Networks Are Needed

Obviously any forecast for broadcasting in 1957 revolves around the impending report of the Fowler Commission. Obviously also, changes in the pattern of Canadian radio and television are bound to result. And these changes will have a marked effect, not only on radio and television stations and advertisers, but and this is of paramount importance - on listeners and viewers.

In the months during which the hearings of the Royal Commission were conducted, innumerable groups of people were heard from. Some of these were extremely prominent, such as Trade Unions and Chambers of Commerce; others were less representative of the general citizenship, such as the Girl Guides and the Kelowna Arts Council. It would probably have been impossible to get a presentation which spoke for the “Common Man”. Yet, from all standpoints, the only equitable solution would be one which created a broadcasting system which would cater to him.

To elaborate on this point:

The cost of operating the CBC, which was the subject of the investigation, is borne by the average citizen.

The quality of programs is of importance only to the general public, because without their acceptance, advertising is of no value to sponsors. Also, this same acceptance is the life blood, obviously, of every radio and television broadcaster.

Through the years it has become apparent that, due in part to the rapidly growing but still scant population spread thinly over Canada, network broadcasting is the only way to give people the major programs they expect, and which they will tune in on American stations if Canadian ones are not available.

One of the points emphasized by the CARTB and its member stations in their appearances before the Royal Commission was the need for national networks of privately owned stations. Overlooking the obvious arguments that a government network monopoly transcends democratic principles, it seems to us that this is the only sensible way to offer competition to the influx of American stations, because there is no kind of “Iron Curtain” which can keep them out except competitive programs of equal popular appeal.

By its very nature, the function of the CBC is to provide the public with programs of greater importance and seriousness. These make an unquestionable contribution to Canadian culture, among people who are interested in heavier entertainment. What they do not do is attract the great masses, who will persist in tuning in the popular American shows wherever and whenever they are available.

It is almost a foregone conclusion that the barriers will be lowered on private networks, in fact this has already been done to a certain extent. All that seems to be needed is an assurance from the broadcasters themselves that, given a clear field, they will go right ahead and organize such networks. In our opinion, the lifting of the monopoly is not enough. Private networks will react to the advantage of the listeners and viewers, and this, as we have shown, means that they will benefit stations and sponsors as well.

It is to be earnestly hoped that before the Royal Commission’s report is tabled, a way will be found for the industry to express itself as being ready and willing to go ahead, and let the Commission know that this is their intention.

* * *

If a national network in radio or television or both seems uneconomical at least to start with -- and it would be a prodigious undertaking -- then it would be possible to divide the country into areas and establish regional networks of private stations to function regularly as such, with the possibility of linking them into a national system whenever a feasible opportunity to do so presented itself. Broadcasters stand in sore need of relief from some of the regulatory burdens which have beset them. They need also to present evidence of the courage and determination it will take to implement whatever advantages they may derive from the Fowler Commission’s report.

A Link Is Broken

Another link with broadcasting’s past has been broken, with the sad news of the death last Saturday of W. H. “Bill” Backhouse, who passed away suddenly, in his home in Winnipeg. He was sixty-eight, and enjoyed good health right up to the moment of his death.

Bill Backhouse, Liverpool born, gave an adult lifetime of service to the Manitoba Telephone System, and, in this capacity, directed the operation of radio stations CKY, CKW, and CKX, Brandon until their sale in 1948.

A regular attendant at conventions, Bill would never accept an official position on the CARTB (then CAB) board, because of his connection with the Manitoba government. At the same time he was always available with his definite opinions, in and out of the meetings, to encourage developments he considered of value to the industry, and to oppose -- vociferously at times -- proposals with which he found himself in disagreement.

Top men in broadcasting in whose beginnings he had a share include Wis McQuillen, Tommy Tweed, Esse Ljung, and many others.

After the Manitoba Telephone System got out of the business of broadcasting, Bill was active as comptroller of the telephone system until he retired two years ago. Since then he has been devoting his time to his home, his garden and his lodge. He never lost interest in broadcasting.

Only The Facts Please

If the broadcasting and other parts of the advertising fraternity made only one resolution for 1957, and that resolution consisted of the words “we’ll stick to the facts”, it would be a good thing.

Advertising is weakened by exaggerated claims and inconceivable superlatives. It does not matter what we are selling -- automobiles, headache powders, soap or radio and television time, we get better results if we tell people just what these commodities will contribute to their well-being. That is all they want to know, and it is the only basis on which they decide to answer our pitch with a yes or a no.
The answer lies in the release, some time this spring, of the findings of the Royal Commission on Broadcasting in Canada, more popularly known as the Fowler Commission. The hearings of this body, held throughout the past year, have received some publicity - but the most important aspect of the commission's study remains to be seen, and heard: the publication of its findings and recommendations. What that august group recommends to the government, the CBC's Board of Governors and the Department of Transport regarding the future operation of public and private television outlets in Canada; the CBC monopoly over telecasting rights in large centres; relaxation or tightening of advertising controls; development of private TV networks; American versus Canadian talent, and many other questions will be the biggest news of 1957 to advertisers, video and audio broadcasters, advertising agencies and the general public.

This year could well prove to be the year of the great Canadian television revolution. Radio, for its part, is proving that, despite television as it is now and what it might be, it can meet the challenge and do even better in a business way than it did before. Or, in the words of Fred A. Lynds, of CKW-C Radio and TV, president of the Canadian Association of Radio and Television Broadcasters: "TV is the best thing that ever happened to radio."

Some self-study, some resultant self-criticism and a conscientious re-orientation of the service that radio can provide have already begun to make themselves evident and will become more obviously significant in the twelve months ahead.

