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**
INDEX

FEATURES

CRTC—Quo vadis? ........................................... 6
CAAB—Research on advertising impact .................. 8
CRTC—Moncton hearings .................................. 10
CRTC—Regina hearings .................................... 14
CTV—Offers free programming ............................ 20
Agencies—Fees or commissions ............................ 22
Radio Commercials Festival—Here are the winners! .... 30

DEPARTMENTS

LETTERS ..................................................... 7
FINANCE .................................................... 15
PEOPLE ..................................................... 18
PROGRAMMING ........................................... 26
NEWSCAST ................................................ 34
EDITORIAL ................................................ 40
CLASSIFIED ADVERTISING ............................... 42
DIRECTORY .................................................. 43
INDEX OF ADVERTISERS ................................. 94
“When we went for the first color mobile in the West, we bought CGE.”

That's Bob Lamb talking. When CFCN's vice president decided to plunge for the first color mobile unit in the West, he gave every camera on the market a very hard look. Our PE-350's got the nod. Our cameras beat their cameras on two vital points.

**Sensitive** For night football, sensitivity and lag were thoroughly compared. The PE-350 fidelity and saturation pulled well ahead. That's how sensitive.

**Rugged** They travel 15,000 miles of rough and smooth every year and they deliver. Twenty wrenching, drenching football games in 16 weeks and they deliver. That's how rugged.

CTV looks to CFCN to feed mobile color to the network. Lamb put his faith in CGE. Think about it. Bob Lamb did.
"PRIVATE BROADCASTERS have less need to be apprehensive about the Canadian Radio-Television Commission than they have to be fearful of their own industry."

This capsule comment summarizes a CRTC interview in Ottawa last month with Pierre Juneau, chairman of the CRTC, along with his vice-chairman, Harry J. Boyle.

"People have been very kind to the CRTC," Juneau said. "but they don’t realize how big an assignment the Commission has assumed."

He made it quite clear that the Commission’s consuming, in fact only concern, is the public but emphasized that the inevitable new book of rules is not going to be written over night, or without conferring with the industry. Rather, it will emerge gradually as broadcasting continues to function under the old (BBG) policies, some of which will stand, while some will gradually be replaced.

"There will be no bold new plans —yet," the chairman said. In fact, there can be "no change in program regulations until about three hearings hence. [On the basis of hearings dates the Commission has announced, this would mean until after the one slated for March 4, 1969 in London, Ont."

Before changes are made, he said, "the Commission will want to confer with all the private stations at the hearings, as well as through the Canadian Association of Broadcasters." This reporter read into this generalized policy statement, not a lack of determination on the part of the Commission, but rather a determination that decisions it makes will be the right decisions in the opinion of the CRTC, at the risk of delay.

The people’s choice

Ratings, the Commission feels, are not the only indication of public choice. No one is capable of saying what the public would like to hear or see on radio or television, because, "if it is not available to them, how can they tell?"

It is the Commission’s definite opinion that all stations must cater to minorities" as well as to the mass audience. Newspapers, the chairman said, are as dependent on circulation figures in their pursuit of advertising revenue, as are the broadcasters for statistics indicating the numbers of listeners and viewers. Yet the papers have their lesser-appeal features, such as chess, gardening, and bridge, on the subject of programs of the "horror" order, he pointed out that "everyone is in favor of preventing violence, but nobody knows how." The Commission has "no inclination to censor shows in advance." Rather, it feels that it is strictly a matter which should be left to station management. "Think of your own teenagers!"

Queried on CRTC’s attitude towards stations which program for foreign language groups, at this time the CRTC goes along with the present restriction to 15 per cent of a station’s schedules.

Side-tracking the question of Canadian content until a definite policy has been resolved, Juneau reiterated the personal opinion he expressed at the BCAB convention last spring, to the effect that quality is preferable to quantity, because prescribing a certain percentage of programming as necessarily Canadian results in a laissez-faire attitude which seems to say "What does it matter as long as it’s Canadian?"

Asked about the language category of a foreign film, dubbed or lip-synched in English by Canadians, he said foreign films, even when dubbed in Canada, are definitely not Canadian. "However," he added, "we may be able to do something to help these studios and the artists, but this would be separate from any Canadian content regulation."

In reply to questioning on FM programming, (which seems to break down into three categories: extremes, whether classics or jazz, background music and virtual duplication of AM) he said there will be a completely new policy. This would be based on the CRTC’s conviction that, whether it is FM or AM, the public is entitled to a distinctly different fare from each station in a market.

This obviously refers to multistation markets. What the Commission’s view is regarding the diminishing number of one station markets can, at this point, only be inferred.

More information on this programming aspect can be expected because the Commission’s Research Team is currently investigating programming, among other matters.

Concerning multi-media

The Commission does not intend to license new stations in the numbers that were approved by the BBG.

The Commission definitely feels there is a point at which no further applications should be granted because of the ultra-competitive nature of the market involved.

Asked whether a resumption of station application hearings is awaiting an order in council, the chairman said there has been no such order, but there may be on the question of multiple ownership. He also disclosed that, in the eyes of the Commission, multi-media ownership in one market is a matter of concern and that, in this sense, cable is regarded as a medium. They would view with disfavor the selling of advertising by CATV licensees, and the CRTC has jurisdiction over closed circuit television whenever it is part of a CATV system.

The next point was the recent representations made to the CRTC by the CATV operators when their licenses were frozen at existing cabled areas, regardless of the fact that their licenses gave them greater scope. Juneau said the Commission is concerned with CATV operators obtaining licenses extending beyond normal territory. It is alert to the possibility of applicants tying up territory they will not themselves be covering, simply to keep out competition.

Unfinished business

The chairman had nothing to disclose on the further development of Educational Television.

As regards satellites, he had nothing to add to the White Paper which is still in the hands of the Cabinet.

In reply to the questions: "How do you expect to cope with Quebec autonomy? Will they continue under the Commission’s jurisdiction? Have they expressed views along these lines?" the chairman said: "As far as the Commission is concerned, there has been absolutely no indication that the Province of Quebec questions the jurisdiction of the CRTC over Canadian broadcasting."

On the question of U.S. border stations, such as KVOS-TV Bellingham, Wash. and KCND-TV Pembina, N. Dak., which are basically Canadian stations, the chairman said the Commission is naturally concerned, but he did not see how they had the power to take any action.

Quo Vadis?

by Dick Lewis
Sir: Advertising has failed to communicate adequately about itself. As a result, its vital role as a marketing element in an innovative economy has been both misunderstood and misinterpreted by many of those it serves.

Another breakdown in communication has occurred between customers and advertisers, and even between audience and media. Very few Canadians know that most media have their own codes of ethics and reject numerous proposed advertisements which they feel are not in the public interest; nor do they aware that media are prompt to act if complaints are received about advertising misrepresentation.

When CAAB became operative on a full-time basis in mid-1967, with media well represented on the Board, a number of projects were instituted to reopen and reinvigorate channels of consumer communication. The Canadian code of advertising standards was re-issued and is being publicized as a community service by media on a continuing basis. It serves to remind the advertising industry of its obligations, insofar as integrity in advertising is concerned, and also reminds the customer of channels of redress, should he or she feel that advertising messages have been deceptive.

At the same time, the industry combined its resources to create and produce an all-media advertising campaign on the theme Advertising Helps Good Things Happen. Created by Spitzer, Mills & Bates Limited, and produced by the Graphic Arts industry on a voluntary basis, these messages have been broadcast as an information service without cost to the Board, and presented in other media on the same basis.

