Suspense, mystery, intrigue set the scene, as one master spy challenges another, "what's the password?" in Kellogg's Rice Krispies prize-winning TV commercial, "Lucky Coin", best French-language commercial in the 1963 American TV Commercials Festival. The password is "Yogi Bear" and the story is on page 6.
MAJOR MARKETS WIN '62 BEAVERS

FOUR OF THE FIVE winners of Beaver Awards for distinguished service to Canadian Broadcasting in 1962 go to radio (three stations and one network) and the remaining one goes to a television station. They are, according to their standing in the judging, CFPL-TV, London, Ontario; the French Network of the Canadian Broadcasting Corporation; Radio Station CFRB, Toronto; Radio Station CJAD, Montreal, in combination with its sister station CKOC, and Radio Station CKOC, Hamilton.

Awards are based on stories and articles which appeared in Canadian Broadcasting after 1962. Those nominated by the broadcast staff were reprinted in the ACA-CAB Convention issue of April 25. Winners were chosen, on a point system, by an independent panel of judges.

HERE ARE THE JUDGES

The judges who again graciously gave their services were:

Mrs. Beryl Kent, Canadian manager of the Bermuda News Bureau; Carson Buchanan, retired manager of Station CHAB, Moose Jaw, C. W. "Bill" Wright, former national station sales representative, now operating as a speech and sales consultant.

Even Dick Lewis admits:

"The FACT BOOK briefly and simply deals factually with all facets of the industry."

After that tribute, you're sure to try to get your hands on a copy. Why not ask.

ALL-CANADA RADIO
Marketing and Sales Development
Division
1000 Yonge Street, Toronto

... and yet another reason why ALL-CANADA holds its leadership:

In 44 tightly edited pages you get the salient facts about the emergence, growth, extent and purposes of Canadian broadcasting, and of the markets it serves.

Want a Job? Want a Man? Equipment for Sale?
Try a SMALL AD in Canadian Broadcaster
Editorial

Good Citizens and Good Neighbors

It's Beaver time — long past as a matter of fact, but a postponed CAB convention delayed us too.

Each year, first the choice of articles as Beaver nominations and then the final choice of the judges, make us proud to be the satellite we are of the mighty broadcasting industry.

We esteem it a privilege to have the opportunity to raise our voice in praise of the broadcasters on at least this one occasion each year. We believe the print media are remiss in that, while they offer valuable criticism, words of commendation — by recital of facts, not superlatives — are rare, and this rareness tends to invalidate the criticism.

Broadcasting has a responsibility to the public, and it discharges this obligation in all manner of ways, not under duress of regulations, but because it honestly wants to be a good citizen and a good neighbor.

This way lies a contented life. Apart from this, it is this good citizenship and good neighborliness which gain it the acceptance it must have in the world of business, if it is to pay its way and perform these same acts of citizenship and neighborliness as well.

Radio and television provide most of the people with most of their entertainment. In addition to this, each medium, in its own way, is the number one purveyor of immediate news.

Newspapers play an important part in giving the news in greater detail. Their role is an important one, and they play it well. But, whether it is an international crisis somewhere abroad, an industrial dispute in the coal mines or the steel mills, a weather report, a time signal, a baseball game, a bargain sale or a concert in Paris, broadcasting, and only broadcasting has the power to report what is happening when it is happening.

Further, this power is expanding from day to day with the development of Telstar and the other miraculous devices which bring us not just the sound, but the sight as well, of what is happening all over the world, with a time lag of only the infinitesimal time it takes the sight and the sound to travel.

As broadcasting develops, people learn to rely on it more and more, and with this greater reliance, its power is enhanced in like measure.

Just as, from one day to the next, Telstar is bringing the nations of the world closer and closer to one another, so, in its necessarily restricted area, the trade press is constantly doing its level best to maintain a constant liaison between every member of a trade or industry and those it serves.

In the broadcasting business, the report of an entertaining program, an ingenious promotion, an informative news approach do not just make it possible for stations in other parts of the country to make more money. They also show how a manufacturer can, by means of broadcasting, bring better living standards to the people, employ more men and generally make the world a better place to live in.

Right now, at Beaver Awards time, we should like to commend the broadcasters and their sponsors for their usefulness. We should like, in any way possible, to encourage them to share their ideas in an effort to be more useful to more people and to the benefit of the whole business of communications.

We hope our Beaver Awards project, along with the useful endeavors of other journals, contribute and will continue to contribute to this worthwhile end.
COMMERCIALS RESPECT VIEWERS' IQ

"THIS WAS NOT A BIG break-through year in commercials," said Wally Ross, director of the American Television Commercials Festival, after the Canadian Festival sponsored by the Radio and Television Executives Club early this month.

"Advances, sir; breakthroughs, no," agreed others in the audience of some 350, after screening one hundred or so of the top U.S. and Canadian TV commercials.

"In general, the commercials this year show more respect for the viewers' intelligence," Ross said, and for a moment the viewer submerged the adman in one bylander and he commented, "That's a break-through!"

The concepts that were big last year were big again this year — the extreme product close-ups, the slice-of-life drama approach, the sharp editing techniques — and even bigger than last year was the use of music to set the mood and even to tell the story.

This emphasis on music was demonstrated in the afternoon workshop session with a presentation called "Music to Open a Workshop By," prepared by the Musical Commercial Producers Association Inc. in the U.S. Background music, foreground music, instrumentals and vocals, quiet mood music and music for dramatic punctuation, all were used to advantage in the commercials in the presentation, some of which had only skeleton copy, a couple of which used nary a spoken word, one of which used only a musical instrument (bassoon).

Five uses of music were illustrated: (1) Music to spell it out by; (2) Music to accomplish things by; (3) Music to star the product and save money by; (4) Music to create impact by; (5) Music to remember the message by.

Eye-opener of the afternoon session was the creativity, the polished production, the overall excellence of the commercials being produced by local television stations.

In its first competition for local commercials, the Radio and Television Executives Club drew over 40 entries from ten television stations in Quebec City to Victoria. A selection of representative local commercials drew loud applause from the large audience.

The majority of local commercials were submitted on video tape and a commercial for video tape was presented in the form of a demonstration reel prepared by Videotape Productions of New York Inc. the Videotape Center, for the workshop of the American Television Commercials Festival in New York.

The reel was directed by John Lowry, president of Advertel Productions Ltd. Toronto, who introduced it as an illustration of video tape's versatility and production capabilities.

From cars to coffee to cats, the reel contained segments from 73 different commercials, some shot in the studio and some at location, using animation, stop motion, chroma-key, and emphasizing the use of electronic editing.

There were 235 edits in the full demonstration, only nine of them physical cuts and the last 48 seconds was made up of 130 cuts.

As an encore, Lowry presented a demonstration tape for electronic editing produced by Ampex for the National Association of Broadcasters convention in Chicago, which he also directed, and wound up with the world's first animated video tape commercial, produced by Advertel Productions Ltd. for Marathon Oil.

A unanimous "I'd buy that!" was given a "Dippy Dew" commercial featuring a nude in silhouette (which was also quite an example of musical product name registration, if anyone was listening) by the panel of Ross Downey, O'Keliee Brewing Co.; Garth Gunter, Canadian Oil Companies Ltd.; William Vanderburgh, Coca-Cola Ltd.; William Inch, General Foods Ltd.; Wes Harrison, Jaxes Co. Ltd.

"Think Along with Your Ad Manager" was chairman Ross MacRae's title for another event in the afternoon workshop, as the advertising managers of leading national advertisers gave capsule comments on a reel of regional U.S. commercials not seen in Canada.

Making every adman thank heaven for the "cut. Take two." advantages of film and video tape, the workshop featured a reel of "TV Blooper's" in which some of TV's best known commercial spokesmen and women blew sky high.

THE INCREASING USE OF slice-of-life realism is typified in the Clio-winning "Situation" series for Anacin, which won top honor in the Canadian market and recognition in the Overall Series category in international competition. "Office" featuring actor John Mackin (above) also won recognition in the Pharmaceuticals category.

A unanimous "I'd buy that!" was given a "Dippy Dew" commercial featuring a nude in silhouette (which was also quite an example of musical product name registration, if anyone was listening) by the panel of Ross Downey, O'Keliee Brewing Co.; Garth Gunter, Canadian Oil Companies Ltd.; William Vanderburgh, Coca-Cola Ltd.; William Inch, General Foods Ltd.; Wes Harrison, Jaxes Co. Ltd.

"Quick Cuts of '63," a dizzying four and a half minute film containing flashes from almost a hundred of the year's top TV commercials, introduced the screening of prize-winning Canadian and U.S. commercials following the Festival dinner. Director Ross commented on the increase in Canadian entries, 89 this year from 40 submissions last year, and the general excellence of Canadian commercials.

"Canadian commercials show great creative and production freedom," he said after the one-hundredth or so commercial had been screened and the audience left the Concert Hall of the Royal York. "They show more willingness to try the offbeat, the humorous approach, they excel there. But the general level is not up to the U.S."

THE WINNERS

The American Television Commercials Festival has named its statuette "Clio" — see Webster, Clio, the "Proclaimer, To Tell of, Make Famous." In Greek mythology, one of the nine Muses" — and at the Canadian Festival dinner, director Wally Ross presented the Clio for the best Canadian commercial to William H. Allen, executive vice-president and general manager of Whitehall Laboratories Ltd., for Anacin's "Situation" series, and the Clio for the best French-language commercial to E. M. "Hubie" Sinclair, president of Leo Burnett Co. of Canada Ltd., for Kellogg's Rice Krispies' "Lucky Coin."

(Continued on next page)
Runner-up in the Canadian section was Imperial Oil's "Research" series. Several Canadian commercials were finalists in their product category in the international competition and a number of others were considered worthy of recognition by the 13 judges on the five regional councils.

The Canadian winner, Anadin's "Situations" series, also won recognition in the Overall Series category and one commercial from the series, "Office," won recognition in the Pharmaceuticals category.

Imperial Oil Ltd.'s Easo Service "Safety Check" produced on video tape at CFTO-TV Toronto for MacLaren Advertising Co. Ltd. won recognition in the Best Video Tape Production category and also in the Gasolines and Lubricants class.

The General Motors Products of Canada Ltd. commercial for Acadian cars, "Pony" produced on video tape by Advertel Productions Ltd. for Foster Advertising Ltd., also won recognition in the Best Video Tape Production category.

Canadian Canadien's Aylmer Chicken Noodle Soup "Nursery School" produced by Robert Lawrence Productions Ltd. for F. H. Hayhurst Co. Ltd. won recognition in the packaged Foods category.

Canadian Marconi's "Bargla" produced by Omega Films, Montreal, for Ronalds-Reynolds & Co., Montreal, won recognition in the appliance category.

Lever Bros. Ltd.'s Omo "Tennis" produced by Peterson Productions Ltd. for Neediham, Louis & Brophy of Canada Ltd. won recognition in the Laundry Soaps & Detergents category.

Imperial Oil Ltd.'s Easo "Faces" produced by Elektro Films, New York, for MacLaren Advertising Co. Ltd., won recognition in the Best Animation Design category.

Other Canadian commercials deemed worthy of recognition were:

British American Oil Co., B/A "Continuing Leadership" series, produced by Crawley Films, Ottawa, for James Lovick & Co. Ltd.

Canada Packers Ltd., Maple Leaf Bacon "Good Morning," produced by Robert Lawrence Productions Ltd. for Cockfield, Brown & Co. Ltd.

Carling Breweries Ltd. "Impressions" produced by Academy TV Film Productions for F. H. Hayhurst Co. Ltd.

Ford Motor Co. of Canada Ltd., Mercury Comet "Standdown" produced by Kaboko Television Productions Ltd. for Vickers & Benson Ltd.


Quaker Oats Co. of Canada, Aunt Jemima Pancakes "Four Flours," produced by Robert Lawrence Productions Ltd. for Spitzers, Mills & Bates Ltd.

Rowntree Co. Ltd., Coffee Crisp "Cutaway," produced by Peter Egar for Ogilvy, Benson & Mather (Canada) Ltd.

Recognition winners in French were:


LOCAL WINNERS

The first local awards, temporarily christened "Rates," stautettes of the Radio and Television Executives Club innaugurated by CKCK-TV Regina and CFTM-TV Montreal.

In the English-language competition, CFTK-TV Regina and CFTM-TV Montreal swept the field, winning the Ratec for its "Little Girl" production for General Foods Ltd. Maxwell House Coffee and the Award of Merit plaque for its commercial for Regina Motors. Don Tunnicliffe, commercial manager of CFTK-TV accepted the awards from Gordon Ferguson, president of Radio and Television Representatives Ltd. and secretary-treasurer of RTEC.

In the French-language division, CFTM-TV Montreal swept the field, winning the Ratec for a commercial for St. Alexiou Ice Cream and the Award of Merit for "Gloves," a teaser commercial for Manpower Services Ltd. Yves Bouressa, vice-president and manager of French Services of McKim Erickson (Canada) Ltd., Montreal, presented the awards to Jean-Paul Ladouceur, director of commercial and artistic production for the station.

A special award for the "most original" commercial was presented to CKCK-TV Regina for "One-Day Service" for Canadian Motors.

THE DETAILS

BEST - CANADIAN MARKET

Anadin's "Situations" series
Advertiser: Whitewall Laboratories Ltd.
Agency: Young & Rubicam Ltd.
Production: Kaboko Television Productions Ltd.
Details: Film, 60 seconds
First Air Date: January, 1962
Account Supervisor: S. Greepson
Agency Producer: Paul Hertford
Art Director: R. Woods
Producer: Doug Batten
Director: Nick Webster
Scene Designer: John Lyons
Camera & Editor: William Gimm
Music Director: Lucio Agostini
Spokesman: B. Kerr Appetly

RUNNER-UP

Imperial Oil's "Research" series
Advertiser: Imperial Oil Ltd.
Agency: MacLaren Advertising Co. Ltd.
Production: Peterson Productions Ltd.
Details: Film, 120 seconds
First Air Date: November, 1962
Agency Producer: John C. Bone
Copywriter: J. J. Wood
Director: Dean Peterson
Director & Cameraman: Don Wilder
CSC Editor: Derek Smith
Music Director: John Bone
Henry Morris
Personality: Don Francis

BEST - FRENCH LANGUAGE

Kellogg's Rice Krispies "Lucky Coin" Advertiser: Kellogg Co. of Canada Ltd.
Agency: Leo Burnett Co. of Canada Ltd.
Production: Peterson Productions Ltd.
Details: Film, 60 seconds
First Air Date: May, 1962
Account Supervisor: James B. McRae
Copy Supervisor: Robert Noel
Art Director & Designer: Lawrence Bartram
Producer: Dean Peterson
Director & Cameraman: Don Wilder
CSC Editor: Derek Smith

HARDDY STATIONS SELL

FRANCHE STATIONS SELL

FRENCH RADIO STATIONS

CHRC — Quebec
CHRC-FM — Quebec
C锒 — New Carlisle
CIAF — New Carlisle
CKAI — Riviere-Du-Loup
CKEL — St. Jerome
CKLM — Jonquiere
CKML — Mont-Laurier
CRLM — Sherbrooke

ENGLISH RADIO STATIONS

CFJF — Brantford
CFTJ — Galt
CIAV — Port Alberni

TELEVISION

CHMA-TV — Beauce Chateau
CRDK-TV — Matane
CKTX-TV — Riviere-Du-Loup
CFTM-TV — Jonquiere
CKRNY — Rouyn
CKCO-TV — Kitichenek

* Toronto only

TORONTO — EM. 3-9433  MONTREAL — VI. 2-1101

June 20th, 1963
ICI ON PARLE FRANÇAIS

By DICK LEWIS

I MEET A CHALLENGE

I discovered French-Canada about ten years ago. I mean really discovered it—by attending the conventions of the French-language broadcasters' association, the ACRTF. To start with, I felt a bit of a stranger among all these guys who rattled off French like riveting machines. I suppose at first I was disappointed. My shyness stopped me grappling with it. And notwithstanding the super-human efforts I was willing to unleash to speak their language, I said to myself: "Who cares? They couldn't care less about me and this goes double with me. I don't give a damn about them either."

However I returned to the conventions year after year, and finally one of the broadcasters came up to me and said: "Oh est le Men's John?" (Where is the Men's John?) Here was my real challenge. Here in front of me, was a man who had approached me in a sort of French, and it was up to me to answer him at all costs. My honor was at stake and I simply had to take his dare. I decided to answer him in French. I swallowed two or three times, tried, without success, to control the trembling in my knees and took a chance. I had to come through with the information right then, because the gentleman in question was waiting for my answer anxiously. I gritted my teeth, extended my right arm, pointed my hand towards the door, and, in the nearest approach to French I could muster, I elucidated "J'ai." (I wanted to say "there", and somehow remembered that "là" had that meaning in French.)

This was my hour of triumph. I had beaten my shyness. These strangers didn't scare me any more. I was no longer afraid of them. I had broken the ice. And here was the pay-off. The next day, this same man joined me at the breakfast table. After conventional greetings— he told me it was a nice day or maybe a lousy one, I forget which — he took down his hair. He told me he was very pleased to have made my acquaintance and went on to say that when he had asked me his famous question — so vital to him at the moment — he had had to muster tremendous courage, because his shyness was having to speak to me in French was almost insurmountable.

You see, he took it for granted I did not understand French?

BI-LINGUAL PLAQUE

Last year at the ACRTF Convention, they paid me the great honor
of presenting me with a bi-lingual plaque, which, half in French and half in English, said the association was proud to welcome me as an honorary life member.

It was partly a joke. I know that. But it was also the expression of a sincere friendship between us English, to whom you like to refer as "blooming blokes", and you French, whom I, in my turn, like to call "cuisses de grenouilles" (frog's legs).

When I accepted the plaque, I said in a voice which was a little watery — and I don't mean entirely alcoholic either — that now that I was an honorary member I felt I was part of the family.

