VICKERS & BENSON’S “CHILDREN AT PRAYER” - BEST COMMERCIAL OF THE YEAR
We pre-test all TV and Radio commercials with housewives before we present them to our clients. (We pay the shot. It's more profitable for ourselves and our clients that way.) BAKER ADVERTISING LIMITED
THE GOLD CENTENNIAL AWARD, top honor of the 5th annual Radio Commercials Festival, went to Vickers & Benson Ltd., Toronto, for creating the best commercial of the year.

Presented by the Broadcast Executives Society, the award was made at the Inn on the Park, Toronto, November 16, for V & B's "Children At Prayer", deemed by the judges to be the best of some 700 entries submitted for the competition.

By coincidence, but not by design, the winning commercial had been created for the Canadian Centennial Commission, "to instill a greater pride in Canada, to motivate people to undertake projects for the celebration of Canada's 100th birthday," said Ken Burgess, executive producer, V & B, who was in charge of its production. "We needed to get across a Centennial message to the 34 faiths represented in Canada, something that could be generalized, and yet have religious overtones. So we decided to go to the children."

"Children At Prayer" emphasizes the freedom to practice one's own faith, and helps imbue a greater pride in being a citizen of a country where such a freedom exists," he said.

Stan Furnival, V & B creative director, who chaired the panel of 46 judges, pointed out that he had no vote, as chairman. All voting was done on a numbered but unnamed entry form, based on the three factors of memorability, holding power and originality. When the judges had completed their entries, the final tally was made by computer.

In addition to Burgess, those involved in the creation of the winning commercial included Jack Bush, writer, Tony Schwartz, sound, and Fletcher Markle, of CBC's Telescope, who was selected as announcer. Eastern Sound was the production house.

The commercial was aired all across Canada at the start of Centennial Year, with every station carrying it for one or two cycles.

(Further Radio Commercials Festival coverage, page 12)
TOTAL RADIO IN HAMILTON will, on occasion, be the theme for a general advertising format for Maple Leaf Broadcasting Co. Ltd.'s CHML and CKDS-FM. However, for the most part, completely separate campaigns will be undertaken for each station.

Chapman Morris Advertising Ltd., Hamilton, will handle the two-station account, with S.L. Chapman as account supervisor. Mike Thompson, promotion manager for Maple Leaf Broadcasting, is directly responsible for the entire advertising program.

CHML promotes itself heavily in all media, including print, outdoor, exterior transit cards, the trade press as well as daily and weekly newspapers. The station emphasizes its use of POP material, sales promotion and merchandising schemes for both national and local advertisers. Heavy involvement in a wide range of community service activities is also stressed.

SWITCHING FROM TV TO RADIO, Jacques Filteau, executive assistant to the general manager, CFM-TV, CKM-TV. La Télévision de Québec (Canada) Limitée, Quebec City, will become general manager of CJRC, the first French-language private station in Ottawa.

Filteau, who has 15 years experience in radio and television, is currently vice-president of l'Association Canadienne de la Radio et de la Télévision de la Langue Française. He takes over his new post early in 1968. The station goes on the air in the spring. Marcel Joyal, president of CJRC, announced Filteau's appointment.

CHAM HAMILTON NEWSMAN, RICHARD SANDERSON died suddenly at his home last weekend, following a heart attack. He was only 28.

Sanderson, formerly of CKCY Sault Ste. Marie, had joined the news staff of CHAM, formerly CHIQ, just six weeks ago. He is survived by his wife and two sons.

A FOUR-HOUR RADIO PROGRAM on eight Montreal stations has been purchased by Harrison Brothers. The Pomm Bakers of Montreal, for Christmas Eve. Crompt Advertising Co. Ltd. will produce the program in association with the program departments of the eight stations involved.

To be heard from 8:00 p.m. to midnight Christmas Eve '67, will feature the world's most beautiful Christmas music played by top variety artists, orchestras and symphonies. Canadian poets will read original works in keeping with the season, and especially written for the program. There will be no commercial messages. It is the sponsor's way of extending the compliments of the season and a token of appreciation. Participating will be CBM, CBM-FM, CBF-FM, CJM-FM, CFOR, CKVL-FM and CJMS-FM.

RONSON PRODUCTS OF CANADA LTD. have appointed Ronalds-Reynolds & Co. to handle its consumer products advertising, effective January 1, 1968.

Arthur B. Johnson, Ronson's vice-president and general manager, said: "We talked to a number of agencies; we liked what we saw at Ronalds-Reynolds.'"

THE CBC HAS CONTRACTED with the BBM Bureau of Measurement, for the imme diate purchase of BBM's complete TV ratings service.

This will provide the Corporation with periodic reports on the size and composition of audiences to all CBC-owned and CBC-affiliated stations, both English and French-language, as well as to all competitive stations in CBC station areas throughout the country.

A series of network reports has also been purchased which will provide data on audiences to all CBC English and French network and CTV network programs. The purchase also includes a full national coverage and weekly circulation report which will show county-by-county penetration of each station.

RADIO SALES BUREAU APPOINTMENTS

ANNOUNCEMENT

Peter Harricks

Three senior appointments are announced by Cedric P. Haynes, President of the Radio Sales Bureau.

Peter N. Harricks, formerly National Sales Director, becomes Vice President. Marketing and Research. Mr. Harricks will continue working with national advertisers and agencies and will have general responsibility for research projects commissioned by RSB.

John H. Fox, formerly Retail Sales Director, becomes Vice President, Sales. Mr. Fox's duties will include member development and he will continue to conduct Sales and Copy Clinics for RSB members across Canada.

Larry Heywood, formerly Director of Member Services, becomes Vice President, Administration. In addition to sales promotion and press information, Mr. Heywood will handle certain administrative responsibilities.

The Radio Sales Bureau serves the private sector of Canadian Broadcasting by promoting Radio as an advertising medium.
BROOKS ADVERTISING COMPANY, TORONTO, has been appointed to handle all trade and industrial advertising for Pathé-Humphries of Canada Limited, Toronto, and Cine Labs Inc., Montreal. The agency will also handle a co-ordinated corporate publicity program for both companies, said Harold Greenberg, president of the two firms.

THE LARGEST FEATURE FILM PACKAGE sale ever made by a U.S. company in Canada was negotiated by Paramount Television, New York, recently. Purchasers were CTV Network and Télé-International Corp.

In announcing the sales, Robert M. Newgard, v.p., sales, for Paramount Television, said: "Canada accounted for a major portion of Paramount's surge in overseas distribution business... with world sales including both feature films and current U.S. network series, hitting a new high."

CTV purchased 142 English versions of Paramount films and an equal number of French versions were bought by Télé-International.

IN ORDER TO OFFER RECOGNITION to original and meaningful contributions in the field of broadcast research, All-Canada Radio and Television has created "the Harold Carson All-Canada Research Awards", to be administered by the Broadcast Research Council.

The awards will be issued every two years, one to be presented within the educational field, open to student and faculty members and the other to be given outside the educational field.

The awards will take the form of $250.00 cash and a scroll. The first presentation will take place at a Broadcast Executives Society 1968 luncheon.

"ADDITIONS TO THE STAFF MONTH" has been the November order-of-the-month at McConnell Eastman Ltd. in Montreal additions to the creative department are Stan Shabinsky as creative director; Tony Chesteman as senior writer; Tony Knyon as an art director and Michael Scott-Moncrieff as copywriter.

Shabinsky has been in the communications business for more than ten years most recently as creative director with the Montreal office of Cockfield, Brown. The winner of numerous awards, he was most recently the gold medal winner for the best color print campaign of 1967 (Expo).

Chesteman was previously general manager of Realite Film Productions in Montreal, while Knyon and Scott-Moncrieff were with Cockfield, Brown.

In Toronto Hartley Strauss is a new art director. He graduated from the Ontario College of Art last spring and for the past six months he has with Goodis, Goldberg, Soren.

In Winnipeg, Mrs. Peg Robinson has joined CKPT Television and Michael Mendez is newly with the creative department as an artist. Mrs. Robinson has spent the last two years producing commercials for KCND-TV in Winnipeg. Mendez has been doing freelance work in California.

In Vancouver Colin J. Hemsall has been appointed manager. Most recently he was operations manager of Goodwin-Ellis, Vancouver. Prior to this he was advertising and promotion manager of the Plywood Manufacturers' Association of B.C.

EIGHT MAJOR UNIONS in the broadcasting and communications industry have formed the Conference of Broadcastings and Communications Unions, to co-ordinate bargaining activities in Canada.

A spokesman for the organization said there is need for closer liaison between unions engaged in contract talks with a common employer.

The unions have individual contracts with the CBC and private radio and television stations, or represent workers who manufacture equipment used in the communication field.

Paul Siren, general secretary of the Association of Canadian Television and Radio Artists, is president of the conference.

THE CBC'S NEW FRENCH-LAN-GUAGE radio station in Vancouver will be launched December 1 as CBUF-FM. It is designed to serve the 50,000 French-speaking people of B.C.'s lower mainland region.

Kenneth Caple, the corporation's director for B.C., said the station will broadcast 17 hours daily, at 97.7 mcs. Only a small portion of the programming or two productions, will originate from the west coast, he said. Most of the programs will come from the CBC French network in Quebec.

The new station will employ a staff of nine or ten, including a producer, technicians and announcers. The manager is Gérard Binet.

RALPH SNELGROVE'S RADIO INTERESTS were not involved in the recently announced sale of CKVR-TV Barrie to Western Broadcasting. Snelgrove, who is president of Barrie Broadcasting, says that radio stations CKBB Barrie and CKCB Collingwood would remain under his ownership.

It was announced in October that CKVR had been sold to Vancouver based broadcasting interests. The sale still must be approved by the BBG. Snelgrove is also president and general manager of the television operation, and will remain in that capacity, under the new ownership.

Barrie Broadcasting, established in 1949, has always been a separate company owned by Snelgrove. The radio station in Barrie has operated from the same building as CKVR-TV since the television station was established in 1955, but ownership is separate.

Besides CKBB in Barrie and CKCB in Collingwood, Barrie Broadcasting also owns a half interest in radio station CKPT Peterborough.

All-Canada Radio & Television Limited

TOronto MONTREAL NEW YORK
WINNIPEG CHICAGO
CALGARY ATLANTA
SAn FRANCISCO DALLAS...hollywood

November 23, 1967
LIBERAL SENATOR HAZEN ARGUE
The CBC reaction to criticism by State Secretary Judy LaMarsh, who accused the CBC of "rotten" management is more evidence of "rotten, indecisive and incompetent management" and the actions of CBC President Alphonse Ouimet and the CBC Board of Directors "in coming out in open defiance and warfare" with Miss LaMarsh is incredible. Unaccompanied by so much as a single resignation, it sounds disgusting, irresponsible and phoney.

CAB BRIEF
"Surely the gravity of any offense that might be committed in the process of violating, possibly inadvertently, the provisions of a regulation could not possibly warrant a fine of this consequence ($100,000). Surely the potential damage to the community cannot be that serious."

HON. JUDY LAMARSH

Instances of poor management have "not been brought to the attention of the individuals concerned since the Bill now is before the House and there is at least a reasonable probability that within the next few weeks or months there will be some changes in personnel and presumably some very great changes within the Corporation's management."

CONSERVATIVE MP ERIK NIelsen
A new Canadian Radio Commission (CRC) would leave private broadcasters at the mercy of political influence. The Commission would give absolute power to an appointed body, which, because it was appointed, would be subject to political influence. This was just another example of the Liberal government's "pathological compulsion to control."

HON. JUDY LAMARSH

If the CBC is to become a pale imitation of American programming, "we just ought to forget about it."

LIBERAL MP GRANT DEACHMAN
The private networks should be allowed to have the commercial field to itself and to pay taxes on its undoubted profit. "Do we really need CBC any more?"

CONSERVATIVE MP TERRY NUGENT
There is uneasiness among Canadians about the CBC and it is the duty of MPs, as representatives of the people, to bring these feelings into the open.

LIBERAL MP GRANT DEACHMAN
The dregs of society have been paraded before CBC viewers including prostitutes, homosexuals and persons of doubtful sex... The CBC also was responsible for taking away the livelihood of Eskimos and lowering the income of St. Lawrence sealers with its films on seal hunting.
Listenors don't look for commercials

Radio had its day at the races November 16, when the Broadcast Executives Society and the Radio Sales Bureau combined their resources to present the fifth annual Canadian Radio Commercials Festival. The Centennial Ballroom of Toronto's posh inn on the Park was filled to the walls with an audience of some 550 broadcasters side by side with men and women from the agencies and their clients.

The significant thing about this event (and its counterpart, the Canadian Television Commercials Festival) is, of course, the artistry and dexterity in the production of commercials, which is being so effectively encouraged by the Festivals, to the point where the commercials are beginning to outdraw the programs in audience appeal.

Of even greater importance is the way the Festivals bring advertisers and their agencies into close communication with the broadcast media themselves, with the sole purpose of improving the product, especially that part of it which the advertisers buy and pay for.

Credit in no small measure is due the large number of people from all areas of the industry, who each year labor strenuously and endlessly to make the Festivals the success they are.

This is especially so, inasmuch as they shed a light on the problems advertisers, agencies and broadcasters must face, problems which they are able to cope with more effectively, through a greater understanding, not just of their own headaches but of each other's.

Not as critics, but in a sincere effort to make a good thing even better, we should like to record a few observations which this latest Festival inspired.

There may be food for thought in a couple of the cracks we heard during the coffee break.

One was: "They have to make the commercials louder so that they can be heard in the bathroom."

The second somewhat subtler crack went like this: "All these arty commercials should have 10-second tags dubbed onto them, inviting the audience to write in and 'we'll tell you what the product is.'"

This, it seems to us, points up a growing danger of commercial creators becoming so obsessed with the humor (or inspiration or shock) with which they infiltrate their creations, that they overlook the real purpose—the sales message—in their frantic efforts to out-program the program.

It wasn't so much a crack as a sermon when a third comment was overheard, suggesting that the high-quality commercials they had been listening to might well start a trend to send the audience to the bathroom during the show itself, and then have them rush back to the set in time to catch the next commercial.

It was at the 1949 CAB Convention at St. Andrewsby-the-Sea, N.B. that the late Dr. B.K. Sandwell, then editor of Saturday Night, charged advertising with trying to compete with the editorial columns of publications and the programs in radio.

The early days of singing spots must have conjured visions in his mind of today's situation where advertisers seem to shut their eyes to the fact that people do tune in shows and that they don't tune in commercials.

If a program is popular enough in its appeal, even a mediocre commercial will reach its target. Conversely, the best commercial will surely be wasted effort if the program has no audience. Finally, in television especially, is it not a fact that commercials have improved more than programs?

This is not to suggest that the advertisers should move into the precincts of the program people, any more than they should write the editorials in the newspapers. Perish the thought! Both of them!

At the same time, programming is, or should be, the concern of the broadcasters and only the broadcasters, because programs produced or selected by experts without advertiser or other outside interference, are the best, in fact the only means of securing the audience an advertiser must have.

This, be it understood, is not a project for the Sales Bureaus.

On the other hand, the co-sponsor of the Commercials Festivals, the Broadcast Executives Society, is showing a growing concern for broadcasting—not just advertising but all of it.

What we are proposing is that BES should start working on the idea of a BES Program Festival as a development of the Commercials Festivals.

All advertisers and their agencies would have to do is keep out.

The prime purpose of the Program Festival should be to reach their only logical target, the listeners and viewers, whose opinions and desires are the only basic ones on which the advertisers can be offered an effective carrier for their sales messages.

Possibly these presentations should be made in arenas and stadia across the country. Perhaps—inconceivable though it may sound—the broadcasters should use their own medium for the purpose. Definitely they should be presented, in order to bring the public into the act.

If it did nothing else, it would answer one other crack we heard at the Commercials Festival: "These guys certainly work on the commercials. I wonder when they are going to give their programs the same treatment."
CTV affiliates want repeaters in CBC affiliates’ markets -- CBC says “me too”

A SEARCH FOR ECONOMICAL ESTABLISHMENT of alternate television service in single station markets has led the Board of Broadcast Governors into a labyrinth made even more intricate by specific applications from Alberta, Manitoba and the Atlantic provinces.

The Board’s Ottawa sitting this month heard a score of suggestions to put alternate service into operation, but there was little agreement on methods or steps. The Board took the many-factored issue under review, including the applications in the three regional areas.

The Alberta situation was the simplest. A CTV affiliate, CFCN-TV, Calgary, applied to set up rebroadcasting stations in Lethbridge, Cardston and Claresholm to establish the alternate service to CBC.

The president of the CBC affiliate CJLH-TV in Lethbridge, Norman Botterill, offered conditional rental of his station’s facilities to CFCN-TV for its Lethbridge rebroadcasting station.

A stipulation was authority for CJLH-TV to tie itself to CHCT-TV in Calgary so the Calgary station could feed much of the CBC network to Lethbridge. In this way, said Mr. Botterill, an alternate service could be provided and the Lethbridge studios could become a production centre for the two stations.

Donald Campbell, president of CFCN-TV, described the proposal as unique.

Ron Fraser, CBC vice-president, said the CBC expects some day to have its own station in Calgary but could give no indication when. He did, however, propose that CHCT-TV use channel 10 in Lethbridge so that channel 13 could be reserved for CBC. The Claresholm and Cardston applications were left in abeyance pending the Board’s decision on the Botterill proposal.