We have received from various sources encouraging indications that this program of industry ethics and public information is already contributing to an improvement of attitudes in the market place. For this, a good deal of the credit must go to the efforts of the communications industry which has contributed financing, talent, facilities and time to support CAAB projects; and I would like to use your medium to say thank you on behalf of the industry to all those whose enthusiasm and co-operation have helped make these projects possible.

R.E. (Bob) Oliver,
Executive Vice-President,
The Canadian Advertising Advisory Board

A comparison of GROUP ONE ATLANTIC stations to Halifax (Halifax Co., including Dartmouth) Average reach, Mon.-Fri., 7:00-9:00 A.M. follows:

<table>
<thead>
<tr>
<th>STN.</th>
<th>ALL PERSONS</th>
<th>60 SEC. COST</th>
<th>C.P.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td>G.O.A.</td>
<td>74,700</td>
<td>40.00</td>
<td>.54</td>
</tr>
<tr>
<td>&quot;Halifax/ Dartmouth</td>
<td>62,700</td>
<td>60.00</td>
<td>.89</td>
</tr>
</tbody>
</table>

*3 Stations combined.

When you buy the Halifax stations only, your total potential of Nova Scotia is 33%. Add GROUP ONE ATLANTIC stations at 49% of Nova Scotia and you will cover over 82% of the Province.
Far-reaching research program to explore advertising impact

ADVERTISING AND THE ROLE IT PLAYS in the Canadian economy will, during the coming year, undergo the most searching scrutiny it has ever received, said J.F. Glasier, advertising manager, Ford Motor Co. of Canada Ltd., the newly-elected president of the Canadian Advertising Advisory Board.

Reviewing projects drafted by the Board for launching in the coming year, Glasier outlined a program of far-reaching research to explore the impact of advertising on Canada's social structures, as well as in the economic field.

"All of us, without exception, are affected by advertising, but no one really knows its impact on our social environment, or precisely its contribution to our economic health," said Glasier. "That's what we are setting out to determine. If we can find definitive answers we can make advertising a far more useful tool in the total development of Canada."

Discussions are currently going on for broad-ranging research to be carried out by a leading university, with C.A.A.B. financing the project and providing assistance in determining objectives. "This is breaking new ground," Glasier said.

"What little research has been done to date has been mainly in the economic field and even that is sparse. Until we get more data neither proponents of advertising nor its critics really know what we are talking about.

"The Canadian advertising industry is breaking ground ahead of many other countries and getting international attention for its work," he said. Reviewing the Board's activities to date, and the projects planned for the coming year, he stressed that no country is moving farther or faster than Canada to meet the challenge which advertising faces around the world.

"In every industrialized nation, as in this country," said Glasier, "advertising is getting more and more attention from the general public, the academic world, and from legislators. We recognize our responsibilities, and are shouldering them, and advertising organizations worldwide, particularly in the United States, Great Britain and Europe, are watching our activities with keen interest.

"Re-organization and expansion of the C.A.A.B. was a tremendous step forward. This gives the advertising industry in this country a co-ordinating body through which the entire industry can concentrate its efforts to improve the contribution advertising makes to our economic and social health."

Development, application and promotion of the Canadian Code of Advertising Standards, and establishment of independent Advertising Standards Councils to handle complaints, highlighted the Board's first year of operation, Glasier said. The Code became broadly effective when advertiser, advertising agency, and media groups joined forces to set up a non-partisan Board to serve as the industry co-ordination centre.

Glasier, a former president of ACA and BBM Bureau of Measurement, succeeds Allan B. Yeates, executive vice-president, Spitzer, Mills & Bates Limited, as head of the C.A.A.B. for '68-'69.

Other officers elected at the annual meeting include: executive vice-president and managing director, Robert E. Oliver; vice-presidents, T. Ralph Hart, marketing services manager, Lever Bros. Ltd., and William D. McGregor, vice-president and general manager, CFCA Kitchener-Waterloo; secretary, John S. Ward, vice-president, marketing, Southam Press; and treasurer, James M. Reeve, president, McCann-Erickson Advertising of Canada Ltd.

A new slate of operating committees headed by top-ranked executives in the advertiser, agency and media fields has been established to help direct the Board's programs.

### BBM FALL 1968 SURVEY

Biggest, most comprehensive audience study ever in Canada

Based on 48,000 Personal Diaries

will provide

RATINGS OF

MEN & WOMEN - 50 MKTS

CHILDREN - 14 MAJOR MKTS

TEENAGERS - 9 TOP MKTS

BBM BUREAU OF MEASUREMENT
120 Eglinton Ave., East, Toronto 12
Telephone: 416-485-9464
HAVE WE GOT NEWS FOR YOU!

Depend on it. Radio CFRB Toronto has the reputation for being "Ontario's Authoritative News Voice". For experience, authenticity, and mature reporting, the CFRB News organization is one of the best in the business.

CFRB's professionals work hard to keep it that way to keep Canada's largest radio audience aware of what's going on ... in Toronto, Ottawa, the province, the country, and the world.

This is another reason why CFRB can do a sound selling job for you in Toronto, Canada's largest retail market ... by itself or as a vital part of your marketing mix.

For availabilities, call:
Standard Broadcast Sales in Toronto or Montreal;
Western Broadcast Sales in Vancouver or Winnipeg;

CFRB 1010
Ontario's authoritative news voice
CONCENTRATION OF OWNERSHIP in the media serving one community is being studied by Ottawa, and until a decision is reached on development of a licensing policy covering such monopolies, the CRTC announced that the license of CHSJ Saint John, N.B. would not be renewed for more than one year.

This was only one of the many decisions, including several which were delayed or denied, stemming from the recent Moncton public hearings of the Commission which is emphasizing its role as the watchdog of the broadcast industry.

CHSJ is owned and operated by New Brunswick Broadcasting Co. Ltd., but the controlling interest is in the hands of the Maritimes financier, K.C. Irving, who also controls CHSJ-TV, the only television station in Saint John, and its two newspapers, Morning Telegraph-Journal and Evening Times-Globe.

Irving's empire includes an oil refinery, a fleet of tugboats and ocean-going tankers, a shipyard, drydock, 2000 gas stations, two million acres of timber land, two pulp mills, four sawmills, a steel-fabricating plant, a chain of hardware stores, one major and several minor construction firms, three bus lines, plus his newspaper and broadcast interests.

The CRTC also denied a bid by Saint John Cablevision Ltd., a company reportedly backed by the Irving interests, to carry on a CATV service in Saint John. The reason for denial was "concern about excessive concentration of ownership in communication media. In view of this concern, the Commission will not approve this application in the public interest."

The Commission made it plain that license renewals will no longer be virtually automatic, as in the past, and delayed any decision on renewal of license for CKNB Campbellton, N.B., and CKCW Moncton. In the Campbellton case, the Commission said it "will have further discussions with Restigouche Broadcasting Co. Ltd. about the provision of French language service to the area before making a decision on a renewal license for the station."

For CKCW Moncton, "the Commission will have further discussions with Moncton Broadcasting Ltd. about the share distribution of the company before deciding on its application for a license renewal.

Wesley United Church Radio Board in St. John's, Nfld., operating an AM station on a non-profit basis, was turned down on its bid to bring the first FM signal into the province.

The CRTC said it wished "to draw attention to its decision of May 28, 1968, concerning the licensing of FM stations. In the opinion of the Commission, the program plans of the applicant were insufficient to warrant granting a license."

The Commission also confirmed "the long-standing policy of not granting licenses to religious organizations."

Two delays, two approvals for new AM stations

Commission approval was given for a new AM station at Marysville, N.S., and another at Digby, N.S., but delayed decisions were made on other applications for AM stations at Gander, Nfld. and Oromocto, N.B.