New techniques to meet the challenge of the new medium and a recovery of the listenership lost in the first bloom of enthusiasm for TV have already meant that radio is getting its share of the advertisers' dollars and many shows and stars that temporarily abandoned radio for the sit-and-stare club, have returned. Many of course never left. The same can be said of advertisers. Important voices in television and radio management have been raised and in chorus they have declared that this year of 1957 will be one of momentous decision for the Canadian broadcasting industry - audio and video.

The country's microphones and cameras are trained on Ottawa.

TV REVOLUTION
Some of the TV revolution may be seen in the comments of top advertising and broadcasting executives concerning the future.

Said David A. Gourd of Rouyn, Quebec, president of the Association canadienne de la radio et de la télévision de langue française: "We are very conscious that 1957, for radio as well as television, is a turning point and we are trying to improve and be ready to face situations as they arrive."

E. V. Rehnitz, president of MacLaren Advertising and head of the Canadian Association of Advertising Agencies, declared the publication of the Fowler Commission will

\[\text{(Continued on page} \ 8)\]
Radio & TV Forecast

AGENCY CHIEF SAYS CHANGE IS SURE

(Continued from page 6)

be the biggest news in the advertising world in 1957. While unwilling to forecast what possible regulatory and administrative changes might result from the Fowler study, Mr. Rechnitzer did say he felt there would be changes made.

E. V. RECHNITZER

He suggested that an entirely new concept of the use of TV as an advertising medium may result from the activities of the fact-finding body. This, he felt, would rest with the possible decisions to: (a) continue operating television along similar lines to radio under the Canadian Broadcasting Corporation, with authority and controls vested in the CBC; (b) set up an independent television authority patterned after the British experiment, or (c) retain the CBC from the scene entirely. (Many broadcasters feel that the present system of licensing television outlets may be re-vamped or perhaps scrapped altogether.)

Mr. Rechnitzer, expressing concern for the advertising industry, stressed that advertisers and broadcasters must realize that the Fowler report may alter the whole television picture so much as to make it unrecognizable by today's standards. New and different types of programs, more flexibility, both from the telecaster's and the sponsor's point of view, with the resultant wider variety for the viewer, plus new and additional channel allocations to private outlets would mean changes that are almost staggering to the imagination.

Television's role in advertising was discussed by Mr. Rechnitzer, who recalled that as a new medium, TV had captured the fancy of many advertisers. These advertisers, rather than provide additional funds in their budgets to cover their venture into television advertising simply plunked it all into TV - or put the biggest proportion there - thinning out what was left for radio, newspapers or magazines.

This they found, was not the answer. They had to have television coverage, of course, but also they needed radio, and the others. "This year," Mr. Rechnitzer reported, "many of the advertisers are extending their budgets to include more for TV, without skimping on the other media."

Mr. Rechnitzer declared that it was a mistake to think of television as a competitor to other advertising means. "I like to think of it as a complement to them," he said.

From a production and programming standpoint, the CAAA president expressed pleasure at what he described as "improved quality" in Canadian television.

"It used to be that I'd watch it just to see what terrible things were going to happen" he laughed, "but it's improving a great deal every year."

WESTERN RADIO

"From this vantage point," writes R. J. Buss, manager of CHAT, Medicine Hat, Alberta, "the signs are good. Radio has always been a vital part of the life of the westerner. It has been and will continue to be the great mass communicator."

Mr. Buss points out that "where TV has been established for any length of time, the story is that TV business is very good and that radio is doing even better than it did before the advent of the giant that muscled in."

Getting down to cases and the job that radio is actually capable of doing, Mr. Buss reminds us that "western people are very weather conscious and radio serves them well with weather information day and night, all year round." He also maintains that radio can carry a message where no other means of communication is available. "Radio's message is guaranteed to get through and it is instantaneous," he states.

Waxing philosophical, the well-known western broadcaster describes vanity as "the soul of woman" and says that western women, in an attempt to appear as modern as anyone, strike out at "good old-fashioned radio" by repeating what he feels is an untruth, viz. "Oh, we never turn our radio on since we got TV."

If the point is stressed, Buss says, she'll admit that she does "turn it on for the news and weather forecast and a little music."

(Continued on page 10)

STILL THE LOWEST COST PER "M" HOMES
IN WESTERN ONTARIO

Total Daytime Audience: 65,110 homes.
1/2 hr. program "B" time Basic $32 per M Homes
Total Night-time Audience: 34,480 homes.
1/2 hr. Night-time "A" time Basic $37c per M Homes
"No other Western Ontario Station as low regardless of power"

BBM STUDY NO. 6

CFCO—630 Kcs—Chatham
GOVERNMENT STEPS MAY CHANGE WHOLE CONCEPT OF BROADCASTING

Written for CB & T by
CLIFF BOWERS
(Toronto Globe & Mail)

THE just-arrived year of 1957 may prove to be the most important to the mass advertising-entertainment media in Canada since the Broadcasting Act of 1936. And, as was the case over twenty years ago, governmental action is responsible for the tremendous changes which may come about and which could alter the entire concept of radio and television broadcasting in this country.

The answer lies in the release, some time this spring, of the findings of the Royal Commission on Broadcasting in Canada, more popularly known as the Fowler Commission. The hearings of this body, held throughout the past year, have received some publicity -- but the most important aspect of the commission's study remains to be seen, and heard: the publication of its findings and recommendations.

What that august group recommends to the government, the CBC's Board of Governors and the Department of Transport regarding the future operation of public and private television outlets in Canada; the CBC monopoly over telecasting rights in large centres; relaxation or tightening of advertising controls; development of private TV networks; American versus Canadian talent, and many other questions will be the biggest news of 1957 to advertisers, video and audio broadcasters, advertising agencies and the general public.

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(Continued on page 8)

HERE WE GO AGAIN!

You'll remember the million $ housing project announced recently.

NOW TO BE STARTED IMMEDIATELY A MILLION $ SHOPPING CENTRE

Place Fall Business on

CJAV

PORT ALBERNI

VANCOUVER

TORONTO & MONTREAL

STEPHENSON & TOWNSEND

U.S.A.