Atlantic Provinces

The applications for the Sydney area of Nova Scotia were postponed because of the economic situation arising from Dominion Steel and Coal company’s decision to close its plant at Sydney. The applications affecting Moncton and adjacent areas in New Brunswick, Nova Scotia and Prince Edward Island were taken under advisement.

Fred Lynds, president of CKCW-TV, Moncton, did not think the market was ready for an alternate service. However, if the Board ruled it was, Mr. Lynds was ready to operate two channels to broadcast both CBC and CTV programs. If a license were granted, CKCW-TV would switch to the CTV network on Channel 6 and handle CBC on channel 2. If CTV were not available, then CKCW-TV would go independent, and still handle CBC on channel 2, but Mr. Lynds indicated preference for CTV.

CJCH-TV of Halifax sought to establish a rebroadcasting station at Amherst, N.S., to provide CTV programs to sections of New Brunswick, northern Nova Scotia and part of Prince Edward Island. Its president, Finlay MacDonald, said such use of Channel 8 would be the best use of the channel, and the session soon was into a shuffle of channels in the Maritime provinces. Mr. MacDonald proposed an eight-year protection period to recover investment.

Mr. Fraser, again appearing for CBC, emphasized the economic position of stations like CKCW-TV in markets where alternate service was planned. He hoped that if the license was granted to CBC, that CKCW-TV would become an affiliate of CTV. He also opposed the CJCH-TV application on channel 8 because it would block CBC plans to use channel 7 in Moncton. Neither did the use of channel 8 fit in with CBC’s long range plans.

? want to sell SAINT JOHN

Good music sells Saint John
Editorial comment sells Saint John
Independent news sells Saint John
and now
CFBC-FM stereo sells Saint John
CFBC — One of the family
RADIO-TELEVISION REPRESENTATIVES LTD.
TORONTO • MONTREAL • VANCOUVER
CKX seeks twin-stick

The situation in Brandon turned out to be the classic issue. It saw J. B. Craig and his son Stewart making a bid they didn't want to make -- to continue as the CBC outlet, at the same time, to add a rebroadcasting station to handle CTV programs from Winnipeg.

It was their answer to applications by both CBWT and CJAY-TV in Winnipeg to establish rebroadcasting stations in Brandon to carry CBC and CTV networks... and leave the Craigs' CKX-TV without any network affiliation. Everybody recognized unfair treatment of CKX-TV as the pioneer TV station in Brandon, and that made the solution just that much more difficult for the Board.

Mr. Craig Sr. argued that the Brandon market could not sustain a second station, or preserve the existing station if two network rebroadcasting stations were licensed. Nor did he want to operate a station and a rebroadcasting station, but he felt it was the best proposal and most economic that could be made.

CKX-TV, he said, would lose money in the first two or three years of the twin-stick operation, although, he felt it might then begin to recover losses. He also felt CKX was drawing a maximum of advertising from local advertisers and surrounding towns.

In outlining his company's efforts to provide service in radio and television, he said it had entered FM broadcasting because of local demand. It is still losing 20 thousand dollars annually.

CJAY-TV wants Brandon outlet

The bid by CJAY-TV for a rebroadcasting station in Brandon was supported by CTV. The spokesmen were Ralph Misener, president, and Jack Davidson, general manager, for CJAY-TV, and Gordon Keeble, president and Murray Checover, for CTV.

Mr. Misener said the most practical solution to providing an alternate service was a rebroadcasting station for CJAY-TV as the outlet for the CTV network. It would carry the full service of 113 hours weekly and could be in operation in the autumn of 1968.

The cost was estimated at $550,000. Mr. Davidson estimated the first year loss would be around $150,000 and the second year around $100,000 of revenue and expenditure being in approximate balance in the third year. He estimated a 20 per cent increase in audience and an increase in national ratings by 10 per cent in two years.

In exchanging views over costs and earnings, Chairman Dr. Andrew Stewart suggested CJAY-TV actually considered the rebroadcasting station was a better initial move than its figures ed. A point was the need of four extra technicians which Dr. Stewart pointed out, was more than CBC estimated, although CBC had the reputation of always having the larger staff.

More shows from CBC

Vice-President Ron Fraser of the CBC quoted figures to show more extensive Canadian coverage in Edmonton where there was a CBC-owned station and a CTV affiliate compared with Calgary where both networks used private stations to carry their programs.

The CBC rebroadcasting station in Brandon, he said, would program 110 hours weekly. Seventy-seven hours would be network, or 15 hours weekly more than is carried now by CKX-TV as the CBC outlet. Thirty-three hours would be programmed by CBWT, Winnipeg, with Manitoba-originated programs.

Mr. Fraser emphasized the unanswered question as to whether the Brandon, or any similar market, was ready for alternate service. He pointed out this was a matter for decision by the Board. Mr. Fraser was fearful of the effect of any rebroadcasting station on the existing outlet. He estimated the revenue loss would be about $125,000 a year from an estimated present revenue of $525,000. The existing station, however, would likely have the larger share of the audience in a 55-45 split with a competitive network.

Mr. Fraser added that if the Board decided there should be a separate network outlet, then the CBC was the one to operate independently. CBC extra earnings would be enough to pay the operating costs and capital investment for a rebroadcasting station would be amortized over several years.

CBC, CTV, CAB Conference

Mr. Fraser, for the second time, suggested the Board call a conference to see if some specific criteria could be established for the start of alternate TV service, and how it could evolve in the future.

He suggested the Board invite the CBC, CAB and advertising representatives for a cold, hard look at the economics so we won't get boxed in.

He first made the suggestion when discussion took place on a brief presented by 13 CBC-affiliates on progressive establishment of alternate service. He felt the brief and the discussion had opened so many avenues and raised so many problems that it required a sharp examination by all those identified with television.

The brief was produced after a three-year study by CJCB-TV, Sydney; CFYC-TV, Charlottetown; CKCW-TV, Moncton; CKRL-TV, Matane; CKRT-TV, Riviere-du-Loup; CKTM-TV, Trois-Rivieres; CKPR-TV, Port Arthur; CKX-TV, Brandon; CKOS-TV, Yorkton; CKBI-TV, Prince Albert; CJIH-TV, Lethbridge; CHAT-TV, Medicine Hat, and Okanagan TV, Kelowna. It was presented by counsel, R. S. Engle.

An example of some of the discussion was the term dual affiliation, which was given different interpretation by different people. Dr. Stewart said the term dual affiliation meant a
Government welfarism . . .
the end, not the means . . .
to freedom

"THE ATTACK ON ADVERTISING is but one symptom of the disease of creeping centralism," Leonard H. Rogers II, president, Taft Broadcasting Company, Cincinnati, Ohio, told the Canadian Club and Broadcast Executives Society in Toronto, speaking of the attempts to effect controls on the prerogatives of a free press. He spoke at the Royal York Hotel, earlier this month.

Rogers, a prominent broadcaster and widely-known spokesman for the industry, heads the largest TV organization in the U.S., with outlets in seven major cities. He has served with many trade organizations including the TV Code Review Board and the National Association of Broadcasters' TV Information Committee.

In his first talk to a Canadian group, Rogers compared the attempts being made in the U.S. Canada and Britain to downgrade and effect a stranglehold on advertising.

Pointing out the cries of the critics and their claims that "the public must be protected from advertising," Rogers said: "Interestingly enough, the platforms from which these critics reach their largest audiences are the advertising-supported vehicles, the newspapers, the magazines, the radio and the television of the free nations of the world. This is because we who operate the advertising-supported mass media are the greatest champions of free expression.

"Since we are also the ones who supply our own critics with their most viable means of communication, it seems only fair that we get in a few licks of our own from time to time," he said.

Rogers titled his talk The Fifth Freedom, which he propounded with emphasis on Freedom from Protection.

Stating that, in our free societies, we are reaching the point of diminishing returns of freedom, he said: "We have become, - - through the blandishments of our politicians and the greed of our voters - so preoccupied with security and protection as the chief benefit of self-government that we are in imminent danger of overprotecting ourselves out of our freedoms! "We are approaching the point where the welfarism of government is in danger of becoming the end instead of the means to freedom!"

In our economy, he said, "Advertising is the people's mirror on the world's most materially abundant civilization." Rogers said there could have been no mass production. Without advertising there can be no mass distribution. Advertising, in utter simplicity, is information."

Significance of the CRC

Rogers said, "It would be remiss of me not to pay some serious attention to the significant changes proposed in the governing body of your broadcast media." He said "The Daily Star (Toronto) describes your projected new Canadian Radio Commission as broadcast "czars." That, of course, remains to be seen.

"If I understand the proposal, your new CRC will be much closer in substance to our FCC than was the old Board of Broadcast Governors.

"Whereas we (in the U.S.) have lived under the gun of license revocation and the finality of FCC decisions for 33 years in American broadcasting, we have hardly suffered from repression. Indeed, despite this regulation, American commercial radio has grown to more than 6,000 stations operating under every conceivable competitive condition and offering every conceivable type of diversified service. American commercial TV has grown to 700 stations, and a total audience of some 60,000,000 receivers," he said.

"The American public has con-

(continued on page 30)
Is Turned-on TV just a TV put-on?

Some ad slogans are just that: advertising slogans. Catchy clever and, unfortunately, meaningless. They come out as nice sounding put-ons. Turned-On TV is not one of those empties.

Turned-On TV is what happened when our television station decided to become independent. (That meant that we were free to start some things that would not only make the station great, but would make the whole industry take notice).

We weren't the only ones to turn-on. The whole viewing audience in this market turned on when we started the first television Ottawa bureau; the first television provincial bureau; the first regularly televised University extension courses; the first presentation of no cost programs for the Ontario Department of Education; the first live coverage of daily horse races; the first regular prime time coverage of College sports; the first to present Junior "A" hockey to a market that has a representation of teams from 8 cities in its area; the first to present Amateur talent (like the Amateur Hour, Tiny Talent and little theatre); the first to bring a dance party for teenagers; the first to offer a live prime time Western Music Show (even before Don Messer); the first to offer a late night evening "live talk" entertainment show (remember how they laughed at us); and then we had the first information quiz game shows; the first presentations of Home shows, Sportsman's Shows, Boat Shows, and we were first on the continent with early movies every evening. We started mid-evening movies long before all the major networks. That's just a few of the firsts that have turned-on our audience and we're just starting.

Advertisers turned on too, because we did things for them that no one else had ever thought about. We were the first to offer prime time equivalents; the very first to devise a summer equalization plan; we were first to give advertisers a concept like the Orbit Plan; we were first with Superspots; a realistic 30-second rate; and the first to present to Canada (along with the The Power Corporation of Canada Limited) the concept of a domestic Canadian Satellite and a new National Television Network. We were the first to realize that salesman must be marketing men. And of course, we are just starting to turn on.

Turned-On TV. Empty? Meaningless? An advertising put-on? No way. Channel 11 is Turned-On TV and will never be anything else because we never stop starting things. And that's no put on.

We never stop starting things.
BES/RSB Radio Commercials Festival

Interesting and informative . . . unless you know everything

by Ian Grant

"A COMPLETE WASTE OF TIME" to "an extremely interesting, informative and entertaining day" was the range of comment to be heard after a noon to midnight session at the Fifth Annual Radio Commercials Festival staged at Toronto's Inn-on-the-Park, November 16.

To this reporter, the event was far from a waste of time and a very large "thank you" should go to all the many people who gave up a lot of time from their jobs to produce the Festival. One can only assume that those who thought it was a waste of time are the handful of people who already know everything and have nothing to learn!

The afternoon workshop session was started by Phil Ramone of A & R Studios, New York.

With the aid of tapes, he provided some insight into the latest developments in the area of sound mixing. While his talk might have been more appropriate for a meeting of sound engineers, it served to remind us that radio, the oldest of the two electronic media, has lots of flexibility and can still look forward to many new ideas.

Two kooks with an idea

After the presentation of the Certificates of Merit, a demonstration of Electronic Sound was made by Karol Rattray and Georgi Nachoff. Ross Downey, Festival Chairman, introduced them as two young people who are prime examples of imaginative minds and new generation talent.

Both are graduates of Ryerson and both have studied music extensively. In 1963 they started their own firm in Toronto—Musictronic Productions. In the radio commercials field, they have been creative contributors to the Ford White Sale, Government of Ontario GO Transit, the Progressive Conservative Party of Ontario, Chiclets, Tab, Salada Iced Tea, Star Weekly Magazine, Educational TV, Tang, Nestle’s Quik, Tums, Credico and the Royal Bank.

Their presentation was too long, their delivery was bad and the material was disjointed, but—they have an idea.

They presented an assortment of weird, far out, kooky sounds all created electronically illustrating how

(continued on page 14)
what's radio CFRB Toronto up to?

BUSINESS AS USUAL: entertaining and informing the largest radio audience in the country. You’ll find CFRB does a particularly effective job seeking new customers and retaining present ones, whether used by itself or as a part of your Toronto marketing mix.

Competition for listeners is keen here, as it should be. It makes for better radio. Naturally, some stations deliver greater quantities of ADULTS WHO DO THE BUYING than others. One station stands head and shoulders above the others in Toronto, CFRB.

For instance (BBM July 1967):

- Weekdays 6 a.m. to midnight—CFRB reaches 3½ times more adults than the next Toronto station. In fact, during this period CFRB reaches 46.5% of all adult listeners, with the balance divided among the 10 other Toronto stations.

- Weekday mornings 6 a.m. to 10 a.m., CFRB reaches more adult listeners than all 10 other Toronto stations put together.

- Weekends 6 a.m. Saturday to midnight Sunday, CFRB'S adult audience is over 2½ times greater than the next Toronto station.

For more facts and availabilities, please call STANDARD BROADCAST SALES.

CFRB 1010 TORONTO
The most listened-to radio station in Canada
these sounds could be blended to create various moods and identifications.

Rattray and Nachoff are working with a new dimension in sound and while it may sound crazy to the Establishment, remember that the first person to propose television was probably considered a raving maniac.

Despite all, their presentation was interesting and if sales are a yardstick they must have something going for them—witness the list of clients.

As somebody commented after the Festival, he found himself paying far more attention to the GO Transit radio commercial, having learned how the sound was created.

Top agitator in creative radio

Following the coffee break and the presentation of the Best in Category awards, there came what, to many, was the highlight of the whole Festival—Bob Klein of Klein/Barzman of Hollywood.

Klein/Barzman is an independent production company dedicated to the proposition that advertising can be entertaining, memorable, and sell products. In his introduction chairman Downey referred to him as one of the top agitators in the West Coast creative radio revolution.

Bob Klein is a refreshing individual. In his 45 minute presentation he did a perfect job of illustrating just what a creative man can do with radio when given a chance.

It would be impossible to explain in words the commercials he brought along as examples, but some of his comments are interesting.

Bob contends that merely putting a spot on radio is no guarantee a radio audience is going to pay much attention to it. If people are going to remember advertising they should not just hear the commercials, but they should have a reason to listen to them.

He feels that if we can get people to listen; then we have great opportunity to get them involved in the advertising. Listeners, he says, must relate to the commercial—they must be entertained by it, laugh at it, cry at it or at least be pleased by it.

Since laughter and tears are perhaps the two most apparent expressions of involvement, aside from rage which is usually reserved for offensive commercials, Klein/Barzman lean towards entertaining and humorous radio commercials.

Klein says there is a definite swing towards humor by today's advertiser. That's because of its memorability. There was a time when humor was controversial as an advertising tool.

"Why sugar-coat the pill?" they used to ask. "Enjoying the commercial has nothing to do with selling the product." they used to say. Nonetheless humor has proved its point.

When professionally conceived and executed and pertinent it sold products. Consumers responded to it and advertisers quickly learned how to make use of it.

And when people started repeating the jokes and lines they heard in the commercials, whether they were aware of it or not, they were indeed repeating some of the advertisers' very best copy points.

Klein closed his presentation by saying that during a recent visit to New York, he was shocked to find the big agencies are still brushing off radio as a creative advertising medium. The copywriters admit to being lonely without art directors to hold their hands. The media people argue they can spend a million dollars far faster and easier on TV, and most clients still think that radio is the place where Jack Benny used to be.

As far as Klein/Barzman is concerned radio is far and away their favorite thing—in radio you don't have to worry about Scherwin, art directors, typesetters, interlock, screening rooms, color processing, negative retouching, hand models, foot models, product shots with appetite appeal, story boards, thumbnail roughs, finished art, fixatives, cooper black, century schoolbook and out of focus.

Bob Klein will be a welcome guest in Canada any time he wants to come.

Exercise in creativity

The final event of the afternoon was the contender for highlight of day, the Pill Contest. As an exercise in creativity the Festival sponsors—the Radio Sales Bureau and the Broadcast Executives Society—invited advertising agencies to submit commercials to sell "The Pill." They received over 60 entries, which the judges narrowed down to six. These six were played and judged by those attending the afternoon workshop.

As it turned out the winning spot was produced by Colin Brown, Toronto. However all six of the finalists were extremely well done. To those in the audience who found them "offensive" or "in poor taste" we can only repeat that the contest was an exercise in creativity and in this instance with an extremely difficult and touchy subject.

In a world where television gets a great deal of attention, this Radio Festival is a strong reminder that radio is far from being a poor second cousin. Rather it is a very powerful and exciting partner in the electronic media.