Colonial Broadcasting System Ltd. received a delayed decision on its proposal to operate a new AM station at Gander, on 730 kcs., 1000 watts day and night, DA-1, with another studio at Grand Falls. Colonial now operates VOCM St. John's, CKCM Grand Falls, and CHCM Marysvale, and said the new station would be basically a rebroadcaster, not initiating its own programming.

The Commission said it "will have further discussions with the applicant about the provision of local service for Gander before making a decision on this application."

In the case of Gregory M. Bonner, representing a company to be incorporated, seeking a license for a new AM station at Oromocto, N.B., on 1380 kcs., 10,000 watts day and night, DA-1, the Commission \"wishes to study this application further before making a decision.\"

Approval was given to a bid by the CBC to operate a new AM station at Marysville, Nfld., on 740 kcs., 10,000 watts day and night, DA-N, with studios at St. John's, and to Evangeline Broadcasting Co. Ltd. to operate a new AM station at Digby, N.S., on 1420 kcs., 1,000 watts day and night, DA-1, both applications noting that "in the opinion of the Commission the proposed new AM broadcasting station will provide a satisfactory service to listeners in the area," with each approval "subject to the conditions which will be specified in the license." The CBC approval was conditional on the station being operated as part of the network.

Tight control noted in CATV decisions

The Commission made it plain that licensing of CATV systems would not be an easy matter. In addition to the denial issued to Saint John Cablevision, another firm received a denial, one got a delayed decision and several received only a one year license instead of the generally-issued two year term.

Fundy Cablevision Ltd., seeking to serve Saint John, N.B. received a delayed decision, "to give another applicant, who appeared in opposition, an opportunity of having his application heard at a public hearing."

City Cablevision Ltd., in a bid to extend the service area of its Fredericton-Nashwaaksis-Silverwood-Marysville, N.B. system to include Oromocto, received a denial. The Commission stated "there has been a general policy against the licensing of a CATV system with an associated microwave. Until this policy is revised, the Commission is not prepared to grant licenses for new CATV systems or to approve applications for extension of existing systems which propose the use of new microwave."

City Cablevision was granted a one year license for its existing service, the Commission stating that "the circumstances related to this
The things
some people do
to French media
plans just tears
the heart out

company will have to be reviewed
when the directive is extended,”
referring to the announcement by the
Secretary of State, September 28, 1968,
that "the Governor-in-Council directive
issued under Section 22 of the
Broadcasting Act would be extended
to cover CATV systems."

A one year license was issued
under similar reasons for H & B Com-
munications Ltd., seeking
under Broadcasting for Woodstock,
N.B.: Weatherby for a service to cover St.
Stephen and Milltown, N.B.; Woodstock
Community TV Ltd. for Woodstock,
N.B.; and Sydney Neal Thistle, for a
service in Baie Verte, Nfld.

Other approvals
Three applications from Evangeline
Broadcasting Co. Ltd. received approval,
two for license amendments, and
one for permission to change the
location of the main studios of CFAB
Windsor, N.S. from the Pulsifer Bldg.,
Water St. to 87 Gerrish St.

The company was granted permis-
sion to switch frequencies for CKAD
Middleton, N.S. operating at 1490 kcs.,
1000 watts days, 250 nights, ND, to
1350 kcs., 1000 watts day and night.
DA-1, with CKEN Kentville, N.S.
operating at 1350 kcs., 1000 watts
day and night, DA-N, taking over the
1490 spot, 1000 watts days, 500 watts
nights, DA-1.

The Sudbury Broadcasting Co. Ltd.
sought and received approval for a
similar change for its two stations.
CFBR, now at 550 kcs., 1000 watts
daytime only, ND, will increase its
power to 10,000 watts days, 2500
nights, DA-2, and then move to 900
kcs., 10,000 watts days, 1000 watts
nights, DA-2, with CHNO now at 900
kcs., 10,000 watts days, 1000 watts
nights, DA-2, moving to 560 kcs.,
10,000 watts daytime, 2500 night-time,
DA-2.

License renewals for two years
each were granted to CBG Gander,
CBN, CKZI, VOAR, VOM and VOWR
St. John's, CBT Grand Falls, CBY and
CFCB Corner Brook, CFGB Goose Bay,
eil in Newfoundland: CBZ and CFNB
Fredericton, CFBC Saint John, CJEM
Edmundston, CKCX and CKLP Sackville,
in New Brunswick: CJRW Summerside,
P.E.I.: CBI, CJCB and CJCX Sydney,
CHNS and CHNX Halifax, CJFX

The things
some people do
to French media
plans just tears
the heart out
you can't beat the effectiveness of spot television

No matter what the product, you can be sure of effective results when you buy spot television. Spot participation in top rated shows delivers maximum audience coverage at a good efficiency that makes the difference in the success of a campaign.

Remember, when you've got a product to sell, we have the "sure-sell" stations... and we are ready, willing and able to help you launch it.

PAUL MULVIIIHILL & CO. LIMITED
TORONTO MONTREAL

CATV licensees must pay CRTC fees up to $2025

CABLE TELEVISION SYSTEMS will be subject to a licensing fee schedule similar to that which has applied to radio and TV stations, under new regulations to be considered by the CRTC at a public hearing in Ottawa, beginning November 19.

It is the first time that community antenna operators have been required to pay fees to the broadcast regulatory agency. In the past, they have paid them to the DOT, but since the 1968 Broadcasting Act brought CATV under CRTC control for the first time, cable TV firms must now deal with the Commission.

The fees would be linked to the gross revenue earned by any CATV operator, and the higher his revenue goes the greater his fee will be. Up to now, cable TV systems have been charged only a flat license fee bearing no relation to the number of customers they serve or the revenue they earn.

For radio and television stations, and community antenna systems, the fee schedule will be as follows:

- Rebroadcasting stations, operating by off-air pickup, will pay a flat fee of $25.00. Any other broadcasting undertaking, which includes CATV, will pay $25 plus one per cent of gross revenue where this is $200,000 a year or less. Operations with gross revenues in excess of $200,000 annually will pay a fee of $2,025 plus one and a half per cent of all gross revenue over and above the $200,000.

All applicants for new radio, TV or CATV licenses will have to pay a fee of $100, which will be retained by the CRTC, but, if the license is granted, the $100 will be considered as the license fee for the first year of operation.

After the first year, they go on the revenue-based schedules.

The Commission will hear objections to the fee schedule at the public hearing in Ottawa beginning November 19.

The Commission said "where a broadcasting undertaking is sold or otherwise transferred during a license year, the Commission shall return to the licensee, upon surrender of his license, that portion of the license fee relating to the unexpired part of the license year."
where else
can you find
10 men and
a girl
ready willing
and able?

Right from Wilf Farrow to Julie Thomson you'll find willing hands and plenty of know-how to back up all your needs for cine and sound, lighting and editing systems and also graphic arts and still photography. ■ What's more, we are practically next door to you in Toronto, Montreal, Calgary and now Jacksonville, Florida. ■ Consult with us for the right type of equipment to use anytime...any place.

ALEX L. CLARK LIMITED

TORONTO: 3751 Bloor Street West
MONTREAL: 1070 Bleury Street
CALGARY: 739 45th Street South West
JACKSONVILLE, FLORIDA: Suite 140, 4080 Woodcock Drive
TV VIEWERS DESERVE A CHOICE, and it's not a question of what form alternate service should take or how it would be provided, but how soon they can get it, Alderman G. A. Bregoliss of Kamloops, B.C. city council told the CRTC at the Regina hearing.

The CRTC should abandon a "protective, big brother" attitude of its predecessor, the BBG, towards a television viewing choice for Canadians, Bregoliss said. Kamloops residents have been limited to one Canadian TV channel for ten years, and it's time they had a choice.