"It is unfortunate", I pointed out, "that my age prevents me from regarding myself as your son. So I shall be your father, which will make you my sons and daughters, sons and daughters, you will remember, of an old bachelor."

Now may I add one serious thought to all this nonsense?

WE ARE ALL CANADIANS

The purpose of the Publicité Club de Montréal is not to find a solution to the language problem. Neither is it to go over and over the time-worn question of our racial differences. The club exists, I sincerely hope, to promote good publicity for French-Canada.

Don't forget, English-speaking Canadians are different from those from Vancouver, Calgary and Winnipeg, just as French-language Canadians from Quebec differ from French Canadians in the Canadian West and the Maritimes.

We have just one point in common. We are all, beyond anything else, Canadians.

My presence here this afternoon is, from my point of view, a fact. It is not a French fact. It is not an English fact. It is a Canadian fact.

In this room right now, there are no French; there are no English; there are just Canadians; and a Canadian is a mixture — of you who speak French and of us who speak English.

Without you, without us, there would be no Canadians.

Each of us here, in our own way, is engaged in publicity. We need each other to make it work. Especially commercially, English-Canada needs French-Canada and vice-versa.

It is as simple as that.

Forgetting sentiment and sentimentality, wouldn't it be a good idea to forget "separatism"? Instead, wouldn't it be logical to throw ourselves into something we might call "toughness"?

Before I sit down, Mr. President, may I ask one question — just one? Yes?

Où est le Men's John?

*NOTE:

Over 100,000 Americans live on the Canadian side during the summer!

TWO MARKETS — but only one price!

In Canada only CKLW, Windsor, provides two market audiences — for the price of one. There is the large Canadian audience (and CKLW is the big favorite in Essex, Kent and Lambton Counties) — and across the river hundreds of thousands of former Canadians, and Americans, tune in regularly (and* they buy on the Canadian side too). So you see, CKLW indeed offers: "Coverage in Depth".

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**NOTE:**

Over 100,000 Americans live on the Canadian side during the summer!
A tremendous growth upsurge, plus a population boom, have placed Sudbury in 16th place among Canada's nationally rated markets. Your client's products will sell here — CKSO TV and Radio will deliver those sales.

RESULTS are what count! Results are what your client will get!

SEE the All Canada Man.

FREEMANTLE SELLS GAME TO LOBLAW ON CFTO-TV

A NEW local-live Canadian content television game show has been introduced by Freemantle of Canada and sold to Loblaw Grocerietias Ltd. Blackouts is a Claster Enterprises production developed for the Canadian market by Ralph Ellis, president of Freemantle, and Vern Furer. Freemantle's director of Romper Room (also a Claster Enterprises enterprise).

Initially booked on CFTO-TV Toronto for 13-week run. Blackouts comprises 50 20-second flashes and a half-hour live program each week.

Full-page newspaper ads throughout the station's coverage area announced the program, which is based on entry forms distributed in Loblaw supermarkets in Metro Toronto, Hamilton, Niagara Falls, St. Catharines, Oshawa, Newmarket and Barrie.

A daily "blackout", the silhouette of an everyday object, is televised ten times during the day and displayed in the windows of 141 Loblaw stores. Entry forms identifying the five blackouts of the week must be accompanied by a label from the product of the week, and can be mailed to the station or deposited in a Loblaw store.

Each week 10 entrants with the correct answers are invited to appear on the show, another 100 to join the studio audience. Two teams of five compete for a total of 75,000 Lucky Green Stamps by identifying further blackouts, and a shopper watching at home has a chance at a $250 cash jackpot when an entry is drawn from the week's total to identify a special blackout. When there is no winner the jackpot builds from week to week.

Product of the week co-sponsors are Seven-Up, Borden's Starlac, Robin Hood Royal Deluxe mixes, E. B. Eddy White Swan Toilet Tissue, Canada Packers Rose Margarine, Quaker Oat Corn Flakes, Colgate Palmolive Halo Spray Set, Swift Canadian Jewel Oil, Appleford Save All, Heinz Pickles, Libby Tomato Juice, Clark's Tomato Soup, Pride of Arabia Coffee.

Host of the show is Jim Corey. It is written by Dean Walker, directed by Brian Purdy and produced by John Spalding.

OPERATOR

with FM Experience seeks opening anywhere. Age 23, single, hardworker, ambitious. Where do I start?

Box A-694,
Canadian Brewer,
219 Bay Street,
Toronto, Ontario.
ADMEN WIN NUMBERS GAME

NOW STATIONS CAN WIN CONTESTS TOO

Radio and television facilities that might well be the envy of many stations were set up in the West Block of the Parliament Buildings in Ottawa during the NATO ministerial conference the end of May. CBC installed and serviced the broadcasting facilities at the request of the government and provided a 24-hour radio operation and television as required.

Thirty tons of equipment, valued at a million and a half dollars, equipped four radio studios, three television studios, three editing rooms, a viewing room and a press conference room equipped as a film studio. There were 15 TV cameras, two video tape recorders, 20 mixers, 55 telephones, plus such services as graphics and make-up.

Six TV producers and two radio producers were on hand with two full teams of technical personnel, involving about 125 CBC staffers in all, for the convenience of foreign broadcasters as well as for CBC production.

A total of 102 radio transmissions were fed from this NATO headquarters, to London, Paris, Rome, Brussels, Berlin, Oslo, Copenhagen, Switzerland and Holland, to New York to CBS, Voice of America and Radio Free Europe. Television broadcasts included three reports sent via communications satellite to Brussels and Paris.

CBC's International Service reported on NATO proceedings in eleven languages via short wave broadcasts.

Co-coordinator of the broadcast centre was Henri Parizeau, supervising producer of outside broadcasts for the CBC French TV network, in cooperation with Dennis Townsend, CBC program director for the Ottawa area. Technical co-coordinator was Charlie Kirkman and Jean Coste was in charge of traffic and program clearance.

BOOKS by MAIL

Canadian Broadcaster
219 Boy Street
Toronto 1

NOW STATIONS CAN WIN CONTESTS TOO

WE CAN HELP YOU get where you're going!

June 20th, 1963
Canada Dry Limited

CFOS TEST MAY GO NATIONAL

IN A MOVE TO INTRODUCE Hi-Spot, a lemon lime beverage, to teenagers in new markets, Canada Dry Limited selected Owen Sound as its test market and CFOS as its test station.

Through the medium of radio, both advertising and promotion, an eight-week saturation program proved so successful, the Company expects to try the same promotion in other markets across Canada.

The program culminated with a Hi-Spot Record Party, hosted by CFOS disc jockey Joel Thompson, and a pett recording star, Pat Hervey (both in the picture).

Pat is the voice heard on all Hi-Spot Canada Dry radio commercials currently being used on over sixty stations across Canada.

During the eight weeks, Hi-Spot sponsored a special five minute show each day and a two hour teenage record show on Saturdays during which Bulova transistor radios and records were given away as prizes. Every week, four Hi-Spot Hit Pickers from local high schools were selected to choose new top recordings.

Six bottle caps gained for every teenage admission into a giant Hi-Spot Record Party the final Saturday evening, where most of the party-goers had an opportunity to meet and chat with Pat Hervey.

Pat Hervey, a 19 year old singer from Scarborough, Ontario is currently one of Canada's hottest pop recording artists.

Although she has sung professionally for only three years, Pat has just completed a full season as featured vocalist on CBLT's Club Six series for teenagers, and was a guest star on CBC-TV's network variety series, as well as the Tommy Hunter Show, Holiday Ranch, While We're Young, and Country Hootdown.

TALENT ONLY!
One of Canada's greatest radio stations seeks North America's greatest radio personalities. We're increasing our staff, and we're prepared to pay for the exceptional talent we require. Intensive experience, bright sound, swift pacing, and a definite personality are all necessities . . . comedy an asset. We're part of a major market chain with unusual staff stability. No 'phone calls. Send air check tape and complete resume to Box A-691, Canadian Broadcaster, 219 Bay Street, Toronto 1, Ont.

WANTED
Announcer with at least 6 months experience: Send complete resume, expected salary and tape to Radio CJRL, Kenora, Ontario.

WANTED NOW!
Rush tape and resume to Box A-693, Canadian Broadcaster, 219 Bay Street, Toronto, Ontario.

CHARLES PERSONNEL LIMITED
Specialists in supplying Help of the Highest Calibre to the Advertising • Marketing and Sales Fields

THIRTY RADIO and 14 television stations in Ontario were honored this month by the Ontario Safety League at its 50th anniversary luncheon at the Royal York Hotel. The Public Safety Awards were presented with many expressions of gratitude for the outstanding support of the broadcasting media.

The Honorable Frederick M. Coss, Q.C., Attorney General of Ontario, presented the province's thanks to the public information media, and the guest speaker was Paul Jones, the "Voice of Safety" during his 25 years as director of public information with the U.S. National Safety Council.

HELP BUY THE Betty Crocker salesman out of jail" CKLG Vancouver told its listeners, and buy they did, increasing Betty Crocker sales by some 400% in one supermarket.

The promotion, put together by CKLG and General Mills Ltd., centred on a "jailhouse" built of packets of Betty Crocker cake mixes and other General Mills food products, set up in one of Vancouver's largest food stores, Super-Valu Simpsons-Sears. A General Mills sales representative was imprisoned in the jail and shoppers were urged to buy up the packages and set him free.

Average weekly sale of Betty Crocker mixes was 15 cases, which skyrocketed to 41 cases in one day and a total of 103 cases during the promotion. CKLG was the only radio station backed up by banners and shelf talkers in the store and some daily newspaper.

"Congratulations on a wonderful effort," wrote A. M. Aymong, General Mills' director of marketing, to CKLG's general sales manager Don Hamilton. "It is only through joint efforts such as these that we can obtain the maximum results under the most efficient cost conditions."

As a result of this success story would prompt further "jailhouse" promotions in other markets, Aymong said, "If we can get the same type of cooperation from other radio stations we'll certainly expand it to other cities."

CITED FOR SAFETY

Promotion
LISTENERS GO BAIL FOR MR. CROCKER


Television stations honored with the Award were: CFTK-TV Thunder Bay, CFCH-TV North Bay, CFPL-TV London, CFTO-TV Toronto, CHCH-TV Hamilton, CHEX-TV Peterborough, CHOW-TV Pembroke, CJIC-TV Sault Ste. Marie, CJOH-TV Ottawa, CKCO-TV Kitchener, CKFR-TV Port Arthur, CSK0-TV Sudbury, CKVR-TV Barrie, CKWS-TV Kingston.

John Labatt Ltd. hosted the luncheon.

Canadian Broadcaster
OVER THE DESK

STATE OF THE INDUSTRY
AS MIGHT BE EXPECTED after a political upheaval, all is not clear regarding the new government's attitude towards the broadcasting industry — very little in fact.

At the CAB Convention last month, the Honorable J. W. Pickersgill, howbeit, has indicated recognition of the BBG, or at any rate of its chairmen. On the other hand, the decision of the minister to reverse the BBG's recognition as the broadcasting channel for the application for an AM radio licence in Ottawa by Prestige Broadcasters Ltd., headed by Jack Tietlovan of CKVL, Verdun, is without precedent and might be interpreted as an indication of the part of this government in which the comments are to be taken as being a change in the policy of the Progressive Conservative government.

In circles close to industry policy, there is growing confidence that the present format of the BBG will shortly be changed, and instead of the present three full-time and twelve part-time members, the Board will be made up entirely of full-time members, probably five in number. It was hoped by the CAB that this kind of board would be recommended by the Fowler Commission, whose report in 1957, gave birth to the BBG as it is now constituted.

Any change in the set-up of the BBG would necessitate an amendment to the Broadcasting Act which created it, and there are those who feel that the government, in its minority position, would be reluctant to do this. However, some action is certain in the not too distant future, because most of the part-time members of this five-year appointment expire November 30 of this year, and unless new governors are appointed, there may remain an insufficient number to form a quorum of nine which is prescribed in the act.

As far as the chairman and the full-time members who are concerned, they were appointed for seven years, "subject to good behavior" on November 30, 1958, so that short of an amendment, they will remain in office until November 1965.

While the hope for a five-man full-time Board may be father to the belief that the CAB will be about to occur, advocates of this idea point out that there is plenty of precedent for such a system in such tribunals as the Air Transport Board, the Board of Transport Commis-

sioners and, not quite as analogous, the Tariff Board, all of which are manned by full-time members.

GUEST SPEAKER
THE HON. JACK W. PICKERSGILL, secretary of state, is to address the Radio Executives Club of Toronto at their next meeting, July 4. Doubtless he will have all the answers to the questions I have posed in the above paragraphs. Whether or not he will disclose them is, of course, another matter.

SUMMA CUM LAUDE
ROSS MACRAE, broadcast manager of Cockfield, Brown & Co. Ltd., Toronto was bubbling gleefully over the success of his alma mater, CKCK Regina, when the TV portion of that station was distinguished itself at the Commercial Festival staged earlier this month by the Radio & Television Executives' Club.

Quoth Ross, who worked at the Regina station from 1935 to 1945, that the recognition which was showered on the station for its local commercial productions (see Kit Morgan's story on page 6): "These were nationally acceptable commercials in their concept, production quality and thinking."

CKCK-TV's reps, All Canada Radio & Television Ltd., gathered further comments up and down Avenue, and here is a sampling:

Also from Cockfield, Brown, Leo Brouse said: "I was very impressed with the ingenuity and professional-ism of the CKCK-TV commercials. They produced what we tend to call "big city" quality on a tight budget and limited facilities..."

John Stratton, Ogilvie, Benson & Mather: "I am negotiating to hire the manhole shoots for tomorrow's edition in a manhole. Recognizing the workmen as members of the "Night People's Party" (which encompasses the police force, fire department, cab drivers, night shift workers and insomniacs) Red Hot Kohls joined them in the manhole to broadcast a quarter hour segment of the show.

Kohls frequently takes to the road during the wee small hours in the summer months, stopping to chat with night people wherever he finds them. Last year broadcasts from service stations open all night found him talking with drivers, offering giveaways, and talking up such pet projects as using six-lane Carling Avenue as a bowling alley.

GRUNT AND GRAPPLE
THE WRESTLING commentator on CJOH-TV's "Wrestling from the Capital" is a very gritty and burly young wrestler who has fought through a grudge wrestling bout through a recent incident on the show — but never fear, said wrestling commentator is none other than Lord Athol Hilton, amateur heavyweight boxing champ for two years, and more recently a professional wrestler himself.

The incident occurred when "Killer" Buddy Austin was declared winner of a bout and still refused to break his hold on his opponent. The referee couldn't pry the pair apart, so Layton stepped into the ring and gave Austin a judo chop that laid him out cold. When he came to he accused Layton of hiding behind a mike, an accusation that didn't go down at all well. Hence the grudge fight scheduled between Austin and Layton.

One question to the producer of Wrestling from the Capital — will you televise this one, and if so, who will be the commentator while your regular commentator writes about on the canvas?

And this brings up the point that this here commentator ain't gonna write about on no canvas, not for nobody. So tfw, ycbdsya and tgf. Buzz me if you hear anything, won't you?

I've just found out why bees hum. They don't know the words.

G. N. MACKENZIE LIMITED has ! SHOWS
MONTREAL TORONTO WINNIPEG
1434 St. Catherine St. W. 433 Jarvis St. 171 McDermott

CJBQ RADIO
BELLEVILLE and TRENTON, ONTARIO
Another STOVIN-BYLES Station
A Low Cost Investment
Separate programming on CJBQ-FM provides these attractive rates for advertisers:

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June 20th, 1963
FUNDY? YES! BUT WILL IT SELL?

by BEN HOLDWORTH

ADVERTISING AS WIDELY separated as insurance, food and plumbing have caught the attention of broadcasting in the past three months. The reason? Humor. The light touch.

Radio spots for Accent, State Farm Mutual Insurance and Culligan Water Softeners are using humor to get the message across.

"Hello there!" says the cute girl's voice (echo chamber). "What are you doing?" says the light baritone. "I'm calling down a rain barrel!" says the girl, leading into the copy on soft water.

"Will you take the elephant off my foot?" asks the man, as a reprise in the insurance commercial.

"Brother, what a ham!" says the friend of the hamburger king of the neighborhood, as the recipe is described.

Each one-minute message uses the light touch. The approach is, if you agree, humorous. Two voices plus sound effects and occasional echo chambers or other special effects make up a lot of these patterns.

Have they worked? Yes, say the sponsors in each case.

What do other advertisers think? Opinions are sharply divided, at all levels.

SLIDE RULE VS. HUMOR

"I think these commercials are wonderful. I enjoy them myself, but I would never consider using the humor kick for any of my clients," said an agency copy chief. "It's too dangerous — you could lose a segment of the audience right away. Not all of us have the same sense of humor. Some sponsors, as you call them (we call them clients), wouldn't go for it. They don't like humor. It's not a matter of being solemn, or even straight-lined. They just want the message standardized. Then they figure out the dollars, and buy the repetition.

"It's the old problem of the slide rule versus the idea. Ideas are definitely secondary to dollars today. What can we do?"

"There may be an attention factor in this type of approach," said one meterologist-research firm vice-president, "but we can't measure it. We wouldn't recommend such a thing ourselves, unless all of the factors of the market were known, and the importance of humor established.

"What counts more than this is the correlation of media selection to the prime user group. Maybe the high repetition series on radio at the same time (according to market) suggests such a thing could be used experimentally and the results projected. But you'd have to have a lot more of the facts than most researchers have..."

"I don't like these things myself," said a sales manager, "I think you lose your customers right away. What I like is the simple slogan, and repeated until it becomes part of the subconscious."

"These people show a dicing which is sadly missing in our business today," said an agency account executive. "We would certainly like to see some originality in the approach used. But, you must remember, we are in the marketing business today. The 'marketing mix' and all that. The selling idea seems to be the last thing we look at. I wonder if we're getting too much of the research-computer talk on things? You know, I went to a research meeting at the client's the other day to talk about competition and new products. We were discussing anything but share-of-market data.