The largest audience of any Western Canadian television station

[Image of CFRN-TV Edmonton Alberta]

Here are the Certificate Winners


(continued on page 17)
Trophy winners at the Fifth Annual Radio Commercials Festival included:

(1) Graham Watt (right) of Graham Watt & Associates, accepting his award from BES president Frank Buckley. (2) Roch Demers, executive vice-president of CJMS Montreal. (3) Kirk Northcott (right) and Warren Cosford of CJOB Winnipeg. (4) Ken Burgess (left) accepts the Gold Centennial Award for Vickers & Benson, Toronto, from Festival Chairman Ross Downey. (5) Gaston Saulnier and Paul Tietolman (right) accept for CKVL Verdun. (6) Denise Maheu of the Montreal office of J. Walter Thompson Ltd. (7) Jean Noel of Foster Advertising, Montreal accepts one of four RSB Golden Microphones. (8) Bobby Gimby (left) says a few words into a golden mike accepted by Art Harrison of Hardy Radio & TV for CKRS Jonquière. Other trophy winners (not shown) were: Bronze statues to CKLB Oshawa; CKTR Trois Rivières; CKEY Toronto; Doyle, Dane, Bernbach (Canada) Ltd.; and McCann-Erickson (Canada) Ltd. Golden Microphones to CHUM Toronto and Doyle, Dane, Bernbach (Canada) Ltd.
"YES, VIRGINIA, there are dirty popular songs."

In response to a recent memorandum sent out by the Canadian Association of Broadcasters concerning with alleged questionable lyrics in various popular songs, George Balcaen, music supervisor of CJAD Montreal, answered the CAB in these words, "Yes, Virginia, there are dirty popular songs."

The CAB's concern was with complaints, received in Canada from the FCC in the United States and other public authorities to the effect that some popular songs seemed by inuendo to promote use of LSD, marijuana and other drugs, at least with the 'in group'.

After investigation, the CAB's Code of Ethics Committee found that, in their opinion, it was extremely difficult, in some cases impossible, to understand the lyrics in some popular songs: some of the words or phrases may have had one meaning to most of the community and an entirely different one to another, and it was possible to attach a 'double entendre' when it was not intended.

George Balcaen contends that 'Questionable lyrics' are not a new problem. He says, "Any broadcaster who's been around long enough to remember Make Believe Ballroom or Mid Morning Melodies can recall the threats levied by the management if any of his 'stars' (at $85 a month) ever played a certain Cole Porter song wherein a lady of the evening invited young men to ... climb the stairs to sample her wares... remember Love For Sale?"

As Love For Sale was bold then, Balcaen feels so are the lyrics of today's songs, but they are of today, when sex and drugs are "high school corridor conversation".


Balcaen says "Communication today goes further, faster. It covers all the ground...Life, Death, War, Drugs and Sex. And song is communication."

"A very great deal of today's business of song is conceived, created, controlled and consumed by the youth of the country," he goes on. "It's natural then that the lyrics of their songs mirror what they see about them."

He cites as examples the Montreal CAB's and the Federation of Charities' assistance of 365 unmarried mothers in one year, and the experimenting with LSD by the Beatles and the Beach Boys as well as the great number of the new San Francisco groups that espouse trip taking.

Balcaen's final point on the actual existence of the "Questionable Lyric" problem is that the music is already here, with songs such as White Rabbit, by the Jefferson Airplane group from San Francisco, which uses the Alice in Wonderland theme as a parallel to taking a trip via LSD.

He asks "Do radio stations have to play it?" and then answers, "We don't." He feels that "You can still be 'with it' and contemporary without distributing filth into homes in which we are, in fact, invited guests."

In Balcaen's opinion, borderline cases can be programmed by an intelligent hip group of air personalities.

Puff the Magic Dragon, an example mentioned by the CAB, was one of the songs whose double meaning had drawn complaints. Balcaen says it "might be a drug song...but it certainly wasn't to the thousands of pre-schoolers who learned the words by heart a few seasons ago."

To him, programming is a matter of taste, he says, "Two of the most beautiful love lyrics in the past decade, Love Me Do and The First Time Ever are frankly sensual." The answer, he feels, is to have mature, sensitive air personalities who can program these songs in such a way that they are acceptable, since responsible broadcasters are presumed to have taste.
Certificate Winners


The Show Case of the Nation.

Canadian National Exhibition Park.

Conventions • Trade Shows • Exhibit Space

For full information, write:
Exhibit Space Department,
Canadian National Exhibition,
Exhibition Park,
Toronto 2B, Ontario.

366-7551 • Area Code 416

November 23, 1967
(continued from page 9)

**Frenzied hearing on alternate TV service**

single station taking two network services and selecting therefrom programs to go out over a single channel. It was not an alternate service, he said, and not acceptable to the Board.

Later on, in a discussion about one station handling networks on two channels or identified as the "twin stick operation," Dr. Stewart warned that the Board did not necessarily accept it as a solution. He emphasized the variety of suggestions and solutions, and gave no indication of any road the board might choose to travel.

The 13 stations proposed both dual affiliation and twin stick operation as a starting point in markets of questionable economic development, and gradual expansion over a period of years into more distinctive and separate services.

The brief set forth five principles: (1) alternative television is necessary; (2) alternative television service may be licensed if it meets policy requirements of balanced programming; (3) existing television service must adhere to the same policy; (4) alternative television service should not be licensed if the existing local television service is threatened out of existence, and (5) existence depends on adequate financial support. It also emphasized that serious consideration must be given to the effects a second station would have on revenue of the first station.

CTV President Gordon Keeble said, in the discussion, the entry of an alternate service would have an effect on the revenue of all media in the area -- radio, television and newspapers, not just television. He said potential revenue to pay for the service was an essential factor in providing alternate service. CTV, he added, wants to move in at this time into the Saint John-Fredericton area of New Brunswick; Sudbury, in Ontario; and Saskatchewan in Saskatchewan, but he was uncertain of other areas where an alternate CTV service could be financed.

Mr. Fraser said the CBC also had to finance from new revenue, and not from public funds. He felt rebroadcasting stations would not remain such forever, and that raised the question of disposal of rebroadcasting equipment and future ownership.

The CBC had its own plans for expanding services in areas not now fully served. He mentioned plans to provide CBC production facilities in three provinces, now without them -- Saskatchewan, New Brunswick and Prince Edward Island. "Mother" stations would be established and rebroadcasting stations added at other points within each province.

A point raised throughout by BBG counsel Neville Goldberg was the "disengagement" of the rebroadcasting stations when market expansion opened the way for fully-operational television stations to take over. It was one of the points that would be considered if the BBG follows the Ron Fraser suggestion for an industry bull session to escape somewhat "boxed in" in future policy and development.

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**CONGRATULATIONS!**

**RADIO COMMERCIALS THAT WIN AWARDS... CANADA'S BEST... ARE PRODUCED BY STATIONS THAT DELIVER SALES RESULTS YEAR AFTER YEAR:**

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<thead>
<tr>
<th>Station</th>
<th>Location</th>
<th>Award</th>
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<tbody>
<tr>
<td>CKVL</td>
<td>Verdun</td>
<td>Winner of Canadian Radio Commercials Festival Award of Merit</td>
</tr>
<tr>
<td>CKTR</td>
<td>Trois Rivieres</td>
<td>CBGB Broadcast Executives Society RATEC Trophies for notable announcements</td>
</tr>
<tr>
<td>CHLO</td>
<td>St. Thomas-London</td>
<td>Winner of Canadian Radio Commercials Festival for Public Service Announcements</td>
</tr>
<tr>
<td>CKVL-AM</td>
<td>Verdun</td>
<td>Awards of Merit from Canadian Radio Commercials</td>
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<td>CKVL-FM</td>
<td>Montreal</td>
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<tr>
<td>CKTR-AM</td>
<td>Trois Rivieres</td>
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*All Proudly Represented by*

**RADIO & TELEVISION SALES INC.**

**MONTREAL**

**TORONTO**
COLOR TV

ESTABLISHING A NEW TV RECORD for color set sales, 16,800 sets were sold in October, according to provisional estimates reported by the Electronic Industries Association.

This is up by 500 sets over the previous record month of October '66, and is a substantial increase over September when 16,100 sets were sold.

There were 194,800 color TV sets in operation in Canada November 1, 1967, according to industry estimates. This compares with 87,000 sets on the same date last year, and far exceeds the 22,000 in operation January 1, 1966.

COMMERCIALS

THE PHENOMENAL GROWTH OF ADVERTISING in the past five years, at the rate of nearly one billion dollars annually in the U.S., has provoked the problem of sharing the new money among the different media, said Norman E. Cash, president, TVB, in New York.

In a debate on the amount of advertising in media, Cash told the New York Chapter, AMA, that the problem had caused advertisers to look for new ways to stretch their ad dollars for maximum value.

'To accommodate the demands of advertisers,' Cash said, 'magazines for example have introduced such new devices as gatefolds, special sections, heavy card stock, pullout's, and whole portfolios of consecutive pages. These new approaches, of course, raise the reasonable question of whether or not the extra degree of exposure is at the expense of the magazines' regular advertisers.'

In newspapers, we have seen a complete reversal in the advertising/editorial ratio. Today's typical 32-page daily newspaper,' he said, 'contains 60 per cent advertising and 40 per cent editorial. Not too many years ago that ratio was reversed.'

In television, Cash said, the counterpart to print media's advertising structure is the advertiser's use of multiple product exposure in the same time formerly devoted to one product.

He explained that viewers may get the impression of more commercialism than in past years because of the greater number of products advertised.

'Actually,' he said, 'the amount of commercial time in the prime viewing hours is virtually unchanged in six years.'

Cash said advertisers themselves, when given the choice between multiple spot positions which may average out at 25 rating points, and island positions in lower rated time periods, prefer the bigger rating periods even if they are triple or double spotted.

'One benefit of the piggyback development,' he said, 'has been the challenge to commercial copywriters to produce effective selling messages of short duration.'

EDUCATIONAL TV

SPEARHEADING ETV EFFORTS in Canada, a Canadian Educational Broadcasting organization is in process of being formed. A draft constitution for the group is expected to be presented in Toronto, January 25.

Formation of the new group was voted by Canadian delegates to the annual convention of the National Association of Educational Broadcasting, in Denver, Colorado, November 8. 32 Canadian representatives, from all provinces, were in attendance.

The organization was proposed 'to serve provincial needs and interests'.

INTERNATIONAL

RECORDINGS

INTERNATIONAL 20
NETWORKS 20
PROGRAMMING 21
PROMOTION 21

TECHNICAL
CURRENT
READING

FILM

20TH CENTURY-FOX TELEVISION has two color specials available for the Canadian market, SAIL TO GLORY, a story of the American Cup Race, and LET MY PEOPLE GO, the story of the flight of the Israelites to Egypt, says Frank Murray, general sales manager.

Also available from 20th Century-Fox, in the 'Mark One' package now being sold in the U.S., says Murray,

The Winning Combination!

CFAM & CHSM

Since 1957, Radio Southern Manitoba has maintained a mature and dignified approach to radio broadcasting. This includes good music, local news and information, agricultural news, as well as publicizing community events.

Our total involvement in the entire Southern Manitoba community has paid off in an ever increasing loyal audience.

This is an audience with BUYING POWER that you should not ignore. Zero in on this important audience by including CFAM/CHSM in your advertising budget.

CONTACT
RADIO-TELEVISION REPRESENTATIVES LTD.
VANCOUVER - WINNIPEG - TORONTO - MONTREAL

November 23, 1967
are six color and five black and white feature films: 'Anna Karenina,' 'Cape Town Affair,' 'Young Mr. Pitt,' 'Night Train to Munich,' 'Danger Has Two Faces,' 'Devils of Darkness,' 'Ideal Husband,' 'I Deal in Danger,' 'The Jackals,' 'Return of Mr. Moto,' and 'Wild on the Beach.'

Negotiations for Canadian sales are now being made, said Murray, and 'seven of them are first-run.'

ABC-TV FILMS OF CANADA will offer live, as an extension of the ABC Network in the U.S., the special New Year's Eve Show, direct from the Empire State Bldg. in New York, says Mel Watson, general manager.

This show will feature the bands of Count Basie and Guy Lombardo and His Royal Canadians, says Watson. It will be telecast from 10:30 p.m. to 1:00 a.m. New Year's Eve. The two and a half hour package is now being offered to Canadian stations.

WALT DISNEY TV SALES, has sold their full-color feature film, 'From All of Us To All of You,' a special Christmas show, to the CBC, for full network showing on Christmas Eve, December 24, says Bruce Butler, vice-president, sales.

This will star all of the familiar Disney characters, Butler said, and will be shown from 6:00 to 7:00 p.m. Christmas Eve.

INTERNATIONAL

"PAY TELEVISION would turn a free highway into a toll road, if it is authorized by the U.S. Congress," said Vincent Wasilewski, president of the National Association of Broadcasters.

Wasilewski told a regional NAB conference in Kansas City that Pay TV ultimately would result in people paying for programs they now receive without charge. He said Pay TV interests know that the money in broadcasting lies in programming for mass audiences, not in ballet or Shakespeare.

Wasilewski noted that a three-member panel of the FCC has recommended that Pay TV be authorized, and a House subcommittee has studied it, in Washington. He predicted that the FCC would impose severe restrictions on Pay TV, and "the operators would find a way to circumvent them."

"But," he said, "if the Commission can impose strict regulations on Pay TV, it could impose them on any kind of station."

THE CBC HAS GONE LOCAL. Radio Leicester, first of nine home-town radio stations being set up around Britain, was opened earlier this month by British Postmaster-General Edward Short.

Operating under an initial two-year tryout, the annual costs of the station, estimated at $145,000, will be paid out of Leicester's local taxes. Up to now, Britain has had no local stations, and there is some doubt expressed whether the people can be won over to the new policy.

The state-backed British Broadcasting Corporation provides a blanket coverage of Britain through national networks and regional programming. Never before have they got down to the home-town level through local stations, as in Canada and the U.S.

It was the second major breakthrough for the BBC, which recently made an abrupt about-face by launching pop music on its networks, for which they hired deejays from several of the government-closed pirate radio ships, offshore.

NETWORKS

EIGHT CTV SPECIALS are scheduled by the network during December, including a half-hour documentary, 'Famine and the Fat Canadian,' a study of Canada and her role in the World Food Organization.

December 8, 10-11 p.m., the 4th in the National Geographic series of 13 specials, 'Winged World,' "all about birds", will be shown on the network.

December 12 is the date for the premiere of the all-color, 90-minute CFTO-TV produced 'Rumble of Silence,' starring Kate Reid. The story of a deaf mute girl, the film had much of its shooting done in the Yorkville area of Toronto.

Christmas Eve, CTV will present two seasonal specials: 'Gift of Music,' featuring the Toronto Symphony Orchestra, and 'Christmas Song Book,' with the St. Michael's Choir, of Toronto.

Christmas Day, from 3-4 p.m., the network plans a production of 'The Nutcracker,' in full color, starring Melissa Hayden, filmed in Germany.

December 31, New Year's Eve, W-5 will devote its programming to a reporting and interpretive view of the Old Year.

January 1, CTV will have its traditional New Year's Day Conversation with the Prime Minister, an informal 30-minute talk, with Charles Templeton, CTV's Director of News and Special Events, chatting with Mr. Pearson.

"NBC'S DECEMBER TO REMEMBER," featuring the greatest concentration of color specials in television history, 15 prime-time events in 16 days, will be seen December 1-16.

Packed into a two-week period, the 15 events will vividly show just how far specials have come since the concept was inspired by NBC-TV in 1954, and include everything -- classics, comedy, documentaries and drama.

Three of the 15 events are NBC News specials: the first TV adaptation of a non-fiction Steinbeck book, 'America and Americans,' a close-up study of the Negro soldier in Viet Nam, 'Same Mud, Same Blood'; and, a profile of Mexico's Baja California peninsula by U.S. naturalist Joseph Wood Krutch. A Hallmark Hall of Fame special, George Bernard Shaw's 'Saint Joan,' will star Genevieve Bujold in the title role, with Maurice Evans and Raymond Massey.
heading a distinguished cast, Mr. Magoo's Christmas Carol will be television's first animated cartoon version of Dickens' holiday classic.

Three of America's greatest comedians each star in a full hour special of their own: Mickey Rooney, Bob Hope, and Groucho Marx, who will be making his first appearance as a TV host since 1964, in Taste of Funny, on the Kraft Music Hall.

Three widely-varied musical hours will feature: Movin' with Nancy, starring Nancy Sinatra, with her father, Frank Sinatra, and Dean Martin; Danny Thomas, who will have an all-star cast in The Royal Folies of 1933; and The Bell Telephone Hour profiling Indian conductor Zubin Mehta.

Burl Ives will again narrate Rudolph, The Red-Nosed Reindeer, Andy Williams will have another "family Christmas" show, Christmas with Lorne Greene will also feature the 45-voice UNICEF choir, and The Nativity, celebrated Yule pageant of New York's Radio City Music Hall will be shown for the first time on film during the hour-long Christmas show from this renowned showplace.

PROGRAMMING

THE PROGRAM EXCHANGE DEPARTMENT of the Canadian Association of Broadcasters is planning both National and International programs for the Christmas Season.

New Christmas programs on a national level include: a selection of Christmas carols sung by Vancouver School Children; poems by a Christmas message; traditional carols by a choral group and a youth choir, and a word picture presentation of Nova Scotia at Christmas. The Vancouver School Children sing both traditional and Canadian carols. Twelve schools took part in the taping which was done by CKOX New Westminster.