He said the policy of the old BBG was holding this up, and the Kamloops council wanted this policy abandoned. Kamloops residents did not care what form the alternate service takes, he said, "all they want is to get it."

Bregoliss said he understood there were some proposals in the works for cable TV systems to operate in Kamloops. If this was the fastest way to bring residents some viewing choice, such a system should be given a go-ahead.

R. W. Drinkwater, president of Kamloops Chamber of Commerce, told the Commission the chamber has a 5,000 name petition asking for better TV service.

He said that the CRTC should hire professional groups to carry out surveys of areas where second TV service could be instituted. This would give the Commission a more accurate picture of the economic viability than it got through the normal process, where someone seeking to start a new broadcasting service painted a rosy picture and the established broadcaster presented a glum view in opposition.

John Skelly, who tried unsuccessfully a year ago to get BBG permission to open a new radio station in Kamloops, said some competition would probably improve the broadcasting situation there.

He objected to the old BBG policy that ruled out the advent of new radio stations where they might tend to siphon off advertising revenue which could delay the day when a second TV service would be viable.

Skelly said Kamloops had grown to 40,000 people. The local radio station was sold out for advertising purposes many days each month, and this created "an unhealthy situation" where competition could be beneficial.

There were substantial advertising revenues available in Kamloops, he said, and in no other sort of business had protection been so close as that afforded in broadcasting.

George Baldwin of Prince George, B.C., another unsuccessful bidder for a radio license before the BBG, gave similar arguments in asking for a policy change for his community. The
MARKET PRICES of communications equities were relatively unchanged over the month of October. For example, the month-end prices of CHUM Limited, Famous Players, Selkirk Holdings, Southam Press and Western Broadcasting were within five per cent of their September 30 prices. Investor psychology toward the communications stocks during the month may have been influenced by front-page newspaper reports suggesting a more stringent policy on the part of the CRTC in the affairs of broadcasting.

CHUM Limited released its earnings for the 11 months ending August 31, 1968. To meet the new requirements of the CRTC, the company's fiscal year-end was changed to August 31 from the former September 30. Earnings amounted to $5.25 per share for the latest period, compared with $8.00 per share for the previous 12 months. The rate of increase was somewhat less than by previously estimated by some financial analysts. Provisions for income taxes were done considerably in the latest period. In the 1967 fiscal year, interest paid on moneys borrowed for the acquisition of shares of CFRA Ottawa were not allowed as a tax deductible item. This had no effect on operating revenues but it depressed net earnings in that fiscal period. The company has announced acquisition of CFBF Montreal, which application and the earlier agreement to acquire an additional one-third interest in CKV-TV Barrie will be heard at the November 19 CRTC hearings.

The long-awaited proposal by Famous Players to transfer its broadcasting and CATV interests into a new communications company is also on the agenda for the November CRTC hearings. For this purpose a new company has been incorporated called Famous Communications Ltd., which name will later be changed to Canadian Communications Systems Limited. It is proposed that shares of many of the licensees companies now held by Famous Players and its associates be sold to Famous Communications which company in turn will issue its own shares.

The market prices of Standard Broadcasting declined from $12.50 to $10.34/4 over the month (at press time it was back to $12.5/8) as a delayed reaction to the late September announcement by the CRTC of channel reallocations. This, it was assumed, would rule out Standard's application for a Toronto VHF TV station. However, a CFRB announcement indicates that Standard is continuing its effort. (See Newscast.)

The company's 56 million liquid resources, which were allocated for this TV station puts Standard Broadcasting in a favorable position to seek out acquisitions, whether in TV or elsewhere.

In the meantime, financial analysts are estimating 20 per cent increase in earnings in the current fiscal year.

This is borne out by Standard's statement for the six months ending September 30, showing that earnings rose from $1.50 per share over 1.75 a year earlier, a 23.5 per cent increase. The strong competitive position of the company's CJAD and CFHM Montreal radio stations is indicated by last month's rate increases.

For the third consecutive quarter this year, profits of Maclean-Hunter declined sharply, reflecting the slowdown in natural advertising in business and consumer magazines. Earnings were additionally depressed by the effects of the postal rate increase. For the nine months ending September 30, net profit dropped 44.5 per cent to $31.00 per share, from 55.00 per share for the same period of 1967. Management has indicated that the postal rate increase, when fully implemented, will increase annual expenses by over $1 million on the present basis of operations.

By contrast, earnings of Southam Press rose 38.9 per cent in the third quarter, contributing to an overall increase of 14.2 per cent for the first nine months of the fiscal year. The third quarter results reflected the steady sales growth which resumed after the slow down in the second half of 1967. While national advertising still lags, retail and classified advertising reflected strong consumer demand. Printing sales also resumed their increase after declining in the first half of 1968 relative to the distorted figures for the 1967 Centennial year.

Increased interest in cable television by publicly owned companies was demonstrated by Maclean-Hunter's announcement of the acquisition of interests in CATV companies operating systems in Hamilton, London and Peterborough. Industrial Wire and Cable has also entered the CATV business by acquiring control of a system just west of Toronto serving 2,000 subscribers. In addition, Industrial Wire has also acquired a CATV construction company. It is believed that while both areas of activity are likely to expand, Industrial Wire's primary business will continue to be that of a supplier of cable and related products.
old BBG policy had thwarted a legitimate broadcasting service to which the people of Prince George were entitled, he said.

Donald J.G. MacKenzie, president and station manager, CFMC-FM Saskatoon, said his company had applied to open an AM station there and had also fallen victim to the BBG freeze.

So Saskatoon had been limited to only two AM stations although the population had multiplied some two and a half times, he said. A new AM outlet was "desperately needed", and should not be held up on the vague possibility that someone would come along offering second TV service, he said.

Want French TV in Saskatchewan

Roger Lalonde of l'Association Culturelle Franco-Canadien de Saskatchewan, said the most urgent priority for the province is French-language TV service for the 60,000 French-speaking residents, who were rapidly being assimilated by the English culture and were doomed to extinction unless something was done quickly.

He said the real answer was for the CBC to set up French-language TV stations to reach them. As an immediate interim step, some of the English-language TV stations should be required to carry some French programs. But the only long-run solution would be getting a full French service into the province.

R. C. Fraser, CBC vice-president, corporate affairs, said the corporation was in final negotiations with CHAB Ltd., operating CHAB-TV Moose Jaw and CHRE-TV Regina, for possible purchase. If successful, this would give the CBC its first CBC-owned and operated stations in the province.

He said the corporation feels such outlets are necessary if it is to fulfill its obligation to bring a really effective national and provincial service to everyone across the country.

Small cable systems want exclusive territory

The question of whether there should be special territories assigned to or reserved for each CATV system brought forth considerable discussion at the Regina hearing. The plea for such exclusivity, to be a clause attached to operating licenses, now granted by the CRTC, was strongest from the smaller operators.

R. Vincent Melvin of Davin Enterprises Ltd., operating a cable system in the Saanich, B.C. area, put the case bluntly for the small operator.

"Without exclusivity I can't exist," he said.

A cable operation serving a few thousand homes would be forced out of business if a competitor were allowed to come into its area, he said.

Melvin said he would be willing to accept a CRTC-imposed ceiling on subscription rates the cable companies could charge in return for protection against invasion of his territory by another operator.

S. W. Welsh, involved in cable operations in Quebec and Ontario as well as in B.C., said he had some doubts about the exclusivity step. He said there have been some "Johnny-come-latelies" in cable TV who seek a license while never intending to open up a service. Their idea was to get a license and sell it at a profit to someone willing to set up an operating system.

Stipulating exclusive territories to be served by specific licensees would probably just encourage this sort of thing, he said.