"What causes the consumer to buy, what motivates the market? These were never discussed! In the old days, we started with the problem of the product-selling idea... and then go on to the marketing problem..."

DON'T DAMAGE THE IMAGE

Others interviewed came up with such comments as "Humor is dangerous. It's for the 'in' people..." jokes with the customer. So many comedians use, or local color jokes..."

"We think humor, or any other off-beat thing is for the small man in the field. The leaders can't afford to damage their image," said a company president.

"I don't find these things attractive... you think they're funny? I don't get it. I wouldn't let our advertising people use such an approach. We sell a serious product, our message is for serious people, and we want serious results..." said a national sales manager.

"What difference does it make, really? If humor fits the customer image, use then use it," said an advertising manager. "We use a bit of humor from time to time if it fits the market we're after. The heart of advertising is still repetition, though, and you can't repeat your humorous messages too often that's a problem."

As one agency media man said: "It's a bit naive to worry about either dollars or ideas. What we want is balance in the program for any given product. We have to study all of the factors... and the selling idea is one of them.

If humor fits the total situation, use it. If the client doesn't get the humor of the copy, then it's our job to sell it to him... after all, it's the customer or prospect that counts.

"I think we have so little humor because the agencies are afraid to be different... the client may not like it... but it can sell, if properly used, and in good taste."

THERE'S HUMOR AND HUMOR

Said the broadcast media director of a large Canadian agency: "Humor. Whimsy or just the light touch in copy for radio and television can be very effective. However, there is humor... that loses the customer... and humor that wins the customer. It can be tricky. When you think it is funny, I may not. You know, one man's meat is another man's, etc. I think we must remember that for the listener or viewer, a touch of lightness can be very welcome. But, and it's the big but, the touch must have some bearing on the product itself. It must not get in the way of the message, but enhance it. It does take a courageous client to use it... let's do more courageous clients, I say..."

EXIT THE INDIVIDUALIST

Humor in its many forms is perhaps one of the most controversial subjects in all of advertising.

On one level it brings out the argument of copy idea versus the dollar problem — an argument that is still surprisingly alive. At its simplest, this argument revolves around the factor of repetition: buying the greatest number of impressions for the dollar, and repeating same.

On another level, it involves the matter of taste, or the subjective factor in copy judgment. As one agency man observed, "How can we work except at the lowest common denominator, when we operate by committee? The day the great individualist advertising man is gone... and that means the end of great copy..."

Can all of this mass of opinion and controversy be reduced to quantitative terms?

The Schwarin research organization has studied radio and television commercials in three countries for twenty years, and for countless advertisers and agencies. According to report to Michael J. Davidson, Canadian manager of Schwarin Systems, Ltd.

Can any considerations be drawn from the massive data available? "Yes," says Mr. Davidson, "based on studies of over 20,000 individual commercials in radio and television, covering virtually all categories and product groups.

"Can quantitative measures be applied? Yes, states Mr. Davidson, but only for specific commercials and products. General conclusions can, however, be reached. The point is backed by evidence of a reasonably conclusive nature, over years of experience and variable situations.

"The correlation of commercial "lightness" and "effectiveness" is indeterminately at the extremes."

"At the pole one, there is a high positive correlation between "liked" and "effective": commercials which are generally disliked tend to be ineffective (repetition does not improve this correlation, evidently). Among some examples in this category are some commercials in which humor was attempted, it must be noted.

"Humorous copy which depends on the blackout or punch line effect does not stand up to repetition over a long period."

"Humor, whimsy and fantasy for their own sakes tend not to be effective: there must be a relationship to product. Without some product claims and the product claims and advantages. This is not to say that "serious" products require "serious" treatment.

"Often a "very serious" subject, especially if not quite acceptable for public discussion, can not easily be treated by some touch of humor or whimsical (or even fantastic) treatment. Examples: subjects related to death (insurance), pest killing, personal products (such as deodorants, hygiene, suppositories).

"Products or product claims likely to involve feelings of unbeliableness, often come off better in effectiveness (and often likeability) if treated with a touch of lightness or humor. Examples: the hair dressings which promise sexual attractiveness, some deodorant claims, some tooth preparation claims.

"Products and product claims closely identified with the personality or character of the program vehicle. This applies particularly to very highly rated, well-liked programs, especially those backed by an audience of a number of children's shows and children's products, or to programs with single star personalities, in which the personality endorsement is part of the selling plan.

"Way-out" or "offbeat" humor tends, largely, to lose in effectiveness, except in restricted-market products: humor must match audience.

"Pre-testing and thorough research should definitely in matching copy approach (including use and type of humor) to market — and according to Schwarin, can be subject to quantitative measures.
THOMSON HEADS JAMAICA TV

THE NEW JAMAICA television system will consist of the originating station at Kingston (right) and rebroadcasting stations at Christiana (left) and Cooper's Hill, to eventually cover over 80% of the island's population.

TELEVISION is coming to Jamaica, a joint project of Thomson Television (International) Ltd. of Glasgow, Scotland; the National Broadcasting Co., U.S.A.; Television International Enterprises, England; and the Jamaican Government.

Thomson Television is responsible for the planning, installation and operational performance of the system, which is scheduled to go on the air this August.

The system will consist of an originating station at Kingston and rebroadcasting stations at Cooper's Hill and Christiana.

Though Cooper's Hill is only some eight miles from Kingston, the station is required there because of signal blockage caused by intervening mountains. The Christiana station is at a central location on the island to provide service centrally and to the coastal areas. It is expected that eventually over 80% of the island's 1,600,000 population will have TV service.

Canadian General Electric has won the $200,000 contract to supply complete transmitting equipment for the new system, the largest single TV equipment export order to date for CGE. Last year the company supplied a new TV station complex to Trinidad and Tobago.

Equipment will include both main and standby transmitters at each location, "Ultrapower" transmitting antennas, monitoring, switching and other equipment.

Commenting on the Jamaican order, export sales manager Robert Greaves said that all CGE broadcast equipment is designed to meet the requirements of the export market, particularly in the western hemisphere. The company also has quotations outstanding in Middle East and Afro-Asian countries, where the equipment will comply with differing transmitting standards.

Commonwealth Conf. Held in Canada

THE FIFTH COMMONWEALTH Broadcasting Conference was held in Canada from May 27 through June 16 with 36 delegates present from the publicly-owned national broadcasting organizations of 14 Commonwealth countries. Sessions were held in Montreal and Montebello, Quebec, between May 27 and June 9; in Toronto from June 9 to 13; and in Banff till the 16th.

"The four previous conferences have given tangible results," said CBC president Alphonse Ouimet at the opening of the conference. "Valuable contacts have been made among ourselves. The interchange of programs has been stepped up because of our meetings. The exchange of knowledge and experience on a continuing basis has been made possible through these conferences."

The Queen, Governor-General Vanier and Prime Minister Pearson sent messages of good will to the delegates at the opening of the sessions. CBC and BBC were represented by the largest delegations, seven members each, while the chief executive and chief engineer represented most other countries, Australia, Ceylon, Cyprus, Ghana, India, Jamaica, Malay, New Zealand, Nigeria, Pakistan, Sierra Leone and Tanganyika.

Canada was host to the conference for the first time. Previous meetings were held in Britain in 1945 and 1952, in Australia in 1956 and in India in 1960.

A SALE HAS BEEN MADE

No need to sell this customer on the desirable qualities of the food and household supplies she has just purchased. She was pre-sold by CFPL-TV.

Latest statistics show that residents of London and Western Ontario spend more than $13 million dollars a year for food, soaps and detergents. Total retail sales for the area are over $1 billion dollars. How big is your share?

CFPL-TV will help you sell food and household supplies (or anything else) in Western Ontario. Remember too, that if you have a product to test, CFPL-TV covers Canada's Number One Test Market.

No other major market in Canada is so dominated by one television station.

Call your All-Canada man or contact CFPL-TV, London, Canada.

*Sales Management.

Wig: an assumed name

CFCN RADIO/TV CALGARY

June 20th, 1963
BUYING COST PER THOUSAND?

94¢

CJGX

THE SIXTH LOWEST COST PER THOUSAND IN CANADIAN RADIO*

The Western Hospitality Station

Dial 940

YORKTON — MELVILLE SASKATCHEWAN
Serving and Selling the Midwest

CANADA'S GREATEST RURAL STATION

HAS A METRO-SIZE AUDIENCE ... AND A BETTER COST PER THOUSAND THAN MOST METRO STATIONS FROM COAST TO COAST!

*Basis Spring 1963 BBM, All English Language Radio Stations Per Published Rate Card. Average 7 a.m.-12 noon Monday thru Friday

CONSULT OUR REPRESENTATIVES

TYRRELL & NADON LTD.
TORONTO & MONTREAL
A. J. MESSNER & CO.
WINNIPEG

SCHARF BROADCAST SALES LTD.
VANCOUVER
YOUNG CANADIAN LTD.
CHICAGO & NEW YORK

AAB MEETS AUG. 4 IN NEWFOUNDLAND

PLENTY OF WORK and plenty of fun seems to sum up the preliminary arrangements for the 1963 convention of the Atlantic Association of Broadcasters, which takes place at the Newfoundland Hotel, St. John's, August 4 to 6.

The association's president, Marven Nathanson, of CJCB-TV, Sydney, N.S., says he is expecting a large attendance at this, the AAB's first convention to be staged in Newfoundland.

Most radio and television operators from the Atlantic provinces will be on hand. In addition to this, invitations have gone out to representatives of the BBG, CAB, CBC, agencies, clients, station reps, program and equipment suppliers, yes and even the trade press.

Registration begins Sunday August 4, with an AAB executive meeting that morning. Social activities for Sunday include a city and outport tour, boating, fishing, golf and a private party in the evening.

Monday morning, August 5, there will be a business meeting with a report from the CAB. This is expected to be of special interest, as it will take place right on the heels of a meeting of the CAB Executive Committee, scheduled for the three previous days.

Social activities scheduled for Monday include a luncheon to be tendered by the City of St. John's and a CJON screech party and squid-jiggers' dance.

Panel discussions on topics vitally close to broadcasting will highlight the open AAB business session Tuesday morning, August 6, and that afternoon is set aside for the annual AAB business meeting, for station members only.

Tuesday's social events include the pre-a nnual-luncheon, and the dinner itself. Host for the reception is the Province of Newfoundland. Nathanson says Premier Smallwood has promised to appear, and hints an "exceptional treat" for the guest speaker at the dinner, but is keeping his identity under wraps for the moment.

Special activities for the ladies include a fashion tour, coffee party, afternoon teas, a shore party at Marine Drive, visits to Memorial University and Confederation Building and sightseeing tours.

Chairman of the attendance committee for the convention is Jack Baird, with the host station, CJON, St. John's. Reservations should be made through him or directly with the Newfoundland Hotel. Reservation fee is $20.00 for each delegate of representative; $10.00 for each delegate or representative and wife; $10.00 for each additional representative. These fees include the annual dinner.

TWELVE JOIN RSB

THE RADIO SALES BUREAU'S current membership drive has enlisted twelve new members to date: CFRS Simcoe; CKCV Sault Ste. Marie; CJMT Chippewa; CKX Brandon; CFAM Aitona; CFSL Weyburn; CJME Regina; CFCW Camrose; CKSA Lloydminster; CJIB Vernon; CKOV Kelowna; and CKOK Penticton.

Canadian Broadcaster
ALTHOUGH CANADIAN FILMS won no awards at the 16th International Film Festival at Cannes last month, they gained immeasurable respect and recognition for the Canadian film industry.

"Canada made a better showing than ever before," says film critic Gerald Pratley, who covered the Festival for CBC and THE TORONTO STAR. "The atmosphere at the screenings and the comments on our films were very complimentary. Canada made a very strong and definite impression."

Contributory factors in making this impression were the number of Canadian delegates present, several NFB executives, representatives of CBC-TV Montreal, two critics, three receptions held by the Canadians, one attended by the Canadian ambassador to France and one at which the Mayor of Cannes was held, and prominently the film entries themselves.

For the first time Canada had feature-length films in competition — the National Film Board's Pour La Suite Du Monde, and another film produced independently by Pour La Suite's director, Michel Brault. Alone and with Others, which was shown in the critics' section. NFB's short, La Course (The Ride), "was a much better film than the prize-winner," says Pratley, adding that others shared this opinion.

The Canadian entry in the sixth annual Television Film Festival section of the Cannes sweepstakes, Pied Piper Films Ltd.'s Mr. Piper, was very well spoken of. Pratley reports, in strong competition.

A WEEK-LONG SEMINAR on "The Canadian Film" was held in Ottawa by the Canadian Federation of Film Societies in conjunction with the Extension Department of McMaster University. It will be held from July 20 to 26 in the Canterbury Hills Residential Centre which is set in 70 acres of wooded country about three miles from Hamilton.

Director of the seminar is Peter Morris of the Canadian Film Institute, who is arranging illustrated lectures and discussions by a number of Canadian film makers and critics and screenings of contemporary and classic films.

A feature of the program will be a film-making project under the direction of Dick Ballentine of Inter-Video Productions Ltd., producer of the candid study of Hugh Hefner, The Most. A short film will be produced and screened within the week.

Film items on the agenda are:

- A screening of "Contributions of the French Cinema" by James Card, curator of the George Eastman House Film Archives, who will also make a presentation of a number of films from George Eastman House.
- Andrew Sarris, film critic and writer for SIGHT AND SOUND, FILM QUARTERLY, FILM CULTURE and other magazines and film magazines, will lecture on "The American Film in the Forties and Fifties" and will introduce a special evening film presentation.
- Editor and film critic of FILM QUARTERLY, Ernest Callenbach, will lecture on "Trends in the Contemporary Film" and discuss such modern techniques as wide screen.
- Peter Morris will lecture on "Film as Illusion", "Form and Content", and "Realism on Film."

Among the films to be shown, in full or in excerpts, are Ugetsu, Il Grito, L'Avventura, Cuba Si, Partie de Campagne, Strike, Foolish Wives, Concrete Jungle, The Big Parade, Arsenal, All Quiet on the Western Front, Ten Days That Shook the World, and Triumph of the Will.

Registration is limited to 36 residential participants at $90, which includes accommodation, meals and all seminar activities. A few non-residential participants will be accepted, at $65, covering everything except accommodation and breakfast. Applications must be in by June 20.

Further details and registration forms are available through Mr. Neil Carson, Extension Department, McMaster University, Hamilton, Ontario.

THE MAY ISSUE of the U.S. publication INDUSTRIAL PHOTOGRAPHY is devoted almost entirely to the National Film Board, which it describes in its editorial as "the most exciting beehive of film documentaries in the country's professional life."

"Everything about the Film Board is impressive," it says, and the lead article lauds NFB's output as having "a universal appeal without parallel in this hemisphere."

Eleven articles, five of them by NFB personnel, explore the Board and its many facets.

THE THREE-DAY URESCO FESTIVAL and SEMINAR on "Films on Art" held in Ottawa last month has been pronounced an unqualified success, drawing over 50 films from 32 countries. International authorities to lead seminar discussions, over 130 delegates and large and enthusiastic audiences for the showings opened to the public.

Representatives of the Smithsonian, the Metropolitan Museum of Art, the Museum of Modern Art, art centres in Detroit and Boston were among those present, with pro-

News from the film front — Television — Industrial — Features — Syndications

The Drylanders is a dramatic story of early settlers in Western Canada, starring Frances Hyland and James Douglas. It was filmed in the summer of 1961 by producer Peter Jones and director Don Hallman.

The 70-minute black and white film will be released in superscope.

A CANADA COUNCIL arts scholarship has been awarded to Gordon Sheppard of InterVideo Productions Ltd. to enable him to go abroad and work with European film directors. Sheppard hopes to leave in August and to work with Francois Truffaut in France and Michelangelo Antonioni in Italy, and plans to be away for up to a year.

The scholarships are valued at $2,000 plus travel allowance.

THE TORONTO representative of the National Film Board for the past twelve years, Joel Samuels, moves to NFB's New York office in mid-August to become the U.S. theatrical and television representative. His successor in Toronto will be John Newson who has been a film officer with NFB Montreal.

CBC HAS BOUGHT Seven Arts' Volumes One, Two and Three — 116 Warner Bros. features in all — plus 35 additional features, for seven owned and operated stations. Among the titles are East of Eden starring Julie Harris and James Dean; Mr. Roberts with Henry Fonda and James Cagney; April in Paris co-starring Doris Day and Ray Bolger; Ray Milland and Grace Kelly in Dial M for Murder; and Rebel Without a Cause with James Dean and Natalie Wood.

Visual Creativity: Peterson Productions Limited/Motion Picture Producers
MARKET NOTES

CONSTRUCTION - Construction has started on an $8,000,000 extension to the Grace Hospital in St. John's, increasing the hospital's bed capacity from 170 to 370. The new construction also includes a $2,750,000 nurses' residence to accommodate 200 nurses. The Grace's School of Nursing has just graduated the largest class (67) in its 24-year history.

COMMUNICATIONS - The number of messages transmitted between Newfoundland and the rest of Canada and the world has jumped from 1,000 to 40,000 a month in the last ten years. The figures are quoted by A. J. Groce, Vice-president of the Bell Telephone Company of Canada. Mr. Groce described it as the most striking growth in the history of Canada.

FISHERY - Premier Smallwood has visions of a Canada-wide fish distribution organization. He believes it could be arranged by Canada Packers Limited, especially now that a national fisheries program is being considered. The premier was speaking to an audience in St. John's as he pooled the first concrete for a $5,000,000 Canada Packers building for packaging meat, fish and vegetable products.

QUICK FACT - The personal income of Newfoundlander was $4,475,000,000 in 1962, up from $4,172,000,000 the year before.

NEW SUPERMARKET OPENING COVERED BY CJON RADIO AND TV

Direct broadcast by radio and television of special opening ceremonies for new business premises is not entirely new. But it's not every day that television does such a broadcast.