The 24 one to two minute Christmas poems called Something to Think About are done by John Sprague of CHUM Toronto.

Two programs of traditional carols are being used, the Woodstock Choir, a half hour tape done by CKOK Woodstock, and a 15 minute tape of the Clinton Centennial Youth Choir, recorded by CKNX Wingham.

The world picture of Nova Scotia at Christmas time includes selections by the Acadia University Chapel Choir with Leonard Mayo telling of the revival of old world customs by the four cultures of Nova Scotia: English, French, German and Scottish.

PROMOTION

RAISING OVER $175,000.00 to aid underprivileged students in Africa, CHML Hamilton promoted a Miles for Millions March in that city November 4. Some 17,000 marchers began the 35-mile trek around the bay, with sponsors paying 10 cents for every mile completed. About 10,000 finished the course.

The purpose of the march, one of several being held across the country, was to involve the young people directly in the project to help the African students.

Each marcher had to find his or her own sponsor. CHML announcers individually sponsored different groups of marchers at the going rate of 10 cents per mile, and the station entries even included a sheep dog and cart.

CHML's particular contribution to the event was to bring in Myron Cohen, TV and stage comedian and raconteur, who was appearing at the Royal York Hotel in Toronto. He was flown to Hamilton via CHML helicopter, and driven from the airport to City Hall, in the CHML vintage Rolls Royce, where he was greeted by Mayor Vic Copps. Cohen did a token March, sponsored by the station, and turned his cheque for $250.00 over to the Miles for Millions Fund.

CHML set up a stage and PA system at City Hall, and the station's six-piece Dixielander Band helped entertain the crowds before the start of the march. Six CHML on-air personalities took part in the broadcast, and a crew of news reporters from the station followed the progress of the marchers with CHML news cruisers.

CHML/CHEK TV, Vancouver-Victoria, B.C. in the 2nd annual Variety Club

IMPORTANT 'RUSH' SERVICE

WHEN YOU...

can't wait 2 weeks for approval on rush food, drug and cosmetic copy, Ottawa Clearance Services can offer you 24 hour approval.

WE PERSONALLY TAKE...

your rush material to BBG and D.N.H. & W. for the necessary inspection and approval; then rush it back to our office where within 24 hours we phone you those important numbers.

For 1 to 10 commercials the cost is a modest $30.00.
For "instant approval" on your rush copy send commercials (in triplicate) with purchase order "special delivery" to Ottawa Clearance Services or write....

Ottawa Clearance Services
Box 4148, Station E
Ottawa, Ontario
(613) 233-1088

Serving Canada's Most Progressive Agencies, Radio and TV Stations

November 23, 1967
Telethon, to raise funds for a rehabilitation training farm for handicapped youngsters, topped off 16 3/4 hours of continuous telecasting to raise over $81,000, about $15,000 more than last year's total.

Telecast live from the Queen Elizabeth Playhouse in downtown Vancouver, the entertainment featured Barry Morse, The Fugitive; Ken Barry, F Troop, Gary Collins, Iron Horse, and Mary Ann Mobley, the former Miss America.

During the telethon's 16 3/4 hours a steady stream of local talent and entertainers from various night spots performed free.

All the mobile and technical resources of CHAN/CHEK TV were used for this telethon, with the combined services of some 45 technicians, producers, cameramen and on-camera personalities.

Ray Peters, CHAN/CHEK TV president, is 2nd Chief Barker, Vancouver Tent, Variety Club International.

CFOX, POINTE CLAIRE, QUE recently collaborated with the Lakeshore General Hospital to raise $5,000 for the hospital, during a four-day blitz. The final figures topped the quota by approximately five hundred dollars.

A highlight of the campaign was the voluntary incarceration of CFox deejay, Bob Ancell, in Pointe Claire jail, where he was to remain until residents of the area served by the hospital raised the necessary "bail". He was "charged" with "criminal neglect of his hospital, as a local resident who had used the facilities of the hospital several times, but had not yet joined the Hospital Foundation, nor contributed to the current campaign for funds."

It was stressed that Ancell could only be "released" by his fellow citizens from Dorval to Hudson, whose contributions were to be called in to a special number, where operators were on duty night and day. Local pharmacists also participated as collectors. It was an all-out community effort.

The promotion received wide publicity in the Montreal press. Fellow deejay Roger Scott wanted to help get his buddy out of jail, and auctioned himself as a "slave", to do one hour's work at any task. He got a top bid of $55.00. Three local rock 'n roll groups, anxious to do their bit to release Ancell, donated their services for a teen dance and raised $281.00, with the auditorium facilities provided by Fairview Shopping Centre in Pte. Claire.

PROMOTING THE SALE OF BANANAS by a radio test campaign proved so successful for Canadian United Fruit Co., that they plan to use a similar campaign in the spring, says Maurice Desjardins, company president.

Pushing the sale of their Chiquita brand bananas in Toronto and Montreal, Canadian United Fruit Co. and their agency, Batten, Barton, Durstine & Osborn, Inc. developed two different approaches, the Montreal effort being a two-phase campaign directed to English and French listeners.

The English campaign was part of a regular promotion and advertising effort by CHUM, Toronto and CFCC, Montreal, involving several advertisers in a prize participation program.

The French promotion, on CKVL, Verdun, from late September into November, was aimed at the housewife, with listeners invited to send in the blue sticker from each bunch of Chiquita Brand bananas they purchased.

The winning contest, with a diamond ring as top prize, brought in over 21,500 letters in six weeks, over 95 per cent having the stickers attached. The company supported the drive by staging a trade promotion party in each city prior to launching the campaign. Radio station personalities were on hand and participated in distribution of special prizes for retailers. Trade mailings also backed up the drive.

RECORDINGS

QUALITY RECORDS LTD.'S CA-NA-DA, by the Young Canada Singers, has topped the 6,000,000 mark in sales. In recognition, a gold record in a special presentation case, complete with the full-color jacket for the disc, was presented to the Hon. Judy LaMarch, Secretary of State, who is also titular head of the Canadian Centennial Commission.

The inscription reads: "Presented to the Honourable Judy LaMarch, Secretary of State, in recognition of the record "CANADA" by the Young Canada Singers achieving the honour of becoming our #1 Canadian best-selling single."

THE LARGEST RECORDING COMPLEX in Canada, and the most modern, is planned by RCA Victor Co. Ltd. in Montreal. To cost one million dollars, the new centre will be ready for occupancy by August 1968.

Three recording studios, the largest seating a full symphony orchestra, will incorporate the latest concepts of studio design, acoustical treatment, and production equipment. They will be built to RCA Victor's own design and specifications by George R. Ferguson Ltd.

Construction will start immediately, said George L. Mansour, vice-president, consumer products. The centre will be located at the corner of Lagauchetiere St. East and St. Andre St., in Montreal's east end.

Enabling RCA Victor to draw on the rich pool of talent in the region, the new facilities will also be available to all performers and producers working with manufacturers other than RCA Victor.

Emphasis has been and will continue to be placed on developing French-Canadian talent, said Mansour. "At present there are 27 French-Canadian artists on the RCA Victor label."

The Canadian Broadcaster
CKY and CKY/FM
Winnipeg
CKXL Calgary
CHED Edmonton
CKLG and CKLG/FM
Vancouver

are now represented by
Major Market Broadcasters Limited

Prime times are available in these
Major Markets—so call us.

major market broadcasters limited
Toronto: 1255 Yonge Street, Toronto 7, Ontario, 929-3301
Montreal: le carré, 1115 Sherbrooke St. W., Montreal 2, Quebec, 845-4111
CJCH, CFDR, CFRA, CHUM, CHAM, CFPL, CKY, CKXL, CHED, CKLG.
TECHNICAL

34 PROGRAM SOURCES CAN BE ACCOMMODATED on the 10 mixing channels of the all-solid-state, completely self-contained, dual channel audio console available from McCurdy Radio Industries Ltd.

Designed for use in broadcast and recording, Model SS-4360 is comprised of ten mixing channels, two program channels, control room and studio monitors, with muting and warning light relays, and a comprehensive cue and talk-back system.

Graham Fawcett, vice-president in charge of operations, of McCurdy's Toronto-based outlet, says 'sales have been exceedingly good for the SS-4360. We also have the 4370 model, in stereo, with practically identical features. Three of these have been sold to Ryerson Polytechnical Institute, and several to the CBC.'

The ten mixing channels can accommodate up to 34 program sources, and any input mixing channel may be used for high or low level operation with the proper plug-in input module.

Mixer positions 1 through 9 have 3-position input selector switches. Mixer position 10 has a 5-position pushbutton selector in addition to the 3-position key for remote and network inputs.

Program levels are continuously monitored by two VU meters. The 8-channel meter may be selected to read four external program levels. In addition, jacks are provided for cue and monitor headsets.

The compact console incorporates its own built-in power supply with individual regulated outputs for program amplifiers, cue amplifiers and monitor amplifiers.

An announce turret, cartridge tape remote control panel and pre-mixer assembly can be obtained as accessories to economically expand the input mixing facilities.

THREE MULTI-RANGE TEST SETS, for measurement of A.C. and D.C. current and voltage are available from The British General Electric Co. (Canadian) Ltd., Don Mills, Ont.

The first new product releases of BGE, a wholly-owned subsidiary of the General Electric Co. of England, include the BGE Minitest, a self-contained pocket-sized multi-range test set of high sensitivity, and the BGE Selectest Super 50/ Super K, the most advanced multi-range test meters of their type.

The Minitest is housed in a Melamine cover moulding which fits into a pressed steel case that effectively screens the movement from external magnetic fields. The movement is of the permanent magnet moving coil type, using an anisotropic magnet sintered to low loss iron polepieces. The moving coil system is provided with hardened and polished steel pivots and is mounted on sapphire bearings.

All ranges are selected by a single 12-position rotary switch. A separate slide switch is provided to change over from A.C. volts to D.C. ranges, giving a total of twenty ranges. Weight of the unit is only 18 ounces.

The Super 50 and Super K each can give accurate readings with the instrument held in any position. The movement in each has a critically damped moving coil system on highly polished, hardened steel pivots, mounted in spring loaded conical sapphire jewel bearings, and operating in the gap of an Alcomax 111 permanent magnet. Three scales are provided with a mirror inset and knife-edge pointer to eliminate parallax errors. The Super K D.C. voltage ranges 1000 ohms per volt, the A.C. 500. The Super 50 ranges 20,000 ohms, D.C. A.C. voltage ranges 2000 ohms per volt. Weight is 5 lbs. 8 oz.

CURRENT READING

'BULLETIN FROM DALLAS: THE PRESIDENT IS DEAD', is the story of John F. Kennedy's assassination as covered by radio and television, for the four days following that tragic shooting on November 22, 1963.

Written by John B. Mayo, Jr., the frank and factual report takes the reader behind the scenes to recall the extensive round-the-clock efforts of the broadcast media to keep a sorrowing...

---

We're not lonely - anymore!

In 1958, when Okanagan Radio opened its doors, it was unique - the first package buy in Canadian radio advertising. Pioneering a new concept can be a lonely occupation - but we're not lonely anymore. Because good ideas have a way of catching on, there are now many package buys in Canadian Radio -

BUT

Okanagan Mainline Radio is still serving and selling Canada's largest and fastest growing captive market - still number one among packages on the 'must-buy' list - doing a better-than-ever job in the Interior Empire of British Columbia.

See what BBM says to you. We think it says 'make Okanagan Mainline your second radio buy in B.C.'

---

OKANAGAN MAINLINE RADIO

CFJC KAMLOOPS  Ckov KELOWNA
CJIB VERNON  CKOK PENTICTON
CKOO OLIVER/OSOYOOS

See the man from All-Canada
nation, and the world, fully informed of what was happening.

The introduction on the jacket says that it was "the longest and least-expected news special in television history, broadcast as events took place, by reporters working without scripts or prior planning."

Wesley H. Wallace, chairman, Department of Radio, Television & Motion Pictures, University of North Carolina, said: "This book contains much of value to anyone interested in the process of broadcast coverage of a major event. It also should be useful to anyone concerned about the history of the development of broadcast journalism".

DeWitt C. Reddick, director, School of Communication, University of Texas, said: "It seems to me that the book would be valuable reading for any journalism student, and that it would be invaluable to students studying radio-television news."

The author, John B. Mayo, Jr., has been associated with broadcasting since 1953. When, as a high school student, he found a part-time job with WRAL AM-TV, Raleigh, N.C., as a sales and managerial assistant. Another Raleigh station, WPTF, awarded him a scholarship to the 1955 North Carolina High School Radio-Television Institute.

He received his B.A. from the University of North Carolina, where he majored in radio, television and motion pictures, also working at the university's Communication Centre, serving as manager of WUNC for two years. He worked on the news staff of KTBC, Austin, Texas, while attending graduate school at the University of Texas where he received his M.A. in journalism.

Lieutenant Mayo is now serving as a public affairs officer in the U.S. Navy.

The book has an introduction written by Frank Stanton, president, CBS radio and television networks, who says: "Future historians as well as contemporary students of political affairs and communications will find much of value in this work."

Published by Exposition Press, Inc., New York: $6.00 (U.S.)

**BBM BUREAU OF MEASUREMENT**

**THE FALL 1967**

**BBM SURVEY**

**is the**

**BIGGEST YET UNDERTAKEN**

Based on 50,000 Personal Diaries of listening and viewing in 246 BBM Areas across Canada

It will show, in greater detail than ever before, the tuning to more than 350 Radio and TV Stations

It will include a detailed circulation report, with Daily and Weekly Coverage of all these stations in all these areas

The processing, printing, packaging and mailing of these volumes, crammed with data indispensable to buyers and sellers of broadcast time, to program directors, media analysts and marketing men, is expected to be completed in record time, and the reports delivered to all BBM members before Christmas.

**BBM BUREAU OF MEASUREMENT**

120 Eglinton Avenue East, Toronto 12
Phone (416) 485-9464

has a new phone number

416-363-6111
Radio budget for Ontario apples grows from $10,000 to $90,000

USING RADIO EXCLUSIVELY to promote the sale of Ontario apples, Bill Bond, manager of the Ontario Apple Producers Marketing Board, in Toronto, said this has "resulted in a fantastic movement of apples at the retail level, this fall."

Bond said OAPMB first used radio to promote the sale of the province's apples in 1954 with "a budget of $10,000 to tell our story in the Toronto-Niagara area."

"This year, the OAPMB has a total of roughly $90,000, of which $50,000 is being spent for the fall campaign, $35,000 for a spring campaign, and about $5,000 for a promotion in the western provinces."

"The account is handled by Bradley-Vale Advertising Ltd.," said Bond, "and curiously enough it was George Vale who first took over the account for Stanfield, back when we first started using radio 13 years ago. Now he and John Bradley have their own agency, and we're still with him."

Pitching the promotional message for apples this season is a character called "Harry", termed by Bond "just irritating enough in his ways and words so that he comes through."

Harry incidentally, always introduces "the apple jingle", eat an apple every day, which won the (U.S.) National Apple Institute an award at the 1967 American Radio Commercials Festival in New York last month. OAPMB is an affiliated member of NAI.

Bond said last year the OAPMB used both radio and billboards, with a total budget of between $80,000 and $85,000 for the two media.

"We felt we were not getting enough radio to create an impression," he said, "and we're really sold on radio, so we dropped billboards this year and concentrated all our resources on radio."

The marketing board even upped its budget about $5,000 over last year, and it will all be spent on radio," he said.

Nature's tooth brush
The Ontario Apple Producers Marketing Board concentrated their guns on Toronto and the Golden Horseshoe area of the Niagara Peninsula, for the 1966 radio campaign, together with billboards, stressing the slogans relax with an apple, and nature's toothbrush.

"We also used Ottawa," said Bond, "and we ran one or two spots a day, full 60 seconds, with a two-weeks-on and two-weeks-off schedule, from October 15 to April 30.

"This year, he said, "we are running 500 spots a week, using 30-second announcements, 5 times a day, 6 days a week, on 16 stations."

"The campaign which began September 30 runs alternate weeks. We deleted Ottawa, due to a bumper apple crop in Quebec which can take care of that market," said Bond.

"In addition to Toronto, CFB9, CKEY and CHUM, we use key southern Ontario stations and have expanded north to the Sault. We also added Sudbury, Orillia, Barrie and Collingwood due to our increased budget and because we cut out billboards."

The Ontario Apple Producers Marketing Board is the only apple marketing board to promote the sale of apples, exclusively, in Canada.

"We do no selling, all we do is promotion," said Bond, "and we also provide recipes, using apples naturally, for The Apple Kitchen, which distributes them to radio and TV stations and print media."

"This year," he said, "we aim to try for a share of the Christmas trade, the radio material to be altered to include the message get your apples ready for the Christmas stocking. We hope in this way to promote the sale of Ontario apples at the holiday season, which in the past has been traditionally promoted by the B.C. Delicious.

Stations Co-operate
Bond said most radio stations are cooperative in regard to aiding the merchandising plans of the apple board. "Our campaigns are heavily supported by in-store material" he said, "but we find we get better cooperation from the western stations in regard to merchandising follow-through. And some of the contests they stage are really terrific."

"One fellow got 300 apple pies in one day when he tried to find who could cook the best one! He had to scurry around and find institutions that would take them off his hands, but imagine how many apples they must have used to bake all those pies! That is real promotion."