Donald Cooke
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(Continued on page 10)

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1/2 hr. program "B" time Basic

$2.00 per M Homes

Total Night-time Audience: 34,680 homes.

1/2 hr. Night-time "A" time Basic

89c per M Homes

"No other Western Ontario Station as low regardless of power"

BBM STUDY NO. 6

CFCO—630 Kcs—Chatham
HEY POP!
WHICH WAY TO MONTREAL?
This way to Montreal
Radio & TV Forecast

"PEOPLE WANT TO KNOW WHAT IS GOING ON" - BUSS

(Continued from page 8)

Admitting that from a business standpoint, radio does take an initial loss when TV arrives, he declares that this is a "very temporary situation which remedies itself in the natural course of events."

"Television is still in the glamour stage in the west," writes Mr. Buss, meaning that westerners will drive all the way from Regina to Winnipeg to watch a Grey Cup game telecast because the micro-wave hasn't been connected at Regina yet. But westerners are critical. "They don't like those old movies, they say, then stay up half the night watching another one. In centres where TV is about to be launched, they say, 'it had better be a whole lot better than most TV I've seen' and then rush out and buy a set and a mast they don't need," so Mr. Buss feels. (Last month, CHAT was recommended for a TV set.)

"The westerners' real criticism of TV, whether he realizes it or not, is that basically, TV doesn't communicate. Several hours of TV will parade before the viewer during which time not one word has been uttered about the time, the weather, the sport scores, the local scene," Mr. Buss complains.

He continues: "TV appears oblivious to the fact that people want to know what is going on. TV, of course, is not as flexible as radio, but it could do a lot better than it's doing."

Comparisons being odious, Mr. Buss refrains from drawing one and confines himself to the observation that "radio men and listeners are at last starting to realize that with radio you don't have to watch it nor does it completely dominate. Radio is still the king of the information empire and will continue to be."

FRENCH RADIO AND TV

"We do not know exactly what is ahead for 1957," declared David A. Gourd, president of the ACRTF, "but we can sum up our attitude in the fact that we are optimistic and conscientious."

In reply to the question, "What's ahead for radio and television for 1957 for French language stations in Canada?" Mr. Gourd replied. "That is a question to which all French-speaking broadcasters would like to have the answer. The French language stations as a group are aware that the French-speaking market is becoming more and more important and under that circumstance have changed considerably in sales and operations."

He went on to say, "there are two basic facts that are conditioning our stations. First: the entire French market in the province of Quebec will be covered by television service with new stations already operating in Jonquière, Sherbrooke, Timmins, and a future French TV audience in Rouyn, there will be only a few small parts of the French market of Quebec and Northern Ontario not served by television. So, the French television stations' efforts for 1957 will be to organize the French market through live or filmed programs; secondly, the radio service already established will have to face strong competition from television.

(Gourd has been recommended for a TV license in Rouyn)."

"A complete re-thinking in programming is already started to give not only a better service but to put to full value all possible advantages that radio can have over television. Most of the stations are improving or creating news services or newscasts. The French network and individual stations are starting their operations earlier in the mornings. Pooling of our means and co-operation between the stations, especially in selling and programming, are under study."

EAST COAST RADIO

Last August, down at Digby, N.S., the Atlantic Association of Broadcasters decided to put special emphasis on two phases of Maritime life - "Tourism" and "Economy" That meeting was followed by one in September between John Hirtle, president of the AAB and representatives of the departments of Trade and Industry of Nova Scotia, PEI, New Brunswick and Newfoundland.

Reports Mr. Hirtle: It was generally agreed that radio could do a conclusive job of informing the rest of Canada about the advantages of an Atlantic coast holiday, and so far as the "economy" angle was concerned, it was felt that the AAB should solicit the recommendations of the Atlantic province's Economic Council and the Maritime Manufacturers' Association before it could explore the possibility of radio assistance to the Atlantic economy. A committee was set up to handle this project under the chairmanship of Len Chapple of CJBH, Halifax.

Resolutions adopted by the AAB gave approval to the suggestion that member-stations tape-record important aspects of the economy of the...
areas served and circulate these tapes among member stations so that a picture of the entire Atlantic community might be available to all.

The AAB also gave its go-ahead to a plan which would give impetus to the developing tourist industry by having member stations prepare and record programs outlining the positive attractions of their own areas. These recordings would be made available to both Canadian and U.S. stations.

It is fully realized by the AAB that any program series, no matter how deserving of public attention, will not receive it unless it is attractively presented and properly advertised. Therefore, the Association agreed that the shows must be entertaining and that they must be heard outside the Atlantic area. The cooperation of other regional broadcaster associations has been secured so that the programs may have presentation on a reciprocal basis.

“We have,” said Mr. Hirtle, “agreed to assume the responsibility for production, talent and distribution of these programs if the departments of trade and industry of the Atlantic provinces will assume responsibility for scripting and writing the series.”

NATIONAL ASSOCIATION

T. James Allard, executive vice-president of the CARTB, told this reporter that his organization was “completing plans for an extension of its comprehensive service to the radio and television broadcasting industry, designed to emphasize the value of the twin-broadcasting medium to advertisers and to the public.”

Fred Lynds, CARTB president, summed up the approach to the new year this way: “It is hard to say what will happen, without a crystal ball. The Royal Commission report will set the pattern for TV and it will in all possibility mean an end to the present ‘single-channel’ policy. ‘Television is the best thing that ever happened to radio. Radio is now getting back to being the useful thing it used to be, ‘I can see nothing but good ahead for both radio and TV.”

Mr. Lynds also stressed the importance of the “positive approach” to the problems faced by private broadcasters. Declared the CARTB president: “Private broadcasting’s shortcoming is not that it fails to do worthwhile things but that it fails to talk about them.”

