Historic tribal totems in their natural setting in the village of Skeena Crossing in Northwestern British Columbia caught the imagination of a production crew from CHAN-TV (Channel 8 Vancouver), from the left, cameraman Roy Hayter, on-camera host Ron Morrier and reporter-broadcaster Cam Cathcart. The CHAN team was on a province-wide tour gathering material for "Holiday in B.C.", a 15-minute afternoon show starting June 27 and continuing Mondays through Fridays to August 18. The taped format includes spots for current weather and forest condition reports and is being offered to participating sponsors on a run-of-schedule basis. The opening show was introduced by the Hon. Kenneth Kiernan, Provincial Minister of Recreation and Conservation.
LOOK AHEAD...ASK SBS FIRST

MAJOR STATIONS
MAJOR MARKETS

CKNW • Vancouver
CJOB • Winnipeg
CFRB • Toronto
CKOY • Ottawa/Hull
CKCH • Hull/Ottawa
CJAD • Montreal

STANDARD BROADCAST SALES COMPANY LIMITED
TORONTO • MONTREAL • CANADIAN STANDARD BROADCAST SALES INC. U.S.A.
A major dollar-major-media advertising campaign will be launched in September by Philips Appliances Limited, to promote sales of over 200 products, including advertising on TV, e.g., TV sets and cassette tape recorders. Needham, Harper & Steers, Toronto, will handle the account and Gord MacDonald is the account executive.

About half the budget will be spent on a nationwide saturation TV and radio spot campaign between fall and Christmas, and the rest on 150 pages of national magazine and newspaper supplement major-space displays. There will also be strong support at the dealers and distributor levels, with point-of-purchase catalogues, co-op advertising programs and special promotions.

Dominating the campaign will be the new six model line of Philips television sets, aimed at the youth market. This promotion will lean most heavily on radio with a jingle, supplemented by a print campaign. An instrumental version of the jingle has been recorded by a Canadian group, Tommy and the Willows, and will be released on a 45 rpm single by a major record company. New color TV commercials will also plug the shavers, starting in October, on 46 stations in prime time.

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<table>
<thead>
<tr>
<th>THE TOP 20 SHOWS*</th>
<th>HOUSEHOLDS</th>
<th>VIEWERS</th>
<th>TIME</th>
<th>DAY</th>
<th>STATION</th>
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<tr>
<td>1 CRE BASILE</td>
<td>108,400</td>
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<td>8:30</td>
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<td>2 MA SORCIERE BIEN AIMEE</td>
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<td>326,400</td>
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<td>3 GRAND PRIX MUSICAL</td>
<td>95,700</td>
<td>246,700</td>
<td>9:00</td>
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<td>4 CINEMA KRAFT</td>
<td>94,800</td>
<td>262,700</td>
<td>8:30</td>
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<td>5 ALORS RACONTE</td>
<td>89,500</td>
<td>232,500</td>
<td>9:30</td>
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<td>6 JEUNESSE D'AUJOURDHUI</td>
<td>84,000</td>
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<td>7 EN PREMIERE</td>
<td>82,200</td>
<td>239,300</td>
<td>7:30</td>
<td>friday</td>
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<td>8 TELE QUEBEC</td>
<td>81,400</td>
<td>238,800</td>
<td>6:00</td>
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<td>80,400</td>
<td>213,900</td>
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<tr>
<td>11 LA FAMILLE STONE</td>
<td>79,600</td>
<td>228,800</td>
<td>7:00</td>
<td>friday</td>
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<tr>
<td>12 JEUNES TALENTS</td>
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<td>276,900</td>
<td>6:30</td>
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<td>19 PERRY MASON</td>
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<td>20 DENIS LA PETITE PESTE</td>
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QUEBEC'S ANNUAL PURCHASING POWER IS OVER $915,758,000.

SALES REPRESENTATIVES:
Hardy Radio and Television, Montreal and Toronto Stephens & Townrow, Vancouver
A. J. Messner & Co. Ltd., Winnipeg
Forjoe-TV, Inc., New York.
A new look at an old idea

It is a great many years since this paper came forward with its editorial suggestion that the Canadian Broadcasting Corporation be relieved of the responsibility of running broadcasting stations and networks which it does so badly, and that it concentrate on the production of certain types of serious and otherwise important programs, leaving their promotion, presentation and dissemination to the private broadcasting stations which excel in this end of the business.

This procedure, which would transform the CBC into a similar operation to the National Film Board, was put forward by us years before the Fowler Committee charged that CBC management was hopelessly incompetent, and years before the Seven Days episode proved Fowler to be so right.

Now it is gratifying to find our idea bobbing up in the editorial pages of daily newspapers.

Two current examples of this are to be found in the Edmonton Journal for July 6 and The Vancouver Province of the same date.

To quote briefly from each:

Edmonton Journal: "The only thing the CBC ought to content itself with is the production of programs, English and French, of first-rank quality.

"It would concentrate on that exciting role with flair and intelligence if it were not so bogged down in manning broadcasting stations across Canada.

"If a CBC could extricate itself from that gargantuan housekeeping job and requisition prime time for first-rate programs on private stations (paying them for it of course), we should get a public broadcasting service the envy of the world. And probably save money. Why not do it?"

Vancouver Province: "...The CBC...could have been given the single responsibility for producing programs that 'preserve and strengthen Canada.' These could then be turned over to private investors who would carry out the 'housekeeping' of broadcasting.

"The private operators would still be licensed and those licenses could stipulate the Canadian content. The CBC could then devote all its time, talents (and our money) to distinctive Canadian programming, functioning in much the same way as the National Film Board.

"The whole history of broadcasting in Canada so far has been one of too much detailed supervision, not too little.

"If more freedom and initiative under broad general concepts were given to the broadcasting business, Canadians might be pleasantly surprised at the results."

In a relatively recent editorial in this paper (September 6, 1962) we brought up the proposal again, under the title "Towards a True Partnership". In it we said, in part:

"Private stations are admittedly not in the culture business, but no one can deny that they have built up, with their popular programs and adroit promotion, an audience which includes virtually everyone.

"So why not give the production of these programs to the CBC and their transmission to the private stations?

"This paper has long advocated the transformation of the CBC into a production organization akin to the National Film Board. "To spell it out, our suggestions are:

(1) That the government sell its network and station properties to private interests.

(2) That the CBC, as a tape and film production house, devote its time to the production of programs of high artistic value which are 'basically Canadian in content and character'.

(3) That private stations be required, as a condition of license, to carry 4 hours a week (possibly ten to twelve) to be chosen at their discretion from CBC productions.

(4) That the CBC be free to sell its productions to broadcasting, theatrical and other interests, both in Canada and abroad. (This would assure the fulfillment of the basic principle of the Broadcasting Act and enable the new CBC to operate at a break-even point or even a profit, rather than costing the Canadian public nearly $2,000,000 a week.

"The effect of all this would be to relay CBC productions to the ready-made audiences of the private stations.

"Under the Broadcasting Act, CBC and the private stations are said to be partners in the national broadcasting system. This is the theory. But under this plan, the partnership would become a fact in very truth."

We are in no sense resentful of the fact that others are beginning to promote our idea. Indeed, we are proud that our beliefs show signs of beginning to bear fruit after all these years.

We believe that it is in the interests, not only of broadcasting but of everyone who believes in freedom of thought and action, to do everything they can to preserve what is good about the CBC, namely many of its programs, but to rid our country of the qualities of needless waste, dictatorial thought control and arrogant authoritarianism which flow incessantly into its wale.
Canadian Content

CHCH-TV and Screen Gems combine in $1 million production deal

Production has begun in Montreal on a million dollars' worth of Canadian-content programming, under a new co-production arrangement between CHCH-TV Hamilton, Ontario, and Screen Gems (Canada) Limited. (Broadcasters June 9.)

Al Bruner, director of marketing for CHCH-TV, said under the new agreement, Screen Gems will supply him with 300 programs and half hours of programming a week for a year, consisting of three daily half-hour strips to run Monday through Friday. (Two series of 35 weeks, plus repeats and one series of 39 weeks, plus repeats.)

Bruner said CHCH-TV is paying about half a million dollars to produce the package, and Screen Gems another half million, or more.

Bruce Ledger, vice-president and general manager of Screen Gems, said his company plans to distribute the three shows to other stations in Canada, the U.S., and overseas.

Executive producer of the new programs for Screen Gems is John Green, who said the entire package will be produced in Montreal, on tape. Green is a former producer of Candid Camera, and has many years' experience in independent packaging of shows for ABC and NBC, in New York.

The three new shows are called: Marriage Confidential, It's a Match and The Little People. Dan Enright, Screen Gems vice-president in charge of production, described Marriage Confidential as "a frank and candid look at case histories of pre- and post-marital problems, as they are presented on-air to an audience approved by the Family Service Association." He said It's a Match was a game show where humor and the ability to recall would be the main elements, and he described The Little People as "a program centered around kids from 4-10 years, but intended for adults."

Enright introduced Jack Barry, well-known MC from Hollywood (Concentration and Lile Begins at 80), and said he would be host of both It's a Match and Little People. Ledger said this was the first time a celebrity of such international star value had entered into such an extensive continuing production schedule in Canada. "Barry is committed to two completely different half-hour shows every day; five days a week," Ledger said.

Bruner said CHCH-TV will run Marriage Confidential daily at 10:30 am; It's a Match at 12:30 pm; The Little People at 3:30 pm. He said these new programs would be of importance to advertisers, as they were all audience-getting productions, were completely commercial and would help extend the local programming inventory back into the mornings.

Barry said there was a great need for daytime package shows on hundreds of independent stations in the U.S., and felt these new shows would find available markets.

Green said 18 people were already involved in the productions in Montreal. He said Marriage Confidential is being produced by Tony Robinson, formerly with the National Film Board; It's a Match by Lou McLeod of CFCF-TV; The Little People by Trevor Evans, formerly of Winnipeg and CFTO-TV Toronto.

Program Exchange

Big demand for broadcast editorials

During the past two weeks, the Beaver Award-winning Program Exchange of the Canadian Association of Broadcasters has received requests from the U.S. Information Office in Toronto, the U.S. Consulate in Saint John, N.B., and the Ford Motor Company of Oakville, Ont., asking to be placed on the regular mailing list for broadcast editorial summaries.

Gerry Acton, manager of the Exchange, said all federal members of Parliament in Ottawa also receive copies of the summaries on a regular basis while Parliament is in session and in a survey the majority of the members found the expressions of opinion from the stations useful.

"Unfortunately, only a small proportion of those producing the broadcasting opinions are co-operating with us by submitting copies of the scripts to the Program Exchange office in Toronto," Acton said.

He hoped this situation would change to broaden the scope of opinion and reflect the views of the broadcasting industry as a whole.

Acton said by now just about every broadcaster has had an opportunity to digest the comments of the White Paper on Broadcasting and will have made on-air comments about its recommendations. Acton is soliciting copies of editorials on this subject and if enough are received the Program Exchange will issue a special summary on the topic.

Acton said three new subjects are available to CAB members throughout the Exchange:

Vietnam--The Twenty Year War: A BBC Home Service series of three half-hour programs (28:30 mins.) at $3.00 per set.

The Wide World of Engineering: 13 or more half-hour interviews produced by Ryerson's CJRT and the Association of Professional Engineers of Ontario.

Nuclear Disarmament: Major addresses recorded by CJRT at the International Assembly on Nuclear Weapons held recently in Toronto. Four tapes available; three of 30 minutes length and one of 57:30 minutes. Service charge, $4.00 for complete set, or $1.25 per reel.

J. LYMAN POTTS

W. C. Thornton Cron, President, Standard Radio Limited, announces the appointment of J. Lyman Potts as Vice President and General Manager of Standard Broadcast Productions Limited, with offices in Toronto.

Recently organized to provide syndicated programs and a domestic and international news reporting service for Canadian stations, Standard Broadcast Productions Limited is a wholly-owned subsidiary of Standard Radio Limited.
CTV Network

New chiefs for new season

Many new appointments and promotions have been announced by CTV, as the network prepares for its first full season "under new management." Toronto anchor man in the national color newscast, commencing in mid-September, will be Harvey Kirck, executive editor of CTV national news. Heading the Ottawa Bureau will be Ab Douglas, chief of the CTV Parliamentary Bureau, while managing editor in Toronto will be Don Cumming. The three men have all been members of the CTV news staff and will report to PeterReilly, newly-appointed executive producer of News and Public affairs.

In sports, Johnny Esaw has joined CTV as Sports Consultant, solely responsible for all sports programming and executive producer of CTV's Wide World of Sports and Sports Hot Seat. Esaw will retain his connection with CFTO-TV Toronto, and continue with his play-by-play descriptions of Eastern Canadian Professional Football, assisted by color commentator Annis Stukus.

CTV Western Football games will be described by Ken Newans, sports director at CHAB-TV Moose Jaw, and Brad Keene, sports director of CHAN-TV Vancouver.

The new color morning show, Bright and Early, will be produced and directed by Gordon Fatt, former executive producer of CTV's Wide World of Sports. It will originate daily from CFTO-TV Toronto, and feature hostess Terri Clark, formerly of CHAN-TV Vancouver. Co-host will be Pat Murray, who once had his own weekly TV show in Cleveland, and they will be joined each morning at 7:30 EDT by Annis Stukus and the puppets of Len Carlson. The program will run one hour daily and cover news, weather, sports, interviews and features on many topics.

Board of Broadcast Governors

1966-7 hearing dates announced

Public hearings of the Board of Broadcast Governors for the remainder of 1966 and 1967 were announced in Ottawa, last month.

A hearing will be held in Edmonton commencing September 13; for Ottawa October 25, and November 15, 1966; January 31, April 25, June 20 and November 10, 1967. A hearing in Quebec City is scheduled for September 12, 1967. The October 1966 hearing will deal specifically with the opening up of the market.

Already on the agenda for the Winnipeg hearing, commencing September 13, are applications for the following:--

New AM radio stations

Winnipeg, Man., by Keystone Broadcasting Manitoba Ltd., 10,000 watts, DA-2, on 1190 Kcs.

Kamloops, B.C., by Robert R. Leckie, 5000 watts day and 300 watts night, DA-1 on 610 Kcs.

TV rebroadcasting stations

Revelstoke, B.C., by Gordon Tanner, for a company to be incorporated, to receive off-air pickup from CHBC-TV Kelowna, B.C., and retransmit on Channel 9 with 0.25 watts directional.

Mica Creek, B.C., by A. Gorden Tanner for a company to be incorporated, to receive off-air pickup from proposed TV rebroadcasting station near Revelstoke, B.C., and retransmit on Channel 8 with a transmitter pedestal power of 5 watts, directional.

Big River, Sask., by Central Broadcasting Company Ltd., to receive off-air pickup from CKHR-TV Prince Albert, Sask., and retransmit on Channel 9, with a power of 5 watts, directional.

Marathon, Ont., by the CBC, to receive off-air pickup from proposed rebroadcasting station already authorized near Maniwotage, Ont., and retransmit on Channel 11, with an ERP of 7660 watts video, and 1532 watts audio, directional antenna, EHAAT 932 feet.

Miscellaneous applications

Peachland, B.C., by Robert Chapman, to transfer control of station CHFT-TV-1 to Mrs. Olive Thwaite.

New Westminster, B.C., Radio "NW Ltd. seeks permission to form and operate a network to carry football games during the 1966 season.

Oakville, Ont., by CHWO Radio Ltd., to change studio location to 490 Wycroft Rd., Oakville, Ont.

Fort Frances, Ont., by Border Broadcasting Ltd., for authority to transfer all of the issued common shares of capital stock in the company.

Perry Sound, by Muskoka-Perry Sound Broadcasting Ltd., to establish a studio at Perry Sound for stations CKAR Huntsville, Ont. and CKAR-1 Perry Sound, Ont.

North Bay, Ont., by Tel-Ad Co. Ltd., authority to increase the ERP of CFCS-TV North Bay, from 28,500 watts video and 14,250 audio, directional, EHAAT 459 ft., to 119,000 watts video and 61,000 watts audio, directional, EHAAT 420 ft., on Channel 10.

Want a Man? Want a Job?

TRY A SMALL AD in

Canadian Broadcaster

217 Bay Street
Toronto 1, Ontario

BC Centennial Food Festival

KVOS Food Show draws 21,000

Over 21,000 Vancouverites attended the week-long B C Centennial Food Festival, sponsored by KVOS-TV Bellingham-Vancouver, held at the Pacific National Exhibition grounds July 4-9.

The Festival featured exhibits by 37 food manufacturers and distributors, and included two stage shows each evening starring Rosemary Clooney, the Good Time Singers and comedian Paul Gilbert.

KVOS-TV President Dave Mintz said the Festival was one of the biggest promotions his station has done in the Vancouver-Victoria market.

"Because of the overwhelming response of both the public and the exhibitors, we are looking forward to an even bigger Festival next year," Mintz said.

He said many of the exhibitors of food and convenience products gave out samples, or featured price-saving coupons and prizes at their booths.

Mintz said the outstanding attendance was due to heavy promotion on TV, radio and in the press. (They placed spots on Vancouver radio stations.) Special film coverage was shown every night on KVOS-TV.

Several exhibitors had favorable comments to make about the Festival, and Mintz said some have already signed up for space next year.

"This is the finest show to hit Western Canada in a long time," Al Yasskin, sales manager of Regal Imports Ltd., said.

Ed Ledlin of Quaker Oats Company Ltd. said that he had never seen this type of show run so smoothly, and hoped to take part next year.

Rothman's Bill Whimby termed the Festival a great success as far as his company was concerned.

KINGSTON'S most powerful station with proven sales results
VERSATILE ANNOUNCER-OPERATOR WANTED
Should be able to pronounce French names; ready to accept challenge of working in highly competitive market. Aggressive station. To $130 depending on qualifications and experience. Apply to H. Delorme, Manager CKTS Eastern Townships Radio Sherbrooke, Quebec

CONTINUITY DIRECTOR
Central Ontario radio station requires an aggressive Continuity Director with ability to handle progressive copy department and write good creative selling copy. Send resume, copy, and, if possible, tape of production commercial, in strictest confidence, to:
Robert E. Wood
Box A-873
Canadian Broadcaster
217 Bay Street, Toronto 1, Ontario

TELEVISION TECHNICIAN
Lakehead University requires a technician to purchase, operate, and maintain a CCTV system and other audio visual aids. Must be capable of making modifications on own initiative. Salary by negotiation. Please write to:
Dean John Hart
Lakehead University
Port Arthur, Ontario

WANTED
Experienced radio time salesman required for lucrative Hamilton market. Salary plus commission. Send picture and resume, stating name, address, experience and references, to:
Box A-876
Canadian Broadcaster
217 Bay Street, Toronto 1, Ontario

TELEVISION DE QUEBEC (CANADA) LTEE
REQUIRES THE SERVICES OF AN ASSISTANT TO THE PUBLICITY DIRECTOR
The person required should:
1. Be bilingual, preferably with English as the mother tongue;
2. Have experience in studio and film production;
3. Have a basic knowledge of advertising and promotion;
4. Possess administrative qualities.
Experience preferred, but not necessary. Candidate is eligible for all company benefits (Group Insurance, Health Insurance, Pension Fund, etc.). Please write giving all particular details and salary requirements to:
PUBLICITY DIRECTOR,
TELEVISION DE QUEBEC (CANADA) LTEE
P. O. BOX 2026
QUEBEC 2, P.Q.

WE HAVE OPENING FOR
News Director
(English language) and
Bilingual Announcer
Group insurance, major medical, bonuses, etc. Please send all particulars: tape, resume, etc. to
Casimir G. Stanczykowski, President & General Manager
THE STATION OF THE YEAR
RADIO 1410
CFMB
THE GOOD MUSIC STATION
2015 Drummond Street
Montreal, Quebec

COPY WRITER WANTED
Male or Female
for a Southwestern Ontario radio station. Must be experienced, creative and ready to step up the ladder. All replies confidential. Send resume to:
R. E. Wood
Box A-874
Canadian Broadcaster
217 Bay St., Toronto 1

AVAILABLE
Top forty or western disc jockey, five years' experience in United States and Canada, seeks position in Western Canada. Aggressive self starter who is interested in relocating permanently. Resume and tape available by replying to:
Box A-875
Canadian Broadcaster
217 Bay St., Toronto 1

PROFESSIONAL ANNOUNCER
Available Immediately
Desires quality AM or FM station; 12 years' experience programming music for the adult listener. Voice suitable for late afternoon or evening shows. For particulars and tape, write:
Box A-870
Canadian Broadcaster
217 Bay St., Toronto 1

GOOD IMPRESSIONS in
Print
- Printed Promotions
- Mailings, Pieces
- Brochures, etc. etc
Print Division
CANADIAN BROADCASTER
217 Bay Street,
Toronto 1, Ontario

UNKINDEST CUT
The members of the Uplift Circle were so incensed over the degrading programs so successfully presented by their local TV station that they all went out and bought themselves TV receivers so that they could see for themselves just how right they were.

AUDREY STUFF:
Then there's the gal who was so dumb she thought the "two party system" meant one on Friday and one on Saturday.

CRYSTAL BALL
A long look at the CBC budget indicates that future generations will be born free, equal and in debt.

WONDER BAR
If alcohol had been discovered only two years ago, it would be the wonder drug of all wonder drugs. - D. W. H. Gantt
John Hopkins University

DEFINITIONS DE PT.
A regular guy is 42 around the chest, 42 around the waist; 78 around the golf course and a nuisance around the house.

AGENCY HOW
"I stopped taking tranquilizers when I started being nice to people I don't even like."

HELP WANTED
Station wants weather forecaster able to explain what will happen and also why it didn't.

GOOD QUESTION
What could be more of a TV spectacular than the repair man's bill?

PHILOSOPHICALLY SPEAKING
Happiness is finding your glasses while you still remember what you wanted them for.
Another reason why CFRB is Canada's most listened-to radio station by more than somewhat
DIRECTORY OF SALES REPRESENTATIVES

AIRTIME QUALITY SALES
TORONTO - 3149 Yonge St., HU5-0746. President - Adrian C. Egan.

MONTREAL - 1396 St. Catherine St. W., Suite 421 - UN 6-5353. Sales Manager - Michael Mezo.

ALL-CANADA RADIO & TELEVISION LTD.
TORONTO - 1000 Yonge St. - 925-9631. President - J. Stuart Mackay. Vice-President and General Manager - Ross A. McCrea.