(continued on page 29)
MORE THAN A NEW NAME IN THE BROADCAST FIELD

The organization you have known for 20 years as Instantaneous Recording Services or E. J. Piggott Enterprises Ltd., has grown along with the communications industry to become a leading supplier of audio/visual and broadcast equipment in both Canada and the United States.

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- QRK – Turntables of quality
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- EDUCATIONAL – NATIONAL MUSEUM Ottawa, Canada Government of Canada
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Supply and operation on a rental basis, all types of Audio/Visual equipment for demonstrations, sales meetings, road shows etc. Our clients include:

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CHRYSLER CORPORATION
NATIONAL FILM BOARD
THE ROBERT SIMPSON CO.

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IN RECORDING

Complete facilities for Mono and Stereo recordings, including mastering, soft cuts, tape duplicating, 8 mm film recording, record production.

IN DEVELOPMENT

High Intensity Xenon 3½ x 4 slide projectors for rear projection in color television.

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TIS THE SEASON TO BE JOLLY, or it
dawn soon will be, but the trick is get-
ing ready for the jolllty without
pooping yourself out in the process.
This year came in like a lion -- or
was it a lamb? -- I never can remember,
and I haven't yet got around to writing
our '57 in Review. That's for our next
issue, December 14, which see.
Right now, TV Terrace is all agog
with this month's BBG hearings, at
which they argued about the new and
somewhat alarming trend towards TV
stations 'A' sticking rebroadcasting
stations in the territories of Stations
"B".
The purpose behind this, besides
making more bucks for Stations "A",
is to give the viewers an alternative
service -- CBC and CTV -- on the face
of it a worthy endeavor. This is how it
seems from where Stations "A" sit.
Stations "B" the other hand, see
half their audience (and so revenue)
being weaned away by the "A"'s, to
which they object vociferously, mainly
on the grounds that their markets --
notably Moncton, N.B. and Brandon,
Man. -- are not yet economically big
enough for second stations.
In a third case, CFCH Calgary
wants a repeater, for its CTV programs,
in Lethbridge, where CJLH-TV functions
as a CBC affiliate.
In this instance, CJLH-TV is ready
to make a deal with the Calgary station,
under which it (CJLH) would operate
CFCH's proposed repeater from its
Lethbridge studios, for sundry con-
iderations, thus enabling it to stay
in the ballgame.
This seems to us to be a case of
private enterprise at its best, working
out its own salvation on its own with-
out let or hindrance from government.
Unfortunately, in the cases of
CFCH-TV Halifax versus CKCW-TV
Moncton and CJay-TV Winnipeg versus
CIX-TV Brandon, there is a Corpora-
tion in the woodpile -- the Canadian Broad-
casting one -- which says if there are
any repeaters going begging, it wants
them.
CKCW and CXX, both CBC affiliates,
faced up with their two would-be in-
vaders by offering to establish second
stations themselves until the CBC is
ready to move into their markets and
their markets are ready for it.

They would enter into an agreement
with the government system to make
over this second facility to the CBC at
a prescribed price, at the right time.
What did not come into the picture
was an implied contractual arrangement
under which both CKCW and CXX were
granted their original licenses on their
undertaking to affiliate with the CBC
network. Now, if the CBC is to move
into their markets, it will naturally
want to carry its own network, thereby
leaving its quasi-contracted affiliates
out in the cold, unless they could make
a deal with CTV, which seems im-
probable.

What will come of this will only be
known when the BBG announces its re-
commendations. But the ironic part is
that this may never happen.
Under the new and presumably
about-to-be-enacted Broadcasting Act,
the BBG goes out of business as soon
as the Act becomes law, in favor of
the Act's creature, the Canadian Radio
Commission.

The consoling thought here is that
the draft bill provides that, on its dis-
solution, the chairman of the BBG au-
tomatically becomes president of the
CRC, which would leave Dr. Andrew
Stewart to pick up the problem where
the old Board laid it down, only with a
new gavel.

Even here there is doubt though,
because at least one Toronto news-
paper has suggested that the govern-
ment may be in the midst of changing
its mind about asking Dr. Stewart to
continue.

Over the past nine years, Andrew
Stewart has acquired a profound know-
ledge of broadcasting, and this coupled
with his innate power of understanding,
makes him the ideal person -- perhaps
the only person -- for this impossible
job. Now, if the government has really
changed its mind...Oh say it isn't so!

DON R. DAWSON, until recently vice-
president of Wentworth Radio Broad-
casting Co. Ltd., and general manager
of CKOC Hamilton, has set up a new
business in association with Norris
Mackenzie (G. N. Mackenzie Ltd.)
dealing exclusively in TV program
and feature sales.
The Dawson-Mackenzie operation
will run parallel with but quite apart
from G.N. Mackenzie Ltd., for many
years established in radio production
and distribution.

Don and Norris are starting on a
50-50 partnership basis, until they
incorporate, when they will be equal
partners in the new company.

Along with other film properties,
Dawson-Mackenzie-TV will handle
Canadian distribution for Krantz Films
Inc., Video-Cinema Films and Color-
scope for Mark Century Corporation,
all of New York; United Cinema of
Australia and George Bagnall &
Associates Inc. of Beverly Hills.

MISTAKEN IDENTITY is the only way
to describe it. What happened was
four American hunters called at the
CFGP Grande Prairie radio studios.

They said they wanted to buy
hunting licenses and were quite taken
aback when the receptionist politely
informed them that CFGP was a radio
station.

One of the four said he had seen
the letters on the outside of the build-
ing and assumed they stood for
"Canadian Fish & Game Protection".

This is not the first time CFGP's
call letters have been misinterpreted.
Way back in the prehistoric 40's, the
late Cecil Barry, founder and manager
of CFGP, interpreted them for me as
"Come Fanny! Go places". I don't think
this was right either, which brings
up a burning question: "What
do CFGP's call letters stand for?"
Buzz me if you hear anything.
Ontario apples ready for TV

The OAPMB uses four areas in Western Canada to promote the sale of Controlled Atmosphere storage apples.

"We use Regina, Calgary, Edmonton and Saskatoon," he said. "This year we had a two-week campaign in the Spring. We'll go on again in 1968, in May, with a four-week campaign next time."

Curiously, although apple juice is rising in popularity, and is edging tomato juice, Bond says the OAPMB does not extensively promote the sale of apple juice.

"Only 2 of 26 processors, Allen's and Mitchell's, use radio to promote the sale of their apple juice," he said. "Our commercials promote fresh apples, and you hear that crisp, crunchy sound that only a fresh, juicy apple can give."

Queried about the future plans for OAPMB promotions, Bond said they were making their first step into print, in a joint effort with the processors, to take place next summer, during May, June, July and August, spending an additional $34,500, above the radio budget, using three Canadian magazines, in color.

TV is coming

"We're ready for TV, but we definitely will not give up radio," it will require a combined budget of approximately $150,000 for radio and TV, and the television commercials must be in color. You just cannot get away from the impact of color. We had these full-color commercials made in New York by Rumrill-Hoyt Inc. for the NAI agency, and now, if and when they raise the assessment from the producers, we'll go into television."

Bond said all apple producers are assessed a percentage of their crop sales, 7½ cents per hundred pounds for fresh apples, 4 cents a hundred for processed apples, and 2 cents a hundred pounds for juice apples. "This assessment would have to be increased about 50 per cent," Bond said, "if we go into TV."

The assessment is used by the marketing board exclusively to promote the sale of apples, through the advertising campaigns prepared and supervised by the board.

Bond added that he did not believe there were enough color TV sets in use, yet, to make it worthwhile to invest the additional money in that medium. "But we're ready for it," he insisted.

CLASSIFIED ADVERTISING
Government welfarism

Persistently invested more in TV receivers each year than the total invested by advertisers to create the programming that fostered the public's investment. That in itself is a fair answer to the dire charges against advertising."

Ridiculous legislation

Referring to the proposed $100,000 fine as set forth in the proposed Canadian Broadcasting Act, Rogers termed it "one of those ridiculous pieces of legislation that sometimes slip through", and "it remains one of the problems, no doubt, that will have to be worked out."

"Theoretically," he said, "our (U.S.) FCC has no power to control program content, as appears to be the case with the proposed CRC. But, as a matter of fact, the FCC does have such power indirectly, even though both chairman Hyde and Commissioner Loevinger stoutly insist it does not.

"Take the Fairness Doctrine, for instance," he said. "If a broadcaster editorializes or if he provides too much of one side of an issue in his news, or even if he schedules cigarette advertising, he is required by FCC fiat to provide a reasonable opportunity for the expression of opposing or balancing views. Is this not a measure of program control?"

"And the FCC requires, in its license applications, an exhaustive account of the proposed program content of the licensee. Failure to perform according to the promises in the application is reason enough for failure to renew the license. If that's not control of program content, I don't know what else to call it."

Rogers pointed out that the U.S. industry seems to be flourishing in spite of it, or perhaps even because of it.

"Those of us who are career broadcasters are well aware that a certain stiffness of regulation helps to keep the bad actors out of our business, with certain obvious benefits to all the rest of us," he said.

Industry should back ETV

Speaking as a strong proponent of ETV, Rogers said: "I note too that the Canadian Radio Commission is to have charge of the development of Educational Television. This is another matter entirely."

Rogers said he had proposed that "commercial broadcasters should give active support to the development of the new educational TV stations at the local level; give substance to existing stations; and, most importantly, foster the machinery by which educational TV programming might develop independently of the heavy hand of central government."

"I even went so far as to suggest that we might all pay a franchise fee to help get this effort started," he said.

Stating that, exactly what he was forecasting has happened in the U.S., the speaker said: "Congress has already passed what's called the Public Broadcasting Act, and the United States is already off into a federally-sponsored educational and cultural TV project...but woe betide us if we are so unwary as to let a federal program authority get its foot in this door. And I am very much afraid it has already happened. We are both at the same stage of development: first steps have been taken to provide a national ETV service."

(Here in Canada, where it is proposed to come under the wing of the CRC, educational television will await further separate study by the government after the Broadcasting Act has been duly processed.)

Rogers said: "the vigilance of the people, expressed through the votes of their MPs or Congressmen, can keep this awesome weapon out of the hands of a powerhungry central government...but only," and he repeated "only, if the people are continually alerted to the dangers by the media themselves."

He concluded by saying "and so I urge your support of the Fifth Freedom, the freedom to make a mistake. The Freedom from the unnecessary over-protection by government which stifles and saps the vitality and originality of a free people.

"Such a resolve by the editors, publishers, and broadcasters of Canada and the United States can restore the initiative of government to the people, in whose hands it rightfully belongs."

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Other practical NBI features for broadcasters & buyers...

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- Daypart summary tables for all viewer demographics;
- Adult male audiences in total and by age groupings;
- Adult female audiences in total and by age groupings;

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Now UHER brings you another development in their professional recorders—THE 4200 2-TRACK and 4400 4-TRACK tape recorders IN STEREO.

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**DIRECTORY INDEX**

Networks ............................................. 32
Advertising Agencies ............................. 33
AM Radio Stations ................................. 38
  British Columbia .......................... 38
  Prairies ........................................ 39
  Ontario ........................................ 44
  Quebec ......................................... 50
  Maritimes ..................................... 53

Canadian Sales Representatives ............. 56
U.S. Sales Representatives ..................... 57
FM Radio Stations .................................. 58
Television Stations .............................. 64
Film, Program Producers & Distributors ...... 72
Broadcast Equipment Manufacturers .......... 74
Broadcast Consultants .......................... 78

---

**NETWORKS**

CTV TELEVISION NETWORK LTD.


CANADIAN BROADCASTING CORPORATION

CBC REGIONAL BROADCASTING

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**INDEX**

Broadcast Equipment Manufacturers ......... 74
Broadcast Consultants .......................... 78
Association Offices ............................. 78

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<td>BOZEL &amp; JACOBS OF CANADA LTD.</td>
<td>1) Don Mills (Toronto); (2) 429-1956;炸弹</td>
<td>Olympic Square, 797 Don Mills Rd.</td>
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<tr>
<td>BRADLEY-VALE ADVERTISING LTD.</td>
<td>1) Toronto 1; (2) 363-3739; (3) 88 University Ave.; (4) G.P. Vale; (6) Miss M.J. Speers</td>
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<tr>
<td>BRAND ADVERTISING LTD.</td>
<td>1) Montreal; (2) 849-6692; (3) 2100 Drummond Street; (4) Marion Goldberg; (6) Marion Goldberg</td>
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<tr>
<td>BREITHAUP ADVERTISING LTD.</td>
<td>1) Toronto 5; (2) 921-1121; (3) 800 Bay St.; (4) Peter Charles; Richard Bernot; (5) Price Bros. (a division of James Lovick)</td>
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<tr>
<td>BROOKS ADVERTISING CO.</td>
<td>1) Toronto 1; (2) 363-3448; (3) 32 Front Street; W.; (6) Sarra Erlich</td>
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<tr>
<td>BURLY, J. H. LTD.</td>
<td>1) Toronto 1; (2) 362-6847; (3) 519 Bay St. (4) A. L. Drewry</td>
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<tr>
<td>BURNETT, LEO CO. OF CANADA LTD.</td>
<td>1) Toronto 1; (2) 363-5801; (3) 165 University Ave.; (4) Mel Norman; (5) Ray Mitchell; Newmont Group; Beaudry; (6) Robert Humphries; Peter La Grave; Mrs. Marjorie Frey</td>
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<tr>
<td>BURNS ADVERTISING AGENCY LTD.</td>
<td>1) Montreal 25; (2) 935-5257; (3) 1980 Sherbrooke Street W.; (4) H. Cote</td>
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<tr>
<td>CAMP, DALTON K. &amp; ASSOCIATES LTD.</td>
<td>1) Toronto 12; (2) 487-2101; (3) 43 Eglinton Ave. E.; (4) Archibald; (5) Norman K. Atkins; (6) Norman K. Atkins; J.D. Penn McLeod; (6) Miss Lynne Ryder</td>
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<tr>
<td>CAPEL DUNSKY ADVERTISING LTD.</td>
<td>1) Montreal 2; (2) 842-8571; (3) 1411 Crescent St.; (4) Miss G. Garneau; (5) Norman Cardon; (6) Miss G. Garneau</td>
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<tr>
<td>CASE ASSOCIATES</td>
<td>1) Toronto 5; (2) 924-9726; (3) 99 Avenue Rd.; (4) F.W. Grove; (5) J.G. Sinclair; R.L. Parker</td>
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<tr>
<td>CHISHOLM &amp; BASFORD LIMITED</td>
<td>1) Toronto 7; (2) 924-8431; (3) 76 St. Clair Ave. W.</td>
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<tr>
<td>CLAVIR, LEO PRODUCTIONS LTD.</td>
<td>1) Toronto 12; (2) 488-1165; (3) 120 Eglington Ave. E.; (4) Leo Clavir</td>
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<tr>
<td>COFFIELD BROWN &amp; COMPANY LTD.</td>
<td>1) Montreal; (2) 861-1771; (3) Canada Cement Bldg.; Phillips Square; (4) Fernand Corbeil; L.J. Hen; (5) Mrs. Lorraine King; K.R. Pattenden; (6) Earl W. Box; Ansel Young</td>
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<td></td>
<td>1) Toronto 7; (2) 924-5429; (3) 2 St. Clair Ave. W.; (4) Manager of Media Services - Ian B. Campbell; (5) Asst. Mgr. - Miss M. Moran; (6) Director of Broadcast Services - J.R. MacRae; (7) G.M. Thomas; (8) Mrs. F.M. Brockington; U. Gysin; P. Armstrong</td>
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<td>1) Vancouver; (2) 691-1111; (3) 1200 Burrard Bldg.; (4) Georgia Street; (5) Miss Marjorie Maddigan</td>
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<td>1) Winnipeg; (2) 942-0811; (3) 804 Electric Railway Chambers; (4) Mrs. E. Strachan; (5) H. J. Gibson; (6) Mrs. E. Strachan</td>
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<td></td>
<td>1) London; (2) 438-2117; (3) 200 Queen Ave.; (4) John President, General Manager - Robert Burns; (5) Ian Wallace</td>
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<tr>
<td>COPELAND, DON H. ADVERTISING LTD.</td>
<td>1) Scarborough (Toronto); (2) 691-3331; (3) 2 Crescentwood Rd.; (4) 6 Miss V. copeland</td>
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<tr>
<td>CROMBIE ADVERTISING CO. LTD.</td>
<td>1) Montreal; (2) 288-4221; (3) 355 James Street W.; (4) H.W. McAllister; (5) Ross Smith; (6) Miss M. Thompson; (7) R. Norman</td>
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<tr>
<td>DANCER-FITZGERALD-SAMPLE</td>
<td>1) Toronto 7; (2) 929-3391; (3) 200 St. Clair Ave. W.; (4) Ruth pedley; (5) J.C.W. Pincham; (6) Fay C. Churchill; (7) R.A. Kuningis</td>
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<tr>
<td>CANADA LTD.</td>
<td>1) Toronto 1; (2) 368-7031; (3) 168 University Ave.; (4) Miss M. Thompson; (5) R. Norman</td>
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<tr>
<td>DANIEL &amp; CHARLES INC.</td>
<td>1) New York; (2) 651-0200; (3) 16 Wanamaker Bldg.; New York 10014; (4) Richard Day; (5) Tom Kohler</td>
<td></td>
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<tr>
<td>DOHERTY, JOHN &amp; CO. LTD.</td>
<td>1) Ottawa; (2) 232-9418; (3) 46 Elgin St.; (5) John Doherty; Owen G. Grant; R.J. Coulson; G.D. Scott</td>
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</tbody>
</table>

ADVERTISING AGENCIES

An interlist of advertising agencies enfranchised by the Canadian Association of Broadcasters together with their addresses, telephone numbers, broadcast media directors and time buyers for the period ending June 30, 1968.
1926 to 1967

Aims and objectives of the Canadian Association of Broadcasters, written into the original charter — January 27, 1926, form the basis of this vital industry association, now encompassing 225 privately-owned AM Radio Stations, 51 FM Radio Stations, 55 Television Stations and one private TV network, all dedicated to serving the needs of their communities.