FROM HUNTSVILLE TO HEARST . . . . THERE ARE 307,000 PEOPLE.

CKGB  TIMMINS
CJKL  KIRKLAND LAKE
CFCH  NORTH BAY

REACHES 'EM ALL!

CALL National Broadcast Sales, Toronto
Weed & Company in the U.S.

1956 B.B.M. FIGURES SHOW

Daytime—148,660 radio homes
Night time—117,020 radio homes

LISTEN TO

CFQC REGULARLY

There’s a
BEST BUY
IN
EVERY MARKET . . .

There’s Only ONE!

BUY IN THE
Prosperous
SOUTH ALBERTA
MARKET

why not?

CHOV
1000 WATTS

PEMBROKE ONT.

Rep: Horace N. Stovin

1220 LETHBRIDGE

10,000 WATTS

PLACE YOUR ADVERTISING WHERE IT DOES THE MOST

CONTACT OUR REPS:
Radio Reps - Canada
Canadian Station Reps - U.S.A.

CFQC

THE RADIO HUB OF SASKATCHEWAN

www.americanradiohistory.com
RESUME OF PROGRAMS

The early morning shows are taken by "Uncle Dan," W.B. "Junior," and "Big Joe." The morning show features local news and weather reports. During the morning and afternoon hours, the station plays top hits, rock and roll, and country music. The afternoon shows include local and national news and weather reports, as well as interviews with local business owners.

The station is also known for its "Midday Mix," which features a mix of pop, rock, and top 40 music. During the evening hours, the station plays a mix of rock, classic rock, and country music. The late night shows feature local and national news and weather reports, as well as interviews with local business owners.

CFCN is proud to be a part of the community and continues to provide programming that meets the needs of its listeners. The station is committed to staying current with the changing needs of its listeners and continues to evolve with the times.

LOADS OF PROGRAMS

The station currently offers a wide range of programming, including local and national news and weather reports, music, and entertainment. The station is committed to providing programming that is relevant and engaging for its listeners.

CFCN is dedicated to serving the needs of its listeners and continues to evolve with the times. The station is committed to providing programming that is relevant and engaging for its listeners, and continues to be a valuable resource for the community.

IN THE WESTERN MARKET!

CFCN presents "Voice of the Prairies," a powerful 19,000 watt signal that means cash for the sponsor. Today... send for the facts about Fabulous CFCN Calgary!
January 3rd, 1957
Canadian Broadcaster & Telescreen
Page Thirteen

**Appointments**

**START NEW YEAR IN KEY POSITIONS**

**NEW APPOINTMENTS or promotions within the past month include the following, reading from left to right:**

Pat Freeman, formerly general manager of the Canadian Association of Advertising Agencies, becomes vice-president and general manager of Foote, Cone and Belding Canada Ltd. He was also a former director of sales and research for the CARTB.

At the same agency, John Whitehead has been appointed a senior account executive. He was a vice-president and account executive at Willis Advertising Ltd. and was also a former advertising manager of Shirriffs Ltd.

J. Stanley Moore has joined the Montreal office of McKim Advertising Ltd. as production supervisor in the radio and TV department. He was formerly senior producer-director for Crawley Films Ltd., Ottawa.

Murray W. Marshall has been appointed to the position of supervisor of the workshop of S. W. Caldwell Ltd. at the Caldwell Queensway Film Studios.

**Re-Appoint CBC Governors**

Doctor G. Douglas Steel and Kenneth G. Montgomery were re-appointed to the board of governors of the CBC last month.

The 74-year old Dr. Steel, of York, P.E.I., is the former head of Prince of Wales College in Charlottetown.

An Edmonton businessman and past president of the Eskimo Football Club, K. G. Montgomery will be entering his second term.

**Gain CARTB Recognition**

The following firms have been added to the CARTB list of enfranchised advertising agencies: Cardon, Rose Ltd., 1231 St. Catherine St. W., Montreal 25, P.Q., and G. R. Sauviet & Associates, 1448A Mountain St., Montreal, P.Q.

**Wins US Award**

Tony Antonias, copy chief at CKNW, Vancouver, received an award last month from the Advertising Association of the West for winning special honorable mention for outstanding radio commercials. Mayor Earle Glade of Salt Lake City made the presentation.

**CKOK Employees Decertify**

An application for decertification of the National Association of Broadcast Employees and Technicians as bargaining agent for 32 employees of CKOY, Ltd., Ottawa, was granted by the Canada Labor Relations Board last month.

Dwayne A. Johns and David Johnson, both employed by the station, made the application last September. There was no request for a vote and none taken. The union was certified as bargaining agent on June 24, 1953.

A 58-day strike at CKOY ended on October 24, 1955 after the union and the station could not successfully negotiate a collective agreement. The strike ended with a contract retroactive to June 1, 1955 and ending last November 30.

**Radio Men Head Ad Club**

The new executives for the Ad and Sales Bureau of the Vancouver Board of Trade include Jack Sayers, CFUN, Clare Copeland, CKWX, both of Vancouver and Bill Surplus of CKNW, New Westminster.

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**CKOK-land**

We have shown you the Scenery and the People.

**G. H. MACKENZIE LIMITED HAS THE SHOWS**

TORONTO — 519 Jarvis St.
WINNIPEG — 171 McDermott

**HOTEL PRINCE CHARLES**

**NOW. HERE ARE THE SPONSORS**

HOTEL PRINCE CHARLES which sponsors the daily 5 p.m. newscast plus spots and a weekly half hour program, spend 95% of their advertising budget with CKOK. Pictured in front of the hotel are the Lougheeds — Evans and Al — who own it.

Served by

RADIO STATION CKOK, PENTICTON, B.C.
Represented by

HUNT in VANCOUVER

MULVIHILL in TORONTO & MONTREAL

FORJOE in U.S.A.