Phone company "in driver's seat"

H. Donald Shields, an associate of Welsh in Victoria Cablevision Ltd., said exclusivity is already being applied by the telephone companies. They had the final say about who would be allowed to string cable on telephone poles or put it underground telephone conduits, the only ways in which CATV systems could get service to their clients.

The telephone company was "in the driver's seat," he said, and in drawing up contracts could make certain only one cable system would serve a specific area.

Shields said it would be better if the CRTC had this kind of decision to make, rather than the telephone company. The CRTC was in a better position to weigh the relative merits of different systems, and CRTC decisions were made publicly, after hearings, not by a private process.

Barry Adams, counsel for Victoria Cablevision, suggested there will have to be a dialogue started involving the cable operators, the telephone companies and the CRTC. This would be the only way to iron out some of the difficulties, he said.

The present situation presented a real dilemma to any newcomer who wished to start up an operation in the cable field. He had to reach an agreement with the telephone company for stringing his cable, but the company would not talk contract with him until he had a license from the CRTC, which in turn naturally wanted to know what sort of an agreement he would reach with the telephone company before granting him a license.
we at Bell & Howell are proud to present to you our line of 16mm equipment...equipment designed to meet all your high standards...

MODEL 70DR—First choice of professionals and amateurs the world over—it's adaptable to meet all filming problems. Gear-coupled lens and viewfinder turrets—Long 19' film run c/w governor controlled motor—Critical through the lens focussing.

Canon Scoopic—Goes into action fast—built in action grip gives you that solid grip—13-76 mm f/1.6 lens with a 6:1 zoom ratio—automatic threading—automatic electric eye c/w manual override—16-24-32-48 f.p.s.

MODEL 8302—The Filmosound combines 16 mm optical plus magnetic playback with magnetic recording capabilities—Hi-Fidelity amplifying system with dual tone control—Sapphire-coated shuttle—Exclusive heat filter—Automatic loop restorer—These plus other features make it a valuable addition to your operation.

now that your footage is taken, you need that little extra—printing and inspecting equipment...

Model "C" additive color printer—Designed around the revolutionary "light valve"—the model "C" Printer provides speed, quality and flexibility never before possible in laboratory film printing—available for any width of film up to 70 mm—Speeds up to 180 ft. per min. plus the new "Zero-close" feature for blocking the light between scenes in each color channel when printing from A and B rolls.

16 mm Automatic film inspection console—The Paulman Model 90 is the most complete and functional console inspection machine available today—Reels are loaded at elbow level—threading is simple and direct—film travels horizontally across the work table, and defects stop directly above splicer. No unthreading of film is necessary when splices are made. Counter and other floor models are available to meet all your requirements.

for professional consultation, write or talk to Mr. Ken Oakley Manager of Professional Div.
JOHN M. REID, 31, Liberal MP for Kenora-Rainy River, Ont., was elected chairman of the House of Commons Standing Committee on Broadcasting, Films and Assistance to the Arts, at its organizational meeting last month. He succeeds Robert Stanbury, MP York-Scarborough.

Born in Fort Frances, Ont., February 8, 1937, he was educated at Fort Frances and Atikokan, going on to the University of Manitoba, where he obtained his BA in 1959 and MA in ‘61. He has completed all work except his thesis to obtain his Ph.D. (History) at the University of Toronto.

Active in student politics while at the University of Manitoba, he joined the staff of the Hon. W. M. Benidickson, PC, then Minister of Mines, in late ’63, as special assistant. He left to work for Charles Templeton in the Riverdale by-election and the Ontario Provincial Leadership campaigns, but returned to Benidickson’s staff.

Following Benidickson’s elevation to the Senate, Reid won the nominations of the Liberal-Labor Association of Kenora-Rainy River, defeating five others. In the general election of November ‘65 he was successful against PC and NDP candidates, winning a 3,700 plurality, and in last June’s election again topped the PC and NDP candidates with over 4,000 majority.

When elected in 1965, he was the youngest member of the House of Commons. In addition to being chairman of the Commons Committee on Broadcasting, Reid is also a member of the Standing Committee on Labor, Manpower and Immigration.

JAMES E. DETLOR has been appointed vice-president and general manager of Ampex of Canada Ltd., in an announcement by Ralph E. Endersby, Ampex international western hemisphere manager.

Detlor will direct all Ampex of Canada operations in Montreal and Malton from the firm’s Rexdale, Ont., headquarters.

He re-assumes the general manager post which he held from 1956 to 1966, replacing George T. Mundorff, who had resigned. Detlor was most recently with Computing Devices of Canada.

Detlor holds an engineering degree from McGill University, Montreal, and is a member of the Association of Professional Engineers.

He and his family reside in Brampton, Ont.

ERNEST H. ANDREWS has joined Skinner, Thomas & Associates, Toronto-based marketing and management consulting company, as senior associate.

Prior to joining Skinner, Thomas & Associates, Andrews spent four years as director of marketing with Nabob Foods Ltd., Vancouver. He was previously vice-president, marketing, and a director of Facelle Ltd., and vice-president and general manager of Edward Dalton Co., the consumer products division of Mead Johnson of Canada Ltd.

His role at Skinner, Thomas will be to expand the company’s range of consulting activities. Henry Skinner, who started the firm a year ago, said that Andrews will specialize in assisting medium-sized and smaller companies in the marketing and management areas.

At present, Skinner, Thomas & Associates is working with major Canadian companies and advertising agencies, particularly in the food and packaged goods industries. Before starting his company, Skinner held senior marketing and management posts with Quaker Oats of Canada, Nabisco Foods, and Young & Rubicam.

He met Andrews when he was director of market research with Mead Johnson.

Skinner, Thomas & Associates also has a personnel placement division, specializing in the marketing advertising areas. The firm is located at 50 Holly Street, Toronto.
OUR THANKS

TO ALL CANADIAN BROADCASTERS

We appreciate all your help and support during 1968
Thank you—and best wishes for a happy holiday season.

Rothmans

THE GREATEST NAME IN CIGARETTES
Southern
Saskatchewan’s only
Captive Television Market

● CJFB-TV

CHANNEL 5 – SWIFT CURRENT
CHANNEL 2 – EASTEND
CHANNEL 2 – VAL MARIE
CHANNEL 10 – RIVERHURST

A WEALTHY CAPTIVE MARKET
Per Capita – Disposable Income CJFB-TV Coverage area $2,467
Per Capita – Disposable Income, Province of Saskatchewan $2,164
Farm Cash Receipts –average per farm, CJFB-TV Coverage area $15,812
Farm Cash Receipts – average per farm, Province of Saskatchewan $11,030

SEE:
Radio-Television Representatives Ltd., Toronto, Montreal, Winnipeg, Vancouver.

CTV Proposal

Offers free network programming
to speed alternative service

THE CTV TELEVISION NETWORK is prepared to proceed immediately with the establishment of CTV rebroadcasting stations in those areas where this is the most efficient means of achieving the desired alternative service for Canadian television.

In areas where this is not considered practical, the CTV board of directors has offered to provide its full programming service free of charge.

A resolution passed unanimously by the CTV board, October 25, said: "In an effort to assist in the rapid extension of alternative television service, this board now unanimously resolves that, in the case of the introduction of alternative service by means of a CBC rebroadcasting station or in the case of the granting of a second license to an existing private CBC affiliate, the CTV Television Network is prepared to offer the existing licensee supplementary status relative to this Network by which its complete program service would be made available under the following basic conditions:

1. CTV Network is prepared to offer the complete network program service (both station and network sales time) without charge.
2. In an effort to recover the cost of this programming, the Network reserves the right to attempt to sell within the network sales time periods.
3. The Network agrees that the supplementary station may sell the station service programming and retain all revenue resulting from such sale.
4. The Network agrees to enter into discussions immediately with the affected stations in an attempt to achieve mutual agreement on the most efficient and least costly means of program delivery, and would welcome advice and co-operation from the CRTC in this area.
5. CTV Network agrees that, if there are stations which believe that they cannot survive faced with competition of a CBC rebroadcaster or by the granting of a second license, to enter into negotiation for the purchase of such station; and, if sale price agreement cannot be reached, will accept arbitration."