LARGEST MARKET - On May 30th, Newfoundland's newest and largest supermarket opened in St. John's, a $250,000 building occupying 4,000 square feet of floor space. It was described by Mayor H. G. R. Mews as a supermarket "second to none."

LIVE TELECAST - Owner James P. Steinbauer, who chose both CJON Radio and CJON TV for extensive promotional advertising, also had the distinction of owning the first store in Newfoundland ever to have its official opening televised "live."

OPENING CEREMONY - As thousands of people streamed through the buildings, CJON-TV cameras picked up the activity on-the-spot reports, breaking into regular programming throughout the morning to bring viewers the opening ceremony, as well as a tour of the new store and its facilities.

NEW BUSINESS COMMUNITY - The store is a significant addition to the fast-growing business community in St. John's. Not only is it the largest supermarket in Newfoundland; it also is the center of a great complex of new building which already includes a 26-lane bowling alley.

CJON RADIO & TV COVERS OFFICIAL VISIT

When the Portuguese Ambassador to Canada, Dr. Eduardo Branco, paid his first official visit to Newfoundland on May 30th, 1963, the Newfoundland Government hailed the occasion by having Dr. Branco to become the first ambassador ever to address the provincial legislature.

FRIENDLY RELATIONS - CJON Radio and Television also did their bit to enhance the friendly relations that have existed for so long between the Island and its oldest ally and long-time customer for salt fish.

DIRECT TELECAST - Coverage of the visit included a direct relay of His Excellency's speech to a local service club radio station in Portugal and the television reports or his speech in the House, and presentation of a special ten-minute interview with Dr. Branco on television.

PORTUGAL DAY - The Ambassador announced that Portugal Day, when special celebrations would be held to mark the close of the celebrations between Newfoundland and Portugal, would be observed annually in St. John's, starting in 1964. Statements of Portuguese navigators who were the first to sail clear around the Island of Newfoundland are to be sculptured in Portugal and placed in front of Confederation Building in St. John's.

SILENT MEDIUM - I'm an old newspaper man and there's no money in old newspapers.

- Paul Jones
"The Voice of Safety"

MORE HASTE - Some executives are so busy that if they miss one section of a revolving door, their whole schedule gets jumbled up for two weeks.

- Ibid

REARGUARD ACTION - Then there's the one about the butcher who backed into the meat grinder and got a little behind in his orders.

AUDREY CRAP - Then there's the gal who wasn't so dumb she didn't want to go back to her barefoot days because she was born on a chicken farm.

SWIFTY - "I quit," said the chief announcer, resignedly.

PEP'S STUFF - She thought he would never pop the question until finally he gave her electric blanket with dual controls.

THOUGHT ON FATHER'S DAY - The current wave of juvenile delinquency is entirely attributable to the fact that the electric razor has replaced the razor strap.

TO K. M. ON HER BIRTHDAY - Keep a stiff upper chin!

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CJON WELCOMES SUMMER - Flowers and birds inaugurated CJON's "Summer Sound" on June 3rd, 1963.

SONG BIRDS - Male staff members arrived at work wearing flowers in their lapels. The ladies boosted elegant corsages - and throughout the radio and television building in St. John's songbirds twittered and sang.

NEW SEASON - It was summer. Listeners and viewers joined in the joy of the new season on CJON's "Summer Sound" went out to them in better programming suited to the summer season.

POPULAR PANEL DISCUSSIONS - A Newfoundland debating society that is as old as Canada is staging a strong comeback through the use of television.

Forum - The Methodist College Literary Institute, which was founded in 1867, used to provide a forum for some of the great speakers of each generation, but it started to fade with the advent of television.

Discussions - Now it is using Television for panel discussions and has recently started a new series on topics of mostly Newfoundland interest. The panelists are usually MCLT members, but frequently outside guests are invited.

Sundays - The series of thirty-minute programs is seen on CJON - CJON - CJON Television each Sunday at 5:00 p.m. Says the moderator, MCLT Vice-President Burt Ploughman, "We feel the Institute can become greater and stronger through the use of Television."

See our
Hard Working
Radio
STEVEN SAYS
in Canada
WEED & CO.
in the U.S.A.

Canadian Broadcaster
BUYING COST PER THOUSAND?

94¢

CJGX

THE SIXTH LOWEST COST PER THOUSAND IN CANADIAN RADIO!

The Western Hospitality Station

Dial 940 CJGX

Yorkton — Melville
Saskatchewan

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CANADA'S GREATEST RURAL STATION
HAS A METRO-SIZE AUDIENCE . . . AND A BETTER COST PER THOUSAND THAN MOST METRO STATIONS FROM COAST TO COAST!

*Basis Spring 1963 BBM, All English Language Radio Stations Per Published Rate Card. Average 7 a.m.-12 noon Monday thru Friday

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AAB MEETS AUG. 4 IN NEWFOUNDLAND

PLENTY OF WORK and plenty of fun seems to sum up the preliminary arrangements for the 1963 convention of the Atlantic Association of Broadcasters, which takes place at the Newfoundland Hotel, St. John's, August 4 to 6.

The association's president, Marvin Nathanson, of CJCB-TV, Sydney N.S., says he is expecting a large attendance at this, the AAB's first convention to be staged in Newfoundland.

Most radio and television operators from the Atlantic provinces will be on hand. In addition to this, invitations have gone out to representatives of the BBG, CAB, CBC, agencies, clients, station reps, program and equipment suppliers, yes and even the trade press.

Registration begins Sunday August 4, with an AAB executive meeting that morning. Social activities for Sunday include a city and outport tour, boating, fishing, golf and a private party in the evening.

Monday morning, August 5, there will be a business meeting with a report from the CAB. This is expected to be of special interest, as it will take place right on the heels of a meeting of the CAB Executive Committee, scheduled for the three previous days.

Social activities scheduled for Monday include a luncheon to be tendered by the City of St. John's and a CJON screech party and squid-jiggers' dance.

Panel discussions on topics vitally close to broadcasting will highlight the open AAB business session Tuesday morning, August 6, and that afternoon is set aside for the annual AAB business meeting, for station members only.

Tuesday's social events include the pre-annual-dinner reception, and the dinner itself. Host for the reception is the Province of Newfoundland. Nathanson says Premier Smallwood has promised to appear, and hints an "exceptional treat" for the guest speaker at the dinner, but is keeping his identity under wraps for the moment.

Special activities for the ladies include a fashion tour, coffee party, afternoon teas, a shore party at Marine Drive, visits to Memorial University and Confederation Building and sightseeing tours.

Chairman of the attendance committee for the convention is Jack Baird, with the host station, CJON, St. John's. Reservations should be made through him or directly with the Newfoundland Hotel. Reservation fee is $20.00 for each delegate of representative; $30.00 for each delegate or representative and wife; $10.00 for each additional representative. These fees include the annual dinner.

TWELVE JOIN RSB

THE RADIO SALES BUREAU's current membership drive has enlisted twelve new members to date: CFRS Bimose; CKX Sault Ste. Marie; CJMT Chicoutimi; CKX Brandon; CFAM Altona; CFSL Weyburn; CJME Regina; CFCW Carman; CKSA Lloydminster; CJIB Vernon; CKOV Kelowna; and CKOK Penticton.
ALTHOUGH CANADIAN FILMS won no awards at the 15th International Film Festival at Cannes last month, they gained immeasurable respect and recognition for the Canadian film industry.

"Canada made a better showing than ever before," says film critic Gerald Pratley, who covered the Festival for CBC and The Toronto Star. "The atmosphere at the screenings and the comments on our films were very complimentary. Canada made a very strong and definite impression."

Contributory factors in making this impression were the number of Canadian delegates present, several NFB executives, representatives of CBC-TV Montreal, two critics; three receptions held by the Canadians, one attended by the Canadian ambassador to France and one at which the Mayor of Cannes was held. Furthermore the film entries themselves.

For the first time Canada had feature-length films in competition — the National Film Board's Pour La Suite Du Monde, and another film produced independently by Pour La Suite's director, Michel Brault. Alone and with Others, which was shown in the critics' section, La Conquete (The Ride), "was a much better film than the prize-winner," says Pratley, adding that others shared this opinion.

The Canadian entry in the sixth annual Television Film Festival section of the Cannes sweepstakes, Pied Piper Films Ltd.'s Mr. Piper, was very well spoken of by Pratley reports, in strong competition.

**A WEEK-LONG SEMINAR on "The Film Industry" is being held by the Canadian Federation of Film Societies in conjunction with the Extension Department of McMaster University. It will be held from July 20 to 26 in the Canterbury Hills Residential Centre which is set in 70 acres of wooded country about 12 miles from Hamilton.**

Director of the seminar is Peter Morris of the Canadian Film Institute, who is arranging illustrated lectures and discussions by a number of noted film-makers and critics and screenings of contemporary and classic films.

A feature of the program will be a film-making project under the direction of Dick Ballentine of Inter-Video Productions Ltd., producer of the candid study of Hugh Hefner, The Most. A short film will be produced and screened within the week.

**News from the film front —**

**Television — Industrial — Features — Syndications**

**THE THREE-DAY Unesco Festival Film and Seminar on Films of Art held in Ottawa last month has been pronounced an unqualified success, drawing over 50 films from 32 national authorities to lead seminar discussions, over 130 delegates and large and enthusiastic audiences for the showings opened to the public.**

Representatives of the Smithsonian, the Metropolitan Museum of Art, the Museum of Modern Art, art centres in Detroit and Boston were among those present, with producers, distributors and "consumers" of films on art and art instructors.

Five Canadian films were among those shown: NFB's The World of David Milne, directed by Gerald Budner, Paul-Emile Borduas, and Painting a Province, directed by Kirk Jones; Fantasy of the Print, made by Alan Jarvis Associates and Fillesped Motion Pictures Ltd.; and Dimmension Lumineuse on Jean-Paul Moussau, made by Michel Regnier for Artek Film Productions, Montreal.

One of many subjects discussed during the seminar was the possibility of establishing an international centre for films on art and the National Film Board, the Canadian Film Institute and the National Gallery will further discuss setting up such a centre for Canada.

One of its functions would be to arrange showings of films on art such as a three-day showing held at the Central Library Theatre in Toronto last week which drew almost double the expected audience for a selection of 16 of the Festival films.

Television as a means of extending the use and influence of films on art was discussed by John Read, producer of a series on art and the artist on BBC, Jean-Marie Drot, who has produced some 200 short films on art for French TV, and Vincent Tovell, producer of CBC-TV's The Lively Arts.

**THE NATIONAL FILM BOARD'S first feature-length film, The Drylanders, will be released across Canada in September by Columbia Pictures of Canada, distributors of all NFB's theatrical productions. The world premiere will be held in swift Current, Saskatchewan, where the picture was made.**

**THE DRYLANDERS is a dramatic story of early settlers in Western Canada, starring Frances Hyland and James Douglas. It was filmed in the summer of 1961 under producer Peter Jones and director Don Haldane.**

The 70-minute black and white film will be released in superscope.

**A CANADA COUNCIL arts scholarship has been awarded to Gordon Sheppard of InterVideo Productions Ltd. to enable him to go abroad and work with European film directors. Sheppard hopes to leave in August and to work with François Truffault in France and Michelangelo Antonioni in Italy, and plans to be away for up to a year.**

The scholarships are valued at $2,000 plus travel allowance.

**THE TORONTO representative of the National Film Board for the past twelve years, Joel Samuels, moves to NFB's New York office in mid-August to become the U.S. theatrical and television representative. His successor in Toronto will be John Newson who has been a film officer with NFB Montreal.**

**CBC HAS BOUGHT Seven Arts' Volumes One, Two and Three — 118 Warner Bros features in all — plus 35 additional features, for seven owned and operated stations. Among the titles are East of Eden starring Julie Harris and James Dean; Mr. Roberts with Henry Fonda and James Cagney; April in Paris co-starring Doris Day and Ray Milland and Grace Kelly in Dial M for Murder; and Rebel Without a Cause with James Dean and Natalie Wood.**
MARKET NOTES

CONSTRUCTION. — Construction has started on an $8,000,000 extension to the Grace Hospital in St. John's, increasing the hospital's bed capacity from 170 to 370. The new construction also includes a $2,250,000 nurses' residence to accommodate 200 nurses. The Grace's School of Nursing has just graduated the largest class (62) in its 38-year history.

COMMUNICATIONS. — The number of messages transmitted between Newfoundland and the rest of Canada and the world has jumped from 1,000 to 40,000 a month in the last ten years. The figures are quoted by A. J. Grofeau, Vice-president of the Bell Telephone Company of Canada. Mr. Grofeau described it as the "most striking growth in the history of Canada."

FISHERY. — Premier Smallwood has visions of a Canada-wide fish distribution organization. He believes it could be arranged by Canada Packers Limited, especially now that a national fisheries program is being considered. The premier was speaking in St. John's as he poured the first concrete for a $750,000 Canada Packers building for packaging meat, fruit and vegetable products.

QUICK FACT. — The personal income of Newfoundlanders totalled $457,000,000 in 1962, up from $422,000,000 the year before.

NEW SUPERMARKET OPENING COVERED BY CJON RADIO AND TV

Direct broadcasts by radio of official opening ceremonies for new business premises may be fairly frequent. But it's not every day that television does such a broadcast.

LARGEST MARKET

On May 30th, Newfoundland's newest and largest supermarket was opened in St. John's. A $75,000 building, occupying 34,000 square feet of floor space. It was described by Mayor H. G. R. Mews as a supermarket "second to none".

LIVE TELECAST

Owner James P. Steinhauser, who chose both CJON Radio and CJON Television for extensive promotional advertising, also had the distinction of owning the first store in Newfoundland ever to have its official opening televised "live".

OPENING CEREMONY

As thousands of people streamed through the buildings, CJON-TV cameras picked up the activity in on-the-spot reports, breaking into regular programming throughout the morning to bring viewers the opening ceremony, as well as a tour of the new store and its facilities.

NEW BUSINESS COMMUNITY

The store is a significant addition to the fast-growing business community in St. John's. Not only is it the largest supermarket in Newfoundland, but also the centre of a great complex of new building which already includes a 24-lane bowling alley.

CJON RADIO & TV COVERS OFFICIAL VISIT

When the Portuguese Ambassador to Canada, Dr. Eduardo Brazao, paid his first official visit to Newfoundland on May 30th, 1963, the Newfoundland Government hailed the occasion by inviting Dr. Brazao to become the first ambassador ever to address the provincial legislature.

FRIENDLY RELATIONS

CJON Radio and Television also did their bit to enhance the friendly relations that have existed for so long between the Island and its oldest ally and longtime customer for salt fish.

DIRECT TELECAST

Coverage of the visit included a direct telecast of His Excellency's speech to a local service club (Rotary), radio and television reports on his speech in the House, and presentation of a special ten-minute interview with Dr. Brazao on television.

PORTUGAL DAY

The Ambassador announced that Portugal Day, when special celebrations would be held in honour of the close association between Newfoundland and Portugal, would be observed annually in St. John's starting in 1964. Statues of Portuguese navigators who were the first to sail clear around the island of Newfoundland are to be sculptured in Portugal and placed in front of Confederation Building in St. John's.

CJON WELCOMES SUMMER

Flowers and birds inaugurated CJON's "Summer Sound" on June 3rd, 1963.

SONG BIRDS

Male staff members arrived at work wearing flowers in their lapels. The ladies boasted elegant corsages, and throughout the radio and television building in St. John's, songbirds twittered and sang.

NEW SEASON

It was summer. Listeners and viewers joined in the joy of the new season as CJON's "Summer Sound" went out to them in better programming, suited to the summer season.

POPULAR PANEL DISCUSSIONS

A Newfoundland debating society that is as old as Canada is staging a strong comeback through the use of television.

Forum The Methodist College Literary Institute, which was founded in 1867, used to provide a forum for some of the great speakers of each generation, but it started to fade with the advent of television.

Discussions Now it is using television for panel discussions and has recently started a new series on topics of mostly Newfoundland interest. The panelists are usually MCLI members, but frequently outside guests are invited.

Sundays The series of thirty-minute programs is seen on CJON - CJOX - CJCN - Television each Sunday (3:30 p.m.). Says the moderator, MCLI Vice-President Burf Ploughman: "We feel the Institute can become greater and stronger through the use of television."

See our Hard Working Reps STOVIN-BILLES in Canada WEED & CO. in the U.S.A.

TO K. M. ON HER BIRTHDAY

Keep a stiff upper chin!

SILENT MEDIUM

For an old newspaper man and there's no money in old newspapers.

— Paul Jones "The Voice of Safety"

MORE HASTE

Some executives are so busy that if they miss one section of a revolving door, their whole schedule gets jammed up for two weeks.

— Ibid

CUB SERVICE

People are so funny about safety, they'll jay-walk on the way to get their Sabin polio vaccine.

— Ibid Mark II

REARGUARD ACTION

Then there's the one about the butcher who backed into the meat grinder and got a little behind in his orders.

— Ibid

AUDREY CRAP

Then there's the gal who was so dumb she didn't want to go back to her barefoot days because she was born on a chicken farm.

— Ibid

SWIFTY

"I quit," said the chief announcer, resignedly.

— Ibid

PEPYS STUFF

She thought he would never pop the question until finally he gave her and electric blanket with dual controls.