---

**THESE MEN KNOW THE KINGSTON MARKET!**

**KINGSTON RETAILERS PREFER**

**CKLC 2 TO 1**

OVER KINGSTON'S SECOND STATION!

* (July 1956 Elliott-Haynes Survey amongst 100 retailers in Kingston and area.)

**BUY CKLC**

**CHOICE**

THE VOICE OF KINGSTON

Contact: Horace N. Stovin (Can.) Forjoe & Co. (U.S.A.)

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www.americanradiohistory.com
Kingston Penitentiary

EX-ANNOUNCER AIRS PRISONERS' CHRISTMAS APPEAL

A FORMER RADIO announcer, "Robbie" has a chance to get on the air again. Two other prisoners also broadcast appeals for donations and introduced records. The photo was taken by a prisoner photographer.

THANKS TO "Harry the Horse", "Big Julie" and their fellow prisoners in the penitentiary, the kiddies at the Sunnyside and Heathfield orphanages in Kingston had a very merry Christmas last month.

Radio station CKWS turned over all its air time one evening prior to Christmas day to the inmates of the Big House who produced their own show to raise money for a party for the children. Listeners called the prison where the convicts were standing by to take pledges and musical requests.

The sponsors of the project, the Kiwanis Club of West Kingston, had members circulating through the city collecting the money which almost reached the $500 mark.

The commissioner of penitentiaries, Major-General R. B. Gibson, gave the inmates his personal blessings. Throughout the evening, the commissioner, W. J. Henderson, Liberal member of Parliament for Kingston; Mayor R. E. McCullough of Kingston and other dignitaries were on the air giving their endorsement to the project.

According to the chairman of the Inmates Committee, the prisoners enjoyed themselves thoroughly. "The public must be reminded," he said, "that men in prison are most charitable and always respond quite readily to the needy and unfortunate, because they well understand the plight of the unfortunate. We want the public to be aware that we are always ready, when ever permitted to do so, to assist in any move that will contribute happiness to others."

Inmates at the women's penitentiary also took part in the program. Earlier in the day, the prison choir tape-recorded several Christmas carols and girls who called themselves only by their first names, made appeals for donations. Several of the prisoners had a few dollars saved up, which they turned over, so that the orphan kiddies could have their Christmas party.

W. J. Henderson MP, said that although the inmates had lost their liberty, that they had not given up their membership in the human race. "They have taken this constructive step," he said, "towards doing something that is really in the spirit of Christmas - helping those who are unable to help themselves."

Bike Marks Anniversary

DURING the tenth anniversary celebrations at CFBC, Saint John, N.B. last month, the station presented a bicycle to ten year old Darlene Garret who was born on the same day CFBC took to the air.

THE BOARD OF DIRECTORS OF RADIO STATION CJDC LIMITED announce the appointment of HENRY L. MICHAUD as President and Operator of RADIO STATION CJDC, DAWSON CREEK, B.C.

He succeeds his father, The Late W. B. Michaud as Owner of the Broadcasting Company.

Mr. Mike Lavern retains his position as Station Manager.

Signed: The Board of Directors of RADIO STATION CJDC LIMITED, Dawson Creek, B.C.
'WX COVERS THE COAST

PHILIPS' BIG OPENING IS PACKAGED BY CKWX

Confidence in booming B.C. resulted in the opening of the new Philips Industries Ltd. building. CKWX helped with arrangements which included this on-the-spot broadcast. Here, Attorney-General Robert Bonner declares the building officially open. With him is Mr. Al Lucas, Philips regional supervisor.

RECIPES TESTED BY NINA AND CAL INTRIGUE LISTENERS

Rehearsal for “Our Neighbour Nina” finds 'WX staffers Nina Anthony and Cal George in the CKWX kitchen. Their project: pre-test a recipe for their daily afternoon show, from 2:05 to 3:00 p.m. Recipes form only part of “Our Neighbour Nina”. Nina and Cal tell where to shop for best buys, give household hints, and discuss personalities of the entertainment world. A cheery show enjoyed by B.C.’s womenfolk.

CKWX RINK-SIDE REPORTS GIVE THRILLS AND SPILLS

CKWX Sports Director Bill Stephenson broadcasts Western Hockey League games direct from Vancouver’s Exhibition Forum. Stephenson relays all the speed and excitement of Canada’s fastest sport right into listeners’ livingrooms! His “Sports Desk”, aired four times daily over CKWX at 6:55 and 8:10 a.m., 6:15 and 11:05 p.m. is another favorite.
IN THE BIG BOOMING B.C. MARKET...

B.C. RADIO

DELIVERS THE CUSTOMERS!

B.C.'s fabulous post-war growth has created a king-size, big-buying market of over 1½ million people.

You cover this rich, responsive market completely when you schedule B.C. radio. 584,000* sets in use now beam your message morning, noon or night into every corner of the province. No other medium gives you such constant, hard-hitting impact . . . such outstanding value for your advertising dollars.

British Columbians are radio listeners . . . with money to spend! Small wonder more national advertisers are using more B.C. radio than ever.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
THE NEWLY-APPOINTED president of the Television Bureau of Advertisers, New York City, Norman B. (Pete) Cash and Don Jamieson, general manager of CJON-TV, St. John's, are the two main speakers on the agenda for the annual TV Seminar in Toronto on January 17.

In addition to the two television executives, eight heads of various types of businesses recruited by television stations in their respective areas will present their reasons for using TV advertising, and the results they obtained through the medium.

Cash, who succeeded Oliver Treyz in his present position, will give an audiovisual display of the effectiveness of television which is based on a nation-wide survey of the industry. His subject is "Television 1957".

Formerly with NBC as station relations director, Pete Cash has also been general sales manager of the Crosley Corp. and network eastern sales manager of ABC.