CALGARY - 1230 - 17th Avenue S.W., 244-2455. Manager - Jack Cavanaugh.


WINNIPEG - Suite 1161 Melville St. - MU 4-7461 Manager - Arnold Nelson.

NEW YORK - 10 Rockefeller Plaza - CI 6-1425. Manager - Bill Townsend.

BROADCAST REPRESENTATIVES LTD.
WINNIPEG - P.O. Box 801, Area code 204, 582-2918. President - J. O. Blyck. Executive Director - Ms. Helen M. Kolomaya.

RAYLES, GIBB & ASSOCIATES LTD.
TORONTO - 406 Jarvis St., 927-4470 (Area code 416) - President - W. D. Byles. Executive Vice-President and General Manager - Henry H. Nimm.

MONTREAL - Crossroads of Canada Bldg., Suite 204, 1118 St. Catherine St. W., Mtl. 25 - 866-3641 (AC 514) - Walter Machney. Vice-President and Quebec Manager.


CBC RADIO & TV SALES
TORONTO - 364 Jarvis St. - 922-0311. Sales Director TV - John Malloy. Sales Director Radio - R. S. Joynt. Supervisor of Radio Sales - Fred Bardeau; Supervisor of TV National Selective Sales (English) - T. A. Nash; Supervisor of TV Network Sales (English) - G. Eweth. Represents all CBC radio and television stations. There are branch sales offices in: St. John’s, Halifax, Moncton, Montreal, Ottawa, Edmonton, Winnipeg and Vancouver.


GROUP ONE RADIO LIMITED
TORONTO - Suite 714, 408 Jarvis St., 923-0919. President - Bev Martin. - Doug Newell.

MONTREAL - 1808 Sherbrooke St. W., Manager - Ken Miller.

HARDY RADIO & TV LTD.

MONTREAL - 1010 St. Catherine St. W., Mezzanine 11, Manager - Paul Martel.

QUEBEC CITY - 1143 St. John St., LA 5-7373.

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

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

PAUL L'ANGLAIS INC.
TORONTO - 2160 Yonge St. - 457-1551. G. W. Belanger, Manager.

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

A.J. MESSNER & CO. LTD.

PAUL MULVIILL & CO. LTD.
TORONTO 1 - 4 Richmond St. E., Suite 214 - 363-8814. Paul Mulvihill; Norm Bonnell; Bus Sadler; Bob Dale; Bruce Hawkins; Peter Jackman.


LORRIE POTTS & CO. LTD.

MONTREAL - 1117 St. Catherine St. W. VI 51644. Manager - Scotty Sheridan.

RADIO HOUSE LIMITED


RADIO-TELEVISION REPRESENTATIVES LIMITED


RADIO & TELEVISION SALES INC.


Radio & Television Sales Inc. is the major Canadian rep firm handling U.S. stations, AM, FM and TV. The company lists more than 100 major outlets across the nation.

STANDARD BROADCAST SALES COMPANY LTD.

MONTREAL - 1407 Mountain St. 849-2454. Manager - Lionel Moir.

STEPHENS & TOWNROW CBS Radio of Canada Ltd.

MONTREAL - Ste. 675, 2065 Peel St. Victor 4-3975. Manager Ed Ross.

STEPHENS & TOWNROW (WESTERN)
A Service of CBS Radio of Canada Limited
STOVIN-BYLES TELEVISION LTD.

MONTREAL - 1500 Stanley St., Room 522 - 849-7731 (Area code 514). Vice-President and Quebec Manager - J. R. Genin.


STOVIN-BYLES TELEVISION LTD.

A B C INTERNATIONAL TELEVISION INC.
NEW YORK - 1390 Avenue of the Americas, NYC 10019. LT 1-7777.

ALL-CANADA RADIO & TELEVISION LIMITED


FORJOE TV INCORPORATED

CHICAGO - 35 East Wacker Drive - 312-782-8196.

LOS ANGELES - 6725 Sunset Blvd., 213-406-6884.

SAN FRANCISCO - 955 Russ Bldg., 415-392-1507.

E.S. SUMNER CORPORATION
NEW YORK 10006 - 11 West 42nd St. BR 9-7080. President - Gene Sumner. Leonard Ziegel.


SAN FRANCISCO - 559 Pacific Ave. - DO 2-7159. Sam Posner.

LOS ANGELES - 6565 Sunset Blvd. HO 2-6676. Alan Schultz.

ATLANTA - 1371 Peachtree St. - TR 5-6644. Bob Baird.


CANADIAN STANDARD BROADCAST SALES LIMITED


WEED & COMPANY


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


STOVIN-BYLES TELEVISION LTD. APPOINTMENT
W. D. Byles, President of Stovin-Byles Television Ltd., is pleased to announce the appointment of James R. Welcher to the Stovin-Byles Montreal office.

Mr. Welcher was previously a national sales representative for a major Montreal newspaper for several years. He is well-known amongst advertising, agency and media personnel.
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**British Columbia**

**CNRN, ABORTFORD**
1,000 watts, daytime (500 watts nighttime)

**CNRX, ABBOTSFORD**
210 watts on short waves.

**CFMR, ABBOTSFORD**
500 watts on short waves.

**CFKZ, WHITEHORSE**
1,000 watts on short waves.

**CFLW, WHITEFORD**
1,000 watts on short waves.

**CGBP, WHITBY**
1,000 watts on short waves.

**CGRF, WINDSOR**
1,000 watts on short waves.

**CGLH, WINDSOR**
1,000 watts on short waves.

**CGRM, WINDSOR**
1,000 watts on short waves.

**CGRW, WINDSOR**
1,000 watts on short waves.

**CGRX, WINDSOR**
1,000 watts on short waves.

**CGRY, WINDSOR**
1,000 watts on short waves.

**CGRZ, WINDSOR**
1,000 watts on short waves.

**CGBG, WINDSOR**
1,000 watts on short waves.

**CGBJ, WINDSOR**
1,000 watts on short waves.

**CGBK, WINDSOR**
1,000 watts on short waves.

**CGBL, WINDSOR**
1,000 watts on short waves.

**CGBM, WINDSOR**
1,000 watts on short waves.

**CGBN, WINDSOR**
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**CGBO, WINDSOR**
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**CGBP, WINDSOR**
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**CGBL, WINDSOR**
1,000 watts on short waves.

**CGBM, WINDSOR**
1,000 watts on short waves.
STATION and PERSONNEL REGISTER (Radio)

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

CHAT, MEDICINE HAT
1. John H. Vanish & 2, 150,000
2. 9-GV
3. Dick B. Ostrander
4. Mom Hurman
5. Ray Rice
6. W. D. Cashman
7. B. V. G. Rice
8. M. W. Burton
9. B. C. Connor
10. Ray E. Rice
11. G. Oakes
12. W. J. O'Brien
13. Ray Rice
14. Bob Smith
15. John Rice
16. W. Cashman
17. Bob Smith
18. G. Oakes
19. Bob Smith
20. W. J. O'Brien
21. Ray Rice
22. W. J. O'Brien
23. Bob Smith
24. G. Oakes
25. Bob Smith
26. W. J. O'Brien

CKLW, CALGARY
1. 10,000,000
2. (1)
3. Don Couric
4. Don Couric
5. Don Couric
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ONTARIO

CHRB, SARNIA

1,800 watts daytime (3,500

watt nighttime) on 1080 KBC. (1949

Batt Bardwell

Bardwell Broadcasting

Co. Ltd.)

109-5, Sarnia

CHRB

1,800 watts on 1080 KBC

(1st Canadian Broadcasting

Satellite Co.)

CHC, BRANTFORD

14, 500 watts on 1300 kHz.

(John A. Radford

Broadcasting Co. Ltd.)

Sarnia, Ont.

CHL, SINY, ONTARIO

1,000 watts daytime (25 watt

nighttime) on 1370 kHz.

(2) John A. Radford

Broadcasting Co. Ltd.

CHLQ, GOLDENWODE

304 watts on 1060 kHz.

(Castle Broadcasting

Satellite Co.)

CHLQ, BURLINGTON

1,000 watts on 1060 kHz.

(John A. Radford

Broadcasting Co. Ltd.)

CHLQ

1,000 watts on 1210 kHz.

(T. W. King

Broadcasting Co. Ltd.)

1540 Fairview St.

Burlington

CHLQ, CLAIRHAD

207 watts on 1210 kHz.

(3) Frank C. Murray

Radio Director

Milton, Ont.

CHLQ

207 watts on 1210 kHz.

(26) Paul Iles

Radio Director

Milton, Ont.

CHLQ

207 watts on 1210 kHz.

(1) A. J. Murray & Co.

24 South Main St.

Brantford

CHLQ

207 watts on 1210 kHz.

(20) Canadian Broadcasting

Satellite Co. Ltd.

CHLQ, MILLENIUM

1,000 watts on 1060 kHz.

(3) Canadian Broadcasting

Satellite Co. Ltd.

CHLQ, GORDON'S
town

1,000 watts on 1060 kHz.

(8) John A. Radford

Broadcasting Co. Ltd.

CHLQ

207 watts on 1210 kHz.

(9) John A. Radford

Broadcasting Co. Ltd.

3160 KINGSWAY

Toronto

CHLQ

207 watts on 1210 kHz.

(3) Frank C. Murray

1100 McArthur Blvd.

Toronto

CHLQ

207 watts on 1210 kHz.

(14) John A. Radford

Broadcasting Co. Ltd.

3160 KINGSWAY

Toronto

CHLQ

207 watts on 1210 kHz.

(14) John A. Radford

Broadcasting Co. Ltd.

3160 KINGSWAY

Toronto

CHLQ

207 watts on 1210 kHz.

(14) John A. Radford

Broadcasting Co. Ltd.

3160 KINGSWAY

Toronto

CHLQ

207 watts on 1210 kHz.

(14) John A. Radford

Broadcasting Co. Ltd.

3160 KINGSWAY

Toronto
|-----|--------------------------|--------------------------|-----------|---------------------|----------------------|---------------------|---------------------|-------------------|----------------|

**CKWW, KITCHENER**
1,900 watts on 1,320 kcs. (1) Central Ontario Television
(2) W. A. B. Broadcasting Co. (Ontario) Ltd.
(3) A. St. John
(4) John MacLeod
(5) Jeff Dunlop
(6) Jim Smith
(7) Paul Tuchten
(8) Bill Whiting
(9) Larry Cole
(10) Fred Harris
(11) John McGrew
(12) Reg Kellam
(13) John Kenny
(14) Elaine Cole
(15) Bill Whiting
(16) Larry Cole
(17) Jim Smith
(18) Paul Tuchten
(19) Bill Whiting
(20) Bob Carter

**CKWS, LONDON**
1,000 watts on 710 kcs.
(1) Sun Publications Ltd.
(2) John Lee
(3) John C. Garrett
(4) Lou F. Tomsett
(5) Craig Cole
(6) Wayne McLennan
(7) Arthur G. Gadd
(8) Jas.司法
(9) Arthur G. Gadd
(10) Paul Tuchten
(11) John McGrew
(12) John McGrew
(13) John McGrew
(14) John McGrew
(15) John McGrew
(16) John McGrew
(17) John McGrew
(18) John McGrew
(19) John McGrew
(20) John McGrew

**CSP, LEAMINGTON**
1,000 watts on 590 kcs.
(1) Greg May Broadcasting Ltd.
(2) Greg May Broadcasting Ltd.
(3) Greg May Broadcasting Ltd.
(4) Greg May Broadcasting Ltd.
(5) Greg May Broadcasting Ltd.
(6) Greg May Broadcasting Ltd.
(7) Greg May Broadcasting Ltd.
(8) Greg May Broadcasting Ltd.
(9) Greg May Broadcasting Ltd.
(10) Greg May Broadcasting Ltd.

**CKY, LINCOLN**
1,000 watts on 600 kcs.
(1) Greg May Broadcasting Ltd.
(2) Greg May Broadcasting Ltd.
(3) Greg May Broadcasting Ltd.
(4) Greg May Broadcasting Ltd.
(5) Greg May Broadcasting Ltd.
(6) Greg May Broadcasting Ltd.
(7) Greg May Broadcasting Ltd.
(8) Greg May Broadcasting Ltd.
(9) Greg May Broadcasting Ltd.
(10) Greg May Broadcasting Ltd.

**CKF, NORTH BAY**
10,000 watts daytime (5,000 watts nightime) on 980 kcs.
(1) The North Bay Free Press Printing Co. Ltd.
(2) W. Blackburn
(3) Jack Forrester &
(4) Charles N. Knight
(5) John Donnelly
(6) Hugh Bebb
(7) Peter James
(8) Roy Jewell
(9) Tom Towndrow
(10) John N. Simmons
(11) Wm. Carter
(12) Charles Williams
(13) Keith Roberts
(14) Glen Robinson
(15) Frank Tuson &
(16) Stephen & Towndrow
(17) Stephen & Towndrow
(18) Stephen & Towndrow
(19) Stephen & Towndrow
(20) Stephen & Towndrow

**CROW, OAKVILLE**
1,000 watts daytime (500 watts nightime) on 1,350 kcs.
(1) CHWO Radio Ltd.
(2) D. C. H. Brandenberg
(3) D. C. H. Brandenberg
(4) D. C. H. Brandenberg
(5) D. C. H. Brandenberg
(6) D. C. H. Brandenberg
(7) D. C. H. Brandenberg
(8) D. C. H. Brandenberg
(9) D. C. H. Brandenberg
(10) D. C. H. Brandenberg

**CROW, OTTAWA**
5,000 watts on 1,210 kcs.
(1) CROW Ltd.
(2) Nora Manning
(3) Nora Manning
(4) Nora Manning
(5) Nora Manning
(6) Nora Manning
(7) Nora Manning
(8) Nora Manning
(9) Nora Manning
(10) Nora Manning

**CROM, PEMBROKE**
1,000 watts on 1,310 kcs. CBC
(1) Ottawa Valley Broadcasting Co. Ltd.
(2) J. S. St. John
(3) J. S. St. John
(4) J. S. St. John
(5) J. S. St. John
(6) J. S. St. John
(7) J. S. St. John
(8) J. S. St. John
(9) J. S. St. John
(10) J. S. St. John

**CRQ, PETERBOROUGH**
5,000 watts on 990 kcs. CBC
(1) Kawartha Broadcasting Co. Ltd.
(2) D. C. H. Brandenberg
(3) D. C. H. Brandenberg
(4) D. C. H. Brandenberg
(5) D. C. H. Brandenberg
(6) D. C. H. Brandenberg
(7) D. C. H. Brandenberg
(8) D. C. H. Brandenberg
(9) D. C. H. Brandenberg
(10) D. C. H. Brandenberg

**STATION and PERSONNEL REGISTER (Radio)**

---

Please help us keep this directory up to date.

---

Want a Man? Want a Job? TRY A SMALL AD in Canadian Broadcast
In English Montreal Radio...

YOU'RE TWICE AS CONFIDENT

with the double impact of CKGM’s AM/FM selling power now available on one combined rate card!
STATION and PERSONNEL REGISTER (Radio)

P.E.I.

1. Owner or Company Name
2. President (if a company)
3. Manager
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. Form Director
14. Women's Director
15. Promotion Manager
16. Traffic Manager
17. Copy Chief
18. Illustrator

KEY
19. Chief Operator
20. Chief Engineer
21. Toronto Reps
22. Montreal Reps
23. Winnipeg Reps
24. Vancouver Reps
25. U.S. Reps
26. Station Birth Date

QUEBEC, CHARLOTTETOWN

10,000 watts on 620 kcs. CBC

(2) Frank J. Balogh

Sales Manager - Jamieson

(7) Al Williamson

(9) Al Williamson

(11) Ron Pulitzer

(12) William A. Bishop

(15) Judy Power

(17) George Gambie

(20 & 22) Group One Radio

(23) Broadcast Reps Ltd.

(26) June 1, 1962

CFCC, NEW YORK

5,000 watts on 1,290 kcs. CBC

(24 & 2) Drug Freeman

Bill Boyce

(8 & 9) Bill MacCallum

Marlone Palmer

Clary MacKinnon

John Broderick MacDonald

Dora Ryan

Bill Boyce

Mrs. V. Robertson

Bill Graham

Marjorie Palmen

R. A. Freeman

(21 & 22) Broadcast Media Sales Ltd.

(23) Broadcast Reps Ltd.

(26) Donald Cooke

CHNL, SYDNEY

10,000 watts on 1,270 kcs. CBC

(2) James McNeil

(6) Horatio L. Hackenbroch

(5) Mrs. Florence McLeod

(7) L. Lloyd Taylor

(8) Robert Robertson

(9) Bill Anderson

Denise Burke

Dan McHan

Ary Tony MacLean

Lloyd Dennis

Winnie MacDonald

Toby Halburen

Donna Burke

All Vernon

(21 to 55) All-Canada

(26) February 13, 1929

CFCF, KITCHENER

1,000 watts on 600 kcs. CBC

(1) Colchester Broadcasting Co. Ltd.

(2, 3 & 6) & A. M. MacLean

(7) W. Frank Harvey

(8) Frank MacDonald

(10) Jack S. Armstrong

(11, 12 & 13) Larry Dewar

(15) Margaret Stevens

(17) Miss Ann Cox

(20) Bob Barrie

(21) Bill Simmons

(23) Bobby R. Bownick

(25) Owen Organization Inc.

(26) September 16, 1947

CFAB, WINNIPEG

200 watts on 610 kcs.

(1) Evangeline Broadcasting Co. Ltd.

(2) Frank J. Bums

(3) William A. Bishop

(4) James Cremin

(7) Al Williamson

(10) Al Williamson

(11) Ron Pulitzer

(12) William A. Bishop

(15) Judy Power

(23) George Gambie

(20 & 22) Group One Radio harmony

(23) Broadcast Sales Ltd.

(26) November 13, 1945

CILS, YARMOUTH

250 watts on 1,340 kcs.

(1) Gateway Broadcasting Co. Ltd.

(7) W. Sliger

(10) D. L. Miller

(22) W. G. Company

NEWFOUNDLAND

CFCM, GRAND FALLS

1,000 watts on 620 kcs.

(1) Colonial Broadcasting Co. Ltd.

(2) Walter E. Williams

(3) James M. MacLure

(4) Edward Connolly

(7) Jim Morlock

(9) Bruce Macdonald

(11) Gordon Pike

(13) Jim Morlock

(15) Mrs. Patricia Anne

(21 & 22) All-Canada

(23) Young Canadian Ltd.

(26) May 23, 1962

CQW, ST. JOHN'S

10,000 watts on 644 kcs. CBC

(1) Colonial Broadcasting Co.

(3) Howie Meeker

(5) Donald C. Hollett

(7) E. Pike

(9) Florence Stacey

(10) W. B. Williams

(11) All-Canada

(20) November 10, 1961

CQX, ST. JOHN'S

10,000 watts on 920 kcs.

(1) Newfoundland Broad- casting Co. Ltd.

(2) Board - Geof Stirling

(3) Vice-President & General Mgr.

(4, 5, 6) Pat Murphy

(7, 8, 9) Kim Jamieson

(10) Pat Murphy

(11) Bob Lewis

(12) Pearl Russell

(13) Jim Thoms

CQX, CORNER BROOK

1,000 watts on 570 kcs.

(1) Humber Valley Broadcasting Co. Ltd.

(3) Neal Murphy

(4) James O'Brien

(5) Gordon Pettman

(7) George Bullock

(8, 9) Jim Murrison

(11) John Penney

(12) Joe Mallin

(15) Roger Hummer

(16) Jim Barnes

(17) Gerald Murphy

(19) Joe Pragger

(20 & 21) Radio & Television Sales Inc.

(25) Canadian Standards - Broadcast Sales Inc.

(26) September 5, 1960

CFBX, ST. JOHN'S

500 watts on 910 kcs. CBC

(1) Newfoundland Broadcasting Co. Ltd.

(2) Board - Geof Stirling

(3) Paul J. Little

(4) Bob Stone

(5) Fred MacFarlane

(6) M. H. Watts

(7) John Perry

(14) Jim Barnes

(15) Mabel Murphy

(16) Joe Prager

(20 & 21) Radio & Television Sales Inc.

(25) Canadian Standards - Broadcast Sales Inc.

(26) September 5, 1960

CQX, ST. JOHN'S

1,000 watts during (660 watts nighttime) on 560 kcs.

(3) Colonial Broadcasting System Ltd.

(7) Joseph V. Butler

CQW, SASKATOON

1,000 watts on 1,240 kcs.

(1) Gulf Broadcasting Co. Ltd.

(3, 4 & 5) R. C. (Bob) Schutman

(7) Lowell Hueston

(9) Paul Schumann

(10) Fred MacFarlane

(11) Lowell Horals

(11 & 12) Paul Schumann

(13) Lowell Hueston

(14) Mrs. Margaret Ann Gagn

(15) John Perry

(17) Alice Purdy

(18) Paul Schumann

(19) Bill Seguin

(20) Fred MacFarlane

(21) New Time Sales

(23) Broadcast Reps Ltd.

(24) Radio & TV Reps Ltd.

(26) November 15, 1960

PLEASING THE PRESIDENT... not the purpose of advertising, though much of it is bought on this basis.

GOOD ADVERTISING needs copy that informs -- not flatters -- prospects for the advertiser's products.

This kind of advertising pleases the president too -- all the way to the bank.
**ADVERTISING AGENCIES**

An interim list of Advertising Agencies enfranchised by the Canadian Association of Broadcasters together with their addresses, telephone numbers, broadcast department directors and radio and television time buyers for the period ending June 30, 1967.

