new design for the towers, an immense amount of engineering research, Ministry of Transport approvals at every stage, and finally, approval by the government licensing authorities, the CRTC.

Eight new transmitting towers will be built in West Flamborough. From this strategic height of land will emanate a powerful radio signal which will carry CHML programming to a greatly increased number of listeners throughout Ontario and, to some extent, New York State, with full richness and clarity.

It is expected that the new 50,000 watt transmitter will be in operation by the fall of 1977, CHML's Golden Anniversary Year.



CKDS/Stereo 95

One of the most exciting developments in broadcasting in the past two decades has been the rise in popularity of FM Radio.

FM means "Frequency Modulation", radio signals on another part of the broadcast band, distinct from AM signals, and permitting the allocation of broadcasting frequencies more widely separated and distinct.

CHML had an FM broadcasting license many years ago, immediately after World War II. CHML was ready, but the public was not, and no real progress was made until the 60's. In 1964, the growth of the stereo industry brought FM receivers within reach of the mass market, and CHML was among

the first stations in Canada to add an FM facility. In September of 1964, CHML-FM went on the air with stereo broadcasting from a transmitter tower on the roof of a downtown apartment building, with audio power of only 3200 watts.

In only three years, the growth in popularity of FM encouraged CHML to move the FM transmitter tower to the CHCH-TV tower above Stoney Creek. Power was raised to the allowable maximum, 200,000 watts, with vertical and horizontal polarization.

The modern age of FM began just ten years ago, and CKDS/Stereo 95, as the station was re-named, is among the leaders in this exciting industry, serving a huge audience throughout Southern Ontario.

YOU MAKE A LOT OF FRIENDS IN 50 YEARS

In fifty years of operation, CHML has been home to some of Canada's most famous names in broadcasting.

On-air personalities include Rick Campbell, Tom Harvey, Stu Daly, R.O. Horning, Jr., Tommy Hunter, Bud Hall, Rex Loring, Todd Russell, Tony Parsons, Paul Reid, Dave Stevens, George Wilson, Rennie Heard, Rick Kemp, Cec Linder, John McLeod, Fred Napoli, Cam Ritchie, Daryl Wells, Gordie Tapp and Hal Waggoner.

News Reporters

Lorne Greene was a featured newscaster on CHML during the mid-forties. Logan Stewart made "Hamilton Headlines" a stand-out feature. Howard Cooney and John Scott Black are other well-known names in news. Burnie Gillespie, Don Johnston, Doug Stuebing and Ray Hill were former News Directors at CHML, and news writers and broadcasters included Al Ramrus, Brian Nolan, Sue Stern, and Guy Vaughan.

Women have always played an important role in program production, writing, and on the air. Teddy Forman and Jane Gray were featured broadcasters. Jill Loring, Vivian Morgan, Sybil Marshall, Pat Johnston, Eموke Jordan, and Andrea McDade were all active at CHML.

TOM DARLING President and General Manager,

In 1930, a young man from North Bay left his job with the Royal Bank to work for a Northern Ontario radio and automotive distributor. Its owner was Roy Thomson, later to become Lord Thomson of Fleet.

Thomson also owned a small radio station in North Bay, and when its only announcer was unable to broadcast, Tom Darling volunteered. His uncertain



debut led to a radio career that has spanned more than 45 years.

After more than 10 years with Thomson's northern stations, Tom Darling joined Ken Soble at CHML in the early forties. The Darling-Soble team became a major factor in Canadian broadcasting for the next 23 years, until Ken Soble's death in December, 1966. In those years, Tom Darling rose from Announcer/Salesman, to Program Director, Assistant Manager, Manager, Vice-President and General Manager, and following Ken Soble's death, President and General Manager in January of 1967.

Tom Darling, always an innovator, was responsible for many unusual "firsts" in Canadian broadcasting. CHML was the first station in Canada to schedule "Open Line" shows — back in 1953. The first helicopter traffic reports in Canada were heard on CHML in 1957. The first radar weather unit in any Canadian radio station was installed at CHML in 1961.

There have been many other developments in ideas, facilities, and in the people whom Tom Darling has inspired and whose careers he has enhanced.

In 1974, he was named Broadcaster of the Year. The Citation reads, in part:

For his unusual "firsts" and innovations in Canadian Broadcasting over a period of 45 years;

For his ability to recognize talent in people and his willingness to support and encourage those he feels will enhance the broadcasting business;

For his ability to reach far beyond the bounds of a broadcast executive to that of a warm human being with a thorough knowledge of broadcasting.

DICK DREW Manager

Combining a background of experience in both broadcasting and sales management, Dick Drew today is among the most experienced radio station managers in Canada.

Under his direction, CHML has continued their policies of "something for everyone", instituting a wide number of new programming ideas and audience-participation features.



CHML to present Special Series of Programs, "The First 50 Years"

A highlight of many special broadcast features to be heard on CHML during the station's 50th Anniversary Celebrations will be a Sunday morning series of documentaries with music under the series title of "CHML — The First 50 Years".

Five shows make up the series, which will be broadcast on successive Sundays from 11:05 am to 12 noon, starting March 6th.

Each program will highlight one decade from CHML's past, starting with the Depression-ridden Thirties, recalling the war years of the Forties, the expanding Fifties, the turbulent Sixties, and climaxed by the sounds and sensations of life in the Seventies.

Paul Hanover will be the narrator for each program, pulling together the events in Hamilton and the world that each decade is famous for, presenting the authentic music of the era, and bringing to CHML listeners the actual voices and events that made history during this past half-century.

Each program will be aired Sunday morning, and then repeated the same evening from 9:05 to 10 pm for the benefit of those listeners wishing to enjoy the program again.

EATON'S

*From one
fifty year old
to another*

We know the proud feeling.
We're celebrating our 50th Anniversary
in Hamilton too!



CHML

\$100,000.00

Golden Anniversary dream contest

Over 6000 chances to
win \$100,000 in
Wintario, March 31!

Dozens of daily winners
each receive 50
Wintario Tickets!

GRAND PRIZE
1000 Wintario Tickets

Save this souvenir supplement to qualify for the Grand Prize!

Listen for Your Chance to Win.

Six times a day, Monday through Saturday, CHML Personalities invite listeners to qualify for the \$100,000 Dream Contest. If you qualify, and are first to phone, you'll receive a Golden Anniversary Party Cake from A & B Catering. Then, if you correctly answer a simple question based on a Solid Gold Song Hit on CHML, you'll receive 50 Wintario Lottery Tickets.

How You could win the Grand Prize!

All contestants correctly answering the Golden Song Hit question, and who have kept their copy of this CHML Souvenir Supplement, become eligible to win the Grand Prize — 1000 Wintario Lottery Tickets! At the end of the contest, one name will be selected and that lucky listener receives 1000 chances to win \$100,000! Save this Souvenir Supplement, and keep listening!

900 CHML

Always a winner