"To foster and promote development of the art of aural and visual broadcasting in all its forms, to protect the members of the Corporation in every lawful and proper manner from injustices and unjust exactions and to do all things necessary and proper to encourage and promote customs and practices which will strengthen and maintain the broadcasting industry to the end that it may best serve the public."

CAB OFFICES

HEAD OFFICE
85 Sparks St.,
Ottawa
Phone (613) 233-4035
Telex — 01-3433

MONTREAL
1454 rue de la Montagne
Phone (514) 849-9351
Telex — 01-20062

TORONTO
12 Richmond Street East
Phone (416) 366-9567
Telex — 02-21543

HALLMARK
of

A GREAT INDUSTRY

"...over 40 years protecting the interests of stations and serving the best interests of Canadian Broadcasting."

The 331 Radio and Television Stations and one Television Network... all privately-owned... all members of the Canadian Association of Broadcasters... are identified in the minds of industry and government... as well as the public... as symbols of an industry serving the people of Canada with entertainment, education and economic stimulation, without compulsion to look or listen and without any cost to the public... The Free Voice of a Free People
To Cover Major Markets

VANCOUVER WINNIPEG MEGALOPOLIS OTTAWA-HULL MONTREAL
CKNW CJOB CFRB CHML CKY CJAD
CJOB-FM CHML CKF CKDS CKCH CJFM

In Canada's five largest markets the dominant radio stations are represented by Standard Broadcast Sales. Reason enough, indeed, why most advertisers and agencies continue to "Ask SBS First" when developing their marketing plans.
We've taken the
bite out of high band
with the TR-50!

Today's lowest cost high band machine
for making and playing color tapes.

Here's the newest member of the RCA tape line. This recorder is designed for high band
color quality...plus economy. All high band color modules are solid state RCA standard types.
It's factory tested before shipment—ready to produce high band color as soon as you get
it. The TR-50 is the most economical high band color recorder available today.

The equipment is compact in size, occupying only 24 x 33 inches of floor space. It's a
total-capability recording and playback machine, with finest professional monitoring (pulse cross
picture monitor). Features include precision-aligned tape deck (built to SMPTE standards),
and expanded waveform monitoring. Also air-bearing headwheel and air-lubricated tape guide.

It's part of the complete "Matched Line" of equipment for broadcasters—matched in
features, styling and performance. It's all engineered and built by RCA. There's single
source responsibility...a better investment for the purchaser.

For further information about this low priced high band recorder, call your
RCA VICTOR Broadcast & TV representative, or write RCA VICTOR Broadcast & TV
Products, 1001 Lenoir Street, Montreal 30, Canada.
CKSW, SWIFT CURRENT  

CFSL, WETBURN  

CJGX, YORKTON  

MANITOBA

CFAM, ALTONA  
CHSM, STEINBEACH  

CJBH, BRANDON  

CHFC, CHURCHILL  
250 watts on 1320 kcs. (1) Canadian Broadcasting Corp. (2) Churchill (5) R. St. Julien

CKDM, DAUPHIN  

CFAR, FLIN FLON  

CFRY, PORTAGE LA PRAIRIE  

November 23, 1967

ONE RADIO BUY

TRIDENT RADIO DELIVERS ALL SIMCOE COUNTY

for more information contact:

PAUL MULVIHILL & CO. LIMITED

TORONTO MONTREAL
3 ALL NEW AUDIO CONSOLES from GATES

Plug-in silicon amplifiers • 20-20,000 cycle response

Solid state, all new – inside and out. Featuring 100% silicon transistors. All amplifiers and DC power supplies plug in. All three consoles feature 20-20,000 cycle frequency response, with less than 1 db variation. At all frequencies, distortion is less than 0.5% at rated output. Write for complete details. You’ll wonder how we could build so much into such compact, handsome packages.

Stereo Statesman
The Gates Stereo Statesman features 5 full stereo mixing channels from 11 inputs. Full logic audio switching. New illuminated program keys... exciting new packaging concept.

Dualux II
The Dualux II provides monophonic and stereophonic mixing facilities separately or together. Designed to control AM and FM, FM Stereo and SCA from one control point. Features 8 mixing channels, 13 mono sources and 6 stereo sources... a total of 22 audio inputs, plus inputs for automatic programming equipment and an SCA audio signal.

Gatesway II
The Gatesway II with 8 monaural mixing channels from 18 inputs features in-built cue/intercom system; provision for remote announcer operation of studio microphone channels, and a novel variable equalizer for special effects or line correction.

GATES RADIO COMPANY (CANADA)
A division of Harris-Intertype (Canada) Ltd.
Montreal Office: 212 Brunswick Blvd., Pointe-Claire, Quebec
Toronto Office: 19 Lesmill Road, Don Mills, Ontario
SERVING CANADA...
Complete Wire Service
Voice Reports
TV Photos

THE CANADIAN PRESS • REUTERS • THE ASSOCIATED PRESS

BROADCAST NEWS

November 23, 1967

47
CHOK, SARNIA

COKT, TILLSONBURG

CCLF, TIMMINS

CCJG, SAULT STE. MARIE

CFRS, SSMCO

CHNO, SUBURB
10,000 watts day, 1800 watts night on 900 kHz, (1) Sudbury Broadcasting Co. Ltd. (2) Box 700 (3) 705-674-6400; (4) F. B. Richardson (5) Peter Scott (11) Dan Chevrier (12) Cecil Mabey; (13) Dave Lefebvre (16) Brian Taylor (17) Mrs. Nita Miles (18) Henry Martin (20) Lorraine Potts & Co. (22) A. J. Messner Rebs (24) Weed & Co. (25) 1947

CKSO, SUBURB
10,000 watts day, 5000 watts night on 790 kHz, (1) Castlegar Broadcasting Co. Ltd. (2) Box 400, Sudbury (3) 674-0711 (4) W. S. Plaut (5) R. L. Plaut (6) W. L. D. Waddell (10) Kent Rodak (11) Theresa McPhie (12) Bob Alexander; (13) John Mather; (14) Jim Waddell; (15) Al Simcoe (16) Bob Ochoski; (17) Ken Hauber (20-21) All-Canada Radio & TV (26) 1935

CHUB, TORONTO
50,000 watts on 1020 kHz, (1) CHUM Ltd. (2) Broadcasting Rebs. Ltd. (3) 253-1866 (4) Allan F. Waters; (5) J. Westray: (6) Claude Deschamps; (7) Charles Solway; Sales promotion director, Mrs. Lynn Kiley (8) Bob Macedo; (12) Mel Lifson (13) Harry Wolfe; (14) Claude Deschamps; (15) George Jones (16) Bruce Kennedy (17) Major Market Broadcasters Ltd. (22) Byles, Globb & Assoc. (24) Devney Organization (25) 1945

CJBC, TORONTO (FRENCH)
500 watts on 860 kHz, (1) Canadian Broadcasting Rebs. Ltd. (2) Box 400, Terminal A, Toronto (5) Jack Crane

CKOV, TORONTO

CKFH, TORONTO

CJWA, WAWA
1996 watts day, 250 watts night on 1240 kHz, (1) Hyland Radio Ltd. (2) P.O. Box 112, Wawa (3) 705-856-2327 (4) Mrs. E. Howard (5) T. H. Hulce; (20) A. J. Messner, Co. Ltd. (21) Stephens & Towndrow (24) Weed & Co. (5) 1954

CJBC, WINNIPEG
500 watts on 1530 kHz, (1) Canadian Broadcasting Corp. (2) University & Pelliessier Dts. (5) K. A. Murray

CKW, WINDSORS

CBE, WINNISIOTTA
10,000 watts on 1550 kHz, (1) Canadian Broadcasting Corp. (2) University & Pelliessier Dts. (5) K. A. Murray

CKW, WINDSORS

CHUW, WINDSORS

CKBN, WINDSORS

CJUX, WINDSORS
WINDSOR...
The Big, Busy BONUS Market!

You know about Windsor, of course — or do you really?

WINDSOR ... the focal point of industry and agriculture ... FORD ... CHRYSLER ... GENERAL MOTORS ... HIRAM WALKER ... JOLLY GREEN GIANT ... STOKELY-VAN CAMP ... HEINZ ... CLARK’S ... LIBBY’S ... CARLING'S ... WINDSOR SALT ... CALVERT’S ... Just to name a few ...

And as far as radar can see, every acre under cultivation, every field crop imaginable, fruit, berries, livestock, the works ...

WINDSOR ... the focal point of THE LUCKIEST PENINSULA IN CANADA!

WINDSOR ... where CKLW’S booming 50,000 watts blankets the whole shebang ... loud and clear ...

BUT ... THERE’S A BIG, FAT BONUS ...
Across the Detroit River lies Cavanaugh-Country, Romney’s Romper Room ... DETROIT AND MICHIGAN

And if you check the U.S. Survey you’ll find that CKLW has caught the ears and the fancy of this Windsor ‘suburb’.

Right now, CKLW’s 50,000 watts is enjoying a 15-20% share of Detroit’s Metro audience.

And through the connecting Windsor-Detroit tunnel, they stream into Windsor’s Wonderland to shop and cash in on the 8% money differential ... to play at Windsor’s fabulous Raceway, at Windsor’s Elmwood Casino and the many other internationally-known ‘night spots’ of Lucky Windsor ... 13,000,000 use the tunnel every year.

No wonder they call CKLW the vocal point ... of the focal point ... of THE LUCKIEST PENINSULA ON EARTH.

CKLW
50,000
PERSUASIVE WATTS

Call FRED SORRELL ... Our Man in Toronto!
Get all the facts on the BIG BONUS Market!

Phone 416 - 368 - 6194
A FEW ARE SLEEPING
A FEW MAY BE READING A NEWSPAPER

BUT
MOST OF THEM ARE ENJOYING TELE 4

QUEBEC’S NUMBER ONE ADVERTISING MEDIUM

* AVERAGE 1/4 HOUR SHARE
(Nielsen March 1967)

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday thru Friday</th>
<th>Monday thru Sunday</th>
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<tbody>
<tr>
<td>8 a.m. - Noon</td>
<td>81%</td>
<td>58%</td>
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<tr>
<td>Noon - 4 p.m.</td>
<td>69%</td>
<td>63%</td>
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<tr>
<td>4 p.m. - 6 p.m.</td>
<td>61%</td>
<td>57%</td>
</tr>
<tr>
<td>6 p.m. - 10 p.m.</td>
<td>65%</td>
<td>65%</td>
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CFCM-TV - Announcements only: Hardy Radio & Television Ltd.
CFCM-TV - Programs only: Paul L’Anglais Inc.
CFCM-TV - Programs and announcements: Forjoe-TV Inc. Stephens & Towndrow

TORONTO
MONTREAL
WINNIPEG
TORONTO
MONTREAL
NEW YORK
VANCOUVER
CKVA, VILLE MARIE
10,000 watts on 710 kcs. (1) Radio Temiscamingue Inc. (2) rue St-Anne, Ville-Marie (3) 710 (4) Herve Leblanc (5) Rina Legault (6) Jean-Paul Paquette (7,8,10,11) Yvon Larivière (12) Jean-Paul Paquette (13) Yvon Larivière (14) Isidore Laliberte (15) Mme Alice Ether (17) Mlle Marcelle Cholette (18) Gaston Tasset (20,21) All-Time Quality Sales (25) 1950

N. BRUNSWICK

CKBC, BATHURST

CKNB, CAMPBELLTON

CJEM, EDMUNDSTON

CJBZ, FREDERICTON
10,000 watts on 970 kcs. (1) Canadian Broadcasting Corp. (2) P.O. Box 1538 (5) Harold Hathaway

CFNB, FREDERICTON

CBAF, MONCTON
50,000 watts on 1300 kcs. (1) Canadian Broadcasting Corp. (2) P.O. Box 950 (5) Guy Theriault

CKCW, MONCTON

CXMR, NEWCASTLE

CBD, SAINT JOHN
10,000 watts on 1110 kcs. (1) Canadian Broadcasting Corp. (2) P.O. Box 1538, Frederiction (5) Harold Hathaway

CFCB, SAINT JOHN

CHSJ, SAINT JOHN

CJCJ, WOOSTOCK

IE POWER THAT SELLS NEW BRUNSWICK!!

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

November 23, 1967

Serving over 100,000 homes
Saint John - Frederiction
40,000 Metro Homes
"The Supermarket of the Maritimes"

Represented by All-Canada TV
You ought to see us in color!

Most of our one-hour and half-hour programs and feature films are in glorious, audience-attracting, rating-boosting color.

<table>
<thead>
<tr>
<th>Half-Hour Animation</th>
<th>Half-Hour</th>
<th>The Monroes</th>
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</thead>
<tbody>
<tr>
<td>Journey to the Center of the Earth</td>
<td>Batman</td>
<td>THE TIME TUNNEL</td>
</tr>
<tr>
<td>Custer</td>
<td>BLUE LIGHT</td>
<td>12 O'CLOCK HIGH</td>
</tr>
<tr>
<td>Daniel Boone</td>
<td>THE FELONY SQUAD</td>
<td>VOYAGE TO THE BOTTOM OF THE SEA</td>
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<tr>
<td>Judd for the Defense</td>
<td>THE GREEN HORNET</td>
<td>11 feature films</td>
</tr>
<tr>
<td>Land of the Giants</td>
<td>THE MONROES</td>
<td>MARK ONE</td>
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<tr>
<td>Lost in Space</td>
<td>PEYTON PLACE</td>
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20TH CENTURY-FOX TV
INTERNATIONAL, INC.
444 West 56th Street
New York, New York 10019
212-957-5000

20TH CENTURY-FOX
CORP. LTD.
110 Bond Street
Toronto 2, Ontario, Canada
416-364-3471
QUEBEC'S 3rd MARKET

JONQUIERE-CHICOUTIMI


"The Financial Post": July 22, 1967:
Average Weekly Wage-Salary: $119.89 (highest in Quebec, 3rd highest in Canada).

ALWAYS FULLY COVERED BY

CKRS-TV

Jonquiere Channel 12
Chicoutimi Channel 2
Roberval Channel 8
Port-Alfred Channel 9

CKRS-RADIO

1000 Watts
590 Kilocycles

LEADERS IN BBM

March 1967
July 1967

REPRESENTATIVES:

CANADA
Hardy Radio & Television Ltd.

U.S.A.
Canadian Standard Broadcast Sales

THE CANADIAN

AIR-TIME QUALITY SALES LTD.
Toronto 2149 Yonge St. 485-0736. Mike Callahan, Manager. 1396 St. Catherine St. W. 866-5353.

ALL-CANADA RADIO & TELEVISION LTD.

BROADCAST REPRESENTATIVES LTD.
Winnipeg: P.O. Box 801. 204-582-2918. President, J.D. Black. Executive Director, Mrs. Helen M. Kolomaya.

BYLES, GIBB & ASSOCIATES LTD.

GROUP ONE RADIO LTD.

HARDY'S RADIO & TV LTD.

INDEPENDENT CANADIAN TV SALES LTD. (CLT V)

PAUL L'ANGLAIS INC.

MAJOR MARKET BROADCASTERS LTD.

A.J. MESSNER & CO. LTD.
Winnipeg 2, 171 McDermott Ave. 204-842-9510. President, A.J. Messner. Manager, Murray Messner. Telex 03-5563.

PAUL MULVHILL & CO. LTD.

LORRIE POTTS & CO. LTD.

RADIO HOMES LTD.

RADIO & TELEVISION SALES INC.

STANDARD BROADCAST SALES CO. LTD.

STEPSHINS & TOWNDROW

STOVIN-BILLIES TELEVISION LTD.
U.S. SALES REPRESENTATIVES
CANADIAN STATIONS

ABC INTERNATIONAL TELEVISION LTD.
New York 10013, 1330 Avenue of the Americas, 581-7777.

ALL-CANADA RADIO & TELEVISION LTD.

CANADIAN STANDARD BROADCAST SALES LTD.


THE DEVNEY ORGANIZATION INC.

DONALD COOKE INC.


FORJOE TV INC.

E.S. SUMNER CORP.

WEED & CO.

STEENBECK
PROFESSIONAL EDITING EQUIPMENT

Six plate for picture, optical and magnetic sound - married and unmarried.
Instantaneous stop-start.
Available for 117 volt, 60 cycle or other power sources.