(1) **AGENCE DE PUBLICITE NATIONALE**
- Montreal 12
- 384-9132
- 110 Place Cremazie, Ste. 320
- Andre M. Allard
- Andre M. Allard
- Andre M. Allard
(1) **ARDIEL ADVERTISING AGENCY LTD.**
- Toronto 7
- 59-2544
- 4 Lawton Blvd.
- Philip A. Johnson
- D. A. Wilson
(1) **ARDIEL ADVERTISING AGENCY LTD.**
- Westmount, P.Q.
- 488-2537
- 310 Victoria Ave. Suite 205
- Manager, McC. J. Cooper
(1) **ARDIEL ADVERTISING AGENCY LTD.**
- Toronto 3
- 3-9461
- 2 Carlton Street
- Mrs. Phyllis Scott
- Miss Marion Ferry
(1) **BATTEN, BARTON & DURSTINE & OSBORN INC.**
- Montreal 2
- 688-2655
- 1155 Dorchester Blvd., West
- John McDonald
- Mrs. Gabrielle Gagnier
(1) **BEEDHAM, PRENTICE & BASFORD LTD.**
- Toronto 7
- 6-9431
- 76 St. Clair Avenue West
(1) **BLEASDALE ADVERTISING LTD.**
- Victoria
- 1151 St. Clair Avenue West
- 790 Bay Street
- W. R. Campbell
(1) **B & P ADVERTISING LTD.**
- Montreal 2
- 877-1771
- 1901 St. Catherine W.
- Aime Lacombe
- Lise LaCasse
- Lise LaCasse-Rita Clauthier
(1) **BRAND ADVERTISING LTD.**
- Montreal 3
- 849-8492
- 2100 Drummond St.
- Marion Goldberg
- Marion Goldberg
(1) **BURLEY, J., LTD.**
- Toronto 1
- 362-6847
- 159 Bay Street
- L. A. Dewry
(1) **BURNETT, LEO CO., OF CANADA LTD.**
- Toronto 3
- EM 6-5801
- 165 University Ave.,
- Mel Norman
- Peter Lighthall
- Mrs. E. Gray
(1) **BURNS ADVERTISING AGENCY LTD.**
- Montreal 25
- 1980 Sherbrooke St. W.
- L. St. Amand
- Mrs. P. Cryer
(1) **CAMP, DALTON K. & ASSOC., LTD.**
- Toronto 12
- 8-2101
- 43 Eglington Avenue East
- Norman K. Atkins
- James E. Colby
- J. D. Penn McLeod
(1) **CANALINE ADVERTISING AGENCY LTD.**
- Toronto 3
- 368-7646
- 790 Bay Street
- W. R. Campbell
(1) **CARDON, ROSE LTD.**
- Montreal 3
- 842-8571
- 1411 Crescent Street
- Mrs. M. Garneau
- Norman Cardon
- Mrs. M. Garneau
(1) **CARTER, GARRY J. OF CANADA LTD.**
- Toronto 5
- 924-2505
- 59 Avenue Road
- Bob Howe
- Bob Howe
(1) **LEO CLAVIR PRODUCTIONS LIMITED**
- Toronto 2
- 488-1165
- 120 Eglinton Ave. E.
- D. Jones
- Leo Clavir
(1) **COCKFIELD BROWN & COMPANY LIMITED**
- Toronto 7
- 924-5492
- 2 St. Clair Ave., W.
- (Manager of Media Services - Ian B. Campbell)
- (Director of Broadcast Services J. R. MacRae)
- (Assistant Manager - B. A. Hawkins)
(7) **COCKFIELD BROWN & COMPANY LIMITED**
- Montreal 8
- 861-1771
- 205-1010 St. Avenue
- Mrs. Dorothy Swinton
- Carol Tobin
- Anndie Young
(1) **COCKFIELD BROWN & COMPANY LIMITED**
- Winnipeg 4
- 604 Electric Railway Chambers
- Mrs. M. Simons
- H. J. Gibson
- Mrs. M. Simons
(1) **COCKFIELD BROWN & COMPANY LTD.**
- Vancouver 1
- MU 1-1111
- 1200 Burrard Building,
- 1030 - W. Georgia Street
- Miss Marjorie Maddigan
(1) **COPELAND, DON H., ADVERTISING LTD.**
- Scarborough 2
- 3-3331
- 2 Crescentwood Road
- Vera M. Copeland
- Vera M. Copeland
- Vera M. Copeland
(1) **CROMBIE ADVERTISING CO. LTD.**
- Montreal 2
- 288-4221
- 353 St. James St. W.
- H. W. McAllister
- Ross Smith
(1) **CROMBIE ADVERTISING CO. LTD.**
- Toronto 1
- 368-7031
- 188 University Ave.
- S. C. Young
- Miss M. Thompson
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>McCONNELL EASTMAN LIMITED</td>
<td>1460 Union Blvd.</td>
<td>927-5200</td>
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<td>Miss Jean Gray</td>
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**Note:** The table contains contact information for various companies, including addresses and phone numbers. The entries are listed in a format that is typical for directories or business listings.
(1) ROWNTREE, GORDON & CO. LTD.
(2) Vancouver
(3) MU 2-2223
(4) 1198 W. Pender Street
(5) Miss Linda Caravan
(1) SAUVIAT, G. R. & ASSOCIATES
(2) Montreal
(3) 861-1581
(4) Suite 820-1, Dominion Square Building
(5) Mrs. M. Bourdeau
(6) Mrs. M. Gottle
(7) Mrs. M. Bourdeau
(1) SMITH, R. C. & SON LTD.
(2) Toronto 7
(3) 481-2239-4
(4) 140 Merton Street
(5) C. Alec Phare
(7) O. J. Taylor
* (1) SMITH-GENT ADVERTISING LTD.
(2) Toronto 12
(3) 487-2401
(4) 69 Eglinton Ave. E.
(5) Mr. Brian McGrady
(7) Mr. Brian McGrady
Mrs. Beryl Barnett
(1) SPITZER, MILLS & BATES LIMITED
(2) Toronto 2
(3) 360-2811
(4) 790 Bay Street
(5) A. N. Dresser
(7) Miss M. T. Poitier
Miss M. E. McCullagh
Miss J. Mackeud
Mr. R. P. Seagram
(1) SPITZER, MILLS & BATES LIMITED
(2) Montreal
(3) 861-9721
(4) Suite 1404 Place Victoria
(5) Mrs. Alice M. Hollander
(7) Mrs. U. McLean
(1) STANFIELD, JOHNSON & HILL LTD.
(2) Montreal
(3) 866-8741
(4) Dominion Square Building
(5) P. R. Simpson
(7) Miss C. Harrison
Mrs. R. Tremaine
Miss G. Stickney
Mr. C. Vickerson
(1) STANSBURY, PAYAN & SHANKS LTD.
(2) Toronto 1
(3) 304-2228
(4) 159 Bay Street
(1) STANSBURY, PAYAN & SHANKS LTD.
(2) Montreal
(3) 845-6171
(4) 630 Sherbrooke St. W.
(5) Mary Layton
(6) Mary Layton
(7) Mary Layton
(1) TANDY ADVERTISING LTD.
(2) Toronto 2
(3) EM 3-6361
(4) 2 Carlton Street
(5) George T. Alsop
(1) TANDY ADVERTISING LTD.
(2) Montreal
(3) 844-8821
(4) 550 Sherbrooke St. W.
(5) H. J. Tingle
(6) H. J. Tingle
(1) THOMPSON, J. WALTER CO. LTD.
(2) Montreal
(3) 921-1351
(4) 1600 Dorchester Blvd. W.
(5) Harry B. Glass
(6) Vangie Lengis
M. MacNaughton
(1) THOMPSON, J. WALTER CO. LTD.
(2) Toronto
(3) 362-3471
(4) 600 University Ave.
(5) W. Jack Graham
(6) G. Thompson
V. Hopkins
J. Pasmoro
(7) D. Nagata
H. Reid
T. Johnson
C. Gamble
I. Cowie
(1) TOROBIN ADVERTISING LTD.
(2) Westmount
(3) WE 7-3501
(4) 4823 Sherbrooke St. W.
(5) S. Torobin
(1) VICKERS & BENSON LTD.
(2) Toronto 5
(3) 925-9993
(4) 980 Yonge Street
(5) Dave Sutherland
Miss Joan Bradley
Miss Bev Nicholl
Mr. Al Shepherd
(7) Mrs. June Frost
Mr. John Hickey
Miss Irene Maklary
Mr. Marvin Naftolin
Mrs. Madeleine Nugent
(1) VICKERS & BENSON LTD.
(2) Montreal
(3) 866-7701
(4) 630 Dorchester Blvd. W.
(5) F. A. Collins
(7) Mrs. J. Guerin
Mrs. A. Emberg
Miss M. McGowan
Mrs. M. Turner
Miss D. Stewart
Mrs. B. Stevens
(1) WATSON ROBERT D. ADVERTISING LTD.
(2) Calgary
(3) 264-3801
(4) 614 - 6th Avenue S.W.
(5) Toby Lawrence
(1) WHITEHEAD, TITHERINGTON & BOWYER LIMITED
(2) Toronto 5
(3) 925-5544
(4) 696 Yonge Street
(5) W. S. Whitehead
(7) Miss A. Zalarchuk
(1) WHITING & LEES
(2) Oakville
(3) 845-5151
(4) 95 Reynolds Street
(1) WILLIS ADVERTISING LTD.
(2) Toronto 5
(3) 925-3804
(4) 165 Bloo Street E.
(5) Miss Patt Hammond
(6) Miss Patt Hammond
(7) Miss Patt Hammond
(1) CHRIS YANEFF LTD.
(2) Toronto
(3) 926-6677
(4) 119 Isabella Street
(5) W. Pesme
(7) W. Pesme
* (1) YOUNG & ROSS ADVERTISING ASSOCIATES LTD.
(2) Vancouver
(3) 731-4931
(4) 2250 Granville St.
(5) Fin Anthony
(6) Fin Anthony
(1) YOUNG & RUBICAM LTD.
(2) Toronto 1
(3) EM 2-3921
(4) 250 University Avenue
C. P. Davis - Vice-President, Media & Programming
D. Harrison - Associate Director, Media & Programming
(6) Miss D.C. Dunlop
Miss J. M. Macdonald
Mrs. R. K. Pinkerton
(1) YOUNG & RUBICAM LTD.
(2) Montreal
(3) 866-8941
(4) 1155 Dorchester Blvd. W.
(5) Jacques Brunelle
(7) Ruth McLellan
IF YOU WANT TO ADD STIMULUS TO YOUR MARKETING read and advertise in Canadian Broadcaster
PERSONNEL REGISTER (FM Radio)

<table>
<thead>
<tr>
<th>KEY</th>
<th>1 Owner or Company Name</th>
<th>2 President</th>
<th>3 Manager</th>
<th>4 Asst Mgr</th>
<th>5 Commercial Mgr</th>
<th>6 Production Mgr.</th>
<th>7 Program Mgr.</th>
<th>8 Chief Announcer</th>
<th>9 Music Director</th>
<th>10 News Director</th>
<th>11 Sports Director</th>
<th>12 Women’s Mgr</th>
<th>13 Farm Director</th>
<th>14 Promotion Mgr.</th>
<th>15 Traffic Chief</th>
<th>16 Copy Chief</th>
<th>17 Librarian</th>
<th>18 Chief Engineer</th>
<th>19 Chief Operator</th>
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<td>BRITISH COLUMBIA</td>
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</tbody>
</table>

Three hours separate programming daily, 7.00 to 10.00 p.m.

**PERSONNEL REGISTER (FM Radio)**

**ONTARIO**

**CJBO-FM, BELLEVILLE**
17,400 watts on 97.1 mcs.
(1) Frank C. Murray
(2) Art. Watkins
(9) Eugene Lang
Programs separately 40 hours weekly and issues own rate card.
No stereo broadcasting.

**CHIC-FM, BRAMPTON**
857 watts on 102.1 mcs.
Same staff as CHIC-AM.
Separate programming in FM approximately 40 hours weekly.

**CKPC-FM, BRANTFORD**
10,200 watts on 92.1 mcs.
(8 & 9) Alex Reynolds otherwise same staff as CKPC-AM.
Broadcasts separate programming.
Monday to Friday - 4.00 to 10.00 p.m.
Saturday - 11.00 a.m. to 4.55 p.m.
Sunday - 5.00 to 11.00 p.m.
No Stereo.

**CQSS-FM, CORNWALL**
600 watts on 104.5 mcs.
Separate FM programming Monday through Thursday, 7.00 p.m. to 9.00 p.m. Saturday and Sunday 1.00 p.m. to 3.00 p.m.
(6 to 8) Ian Sutton
Otherwise, same staff as CQSS-AM.

**CHML-FM, HAMILTON**
2,900 watts on 95.3 mcs.
(1) Maple Leaf Broadcasting Co. Ltd.
(2) Kenneth D. Soble

**CFFL-FM, LONDON**
179,000 watts on 95.9 mcs.
(1) London Free Press Printing Co. Ltd.
(2) W. J. Blackburn
(3) Ward Cornell
(4) Charles N. Knight
(5) Geoffrey A. Bingle
(6) Dave Wilson
(7) Hugh Brenner
(8) Peter James
(9) Roy Jewell
(10) Tom Trowell
(11) William Yardy
(12) Lloyd Wright
(13) Debbie Williams
(14) Glen Robitaille
(15) Keith Roberts
(16) 1948
Programs separately for 121 1/2 hours weekly and issues separate rate card. Broadcasts stereo.

**CJQB-FM, OTTAWA**
380 watts on 103.3 mcs.
Owned and operated by the Canadian Broadcasting Corp.

**CJMO-FM, OTTAWA**
146,000 watts on 93.9 mcs.
(1) CJMO Broadcasting Ltd.
(2) Mrs. Frank Ryan
(3) Terry Kiely
(4) Geo. Gowing
(5) Ray Eckford
(6) Gord Atkinson
(7) Ray Eckford
(8) Ron Slade
(9) Ernie Caultt
(10) Mrs. Frank Ryan
(11) Terry McGovern
(12) Ray Eckford
(13) Marcisse Cook
(14) Ray Eckford
(15) George Roach
(16) Rolland Brundle
(17) 1948
(18) Devney Organization Inc.
(19) Stephens & Townsend Ltd.
Programs separately for 168 hours weekly and issues own rate card.

**CJQM-FM, WINNIPEG**
6.5 kw on 94.3 mcs.
(1) QFM Winnipeg Ltd.
(2) Don Croston
(3) Roy Priddele
(4) Bill Konyk
(6) 1/2 George Hellman
(10) Allan Bready
(11) Bob Davidson
(15) Shirley Braun
(16) Bob Knight
(18) John Pauls
(20) Nov. 1, 1963
(22) Full-Time Quality Sales
(23) Broadcasts Stereo

**CJYF-FM, WINNIPEG**
310,000 watts on 97.5 mcs.
(1) Radio OB Limited
(2) F. A. Griffiths
(3) R. M. MacLennan
(7) Cliff Gardner
(8) Dave MacLennan
(10) Jack Matheson
(19) R. V. Durie
(20) March 1948
Broadcast Sales Inc.
Separate programming for 128 hours weekly and issues own rate card. Broadcasts Stereo.

**CJYR-FM, WINNIPEG**
300,000 watts on 92.1 mcs.
(1) Moffat Broadcasting Ltd.
(2 & 3) Randall Moffat
(5) Don McDermid
(7) Herb Brittain
(10) Andy Malawanchuk
(20) August 1, 1963
(21) Devney Organization Inc.
(22) Stephens & Townsend Ltd.
Separate programming 24 hours daily, and issues separate rate card.
(23) Broadcasts in Stereo.
## PERSONNEL REGISTER (FM Radio)

<table>
<thead>
<tr>
<th>Owner or Company Name</th>
<th>KEY</th>
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<tbody>
<tr>
<td>1 Owner or Company Name</td>
<td>9 Music Director</td>
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<tr>
<td>2 President</td>
<td>10 News Director</td>
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<td>3 Manager</td>
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<td>17 Librarian</td>
<td>18 Chief Engineer</td>
</tr>
</tbody>
</table>

### CKSO-FM, SUDBURY
100,000 watts on 92.7 mcs.
- (1) Cambrian Broadcasting Ltd.
- (2) W. B. Plaunt
- (3) Ralph Connor
- (7) Jim Waddell
- (9) Peter Allen
- (10) Roy Harnish
- (14) Russ Meakes
- (16) Peter Allen
- (18) Leo Gilbeau
- (20) September 1965

### CKGB-FM, TIMMINS
- (21 & 22) All-Canada Broadcasts in stereo.
- (22) Broadcast Media Sales

### CBRM-FM, ST. CATHARINES
250 watts on 97.7 mcs.
- (13) Stuart Holloway
- (14) Mrs. Jean Stanway
- (20) 1948

Same staff, same programming as CKTB-AM, with the exception of two hours separate programming per day.

### CJIC-FM, SAULT STE. MARIE
3,600 watts on 100.5 mcs.
- (1) Hyland Radio & TV Ltd.
- (2) Mrs. J. G. Hyland General Manager - Russell Ramsey
- (3 & 5) Paul Fockler
- (6 & 7) John Wishart
- (8) George Jonescu
- (10) Lionel McAuley
- (11) Russ Ramsay
- (12) Grace Pitt
- (14) Frank McKay
- (15) Marion Kosteniuk
- (16) Marion Kosteniuk
- (17) Lou Barnes
- (18) Dave Irwin
- (19) Ray Haines
- (20) May 15, 1964
- (21 & 22) All-Canada Radio & TV

Broadcast Stereo

### CKCY-FM, SAULT STE. MARIE
6,760 watts on 104.3 mcs.
- (1) Algonquin Radio & TV Co. (2) and General Manager - C. P. Greco
- (4 & 5) Harry Wolfe

### CHFI-FM, TORONTO
31,000 watts including 100,000 watts 'Verticipower'.
- (1) Rogers Broadcasting Ltd.
- (2 & 3) Edward S. Rogers

Vice-President - Vaughn Bjerre
(4) J. J. Grinsky
(5) D. E. McRobb
(6) Roly Koster
(7) Vaughn Bjerre
(9) David Amer
(10) N. G. Gilmour
(11) Milt Dunnett
(12) Corinne Noonan
(13) Carol Boyko
(14) Ross Evans
(15) Susan Prestwich
(16) Ron Turpenny
(20) February 1967
(21) Weed & Company
(22) Air Time Sales Ltd. Broadcasts Stereo.

### CBL-FM, TORONTO
11,900 watts on 99.1 mcs.
- (1) Canadian Broadcasting Corp.
- (2) CFIR Limited
- (3) W. C. Thornton Cran General Mgr. - Don Hartford
- (4) Bill Ballentine
- (5) W. Brennan
- (6) Bill Ballentine
- (10) Bill Hutton
- (11) Bill Stephenson
- (12) Ruth Peachell
- (13) Jackie Shulman
- (14) Jill Loring
- (17) Dianne Lyon
- (18) Clive Eastwood
- (20) October, 1940
- (21) Canadian Standard Broadcast Sales Inc.
- (22) Standard Broadcast Stereo Co. Ltd.

Programs separately for 126 hours weekly and issues separate rate cards. Broadcasts in stereo 24-hours daily.

### CHUM-FM, TORONTO
18,000 watts or 104.5 mcs.
- (1) Radio CHUM - 1050 Ltd.
- (2) Allan F. Waters
- (3) Allan Slaight
- (5) We Armstrong
- (6) Sjef Frenken
- (7) Allan Slaight
- (8) Sjef Frenken
- (15) Eileen Taylor
- (16) Larry Solway
- (17) Helen Hatton
- (18) George Jones
- (20) Sept. 15, 1963
- (21) Devney Organization Inc.
- (22) Stephens & Towndrow Broadcasts stereo, 24 hours daily.

### CKLW-FM, WINDSOR
60,000 kilowatts on 93.9 mcs.
Same staff, same programming as CKLB-AM, except at 7:30 to 9:30 p.m. when separate programs take over.

### QUEBEC

### CBF-FM, MONTREAL
24,600 watts on 96.1 mcs.
- (1) Supravox Corporation - Ltee
- (2) A. R. Crepault
- (3) Roch Demers
- (4) Serge Raymond National Sales Manager - Alarc Rancourt Local Sales Manager - Ted Meunier
- (9) Raoul Jobin
- (11) Ginette Houlle
- (18) J. C. Lalancette
- (20) May 18, 1964
- (21) Devney Organization Inc.
- (22) Stephens & Towndrow Broadcasts stereo, 24 hours daily.

### CIMS-FM, MONTREAL
40,000 watts on 94.3 mcs.
- (1) Canadian Marconi Co.
- (2) W. V. George
- (3) Ken Dobson

Separate programming 7,00 to 11,00 p.m. weekdays and week-ends. Broadcasts Stereo.

### CFCE-FM, MONTREAL
41,400 watts on 92.5 mcs.
- (1) Canadian Marconi Co.
- (2) W. V. George
- (3) Ken Dobson

Separate programming 7,00 to 11,00 p.m. weekdays and week-ends. Broadcasts Stereo.

### CJFM-FM, MONTREAL
41,200 watts on 95.9 mcs.
- (1) CJAD Limited
- (2) W. C. Thornton Cran
- (3) H. T. McCurdy
- (5) Ron Blais
- (7) Dave Patrick
- (9) George Balcaen
- (10) Doug Williamson
- (11) Al Cauley
- (12) Doris Clark
- (14) Mary Pert
- (15) Gloria Shaboda
- (16) Gerry Boodington
- (17) Anna Watt
- (18) Ernest Mott
- (20) October 1, 1962
- (21) Canadian Standard

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Canadian Broadcasting
PERSONNEL REGISTER (FM Radio)

Broadcast Sales Inc.  
(23) Standard Broadcast Sales Co. Ltd.

(23) Stereo
Programs separately from CIAD, 1040 with stereo, CIAD, 1040 with stereo.  Same programs separate rate card.

CCHG-FM, MONTREAL
54,000 watts on 97.7 MHz.  (1) Modular Broadcasting (2) Geoff Darling, Sales Manager - Henry Martin  
(9) T. Deschamps  
(19) Bob Hickey  
(17) Gino Rivano  
(19) Fred Rushin  
(26) September 16, 1963  
(21) Geoffrey & Thorne  
(21) Wood & Company
Separate programming 23-24 hours a day. Stereo, 60 hours separate rate card.

CCHQ-FM, QUEBEC  
81,000 watts on 97.1 MHz.  
(1) CBC Limited  
(2) G. H. Dominico, Managing Director - Henry Lagouge  
(26) September 16, 1963  
(21) Geoffrey & Thorne  
(22) Wood & Company
Separate programming 23-24 hours a day. Stereo, 60 hours separate rate card.