— Ibid

THOUGHT ON FATHER'S DAY

The current wave of juvenile delinquency is entirely attributable to the fact that the electric razor has replaced the razor strap.
# DIRECTORY OF STATION SALES REPRESENTATIVES

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- ADVERTISING AGENCIES
- EQUIPMENT MANUFACTURERS
- BROADCAST CONSULTANTS

## DIRECTORY OF STATION SALES REPRESENTATIVES

### CANADA

#### AIR-TIME SALES LTD.

**Toronto** - 2140 Yonge St. - Hudson 3-0746. President - Michael J. Callahan. Executive Vice- President - Adrian Egan.

**Montreal** - 1396 St. Catherine St. W. Room 216 - University 1-0117. Sales Manager - Michael Mezo.

Represents the following stations:

**Radio:**
- CFAX, Victoria
- CKOK, Regina
- CJIC, Kamloops
- CJIC, Trail
- CKWE, Vancouver
- CJVL, Victoria
- CFOP, Grande Prairie
- CJCA, Edmonton
- CFAC, Calgary
- CJOC, Lloydbridge
- CHAT, Medicine Hat
- CKBL, Prince Albert
- CKCK, Regina
- KRBC, Winnipeg
- CJHB, Cornwall
- CKXW, Kitchener-Waterloo
- CKOL, Guelph
- CKOC, Hamilton
- CFPL, London
- CFPA, Port Arthur
- CKXW, Sudbury
- CKYQ, Toronto
- CKLW, Windsor
- CFCF, Montreal
- CFRCY, Chariotstown
- CHSJ, Saint John

**Valley**
- CKPG-TV, George
- CHAN-TV, Vancouver
- CVOT-TV, Calgary
- CIBC-TV, Lethbridge
- CJCP-TV, Medicine Hat
- CKAL-TV, Prince Albert
- CKCK-TV, Regina
- CKWX-TV, Brandon
- CHJC, Hamilton
- CKWX-TV, London
- CHEX-TV, Peterborough
- OJIC-TV, South St. Marie
- CKSO-TV, Thunder Bay
- CKLS-TV, Lake Superior
- CJLH, Saint John
- CKWW-TV, Sydney
- CFCC-TV, Chariotstown
- CFNS, Saskatoon
- CKSW, Swift Current
- CKSB, St. Boniface
- CJOB, Winnipeg
- CHOT-FM, Winnipeg
- CKSP, Langley
- CHWO, Oakville
- CKLB, Oshawa
- CJTR, St. Catharines
- CHOK, Sarnia
- CJIC, Sault Ste. Marie
- CKOT, Sudbury
- CHPI-TV, Thunder Bay
- CKUL, Toronto
- CKGL, Hull
- CJLM, Joliette
- CMCJ, Montreal
- CKCM, Montreal
- CJGC, Quebec
- CKRL, St. Georges de Beauce
- CKPL, St. Jerome
- CJSO, Sorel
- CFIL, Valleyfield
- CFDA, Victoriaville
- CKBC, Bathurst
- CKBR, Bridgewater
- CKKW, Kentville
- KXDF-TV, New Glasgow

**Television:**
- CJTV, Swift Current
- KCND-TV, Pembina
- CKLY-TV, Edmonton
- CKNOX-TV, North Battleford
- KXLY, Port Angeles
- CHUM, Toronto
- CKGL, Hull
- CJLM, Joliette
- CKCM, Montreal
- CKCS, Montreal
- CJGC, Quebec
- CKRL, St. Georges de Beauce
- CKPL, St. Jerome
- CJSO, Sorel
- CFIL, Valleyfield
- CFDA, Victoriaville
- CKBC, Bathurst
- CKBR, Bridgewater
- CKKW, Kentville
- KXDF-TV, New Glasgow

See All-Canada U.S.

### BROADCAST REPRESENTATIVES LTD.


The company represents these stations:

**Radio:**
- CFOP, Couer d'Alene
- CKWQ, New Westminster
- WKMCT, Kootenay
- CKAB, Edmonton
- CFRA, Regina
- CKRM, Regina
- CKPB, Victoria
- CKVL, Vernon

**Television:**
- CFBN, Vernon
- CFAB, Windsor
- KICO, El Centro-Calexico
- KGPG, Grafton
- KNOX, Grand Forks

**Radio and Television:**
- CKRN, Twin Falls
- CKRV, Boise
- KCHB, Twin Falls
- KQSB, Pocatello
- KZTV, Idaho Falls
- KGMS, Great Falls
- KEXY, Pocatello

**Broadcasting and Allied Fields**

- CBM Radio & TV Sales: John Malloy; Radio Sales Manager - R. S. Joynt; Supervisor of Radio Sales - Fred Bardeau; Supervisor of National Sales (English) - George Epworth; Supervisor of TV Network Sales (English) - Allan Stone.

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

### HARDY RADIO & TV LTD.


**Quebec City** - 1143 St. John St. - LaFontaine 5-7373.

The company represents these stations:

**Radio:**
- CRLM, New Lautier
- CKRM, Pembroke
- CKJB, Red River
- CKHL, Roberval
- CKSMS, Lachine
- CKSL, Kelowna
- CKLS, Matane
- CHLD, Lakehead
- CKDJ, Saint-Joseph
- CKDR, Thetford Mines
- CKVR, Valleyfield
- CKTI, Val-d'Or
- CKRL, Truro
- CKDS, Amherst
- CKAV, Pointe-à-Port-Arthur

**Television:**
- CKSF-TV, Matane
- CHIC, New Carlisle
- CKBC, Quebec City
- CKRS, Rouyn
- CJKL, Val d'Or
- CKAD, Amos

*Represented in Toronto only.*

**Television:**
- CKDJ, Red River
- CKCI, Val-d'Or
- CKGM, La Sarre
- CKSD, Rouyn

**Radio and Television:**
- CKCH, Quebec City
- CKLC, Val-d'Or
- CKAF, Saint-Joseph
- CKDR, Thetford Mines
- CKVR, Valleyfield

**Ralph J. Judge & Company**

**Montréal** - 1145 Bishop St. - Victor 9-2076. President - Ralph J. Judge.
Togetherness!

The CFQC style of same. Our way of demonstrating the spirit of healthy competition that exists between CFQC radio and CFQC-TV. Each benefits from the services of a full-time, competent staff well-versed in their respective fields. The only things shared are the news department, the financial management, and—oh yes—the janitor. So you benefit when you buy time on either CFQC or CFQC-TV. Both stations compete keenly for audience. And competition is just as keen for each local and national advertiser’s budget. Neither station is a sideline of the other. Means more efficient service to you from some of the most respected people in the broadcast business, radio and TV. Togetherness: CFQC style.
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### UNITED STATES

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<th>City</th>
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<td>New York</td>
<td>WGN-TV</td>
<td>John H. Harmon</td>
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<th>Frequency</th>
<th>Call Letters</th>
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<tbody>
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<td>New York</td>
<td>WABC-TV</td>
<td>540</td>
<td>WABC-TV</td>
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<tr>
<td>Chicago</td>
<td>WBBM-TV</td>
<td>540</td>
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<tr>
<td>Los Angeles</td>
<td>KTTV-TV</td>
<td>540</td>
<td>KTTV-TV</td>
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<tr>
<td>San Francisco</td>
<td>KRON-TV</td>
<td>540</td>
<td>KRON-TV</td>
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###_cktv.tv, CKO-TV, CKC-TV

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<th>Frequency</th>
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<td>KRON-TV</td>
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### CFTV-TV, CFTV," CFTV"

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<th>Frequency</th>
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<tr>
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<td>KRON-TV</td>
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<td>KRON-TV</td>
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</tbody>
</table>
AMPEX OF CANADA LIMITED


CANADIAN GENERAL ELECTRIC COMPANY


CANADIAN MARCONI COMPANY
Montreal — 74 Trenton Ave. RE 8-9441. J. Bordewich.
Toronto 1830 Bayview Ave. HU 1-6221. R. Gauthier.
Winnipeg 168 Main Ave. East. WH 3-2483 R. Whittle.
Calgary — 929 — 42nd Ave. S.E. C 4-7571. R. Maddison.
Vancouver — 3594 Main Street. TH 6-4176. Brinworth.
Halifax — 572 Battery St. 423-1238 W. Morris & D. Coops.
Manufactures and distributes a full range of AM, FM and TV broadcast equipment.

COLLINS RADIO COMPANY
OF CANADA LIMITED
Toronto 16 — 11 Bermondsey Road, Ont. 10-275-11 President — Mr. John Plante. Broadcast Sales Dept. — Phil Wharton. Manufactures and distributes a full audio and video line, including tube test equipment, automatic tape control equipment, consoles and remote equipment.

June 20th, 1963

BROADCAST EQUIPMENT MANUFACTURERS

BROADCAST CONSULTANTS

List of individuals and firms recognized by the Department of Transport as suppliers of technicial briefs in support of applications for private commercial broadcasting stations, including television, changes in broadcasting station facilities, installation of control equipment for unattended operation and proofs of performance.

G. A. Bartley, P.Eng., Alberta Telecommunication Consultants Ltd. P.O. Box 669, Red Deer, Alta.
Gérald Lemieux, P.Eng., Consultations Lemieux, 327 Kent Ave. W., Winnipeg 1, P. Q.
J. A. Jarvis, P.Eng., 9 Nanaimo Ave., P.O. Box 607, R.R. # 2, Bell's Corners, Ont.
Keith A. MacKinnon, P.Eng., P.O. Box 3319, Ottawa, Ont.
R. A. Nappas and Associates, Consulting Engineers, 2021 Decatur Dr., Montreal 29, P. Q.
G. B. MacKie, P.Eng., RCA Victor Co. Ltd., 1001 Lenoir St., Toronto 30, P. Q.
Lieu. Col. W. A. McCallum, 488 Avalon Place, Riverview Park, Ottawa, Ont.
D. B. Williamson, P.Eng., Broadcasting Consultants, P.O. Box 42, Colbourne, Ont.

Recognized by the Department of Transport as consultants for the preparation and submission of applications for installation of control equipment for unattended operation of broadcasting stations:

G. A. Richards, P.Eng., R. H. Lench Co. Ltd., P.O. Box 500, Downsview, Ont.

Where to Stay in NEW YORK CITY

Stay on the fashionable East Side... one block off Fifth Avenue, a stroll from business calls, Rockefeller Center, Radio City Music Hall, shopping and entertainment.

Every room & suite has TV, radio, individually controlled air-conditioning.

Singles: $5.50-$13
Twins: $9.90-$15

FAMILY RATES
FREE PARKING

Hotel Madison Ave. at 55th St. Near New York 22 Plaza 3-6890
From the engineering development that produced the first All-Canadian 50,000 watt AM transmitter, Canadian General Electric have utilized their depth of knowledge and manufacturing experience to again lead the way in broadcast equipment... with an all-new 10,000 watt AM transmitter designed and built in Canada.

Like the big "50", the new "ULTRASOUND"... is big in engineering design and quality performance. From the read-at-a-glance big look in instrument panels, to its smallest component, the new "10" incorporates the same advanced innovations in design that have made the big "50" the most popular transmitter on the market today.

For example, a major feature is the control system which provides automatic recycling, fault recording, built-in remote control sensing elements and advanced safety devices. The new CGE 10,000 watt "ULTRASOUND"... provides additional assurance of continuity of service through the use of solid state rectifiers, longer life tubes (fewer too, just eleven), ease of adjustment and a host of other quality engineering features found only in Canadian General Electric broadcast equipment.

Whether you're considering a power increase or the purchase of a standby unit, investigate the new 10,000 watt AM transmitter designed and built in Canada by Canadian General Electric.
The All-New Canadian AM Transmitter from CGE
ANNOUNCEMENT

CHVC
NIAGARA FALLS

Mr. Arthur W. Blakely is pleased to announce the appointment of National Time Sales as NATIONAL REPRESENTATIVES

NATIONAL TIME SALES OFFICES ARE LOCATED IN:

In MONTREAL: 1396 St. Catherine St. W.
Telephone 861-1117

In TORONTO: 2149 Yonge St.
Telephone 487-3023

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS THE SHOWS

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

STATION AND PERSONNEL REGISTER (Radio)

British Columbia

CFVR, ABERTSON
250 watts on 1,140 kcs. Salen
of CHVC, Chilliwack, same staff. CBC Programs originate from both stations and are car
ried simultaneously over both transmitters.

CHVC, CHILLIWACK
1,000 watts on 1,275 kcs.
(1) Fraser Valley
(2) Kub Barrens
(3) Fred Grant
(1) & (2) & TV Time Sales Ltd.
(3) Scharf Broadcast Sales Ltd.
(26) Sept. 1, 1958

CKEY, CRANBROOK-KIMBERLEY
1,200 watts on 670 kcs.
(1) East Kootenay
(2) Red Rock
(3) Lloyd J. Wintle
(4) Corwin Sewchuck
(5) John McLeod
(6) & (12) Frank Matowich
(7) Sharon Heiken
(8) Jean Larke
(9) Jim Gillespie
(10) & (25) Radio & TV Sales Inc.
(11) A. J. Messer & Co.
(12) Radio Reps. (B.C.) Ltd.
(13) Donald Cooke Inc.
(10) Oct. 15, 1957

CJOE, DAWSON CREEK
1,000 watts on 1,350 kcs.
(1) Radio Station CJOE
(2) Dawson Creek B.C. Ltd.
(3) H. L. Michaud
(4) Mike Lavrin
(5) & (22) National Time Sales
(6) A. J. Messer & Co.
(7) Kootenay Broadcast Sales
(8) Donald Cooke, Inc.
(20) December 15, 1967

CJFJ, RAMLOOPS
10,000 watts daytime (1,000
watts nighttime) on 930 kcs.

CJOE, LANGLEY
1,000 watts on 895 kcs.
(1) City and Country Radio
Limited
(2) Fred Grant
(7) Ian G. Ross
(8) Jean C. Ross
(9) Walter Harwood
(10) Walter Jones
(11) & (12) Ross Morrison
(12) Gordon Rye
(13) Walter Jones
(14) Gordon Rye
(15) Jean C. Ross
(16) Jack Crane
(17) Dave Penney
(18) Dave Twomey
(19) Dave Dore
(20) Don Ellis
(21) & (22) Radio & TV Sales Inc.
(20) January 29, 1963

CHWB, NANAIMO
10,000 watts on 1,570 kcs.
(1) Nanaimo Broadcasting
Corporation Limited
(2) M. B. Silvers
(3) Joe Lawlor
(4) & (7) Jack Kyle
(5) Lloyd Feltham
(6) Jack Kyle
(7) Grant Burt
(8) Thomas Carr
(9) Joe Lawlor
(10) Bob Colby
(11) Judy Almas
(12) John Morgan
(13) Dave Dore
(14) David McRae
(15) Marlene Dittrick
(16) Dave Dunn
(17) Mrs. Gloria Milenberger
(18) Artur Vysok
(19) to 25 Al-Canada
(20) May 24, 1949

CKXV, KELOWNA
(see Okanagan Radio)
1,000 watts on 1,030 kcs. CBC
(1) Okanagan Broadcasters
Ltd.
(2) Mrs. G. T. Browne
(3) & (5) James H. Browne
(4) Jack Cooper
(5) Dave Neufeld
(6) Jack News
(7) Jack Hodge
(8) Bob Hodge
(9) John Meyers
(10) Dave Dore
(11) Marlene Dittrick
(12) Dave Dunn
(13) Mrs. Gloria Milenberger
(14) Artur Vysok
(15) to 25 Al-Canada
(20) Nov. 4, 1951

CJLW, NELSON
1,000 watts on 1,190 kcs. CBC.
(1) News Publishing Co. Ltd.
(2) Keith Brown
(3) W. H. Brown
(4) M. B. Silvers
(5) Joe Lawlor
(6) Bob Colby
(7) to 24 Radio Reps. Ltd.
(8) Donald Cooke Inc.
(9) May 24, 1949

OKANAGAN RADIO

Conductors: CCKV, Kelowna, CKXV, Penticton, and CJJW, Vernon. Nationally, the three stations are regarded as one. The National Sales Manager is Ken Compton, out of Kelowna (P.O. Box 100).

CCKX, PENTICTON

(see Okanagan Radio)
10,000 watts on 860 kcs.