KINGSWAY FILM EQUIPMENT LTD.
148 NORSEMAN STREET TORONTO 18 ONTARIO CANADA

November 23, 1967
FM RADIO STATIONS

BRITISH COLUMBIA
CFFM-FM, KAMLOOPS

Rebroadcasting stations located at:
Merritt 104.9 mcs.
Savona 101.8
100-Mile House 99.7
Clearwater 52.7
Clinton 106.5

CJOV-FM, KELOWNA
3800 watts on 97.1 mcs. (1) Okanagan FM Broadcasters Ltd. (2) Box 100 (3) 762-3331 (4) Mrs. J.H. Browne (5) C.F. Patric (9) A. Jensen (12) J.D. Bees (19) A. Vipond (20-24) All-Canada Radio & TV (25) 1964

CKX-FM, PENTICTON
800 watts on 97.1 mcs. (1) Okanagan Radio Ltd. (2) P.O. Box 338 (3) 492-2600 (4) Maurice P. Finnerty (5) Ralph J. Robinson (9) James Olary (17) Stewart McRae (19) Harry F. McRae (20-24) All-Canada Radio & TV (25) 1965

CBFU, VANCOUVER
100 000 watts on 105.7 mcs. (1) Canadian Broadcasting Corp. (2) 701 Hornby St. (5) K.P. Caple (Director for B.C. Province)

CHQM-FM, VANCOUVER

CKLG-FM, VANCOUVER

ALBERTA
CHFM-FM, CALGARY

CFRM-FM, EDMONTON

CJCA-FM, EDMONTON

CKUA-FM, EDMONTON

CHEC-FM, LETHBRIDGE

CJCK-FM, EDMONTON

CJFK-FM, WINNIPEG
354 000 watts on 88.3 mcs. (1) Canadian Broadcasting Corp. (2) Box 1900 (3) 88.3-2711 (4) A.K. Crow (Acting Director for the Prairie Provinces)

CJOB-FM, WINNIPEG

CJYK-FM, WINNIPEG

ONTARIO
CJQB-FM, BELLEVILLE

CHIC-FM, BRAMPTON

Ontario FM Radio Stations

FM Radio Stations

Ontario FM Radio Stations

Ontario FM Radio Stations
An EMMY for the Philips Plumbicon Camera Tube was awarded to Philips at the annual award ceremonies of the National Academy of Television Arts and Sciences. The Philips Plumbicon Camera Tube was judged by the Academy's panel of technical experts to be an "outstanding achievement in engineering development".

You are assured of superlative fidelity of color reproduction with Philips Plumbicon color camera with the award winning Philips Plumbicon camera tube. There is a complete absence of ghost images, spurious reflections, and astigmatic aberrations. Color errors due to polarized light are negligible — another of the many advantages of the remarkable — yet simple — Philips color separation system. Free of optical relays, dichroic mirrors and field lenses, the unique assembly is in the form of a sealed prism block, only three inches long. Because of its high stability, the Plumbicon Color Camera permits hours of "hands-off" operation. Perfect color matching between cameras is possible even for close-up flesh tones, and over wide variations of indoor and outdoor light levels including highlights and shadows.

*Registered trade mark for television camera tubes
NAME-THE-MARKET CONTEST

Hardy Radio is offering a big $ - winning Ontario group radio buy, and asks you to NAME THE MARKET:

**KCLC, Kingston**
**CKLY, Lindsay**
**CKPT, Peterborough**

with a combined
GREATER URBAN POPULATION of

142,600*

We invite... admen and adwomen of Canada's odagencies and national advertisers to NAME THE MARKET.

You could win... A FAMILY VACATION FOR A WEEK IN THE BEAUTIFUL LAKE DISTRICT OF THIS (YOU NAME IT) MARKET.

Contest closes January 31, 1968. Write or phone for full details.

FM RADIO STATIONS

<table>
<thead>
<tr>
<th>KEY</th>
<th>Description</th>
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<tbody>
<tr>
<td>(1) Company name</td>
<td>Main address</td>
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<td>(2) Telephone</td>
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<tr>
<td>(3) President</td>
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<td>(4) Marketing</td>
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<td>(5) Auxiliary</td>
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<td>(6) Assistant</td>
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<td>(7) Commercial</td>
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<td>(8) Production</td>
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<td>(9) Program</td>
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<td>(10) Chief</td>
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<td>(11) Music Director</td>
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<td>(12) News Director</td>
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<td>(13) Sports Director</td>
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<tr>
<td>(14) General Manager</td>
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<tr>
<td>(15) Women’s Director</td>
<td>Main address</td>
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<tr>
<td>(16) Manager</td>
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<tr>
<td>(17) Traffic Manager</td>
<td>Main address</td>
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<tr>
<td>(18) Chief Operations</td>
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<tr>
<td>(19) Chief Engineer</td>
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<tr>
<td>(20) Toronto reps</td>
<td>Main address</td>
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<td>(21) Miami reps</td>
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<td>(22) Winnipeg reps</td>
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<td>(23) Vancouver reps</td>
<td>Main address</td>
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<td>(24) U.S. reps</td>
<td>Main address</td>
</tr>
<tr>
<td>(25) Station birthday</td>
<td>Main address</td>
</tr>
</tbody>
</table>

**CMF-N.T., NORTH BAY**

**C.K.O.S., OSHAWA**

**C.B.O., OTTAWA**
360 watts on 103.3 mcs. (1) Canadian Broadcasting Corp. (2) Box 3220, Station C (3) John J. Dunn

**C.F.M.O., OTTAWA**

**C.K.R.F., PORT ARTHUR**
48,000 watts on 94.3 mcs. (1) H. F. Dougall (2) 102 P.O. Box 3, 344-3526 (4) H. F. Dougall (5) George Jeffrey (6) Lynn Van Der Velden (8) Lee Lee (11) Bill Williams (12) Jack Sandberg (14) Alec Paterson (17) Ray Hako (19) Gerhard Butow (20) Steve Byles, Gibb & Assoc. (22) Canadian Standard Broadcast Sales (24) 1948

**C.H.S.C.-F.M., ST. CATHARINES**

**C.K.T.B.-F.M., ST. CATHARINES**

**C.J.C.-F.M., SAULT STE. MARIE**

**C.K.C.Y.-F.M., SAULT STE. MARIE**

**C.K.S.O., SUDBURY**
100,000 watts on 92.7 mcs. (1) Canadian Broadcasting Corp. (2) Box 400 (3) 705-674-0711 (4) W. B. Plaunt (5) Ralph Company (8,9) J. C. Waddell (10) Ken Houk (20-24) All Canada Radio & TV (25) 1965

*Financial Post Survey of Marketers*
CKGM AM-FM No.1
Not even a
"Station of the Year"
can beat the cost
per thousand
of this AM-FM combination

Source BBM - March 1967 - 6 a.m. to 12 midnight

<table>
<thead>
<tr>
<th>AM-FM Combination</th>
<th>C.P.M.</th>
<th>Total Persons</th>
<th>Total Adults</th>
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<tr>
<td>CKGM AM-FM</td>
<td>$0.76</td>
<td>$0.87</td>
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<tr>
<td>CJAD</td>
<td>$0.97</td>
<td>$1.06</td>
<td></td>
</tr>
<tr>
<td>CFCF</td>
<td>$1.07</td>
<td>$1.62</td>
<td></td>
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</table>

if you think
our C.P.M. Monday to Friday is great
have a look at Saturday & Sunday

CKGM
"The Talk of Montreal"
(even from our competitors)

Stephens & Towndrow will tell you more about it.
FM Stereo  
...the easy way

Presenting a completely self-contained stereo control room concept:

- The only 'extras' required are microphones and speakers
- Comes complete, in modular form;
- It can be expanded at anytime;
- Completely solid-state;
- Excellent performance, pleasing appearance, and exceptional versatility;
- You supply the cartridge tapes, we do the rest.

The SS4370/2 Package consists of:

One 8-mixer stereo console
One dual-pedestal desk with recessed remote control panels.
Two stereo disc reproducers with shock-mounted 3-speed turntables.
Three stereo microphone channels.
One Ampex AG440-2 Stereo tape recorder/reproducer.
Facilities for three cartridge tape machines.
Five stereo HL line inputs
AND all wiring, relays, panels and controls to complete a modern stereo control room.

Additional information on other packages, both 'stereo' and 'mono' is available on request.

**MCCURDY RADIO INDUSTRIES LIMITED**  
108 CARNFORTH ROAD, TORONTO 16, ONTARIO  
Telephone 751-6262  Area Code 416

TELEVISION STATIONS

BRITISH COLUMBIA

CJC-TV, DAWSON CREEK

This station operates retransmitting stations in the following locations:

Channel Location
11 Hudson Hope
18 Bullhead Mountain

CFCR-TV, KAMLOOPS

This station operates retransmitting stations in the following locations:

Channel Location
11 Lytton-Lillooet
10 Ashcroft
5 Boston Bar
6 Clinton
5 Timothy Mountain
7 Boss Mountain
8 Williams Lake
7 Quesnel
8 Valemount
3 Blue River
3 Bralorne
1 Clearwater
11 Chase
5 Prominence
5 Mountain
10 Mesopotamia
8 Savona
6 Spences Bridge

CHBC-TV, KELOWNA

This station operates retransmitting stations in the following locations:

Channel Location Channel Location
10 Solon 9 Kalamalka Lake
10 Canoe 8 Mara Lake
8 Okanagan Lake 8 Arlin Lake
7 Enderby 7 Kalamalka Lake

CBUT, VANCOUVER
25,400 watts audio, 47,000 watts video on Channel 11 (1) Canadian Broadcasting Corp. (2) 701 Hornby St. (5) Hugh Palmer This station operates retransmitting stations in the following locations:

Channel Location Channel Location
9 Courtenay 14 Harrison
9 Dallas 9 Island View
3 Chilliwack 5 Castlegar
4 Port Alberni 10 Cranbrook
11 Trail

CHAN-TV, VANCOUVER

This station operates retransmitting stations in the following locations:

Channel Location
11 Chilliwack
3 Squamish
3 Bowen Island
5 Ucluelet
11 Port Renfrew

KVOS-TV, VANCOUVER-BELLINGHAM

CHEX-TV, VICTORIA

This station operates retransmitting stations in the following locations:

Channel Location
5 Port Hardy
5 Soohta
7 New Westminster
9 Quesnel
9 Kitimat
9 Port Alice

ALBERTA

CFCN-TV, EDMONTON

This station operates retransmitting stations in the following locations:

Channel Location
12 Drumheller-Hand Hills
9 Bantiff
9 Brooks
6 Innisfree, B.C.
6 Cochrane
6 Lake Louise, B.C.

The trend is to be balanced programming

G. N. MACKENZIE LIMITED HAS © SHOWS

MCNTUIAL  TOUCOM  WINNIPEG
1434 St. Catherine St. W. 431 Jarvis St. 171 McDermott
CHCT-TV, CALGARY
50,000 watts audio, 100,000 watts video on Channel 2 (1) Calgary Television Ltd. (2) 955 Rideau Rd. S.W. (3) 243-3491
This station operates re-broadcasting stations in the following locations:
Channel Location
1 Banff
8 Drumheller

CBXT, EDMONTON
159,000 watts audio, 318,000 watts video on Channel 5 (1) Canadian Broadcasting Co. (2) P.O. Box 555 (3) R.L. Horley
This station operates re-broadcasting stations in the following locations:
Channel Location
8 Athabaska
9 Whitecourt
10 Grande Prairie
7 Peace River
2 High Prairie

CFRN-TV, EDMONTON
This station operates re-broadcasting stations in the following locations:
Channel Location
12 Whitecourt-Edson
12 Ashmont-St. Paul

CJHL-TV, LETHBRIDGE
This station operates re-broadcasting stations in the following locations:
Channel Location
8 Drumheller

CJSA-TV, LLOYDMINSTER
This station operates re-broadcasting stations in the following locations:
Channel Location
12 Meadow Lake, Sask.
8 Bonnyville, Alberta

CHAT-TV, MEDICINE HAT
This station operates re-broadcasting station in the following location:
Channel Location
4 Pivot, Alberta

CHASE YOUR WEAPON!

Television meets the challenge in the Calgary market.
In a way, it gives you an unfair advantage. The total daily viewing audience of CFCN-TV alone outdistances the combined circulations of the markets' daily newspapers...by several thousand.
Make television your first choice and — hit home!

Your Calgary "ACTION STATION"

For further information, contact Television Representatives Ltd.
Montreal - Toronto - Vancouver
TELEVISION STATIONS

SASKATCHEWAN

CKTV-PRINCE ALBERT
100,000 watts audio, 61,000 watts video on Channel 5 (1) Central Broadcasting Co. Ltd. (2) Prince Albert (3) 703-7421 (4) E.A. Reade (5) Lorne Shepherd (6) J. Cennon (12,13) N. Roche (14) H. Malwitz (15) Mrs. Marion Sherman (17) S. Dodwell (18) W. Ahnaker (19) Tom Van Nese (20) Roy Kett (21) Mrs. L. Harvey (22) Canadian Radio & TV (27) 1958

MANITOBA

CKTV-Brandon
49,100 watts audio, 100,000 watts video on Channel 5 (1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (4) John B. Craig (6) A. Stuart Craig (7) Archie Howard Cooper (12) Lorne Chappell (13) Marv Saksberg (14) Frank Bird (16) Cliff Jones (17) Margaret Chyzewski (18) Mrs. C. Smith (20) Thomas Stacey (21) Lawrence Dubois (22) 444-2441 (25) G. McKillop (28) Network

ONTARIO

CKWJ-TV, BRAMPTON

CKWJ-TV, KINGSTON

CKCO-TV, KITCHENER-WATERLOO

CFLP-TV, LONDON

This station operates rebroadcasting stations in the following locations:

Channel Location
10 Buckingham
11 Parry Sound
38 Huntsville
42 Haliburton

This station operates rebroadcasting stations in the following locations:

Channel Location
6 Weyburn
7 Carlyle
8 Dundurn

This station operates rebroadcasting stations in the following locations:

Channel Location
118 Red Mountain, Man.

This station operates rebroadcasting stations in the following locations:

Channel Location
15 Mill Bay, Man.

This station operates rebroadcasting stations in the following locations:

Channel Location
17 Auvin Island, Man.

This station operates rebroadcasting stations in the following locations:

Channel Location
19 Kenora, Ont.

This station operates rebroadcasting stations in the following locations:

Channel Location
20 Sioux Lookout, Ont.

This station operates rebroadcasting stations in the following locations:

Channel Location
5 Fort Frances, Ont.

This station operates rebroadcasting stations in the following locations:

Channel Location
8 Kenora, Ont.

This station operates rebroadcasting stations in the following locations:

Channel Location
100 Winnipeg

This station operates rebroadcasting stations in the following locations:

Channel Location
102 Fort Frances, Ont.
THE PINNACLE IN FEATURE FILM PROGRAMMING
FOR TELEVISION

Starlite 1

38 great pictures (22 in color)
star-studded with today's most
exciting screen personalities!

- BIRD OF PARADISE
- THE BLACK ROSE
- BROKEN ARROW
- CHEAPER BY THE DOZEN
- THE DAY THE EARTH STOOD STILL
- DEMETRIUS AND THE GLADIATORS
- THE DESERT FOX
- DESTINATION GOBI
- DIPLOMATIC COURIER
- DREAMBOAT
- EMPIRE OF THE SUN
- FIVE FINGERS
- THE FROGMEN
- GARDEN OF EVIL
- THE GREAT CRUSADES
- HALLS OF MONTEZUMA
- HOW TO MARRY A MILLIONAIRE
- IT HAPPENS EVERY SPRING
- MAN ON A TIGHTROPE
- MONKEY BUSINESS
- NIGHT OF THE GREAT ATTACK
- NO HIGHWAY IN THE SKY
- O. HENRY'S FULL HOUSE
- ON THE RIVIERA
- PATTERN FOR MURDER
- PEOPLE WILL TALK
- PILLAR OF FIRE
- REvolt OF THE MAMALUKES
- SAMSON AND THE MIGHTY CHALLENGE
- THE SNOWS OF KILIMANJARO
- SOLDIER OF FORTUNE
- STARS AND STRIPES FOREVER
- THERE'S NO BUSINESS LIKE SHOW BUSINESS
- TITANIC
- WANTON COUNTESS
- WHAT PRICE GLORY
- WHERE THE SIDEWALK ENDS
- WITH A SONG IN MY HEART

Starlite 2

49 blockbuster films (37 in color)
power-packed with outstanding
films that offer a parade of
fabulous entertainment!