CBLT-FM, WINNIPEG  
62,000 watts on 102.7 MHz.  (1) La Tribune Inc.  
(5) J. L. Gauthier  
(3) B. G. Girard  
(5) L. Lafond  
(7) Jacques Tremblay  
(3) Marcel Rouleau  
(9) P. M. Roy  
(10) André Poirier  
(13) André Auger  
(14) Robert Butler  
(15) Laurent Lafond  
(16) Roger Daignault  
(17) Miss G. Robidoux  
(18) Gerard Peltier  
(26) September 15, 1963  
(21) Paul L'Angles Inc.  
(22) Young Canadian Ltd., Stereo broadcasting 6:00 p.m. to 11:00 p.m.

CBLV-FM, ASH-SHIRE  
307,000 watts on 96.9 MHz.  (1) Radio Futura Ltd.  
(2) Jack Thompson, Vice-President - George Thompson  
(3) Jack Tietgen  
(9) H. A. Wardell  
(11) Jack Thompson  
(13) Jack Tietgen  
(15) Jeanne Pelletier  
(16) Larry Johnson  
(21) Canadian Standard Broadcast Sales Inc.

(22) Radio & TV Sales Inc.  
Broadcasts almost 100% in stereo. Programs 24 hours a day separate from CKVL-AM end issue its own rate card.

NEW BRUNSWICK  

CFCB-FM, SAINT JOHN  
6,000 watts on 98.9 MHz.  (1) Fundy Broadcasting Co. Ltd.  
(23) James Turnbull  
(24) Robert Logchart  
(25) Ralph McLennan  
(26) Jean Fougier  
(7) Bruce Ward  
(10) D. O'Hall  
(13) Gertrude Day  
(17) Diane Wayne  
(18) Angus Weeks  
(20) March 15, 1965

(21) Canadian Standard Broadcast Sales Inc.  
(23) Radio - TV Reps. Ltd.  
(23) Broadcast Stereo

NOVA SCOTIA  

CHNS-FM, HALIFAX  
250 watts on 96.1 MHz.  (1) Maritime Broadcasting Co. Ltd.  
(2) George C. Piercey  
(3) Fred W. Ansemborg  
(7) Robert Orrey  
Programs 5:30/11 hours weekly separate from CHNS-AM.

CWRK-FM, ANNAPOLIS VALLEY (KENTVILLE)  
18,000 watts E.H.P. on 97.7 MHz.  (1) Evangelistic Broadcasting Co. Ltd.  
(2) Frank J. Burns  
(27) William A. Bishop, Sales Manager - James Crossan

CGL-FM, ST. JOHN'S  
675 watts on 94.9 MHz.  (20) September 1963  
(21) Al-Canada

CQL-FM, SYDNEY  
360 watts E.H.P. on 100.9 MHz.  
(1) Colchester Broadcasting Co. Ltd.  
(2) J. H. Manning  
(3) J. A. Manning  
(5) W. Frank Harvey  
(9) Jack Armstrong  
(10, 11 & 12) Harry Dewar  
(13) Margaret Stevens  
(16) Mrs. Anne Cox  
(18) Sid Bernacchi  
(19) Bob Bartlett  
(20) March 1965  
(21) Devney Organization Inc.  
(22) Hardy Radio & TV Ltd.  
(23) No Stereo

CQCL-FM, TROJAN  
675 watts on 94.9 MHz.  (20) September 1963  
(21) Al-Canada

CQL-FM, 5 YDNEY  
575 watts on 94.9 MHz.  (20) September 1963  
(21) Al-Canada

Station and others  
advertising regularly  
In Canadian Broadcaster  
Identify themselves  
In buyers' minds  
With the publication  
The buyers use  
When compiling their schedules.
BROADCAST CONSULTANTS

Broadcast Consulting Engineer
2631 Portage Ave.
Winnipeg 12, Man.

G.A. BARTLEY, P. Eng.
Alberta Telecommunication Consultants Ltd.

PETER CAHAN, P. Eng.
Peter Cahm & Associates
9124 St. Lawrence Blvd.
Montreal 11, Que.

H.Z. ROGERS, P. Eng.
W.E. WRIGHT, P. Eng.
Canadian General Electric Company Ltd.
830 Lansdowne Ave.
Toronto 4, Ont.

COTE, LeCLAIR, L.ANGLOIS
BOISVERT & ASSOCIATES
Consulting Engineers
1015 St-Alexandre
Montreal 1, Que.

A.G. DAY, P. Eng.
TV & FM Broadcast Consultant
15 Lakeside Ave.
Ottawa 1, Ont.

PIERRE DEMERS, P. Eng.
Consulting Engineer
4815 Carlaw Ave.
Montreal 26, Que.

J.G. ELDER, P. Eng.
Elder Engineering Limited
P.O. Box 10
King City, Ont.

ERIC W. FARMER, P. Eng.
174 Turgeon St.
St. Thérèse, Que.

R.S. GRANT, P. Eng.
2303 Henley Street
Ottawa 14, Ont.

PETER A. NIBLOCK, P. Eng.
HERBERT A. HOYLES, P. Eng.
Hoyles, Niblock & Associates
Engineers and Attorneys
1324 Marine Drive
North Vancouver, B.C.

A. JARVIS, P. Eng.
9 Nanaimo Drive
P.O. Box 607, R.R. #2
Bell’s Corners, Ont.

GERALD W. LEE & ASSOCIATES
Consulting Radio Engineers
61 Curlew Drive
Don Mills, Ont.

M. LEEVY, P. Eng.
Levy Associates Co. Ltd.
LAC Building
325-347 Catherine St.
Ottawa, Ont.

KEITH A. MacKINNON, P. Eng.
P.O. Box 3310
Ottawa, Ont.

GEORGE MATHER & ASSOCIATES
Radio Frequency Engineering
2051 Russet Road
Cooksville, Ont.

N.J. PAPPAS, Eng.
GRANT, Eng.
N.J. PAPPAS & ASSOCIATES
Consulting Engineers & Architects
5253 Decarie Blvd.
Montreal 29, Que.

G.B. MacKIMME, P. Eng.
RCA Victor Co. Ltd.
1001 Lenoir Street
Montreal 30, Que.

Lieut Col, W. ARTHUR STEEL
488 Avalon Place
Riverview Park
Ottawa 8, Ont.

D.B. WILLIAMSON, P. Eng.
Consulting Engineer
Broadcasting – Communications
P.O. Box 42
Cobourg, Ont.

HOYLES, NIBLOCK AND ASSOCIATES
BROADCAST CONSULTING ENGINEERS AND ATTORNEYS
AM & FM TV CATV ETV
298 ELGIN STREET, OTTAWA 4, ONTARIO
1324 MARINE DRIVE, NORTH VANCOUVER, B.C.

N.J. PAPPAS AND ASSOCIATES
BROADCAST CONSULTING ENGINEERS
STATION BUILDING DESIGN AND SUPERVISION NOISE CONTROL POWER DISTRIBUTION ACOUSTICS SYSTEMS DESIGN ETV SYSTEMS RESEARCH D.O.T. AND B.B.G. SUBMISSIONS
5253 DECARIE BLVD.
MONTREAL 29, QUE.
CABLE: PAPPACO

BARBER OR A CLINICAL PSYCHOLOGIST, TELL HIM ABOUT SASKATOON.

Saskatoon is just about the fastest-growing place in Canada. But not all the newcomers are engineers and scientists for the potash and chemical booms. People for every trade, profession and business are needed to make a bigger, better Saskatoon. These new people have two things in common with the old-timers: 1. High pay 2. Preference for the sound of CFQ.

Every day there’s better business for advertisers on the most popular (by far!) station in Saskatoon and for hundreds of miles around.

If your brother is a
**PERSONNEL REGISTER (Television)**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
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<tbody>
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<td>Owner or company name</td>
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<tr>
<td>President (if a company)</td>
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<td>General manager</td>
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<td>Operations manager</td>
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<td>Form director</td>
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<td>Dir. of engineering</td>
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<td>Color facilities</td>
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<td>Canadian reps</td>
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<td>U. S. reps</td>
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<td>Station birth date</td>
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Audio on Channel 4, CBC.

1. Twin Cities Television Ltd.
2. J. G. Clark
   - Asst. General Manager - Jean C. Ross
3. David Clark
4. Walter Harwood
5. Wayne Roberts
6. David Clark
7. Al Davidson
8. Wayne Roberts
9. Gordon Rye
10. Miss Jean Ross
11. Bob Wilson
12. Miss Jean Ross
13. Mrs. Shirley Bailey
14. Fred Roach
15. Pat Mills
16. Bill Reith
17. Walter Wainman
18. Mrs. Betty Yendall
20. Norm Williams
21. Vic Pauls
22. Roy Gardner
23. Mrs. Betty Yendall
24. Bob Wilson
25. Miss Jean Ross
26. Mrs. Shirley Bailey
27. Fred Roach
28. Pat Mills
29. Bill Reith
30. Walter Wainman
31. Mrs. Betty Yendall
32. Bob Wilson
33. Norm Williams
34. Vic Pauls
35. Roy Gardner
36. Mrs. Betty Yendall
37. Bob Wilson
38. Miss Jean Ross
39. Mrs. Shirley Bailey
40. Fred Roach
41. Pat Mills
42. Bill Reith
43. Walter Wainman
44. Mrs. Betty Yendall
45. Bob Wilson
46. Norm Williams
47. Vic Pauls
48. Roy Gardner
49. Mrs. Betty Yendall
50. Bob Wilson

CFTK-TV, TERRACE-KITIMAT
4.1 kw Video; 2.1 kw Audio

Channel 3, CBC.

1. Skeena Broadcasters Ltd.
2. J. Fred Weber
3. Wayne Seabrook
4. Walter Wainman
5. Don Hampson
6. Gordon Leighton
7. Jack White
8. Keith Tutt
9. Alan Parrish
10. M. Van Herd (Mrs.)
11. Art Bates
12. P. White (Mrs.)
13. Jim Burkank
14. Pat Thomson
15. Jim Read
16. Dave Estacaille
17. John Nance
18. Radio - TV Reps. Ltd.
19. A.B.C. International

CFTK-TV, TERRACE-KITIMAT
has re-broadcasting stations at the following locations:

- Prince Rupert: Channel 6
- Smithers: Channel 5
- Houston: Channel 4
- Burns Lake: Channel 3
- Kildala: Channel 2
- Kemano: Channel 2
- Artisazabal Island: Channel 2
- Ocean Falls: Channel 2
- Nass Valley: Channel 2
- Justikala-Port: Channel 2

CFTK-TV, TERRACE-KITIMAT
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- Smithers: Channel 5
- Houston: Channel 4
- Burns Lake: Channel 3
- Kildala: Channel 2
- Kemano: Channel 2
- Artisazabal Island: Channel 2
- Ocean Falls: Channel 2
- Nass Valley: Channel 2
- Justikala-Port: Channel 2

CKP-G, TV, PRINCE GEORGE
778 watts Video; 389 watts Audio on Channels 2, 6, 10 and 13, CBC.

1. CKP-G Television Ltd.
2. Robert T. Harkins
3. Director of Television - R. A. McGavin
4. Carole Pow
5. A. D. Weibe
6. S. J. Howe,
7. Steve J. Howe
8. Barry J. Hamelin
9. Barry J. Hamelin
10. Carole Pow
11. J. Carbutt
12. A. D. Weibe
13. Steve Howe
14. A. D. Weibe

CBUT, VANCOUVER
49.8 kw video; 25.4 kw audio on Channel 2. Owned and operated by the Canadian Broadcasting Corporation.

CBUT-1, COURTENAY
0.25 kw video; 332 kw audio on Channel 9. Owned and operated by the Canadian Broadcasting Corporation.

CHAN-TV, VANCOUVER
164 kw video; 81 kw audio on Channel 8. CTV

1. British Columbia Television Broadcasting System Ltd.
2. J. R. Peters
3. Dave Norman
4. W. C. Elliott
5. L. D. Colthorp
6. A. Marquis
7. Brad Keen
8. Mrs. Jean Cunnion
9. Barry Cramer
10. Lloyd Colthorp
11. Bob Crichton
12. Brenda Cordwell
13. Earl Jensen
14. Jim Salikin
15. E. G. Rose
16. October 21, 1966
17. All-Canada
18. October 25, 1966

KVO-5, VANCOUVER - VICTORIA (BELLINGHAM)
214 kw video; 107 kw audio on Channel 12.

1. KVO-5 TV (BC) Ltd.
2. David Mintz
3. Vice-President and National Sales Director - Doug Davis
4. Merchandising Director - Jerry Robertson
5. Western Sales Manager - Herman Burikart
6. Asst. to the President - Andy Anderson
7. Frank Jank
8. H. Burikart
9. Jack V. Gentles
10. Andy Anderson
11. Frank Jank
12. Duane Trecker
13. Rod Hulme
14. Elaine Horn
15. Stan Sleeth
16. Marian Boylan
17. Miss Del Mathers
18. Del Pawliw
19. Miss Leslie Mathers
20. Del Pawliw
21. Ken Jubenville
22. Duane Johnson
23. John Price
CFLW-TV, WINDBER WOLFER VALLEY
Channel 6

CHCT-TV, CALGARY
100 kw Video; 50 kw Audio on Channel 2. CBC

(1) Calgary Television Limited
(2) Frederick Shaw
(3) A. M. (Bert) Cairns
(4) Ron Chase
(5) J. N. Inster (Nat'l)
(6) Skip Braun
(7) Ron Chase
(10 & 11) Ed Whalen
(14) Bruce Northam
(15) Don Wilson
(16) Les Funtek
Sales Services Editor - Miss Mary Ellis

(18 & 19) Gordon Warner
(21) Lee Crawley
(22) October 1, 1966
(23 & 24) All-Canada
(25) October 8, 1954

CHCT-TV-W1, DRUMHILLER
Satellite of CHCT-TV, Calgary broadcasting on Channel 8.
Same staff.

CBKT, EDMONTON
318 kw Video; 159 kw Audio on Channel 5. CBC Microwave.
Owned and operated by the Canadian Broadcasting Corp.

CFCN-TV, EDMONTON
183.5 kw Video; 90, 4 kw Audio on Channel 3. CTV

(1) Smawpita Broadcasting Co. Ltd.
(2 & 3) G. R. A. Rice Manager - Bruce Alloway
Gen. Sales Manager - D. Field
(6 & 7) George Kidd
(8) Ed Kay
(9) Harry Farmer
(10) Sid Lancaster
(11) Al McCann
(12) Laura Lindsay
(13) Scott Flewitt
(14) Alex Semeniuk
Projects Director - Dan Kaufman
(15) Joyce Mathews
(16) Peter Leonard
(17) Bob Carlyle
(18) Keith Neale
(20) Bill Radomski
(21) Ted Watson
(22) Network, Film Slide, VTR
(23) Radio Television Reps Ltd.
(24) Canadian Standard Broadcasting Sales Inc.

CFRN-TV-3, WHITECOURT
Satellite of CFRN-TV, Edmonton broadcasting on Channel 12.

CBXAT, GRANDE PRAIRIE
28 kw Video; 18 kw Audio on Channel 10. CBC. Owned and operated by the Canadian Broadcasting Corporation.

CBXAT-1, PEACE RIVER
.120 kw Video; .360 kw Audio on Channel 7. This is a satellite of CBXAT, Grande Prairie. It is owned and operated by the Canadian Broadcasting Corporation.

CFLH-TV, LETHBRIDGE
171 kw Video 85.5 Audio on Channel 7. CBC
(1) Lethbridge Television Limited
(2 & 3) N. Botterill
(7) Dan Taylor
(10) Brent Seely
(11) Ron Makarenko
(12) Mrs. Betty Grigg
(13) Rad Whit
(14) Linda Plomp
(15) Miss Win Dufy
(16) Cornie Martens
(17) Glady Palmer
(18 & 19) Mrs. Betty Glendinning
(21) V. C. Reed
(23 & 24) All-Canada
(25) November 2, 1955

CKSA-TV LLOYDMINSTER
116 kw Video; 58 kw Audio on Channel 2. CBC

(1) CHSA-TV Limited
(2) Arthur F. Shortell
(3) Arthur F. Shortell
(4) J. G. Cane
(6 & 7) Wes Saunders
(10 & 11) Marvin Seibel
(13) Bill Axelson
(14) Wes Saunders
(15) Florence Look
(16) Howard Struge
(17) Lillian Johnson
(18 & 19) E. Sorenson
(23) Howard James
(29) Radio-TV Reps Ltd.

ALBERTA

CFCN-TV, CALGARY
100 kw Video; 50 kw Audio on Channel 4. CTV.

(1) CFCN Television Ltd.
(2) Jas. A. Love
Executive Vice-President Gordon L. Carter
(6) Ted Chapman
(10) William N. Love
(11) Henry Viney
(14) Sylvia Gerke
(15) Mrs. Jean Bown
(16) Charles Heine
(17) Wally Kirk
(19) Garry Smith
(21) Robert W. Lamb
(22) Radio TV Reps Ltd.
(24) Young Canadian
(25) September 9, 1960

CFCN-TV-1, DRUMHILLER-HAND HILLS, Channel 12
CFCN-TV-2, BANFF, Channel 8;
CFCN-TV-3, BROOKS,
Channel 9

Note: CBXAT, PEACE RIVER, CBXAT-1, PEACE RIVER, CFRN-TV-3, WHITECOURT, CBXAT, GRANDE PRAIRIE, CFLH-TV, LETHBRIDGE, CKSA-TV LLOYDMINSTER, CFCN-TV, CALGARY, CFCN-TV-1, DRUMHILLER-HAND HILLS, CFCN-TV-2, BANFF, CFCN-TV-3, BROOKS, Channel 9.

First, by far, in advertisers' preference in booming Edmonton, home of the fabulous Klondike Daws.

In fact, the largest TV audience of any Western Canadian TV station.

...add "One" and "Two"... and you have "Three"... popularly called "3TV" in Edmonton. CFRN-TV... "where successful campaigns are launched!"
operated by the Canadian Broadcasting Corporation.
(25) December, 1962
CBWAT-5, FORT FRANCES
20.2 kw Video; 10.1 kw Audio on Channel 5. Owned and
operated by the Canadian Broadcasting Corporation.

CBWAT-4, RED LAKE ATIKOKAN
5.7 kw Video; 2.85 kw Audio on Channel 10. Owned and
operated by the Canadian Broadcasting Corporation.

CKW5-TV, KINGSTON
250 kw Video; 150 kw Audio on Channel 11. CBC

(1) Frontenac Broadcasting
Co. Ltd.
(2) Sen. W. R. Davies
(3) Roy Hofsteller
(5) A. J. Brooks
(6 & 7) Cliff Tomlinson
(10) Floyd Paterson
(11) Max Jackson
(12 & 14) Shirley Gould
(15) Mrs. Rita McRatten
(16) Neil Carter
(18 & 19) Pam Cooper
(20) Lorne Shepherd
(21) Gord Backus
(22) October 1, 1966
(23 & 24) All-Canada
(25) December 18, 1954

CKCO-TV, KITCHENER
325 kw Video; 160 kw Audio on Channel 13. CTV

(1) Central Ontario Television
Limited
(2) Carl A. Pollock
(3) William D. McGregor
(6 & 7) Bruce Lawson
(9) Pat Ludwig
(10) Gary McLaren
(11) Reg Seilner
(12) Mrs. Elaine Cole
(14) William Whiting
(15) Mrs. Alice Ellis
(16) Don Bowen
(17) William Smuck
(18) Miss Cathy Lewis
(19) Len Collis

Supervisor of Technical Operations - Jim Smith
(21) Paul Turchan
(22) Available now
(23) Hardy Radio & TV -
Toronto and Montreal
A. J. Mesner -
Winnipeg; Radio-TV Reps Ltd.
Vancouver
(24) ABC International TV
(25) March 1, 1964

ONTARIO

CKVR-TV, BARRIE
100 kw Video; 50 kw Audio on Channel 3. CBC

(1) Ralph Snelgrove Television
Limited
(2 & 3) Ralph Snelgrove
Assistant Manager -
H. J. Snelgrove
(4) Jack Matternley
(5) C. M. Tierney
(6) Jerry Robertson
(7) Edna King

CBWAT-1, LE PAS
260 watts Video; 130 watts
Audio on Channel 7. This
satellite of CBWFT, Flin Flon is
owned and operated by the
Canadian Broadcasting Corp.
(25) June 25, 1962

CBWFT, WINNIPEG
37.8 kw Video; 34.7 kw Audio
on Channel 3. Owned and
operated by the Canadian
Broadcasting Corporation.
(25) April 24, 1960

C-JAY WINNIPEG
325 kw Video; 180 kw Audio
on Channel 7. CTV

(1) Channel Seven Television
Ltd.
(2) Ralph S. Misener
(3) Jack M. Davidson
(4) Joe Gibson
(5) R. L. Pat McChee
(6) Joe Gibson
(7) Jim Purvis
(8) Ray Torgrud
(10) Al Vickery
(11) Jack Wells
(12) Sheila Knowles
(13) Don Maclean
(14) Al Johnson
(15) Gerry Probert
(16) Mac Drope
(17) Rod Webb
(19) Howard McMullan
(21) Bert Cobb
(22) October 1, 1966
(23) Stovin-Byles TV Ltd.
(24) E. S. Sumner Inc.
(25) November 12, 1960

CBWBT-1
180 kw Video; 110 kw Audio
on Channel 18.

CBWAT-1, KENORA
9.3 kw Video; 5.5 kw Audio
on Channel 11. Owned and
operated by the Canadian
Broadcasting Corporation.

CBWAT-2, SIOUX LOOKOUT
6.8 kw Video; 3.4 kw Audio
on Channel 10. Owned and
operated by the Canadian
Broadcasting Corporation.

MANITOBA

CKX-TV, BRANDON
100,000 watts Video; 49,100
watts Audio on Channel 5. CBC

(1) Western Manitoba Broad-
casters Limited

(2 & 3) John B. Craig
(4) Stuart Craig
(5) Archie Olson
(7) Ron Kaizin
(10) John Harvard
(11) Mari Saxberg
(13) Frank Bird
(14) Cliff Jones
(15) Marsha Harrowen
(16) Mrs. Ann Smith
(19) Harold Pullaw
(20) Lawrence Dubois
(21) Tom Stacey
(22) October 1, 1966
(23 & 24) All-Canada
(25) January 28, 1965

CKX-TV has re-broadcasting
stations at: Foxwarren: 6.4 kw
Video; 3.49 kw Audio on
Channel 11. Melita: .118 kw
Video; .094 kw Audio on
Channel 9.