TV ON THE LOCAL LEVEL

The Importance of the Local Station to the National Advertiser", is the title of the address to be made by Don Jamieson. He will particularly stress the aspect of the subject which deals with "captive audiences", as in areas like Newfoundland.

The president of Shelly Bros in Saskatoon which operates the 30 O.K. Economy Food Stores in that city, Abe Shelly will relate his experiences with television in two markets, for the promotion of supermarket sales. Mr. Shelly is being sponsored by CFQC-TV.

Al Starko, manager of Page Cleaners and Furriers, Edmonton, and sponsored by CPRN-TV in that city, will explain the results he obtained through the use of a TV advertising schedule which grew from spots to co-sponsorship of weekly syndicated half-hour shows.

The executive director of the Saskatchewan Government Travel and News Information Services, Holland Blaine, sponsored by CKCK-TV, Regina, will report on his origin- ation of a weekly half-hour informal TV show on that station when he was public relations director of the Saskatchewan Power Corporation. The program has since been telecast on CFQC-TV, Saskatoon as well.

A. A. "ABE" SHELLY, one of the panel members on the Seminar, is shown above chatting with CFQC-TV station manager, Blair Nelson. The two are discussing the site of the proposed new O.K. Economy supermarket in Saskatoon. Shelly is the president of the food chain which has 12 stores in the city at present.

REPORT ON CO-OPS

Alex Miller, area supervisor of the United Co-Op field staff in Grey and Bruce Counties, Ontario, will explain how the program Focus On The Farm came into being on CKDX-TV, Wingham, Ont. He was largely responsible for the organizing of the co-sponsorship of the program by the district's 20 Co-Op.

Sponsored by CKGN-TV, North Bay, Lester Zufit, managing director of the Red & White Stores in that city and director of the National Grocers Association, will relate how the weekly half-hour live western musical variety type TV show on CKGN-TV, increased business for the retail grocery stores under his direction.

Stan Ault, sponsored by CJIC-TV, Sault Ste. Marie, will explain how television helped him to become the owner of the largest paint and wallpaper shop in the city. His TV budget is in excess of $900 a month, which includes sponsorship of a half-hour syndicated show each week, a daily ID and spots on the Sunday night late movie.

SAVED SAGGING DEALERSHIP

Introduced by CKVR-TV, Barrie, Doug Hanna, a Ford-Monarch dealer from Stoney will relate how television helped him to change a sagging dealership into one of the most successful automobile businesses in Simcoe county.

CKCW-TV, Moncton, will bring Geoff Hogan, owner of Brunswick Furriers in that city. His remarks will deal with how he built his business from the upstairs of his home into the largest retail fur store in downtown Moncton and what part television played in the expansion.

Two thousand invitations have been mailed out for the Seminar which will be held at the Boulevard Club in Toronto. Between four and five hundred advertisers, advertising agency executives and television sales personnel are expected to attend.

Hungarian Relief

A SIMULCAST BY CJIC and CJIC-TV Sault Ste. Marie, of a local talent show raised $2,250 for that city's Hungarian Relief fund last Saturday.

Pledges for the fund were received from as far as Marquette, Mich., 100 miles west and Blind River, 90 miles east.

George Nixon, liberal member of parliament for Algoma West, who played the harmonica for almost half an hour, accompanied by his lawyer son, were among the high-lights of the show.

BUILDERS CITE 2 STATIONS

THE TELEVISION awards of the National House Builders Association were won by CJIC-TV Hamilton and CKTW-TV, Windsor last month. The awards, which were in connection with the National Home Week contest sponsored by the organization, were also given to several daily and weekly newspapers.
**Color Television**

**DEALERS SHOULD HELP REMOVE COLOR ROADBLOCK**

The Executive vice-president of the Canadian Admiral Corp. Ltd., Stuart D. Brownlee, told a sales meeting of appliance dealers last month that at least one of the independent TV stations in Canada has its color telecasting equipment. "This station," he said, "is blocked from broadcasting in color because it is told by those in control of Canadian broadcasting policy that its TV license was granted for black and white only."

He told the dealers that they should do everything in their power to remove "the roadblock that is preventing the telecasting of US network color shows in Canada."

Pointing out that it was obvious that there must be color programming before it would be feasible to sell color television sets, he said that automobiles don't sell in areas where there are no roads and that electric ranges and refrigerators don't sell where there are no power lines.

He referred to the average cost of converting present stations to color which is estimated at about $40,000 as "peanuts, when one considers that the discriminatory excise tax on black and white television receivers and replacement tubes provided the CBC with revenue of over $23,000,000 in the past year alone."

Given a reasonable chance to get economical production volumes, he maintained that the Canadian TV manufacturing industry could do "just as good a job, price-wise, for the Canadian consumer as the US television industry."

He said that this has been proven in black and white television. **COLOR WILL DO MORE**

"Take a look at our present TV prices compared with those in the USA, where the consumer is not burdened with 10 per cent sales tax plus 15 per cent excise tax," he told his audience.

"It is fundamental that we must have volume markets to accomplish further price reductions in color television receivers and we are going to be under a terrible handicap if we sit back and let those responsible for broadcasting policies take the dog-in-the-manger attitude that they will not allow any color television in Canada until they are ready and willing to produce Canadian-originated color shows," he claimed.

Brownlee told the dealers that color television is ready for the Canadian public, stating that the present 21-inch color sets are of adequate screen size and give excellent performance and service. He said that color receivers are being sold in "very gratifying quantities" in the Toronto, Hamilton, Niagara Peninsula and Windsor areas. "Color television will cost more, but it will do more and give more," he concluded.

**T'caster To Write Articles**

Mrs. Carol Proctor, psychiatric social worker for the Moncton Mental Health Clinic, made a guest appearance last May on CKCW-TV's afternoon show, Coffee Chatter. Her discussions on Child Psychology became so popular with the station's viewers that she is featured on a regular segment of the show each week.