- AN AFFAIR TO REMEMBER
- APRIL LOVE
- THE BARBARIAN AND THE GEISHA
- BENEATH THE 12-MILE REEF
- BOY ON A DOLPHIN
- THE BRAVADOES
- BROKEN LANCE
- A CERTAIN SMILE
- DEADLINE—U.S.A.
- DECISION BEFORE DAWN
- THE DESERT RATS
- DESIREE
- THE EGYPTIAN
- THE ENEMY BELOW
- FRAULEIN
- FROM HELL TO TEXAS
- GENTLEMEN PREFER BLONDES
- HARRY BLACK AND THE TIGER
- HEAVEN KNOWS MR. ALLISON
- HELL AND HIGH WATER
- HERCULES THE AVENGER
- THE HUNTERS
- I'D CLIMB THE HIGHEST MOUNTAIN
- IN LOVE AND WAR
- IVAILO THE GREAT
- KANGAROO
- KING OF THE KHYBER RIFLES
- LAST OF THE MOHICANS
- THE LONG HOT SUMMER
- MADRI GRAS
- MR. SCOUTMASTER
- THE MUDLARK
- MY COUSIN RACHEL
- NIAGARA
- NIGHT AND THE CITY
- NIGHT PEOPLE
- NO DOWN PAYMENT
- THE PRESIDENT'S LADY
- PRINCE VALIANT
- RAWHIDE
- RED SKIES OF MONTANA
- RIVER OF NO RETURN
- THE ROOTS OF HEAVEN
- SAILOR OF THE KING
- THE SUN ALSO RISES
- TEN NORTH FREDDERICK
- THREE COINS IN THE FOUNTAIN
- WHITE WITCH DOCTOR
- WOMAN'S WORLD

Write, wire or phone: Chas. S. Chaplin/W. K. (Bill) Moyer
WARNER BROS.-SEVEN ARTS LIMITED
11 Adelaide St. W., Toronto 1, Canada • EM 4-7193
This station operates remote television stations in the following locations:

Channel Location
11 Mont Climent
12 Murdochville
13 Grande Vallée
14 Mont Louis
15 Caraquet
16 Grand Détour
10 Manicouagan
13 Manicouagan

CBVT, MONTREAL (French)
50,000 watts audio, 100,000 watts video on Channel 2 (1) Canadian Broadcasting Corp. (2) P.O. Box 6000 (5) J. Blair
This station operates remote television stations in the following locations:
Channel Location
11 Mont Tremblant
3 Mont Laurier

CBVT, MONTREAL
60,000 watts audio, 100,000 watts video on Channel 6 (1) Canadian Broadcasting Corp. (2) P.O. Box 6000 (5) J. Blair

CCFT-TV, MONTREAL

CFTM-TV, MONTREAL

CBVJ, QUEBEC CITY (French)
87,000 watts audio, 173,000 watts video on Channel 1 (1) Canadian Broadcasting Corp. (2) P.O. Box 400, Haute Ville (5) R. Dussault

CFCM-TV, QUEBEC CITY

CMXJ, QUEBEC CITY
13,850 watts audio, 2200 watts video on Channel 5 (1) Télévision de Quebec (Canada) Ltée (2) P.O. Box 2026. (3) 683-4985 (4) Gaston Pratte (5) Jean A. Pouliot (6) A.P. Fitzgibbons (7) R.C. Stephank (8) Georges Léveillé (9) Norval Wright (12-26) same as CFCM-TV (27) 1957 (28) VTR, telecine

CJBW-TV, RIMOUSKI
This station operates remote television stations in the following locations:
Channel Location
13 Edmundston, N.B.
4 Grand Falls, N.B.

CKTV-TV, RIVIERE-DU-Loup
This station operates remote television stations in the following locations:
Channel Location
2 Baie-St-Paul
2 Ste-Rose du Dégelis
13 St-Patrice
5 Cabano

CKRN-TV, ROYNN

CHLT-TV, SHERBROOKE

Winnipeg celebrated Christmas in July

History was made on July 10th, when 10,000 NEW Households were added to KCND-TV's potential. On this date, a vast viewing audience became an overnight reality as $175,000 of antenna kits were given away FREE by the Santas at the Station. The result - an even better buy for all of Canada's advertisers!

Add to this, a Million Dollar investment in:
1. New microwave equipment;
2. New unduplicated programming;
3. Aggressive audience and sales promotion;
4. Complete color facilities; and
5. Sparkling new Portage Avenue premises in Winnipeg.

You will agree that these are reasons enough to be receptive to the Channel 12 story as told by Radio-Television Representatives Limited.
New from Sweden GEPE 2mm. thin slide mounts... dustproof... re-usable

The Gepé slide mounts are made in Sweden. They are small, require only 2mm of space. They are perfect for rotary magazine projects. For more information, contact Kodak, Inc., Bell & Howell, etc. Gepé slide mounts are available for 24 x 36, 24 x 24 framing, half-frame and for individual sales. Write for full information.

GARLICK FILMS LTD
18 TCYGOS DRIVE • TORONTO 19 • ONT

NOVA SCOTIA

CBHT, HALIFAX
34,000 watts audio, 56,000 watts video on Channel 1 (1) Canadian Broadcasting Corp. (2) P.O. Box 3000 (5) J. Simonsen

This station operates rebroadcasting stations in the following locations:

Channel Location
12 Liverpool
8 Shelburne
11 Yarmouth
11 Sheet Harbour

CJCH-TV, HALIFAX

This station operates rebroadcasting stations in the following locations:

Channel Location
6 Digby
8 Amherst
11 Canning

CJCB-TV, SYDNEY
108,000 watts audio, 180,000 watts video on Channel 1 (1) C.B. Broadcasters Ltd. (31) P.O. Box 656 (3) 902-542-8511 (4) J. Marven Nathanson (5) K.M. Boyce (6) Bill Hoang (7) E. Finlay MacDonald (8) R. Howard (9) Mrs. M.C. MacQuarrie (11) Audrey Boone (12) Bill Jessome (13) Don McLellan (16) Mrs. T. Nagy (17) M. C. MacQuarrie (18) Horst Paufler (20) W. MacTavish (22-26) All-Canada Radio & TV (27) 1954

This station operates rebroadcasting stations in the following locations:

Channel Location
10 Corner Brook
3 Bonavista
4 Argentia
4 Grand Falls
10 Grand Bank

NEWFOUNDLAND

CBTN, ST. JOHN'S
56,000 watts audio, 196,000 watts video on Channel 8 (1) Canadian Broadcasting Corp. (2) P.O. Box 5490 (5) R.G. O'Brien

This station operates rebroadcasting stations in the following locations:

Channel Location
13 Port Rexton
12 Placentia
5 Maryvtown

CJON-TV, ST. JOHN'S

This station operates rebroadcasting stations in the following locations:

Channel Location
10 Corner Brook
3 Bonavista
4 Argentia
4 Grand Falls
10 Grand Bank

has a new phone number

416 363-6111
Across the country, broadcasters turn to the new Sparta model AC-155 for its diversified application as well as value — a complete audio control centre, featuring:

- Full Broadcast Facilities
- Recording Studio
- Remote Broadcast
- Main Studio Control
- Solid State Removable Console
- Monitor and Cue System
- 14 Audio Inputs
- 5 Mixing Channels
- 3 Speed Custom Turntables
- Lift-leaf Work Surface

For complete details phone or write:

Caldwell Audio Equipment Company Limited
135 Midwest Rd., Scarborough, Ont., Telephone 751-0881
ALLAN KING ASSOCIATES (CANADA) LTD
Toronto: 35 Prince Arthur Ave., #517, 925-5117
Allan King, president; Miss Gwen Gillie, secretary-treasurer; Richard Leiterman, vice-president.

ABC FILMS OF CANADA LTD.
Toronto: 45 Charlotte Ave., E., 925-3271
M. W. Watson, manager, network sales; W. D. Hannah, manager, group marketing services; Dorothy Akinson, executive secretary.

ADVERTEL PRODUCTIONS LTD.
ADVERTEL FILMS LTD.
Toronto: 742 Bay St., 363-6096
Om Vancouver: 25, 3495 Peel St., 725-3445
Montreal: 5, 4555 Peel St., 119-2099
Pere-Hollidge vice-president, operations; Robert Fleck, creative director; Ray Eyles, production coordinator; Louis Hay, facilities co-ordinator.

ART & DESIGN STUDIOS
Toronto: 68 Metrotown, 81-6461
E. Ray Walters, president; Ed Zemlia, executive producer; J. Collier, production manager.

ASP COMMERCIAL PRODUCTIONS LTD.
ASP COMMERCIAL FILMS LTD.
Toronto: 25, 3495 Peel St., 119-2099
Mrs. Maxime Séville, president; Michael Sadler, vice-president; executive manager; Eric Nurse, supervising editor; Mrs. Mary Adams, production supervisor; Miss Evelyn McCarty, production manager; 11 Cleve Rd., Hamptons, 481-4033.

ASSOCIATED SCREEN INDUSTRIES LTD.
Montreal 28, 2000 Northcliffe Ave., 483-1190
Mrs. Maurice Monique, assistant director; Alain Nalven, secretary, assistant manager; S. A. MacLeod, comptroller.

BARON FILMS CORP.
Montreal 3, 621 Adelaide St. E., 363-3151
Raymond Borowsky, president; Robert N. Grant, vice-president; W. B. Stimson, vice-president; Larry Whyers, secretary, assistant manager; Robert W. Holmes, sales representative.

B&G M. COLOUR LABORATORIES
Toronto 3, 621 Adelaide St. E., 363-3151
Raymond Borowsky, president; Robert N. Grant, vice-president; W. B. Stimson, assistant manager; Larry Whyers, secretary, assistant manager; Harley A. Treadway, production manager; Robert R. Holmes, sales representative.

BROADCASTING INC.
Montreal: 213 Gordon Ave., 760-8585
Corey Thompson, president; C. G. Gauthier, secretary.

CBS TELEVISION NETWORK SALES OF CANADA LTD.
Toronto 2, 2 Carlton St., #104, 363-6294
Reginald B. Baker, general manager.

COLOMBUS FILM LABS
Kitchener; 21 Francis St. S., 745-6612

CRAWLEY FILMS LTD.
Ottawa 3, 19 Fairmont, 739-3513
F. R. Crawley, general manager; C. H. Everett, vice-president; I. T. Glynn, vice-president; David Crichton, executive director; Lawrence Coughlin, production coordinator; Margaret de Stead, camera department head; Viscount Alciston, animation department head; Montreal, 2700 University Ave., #1, 961-3419.

CRITERION PICTURES CORP. LTD.
Montreal: 265 Vitré St., 861-3469
David Bien, general manager; D. and S. Corley, Ltd.

DOMINION-WIDE PHOTOGRAPHS LTD.
Montreal, 265 Vitré St., 861-3469
David Bien, president; N. Lenz, director.

EDITEL PRODUCTIONS LTD.
Montreal 9, 5500 Fairview St., 708-3681
G. Ross Jebsen, president; M. L. Anderson, executive director; C. D. Donnelly, production manager.

EUROFILM LTD.
Montreal; 610 Lachutechère Ouest, 866-3781
M. G. Filth, president; William Vanier, director.

FILM ART CORP.
Toronto 55 Charles St. W., 924-6611
M. N. Lesser, president; Bruce Walker, creative director; C. D. Donnelly, production manager; J. E. C. Cassie, assistant manager; B. E. Wilson, chief engineer; W. M. MacGregor, assistant manager.

FILM HOUSE LTD.
Toronto, 1, 22 Front St., 363-4321
Robert S. Crook, president; J. L. Quinn, vice-president; L. M. Maynard, comptroller.

FOUR STAR TELEVISION OF CANADA LTD.
Toronto 36 Isabella St., 921-2111
E. T. Tom Reynolds, president; Ron Rice, sales manager.

FREMANTLE OF CANADA LTD.
Toronto: 257 Jarvis St., 924-9635
W. R. Farber, vice-President; Mrs. Kathy Case, production manager; Art London, bookings; Montreal, Ciné-Laurentides Inc., c/o 1396 St. Catherine St. W., #212, 861-0279.

GRACO PRODUCTIONS LTD.
Toronto: 2, 500 University Ave., #404, 363-4554
G. C. Elliott, president; J. P. Eglite, general manager; A. Hall, production manager.

GRAPHIC LABORATORY & PRODUCERS SERVICES
Ottawa 3, 19 Fairmont Ave., 739-3513
William J. Farwell, general manager; Glen Robb, laboratory manager; Ron Kennedy, office manager; Miss. Sally Macdonald, producers' services manager.

GROUP 12
Montreal: 1386 St. Catherine W., 866-5194
Allan Stark, general manager.

GUEST GROUP LTD.
Toronto 28, 15 Duncan St., 362-1351
Al Guest, chairman of the board; Claire Guest, president.

INTERNATIONAL TELE FILM ENTERPRISES
Toronto 1, 100 Wellington St. W., 363-4373
Murphy L. Swaal, manager; Sam A. Vinski, general sales manager; Ms. Colette Cunningham, film booker.

ITC OF CANADA LTD.
Toronto 1, 100 University Ave., 362-1166
Hereshel Harris, president; Val Rowley, office manager; Staff 1500 Stanley St., 28-0452; William Claiborne, manager.

JOHN LOWRY PRODUCTIONS
Toronto 44, Wellington St. E., 366-8751
John D. Lowry, president; W. L. Quinney, sales manager; Frank Robinson, general manager.

J.P.L. PRODUCTIONS INC.
Montreal; 1425 de Maisonneuve, 526-7751
J. R. Labrosse, president; E. G. Fraser, vice-president; G. Ross Jebsen, general manager.

LESNIK PRODUCTIONS LTD.
Toronto 55, Charles St. W., 924-6611
Mont. Lesser, president; Bruce Walker, creative director; Claude Lewis, sales, Gordon E. Cooper, secretary.

MARINEFILM LTD.
Montreal; 1516 Nelson St., 861-7303
E. D. Jones, president; P. W. Parsons, cameraman.

MCA TV INTERNATIONAL LTD.
Toronto, 151 Bloor St. W., 927-1570
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We're the damndest liars...

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**CFRW's Winnipeg Market Monitor**

lets you call a Zenith number in Winnipeg, blow a whistle and hear our signal, just as it is coming through at the moment.

Blow each of the three other whistles and hear the others.

Then decide for yourself.

The Market Monitor gives you an instant audition of CFRW (and the competing stations) to help you plan your radio campaign in the Winnipeg area.
Film & Program Producers ... continued from previous page

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TELEVISION, FILMS AND RADIO SECTION
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Toronto 2: 111 Bond St. 364-3473. Frank C. Allison, Canadian general manager. Stanley Hanson, syndication sales manager. Miss Junko Nakamura, film booker. secretary. Miss Irene Ward, assistant bookersecretary.

UNITED ARTISTS ASSOCIATED OF CANADA
Toronto 2: 2 Carlton St. 363-4033. Frank Kowcinuk, general manager. Miss Sandra Gavin, publicity.

UNITED ARTISTS TELEVISION OF CANADA
Toronto 2: 138 St. George St. 360-4033. Colm P. O'Shea, vice-president & general manager.

VIDICAM TELEVISION LTD.

WALT DISNEY TELEVISION SALES
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WILDLING CANADA LTD.

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Caldwell A/V EQUIPMENT CO. LTD

CANDIAN GENERAL ELECTRIC CO. LTD

A no-sweat live-color camera.

This is our third generation color camera! By design, we've eliminated the troubles and limitations of older color cameras. Already this camera has proven itself. CBC has twenty of them, some in service for over a year. CKLW-TV has just bought two of them for the tough, competitive Windsor market.

Let's face it, the test of a color camera today is the degree of ease with which it provides and maintains good color and monochrome pictures under the full range of production requirements. And that's where the PE-250 shines. It produces better pictures and makes less demands on the station operator than any other color camera. Here's why:

Use it anywhere, indoors or outdoors, in bright lights or low lights, and in ambients, hot or cold. It's easy to move around because of its light weight and rugged construction.

It produces top quality color and monochrome pictures with ease because of its light weight and rugged construction. Zoom and focus controls are designed by cameramen for cameramen. It's easy to service because it's built in Canada. We provide parts and service from Toronto, 24 hours a day, seven days a week. And it's easy to buy because it's stocked in Toronto and we're anxious to sell you.

Want beautiful, precise, color pictures? Let us send you the details. Write for Brochure GEA-8055. Broadcast Equipment Sales, Canadian General Electric, 830 Lansdowne Avenue, Toronto 4. If your business is television, set your mind at ease, with the PE-250. We deliver.
Broadcast equipment manufacturers continued

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COLLINS RADIO CO. OF CANADA LTD.
Toronto 18: 150 Barney Dr., 416-767-1101. Mr. et Patrick, Designer, R. Cooper. Colipitars, Switches, tower lighted filters, tape, complete antenna tuning and phasing systems. RF, capacitors, transmitters.

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KINGSWAY FILM CO. LTD.

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3110 BOUNDARY ROAD, VANCOUVER, 12, B.C.

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

Manufacturers of travelling wave tube mount. Specialized electronic tubes.

EV OF CANADA LTD.

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GELECO ELECTRONICS LTD.

Manufacturers of Colts, Switches, tower lighted filters, complete antenna tuning and phasing systems. RF, capacitors, transmitters.

J-MAR ELECTRONICS LTD.

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PERCEPTION INDUSTRIES INC.

Manufacturers of: Full line of stereo generators, microwave equipment, professional TV, video equipment, etc.

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PRODELIN, INC.
Richmond Hill, Ont.: 51 Markham Rd., 416-884-8216. H. D. Schiller. Managers of: Amateur antenna and television equipment, filters and tweeters, television and co-axial cables, TV transmitting and receiving antenna systems, point to point antenna systems.
The surest way to the French market is through the heart...it's bigger than you've ever been told

People say Trois-Rivières, a city of 63,586 people, is the pulp and paper capital of the world. True. But take a closer look. Add next door Cap-de-la-Madeleine and Trois-Rivières Ouest, plus nearby Shawinigan and Grand-Mère, and you get a total metro population of more than 152,000. Then add steel and wood products to the pulp and paper... add electric lamps, grain, textiles, shirts, shoes, abrasives, foil wrapping and a lot of other manufactured goods... figure on $524 millions in retail sales... and you get a bigger, truer picture of the pulsing industrial heart of Québec. Want more facts? Ask a CKTM-TV heart specialist to arrange a 12-minute colour presentation.

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