CJAY, WINNIPEG
325 kw Video; 180 kw Audio
on Channel 7. CTV

(1) Channel Seven Television
Ltd.
(2) Ralph S. Misener
(3) Jack M. Davidson
(4) Joe Gibson
(5) R. L. Pat McChee
(6) Joe Gibson
(7) Jim Purvis
(8) Ray Torgrud
(10) Al Vickery
(11) Jack Wells
(12) Sheila Knowles
(13) Don Maclean
(14) Al Johnson
(15) Gerry Probert
(16) Mac Drope
(17) Rod Webb
(19) Howard McMullan
(21) Bert Cobb
(22) October 1, 1966
(23) Stovin-Byles TV Ltd.
(24) E. S. Sumner Inc.
(25) November 12, 1960

CBWFT, WINNIPEG
2.87 kw Video; 1.72 kw Audio
on Channel 4. CBC French Network.

Owned and operated by the
Canadian Broadcasting Corp.
(25) April 24, 1960

STOVIN-BYLES LTD.

August 4, 1966
**PERSONNEL REGISTER (Television)**

<table>
<thead>
<tr>
<th>1. Owner or company name</th>
<th>10. News director</th>
<th>18. Film librarian</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. President (if a company)</td>
<td>11. Sports director</td>
<td>19. Film editor</td>
</tr>
</tbody>
</table>

**CFPL-TV, LONDON**

325 kw Video; 105 kw Audio on Channel 10  CBC

(1) Walter J. Blackburn  
(2) Murray T. Brown  
(3) Bob Reinhart  
(4) Cliff Wingrove  
(5) Alex Kelman  
(6) Roy Jewell  
(10) Don Laidlaw  
(11) Tom Daley  
(15) Warren Blahout  
(16) Cliff Kearns  
(18) Pat Walker  
(20) Dale Duffield  
(22) October 1, 1966  
(23 & 24) All-Canada  
(25) November 28, 1953

**CFCH-TV, NORTH BAY**

28.5 kw Video; 14.25 kw Audio on Channel 10  CBC

(1) Tel Ad Company Ltd.  
(3) Reg Carne  
(5) Jim Gibson  
(7) Sid Tomkins  
(8) Stan Leverre  
(10) Norris Whitfield  
(11) Pete Handley  
(12) Meri Craven  
(14) David Bach  
(15) Meri Craven  
(16) Richard Lea  
(17) Phyllis Brown  
(18) Tony Marceau  
(20) Jerry Milan  
(21) Ken Houzer  
(23) Stovin-Byles TV Ltd.  
(24) All-Canada  
(25) December 19, 1955

**Satellite - CJK1**

Temiskaming, Quebec.

**CJOH-TV, OTTAWA AND THE SEAWAY**

152 kw Video; 76 kw Audio on Channel 13  
136 kw Video; 78 kw Audio on Channel 8  
CTV

(1) Bushnell TV Co. Ltd.  
(2) E. L. Bushnell  
(3) Stuart W. Griffiths  
(4) Harold Manuy  
(5) W. O. Morrison

6 & 7) Peter Francis  
(9) Gordon Shale  
(10) Richard Barrie  
(11) Morley Overholt  
(12) Mrs. Marie Callaghan  
(14) Arlene Robertson  
(15) Miss Rosemary Drimmie  
(16) Ken Lehman  
(17) Margaret Foley  
(18 & 19) Tom Nesbit  
(20) Hal Sloan  
(21) Bert Crump  
(22) October 1966  
(23 & 24) All-Canada  
(25) March 28, 1955

**CFBTV, PORT ARTHUR**

100 kw Video; 54.5 kw Audio on Channel 2  CBC

(1) Thunder Bay Electronics Limited  
(2) Fraser Dougall  
(3) Garnet Conger  
(5) Jack Masters  
(6) Jon Ogden  
(9) Graham Thompson  
(10) Hal Lee  
(11) Hal Lee  
(12) Marion Vickruck  
(14) Lorraine Perrot (Miss)  
(15) Mrs. Sheila Shipston  
(16) Bruce McNally  
(17) Linda Cassan  
(18) T. Ross  
(19) Mike Wolowich  
(21) Gerhard Bueter  
(22) October 1, 1966  
(23) Stovin-Byles TV Ltd.  
(24) Canadian Standard Broadcast Sales  
(25) October, 1954

**CJIC-TV, SAULT STE. MARIE**

28 kw Video; 15 kw Audio on Channel 2  CBC

(1) Hyland Radio TV Limited  
(2) Mrs. J. G. Hyland  
(3) R. H. Ramsay  
(5) Wayne Turner  
(6) Frank Gardi  
(8) John Rhodes  
(10) Lionel McAuley  
(11) John Rhodes  
(12) Mrs. Rita Purdy  
(14) Frank McKay  
(15) Mrs. Rita Purdy  
(16) Bob Jenkins  
(17) Nancy Miller  
(18 & 19) Susan Halstead  
(20) Albert Jones  
(21) Dave Irwin  
(22) All-Canada  
(23 & 24) November 28, 1954

**CBST, STURGEON FALLS**

9.75 kw Video; 5.27 kw Audio on Channel 7, French Network.Owned and operated by the Canadian Broadcasting Corp.

**CBFST-1, SUDBURY**

601 kw Video; 361 kw Audio on Channel 13. Recast station of CBST, Sturgeon Falls.

**CBFST-2, TEMISCAMING, Que.**

7.68 kw Video; 3.54 kw Audio on Channel 12. Recast station of CBST, Sturgeon Falls.

**CCKO-TV, SUDbury**

30 kw Video; 16 kw Audio on Channel 5  CBC

(1) Cambrian Broadcasting Ltd.  
(2) W. B. Plante  
(3) Ralph Connor  
(4) Mike Connor  
(5) George Land  
(6) Bill Hart  
(7) Mike Connor  
(9) Hub Beaudy  
(11) Russ Meakes  
(12) Mrs. Betty Sellar  
(16) Nick Nykilewuk  
(17) Bruce Bresnahan  
(18) Mrs. Betty Sellar  
(21) Leo Gilbou  
(22) October 1, 1966  
(23 & 24) All-Canada  
(25) October 25, 1953

**CBFST-1, SUDbury**

100 kw Video; 50 kw Audio on Channel 6  CBC

(1) J. Conrad Lavigne Enterprises  
(2) J. Conrad Lavigne  
(3) Rene Barrette  
(5) Gaston Malette  
(6) Conrad Carriere  
(7) Terry Coles  
(10) James Prince  
(11) Lou Thibault  
(14) Frank Burnik  
(15) Jos. Virc  
(16) Clement Berini  
(17) Mrs. Joan Wallford  
(18 & 19) Mrs. Hazel Clermon  
(21) Rudy-And Fauteux  
(22) October 1, 1966  
(23) Paul Mulvihill & Co.  
(24) Weed & Company  
(25) July 1, 1956

**CFCF-TV-2, KIRKLAND LAKE**

5.03 kw Video; 2.51 kw Audio on Channel 2. Satellite of CFCF-TV, Temmin, Same staff.

**CFCF-TV-3, KAPUSKASING**

.888 kw Video; .044 kw Audio on Channel 3. Satellite of
### PERSONNEL REGISTER (Television)

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
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<tbody>
<tr>
<td>Owner or company name</td>
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<tr>
<td>1.</td>
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<tr>
<td>2. President (if a company)</td>
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<tr>
<td>3. General manager</td>
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<tr>
<td>4. Operations manager</td>
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<tr>
<td>5. Commercial manager</td>
<td></td>
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<tr>
<td>6. Production supervisor</td>
<td></td>
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<tr>
<td>7. Program manager</td>
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<tr>
<td>8. Chief announcer</td>
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<td>9. Music director</td>
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<td>10. News director</td>
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<td>11. Sports director</td>
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<td>12. Women's director</td>
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<tr>
<td>13. Farm director</td>
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<tr>
<td>14. Promotion manager</td>
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<tr>
<td>15. Traffic manager</td>
<td></td>
</tr>
<tr>
<td>16. Art Director</td>
<td></td>
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<tr>
<td>17. Copy Chief</td>
<td></td>
</tr>
<tr>
<td>18. Film librarian</td>
<td></td>
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<tr>
<td>19. Film editor</td>
<td></td>
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<tr>
<td>20. Chief operator</td>
<td></td>
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<tr>
<td>21. Dir. of engineering</td>
<td></td>
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<tr>
<td>22. Color facilties</td>
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<tr>
<td>23. Canadian reps</td>
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<tr>
<td>24. U. S. reps</td>
<td></td>
</tr>
<tr>
<td>25. Station birth date</td>
<td></td>
</tr>
</tbody>
</table>

### CKTL-TV, Timmins. Same staff.

### CFCL-TV, 4, HEARTS

- 0.402 kw Video; 920 kw Audio on Channel 4. Satellite of CKTL-TV, Timmins. Same staff.

### CFCL-TV-5, VAL D'OR

- 171.5 kw Video; 935 kw Audio on Channel 5. Satellite of CFCL-TV, Timmins. Same staff.

### CKLT, TORONTO

- 99.5 kw Video; 53.5 kw Audio on Channel 6. Owned and operated by the Canadian Broadcasting Corporation.

### CFTO-TV, TORONTO

- $25 kw Video; 162 kw Audio on Channel 9. CTV

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Baton Broadcasting Limited</td>
<td></td>
</tr>
<tr>
<td>2. John Bassett</td>
<td></td>
</tr>
<tr>
<td>3. Vice-President and General Manager</td>
<td></td>
</tr>
<tr>
<td>4. W. O. Crampton</td>
<td></td>
</tr>
<tr>
<td>5. Vice-President - Sales</td>
<td></td>
</tr>
<tr>
<td>6. J. Delaney</td>
<td></td>
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<tr>
<td>7. Vice-President - Finance</td>
<td></td>
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<tr>
<td>8. L. M. Nichols</td>
<td></td>
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<tr>
<td>9. Don Davis</td>
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<tr>
<td>10. Jack Ruttle</td>
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<tr>
<td>11. Doug Johnson</td>
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<td>12. Johnny Esaw</td>
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<td>13. John Hudson</td>
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<td>14. Howard MacLean</td>
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<tr>
<td>15. Des Brooks</td>
<td></td>
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<tr>
<td>16. Director of Engineering - H. Berger</td>
<td></td>
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<tr>
<td>22. Now available</td>
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<tr>
<td>23. Montreal Sales Office</td>
<td></td>
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<tr>
<td>24. Winnipeg, Vancouver</td>
<td></td>
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<tr>
<td>25. Stovin-Byles TV Ltd.</td>
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</tbody>
</table>

### CFTK, TORONTO

- 100 kw Video; 160 kw Audio on Channel 12. CTV

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CBC Broadcasting Limited</td>
<td></td>
</tr>
<tr>
<td>2. John Hudson</td>
<td></td>
</tr>
<tr>
<td>3. Howard Maclean</td>
<td></td>
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<tr>
<td>4. Director of Film Operations - Des Brooks</td>
<td></td>
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<tr>
<td>5. Director of Engineering - H. Berger</td>
<td></td>
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<tr>
<td>22. Now available</td>
<td></td>
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<tr>
<td>23. Montreal Sales Office</td>
<td></td>
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<tr>
<td>24. Winnipeg, Vancouver</td>
<td></td>
</tr>
<tr>
<td>25. Stovin-Byles TV Ltd.</td>
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</tbody>
</table>

### QUEBEC

### CJPM-TV, CHICOUTIMI

- 61 kw Video; 36.5 kw Audio on Channel 6.

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CJPM-TV Inc.</td>
<td></td>
</tr>
<tr>
<td>2. Paul Marrocc</td>
<td></td>
</tr>
<tr>
<td>3. Paul J. Audette</td>
<td></td>
</tr>
<tr>
<td>4. Claude Blain</td>
<td></td>
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<tr>
<td>5. Paul J. Audette</td>
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<td>6. Claude Blain</td>
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<td>7. Claude Blain</td>
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<td>8. Claude Blain</td>
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<td>9. Claude Blain</td>
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<td>10. Claude Blain</td>
<td></td>
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<tr>
<td>11. Michel Martin</td>
<td></td>
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<td>12. Michel Martin</td>
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<tr>
<td>13. Michel Martin</td>
<td></td>
</tr>
<tr>
<td>14. Dianne Tremblay</td>
<td></td>
</tr>
<tr>
<td>15. Dianne Tremblay</td>
<td></td>
</tr>
<tr>
<td>16. Yves Champagne</td>
<td></td>
</tr>
<tr>
<td>17. Roger Hudson</td>
<td></td>
</tr>
<tr>
<td>22. October 1, 1966</td>
<td></td>
</tr>
<tr>
<td>23. Paul L’Anglais Inc.</td>
<td></td>
</tr>
<tr>
<td>24. Forjoe TV Inc.</td>
<td></td>
</tr>
</tbody>
</table>

### CKTS-TV, JONQUIERE

- 42 kw Video; 21 kw Audio on Channel 12.

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Radio Saguenay Limitée</td>
<td></td>
</tr>
<tr>
<td>2. Henri Lepage</td>
<td></td>
</tr>
<tr>
<td>3. Tom Burham</td>
<td></td>
</tr>
<tr>
<td>4. Gerard Lemieux</td>
<td></td>
</tr>
<tr>
<td>5. Roland Perron</td>
<td></td>
</tr>
<tr>
<td>6. Lionel Tremblay</td>
<td></td>
</tr>
<tr>
<td>7. Gilles Dufour</td>
<td></td>
</tr>
<tr>
<td>8. Michel Michaud</td>
<td></td>
</tr>
<tr>
<td>9. Gerard Gosselin</td>
<td></td>
</tr>
</tbody>
</table>

### CKTL-TV, MONTREAL

- 100 kw Video; 50 kw Audio on Channel 2. Owned and operated by the Canadian Broadcasting Corp.

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tele-Metropole Corporation</td>
<td></td>
</tr>
<tr>
<td>2. J. A. DeSeve</td>
<td></td>
</tr>
<tr>
<td>3. Technical Director - Maurice Doucet</td>
<td></td>
</tr>
<tr>
<td>4. Roland Giguere</td>
<td></td>
</tr>
<tr>
<td>5. Paul L’Anglais</td>
<td></td>
</tr>
<tr>
<td>6. Jean-Paul Ladouceur</td>
<td></td>
</tr>
<tr>
<td>7. Robert L’Herbier</td>
<td></td>
</tr>
<tr>
<td>8. Claude Lapointe</td>
<td></td>
</tr>
<tr>
<td>9. Pierre Proulx</td>
<td></td>
</tr>
<tr>
<td>10. Jean Marion</td>
<td></td>
</tr>
<tr>
<td>11. Jean-Paul Ladouceur</td>
<td></td>
</tr>
<tr>
<td>12. Maurice Battien</td>
<td></td>
</tr>
</tbody>
</table>

### CFTM-TV, MONTREAL

- 325 kw Video; 160 kw Audio on Channel 10.

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CFTM-TV, MONTREAL</td>
<td></td>
</tr>
<tr>
<td>2. MONT LAURIE</td>
<td></td>
</tr>
<tr>
<td>3. 5.4 kw Video; 2.8 kw Audio on Channel 3. Satellite of CFTM, Montreal.</td>
<td></td>
</tr>
<tr>
<td>25. March 15, 1962</td>
<td></td>
</tr>
<tr>
<td>26. CBFM-T, MONTREAL</td>
<td></td>
</tr>
<tr>
<td>27. 5.4 kw Video; 2.8 kw Audio on Channel 3. Satellite of CBFM, Montreal.</td>
<td></td>
</tr>
<tr>
<td>25. March 15, 1962</td>
<td></td>
</tr>
</tbody>
</table>

### CFTM-TV, MONTREAL

- 325 kw Video; 160 kw Audio on Channel 10.

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CFTM-TV, MONTREAL</td>
<td></td>
</tr>
<tr>
<td>2. MONT LAURIE</td>
<td></td>
</tr>
<tr>
<td>3. 5.4 kw Video; 2.8 kw Audio on Channel 3. Satellite of CFTM, Montreal.</td>
<td></td>
</tr>
<tr>
<td>25. March 15, 1962</td>
<td></td>
</tr>
</tbody>
</table>

### CFTM-TV, MONTREAL

- 325 kw Video; 160 kw Audio on Channel 10.

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CFTM-TV, MONTREAL</td>
<td></td>
</tr>
<tr>
<td>2. MONT LAURIE</td>
<td></td>
</tr>
<tr>
<td>3. 5.4 kw Video; 2.8 kw Audio on Channel 3. Satellite of CFTM, Montreal.</td>
<td></td>
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<tr>
<td>25. March 15, 1962</td>
<td></td>
</tr>
</tbody>
</table>
## PERSONNEL REGISTER (Television)

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Maurice Doucet</td>
<td>President</td>
</tr>
<tr>
<td>22</td>
<td>October 1, 1966</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Paul L'Anglais Inc.</td>
<td>Commercial manager</td>
</tr>
<tr>
<td>24</td>
<td>Forjoe TV Inc.</td>
<td>Program manager</td>
</tr>
<tr>
<td>25</td>
<td>February 19, 1961</td>
<td>Chief announcer</td>
</tr>
</tbody>
</table>

**CHAU-TV, NEW CARLISLE**
- 100 kw Video; 52 kw Audio on Channel 5, CBC French.
- (1) Television de la Baie des Chaleurs Inc.
- (2) J. Leo Hachey
- (3) Dr. Charles H. Houde
- (4) J. R. Peloquin
- (5) Marcel Gingras
- (10 & 11) Mrs. Marcel Gingras
- (14 & 15) Mrs. Anita Tardif
- (16) Gerard Marcoux
- (18 & 19) Mavella Degrasse
- (20) Gilles St. Pierre
- (21) Marcel Chibot
- (23) Hardy Radio & TV Ltd.

**CJOH-TV, Ottawa and the Seaway...**

Represented exclusively by

*radio - television representatives limited*

**EFFECTIVE AUGUST 1, 1966**

**in**

- VANCOUVER
- WINNIPEG
- CALGARY
- EDMONTON

**call collect:**
- FRANK JOBES • NEIL JOHNSON • TONY MESSNER • MURRAY MESSNER
  - VANCOUVER — 1131 Richards Street
  - WINNIPEG — 171 Mc Dermott Avenue
  - MU. 5-0288 — area code 604
  - WH. 3-5974 — area code 204
PERSONNEL REGISTER (Television)

(24) All-Canada Radio & TV
(25) November 21, 1954

CJBR-TV-ESTCOURT
45.1 kw Video; 22.5 kw Audio
on UHF Channel 70. Satellite of CJBR-TV, Rimouski.

CFCV-TV, CLERMONT
32.9 kw Audio; 65.9 kw Video
on UHF Channel 75. Satellite of CJBR-TV, Rimouski.

CJBR-TV-1, EDMUNSTON
1.49 kw Video; 714 kw Audio
on Channel 13. Rebroadcasting station of CJBR-TV, Rimouski.