The social worker's appearances on the Moncton television station's program came to the attention of the Canadian Association of Social Workers with headquarters in Ottawa. This national organization asked her to write a series of articles on the value of television in educating the public in various fields of social work with special emphasis on her CKCW-TV telecasts.

**CNR Appointments**

W. T. Sanderson has been appointed supervisor of broadcast services of the Canadian National Railways. He succeeds Ted Allen who has been appointed administrative assistant in Toronto.

**Instantly converts your present recording equipment to the industry's highest standards... the magnificent new P 63-AX**

To enable thousands of Magnecord users to modernize their professional recording equipment at lowest possible cost, Magnecord has designed the new P 63-AX tape transport. Simply plug it into your present Magnecord amplifier (any of the PT6, PT63 and PT7 models): your equipment equals the finest made. Thus you save the cost of a new amplifier.

SEE YOUR LOCAL AUTHORIZED MAGNECORD DEALER OR WRITE US DIRECT

MAGNECORD CANADA LTD. 3745 BLOOR ST. WEST, TORONTO, ONT.
TELE-TATTLE

CANADIAN EXPATRIATES Bernard and Barbara (Kelly) Braden were feted on Boxing Day when the BBC visited their ancient home on a creek off the Thames River. In what approximates the Canadian Graphic or the American Person to Person, the British television network introduced the entire Braden household including Christopher, aged thirteen; his sisters, Kelly, aged twelve and Kim aged eight; Souiffe, the poodle and Patsy, the pony. A segment of “Creek House” is very old and it is reputed that Charles Dickens wrote part of “Oliver Twist” there.

DURING THE FILMING of a television commercial at the Aluminum Company Ltd. plant in Kingston, Ontario, last month, Ted Smith of the J. Walter Thompson Company, New York City, died suddenly on the set. He was film supervisor for the agency.

MILDRED FREED ALBERG was recently appointed an executive producer of NBC Canadian, she is also the former free-lance writer, radio producer and director of information for CARE before entering the video world. Her husband is also a Canadian actor, Somer Alberg.

THE MODUS OPERANDI of some TV script writer is apparently at fault or then again he may have been operating in accordance with the TV code which says scripts must stress the point that “crime does not pay”. In any case, an unmasked thug who said he’d seen it on television burst into the Thomas Kolar residence in Arnprior recently and forced Mrs. Kolar to hand over $50 at gunpoint. The man was recognized by the victim and was picked up in Ottawa shortly after the robbery, in a cab he had hired in Arnprior to make his getaway. Maybe he didn’t wait for the end of the TV program which inspired him.

FORMERLY production supervisor, Neil Harris has been promoted to assistant production manager at CKGN-TV, Regina. His new duties include co-ordination of all production facilities and commercial planning. He was once musical director for the Saskatchewan Golden Jubilee in 1955.

ACCORDING to a report in the Financial Post in a special section dealing with Italy, during a TV quiz program in that country, a cameraman, apparently tired of focusing on an elderly man trying to recall the name of a catchy tune, swung his camera with the audience and caught a close-up of a pretty girl who had slipped off her shoe and was beating time with a delicately turned, nylon-shod foot. A little imagination behind the camera goes a long, long way.

G. N. MACKENZIE LIMITED HAS NEW SHOWS
TORONTO — 519 Jarvis St. • WINNIPEG — 171 McDermott

NBC PERSONALITIES Jackie Rae Post and Frank Peppati, along with Jim Karfilis, have opened a new nitty gritty called The Stage Door on Yonge St. in Toronto where the Corsetaire tavern used to be. The owners hope that it will become a meeting place for people in show business. Decor is by David Yedidus and the specialties of the house include steaks and roast beef.

THE ONE-HOUR shutdown called the “toddlers’ Truce” will end in the U.K. next month. When the Children’s Hour program ended at six p.m., the BBC has been suspending operations for a one-hour period so that the small fry can be bedded down. Commercial TV has been following the same pattern since its inception 15 months ago although the blank hour has meant a loss to a sorely needed advertising revenue. It was announced in the Commons that both channels will be free to broadcast during the periods they think best starting Feb. 18. TV time will still be limited to an eight hour day.

MAKE A New Year’s note that if you watch anything new with you in the television-film field — tell it to Tele-Tattle.

POINTS OF SALE

Have a GOOD BUSINESS New Year by placing YOUR SALES MESSAGE on THESE PROGRESSIVE STATIONS

CKVR-TV
Channel 3

CKGN-TV
North Bay

Kvos-TV

BIGGEST AUDIENCE*

(SHARE OF AUDIENCE WEEKLY 7:00 — 10:30 P.M.)

Kvos-TV

Station A — Vancouver 41%
Station B — San Francisco 33%
Station C — Los Angeles 4%
Station D — Chicago 10%

INTERNATIONAL SURVEYS LTD.

AT LOWEST COST

Kvos-TV

Channel 12

Reps: Horace N. Stovin & Co. • Montreal • Toronto • Winnipeg
Fortytwo TV Inc. • New York • Chicago • Los Angeles • San Francisco
Offices: 1687 W. Broadway • Vancouver, B.C. • Cherry 5142
Foolish Fred Says:

ANIMATED TV CARTOONS SELL SAFETY

A SERIES OF TEN animated safety commercials have recently been released to the CBC and private stations by Cinematon Limited of Toronto. Designed to make Canadians safety-conscious in 1957, the series was produced for the All Canada Insurance Federation through Public and Industrial Relations, Ltd.

In line with the animation approach visually, scripts are all of the limerick type and feature various characters making the common mistakes which cause the most accidents. For example, a 20-second spot on Fire Prevention stars "Foolish Fred." Foolish Fred would smoke in bed each night when he'd retire. The thing that Foolish Fred forgot was -- Where there's smoke there's fire! And then the straight commercial: "Don't smoke in bed. It's a dangerous luxury you can't afford!"