A. ROSS MacGREGOR has been appointed general manager of Maclean-Hunter Cable TV Limited, said F.T. Metcalf, managing director.

In his new position, MacGregor will be responsible for the 12 Canadian CATV systems operated by the Toronto-based company.

A native of Toronto, MacGregor is well known throughout the cable TV industry in both Canada and the United States.

Metcalf also announced the appointment of Keith Anderson as manager of Toronto Cable TV, the Maclean-Hunter system presently under construction in that city.

Anderson formerly managed the Maclean-Hunter system in North Bay.

JOHN W. RINDLAUB has been named vice-president and creative director of Young & Rubicam Ltd., Toronto.

Rindlaub, who comes to Toronto from Young & Rubicam’s New York office, has supervised and created advertising for a wide variety of the firm’s U.S. clients including General Foods, Eastern Air Lines, Goodyear, Chrysler, Gulf, Travelers Insurance, Life Magazine, Procter & Gamble, and Bristol-Myers.

18

He joined Y&R as a copywriter in New York in 1956 and worked for two years in Y&R’s Detroit office.

He was named copy supervisor in the New York office in 1962.

AB DOUGLAS, 38, of CBC News in Edmonton, has been appointed CBC correspondent in Moscow. He succeeds David Halton who will leave Moscow to take up CBC duties in Paris late this year, after Douglas arrives in Moscow.

Douglas has 17 years experience in news reporting. As CBC regional reporter in Edmonton he has provided the CBC National News with regular reports from Alberta and the Far North.

He began his reporting career with the Winnipeg Tribune in 1950, and subsequently worked in the news departments of radio stations in North Battleford, Sask., Regina, Saskatoon and Winnipeg.

In 1955 he joined the staff of CFRN-TV Edmonton, as TV news editor and organized that station’s news department. For five years prior to joining the CBC he was Ottawa bureau chief and parliamentary correspondent for CTV.
WHEN YOU'RE REACHING FOR THE STARS...

Look for your favorites in the extraordinary feature film library of television entertainment from Warner Bros.-Seven Arts:

An outstanding television library of quality family entertainment. 1930 feature films (526 in color) from Warner Bros., 20th Century-Fox, Universal, and other major studios including the largest selection of color programming made available for television. 461 titles available in French (288 in color).

FROM WARNER BROS.
Vols. 1, 2, 3: 114 Features (61 color)
Vol. 5: 45 Features (15 color)
Warner Bros. "One": 25 Features (25 color)
Warner Bros. "Two": 14 Features (10 color)
Warner Bros. "Three": 23 Features (12 color)
Warner Bros. "Four": 30 Features (18 color)

FROM 20TH CENTURY-Fox
Vol. 4: 40 Features (21 color)
Vol. 7: 45 Features (19 color)
Vol. 8: 39 Features (20 color)
Vol. 10: 33 Features (29 color)
Vol. 11: 44 Features (26 color)
Vol. 12: 55 Features (28 color)
Starlite I: 38 Features (23 color)
Starlite II: 49 Features (37 color)

FROM UNIVERSAL
Vol. 9: 215 Features (109 color)

21 CHARLIE CHAN FEATURES: Direct from THE MUSEUM OF MODERN ART Film Festival (March 4-17, 1968).

766 ADDITIONAL WARNER BROS.-SEVEN ARTS FEATURES:
13 selected groups — 58 outstanding productions in each, plus top quality group of 12 prime attractions. (23 color)

16 JOHN WAYNE FEATURES
THE FAST 23: Canadian content action features.

26 SPECTACULARS: Late release action productions (25 color)

68 ASSOCIATED BRITISH-PATHE PRODUCTIONS: Canadian Content numbers assigned. (8 color)

48 BOWERY BOYS FEATURES: Popular family fun one-hour programs.

118 ROBT. LIPPERT PRODUCTIONS: Variety of family-type features — Action—Western—Adventure—Drama—Suspense. Some have Canadian content numbers. (11 color)

9 FOUR STAR SPECIALS: (6 color)

18 SPECIAL FEATURES: A variety of quality features.

8 PENDENNIS PICTURES: British top attractions—Canadian content.

WARNER BROS.-SEVEN ARTS LIMITED
Write, wire or phone: W.K. (Bill) Moyer • 11 Adelaide St. W., Toronto 1, Ont. • EM 4-7193
The agency problem... fees or commissions

by James Montagnes

THE AVERAGE NET PROFITS of Canadian advertising agencies amounted to six-tenths of one per cent, and the total industry profit last year was about $2,400,000, said George G. Sinclair, recently-elected president of the Institute of Canadian Advertising.

The profitability of advertising agencies has been on the decline in recent years due to the move of marketing dollars spent by advertisers from advertising media to promotion of one kind or another. This means that the 15 per cent commissions from advertising media, on which most agencies rely for income, has not been sufficient to cover the use of agency talent on other types of promotion for their clients.

How to meet the problem of declining profitability has become an increasingly greater advertising agency problem, one that is being met in a variety of different ways by different agencies. The topic of changing from a straight commission basis to a straight fee basis, or a combination of some sort, will be high on the project list of the ICA this year.

A number of Canada's larger agencies have studied or adopted some type of fee basis of remuneration for a portion of their income.

Sinclair, who heads MacLaren Advertising Ltd., the largest agency in Canada in total billings, for some years, points out that a minority of the agency's clients are on a fee basis. The majority are on some combination of fees and commissions, the fees being largely for production work and promotion work which is not commissionable.

A check on Canadian advertising agencies showed that only one large agency receives the bulk of its income from a fee basis, and that is Ogilvy & Mather (Canada) Limited.

MARKETING DATA CORPORATION

M.L. Thomas Richard L. Ring G.W. Siddall D. Reece J. David Burgess

V.C. Gruneau, President, announces the formation of Marketing Data Corporation, Toronto. Marketing Data Corporation has acquired from Gruneau Research Associates the entire information service hitherto known as the "Markets & Media Study", and is expanding the operation to meet the increasing need for marketing and media survey data. The new corporation will make data available to clients through TRENDTAPE (a computer tape leasing system) or through standardized reports. Principal officers are: M.L. Thomas, Director & Executive Vice-President; Richard L. Ring, Director & Vice-President Client Services; G.W. Siddall, B. Comm., Director & Vice-President Finance; and David Reece, R.I.C.S., Data Processing Supervisor. J. David Burgess, B.A.Sc., P.Eng. of the Data Processing Division of Murray G. Bulger & Associates Limited is Data Processing Consultant. Murray G. Bulger, President, Murray G. Bulger & Associates, is on the Board of Directors of the new company.
with its head office in Toronto and a smaller office in Montreal. This is the Canadian operation of an international agency firm with offices in the United States, Great Britain, Western Germany, Holland, Austria, Italy and Australia. Its shares are traded on the over-the-counter markets in New York and London.

Two-thirds of the income of this Canadian agency is from fee-paying clients; the balance from the more customary 15 per cent commission paid by advertising media.

Effectiveness debated
Agencies differ as to the effectiveness of the fee system. At Ogilvy & Mather (Canada) Ltd., they feel that agency remuneration through the commission system is anachronism, that it obstructs the development of better professional relations between client and agency.

It is felt that the commission system enables the agency to increase its income only through greater advertising expenditures, whereas agency time and effort should go into improving the quality of advertising.