CKRT-TV, RIVIERE DU LOUP
49 kw Video; 24.5 kw Audio
on Channel 7. CBC
(1) CKRT TV Limited
(2 & 2) Luc Simard
(4) Germain Gelinas
(6 & 6) Vincent Gagnon
(7) Gregoire Thibault
(8, 10 & 11) Raoul Savard
(12) Danielle Desjardins
(15) Marie-Reine Beaulieu
and Lise Caron
(16) Ethelbert Boucher
(18) Marie-Reine Beaulieu
(19) Chislain Berube
(20) Gilbert Plourde
(21) Germain Gelinas
(22) Fall 1966
(23) Hardy Radio & TV Ltd.
(24) Devney Organization Inc.
(25) January 14, 1962

CKRN-TV, ROYUN
57.5 kw Audio; 115 kw Video
on Channel 4. CBC French
(1) Radio Nord Inc.
(2 & 3) David A. Gourd
(4, 5, 6, 7, 14) Franco Capellari
(15) Mrs. Brigitte Guimont
(16) Laimon Mitris
(21) Detlef Krummacher
(22) Hardy Radio & TV
Vancouver - Scharf Broadcast Sales
(24) Weed & Company
(25) September 1, 1957

Satellites of CKRN-TV:
Val d’or Channel 8
Senneterre Channel 7
Matagami Channel 7
Ville-Marie Channel 6

CHLT-TV, SHERBROOKE
170 kw Video; 100 kw Audio
on Channel 7. CBC French
(1) La Tribune Inc.
(2) Jean Louis Gauthier
(3) Jean Louis Gauthier
(4) Pierre Bruneau
(5) Lucien LaRocque
(6) Gary Longchamp
(7) Gary Longchamp
(8) Marcel Rheault
(9) Hercule Gagne
(10) Andre Desseve
(11) Maurice Bilodeau
(12) Andre Aube
(14) Bob Butler
(15) Mrs. Laurette LaRocque
(16) Claude Duchesne
(17) Madeleine Bouffard
(18) Suzanne Boisvert
(19) Lucien Perreault
(20) Roger Lemaire
(21) Robert Thiebaut
(22) October 1, 1966
(23) Paul L’Anglais Inc.
(24) Canadian Standard
Broadcast Sales Inc.
(25) August 12, 1956

CKTM-TV, TROIS RIVIERES
162.5 kw Video; 81.2 kw Audio
on Channel 13. CBC French
(1) Televisio St-Maurice Inc.
(2 & 3) Henri Audet
(4) Robert Bonneau
(6 & 7) Fernand Paquet
(8) Andre Watters
(9) Andre Bellefeuille
(10) Jacques Voyer
(11) Andre Watters
(12) Marielle Gouin
(14) Gilles Dussault
(15) J. Lemay
(16) Jacques Parent
(17) Claire Caron
(18 & 19) Albert Aubichon
(20) Gilles Nadeau
(21) Robert Bonneau
(22) October 1966
(23) Stovin-Byles TV Ltd.
(24) All-Canada Radio & TV
(25) April 15, 1958

NEW BRUNSWICK
CBMT, MONCTON
5.03 kw Audio; 10.6 kw Video
on Channel 11. CBC French Network. Owned and operated by
the Canadian Broadcasting Corp.
(25) December 21, 1959

CKCW-TV, MONCTON
15 kw Audio; 25 kw Video
on Channel 2. CBC
(1) Moncton Broadcasting
Limited
(2) Fred Lynds
(3) Hubert Button
(5) Frank Paterson

1 step ahead

With the only daily coverage of Northwestern Quebec

Contact: Hardy Radio & TV
Toronto and Montreal
### PERSONNEL REGISTER (Television)

<table>
<thead>
<tr>
<th>1. Owner or company name</th>
<th>10. News director</th>
<th>18. Film librarian</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. President (if a company)</td>
<td>Sports director</td>
<td>Film editor</td>
</tr>
<tr>
<td>3. General manager</td>
<td>Women's director</td>
<td>Chief operator</td>
</tr>
<tr>
<td>4. Operations manager</td>
<td>Farm director</td>
<td>Dir. of engineering</td>
</tr>
<tr>
<td>5. Commercial manager</td>
<td>Promotion manager</td>
<td>Color facilities</td>
</tr>
<tr>
<td>6. Production Supervisor</td>
<td>Traffic manager</td>
<td>Canadian reps</td>
</tr>
<tr>
<td>7. Program manager</td>
<td>Art Director</td>
<td></td>
</tr>
<tr>
<td>8. Chief announcer</td>
<td>Copy Chief</td>
<td></td>
</tr>
<tr>
<td>9. Music director</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### NOVA SCOTIA

**CFCY-TV, NOVA SCOTIA**

| (5) W. A. Stewart | (19) David Ferraz | (14) Ken Boyce |
| (6) Gerry Gormley | (20) Vic Perry | (15) Mrs. M. C. MacQuarrie |
| (7) Bill Stewart | (21) John Jay | (16) Don Ward |
| (8) Denny Comeau | (22) Stovin-Byles Television | (17) Max Quinton |
| (10) Bill Cooper | Ltd. - Toronto, Montreal, Winnipeg and Vancouver | (18) Peggy MacLean |
| (12) Laura Foster | (23) CFCY-TV-1, CANNING | (19) Ron Dovers |
| (13) George McLeod | 9.65 kw Video; 4.53 kw Audio | (20) W. MacTavish |
| (14) Earl McCarron | on Channel 10. Satellite of CFCY-TV, Halifax. | (21) W. Robert |
| (15) Eleanor Stewart | | (22) October 1966 |
| (16) Joe Kashetsky | | (23 & 24) All-Canada |
| (17) Gerry Gormley | | (25) October 4, 1954 |
| (18) Marg McGivern | | |
| (19) Herb Sullivan | | CJC-B-TV-1, INVERNESS |
| (20) Merv Hebb | Satellite of CJC-B-TV, Halifax. | 6 kw Video; 3 kw Audio on Channel 6. Satellite of CJC-B-TV, Sydney. Same staff. |

**PRINCE EDWARD ISLAND**

**CFCY-TV, CHARLOTTETOWN**

| (21) John Bishop | (22) October 1, 1966 | (3) R. F. Large |
| (23 & 24) All-Canada | | (4) G. M. Tait |
| (25) March, 1964 | | (5) E. P. Williams |

**NEWFOUNDLAND**

**CJB-1, CANNING**

| (8) & (10) Bill Graham | (11) Scott MacPherson | (16) K. Thompson |
| (11) Gordon MacDonald | (12) Loman MacAulay | (17) S. Partridge |
| (15) Martha Walsh | (13) Jane Weldon | (18 & 19) Y. MacFarlane |
| (16) Gordon MacDonald | (14) Whit Carter | (20) S. C. Rex |
| (19 & 20) John Bailey | (15) Betty Large | (21) J. W. Phillips |
| (21) Regis Keil | (16) E. P. Williams | (22) Fall 1967 |
| (25) June 28, 1961 | (17) K. Thompson | (23 & 24) All-Canada |
| | | (25) July 1, 1966 |

**CJCH-TV, SYDNEY**

| (14) Betty Large | (15) Scott MacPherson | (16) E. P. Williams |
| (14) Betty Large | | (17) K. Thompson |
| (15) Betty Large | | (18 & 19) Y. MacFarlane |
| (16) E. P. Williams | | (20) S. C. Rex |
| (17) K. Thompson | | (21) J. W. Phillips |
| (18 & 19) Y. MacFarlane | | (22) Fall 1967 |
| (20) S. C. Rex | | (23 & 24) All-Canada |
| (21) J. W. Phillips | | (25) July 1, 1966 |

**CFCT-TV-1, NEW GLASGOW**

| (22) October 1, 1966 | (23 & 24) All-Canada | (25) July 1, 1966 |
| | | |

**CBC, Channel 4, CBC**

| (1) Cape Breton Broadcasters Ltd. | (2) & (3) J. Marven Nathanson | (4) Bill Holmes |
| (2) Finlay MacDonald | | (5) Mrs. E. K. Williams |
| (3) George Benwell | | (6) Bill Holmes |
| (4) Andy McKay | | (7) R. G. Smith |
| (5) Doug Clarke | | (10) Wayne Anderson |
| (6) Andy McKay | | (11) Don MacIsaac |
| (7) Larry Knoke | | (12) Ann Terry MacLeLlan |

#### CFSN-TV, HARMON FIELD

| (2) & (3) J. Marven Nathanson | (4) Bill Holmes | (5) Mrs. E. K. Williams |
| (6) Doug Clarke | | (7) R. G. Smith |
| (7) Larry Knoke | | (10) Wayne Anderson |
| (8) Andy McKay | | (11) Don MacIsaac |
| (9) Finlay MacDonald | | (12) Ann Terry MacLeLlan |

#### CFB-TV-1, BON ACCORD

| 5 kw Video; 27.3 kw Audio on Channel 6. Satellite of CJCH-TV, Sydney. | 3 kw Audio on Channel 5. CTV |
| 5 kw Video; 34 kw Audio on Channel 3. Owned and operated by the Canadian Broadcasting Corp. |

#### CFB-TV-2, BAYVIEW

| 5 watt ped. on Channel 6. Satellite of CJC-B-TV, Halifax. |

#### CFB-TV-3, AMHERST

| 5 watt ped. on Channel 8. Satellite of CJC-B-TV, Halifax. |

#### CFB-TV-4, SHEET HARBOUR


#### CFB-TV-5, NEW GLASGOW

| 209 kw Video; 104 kw Audio on Channel 7. Satellite of CFCY-TV, Charlottetown, P.E.I. |

#### CJCH-TV, SYDNEY

| 100 kw Video; 60 kw Audio on Channel 4. CBC |

#### CFM-3, GRAND BANK

| 0085 kw Video; 00425 kw Audio on Channel 10. Satellite of CJON-TV, St. John's. |

#### CJON-TV, ST. JOHN'S

| 62 kw Video; 33 kw Audio on Channel 6, CTV |

#### CFCT-TV-1, CORNER BROOK

| 1.00 kw Video; 50 kw Audio on Channel 10. Satellite of CFCT-TV, St. John's. |

#### CGX-TV, ARGENTIA

| 14.0 kw Video; 7.0 kw Audio on Channel 3. Satellite of CJON-TV, St. John's. |

#### CJON-TV-2, BONA VISTA

| 445 kw Video; 00425 kw Audio on Channel 10. Satellite of CJON-TV, St. John's. |

#### GDON-TV-3, GRAND BANK

| 0085 kw Video; 00425 kw Audio on Channel 10. Satellite of CJON-TV, St. John's. |

#### GDON-TV-2, BONA VISTA

| 445 kw Video; 00425 kw Audio on Channel 10. Satellite of CJON-TV, St. John's. |
The Seven Arts Color TV Story

Highlighting the outstanding "Films of the 50's—Money makers of the 60's" television library is the largest selection of color programming now available.

It's superb feature film entertainment for the entire family—with the added excitement of over 500 color-programming hours.

Represented are films (many available in French) from most of the world's major studios, including Warner Bros., 20th Century-Fox and Universal... all adding up to television film viewing at its most dynamic!

Write, wire or phone:
Chas. S. Chaplin/W. K. (Bill) Moyer
11 Adelaide St. W., Toronto 1, Ontario
EM 4-7193
Paul Mulvihill & Co. limited is pleased to announce our appointment as national sales representatives for

Great Lakes Broadcasting Systems Ltd.

RADIO STATIONS
CFCO
CHATHAM
CHYM
KITCHENER-WATERLOO
CFOR
ORILLIA

EFFECTIVE AUGUST 15, 1966

Paul Mulvihill & Co. Limited—Toronto—Montreal

René Levesque

Wants Quebec broadcasting for culture - not profit

A former minister in the Lesage government, and one-time TV commentator, René Levesque, thinks there should be provincial control over broadcasting in Quebec. He also thinks the Board of Broadcast Governors' control over the issuance of private broadcasting licenses is a "force and a hypocrisy".

Levesque gave his views on a TV broadcast and at a meeting of the Institut de Radio et Télévision in Montreal, last month. Although the Liberal Government of Jean Lesage was defeated in the recent provincial election, Levesque retained his seat and is still a member of the Quebec Legislative Assembly (Montreal-Laurier).

Private broadcasters and the BBG were the main targets of his criticism and he said it was essential that radio and TV in Quebec should be taken over by the provincial government.

"Private stations freely claim they are serving the public interest, but these people and their stations are making money hand-over-fist with public property - their broadcasting licenses", Levesque said. The former minister said the license is a "temporary concession on which a Board of Broadcast Governors, more or less competent, chosen half for its competence and half for its political sympathies, exercises no control."

"There are conditions in the broadcast permit, but no sanctions. The private stations are free from BBG control, while the CBC has itself publicly and systematically skinned alive," he said.

Levesque said of the $80,000,000 in the CBC, Quebec provided $25,000,000 from taxes, and this money might be recovered for the building of the Quebec network.

He noted the election promises of the Union-Nationale party included establishment of the network, but he said the plan had not been well thought out.

Levesque said the Quebec radio and television network is going to come, and "it's about time we knew whether the idea of profit is more important than a people's culture."

A few days later, Jean Pouliot, president of the CAB, was a guest panelist on Présent, a CBC French Network radio show. He said public esteem for private stations is evident from the number of listeners they have.

"And profit is the only valid yardstick for measuring the quality of broadcasts," he said.

Maurice Dansereau, owner-manager of CHLN Trois-Rivières, P.Q., and a vice-president of the association of French language broadcasters (ACRTF) said his association was disgusted with Levesque's remarks.

"Priority for a radio station should be information first recreation second, and then popular culture," Dansereau said.

In referring to "cultural control", he said he was distinguishing between aspects of culture provided by the CBC, and other aspects which could be provided by private stations. He said when CHLN broadcast a selection of modern music composed on the dodecaphonic, or twelve-tone scale, listeners telephoned to ask whether the record had slipped on the turntable, or whether the station had been sabotaged.

Guy D'Arcy, assistant to the president of CRLM Montreal, said a radio station is not an instrument of culture, "but a means of diverting people who are bored. Information and culture would come second and third."

Ottawa appoints CBC directors

The appointment of three new directors of the CBC was announced by Secretary of State Judy LaMarsh in Ottawa, July 14. A fourth director was reappointed for another three-year term.

The new board members are Professor Maxwell Cohen of Montreal, Dr. Leonard Roussel of Ottawa and Miss Margaret Paton-Hyndman of Toronto. David M. MacAulay, dean of men at Mount Allison University at Sackville, N.B., was reappointed. He was first named to the board in 1963.

Professor Cohen, the 56 year old dean of law at McGill University (and chairman of the Special Committee on Hate Propaganda in Canada for the Department of Justice in 1965) fills the vacancy caused by the death of Dr. T. W. McDermott of Lennoxville, P. Q.

Dr. McDermott was a Rhodes Scholar and was principal of Upper Canada College, Toronto, from 1935-42. During the Second World War he was High Commissioner to South Africa and Australia.

Dr. Roussel and Miss Hyndman fill vacancies left by the expiration last November of the terms of Roger Seguin of Ottawa and F. L. Jenkins of London, Ontario. Dr. Roussel is a member of the Faculty of Medicine at the University of Ottawa and Miss Hyndman is a partner in the Toronto law firm of Wegenast, Hyndman and Kemp.

Canadian Broadcast
"Color me Dynachrome"

Cockfield Brown & Company Ltd. has launched a nationwide campaign on behalf of its new client, Ferrania Photo Sales Ltd., Toronto, a subsidiary of the 3M Company in the U.S. and Ferrania S.P.A. of Italy.

Ferrania manufactures a full line of films for amateur and industrial use, as well as X-ray films. It is marketing the amateur films throughout Canada under the brand names Dynachrome and Ferrania.

In the first promotion campaign, handled by Cockfield Brown, Ferrania is offering customers prepaid first class postage for film, both ways, to and from quality controlled 3M Laboratories for processing.

Cockfield Brown says the offer is a first for the industry and should have four advantages for the customer: added mailing convenience, top quality film and controlled development. Ferrania is also offering a 25 cent discount coupon on the first rolls of film bought. Group supervisor of the account is Ross W. Booth.

The campaign was kicked off in the print media in the June issues of Reader's Digest and Time (Canadian Edition), and is being followed up in the radio weeklies.

CB says an intensive weekend spot radio campaign in major markets across Canada is following in the peak summer and early fall buying periods.

At the retailer level, the program will be further supported by extensive point of purchase advertising, counter display racks and large posters.

The selling theme will have such variations as 'Color me Dynachrome,' "Color your children Dynachrome," and "Color your vacation Dynachrome."

Guest says he has bought ARB Productions in Montreal and also Production Laboratories to make live-action and industrial films there. He is also opening a live-action commercials department in Toronto, in addition to his animation studio.

George Mulholland, president of Reuland, a 20 year veteran in films, says his new facility offers complete editing, recording and dubbing services, plus disc and tape transfers.

Medallion Film Laboratories Ltd. say they have spent a half million dollars to acquire Cine- sound Limited, Toronto, "to help bring the Canadian film industry a step closer to maturity."

Clare Burt, president of Medallion, said his laboratory will provide color processing facilities in time for telecasting this fall, and offer overnight service to producers. He said this would eliminate the delays in dealing with U. S. and British labs.

3M sells Mutual

A newly formed company has purchased the (U. S.) Mutual Broadcasting System, from Minnesota Mining and Manufacturing Company (3M).

The new parent company is Mutual Broadcasting Corp., formed exactly this year as Mutual Industries Limited.

A joint announcement July 9 in New York did not disclose the sale price.

Chairman and president of the new MBC in John P. Frain, former vice-president of the L. M. Berry Co. of Dayton, Ohio.

MBS was formed in 1934 and became coast-to-coast network in 1936. It has now nearly 500 affiliated stations, all independently owned and operated. 3M acquired the network in 1960.

Film producers merge

Canawest Film Productions Ltd., a division of KYOS-TV (B.C.) Ltd., who say they are the largest film production company in Western Canada, have merged with Muster Films (Alberta) Ltd., of Calgary.

Announcement of the merger was made last month by Dave Mintz, president of KYOS-TV and Canawest.

Mintz said the new company will be called Canawest-Master Films Limited and will operate studios in Calgary and Vancouver with increased facilities, equipment and personnel. He said production of TV commercials, animation, film strips and documentaries will be expanded.

Mintz said Canawest was formed in 1958 and Master had been in operation since 1955. He said current production includes a series of 26 half-hour TV shows titled "These Walls Could Speak," starring Vincent Price and a number of industrial and documentary films, including Alberta Centennial Film called West To The Mountains, starring Burl Ives.

They say the advertising themes will follow closely those created by the parent company in New York to tie-in with strong coverage of major Canadian events.

B. J. Cossmann, production manager for Torobin, told The Broadcast-er spot times in major TV markets currently are being scheduled, as well as space in national magazines. He said in both media the new Maitenform Concertina girdle and Tric-o-lastic bra will be featured, in English and French markets.

"Many media representatives have been contacted by us, and vice-versa, and we are now in a study period. While all details are not established, it is definite that media will be TV and magazines," Cossmann said.

French TV on CBC Toronto

Ernest T. Gator has been named president of Sterling Products Division, a newly formed division of Sterling Drug Limited, Aurora, Ont., for the marketing of the company's line of advertised proprietary products which include Aspirin; Oozonol; Phillips' Milk of Magnesia and Tooth Paste; Andrews Effervescent Salt; Castoria, among others.

Gater joined Sterling in 1942 and became advertising manager in 1945.

He has been a vice-president in proprietary sales and advertising since 1957.

He is a permanent member of the Advisory Committee of the Association of Canadian Advertisers (ACA) and a member of the Canadian Broadcast Executives Society (CBES).

Torobin gets Maidenform

Torobin Advertising Ltd., Montreal will handle advertising for Maidenform foundation garments in Canada, effective immediately.

The agency says it is working on schedules for a major media campaign and will rely heavily on television and print, both in English and French.

Torobin says the media plan will include point of purchase material, catalogues, displays, banners, cooperative advertising packages and other merchandising aids.

Maidenform says its international brands have been available in Canada for some years, but new production facilities are being geared for increased volume.

Two production houses and a film laboratory, all Toronto-based, have expanded and acquired new equipment to handle the anticipated rush into color TV.

Al Guest Productions Limited and Reuland Productions Limited will be neighbors on University Avenue, as Reuland have opened new facilities at number 170, and the Al Guest staff have moved downtown to larger quarters at number 500.

Expansion on film front

N. J. PAPPAS AND ASSOCIATES
BROADCAST CONSULTING ENGINEERS

STATION BUILDING DESIGN AND SUPERVISION
NOISE CONTROL
POWER DISTRIBUTION
ACOUSTICS, SYSTEMS DESIGN
ETV SYSTEMS
RESEARCH
D.D.T. AND B.B.G. SUBMISSIONS

5253 DECARIE BLVD.
MONTREAL 29, QUE.
CABLE: PAPPACO

August 18, 1966
Stations may contract with U.S. nets but affiliation ban stands

The Board of Broadcast Governors says Canadian radio station licensees may make contracts with United States networks, but the ban on affiliation with non-Canadian networks remains in force. In a public announcement last month, the BBG drew attention to Section 15 of the Radio AM Broadcasting Regulations regarding affiliations and gave its interpretation of them.

Section 15 (4) states: "No station shall (a) enter into an affiliation agreement with more than one network operator or with a non-Canadian network operator; (b) represent itself as part of a network unless it has an affiliation agreement with a network operator; or (c) represent itself as part of a network except during reserved time."

Interpreting paragraph (4), the BBG says: "Nothing in this subsection shall be construed as to prohibit a station from broadcasting programs supplied by any person in broadcast time other than reserved time." (The Board defines "reserved time" as time set aside for programs to be broadcast in a manner determined by a person other than the licensee of the station.)

Under subsection (19), the BBG requires a licensee to submit reports within 30 days at the end of each month on all segments of radio time of five or more minutes in length delivered to the station by a network under contract. The Board says it is aware the principal purpose of existing contracts with networks is for the supply of news service.

The BBG says it is clear from subsection (4) that no licensee can represent itself as part of a U.S. network, or operating as part of a U.S. network.

"No station can announce or in any other way represent itself as, for example, ABC or an XYZ network station or ABC an XYZ station," the announcement said.

The BBG says it has no intention of limiting the sources of news and information available to Canadian radio stations, and use of such material taped and delayed for later newscasts, but it requires a copy of all contracts entered into by licensees with U.S. networks or their agents.

Commenting on subsection (10) which covers this matter, the Board says: "Where, in the opinion of the Board, a licensee is operating as part of a network without having filed an affiliation agreement with the Board, the Board may require him to show cause at a public hearing why he should not either file an affiliation agreement or modify his operations."

The BBG concludes its announcement by stating all contracts between licensees and networks will be approved by the Board year by year.

BBG adds nineteen applications to September 13 hearings in Winnipeg

Applications for five new AM radio stations and three new FM radio stations are included in a list of 19 more submissions to be heard by the Board of Broadcast Governors, at public hearings in Winnipeg, commencing September 13. These are in addition to twelve applications already announced (Broadcast, August 4). The hearings will take place in the auditorium of the Norquay Building, York and Kennedy Sts., Winnipeg.

Applications for the following will be heard:

**New AM Radio Stations.**

- Sherbrooke, PQ., by Jean Nadon for a company to be incorporated, on 1510 Kcs., 10,000 watts, DA-2.
- St. John's, NFld., by Broadcasting Communications Limited, on 980 Kcs., 500 watts, omnidirectional.
- Corner Brook, NFld., by Colonial Broadcasting System Ltd., on 790 Kcs., 10,000 watts, DA-1 with studios at Corner Brook and Grand Falls, NFld.
- St. Ellsworth, PQ., by CBGB Limited, on 1450 Kcs., 250 watts, omnidirectional, with studios at CHGB, La Pocatiere, PQ.
- St. Basile de Portneuf, PQ., by CJLR Inc., on 1590 Kcs., 250 watts, omnidirectional, with studios at CJLR Quebec PQ.

**New FM Stations.**

- Windsor, Ont., by Radio Windsor Canadian Limited, on 88.7 Mcs., 10,000 watts ERP, omnidirectional, with horizontal and vertical polarization, EHAAT 276 ft.
- North Bay, Ont., by Edford Bruce McLed for a company to be incorporated, on 93.7 Mcs. 5860 watts ERP, EHAAT 221.5 ft.
- Laval, PQ., by Roland Soucie for a company to be incorporated, on 105.7 Mcs. 100,000 watts ERP, omnidirectional, EHAAT 398 ft.

**Low Power Relays.**

- Parry Sound, Ont., by Ralph Neogro Television Limited for authority to replace existing low power (5 watts) television rebroadcasting station CKVR-TV, with a rebroadcasting station of 151 watts video and 75 watts audio ERP, on Channel 11, omnidirectional, EHAAT 74 ft.
- Dainville, St. Mathieu, PQ., by Broadcasting Company Limited, for a new low power radio station on 92.5 Mcs., 1000 watts ERP, omnidirectional, EHAAT 80 ft.
- Dainville, St. Mathieu, PQ., by Broadcasting Company Limited, for a new low power radio station on 92.5 Mcs., 1000 watts ERP, omnidirectional, EHAAT 80 ft.
- Valley, Ont., by Bay Radio Station CHGT Ltd., to establish and operate a new low power radio station on 91.5 Mcs., 100 watts ERP, omnidirectional, EHAAT 75 ft.