(1) Ron Coote
(2) Jeanie P. Kennedy
(3) Ralph J. Robinson
(4) Henry G. Dane
(5) Glen M. Gordon
(6) Don Ewert
(7) Mike Mangan
(8) Don Sarto
(9) Brian Oppenheimer
(10) Dave Dore
(11) Matt Mackay
(12) Jim Holman
(13) George C. Cameron
(14) to 25 Al-Canada
(15) Sept. 13, 1954

CJAY, PORT ALBION
210 watts 1,190 kcs.
(1) CCKX Limited
(2) & Kenneth Hutcherson
(3) Maurice Haddad
(4) Bill Gibson
(5) Don Carlton
(6) Bill Gibson
(7) Bill Gibson
(8) Mrs. Joe McKee
(9) Brian Miles
(10) John Hurbach

CRTC RADIO NETWORK STATIONS

CBC English Radio Network

Atlantic Region:

CFCF Cornerbrook
CBG Gander
CBB Grand Falls
CJHB St. John's
CFCY Charlottetown
CFXJ Antigonish
CJFC Bridgewater
CBH Halifax
CKEC New Glasgow
CBM Sydney
CKDL Yarmouth
CKBK Dartmouth
CKAN Truro
CKLF Cape Breton
CKBN Bathurst
CKNB Campbellton
CFNS New Brunswick
CKVR Saint John
CHSJ Woodstock

Mid Eastern Region:

CBM Montreal
CKS Quebec
CKTS Sherbrooke
CFCQ Chicoutimi
CJRB Blind River
CFJR Sault Ste. Marie
CFCB North Bay
CJFX North Bay
CFOR Sudbury
CKOB Thunder Bay
CJFJ Timmins
CBO Sault Ste. Marie
CHVJ Sault Ste. Marie
CKB Sudbury
CJVS Timmins
CHVQ Thunder Bay
CTVS London
CJQB Rockwood
CFS Lake Sudbury
CKBS Port Sudbury
CKSL Timmins
CKIV South Porcupine
CKW Fort St. John
CKBQ Kapuskasing
CJBB Kapuskasing
CFSL Sudbury
CKDR Sudbury
CKBP Timmins
CHNL Sudbury
CJNL Sudbury
CJRT Timmins
CJFJ Kapuskasing

Pacifie Region:

CHKW Chilliwack
CFOS Courtenay
CJJC Comox
CKOV Kelowna
CKXV Penticton
CJAV Port Alberni
CJKB Prince George
CFPR Prince Rupert
CJAT Trail
CJXM Vancouver
CJIB Vernon
CJVI Victoria

CBC French Radio Network

Champlain
CJCB Ville de la Pocatiere
CJET Sault Ste. Marie
CHNC New Carlisle
CJFP Riviere du Loup
CJCP Caplan
CJPS Rimouski
CKBL Matane
CJCH Tadoussac
CJDL La Baie
CKCD Sault Ste. Marie
CJMN Moosonee
CKDL La Sarre
CJRM Saint-Casimir
CJMK Lake Timmins
CJVD Val d'Or
CKVM Ville Marie
CHLN Trois Rivières
CJHL La Tuque
CJJEW Rouyn
CJDG Rivière-du-Loup
CJEQ Edmundston
CJFR Port aux Choix
CJFB Sudbury
CJPN Timmins
CJTR Timmins
CHAP Chibougamau
CJIG Kapuskasing
CJPS Moosonee
CJMP Timmins
CHAP Hudson Bay
CJJS Sudbury
CJEB Sudbury
CJAI Chibougamau
CJGN Timmins
CJFB Sudbury
CJAP Moosonee
CJIB Kapuskasing
CJAP Moosonee
CJIB Sudbury
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CJAP Moosonee
CJIB Kapuskas
1. Owner or Company Name
2. President (or if company)
3. Manager
4. Assistant Manager
5. Commercial Manager
6. Production Manager
7. Program Manager
8. Chief Announcer
9. Morning Man

Key:
(6, 7, & 8) Bill Dundon
(9) Zoran Zivkovic
(10) Don Zenas
(11) Bob Reisman
(12) Roy Foran
(13) John Scharf
(14) Mrs. Jack Milburn
(15) Jim Brown
(16) George Cranford
(17) Bill Copeland
(18) Chief Copy

CBCK, EDMONTON 650, 1,000 w. night time, (500 w. daytime) on 530 kcs.
(1) Edmonton Broadcasting Co. Ltd.
(2) C. E. E. Hearn
(3) Ralf Barnett
(4) Ken Goodland
(5) John Sayers
(6) Joe Wiebe
(7) Bev Pollock
(8) Harry Blaine
(9) Vic Arken
(10) John然后再用
(11 & 12) W. R. K. Earle
(13) Ken Wetmore
(14) Don Webbe
(15) Harold W. de W. Hawaii & Promotion
(16) Joe Hryniuk
(17) Martha Leppard
(18) Harry Blaine
(19) Andri Picard
(20) Gordon Skidmore
(21 to 25) All Canada
(26) Nov. 21, 1952

CPSD, GRANDE PRAIRIE 650, 1,000 w. daytime, (500 w. night time) on 500 kcs.
(1) Northern Broadcasting Ltd.
(2) A. E. Pearson
(3) Jack Stewart
(4) Jack Stanhope
(5) Gary Johnstone
(6) Robert L. McNabb
(7) Robert Cowden
(8) Mrs. C. Onk
(9) Mrs. Dorothy Cooper
(10) Mrs. Mary Cooper
(11) Mrs. John Cooper
(12) Mrs. A. K. McLeod
(13) Mrs. A. J. Morley
(14) Mrs. J. W. Smith
(15) Bill Syk
(16) Donald Cranford
(17) Mrs. John Cranford
(18) Dick Taylor
(19) John Primrose
(20) Gaynor Fallow
(21) Al Ray
(22) The Radio Society
(23) to 25) All Canada
(26) Nov. 1, 1954

CJAH, LETHBRIDGE 5,000 w. daytime, 2,500 w. night time on 1,000 kcs.
(1) Lethbridge Broadcasting Ltd.
(2) Ed W. Pearson
(3) Joe M. Bennett
(4) John McNabb
(5) Nat W. Smith
(6) Arnold Turner
(7) Bill Syk
(8) Tom Atkinson
(9) Bill Stason
(10) Joe Oakes & Assoc.
(11) Tony Copeland
(12) John Hornby
(13) John Ford
(14) Bill Gillingham
(15) John Macdonald
(16) John Silcox
(17) Don Handley
(18) Fred Bently
(19) Jim Brown
(20) Shirley Johns
(21) Jim Brown
(22) William L. Knight
(23) Sonny Stovin-Byles Ltd.
(24) Torus Broadcasting Ltd.
(25) Sonny Stovin-

ALBERTA

CBCK, CALGARY 1,000 w. at 960 kcs. C.B.C.
(1) Dave Taylor
(2) Harry Blaine
(3) Mrs. C. Onk
(4) Bill Juillet
(5) John J. B. Falcon
(6) Mrs. Robert Flaherty
(7) Mrs. Mary Cooper
(8) Bill Syk
(9) John Primrose
(10) Gaynor Fallow
(11) Al Ray
(12) The Radio Society
(13) to 25) All Canada
(26) June 20, 1963

Contact your ALL-CANADA man

June 20, 1963

Average Daily Print Day

700 w. on 1300 kcs. (1)
300 w. on 1300 kcs. (2)
2,000 w. on 1300 kcs. (3)
600 w. on 1300 kcs. (4)

ICF, CALGARY 1,000 w. on 1300 kcs.
(1) Celtar Radio Ltd.
(2) Bill Juillet
(3) Mrs. Robert Flaherty
(4) John J. B. Falcon
(5) Gaynor Fallow
(6) Al Ray
(7) The Radio Society
(8) to 25) All Canada
(26) June 20, 1963

Contact your ALL-CANADA man

June 20, 1963

Average Daily Print Day

700 w. on 1300 kcs. (1)
300 w. on 1300 kcs. (2)
2,000 w. on 1300 kcs. (3)
600 w. on 1300 kcs. (4)

ICF, CALGARY 1,000 w. on 1300 kcs.
(1) Celtar Radio Ltd.
(2) Bill Juillet
(3) Mrs. Robert Flaherty
(4) John J. B. Falcon
(5) Gaynor Fallow
(6) Al Ray
(7) The Radio Society
(8) to 25) All Canada
(26) June 20, 1963

Contact your ALL-CANADA man

June 20, 1963

Average Daily Print Day

700 w. on 1300 kcs. (1)
300 w. on 1300 kcs. (2)
2,000 w. on 1300 kcs. (3)
600 w. on 1300 kcs. (4)

ICF, CALGARY 1,000 w. on 1300 kcs.
(1) Celtar Radio Ltd.
(2) Bill Juillet
(3) Mrs. Robert Flaherty
(4) John J. B. Falcon
(5) Gaynor Fallow
(6) Al Ray
(7) The Radio Society
(8) to 25) All Canada
(26) June 20, 1963

Contact your ALL-CANADA man

June 20, 1963

Average Daily Print Day

700 w. on 1300 kcs. (1)
300 w. on 1300 kcs. (2)
2,000 w. on 1300 kcs. (3)
600 w. on 1300 kcs. (4)
Togetherness CFCQ style means healthier, and somebody grabs a chance to make appearance of his brotherly competitor. □ Who benefits? Audiences and advertisers. Both CFCQ Radio and CFCQ-TV have separate but equal narrative to give the best service.

Manitoba

CMA, ALTONA
10,000 days of 1,000 watts (nighttime)
10,000 days of 150 watts (nighttime)

CFCQ, SASKATOON
15,000 watts daytime (1,000 watts nighttime)
13,000 watts daytime (5,000 watts nighttime) (9:00 a.m. to 9:00 p.m.)
13,000 watts daytime (1,000 watts nighttime)
14,000 watts daytime (1,000 watts nighttime)

CFCQ, WENIBOUW
1,000 watts daytime (250 watts nighttime)

CFLS, WENIBOUW
1,000 watts daytime (125 watts nighttime)

CFLS, WINNIPEG
1,000 watts daytime (125 watts nighttime)

CFS, WINNIPEG
2,000 watts daytime (750 watts nighttime)

CFSQ, WINNIPEG
2,000 watts daytime (750 watts nighttime)

CFSY, WINNIPEG
2,000 watts daytime (750 watts nighttime)

CFC, FORT CHURCHILL
250 watts daytime (1,750 watts; owned and operated by the Canadian Broadcasting Corporation)

CFCY, PORTAGE LA PRAIRIE
1,250 watts daytime (300 watts nighttime)

CFCZ, PORTAGE LA PRAIRIE
1,250 watts daytime (300 watts nighttime)

CFCZ, WINNIPEG
1,250 watts daytime (300 watts nighttime)

CFCZ, WOODBURY
1,250 watts daytime (300 watts nighttime)

CFCY, WINNIPEG
1,250 watts daytime (300 watts nighttime)
Quebec

CFGT, ALMA 1,210 on AM, 1740 kHz (1933) Radio Latour St. Jean Ltee.
(3) CFTI, POINTE-Claire, (3) CFTY, POINTE-Claire, (3) CKL, Latour St. Jean Ltee.
(2) CHLT, Latour St. Jean Ltee.

CFCF, CHICOUTIMI 1,200 on AM, 1,270 kHz (1932) Radio Latour St. Jean Ltee.
(1) CHLF, POINTE-Claire, (5) CFTI, Latour St. Jean Ltee.

CQJ, CHICOUTIMI 1,200 on AM, 1,250 kHz (1932) Radio Latour St. Jean Ltee.
(7) CHCT, POINTE-Claire, (12) CHLJ, Latour St. Jean Ltee.

CKAD, AMOS 1,500 on AM, 1,340 kHz (1951) CBC French Network.
(3) CKAL, Latour St. Jean Ltee.

CJM, CHICOUTIMI 1,200 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
(1) CKML, Latour St. Jean Ltee.

CJL, JOUETTE 1,200 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
(1) CKML, Latour St. Jean Ltee.

CNJ, CHICOUTIMI 1,200 on AM, 1,240 kHz (1932) Radio Latour St. Jean Ltee.
(2) CQJ, Latour St. Jean Ltee.

CNS, CHICOUTIMI 1,200 on AM, 1,240 kHz (1932) Radio Latour St. Jean Ltee.
(2) CHCT, POINTE-Claire, (1) CHJL, Latour St. Jean Ltee.

CKL, LA VOIX DE FRENCH COMMUNICATION ORGANIZATION 1,200 on AM, 1,240 kHz (1932) Radio Latour St. Jean Ltee.
(4) CKML, Latour St. Jean Ltee.

CKL, JOLIETTE 1,200 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
(1) CKML, Latour St. Jean Ltee.

CKM, MONT LAURIER 1,200 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
(1) CKML, Latour St. Jean Ltee.

CKM, MONTREAL 10,000 on AM, 1,240 kHz (1956) CBC French Network.
(1) CKML, Latour St. Jean Ltee.

CKM, MONTREAL 10,000 on AM, 1,270 kHz (1956) CBC French Network.
(1) CKML, Latour St. Jean Ltee.

CHC, MONTREAL 15,000 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
(3) CHCJ, Latour St. Jean Ltee.

CHC, MONTREAL 15,000 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
(2) CHCJ, Latour St. Jean Ltee.

CHC, MONTREAL 15,000 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
(2) CHCJ, Latour St. Jean Ltee.

CHC, MONTREAL 15,000 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
(2) CHCJ, Latour St. Jean Ltee.

CHC, MONTREAL 15,000 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
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(2) CHCJ, Latour St. Jean Ltee.

CHC, MONTREAL 15,000 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
(2) CHCJ, Latour St. Jean Ltee.

CHC, MONTREAL 15,000 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
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CHC, MONTREAL 15,000 on AM, 1,350 kHz (1932) Radio Latour St. Jean Ltee.
(2) CHCJ, Latour St. Jean Ltee.
1. Owner or Company Name
2. President (if company)
4. Assistant Manager
5. Commercial Manager
6. Production Manager
7. Program Manager
8. Chief Announcer
9. Morning Man
10. Music Director
11. News Director
12. Sports Director
13. Farm Director
14. Wilfrid’s Ltd.
15. Promotion Manager
16. Traffic Manager
17. Copy Chief Limited
18. Librarian
19. Chief Operator
20. Chief Engineer
21. Regional Manager
22. Toronto Reps. Ltd.
23. Montreal Reps. Ltd.
24. Windsor Reps. Ltd.
26. St. John’s Radio

CKVY, VAL D’OCE 
1,000 watts on 1,730 kHz CBC
14,000 Watts on 540 KHz

CKVU, SHERBROOKE 
600 watts on 1,130 kHz CBC French Network.
1,000 watts on 550 KHz

CHEC, DUNKEL \n1,000 watts on 1,450 kHz CBC French Network.

CHRB, ROYAL 
960 watts on 1,080 KHz French Network.

CJCB, ST.-ANNE-DE-LA-POCATELLA \n1,500 watts on 1,130 kHz CBC French Network.

CJRI, RIVIERS-DEL-LOUP \n1,000 watts on 1,400 kHz CBC French network.

CJAF, CAGNOUX \n250 watts on 1,340 KHz Sable à la Rivière - du-Lois.

CHRL, ROYAL VALLEY \n2,400 watts on 1,400 KHz CBC French Network.

CKCB, ROYAL \n2,400 watts on 1,400 KHz CBC French Network.

CKMS, SHAWINIGAN FALLS \n1,000 watts on 1,200 kHz CBC French Network.

CHLT, TROIS RIVIÈRES \n550 watts on 1,550 KHz CBC French Network.

NEW BURNSWICK

CJCB, BATHURST \n1,000 watts on 1,360 kHz CBC

CJRK, TROIS RIVIÈRES \n300 watts on 1,550 KHz CBC French Network.

CJAW, WINDSOR 
30 watts on 1,550 KHz CBC French Network.

Nova Scotia

CJDR, AMHERST \n1,000 watts on 1,420 KHz CBC Atlantic Broadcasting Co.

CJFX, ANTICosti \n1,000 watts on 1,550 KHz CBC Atlantic Broadcasting Co.

CJXW, BRIDGEWATER \n1,000 watts on 1,500 KHz CBC Atlantic Broadcasting Co.

CJDR, DARTMOUTH \n2,500 watts on 1,970 KHz CBC Atlantic Broadcasting Co.

CJBN, HALIFAX \n1,000 watts on 1,370 KHz Operated by the Canadian Broadcasting Corporation.

CJCB, WOODSTOCK \n5,000 watts on 1,270 KHz CBC Atlantic Broadcasting Co.

CJEM, EDMONTON \n5,000 watts on 1,300 KHz CBC

CJSO, SORÉL \n1,000 watts on 1,550 KHz CBC French Network.

CLEV, VERDON \n20,000 watts (daytime) 10,000 watts (nighttime) on 850 KHz

CRBM, CAMPBELLTON \n10,000 watts (daytime) 1,000 watts (nighttime) on 1,550 KHz

CJKY, FREDERICTON \n10,000 watts on 1,220 KHz CBC

CJNU, NEWCASTLE \n1,000 watts on 1,300 KHz CBC

CRFB, MONCTON \n10,000 watts on 1,220 KHz CBC Atlantic Broadcasting Co.

CJMB, MACDONALD \n5,000 watts on 1,300 KHz CBC Atlantic Broadcasting Co.

CRFB, BATHURST \n5,000 watts on 1,270 KHz CBC

CJMB, NB \n1,000 watts on 1,300 KHz CBC Atlantic Broadcasting Co.

CJXW, BRIDGEWATER \n1,000 watts on 1,500 KHz CBC Atlantic Broadcasting Co.

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CJDR, DARTMOUTH \n2,500 watts on 1,970 KHz CBC Atlantic Broadcasting Co.

CJBN, HALIFAX \n1,000 watts on 1,370 KHz Operated by the Canadian Broadcasting Corporation.
BTA-10U 10 KW broadcast transmitter (with cutback facilities for 5 KW).

RCA VICTOR'S NEWEST PRESTIGE

TYPE

BTA-10U

Ask the stations who own them:

CKBW  Bridgewater, N.S.
CJCB   Sydney, N.S.
CHAT   Medicine Hat, Alta.
CKLM   Montreal
CFMB   Montreal, Canada's first multi-lingual station

REDUCED OPERATING COSTS

- Replacement tubes cost 30 percent less
- Extended tube life
- New high-efficiency RF final saves 10 percent on annual power bill
- Operates between -20 deg. C and +45 deg. C ambient temperatures, reducing building heating expenditures
Front view, doors open, showing driver-control, modulator and high-voltage rectifier, and power amplifier cabinets.

AM BROADCAST TRANSMITTER...

REDUCED MAINTENANCE COSTS
- Only two tuning controls
- Semi-permanent solid-state rectifiers
- Adequate cabinet dimensions ensure ample cooling in warmest summer weather with simple air-changing system
- Vertical panel construction provides reach-in accessibility to all components
- No RF feedback requiring frequent adjustment
- Highest quality components reduce equipment outages

REDUCED INSTALLATION COSTS
- Output circuit tolerant of wide variations in antenna system impedance
- Factory-tuned and tested.
- Built-in remote control circuitry
- Broadband neutralization
- Very low harmonic radiation

RCA VICTOR COMPANY, LTD.
Technical Products
1001 Lenoir St., Montreal 30, Quebec

TRUSTED NAME IN ELECTRONICS
SINGULAR AIM

for selling in Edmonton

CFRN • RADIO

1260 on the dial

Radio Representatives Ltd.
Montreal, Toronto, Winnipeg, Vancouver
U.S.A. Young Canadian Ltd.
CKFM-FM, MONTREAL

3,860 watts on 100.7 mcs. Owned and operated by the Canadian Broadcasting Corporation.

CHL-FM, QUEBEC

81,000 watts on 93.1 mcs.

CHU-FM, CAPE Breton

60,000 watts on 102.5 mcs.

CFL-FM, MONTREAL

7,000 watts on 96.9 mcs.

CFM-FM, AMSTERDAM

307,000 watts on 93.1 mcs.

CLF-FM, MONTREAL

92,000 watts on 97.9 mcs.

CMN-FM, MONTREAL

19,000 watts on 96.7 mcs.

CML-FM, MONTREAL

8,400 watts on 101.3 mcs.

CNU-FM, MONTREAL

5,000 watts on 99.1 mcs.