Under the fee system it is claimed that the agency can be completely objective in its recommendations and has adequate incentive to provide either a whole range of services or only those services that the client requires.

Those agencies that have looked into and partly adopted the fee system have come up against the problem of what to charge. Recently in the New York publication Editor & Publisher a small agency, J.J. Lane Advertising Inc., was reported as being able to operate profitably at $30 per hour.

But Sinclair of MacLaren’s, and Gerald McKinnon, secretary-treasurer of Ogilvy & Mather (Canada), felt this hourly rate was too high. They could make a profit at about $15 per hour.

McKinnon and Bob Miller, deputy managing director of Ogilvy & Mather’s Canadian operation, took time out to explain how they arrive at the fee.

We’ll always be looking out for you.

Just call reserve a room and let us know when you’re coming.

Check your telephone directory under Canadian Pacific Hotels—Reserve-a-Room. Offices are located in 39 cities in Canada and 24 in the U.S.

Canadian Pacific Hotels
Banff, Alta. Banff Springs Hotel
Calgary, Alta. The Palliser
Edmonton, Alta. Chateau Lacombe
Lake Louise, Alta. Chateau Lake Louise
Montreal, Que. Le Château Champlain
Quebec, Que. Le Château Frontenac
Regina, Sask. The Saskatchewan
St. Andrews, N.B. The Algonquin
Sherbrooke, Que.
Le Baron Motor Hotel
Toronto, Ont. The Royal York
Victoria, B.C. The Empress

Associate Hotels
Amherst, N.S. Fort Cumberland
Banff, Alta. Timberline Hotel
Belleville, Ont. Hotel Quinte
Fort William, Ont. Royal Edward Hotel
Guelph, Ont. Fischer’s Royal Hotel
Halifax, N.S. Lord Nelson Hotel
Harrison Hot Springs, B.C. Harrison Hotel
Kentville, N.S. Cornwallis Inn
Kitchener, Ont. Walper Hotel
London, Ont. Hotel London
New Westminster, B.C. Royal Towers Motor Hotel
Niagara Falls, Ont. Park Motor Hotel
Oshawa, Ont. Genosha Hotel
Ottawa, Ont. El Mirador Motor Inn
Rexdale (Toronto) Ont. Ascot Inn
St. Catharines, Ont. Hotel Leonard
St. Catharines, Ont. Queensway Hotel
Saint John, N.B. Admiral Beatty Hotel
Sault Ste. Marie, Ont. Windsor Hotel
Vancouver, B.C. Hotel Vancouver
Winnipeg, Man. Hotel Fort Garry
Chicago, Ill. Bismarck Hotel
Los Angeles, Calif. The Biltmore Hotel
Paris, France Hotel Ambassador

People going places prefer CP Hotels reserve a room service

[Image] CP Hotels
basis.

Three-quarters of the money spent by an agency is for salaries. At the Toronto office there are 125 people on two floors of a modern office building at 88 University Avenue, handling some 30 accounts, some international and some strictly Canadian. Included is a staff to handle French advertising.

Daily time sheets are kept by accounts and departments. Where large advertisers have several brand products, time sheets are also kept by brands. Each employee keeps such a record listing the time spent on a job for as short a period as 15 minutes. In addition the time sheet shows time spent on development of new business, general operations, and even lists sick time and vacation time.

Once a month all these reports go to a computer firm, which, in three days, returns detailed reports of the time spent by individual employees on each account and brand, by each department, and how much time each client receives from the agency.

The Toronto office has worked out a cost accounting system which shows what the hourly cost is for each individual on each account. This figure, with appropriate overhead and profit factors, permits the calculation of the fee. Clients, who can get detailed reports monthly along with their bills, can see where their advertising money is going.

Clients favor fee system

The experience at Ogilvy & Mather (Canada) is that clients prefer the fee system, McKinnon pointed out. All but the big package firms, he said, find the commission system easier because of the complexity of their operations. Where work is done for these large firms, which does not come under commissionable business, a fee is charged for the time spent on such work.

"We find that the small advertiser is not subsidized by the big advertiser, as he would be in most agencies operating on a purely commission basis. The fee system is better for the small advertiser," McKinnon said.

"Under the fee system there is more efficiency in the agency," he continued. "We find it is better to be slightly understaffed and pay well, with everyone working hard, than to be overstaffed and pay less.

"We find there is less turnover in staff than some agencies have under the commission system, which depends on the amount of advertising bought by clients.

"Under the fee system we find that it helps clients to be more specific in their requirements and there is less wastage on idea developments because clients tend to be sharper."
Many thanks for your help and support in the past year.

We look forward to working with you in the year ahead.

CANADIAN BREWERIES LIMITED
O'Keefe Ale • Old Vienna Lager Beer
Black Label Beer • Red Cap Ale
CFAM Altona, Man. has 28 news stringers

CFAM ALTONA, MAN., owned and operated by the Southern Manitoba Broadcasting Co. Ltd., with its sister station, CHSM Steinbach, stress "news from around the world and around the corner" in their 24 newscasts daily, between 6:00 am and 12 midnight.

To assist staff newsmen Eric Friesen and Dennis Siemens, and sportscaster Harv Kroeke, the twin stations have 28 local correspondents in southern Manitoba communities to provide "the local interest."

Since agriculture is the mainstay of southern Manitoba, said Elmer Hildebrand, CFAM-CHSM station manager, "our farm broadcasts are the most comprehensive of any radio station in western Canada."

Farm director Bruce Gunn, "one of the best in the west," said Hildebrand, supervises nine different farm broadcasts daily, including up-to-the-minute market reports, farm news, agricultural interviews, and significant reports on the weather as it relates to farming.

Another claim by Hildebrand is that "Radio Southern Manitoba is the only radio station operation in the west to schedule a daily 30-minute program just for children." Children's Party with "Aunt Olly" Penner has been a daily feature of CFAM (and CHSM) since CFAM first went on the air in 1957. Programmed especially for youngsters "from three to thirteen," Children's Party is heard daily at 3:30, Saturdays at 9:00 am, the Saturday program featuring live participation by students from southern Manitoba elementary school classrooms.

CFAM reached an important milestone in its history on September 19, when it moved from the adjacency to its sister station, CHSM (1250) by changing from 1290 kcs. to a middle-of-the-dial spot at 950. Night-time power was doubled to 10,000 watts, at the same time, and the transmitter was relocated to an area south of Winkler, enabling the station to serve an additional 15,000 persons.

CHSM which was established in 1964, continues to broadcast on 1250 kcs., both stations operating as one unit, simulcasting programs around the clock on a 24-hour basis.

At the CRTC hearing in Regina, October 22, an application was presented seeking "permission to broadcast simultaneously separate, pre-recorded commercials of equal length on CFAM Altona and CHSM Steinbach, excluding advertising messages from national or Winnipeg advertisers, and to broadcast the individual station identifications separately."

Music is the big feature on the two stations, with emphasis on continental music "recognizing Manitoba's ethnic mosaic," said Ray Saunders, music director. "In addition to music," he said, "we also schedule programs of special interest to listeners of Ukrainian, Dutch and German origins. Classics are featured daily from 2:05-3:00, and 7:00-8:30 pm as well as all night, on the Classics 'til Dawn show, 12:05-5:45 am, he said. Saunderson claims to program from "the largest music library in western Canada," with some 13,000 LPs to choose from.

The two stations also schedule a large number of religious programs daily and Sunday, including devotional hours, a twice-daily Back to the Bible program, church news, worship services, hymns and organ music.

To promote the change of dial position for CFAM, a listener contest offered a total value of up to $9500 in prizes, including the grand prize of an all-expense-paid trip for two to Europe, via Lufthansa German Airlines.