**Miscellaneous Applications.**

- Hamilton, Ont., by CHIQ Limited, to change studio location to 140 King Street East, Hamilton.
- Corner Brook, NFld., by the CBC, to increase ERP and change antenna site of CBYT-TV, from 171 watts video and 98.5 watts audio ERP, omnidirectional, EHAAT minus 476 ft., on Channel 5, to 15,000 watts video and 2120 watts audio ERP, directional, EHAAT 490 ft., on Channel 5.
- Vancouver BC., by CKWX Radio Limited, for authority to transfer all of the company's shares of capital stock in the company to Selkirk Holdings Limited.
- Hamilton, Ont., by Westport Broadcasting Company Limited, to increase ERP of CFSN-FM, from 40,000 watts ERP and EHAAT minus 408 ft., to 50,000 watts ERP, and EHAAT 408 ft., on 90.1 Mcs.
- Stephenville, NFld., by the CBC, authority to increase the ERP of CFNB-TV, change antenna site and rebroadcast programs of CFNB-TV Corner Brook, NFld., from 294 watts video and 147 watts audio ERP, omnidirectional, EHAAT minus 23.78 ft., to 11,000 watts video and 2320 watts audio ERP, directional, EHAAT 1231 ft., on Channel 5.
- Edmonton, Alta., by Radio Station CHQT Ltd., to establish and operate a new low power radio station on 97.5 Mcs., on assigned frequency of 1110 Kcs.
- Cape Dorset, N.W.T., by Radio Station CHVR, to establish an AM radio station on 1500 Kcs.
- Victoria, BC., by Victoria Broadcasting Limited, to increase ERP of CFBUR and increase ERP of CFBUR and change antenna site from 100,000 watts, DA-N, to 300,000 watts, DA-N 2 on 1410 Kcs.
Time out for work at industry conventions

With autumn upon us, the advertising industry is moving into the year’s final batch of conventions, which brings to an abrupt end the traditional period of — if we may mix our metaphors a trifle — summer hibernation.

Coming in rapid succession are: The Atlantic Association of Broadcasters convention at Charlottetown, September 18-20; the meeting of the Institute of Canadian Advertising in Toronto, September 23-4; the RTNDA (News Directors) conference in Chicago, September 28 – October 1; the gathering of the Central Canada Broadcasters Association in Toronto, October 16-18; the meeting of the French Broadcasters’ Association (ACRTF) in Toronto, November 7-9; and finally the Broadcast Promotion Association meeting in St. Louis, Mo., November 13-16.

Unless they happen to be with a trade paper or a trade association, few if any of our readers will see a reason to attend all or many of these functions. For many, the entertainment in various guises which punctuates the business sessions, convivial reunions with old friends and all the social go-go which makes conventions hum, will be all the incentive needed to bring them out in droves.

This is as it should be. There is no one with whom we have more in common than people in our own line of business — competitors even — and these annual shindigs provide a useful as well as helpful setting. But there is more to conventions than this sort of raz-ma-taz.

In advertising, especially broadcasting, there is a perpetual threat of an increasing amount of intrusion and interference by government. This takes the form of direct competition, such as the CBC playing a major role in the advertising field; outmoded and impractical regulations — to mention a couple.

These situations are sparked mainly by ignorant critics who represent an infinitesimal minority of Canadians in terms of numbers, but an extremely menacing majority when measured by the noise they make.

Government, more sensitive to the volume than the numbers, fans these sparks into roaring flame, and, forever mindful of the influence these few people can wield where the votes come from, works to placate them at all costs.

The tragic side of this whole situation is that business, which outnumbers its carping critics many fold, but hesitates to pile the coals higher on the fire, has, through the years, failed consistently to present its side of its own story so that governments have the carbuncles of these critics ringing in their ears, and there is no counter-carp to gainst them.

One way an industry can express its collective views to the world at large and the government in particular is by means of resolutions presented to and acted upon at its conventions, conferences and other gatherings. This has, for many years, been the procedure adopted by the broadcasters, and implemented with able committee work on the part of its members. Such organizations as the Canadian Association of Broadcasters have been able to spear-head campaigns to right some of the wrongs government considers perpetuating on enterprise. One example of the success of this method is to be seen in the present government’s White Paper on Broadcasting, which, withstanding certain shortcomings, did in very fact present a report and recommendation which was more favorable to the private broadcasters than has ever appeared before.

What is lacking in this respect is genuine cooperation between the members of the industry and the industry association. This co-operation should consist of far more than casting an “aye” vote when the resolution is presented. Every member with views for or against the problem under discussion (and what member hasn’t?) has an absolute obligation to state these views during the meeting if only to demonstrate the degree to which the voice of the industry, as reflected in the resolution, is a unanimous one.

From time immemorial, or at least for the 24 years we have been publishing this paper, official reaction to broadcasting problems has been “Why don’t they tell us what they want?” This situation has improved inestimably — again as exemplified by the “White Paper” — but there are still wrongs to be righted. In the case of the CAB, the industry is fortunate indeed to have men like President Jean Pouliot and his executive-vice president, Jim Allard, at the helm, steering the ship. But what has to be recognized is the floor of a convention and everywhere, is that these men are not bell wethers with the flock bleating after them unthinkingly wherever they go, but that they are leaders, elected and appointed by them, for the purpose of translating their wishes into action.

**WHAT WE ARE ASKING FOR IS A RESOLUTION FROM THE INDUSTRY PROTESTING AGAINST THE OBSTRUCTIVE POLICIES OF THE GOVERNMENT.**

**HEAR HEAR!**

**THAT'S WHAT I SAY!**

**SECOND THE MOTION!**

**HE'S RIGHT!**

**CARRIED UNANIMOUSLY!**

**IT CAME TOO FAST.**

**THIS MIGHT HURT OUR RELATIONSHIP...**

**WHY DIDN'T THEY SAY SO?**

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Raw Text Image of the Document
Turns heat on $17 million market for summer television

Total station membership in the Television Bureau of Advertising has now risen to 48, with the signing of CJCB-TV, Sydney, N.S.

Dave G. Brydson, TVB director of sales, says 66.6 per cent of the 72 public and private television stations in Canada now belong to the TVB.

"We are quite proud, of course, that TVB has attained this strength in the industry, and we hope modestly that it reflects the sound job TVB is doing for member stations, advertisers and agencies," Brydson said.

Total membership in TVB, including network stations, reps and film houses now stands at 59.

Brydson said he and Ed Lawless, TVB executive vice-president, had just completed a tour of three Western provinces, Manitoba, Alberta and BC, and had presented new facts about TV's power and sales influence to more than 400 businessmen.

Lawless said they gave their 90-minute presentation, The Communications Revolution, backed by slides and filmed commercials, to agency executives and regional and national advertisers in Winnipeg, at a session sponsored by CBWT, CJAY-TV and Stovin-Byles Limited.

They gave the same presentation in Calgary at a large advertising gathering hosted by CFCON-TV, and later in Vancouver they presented their MasselectVity analysis of the scope of TV advertising to BC members of TVB.

Quoting from their presentation, Lawless said TV can reach greater numbers of people in any group more economically than any other medium.

He noted a trend has emerged showing considerably greater use of TV for summer selling, both in Canada and the US.

"Advertisers bought $17,000,000 worth of summer-TV in Canada last year, and this reflected a 27.2 per cent rise over the July, August and September figures of the year before," Lawless said.

He said combined spot and network sales in the US for the same period were up 12.2 per cent.

"Quite naturally, the big buyers of summer-TV were the manufacturers of insecticides, air conditioners, fruit juices, ice cream, deodorants, motorcycles and bicycles, hot-dog mustard, tea and soft drinks," he said.

Two less obvious sponsors who spent over 40 per cent of their annual budgets in summer-TV last year were the underwear and sleeper industries and communications and public utilities services.

On their return to Toronto, Brydson said Lawless said that television in the west had shown a marked increase over the past year.

House Broadcasting Committee

Liberal MP blasts "Hot Line" announcers

Radio announcers on "Hot Line" programs were criticized last month at a meeting of the Commons Broadcasting Committee, by Ron Basford, a Liberal MP from Vancouver-Burrard.

"The hot line announcers are always shooting off their mouths without having the faintest idea what is going on in Ottawa. Every day it's talk, talk, talk, but damn few ever read Hansard," said Basford.

He asked Roger Duhamel, the Queen's Printer, whether radio stations might be supplied with free copies of Hansard, reporting the daily proceedings of the House of Commons, such as is done with daily newspapers and selected weeklies.

Another member, Robert Prittie, NDP Burnaby-Richmond, said the copies would probably arrive a week late.

"Better late than misinformed," Basford said.

Commercial Hit

Abbey Tavern Singers' Carling Commercial sells 21,000 discs on Arc label

Arc Records of Toronto seems to have made the deal of the year in acquiring exclusive rights to an Irish Republican Army song, featured in a current TV commercial for Carling Black Label Beer.

The song, sung and played by the Abbey Tavern Singers in Dublin is called Off to Dublin in the Green (also - The Merry Ploughboy), and has sold 21,000 copies in the first 12 days of national release in Canada.

Ken Warriner, promotion manager for Arc Records, says his company approached Carling recently, and secured exclusive rights to the commercial's sound track, for release as a popular selection on a 45 rpm disc. A second song, called The Gallant Forty-Two (42nd regiment), an old Orange-Protestant melody, is featured on another commercial Carling will release this month. This tune is on the flip side of the disc released by Arc, and is also played and sung by the Abbey Tavern Singers.

The Dublin commercial is one of a series of three currently on TV. The other two locations filmed by Reuland Productions, for Carling commercials were Rome and the Canary Islands. General theme of the commercials is "all over the world Black Label is the beer that has made Canada famous".

F. H. Hayhurst Company Ltd., handles the advertising account for Carling, and Graham Lawrence is account supervisor. George Mulholland, president of Reuland Productions, was executive producer. He used a London-based camera crew for the Dublin location shooting.
Broadcasters train students from emerging countries

Over the past four years, the Canadian Association of Broadcasters has co-operated with its member stations in providing summer "in-station" training for 21 students from emerging nations, studying in Canada under the Colombo Plan, External Aid and Commonwealth Technical Assistance Programs. This figure is expected to more than double next year.

The CAB estimates the co-operation of about 135 Canadian radio and TV stations will be needed to accommodate the increasing numbers of foreign students seeking broadcasting and technical experience in Canada. In 1967, about 15 of the students will be from the three-year course in Radio and Television Arts at the Ryerson Polytechnical Institute, Toronto, and the remainder will be from a new one-year special production course, beginning at Ryerson this October. All the students will spend three summer months on the job at English language stations of the CAB and CBC.

The External Aid Department of the Federal Government first asked the CAB to place a foreign student in 1963. His was Philip Chee, a 25 year old Ryerson student from Jesselton, North Borneo. He spent the summer at the first five stations offering assistance, CHML and CKOC-Hamilton, Ont.; CFTS-Simcoe, Ont.; CFPL-London, Ont.; and CHBC-TV, Kelowna.

Before returning to Borneo, Chee wrote the CAB: "The Canadian system of broadcasting, as you are undoubtedly aware, has won great admiration from many countries overseas, particularly from its many sister countries in the Commonwealth. I gratefully acknowledge the knowledge that has been so generously imparted to me ....".

In 1964, the External Aid Office requested placement for Noel G. Gayle of Jamaica, and from a large number of offers, the CAB chose CHML Hamilton, CJBQ Belleville, and CHWO Oakville for his summer semester.

Also in 1964, training was provided at the CAB office in Toronto for Miss June Yew of North Borneo. Last year, the CAB was asked to provide 72 weeks of "in-station" training for six students. In three months, most visited three stations, although some stayed all summer at one station. Those participating in the plan in 1965 were: CHAB Moose Jaw, CJOR Calgary, CKKN New Westminster, CKFO-TV Toronto, CHLO St. Thomas, CFTS Simcoe, CFBC Saint John, CJGX Yorkton, CFRN Edmonton, CJVI Victoria, CJHJ-TV Ottawa, CHWO Oakville, and the CBC in Toronto and Winnipeg.

Organizer and key figure in the training operation for the CAB is Fred Pemberton of the Ottawa office. Pemberton handles all relations between the government agencies, the stations, and the students, in addition to his regular job as CAB director of research and records.

More Students — More Stations

Pemberton told The Broadcaster that "There has been such a great demand for the CAB program this year that stations in all provinces are feeling the pressure to expand and to bring in new trainees."

He said this year twelve Ryerson students and about four from other Canadian institutions are enrolled in the CAB program. Stations taking part in 1966 are: CJAV Port Albert, CFMB Montreal, CKLC Kingston, CKPM Ottawa, CFPL London, CHLO Sudbury, CJSP La Malbaie, CKCW-TV Moncton, CKWS-TV Kingston, CHFX-TV Peterborough, CFVI Victoria, CKMW New Westminster, CHWO-Oakville, CHRC Quebec, CJJD Montreal, CJBQ Belleville, CKNV Ottawa, CFBC Saint John, CJAY-TV Winnipeg, CHAN-TV Vancouver, CJFR Brockville, CKGM Montreal, CKCH Hull, CKRN Rouyn, CHUM-Sault, CJON-TV St. John's, CFRN-TV Edmonton, and CFRC-TV Calgary.

The 1966 Ryerson trainees come from Jamaica, Cameroon, Sabah, St. Vincent, Uganda, and South Africa. Another student from Uganda, Yona Hamala, is taking technical training at the New Brunswick Institute of Technology, and is spending the summer at CJHOF-TV Ottawa. Hamala said three languages are used on the air in Uganda: Luo, Luganda and English. He said the main problem in his training was finding assistants, as there were 13 dialects in his mother tongue.

All aspects of broadcasting

Pemberton said technical students in the new one-year course will be sent to stations in Ottawa, Moncton, Edmonton and St. John's. He said the three-year students study, at the practical level, all aspects of programming, production, news, operations and management. Many of the students are interviewed about their home countries on the stations. Pemberton said he interviews the students at Ryerson, before and after posting.

Earlier this year, a course was arranged in commercial broadcast management for Noah Ernest Kamau, commercial manager designate for Voice of Kenya radio and TV network. Response was so encouraging from CAB member stations that, on March 1, the Director General of External Aid wired the High Commissioner for Canada in Dar Es Salaam that a concentrated six-month program could be made available to Mr. Kamau.

The CAB made out the following itinerary for the Kenya broadcaster: June 1-17, CFRA Ottawa; June 20-July 22, CFRB Toronto; July 25-29, CBM, TVB, RSB, Toronto; August 1-12, CHML Hamilton; August 15-September 2, CFPL-TV London; September 6-23, CKY, CJAY-TV Winnipeg; September 26-October 7, CKOM Saskatoon, plus other stations; October 10-21, CKNR Radio and TV, Edmonton; October 24-November 4, CFRC Radio and TV, Calgary; November 7-18, CKWV Vancouver; November 21-30, CFTR-TV Toronto.

North American salesmanship

In sending Mr. Kamau to Canada, the Kenya Ministry of Economic Planning and Development said: "What we are looking for is a course which will include some of the experience in the high-powered salesmanship which is a feature of most North American private broadcasting companies. It will help us in our role if these companies engage in the production both of radio and television programs."

With the ever increasing numbers of stations and students, Pemberton said the CAB is being swamped with photographs, testimonials, and souvenirs from foreign countries which he hopes to exhibit at the CAB Toronto convention in 1967.

One of those attending who may be most interested in the collection is Dr. Andrew Stewart, chairman of the Board of Broadcast Governors. Dr. Stewart is also chairman of the directors of the Canadian Services for Overseas Students and Trainees.

Zulf Khalfan, from Northern Uganda, spent July at the studios of CKNW New Westminster, BC. The 24 year old Ryerson student also visited CJVI Victoria in June and CHWO Oakville in August. Here he examines the CKNW news operation with Assistant Manager Hal Davis (right). Khalfan plans to join Radio Uganda at the supervisory level on his return to Kampala. He won his trip through an essay-type exam outlining his aims in life.

The trend is to balanced programming

G. N. MACKENZIE LIMITED HAS the SHOWS

TORONTO 433 Jarvis St.

WINNIPEG 171 McDermott

A FORWARD THINKING SALES ORGANIZATION

Well organized to provide IMAGINATIVE IDEAS

AUDIENCE RESEARCH and other helpful information about efficient use of radio

RADIO SALES BUREAU

321 Bloor St. E., Toronto 5

Phone 924-5701

August 18, 1966
Eastern hospitality was in evidence at the All-Canada Radio & TV offices in Toronto, June 23, as radio executives helped Dennis Barkman, vice-president and commercial manager of Fraser Valley Radio, celebrate the 39th birthday of station CHWK Chilliwack, B.C. Barkman was on an eastern tour to Toronto and Montreal, making a presentation to the agencies based on a new BBM Reach/Frequency study entitled, "You can't reach the Valley from Vancouver!"

He also provided new information to prospective clients on the development of Chilliwack as a convention city and handed out B.C. Centennial medals.

Helping Barkman at the big blowout in the photo are: (back row) Nort Parry, John Gorman, Al Butler, Bob Alexander, Terry Strain, Ken Baker and Ross McCraeth. In the front row are: John James, Barkman and All-Canada President Stu Mackay.

In his presentation Barkman said, "The addition of Fraser Valley Radio to a Vancouver buy is probably the most economical means of reaching new potential consumers in the overall Vancouver market. A very small increase in the Vancouver budget will effect a substantial increase in the total reach of the Vancouver buy."

He noted the Fraser Valley was a significant and self-sufficient market with Chilliwack the distribution hub of a prosperous, productive part of Southern British Columbia.

41,000 color sets

The Electronic Industries Association of Canada reports there are now over 41,000 color television sets in this country. This is the first time the Association, which includes Canadian TV set manufacturers, has released details on the color set population here.

EIA says in 1965 about 12,000 color sets were sold in Canada, including both made-in-Canada models and sales by import distributors as well.

The report states that in 1965 another 9,000 sets were sold in the first six months of this year, by Canadian manufacturers and importers.

TV industry economists forecast total color set sales for the next six months will be between 31,000 and 46,000 units, or as many as 65,000 sales this year.

The Association notes there are 4,580,000 TV households owning one or more black-and-white sets in Canada now, and predicts 1,330,000 color TV sets will be installed in Canadian homes by the end of 1970.

Young Men's Ad Club

Advertising lacks basic education

The new president of the Young Men's Advertising and Sales Club of Toronto thinks far too many advertising agency creative people live in their own "little button-down world of self-concern."

"The complete lack of basic advertising education available to aspiring creative people, particularly copywriters, is a stupid waste of talent," McLauchlan said. He said a youngster can't get involved in a C.A.A.A. (L.I.C.A.) course unless he works for an agency, and he can't get into an agency without some sort of advertising background.

"The end result is that department stores and mail-order houses pay a phenomenal price in staff turnover because senior agency creative people won't accept the responsibility of training their own successors through organizations such as the Copy Directors Club," he said.

McLauchlan is a copy group head at Foster Advertising. Other officers elected at the annual meeting were: Robert Parker, executive vice-president; Barrie J. Watts, secretary; John F. Sherk, treasurer; James Vincent and John Lescard, vice-presidents. The following were re-elected directors: Craig H. Budrew, George G. Button, Charles A. LeMay, Fred Rice, John Nesbitt and Walter H. Thompson.

BN Award at CCBA

Broadcast News Limited will again present an award at the Central Canada Broadcasters' Association Convention, to be held at the Inn on the Park, Toronto, October 16-18. BN Manager Charlie Edwards will make the presentation.

The Award, in the form of a plaque, will go to the TV station in Ontario or Quebec (English) which in the opinion of the judges, displays thoroughness and enterprise in reporting a significant community problem or issue. Judges will be appointed by the Radio and Television News Directors Association of Canada under the chairmanship of President Ron Laidlaw, CFPL-TV London, Ont.

All film or videotape entries should be sent to Laidlaw, and cover events for the year ending September 3, 1966. Deadline for entries is October 1.

This is the fifth annual presentation, which alternates between radio and television stations each year. Last year, the winner was CKLB Radio, Oshawa, Ont.
New Awards

For contributions to Canadian music

Moffat Broadcasting Ltd. (CKLG Vancouver, CKXL Calgary, CKY Winnipeg) has announced the establishment of four awards for outstanding contributions to Canadian music.

To be called the Lloyd E. Moffat Memorial Awards, after their late president, and instituted in honor of Centennial Year, the trophies will be presented in four categories. They are: the best beat record (rock and roll), the best middle-of-the-road record, the best folk or country record, and the record, regardless of category, which best demonstrates Canadian talent and originality.

In order to qualify, a record must feature all-Canadian talent, (including vocalists and instrumentalists) and must be produced in Canada between January 1, 1966 and June 30, 1967. It is desirable, but not absolutely necessary that lyrics and music be written by Canadians.

Selections will be judged in each category by the public, who will be asked to vote after hearing the records on Moffat stations. The record receiving the greatest number of public votes in each category will be the winner.

Financial

CKNW - CJOB

go public

Western Broadcasting Company Ltd., a newly incorporated public company under the laws of British Columbia, is offering shares for public subscription through Wood Gundy Securities Limited.

WBC was incorporated last November and received approval by the Board of Broadcast Governors in February. Its principal assets are all of the outstanding shares of CKNW radio, New Westminster, and CJOB (AM and FM) Winnipeg. The company also owns a 15 per cent interest in CHAN-TV Vancouver and CHEK-TV Victoria.

WBC President Frank A. Griffiths said the primary reason for the amalgamation of interests was to provide an opportunity for participation in common ownership of the stations of CKNW and CJOB, who were being offered share opportunities.

"The success of CKNW and CJOB can be attributed to the continuity of capable management and staff, and this is our way of letting employees share in that success," Griffiths said.

Other officers of WBC are William Hughes, executive vice-president; Walter Owen, vice-president; Mel Cooper, vice-president sales; and Roy MacLennan, vice-president and Winnipeg manager.

Public Service

Station supports newspaper's fund

Radio station CHIN Toronto devoted an entire day's public-service air time to support The Toronto Daily Star's Fresh Air Fund, July 22.

The Star works with 36 welfare agencies to take needy children off the hot summer streets and send them to holiday camps.

CHIN pre-recorded spot announcements with numerous Star writers and personalities, including Lotta Dempsey, Sidney Katz, Ron Haggart, Gary Lautens and Milt Dunnell, and aired the messages over 75 times during the sunrise-to-sunset broadcasting day. Over and above this, there were numerous promos for the Fresh Air Fund conducted by the station's announcers.