CNR-FM, MONTREAL

5,000 watts on 98.7 mcs.

CNP-FM, MONTREAL

7,000 watts on 98.1 mcs.

CNS-FM, MONTREAL

5,000 watts on 90.5 mcs.

CON-FM, MONTREAL

5,000 watts on 97.1 mcs.

COT-FM, MONTREAL

5,000 watts on 94.5 mcs.

COP-FM, MONTREAL

5,000 watts on 92.3 mcs.

COS-FM, MONTREAL

5,000 watts on 89.7 mcs.

COT-FM, MONTREAL

5,000 watts on 90.7 mcs.

COP-FM, MONTREAL

5,000 watts on 92.7 mcs.

COS-FM, MONTREAL

5,000 watts on 94.1 mcs.

COT-FM, MONTREAL

5,000 watts on 96.3 mcs.

COP-FM, MONTREAL

5,000 watts on 97.5 mcs.

COS-FM, MONTREAL

5,000 watts on 99.3 mcs.

COT-FM, MONTREAL

5,000 watts on 101.3 mcs.

COP-FM, MONTREAL

5,000 watts on 102.7 mcs.

COS-FM, MONTREAL

5,000 watts on 104.1 mcs.

COT-FM, MONTREAL

5,000 watts on 105.7 mcs.

COP-FM, MONTREAL

5,000 watts on 107.7 mcs.

COS-FM, MONTREAL

5,000 watts on 109.5 mcs.
ADVERTISING AGENCIES
A list of Advertising Agencies enfranchised by the Canadian Association of Broadcasters together with their addresses, telephone numbers, broadcast department directors and radio and television time buyers.

This list consists of Advertising Agencies enfranchised by the C.A.B. for the year ending June 30, 1963.

The 1963-64 list will appear in an early issue.

<table>
<thead>
<tr>
<th>Agency</th>
<th>City</th>
<th>Phone</th>
<th>Address</th>
<th>Media Director</th>
<th>Broadcast Dept. Director</th>
<th>Radio-TV Time-Buyer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Algie, Lawson Ltd.</td>
<td>Toronto</td>
<td>487-5345</td>
<td>1560 Bayview Ave.</td>
<td>Brian S. Birrell</td>
<td>Brian S. Birrell</td>
<td>Mrs. J. Morrow</td>
</tr>
<tr>
<td>Al-Jay Advertising Agency Ltd.</td>
<td>Willowdale</td>
<td>221-5563</td>
<td>12 Finch Avenue W.</td>
<td>J. A. Rodkin</td>
<td>J. A. Rodkin</td>
<td>P. A. Johnson</td>
</tr>
<tr>
<td>Aidiel Advertising Agency Ltd.</td>
<td>Toronto</td>
<td>95-6451</td>
<td>4 Lowont Ave.</td>
<td>P. A. Johnson</td>
<td>Miss F. de Trois Ies Maison</td>
<td>P. A. Johnson</td>
</tr>
<tr>
<td>Alkman Advertising Agency Ltd.</td>
<td>Montreal</td>
<td>482-4681</td>
<td>1500 Stanley St.</td>
<td>Miss V. Lenz</td>
<td>Miss V. Lenz</td>
<td>Miss F. de Trois Ies Maison</td>
</tr>
<tr>
<td>Baker Advertising Agency Ltd.</td>
<td>Toronto</td>
<td>487-1511</td>
<td>1700 Bayview Ave.</td>
<td>Miss Joane Hussick</td>
<td>Miss Joane Hussick</td>
<td>Mrs. R. VanDyke</td>
</tr>
<tr>
<td>Batten, Bart &amp; Durstine &amp; Osborne Inc.</td>
<td>Montreal</td>
<td>8-2655</td>
<td>13550 Berkeley Blvd. W.</td>
<td>Miss A. Archibald</td>
<td>Miss A. Archibald</td>
<td>Miss J. Hasick</td>
</tr>
<tr>
<td>Beedham Advertising Associates Ltd.</td>
<td>Toronto</td>
<td>924-8431</td>
<td>217 St. Clair Ave. W.</td>
<td>Miss R. Shaw</td>
<td>Miss R. Shaw</td>
<td>Miss J. Hasick</td>
</tr>
<tr>
<td>Bleedham Advertising Ltd.</td>
<td>Victoria</td>
<td>225-6741</td>
<td>608 Fort Street</td>
<td>Harry R. Bleedham</td>
<td>Harry R. Bleedham</td>
<td>Miss A. Archibald</td>
</tr>
<tr>
<td>Brewhaupt, Milson &amp; Benson Ltd.</td>
<td>Toronto</td>
<td>483-3531</td>
<td>120 Eglinton Ave. E.</td>
<td>Peter Charles</td>
<td>Peter Charles</td>
<td>N. Pahlen</td>
</tr>
<tr>
<td>Burley, J. H. Ltd.</td>
<td>Toronto</td>
<td>362-6847</td>
<td>159 Bay St.</td>
<td>A. L. Drewry</td>
<td>A. L. Drewry</td>
<td>G. S. Denis</td>
</tr>
<tr>
<td>Burnett, Leo Co. of Canada Ltd.</td>
<td>Toronto</td>
<td>924-5492</td>
<td>185 Blair St. E.</td>
<td>J. P. Moore</td>
<td>J. P. Moore</td>
<td>R. Flack</td>
</tr>
<tr>
<td>Burns Advertising Agency Ltd.</td>
<td>Montreal</td>
<td>WE 5-5257</td>
<td>1980 Sherbrooke St. W.</td>
<td>Mrs. Edith Lekay</td>
<td>Mrs. Edith Lekay</td>
<td>Mildred MacLeod</td>
</tr>
<tr>
<td>Camp, Holman &amp; Assoc. Ltd.</td>
<td>Toronto</td>
<td>HU 7-2101</td>
<td>600 Eglinton Ave. E.</td>
<td>W. F. Bayley</td>
<td>W. F. Bayley</td>
<td>Joyce Williams</td>
</tr>
<tr>
<td>Canadian Advertising Agency Ltd.</td>
<td>Toronto</td>
<td>368-1136</td>
<td>790 Bay St.</td>
<td>W. R. Campbell</td>
<td>W. R. Campbell</td>
<td>G. G. Beedham</td>
</tr>
<tr>
<td>Carden Rose Ltd.</td>
<td>Montreal</td>
<td>924-5981</td>
<td>1411 Crescent Street</td>
<td>Miss Lee Morrison</td>
<td>Miss Lee Morrison</td>
<td>Harry R. Bleedham</td>
</tr>
<tr>
<td>Carter, Garry J. of Canada Ltd.</td>
<td>Toronto</td>
<td>2A 2405</td>
<td>59 Avenue Road</td>
<td>Bob Howe</td>
<td>Bob Howe</td>
<td>Miss Jean Dearden</td>
</tr>
<tr>
<td>Clavir, Leo Productions</td>
<td>Rexdale</td>
<td>CH 1-3568</td>
<td>266 Rexdale Blvd.</td>
<td>——</td>
<td>——</td>
<td>M. L. Lacombe</td>
</tr>
<tr>
<td>Cooley Advertising Ltd.</td>
<td>Toronto</td>
<td>WE 5-3171</td>
<td>Canada Cement Bldg.</td>
<td>J. L. B. Welsh</td>
<td>J. L. B. Welsh</td>
<td>Lucien Lekay</td>
</tr>
<tr>
<td>Collier Advertising Ltd.</td>
<td>Winnipeg</td>
<td>WH 2-0881</td>
<td>Electric Railway Chambers</td>
<td>Mrs. M. Simons</td>
<td>Mrs. M. Simons</td>
<td>Mrs. M. Simons</td>
</tr>
<tr>
<td>Collier Advertising Ltd.</td>
<td>Toronto</td>
<td>924-8027</td>
<td>2100 Drummond St.</td>
<td>Miss N. Fraser</td>
<td>Miss N. Fraser</td>
<td>Miss N. Fraser</td>
</tr>
<tr>
<td>Capeland, Don H. Advertising Ltd.</td>
<td>Scarborough</td>
<td>EM 3-2647</td>
<td>481 University Ave.</td>
<td>Adele E. Ward</td>
<td>Adele E. Ward</td>
<td>G. Rivaud</td>
</tr>
<tr>
<td>Cramble Advertising Co. Ltd.</td>
<td>Toronto</td>
<td>924-5246</td>
<td>391 St. James St. W.</td>
<td>Vera A. Copeland</td>
<td>Vera A. Copeland</td>
<td>L. R. S. Glasser</td>
</tr>
<tr>
<td>Dance-Fitz-Gerald-Sample (Canada) Ltd.</td>
<td>Toronto</td>
<td>924-5985</td>
<td>100 Adelaide St. W.</td>
<td>Mrs. V. Upton</td>
<td>Mrs. V. Upton</td>
<td>L. R. S. Glasser</td>
</tr>
<tr>
<td>Daniel &amp; Charles Inc.</td>
<td>New York</td>
<td>MU 6-7288</td>
<td>1525 Madison Avenue</td>
<td>Miss M. Harper</td>
<td>Miss M. Harper</td>
<td>Gilbert Nunn</td>
</tr>
<tr>
<td>Ellis Advertising Co.</td>
<td>Buffalo</td>
<td>MU 7-2678</td>
<td>185 Madison Avenue</td>
<td>J. B. Tomlinson</td>
<td>J. B. Tomlinson</td>
<td>John DeBennah</td>
</tr>
<tr>
<td>Erwin, Wasey, Rutrauff &amp; Ryan (Conn.) Ltd.</td>
<td>Toronto</td>
<td>924-5720</td>
<td>100 Adelaide St. W.</td>
<td>M. H. Harper</td>
<td>M. H. Harper</td>
<td>Beatitude Hanford</td>
</tr>
<tr>
<td>Ferguson Mann Ltd.</td>
<td>Montreal</td>
<td>845-7138</td>
<td>2015 Mountain St.</td>
<td>D. A. Fieldman</td>
<td>D. A. Fieldman</td>
<td>Beatitude Hanford</td>
</tr>
<tr>
<td>Ferras Advertising Ltd.</td>
<td>Hamilton</td>
<td>9A 11-116</td>
<td>63 Duke Street</td>
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</tr>
<tr>
<td>Foote Couch &amp; Belding Canada Ltd.</td>
<td>Toronto</td>
<td>924-8781</td>
<td>1255 Phillips Square</td>
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</tr>
<tr>
<td>Foster Advertising Ltd.</td>
<td>Toronto</td>
<td>924-4681</td>
<td>149 Alcorn Ave.</td>
<td>Ralph Draper</td>
<td>Ralph Draper</td>
<td>——</td>
</tr>
<tr>
<td>Goodis, Goldberg, Soren Ltd.</td>
<td>Toronto</td>
<td>924-5343</td>
<td>550 Sherbrooke St. W.</td>
<td>Aurel Claret</td>
<td>Aurel Claret</td>
<td>Norma J. Robinson</td>
</tr>
<tr>
<td>Grosberg, Pollack &amp; Gwartzman Ltd.</td>
<td>Toronto</td>
<td>924-8747</td>
<td>234 Eglinton Ave. E.</td>
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<tr>
<td>Hayhurst, F. H. Co. Ltd.</td>
<td>Toronto</td>
<td>924-5471</td>
<td>55 Eglinton Ave. E.</td>
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<td>Heggie Advertising Co. Ltd.</td>
<td>Montreal</td>
<td>924-5051</td>
<td>1420 Sherbrooke St. W.</td>
<td>D. G. McKeater</td>
<td>D. G. McKeater</td>
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<tr>
<td>Hout Publicité Ltee.</td>
<td>Montreal</td>
<td>924-8201</td>
<td>1420 Sherbrooke St. W.</td>
<td>——</td>
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<tr>
<td>Hutchins Advertising Co. of Canada Ltd.</td>
<td>Toronto</td>
<td>924-3752</td>
<td>35 Hayden Street</td>
<td>Jack A. Price</td>
<td>Jack A. Price</td>
<td>——</td>
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<tr>
<td>Huxley-Irwin-Price Ltd.</td>
<td>Hamilton</td>
<td>924-6067</td>
<td>860 Decarie Blvd.</td>
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<tr>
<td>Industrial Advertising Agency Ltd.</td>
<td>Toronto</td>
<td>924-5985</td>
<td>120 Eglinton Ave. E.</td>
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<tr>
<td>Inter-Canada Quebec Advertising Agency Ltd.</td>
<td>Montreal</td>
<td>924-8471</td>
<td>35 Madison Ave.</td>
<td>——</td>
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<td>——</td>
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<tr>
<td>Jarvis, Albert Ltd.</td>
<td>Toronto</td>
<td>924-6851</td>
<td>1500 Stanley St.</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
</tbody>
</table>
"THE POWERHOUSE OF NORTHEAST QUEBEC"

Delivering the Chicoutimi - - Saguenay - - Lake St. John Market

CJPM-TV 100,000 watts maximum power on Channel 6 delivers greater coverage of the Chicoutimi-Saguenay-Lake St. John market than ever before.

Produced by a single power source, its signal provides more efficient engineering coverage than ever before.

Associated with CFTM-TV Montreal, our independent programming features many proved top rated shows combined with our own quality local programs, and gives this rich market better entertainment than ever before.

Sensible efficient rates provide more mileage for your dollars at lower cost than ever before.

REPRESENTED BY

Paul L'Anglais Inc. - Stovin-Byles Ltd. - Forjoe Inc.

MONTREAL WINNIPEG U.S.A.
TORONTO VANCOUVER
### Advertising Agencies

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<tbody>
<tr>
<td>Kaster, Hilton, Chelsey, Clifford &amp; Atherton (Canada) Ltd.</td>
<td>Toronto</td>
<td>362-4231</td>
<td>481 University Avenue</td>
<td>Miss Adel Ward</td>
<td>Miss Del Tepluck</td>
<td>Miss Adel Ward</td>
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<tr>
<td>Kelley, Russell T. Co. Ltd.</td>
<td>Hamilton</td>
<td>2-1155</td>
<td>627 Main St. E.</td>
<td>Miss Del Tepluck</td>
<td>Miss Adel Ward</td>
<td>Robert Hodgson</td>
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<tr>
<td>Kenyon &amp; Eckhardt Ltd.</td>
<td>Toronto</td>
<td>54-5931</td>
<td>320 St. E.</td>
<td>Mrs. D. Ier</td>
<td>Mrs. D. Ier</td>
<td>Mrs. D. Ier</td>
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<tr>
<td>Lippman Advertising Assoc. Inc.</td>
<td>Buffalo</td>
<td>850-1900</td>
<td>Hotel Buffalo</td>
<td>Albert Lipman</td>
<td>Alice Addison</td>
<td>Marion Daugherty</td>
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<td></td>
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<td>2-5651</td>
<td>1112 West Pender St.</td>
<td>Mrs. F. A. Uruch</td>
<td>A. B. Jenkins</td>
<td>Bill Graham</td>
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<td></td>
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<td>2-6521</td>
<td>911 Electric Railway Chambers</td>
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<td>C. N. York</td>
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<tr>
<td>MacLaren Advertising Co. Ltd.</td>
<td>Toronto</td>
<td>921-5169</td>
<td>800 Bay Street</td>
<td>Mrs. F. Repath</td>
<td>W. E. Wilson</td>
<td>W. E. Wilson</td>
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<tr>
<td></td>
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<td>925-3231</td>
<td>151 Bloor Street W.</td>
<td>Mrs. F. Repath</td>
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<td>861-3242</td>
<td>1155 Richmond St. W.</td>
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<td>861-1439</td>
<td>123 Eglinton Ave. E.</td>
<td>Miss Eileen Fox</td>
<td>Miss D. C. Lient</td>
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<td>724-5306</td>
<td>89 Avenue Road</td>
<td>Miss M. Davidson</td>
<td>W. L. Chardl</td>
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<td>252-0111</td>
<td>8227 Elbow Drive</td>
<td>Miss A. Taylor</td>
<td>Miss M. Davidson</td>
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<td>225-1002</td>
<td>12537 Stoney Plain Rd.</td>
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<td>225-1002</td>
<td>10020-109th St.</td>
<td>Miss I. Rosen</td>
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<td>866-9382</td>
<td>615 Dorchester St. W.</td>
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<td>949-5767</td>
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<td>254-1559</td>
<td>Toronto-Dominion Bank Bldg.</td>
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<td>337-3262</td>
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<td>565-3100</td>
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<td>847-4171</td>
<td>1500 Stanley St.</td>
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<td>6-2811</td>
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<td>861-9721</td>
<td>1155 Dorchester Blvd. W.</td>
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### ADVERTISING AGENCIES

A list of Advertising Agencies enfranchised by the Canadian Association of Broadcasters together with their addresses, telephone numbers, broadcast department directors and radio and television time buyers.