Other characters in the series include "Hairbrained Hal," who drives like crazy: "Goodtime Joe," who drives after drinking; and "Friends Frank" whose house is an accident centre.

Considerable research was done by the film company with the Canadian Highway Safety Conference, the Ontario Fire Marshal's office, the CBC and the agency. This insured that the spots, in addition to being authoritative in themselves, would also cover the most common types of safety problems.

Lyrics were written by Arthur Samuels of Montreal, who also directed the contributions. Storyboards and characterizations were the responsibility of Avron Yanovsky and Allan Ackman supervised animation and camera. Henry Orenstein was in charge of production. The sound transfer and release prints were handled by Northern Motion Picture Laboratories in Toronto.


grey Cup Sidelight

AN INTERESTING sidelight of the Grey Cup game's television coverage (CBCT, Nov. 22, 56) was that there were three separate audio broadcasts with one common video picture.

In addition to coverage by Steve Douglas and Ted Reynolds, which was confined to the General Motors portion of the telecast (every province except Quebec), Jerry Trudel handled the French language coverage for the Molson's broadcast in Quebec.

CPRA's sports director, Tom Foley, handled the English play-by-play descriptions for Molson's and Terry Kiely, of the same station, supplied the color commentaries.

Telephone Answering Service

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

Phone for Booklet in

Toronto  WA.  4-4471
Montreal  UN.  6-6921
CANADA'S FIRST NATIONAL TELERATING SERVICE

Commencing January 1957, Elliott-Haynes will provide the only truly national telerating service in Canada. Based on the proven "co-incidental telephone survey" technique, fast accurate reports will be issued each month, covering major metropolitan markets.


E-H Telerating service is FAST — on your desk by the 10th of the succeeding month.

E-H Telerating service is ACCURATE — based on coincidental telephone calls made at the time the audience is assembled, in direct ratio to area populations.

E-H Telerating service is INEXPENSIVE — tailored to meet any advertising agency's or sponsor's research budget and the extent of use of the medium.

Here's what E-H COMPREHENSIVE SERVICE offers

- Monthly Telerating reports covering 28 markets.
- Late Evening Television Viewing Trends.
- Sunday Afternoon Television Audience Trends.
- Television Circulation Reports.
- National Telerating Reports.

Elliott-Haynes Limited

515 Broadview Avenue, Toronto
GE. 1144

1500 St. Catherine Street West, Montreal
WI. 1913

CANADA'S LEADING TELEVISION AND RADIO RESEARCH SERVICE
DEATH CLAIMS
MATTHEW HALTON

A CALBERTA school teacher who became one of the nation's top foreign correspondents and radio commentators, Matthew Henry (Matt) Halton, died in St Thomas's Hospital in London, England on December 3, following a stomach operation.

Chief European correspondent for the CBC and a former newspaperman with the Toronto Daily Star and also the Toronto Star Weekly, Halton became ill shortly after visiting Toronto last June. At the time of his death he was in his 53rd year.

A native of Pincher Creek, Alta., Halton started his writing career with the Lethbridge Herald and went to Britain in the early '30s on an Imperial Order of the Daughters of the Empire scholarship.

He covered the Spanish revolutionary war and was active as a correspondent throughout the Second World War. His coverage of the Middle East campaigns resulted in a book, "Ten Years To Alamein".

He joined the CBC as a war correspondent in 1945 and covered the campaigns in Italy and Normandy. In Normandy he was with the invasion forces on D-Day, broadcasting accounts of Allied progress back to Canada.

His capacity for injecting a sense of urgency into situations was he describing as a radio commentator, made many Canadians think of him as the voice of Britain and Europe in Canada.

One of his last big assignments was a report on the African Gold Coast which was broadcast in Canada earlier this year.

In 1945 he was made an officer of the Order of the British Empire and was awarded an honorary degree by the University of Alberta this year.

He leaves his widow, the former Jean Campbell of Lacombe, Alta.; a daughter, Kathleen; a son, David and a brother, Seth of Victoria, B.C.

Help Hungarian Singers

MEMBERS OF THE Budapest Opera company wishing to immigrate to Canada will probably receive assistance from the Federal Government. This statement was made by Herman Gieger-Torel, operatic stage director of the CBC.

Mr. Gieger-Torel is also director of the opera festival of Toronto and a teacher at the Royal Conservatory of Music.

When asked by an Immigration Department official whether the company would be a success in this country, he said, "it would be a great cultural contribution to Canada," but warned that they should know of the financial hardships and artistic disappointments they would have to face.

About 100 of the 300 members are in Austria. The company was state owned receiving year-round employment and paid vacations. It was regarded as one of Europe's premier companies.

Quarter Century Club

JACK BEARDALL, CPCO, Chatham, Ont., chairman of the CARTB Quarter Century club, is receiving nominations from people who are eligible. Applicants must be in the employ of a CARTB station at the time of the award and have actively served the industry for 25 years.

"Time Sure Flies" says Lionel . . .

"We're just entering our 23rd year of broadcasting and we invite all you wise advertisers to test our services.

"Yes sir! Old Lionel is still young at heart but he combines maturity with know-how in helping do a real production job for any advertiser."

See the Stovin boys for full details.

The Answer is NO!

We're NOT running a juke-box station . . .

Our Weekly schedule includes . . .

42 Major Newscasts.
27 Half Hour Syndicated Shows.
26 Half Hour Network Shows.
26 Quarter Hour Syndicated Shows.
51 Weather Forecasts.
21 Sportcasts.

. . . . . . and a Host of other Carefully Planned Sources of Entertainment and Information . . . . .

100,000 Satisfied Ears Approve of What We Do with Our 1000 Persuasive Watts!

CHAT MEDICINE HAT

4 AN ALL-CANADA-WEED STATION