Gord Kennedy, who handles promotion of the Fund for The Star said: "It was truly an all-out effort by Toronto's newest radio station and it met with great response and success."

SMTE meets

October 2-7

in Los Angeles

The 50th anniversary conference of the Society of Motion Picture and Television Engineers will be held at the Ambassador Hotel in Los Angeles, October 2-7.

SMTE says the event will be celebrated with the 100th semi-annual Technical Conference and Equipment Exhibit, and that Los Angeles will be the site of 21 of the 50 annual events, the last of which was held in April 1965.

Program Chairman LeRoy Dearing said papers will be presented on education, history, lab practices, photography and allied sciences, sound, studio practices, theatre presentation and projection, instrumentation, high-speed photography and aero-space cinematography. Although the conference is still several months off, 35 papers have already been received, and exhibit space is almost sold out, he said.

SMTE is a professional engineering and scientific society serving the film, TV and photographic industries. Founded in 1916, it has a world-wide membership of 6000, mostly in Canada and the U.S.

Twentieth year

for CKNW's Orphans' Picnic

For the 20th consecutive year, an Orphans' Annual Picnic was sponsored by CKNW Radio, New Westminster, B.C., and this year 1500 orphaned, handicapped and underprivileged children were taken in 28 buses for a full day of enjoyment at the Pacific National Exhibition, June 1.

The entire amusement park was closed to the public and all the rides turned over to the children. 75 youngsters in wheel chairs received Panda bear toys from the management and a carload of hot dogs, ice cream, doughnuts and milk went down the hatch.

Organizations such as the B.C. Shetland Pony Breeders' Association co-operated with CKNW and provided 15 ponies and carts, and the St. John Ambulance Corps were in attendance to render first aid.

The CKNW mobile studio was on location at the Playland Park and Jack Cullen did a series of live broadcasts getting the reactions of the youngsters, even on the roller coaster.

CKNW reports many organizations helped raise over $50,000 for the Orphans' Fund since last September. Listeners contributed $18,000; Colisteia parties raised over $4000; Nights Out, in cooperation with various hotels added another $6000, and other groups that raised funds included the Junior Chamber of Commerce (bingo), the Bartenders' Union and a tag day committee.

Fund administrator Glen Garvin said he received many messages of thanks from the organizations involved including the Cerebral Palsy Association, the Loy Small Protestant Home for Children, the Sunny Hill Hospital for Children and St. Ephraim's School. Many other messages were laboriously handwritten by the youngsters themselves.

NE plans $10,000 plant

A building in excess of 500,000 square feet is planned for the site of a new warehousing and manufacturing operation, by Northern Electric Company Ltd., in Montreal North.

The company says it has purchased a 50 acre tract of land between Perrins and Duplessis Boulevards, and expects to provide employment for 800 people next year, and for 2000 people within ten years.

Northern Electric estimates the cost of the project at $10,000,000 and says some of the most modern techniques for material handling, manufacturing and repairing will be used in Canada for the first time.

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August 18, 1966
Restrictive tax measures may have to be used to ease the impact of cable television systems (CATV) on regular broadcasting outlets, John Munro, parliamentary secretary to Citizenship Minister Marchand, told the Hamilton East Kiwanis Club last month.

He said the problem so far was the loss of advertising dollars to American outlets that otherwise might go to Canadian channels, and it could be handled the same way as Canadian advertising in US magazines, “through restrictive tax measures”.

Munro said there was no way to deny the rights of Canadians to watch US channels, but the government should take steps to ensure Canadian ownership of the CATV firms that are having increased effect on broadcasting.

“Unfortunately control of the CATV systems is under the Department of Transport, not the Board of Broadcast Governors, and while recent regulations call for Canadian ownership of new cable firms, they do not cover the expansion and operation of systems already in existence when the regulations were introduced”, Munro said.

He felt CATVs should be under the direct control of the BBG, or a special board under the BBG, and said these systems could become the primary source of TV reception, especially in urban areas.

Referring to the networks, Munro said the CBC was stripped of many of its powers when the BBG was strengthened, and should be given first choice in televising national events, both in sports and politics, and be encouraged to develop Canadian talent.

“Let the Canadian appetite for US programs be filled by the privately-owned CTV network”, he said.

However, he cautioned that CTV should not fall into US hands, or the hands of a small group of Canadians who would control policy.

“It must be ensured that CTV is a network, public in nature, even though privately-owned, and the best means of ensuring this is to see that it does not fall under the ownership of just a few individuals”, the government spokesman said.

He felt the new five-year grants to the CBC would aid long term planning and help eliminate waste in certain departments.

CFPL-TV shoots promos at CBC reception

While the CBC was unveiling its television plans, programs and personalities for the coming season at a press reception in Studio 1, early this month, CFPL-TV had “something to sing about” of its own, across the street from the Jarvis Street Toronto headquarters of the corporation.

CFPL-TV, the London Ontario affiliate, rented rooms at the Four Seasons Motel, and converted one of them into a studio complete with lights, color camera and recording equipment for the production of personality station color promos, using national CBC personalities attending the reception across the street.

The station logo was in evidence on the back wall of the set, and Promotion Manager Tom Daley lured numerous TV stars over to the motel to give personal plugs for upcoming series on the London channel.

Daley said CFPL-TV was the only affiliate filming promotions at the reception. He said his station was also the only Canadian outlet attending the CBS “Star Jublet” last month in Chicago, where they recorded US performers seen on the London channel, such as a Imogene Coca, Werner Klemperer and Bruce Gordon.

In Toronto, Daley and his crew recorded messages from such CBC personalities as Wayne and Shuster, Maggie Morris, John Vernon Elwy Yost, Gordon Pinsent, Norman Depoe and Terry Sowl.

SMPTE

Two CBC men win fellowships

Harold Wright (CBC Ottawa) has won the annual SMPTE Journal Award for the most outstanding paper published in the journal of the Society of Motion Picture and Television Engineers. He is the only Canadian to win a major award at this year’s Conference. In addition he was made a Fellow of the Society.

The awards will be presented in Los Angeles, October 3, at the SMPTE opening luncheon of the 100th semi-annual Technical Conference. John Hayes, of CBC, will also be made a Fellow of the Society.

The seven major awards and 24 Fellowships go to SMPTE members from England, Japan, Holland, Canada and the US.
Navy cites Victoria station

Two Victoria radio stations, CJVI and CFAK, recently received plaques from Royal Canadian Navy personnel, in appreciation of special news and sports broadcasts prepared by the stations and forward to ships of the Second Canadian Escort Squadron, based at Esquimalt, B.C.

On the plaques were crests of the destroyer-escort HMCS St. Croix and the ocean-escorts HMCS Stettler and Antigonish.

The ceremonial presentation took place aboard the St. Croix, and in the photograph are (left to right): Cal Nicolson, CJVI newsman; Lieut. Commander Thomas Irvine, RCN; Gordon Williamson, CJVI news director; Commander John Hertzig, RCN; Art Pennard, CFAK program supervisor; Bob Arnold, CFAK chief announcer; Lieut. Commander J. Donald, RCN; and Commander R. J. Dickinson, RCN, squadron technical officer.

ANNOUNCEMENT

YOUNG & RUBICAM, LTD.

Bob Choney, Vice-President and Managing Director of Young & Rubicam, Ltd., has announced the appointment of Colin P. Davis to the position of Vice-President and Management Supervisor.

During his six years with Young & Rubicam, Mr. Davis has managed the agency's media and programming operations and functioned as an Account Supervisor.

In addition to his new position, he will maintain his responsibilities in the television program planning area.

August 18, 1966
Selling Sincerity

“Gladhand” Charlie is the retailer’s friend. In fact, he is the dealer’s only friend.

At least that’s the way Charlie sounds when he’s calling on a customer. There’s just one thing wrong with this pitch – nobody believes it.

Charlie is the type of salesman who tries to give every retailer what is termed a “snow job”. His approach is something like this.

“Even though I get a salary and work for a big company, my destiny lies with you, Mr. Jones. I’m really working for you because you’re more important to me than my firm.”

When Charlie really gets wound up he’ll swear that he would sell his company down the river anytime to protect and help his customers. He hints that he may be working for another outfit next year so why should he owe any allegiance to his present organization.

There are three major things wrong with this line, touching as it is.

First, such tactics are the sign of a weak salesman. The man who tries to get orders by sabotaging his own company is short on ability and loyalty and long on deception. If he possessed selling power he would have no need for con artist methods.

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

Second, there is little likelihood the retailer will buy such a package, however gaudily wrapped. Customers are not fools; they can recognize insincerity when they hear it.

Charlie’s assurances of undying fidelity are, in fact, apt to rile the dealer more than charm him. Remember that he has salesmen of his own. He definitely does not want them to be selling him under the same line as Charlie.

The third reason that Charlie is doomed to failure is that he doesn’t believe his nonsense himself. No salesman can do an effective job unless his heart is in his work. There is nothing more important to a salesman than true sincerity – not the phony approach of Charlie’s.

Shakespeare declares in ‘Hamlet’:

“This above all: to thine own self be true, and it must follow, as the night the day, thou canst not then be false to any man.”

There is good advice here for the salesman. Be true to yourself and you will have no need for falsehoods in your presentation. To get an order at the expense of your company is a cheap way to conduct yourself.

Your outfit trusts you or you wouldn’t be working for it. It has the right to your loyalty. The sales manager of a large bicycle manufacturer tells a new man before he is assigned to a territory:

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Canadian Broadcaster
"We have absolute faith in you and we want you to have absolute faith in us. If we let you down, I promise it won't happen twice."

**Customer's respect**
The customer will respect the salesman who is loyal to his firm. The retailer does not want, nor does he have any respect for a man who pledged undying devotion. He simply wants a good product, fair treatment and dependability. He is apt to become a bit suspicious of the salesman who always intends to make him feel as if he's ready to lay down his life for him.

An Iowa hardware dealer once told me of a salesman who made himself persona non grata by employing too much hokum in his sales talk.

"This man," the dealer recalled, "put out a line that was unbelievable. He would say that everything he was in the world he owed to me and that his company had never done a thing for him. I personally knew that his outfit had done a great deal for him. Eventually I could not stand that bull and stopped giving him orders. And it wasn't long before his company got wise to him and fired him."

**The price of friendship**
Salesmen who call on retailers should, of course, be friendly and co-operative. In retail selling an easy and informal relationship with the buyer is an important factor. It's not uncommon for salesmen to be invited to the homes of customers and to be on a first name basis with them.

**Coming:**

Recharging Your Battery
Salesmen must revitalize themselves from time to time. When they fall into a rut, they tend to lift themselves out of it. Sometimes this can be achieved by hobbies, education, travel or other outside interests. The salesman should also give his mind an opportunity to develop new ideas and approaches.

But this relationship can be maintained while permitting you to retain your self respect and independence. It isn't necessary to grovel before the buyer to get an order. It ultimately realizes that he has obligations to your company and to your other customers. Most dealers will ask for only their fair share of your time and knowledge.

You should also be building your company up instead of tearing it down before the buyer. What do you think his attitude toward your fellow will be if you continually denigrate him?

Even if you are having a problem with your firm, don't make common gossip out of it. Keep it within the family.

The salesmen are not the concern of the customer and he doesn't really want to hear about them.

If you have to lie to the dealer about this importance to you and talk against your company to win his friendship and business, then the price is too high. Keep your self respect above all.

Marcus Aurelius, the Roman emperor, put it as well as anyone when he said:

"Never esteem anything of advantage to thee that shall make thee break thy word or lose thy self respect."

**The Customer's Goals**
The weak salesman resorts to unconvincing flattery because he cannot get anywhere with the customer's goals. Even if he does understand them, he misinterprets them.

"Every salesman should first find out the deal's situation and then try to increase his sales or cut down on expenses. He furnishes the buyer with pertinent information. But if the entertainer is necessary he entertains him. The point to remember is, the customer has certain specific problems which cannot be solved by touching his vanity. This may work once or twice, but it is no substitute for sound, intelligent selling."

Tony Jackson, a plumbing supply salesman, always greeted a customer by asking if he has any complaints with his present supply of equipment.

"As a matter of fact," said Tony, "I often tell the dealer that I'm making a service call to check on stuff we sold him to find out if it is performing satisfactorily."

"Why not? A dealer who is doing a healthy, profitable business is more likely to be a better customer for the salesman."

**Avoiding the black list**
Some salesmen land on customers' black lists because they lack sincerity.

Bill Nalen, a furniture dealer, refused to have anything to do with one salesman who told the same story to every customer he had.

Said Bill:

"This guy spent most of his call time with me telling me that he was my most important customer and that he couldn't get along without me."

"Then, once at a dealer's convention, I got to talking about this salesman with other dealers. It turned out that he was giving them the same spiel. And when we compared notes we found that he was doing less for us than any other salesman."

The upshot was that the man not only lost Bill's account but most of his other customers as well.

**Don't be too familiar**
Some salesmen feel that an informal relationship with a customer gives them a license to practically take over the place. Nothing will bring quicker resentment from the customer.

A few years ago I was in Cleveland and needed an extra shirt. I stepped into a small haberdashery near my hotel. The owner was ordering from a salesman but turned away and gave me his attention immediately. I was looking over his selection when the salesman butted in and suggested a certain style. The owner's face went crimson. He tried to control himself for a moment, but couldn't. He wheeled on the salesman and said witheringly:

"You're here to sell me merchandise, not to run my business."

He didn't stay for the outcome, but I'll bet that salesman had some trouble getting back into that dealer's good graces if ever he did.

It seems that the salesman who tries to sell the buyer a bill of goods about his importance is also the guy who becomes familiar in the wrong way. He tries to force his attentions on the customer instead of making suggestions in a diplomatic way.

The customer will appreciate constructive ideas, but he doesn't want them forced down his throat. He wants to feel that he's the boss in his own establishment.

Don't make a habit of dropping around at inconvenient times or demanding too much of the buyer's time. Nothing is more annoying than the salesman who, after fin-

**YES NO**

1. Do your customers seem genuinely glad to see you?
2. Do you refrain from making exaggerated statements of your customers' importance when you call on them?
3. Do you credit the buyer with enough intelligence to want to hear sincere statements from you?
4. Do you guard against taking his friendship for granted?
5. Do you try to learn and understand the customer's goals?
6. Do you try to time your calls so you won't wear out your welcome?
7. Do you make sure your advice is sought before you give it?
8. Can you honestly say that you are on nobody's black list?
9. Do you know how salesmen get on black list?
10. Do you avoid making a mess when you show your samples?
11. Are you aware of your customers' problems?
12. Do you always speak well of your company?

**REPRINTS FOR YOUR SALESMEN**

Prints of this series come in a four page format, printed in 2 colors and three-hole punched to fit any standard 8½ x 11" three ring binder; each reprint includes a self-evaluation quiz.

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When ordering the various articles of this series, address orders to the George N. Kahn Company, Marketing Consultants, Sales Training Division — Service Department, Empire State Building, New York, New York 10001.

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4. You're on Stage
5. You Can't Fire Without Ammunition
6. Are You a Goodwill Salesman, Too?
7. Closing the Sale
8. How to Set Up An Interview
9. Relaxing Between Rounds
10. The Competition
11. Making a Hit
12. Playing the Short Game
13. Selling An Idea
14. Buying Committees Are Here To Help
15. The Automated Salesman
16. Samples Can't Talk
17. The Unexpected Letter
18. Prospect or Perish

When ordering, please mention the name of this publication.

August 18, 1966
Cable TV

7-Days goes - ten new shows
30 hours of color

The CBC has shelved the controversial TV program This Hour has Seven Days and replaced it with a new hour-long public affairs show called Sunday.

Earlier, at a press conference, CBC revealed ten new prime time evening shows are scheduled for the 1966-67 season, including about 30 hours of colorcasting on the network each week.

Executive producer of the new Sunday show will be Daryl Duke, a 37-year-old native of Vancouver, who returns to the CBC after two years of freelancing in the US. Duke joined the CBC in 1953, and has also worked for the National Film Board.

Duke said the new show will commence November 6, and have a budget comparable to Seven Days, about $30,000 per week.

Sunday will have a variety of formats, magazine shows and maybe even musicals, which will investigate topical subjects of national and international interest to Canadians," Duke said.

At the press reception, Cee Smith, CBC director of Information Services said the corporation is still negotiating with Douglas Leiterman, former executive producer of Seven Days, and several other producers who resigned, or threatened to, over the management controversy. He said if suitable agreements can be worked out, many of the former Seven Days staffers may join the new program.

In July, more than 50 of the 76 members of the Toronto Producers' Association rejected strike action against the CBC, but sought recognition of their association as a bargaining agent, and a grievance procedure set-up. At that time, Leiterman refused to sign a rider to his contract asking that he conform to CBC policies in future. The CBC later agreed to recognize and bargain through the Association.

The ten new shows will be highlighted by a Thursday night series on the Centennial, Doug Nixon, CBC programming director said there would also be numerous specials on the 100th anniversary of Confederation.

Two other new shows are Canadian, the remaining seven are import-
ed. Canadian shows announced are an hour-long drama series, Tuesdays, and A World of Music, featuring Malka Himmel and Joso Sprajla, Saturdays, following the NHL Hockey colorcasts.

The seven imported shows announced by Nixon for evening view-
ing on the network are: Walt Disney, Hey Landlord, Green Acres, The Hero, The Man From UNCLE, and Tarzan, from the U.S.; and The Saint, from England.

RCA's Perma-Chrome gives fast warm-up

A new rectangular color TV picture tube that provides optimum color reception almost immediately after the set has been turned on, has been developed by RCA Victor Company Limited.

The company says this latest advance in performance has been achieved by a temperature-compensated shadow-mask assembly which overcomes the problem of heat expansion during warmup.

F. J. O'Hara, vice-president of the electronic components and devices division, said the new tubes will be marketed under the name RCA Perma-Chrome, and will be incorporated in all of RCA's 25 and 19 inch rectangular color TV sets.

"Before the advanced type of shadow-mask assembly was conceived, the electron beam register changed as the color tube began to warm up every time the set was turned on. This loss of register resulted in color impurity and white nonuniformity similar to that caused in printing by imperfect color overlays," O'Hara said.

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TIME MARCHES ON

It is good to feel we are all emerging from the summer doldrum period, to which our many friends in the business have contributed magnificently.

A LA CARTE

The luncheon speaker was superb, dishing out food for thought in every sentence, which was fortunate indeed for all the guests, for it was the only sustenance they were offered.

DEPARTMENT

Soap Opera: Soft words spoken on her loving-roomchesterfield.

NOTE TO LIQUID DISTILLERS

Readers of Canadian Broad-
caster are major indulgers in two forms of recreation, and one of them is drinking. (Adv.)
Don Jamieson, president of Newfoundland Broadcasting Co., and a former president of the CAB, has announced he will seek the Liberal nomination for the Federal seat of the Library to be held in the riding of Burin-Burgeo, Nfld., September 19.

The riding became vacant last month when Chesley W. Carter was appointed to the Senate.

Jamieson has a home in Swift Current, Nfld., in the Federal riding and was president of the CAB from 1960-64. Newfoundland Broadcasting Co. operates CJON St. John's CJOX Grand Bank, Co., from 1960-64. Newfoundland

Patrick Watson, former host on the Cabo program, This Hour has Seven Days has been appointed to the Department of Political Science at the University of Waterloo, Ont.

Watson has an MA degree from the University of Toronto and will teach a graduate course in mass communications as well as serving as a consultant on matters pertaining to media research and communications. He will also give several public lectures at Waterloo student gatherings.

Watson is 36, and was associated with several other public affairs programs on the CBC network.

Allen Slaight, former vice-president of CHUM Toronto, has resigned to go into business in England. He moved from Edmonton to Toronto in 1958 to become program director at the station.

Slaight said he is going into partnership with Terry Bate, who has also worked on commercial radio in Toronto.

They are forming a consulting firm for the communications field, as it relates to sales, merchandising and advertising.

Slaight said he believes England is now ready for North American techniques in the broadcasting business.

Phil Stone, a former vice-president of Radio CHUM Toronto, who recently formed his own public relations, publicity and broadcast service, has taken over the offices and accounts of Harry M. Savage and Associates of Toronto.

Savage moved to Florida July 15, to head up the newly-expanded news and publicity bureau of the city of Orlando.

Major accounts taken over by Stone from the 20-year-old company founded by Savage include the Canadian National Sportsman's Show, The Canadian Boat Show, The Canadian Winter Sports Show, The Ice Follies, Molson's Brewery (Ontario), Canadian Restaurant Association, Ontario Educational Association and Metro Toronto Parks Department.

Stone already handles the accounts of CHUM and the Radio Sales Bureau. Phil Stone Enterprises has taken over the offices and personnel at 2498 Yonge St., Toronto, formerly owned by Savage.

E. F. Large has been appointed general sales manager of RCA Victor Company Ltd. He will report directly to G. L. Mansour, vice-president Consumer Products, at the company's head office in Montreal.

Mansour said Large had come up through the ranks as a sales representative in Montreal, a district manager in Calgary, and recently served as manager of the Radio-Victrola department. New head of this department will be M. Kolsun, former manager of product development in the Radio-Victrola department.

Other appointments announced by Mr. Mansour were—F. Parisien becomes manager of Radio-Victrola product development. J. K. Drysdale will head all market and operations research in the consumer products division, and W. D. Nye will be responsible for forecasts, statistical analysis and related market research in the home instruments division.

F. D. Scrivener has been promoted to marketing research manager of General Foods Ltd., Toronto, and A. M. Scrivener has been promoted to product group manager for Jell-O desserts, Baker's Chocolate products and other brands with the company.

The promotions were announced by R. B. Rhodes, advertising and merchandising manager, who said both Scrivener and Scrivener were graduates of the University of Toronto with extensive marketing experience.

Arthur D. Boyden has been appointed director of sales, Television Division, of Sovereign Film Distributors Ltd., Toronto.

In announcing the appointment, Herb. S. Mathers, general manager of Sovereign, said Boyden had an impressive record in local and national radio and TV sales, and extensive experience in publishing and advertising.

He also noted Boyden had played professional football for the Winnipeg Blue Bombers from 1953-56, and was a low-handicap golfer.
This blank page could have delivered your sales message to virtually everyone who buys or sells radio or television broadcast advertising.