<table>
<thead>
<tr>
<th>Agency</th>
<th>City</th>
<th>Phone</th>
<th>Address</th>
<th>Media Director</th>
<th>Broadcast Dept.</th>
<th>Radio-TV Time-Buyer</th>
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<tr>
<td>Stanfield, Johnson &amp; Hill Ltd.</td>
<td>Toronto</td>
<td>646-8481</td>
<td>255 Davenport Rd.</td>
<td>T. D. Campbell</td>
<td>T. D. Campbell</td>
<td>Irene Maksary</td>
</tr>
<tr>
<td>Stansbury, J. E. &amp; Co. Ltd.</td>
<td>Montreal</td>
<td>866-8741</td>
<td>Dominion Square Bldg.</td>
<td>V. Hemeniek</td>
<td>John Tames</td>
<td>Diana Stewart</td>
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<tr>
<td>Stevenson &amp; Scott Ltd.</td>
<td>Toronto</td>
<td>866-4473</td>
<td>1155 Dorchester Blvd. W.</td>
<td>Miss J. Sweeney</td>
<td>John Tames</td>
<td>Kaye Robinson</td>
</tr>
<tr>
<td>Tames Advertising Agency Ltd.</td>
<td>Montreal</td>
<td>66-9369</td>
<td>1260 University St.</td>
<td>Manager, S. C. Young</td>
<td>George Alsp</td>
<td>Miss J. Sweeney</td>
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<tr>
<td>Tandy Richards Advertising Ltd.</td>
<td>Toronto</td>
<td>423-8279</td>
<td>100 Adelaide St. W.</td>
<td>Manager, R. H. Knight</td>
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<tr>
<td>Thompson, J. Walter Co. Ltd.</td>
<td>Toronto</td>
<td>521-2291</td>
<td>1235 Bayview Ave.</td>
<td>John Tames</td>
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<td>Torebin Advertising Ltd.</td>
<td>Montreal</td>
<td>362-3471</td>
<td>20 Carlton Street South</td>
<td>Alta Pope</td>
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<tr>
<td>Vamplew-Philp-McGregor-Davie</td>
<td>Toronto</td>
<td>925-8481</td>
<td>600 University Ave.</td>
<td>W. A. Wheatstone</td>
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<td>Vickers &amp; Benson Ltd.</td>
<td>Toronto</td>
<td>866-7701</td>
<td>630 Dorchester Blvd. W.</td>
<td>J. A. McCormin</td>
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<td>Welsh Advertising Co. Ltd.</td>
<td>Toronto</td>
<td>33053</td>
<td>2 Carlton St.</td>
<td>Miss M. McLeod</td>
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<tr>
<td>Westminster Broadcasting Ltd.</td>
<td>Montreal</td>
<td>67500</td>
<td>1900 Sherbrooke W.</td>
<td>(Through Toronto)</td>
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<tr>
<td>Whitehall Broadcasting Ltd.</td>
<td>Windsor</td>
<td>6775</td>
<td>586 Ouellette Ave.</td>
<td>(Through Toronto)</td>
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<td>Whitehead, Titherington &amp; Bowyer Ltd.</td>
<td>Toronto</td>
<td>225-5544</td>
<td>695 Yonge Street</td>
<td>D. M. Curtis</td>
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<td>Willis Advertising Ltd.</td>
<td>Toronto</td>
<td>225-3804</td>
<td>165 Bloor Street East</td>
<td>Miss J. Sharpe</td>
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<tr>
<td>Chris Yanof Ltd.</td>
<td>Toronto</td>
<td>224-6478</td>
<td>119 Isabella Street</td>
<td>Wm. Freedman</td>
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<tr>
<td>Young &amp; Rubicom Ltd.</td>
<td>Toronto</td>
<td>221-1921</td>
<td>250 University Ave.</td>
<td>Colin P. Davis</td>
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<td>Montreal</td>
<td>866-8941</td>
<td>1155 Dorchester Blvd. W.</td>
<td>Media Supervisors</td>
<td></td>
<td>Paul Martel</td>
</tr>
</tbody>
</table>

### The Best Agencies*


*In our opinion for these Agencies bought CFAM in 1962!*

**In our opinion... and Radio Reps are prepared to prove it!**

buy time on the best radio station in Canada**

**CFAM - Radio Southern Manitoba**
All-Canada Radio & Television Limited

British Columbia
CFTK, CRANBROOK
1.7 kw VHF, 690 kHz Audio on Channel 3, owned and operated by the Canadian Broadcasting Corporation.

CFTV, DAMSON CREEK
10 kw VHF, 690 kHz Audio on Channel 8, owned and operated by the Canadian Broadcasting Corporation.

CFTV, KAMLOOPS
50 kw VHF, 690 kHz Audio on Channel 8, owned and operated by the Canadian Broadcasting Corporation.

CFTV, PENTICTON
60 kw VHF, 690 kHz Audio on Channel 8, owned and operated by the Canadian Broadcasting Corporation.

CFTV, SONIC
120 kw VHF, 690 kHz Audio on Channel 8, owned and operated by the Canadian Broadcasting Corporation.

CFTV, VICTORIA
50 kw VHF, 690 kHz Audio on Channel 8, owned and operated by the Canadian Broadcasting Corporation.

Alberto
CFTV, CALGARY
10 kw VHF, 690 kHz Audio on Channel 8, owned and operated by the Canadian Broadcasting Corporation.

CFTV, VANCOUVER
10 kw VHF, 690 kHz Audio on Channel 8, owned and operated by the Canadian Broadcasting Corporation.

CFTV, REGINA
10 kw VHF, 690 kHz Audio on Channel 8, owned and operated by the Canadian Broadcasting Corporation.

CFTV, EDMONTON
10 kw VHF, 690 kHz Audio on Channel 8, owned and operated by the Canadian Broadcasting Corporation.

SELECTIVE TELEVISION IS THE BEST APPROACH TO YOUR SALES PROBLEMS

Because it allows the advertiser to place his advertising weight to meet competitive situations market by market.

All-Canada men help with your marketing problems. You can reach them in 11 major North American cities.

TORONTO — 925-9361
MONTREAL — UN. 1-5666
WINDSOR — WR. 2-6681
CALGARY — 244-2485
VANCOUVER — MU. 4-7461
NEW YORK — CI. 6-1425
CHICAGO — ST. 7-2494
SAN FRANCISCO — DO. 2-1759
LOS ANGELES — MU. 3-9071
ATLANTA — RI. 7-3723
DALLAS — TR. 5-3644

Canadian Broadcaster
June 20th, 1963

**TELEVISION NETWORKS**

**CANADIAN BROADCASTING CORPORATION**

Head Office: 140 Wellington St., Ottawa, P.O. Box 860, Central 6-0311.

Toronto — 384 Jarvis St. Box 500.

Winnipeg — 1425 Dufferin St. W, 868-3211.

Principal officers:

President — Alfred Olson, Q.C.

President and General Manager — E. H. Hallman.

Vice-President — Capt. W. E. S. Briggs.

Vice-President (Engineering) — R. C. Fraser.

Vice-President (Distribution) — W. P. Davies.


Director of English Network Broadcasting — Marcel Ouimet.

Director of French Network Broadcasting — G. L. Marche.

The CBC owns and operates 10 stations, 5 network relay stations and 8 rebroadcasting stations on its English network and has 38 private station affiliates with 50 rebroadcasting stations. The French network has 24 CBC stations, 4 private networks and 50 rebroadcasting stations. CBC’s current 25 province-wide network includes 70 stations.

**CTV TELEVISION NETWORK LTD.**

42 Charles Street East, Toronto 5 — Walnut 4-5454.

Montreal — 1420 Sherbrooke St. W, Suite 200, Montreal 25, Jean. W. Wilson, President and National General Manager of the CTV network. The address of his residence is 68-69 10th Avenue, Forest Hills, N.Y. — T N 7-0190.

President — Spencer W. Caldwell.

Executive Vice-President — Gordon F. Walshe.

Vice-President, Programming — Michael F. Kelly.

General Sales Manager — T. B. J. Atkins.

Director of Legal and Business Affairs — Richard P. Morgan.

Manager, Station Relations Dept. — Bruce McLeod.

Director, Network Operations — W. W. Tasker.

Chief Accountant — P. F. M. Bell-Smith.

Director of Information and Advertising — Ralph Foster.

National Sales Manager — E. J. MacKinnon.

Sales Representatives — R. A. Atkins, R. Sheppard, Doug MacKinnon.

Research Consultant — John Jenkins.

Advertising Manager — Michael Scott.

Film Promotion — S. R. Lees.

Promotion Editor — Maxine F. Goodman.

Executive Producers — Arthur Weithan and Peter MacFarlane.

Assistant to President, Programming — Gordon Parr.

Production Manager — O. F. Balazs.

Asst., Dir. of Legal Affairs — James B. Lavis.

Operations Supervisor — Graham Ford.

Operations Co-Ordinator — M. A. Rent.

Traffic and Scheduling — Doreen Shanahan.

Manager, Montreal office — Vincent Ditter of CTV Station CKWV, on behalf of CTV-TVI, Montreal.

The CTV network distributes programs to 93 stations in 8 provinces across Canada. The network has 115 affiliations and 123 individual local stations.

**Saskatchewan**

**CABK-CH-TS, MOOSE JAW**

54 kw Audio, 27 kw Video on Channel 11, Saskatoon.

Managing Director, Broadcasting Co. Ltd. — W. F. Harry.

Vice-President, Broadcasting Co. Ltd. — L. T. Robert.

Director, Saskatchewan Radio & Television — G. C. Carr.

Manager, Saskatchewan Broadcasting Co. Ltd. — C. R. Ballantyne.

Director of Programming — H. J. Lowrey.

Manager, Programming — E. A. Welsh.

Director, Public Affairs — A. R. Cameron.

Vice-President, Administration — W. J. Brink.

Manager, Sales Promotion — G. L. McLeod.

Manager, Circulation — D. G. T. Lockwood.

Manager, Editorial — E. G. Black.

Director of Administration — W. J. Brink.

Manager, Finance — W. J. Brink.

Manager, Personnel — W. J. Brink.

Manager, Technical — W. J. Brink.

Manager, Sales — W. J. Brink.

Manager, Promotion — W. J. Brink.

Manager, News — W. J. Brink.

Manager, Advertising — W. J. Brink.

Manager, Production — W. J. Brink.

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Manager, Production — W. J. Brink.

Manager, Administration — W. J. Brink.

Manager, Sales — W. J. Brink.

Manager, Personnel — W. J. Brink.

Manager, Technical — W. J. Brink.
The sound of quality from Continental's 315B/316B 5/10 kw AM broadcast transmitter has instant appeal for progressive broadcasters everywhere. The Regulinear® Screen Modulation system results in unusually low levels of distortion. Frequency response between 30 and 15,000 cycles is within 1.5 db or less. Carrier shift is less than 1%. Performance is not limited by heavy iron core components in the modulation system. Transmitter can be continuously modulated 100% at any audio frequency without damaging components or sacrificing quality. "On-the-air" quality is comparable to that of FM. For more information on putting the sound of quality to work in your market, write or call your Northern Electric representative.

315B/316B installations include: CKRC, CKRM, CKCK, CJCA, CINB, CJAD (2), CKSB, CJOC, CKY, CKXL, CKOC, CBH, CHNS, CKCR

MANUFACTURED BY
Continental Electronics
MANUFACTURING COMPANY
ΔΕΠΗ SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.

DISTRIBUTED IN CANADA BY
Northern Electric
COMPANY LIMITED

"U.S. Pat. No. 2,918,631"
Representing these Quality Stations:

**Radio** — CJFX, Antigonish
CJKB, Barrie
CJFN, Fredericton
CJCH, Halifax
CKLC, Kingston
CHOV, Pembroke
CKTB, St. Catharines
CHOK, Sarnia
CFCL, Timmins

**Television** — CKVR-TV, Barrie
CJCH-TV, Halifax
CHOV-TV, Pembroke
CFCL-TV, Timmins

Paul Mulvihill & Co. Ltd.

**Telephone** — 77 York St., EM 3-8814
MONTREAL — Suite 506, 1434 St. Catherine St. W., UN. 1-7981

**KEY**
1. Owner or Company name
2. President (if a company)
3. General Manager
4. Operations Manager
5. Commercial Manager
6. Production Supervisor
7. Program Manager
8. Chief Accountant
9. Music Director
10. News Director
11. Sports Director
12. Women's Director
13. Farm Director
14. Promotion Manager
15. Traffic Manager
16. Art Director
17. Copy Chief
18. Film Librarian
19. Film Editor
20. Chief Operator
21. Dir. of Engineering
22. Canadian Reps
23. U.S. Reps
24. Station Birth Date

**CJCK-TV, SYDNEY**
(C) C.B.C. Broadcasting
11. CBC. 713, 11. CBC.

**CJCK-TV, CHARLOTTETOWN**
(C) C.B.C. Broadcasting
11. CBC. 9.0 kw. 714, 9.0 kw. Audio on Channel 9. CBC.

**CFCS-TV, EDMONTON**

**CJBR-TV, PORT SUDBURY**
200 kw. Video, 50 kw Audio on Channel 5. CTV.

**CJCH-TV, HALIFAX**
200 kw. Video, 50 kw Audio on Channel 8. CTV.

**CJCB-TV, NEW CANSO**
21.7 kw Video, 21.7 Audio on Channel 7. Satellite of CFCS-TV, Charlottetown, P.E.I.

**CJCH-TV, ST. JOHN'S**
10.0 kw. Video, 10.0 kw Audio on Channel 11. CBC.

**Prince Edward Island**

**CFCY-TV, CHARLOTTETOWN**
9.0 kw. Video, 38.5 kw. Audio on Channel 11. CBC.

**Newfoundland**

**CJOS, ARGENTIA**
7.6 kw. Video, 3.6 kw. Audio on Channel 8. Satellite of CJOH-TV, St. John's.

**CGBT, CORNWALL**
197 kw Video, 1099 kw Audio on Channel 9. CBOY. Owned and operated by Breton Broadcasters Corporation.

**CBOY, GRAND FALLS**
8.5 kw. Video, 8.5 kw. Audio on Channel 11. Satellite of CBOY-TV, St. John's. Sold and operated by Breton Broadcasters Corporation.

**CFAS-TV, HABOURFIELD**

**CJCH-T, ST. JOHN'S**
10.0 kw. Video, 10.0 kw Audio on Channel 6. CBC.

**CJCB, ST. JOHN'S**
15.0 kw. Video, 15.0 kw Audio on Channel 11. CBC.

**STELLAVOX**
WORLD'S SMALLEST STUDIO QUALITY TAPE RECORDER
Less than 6 lbs.

As convenient to use as a miniature camera.

- RADIO AND SPECIAL EVENTS
- TV INTERVIEWS
- NEWS REELS

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PAYETTE RADIO LIMITED
730 ST.-JAMES W.
MONTREAL 3

Canadian Broadcaster
95% OF QUEBEC RADIO HOMES NOW COVERED BY SBS

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CKCH • CKAC • CHLN • CKCV • CJMT • CJBR
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TELEPHONE 924-3721

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*B.B.M. Area Report — 1962
†Sales Management — June 1962
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Representing these Quality Stations:

Radio — CJFX, Antigonish
CKBB, Barrie
CFNB, Fredericton
CJCH, Halifax
CKLC, Kingston
CHOV, Pembroke
CKTB, St. Catharines
CHOK, Sarnia
CFCL, Timmins

Television — CKVR-TV, Barrie
CJCH-TV, Halifax
CHOV-TV, Pembroke
CFCL-TV, Timmins

Paul Mulvihill & Co. Ltd.
TORONTO — 77 York St. EM. 3-8814
MONTREAL — Suite 506, 1434 St. Catherine St. W., UN. 1-7981

Canadian Broadcaster

1. Owner or Company name
2. President (if a company)
3. General Manager
4. Operations Manager
5. Commercial Manager
6. Production Supervisor
7. Program Manager
8. Chief Announcer
9. Music Director
10. News Director
11. Sales Director
12. Women's Director
13. Farm Director
14. Promotion Manager
15. Traffic Manager
16. Art Director
17. Copy Chief
18. Film Librarian
19. Film Editor
20. Chief Operator
21. Dir. Engineering
22. Chief Engineer
23. Canadian Reps
24. U.S. Reps
25. Station Birth Date

CIBC TV, SYDNEY
10.06 kw Video, 358 kw Audio on Channel 3, CIBC.
(MacMillan-Bridgeman Broadcasting Co. Ltd.)
(James Morgan, Manager)

Prince Edward Island

CFCY-TV, CHARLOTTETOWN
13.00 kw Video, 265.5 kw Audio on Channel 7, CFCY.
(Atlantic Video Limited)
(Mr. J. M. O'Brien, Manager)

Newfoundland

CFCJ, ARGENTIA
16.90 kw Video, 2,070 kw Audio on Channel 1, CFCJ.
(Atlantic Video Limited)
(Mrs. M. M. F. Locke, Manager)

CBYT, CORNERBROOK
107 kw Video, 109 kw Audio on Channel 7, CBYT.
(Atlantic Video Limited)
(Mrs. F. E. Bishop, Manager)

CFCY-TV, GRAND FALLS
8.55 kw Video, 17 kw Audio on Channel 4, CFCY.
(Atlantic Video Limited)
(Mrs. W. W. Gough, Manager)

CFCY-TV, HARMON FIELD
224 kw Video, 147 kw Audio on Channel 3, CFCY.
(Atlantic Video Limited)
(Mrs. H. E. Bishop, Manager)

CJOY-TV, SYDNEY
10.00 kw Video, 318 kw Audio on Channel 6, CJOY.
(Atlantic Video Limited)
(Mrs. W. W. Gough, Manager)
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TELEPHONE 924-5721

MONTREAL
1407 MOUNTAIN STREET
TELEPHONE 849-2454

*B.B.M. Area Report — 1962
†Sales Management — June 1962
Who can deliver a fully transistorized low-cost VTR* to your station?

Low cost television tape recording is now a reality. It is possible because of the VR-1100, Ampex's newest Videotape* Recorder. The VR-1100 is an all solid-state recorder that costs about half as much as some other broadcast recorders. It occupies less than half the floor space of previous VTRs and is ideally suited for use in mobile vans and small studios. It weighs half as much as other VTRs and requires considerably less power. This low power requirement, combined with a new convection cooling system, eliminates the need for special air-conditioning or blowers in the van or studio. The VR-1100 has two speeds—7½ and 15 ips. At 7½, three hours of programming can be recorded on a single reel. The VR-1100 is a 4-head recorder compatible with other 4-head recorders. It comes equipped with the Vertical Lock Accessory which allows use of the Ampex Electronic Editor—permitting complete single camera production. Operation is simple. There are fewer controls. Maintenance costs are very low. Reliability and performance characteristics are high. For additional information on these fully transistorized, low cost VR-1100s, please write the only company providing recorders, tapes and core memory devices for every application: Ampex of Canada Ltd., 1458 Kipling Avenue North, Rexdale, Ontario. Telephone Cherry 7-8285. Worldwide sales and service.

*The Ampex Corp.

Six VR-1100 Videotape* have already been sold in Canada.