CJRS Sherbrooke, Que. grabs audience in first year

CJRS SHERBROOKE, QUE., celebrating its first birthday just two months ago, has the rather unique distinction of having captured the lion's share of the area's total radio audience in its first year of operation against the competition of long-established stations.

"In fact," said Raymond Crépault, president of Radiodiffusion Mutuelle Limitée (Mutual Broadcasting Ltd.), owning a majority interest in CJRS Radio Sherbrooke Ltd., in reply to The Broadcaster's inquiry regarding programming, "the BBM survey of October 1967, made only about a month after we went on the air, showed that CJRS had captured some 65 per cent of the total radio listening audience in the Sherbrooke area."
Considering a selective campaign to sell your product? Put it up on CBC's Selective Selling Block, where strong sales impressions are made on the spot.

CBC's National Selective Sales Representatives have all the know-how about getting your spot campaign on the Selling Blocks you require.

Going once. Going twice. Sold to the selective market of your choice.

The selling block.
When a media director in the U.S.A. has a decision to make on Canada, he looks for special information. The odds are he’ll call on ABC International. Why? Because we know a lot about Canada. ABC International represents a growing list of Canada’s television stations. Our action representation includes special presentations, promotion, and — most vital — face-to-face selling. We go where the money is. When we help the media director get his answers, we help our stations get the business. And that’s the name of the game.

Can we tell you about our unique Sales Representation service? We’ll be glad to show you the ways ABC International can get you where the action is. Give us a call…

ABC International Television, Inc.
1330 Avenue of the Americas - New York, New York 10019 - (212) LT 1-7777

Sales Representation for:
CJCH-TV  CFTO-TV  CKCO-TV  CKOS-TV  CKSS-TV
CKSA-TV  CKRD-TV  CJDC-TV  CFTK-TV
Crépault said that "being relatively new and inexperienced in broadcasting, I was not too sure whether we had there something ordinary, or a spectacular performance, but I have subsequently been told by experienced broadcasters that this performance was in fact a phenomenon and a pretty sensational one."

He attributed it all to "programming," and said "I am of course using the word 'programming' in its larger sense, although in essence it boils down to a matter of 'sound' on the air. I have always been reluctant to believe that 'programming' for a radio station was something mysterious or complex.

"I think that there are some basic ingredients in programming," he said, "which if applied strictly and conscientiously, cannot fail but bring to the station popular support.

"But I recognize that their implementation calls for two essential things, hard work and continuity of hard work. In other words, you have to follow your operation day and night, seven days a week, and 52 weeks a year. This requires a great amount of conviction, some professional knowledge and experience, plus an outstanding staff."

His "basic ingredients" for successful programming were based on his own personal convictions, he said, which he had outlined "on a number of occasions, first before the BBG and more recently before the CRTC. I wanted right from the beginning to make CJRS 'part and parcel of the Sherbrooke community."

"This meant that every activity of CJRS should be linked somehow with the activities of the population of Greater Sherbrooke. The key word I used at the time was 'integration with the community.'"

He said "the entire programming of the station had to be molded within that concept'...the selection of music 'had to be carried out strictly in line with the taste, the preferences and the artistic interests of the local population...likewise for the news, we had to work out a balanced mixture of local, regional, provincial, national and international news of the kind which would satisfy the precise needs of the population.

"We then came to the many programs of public affairs for which I have a deep personal interest, and to which I attach very considerable importance. Insofar as our editorials were concerned, we established the same operating principle that we had applied in Montreal (CJMS), namely total independence of thought, intellectual honesty and frankness.

"In all our editorials," Crépault said, "we speak spontaneously and sincerely, and if in the process we make statements which are later questioned by certain groups of people, we take the consequences. In other words, we refuse to be subjective about any issue, regardless of the pressures and/or of the representations."

Personal participation by representatives of the station with every element in the community is part of the CJRS 'integration' policy. Crépault said, "in other words, we were determined to ensure that CJRS was not simply a radio station, but that it in fact 'lived' in Sherbrooke."

These contacts were "not only a one-way street," he said, but "the public is also extensively encouraged to consider CJRS part of its life...the number of persons of the Sherbrooke area who have had some contact, to date, with the station is astonishingly high."

"They may have participated in panels, in some contest, in a given promotion, as news reporters, as special editorialists, as performers in some of our frequent shows, as guests artists, and so forth.

"This is what I call encouraging 'local talent.' Crépault said, "and I feel that as soon as some of us will
Radio Commercials Festival

Here are the winners!

RECOGNIZING THE ACHIEVEMENTS of agency and radio station personnel whose commercial creativity merited them the Oscars of the industry, the winners of the BES-RSB Sixth Annual Radio Commercials Festival were announced as follows:

GOLD BESSY AWARDS (the best commercial): English—J. Walter Thompson Co., Ltd., Vancouver, for their "Talking Egg Campaign" (B.C. Egg Marketing Board series); French—McCann-Erickson of Canada Ltd., Montreal, for "Général/Familial/Canettes" (Coca-Cola series).

BES GOLD MICROPHONES (most outstanding commercials): National (English)—J. Walter Thompson Co. Ltd. for their "Talking Egg Campaign", and (French)—McCann-Erickson of Canada Ltd. for "Général/Familial/Canettes" in the Coca-Cola series.

BES-BRONZE BESSY TROPHIES (for notable commercials): Markets under 100,000, French: CFGT Alma, Que.—"Vagabond". Markets over 100,000, English: CJOB Winnipeg, Man.—"Bonnie & Clyde".

Most notable public service announcement: English—McKim/Benton & Bowles Ltd. for "Pass it on" (Dept. of Transport), French—CJRS Montreal, for "Pouvoir" (Sécurité Routière).

Most notable national commercial: English—Ardisel Advertising Agency Ltd., Toronto, for "Man Named Mac" (Mac's Milk Stores). French—McCann-Erickson of Canada Ltd., Montreal, for "Rouli-Rouliant" (Coca-Cola), and Maurice Watier Publicité Ltd., Montreal for "Familie" (Banque Canadienne Nationale).

AWARD OF MERIT CERTIFICATES

Best in Category, English—market under 100,000, straight voice: CHSC St. Catharines, Ont., "Dazzlin' Dozen" (Moran's Soft Drinks); Music and lyrics: CKLC Kingston, Ont., "The Big Brands" (Bad Boy Appliances): Market over 100,000—music and lyrics: CHML Hamilton, Ont., "Murphy Brothers Tire Sale"; National—Doyle, Dane, Bernbach, Toronto, "Inside Bus" (Volkswagen); McCann-Erickson, Toronto, "Youth Radio Series" (Coca-Cola) Public Service—CKGM Montreal, "Bus Safety".

Best in Category, French—market under 100,000, music and lyrics: CFGT Alma, Que., "Le Général". Market over 100,000, spoken voice: CHRC Quebec City, "Mon Bien Aimé Lorenzo". National: Agence Canadienne de Publicité, Montreal, "Pique-Nique"; McCann-Erickson, Montreal, "Canettes" (Coca-Cola); McKim/Benton & Bowles, Montreal, "Players No. 6". Public Service: CJMS Montreal, "Expo '67".

CRAFTSMANSHIP CITATIONS

Certificates of Recognition, English—music score, mixing and lyrics: McCann-Erickson, "Youth Radio Series" (Coca-Cola); directing, casting and copy: Konyon & Eckhardt, "McVitie's Biscuit Series"; directing, copy and music score: J. Walter Thompson Co. Ltd., "Talking Egg Campaign" (B.C. Egg Marketing Board); sound effects: Vickers & Benson, "Mazola Tasty Bake Series".

Directing and casting: CJLB Smiths Falls, Ont., "Planet Mercury"; mixing and sound effects, CFCF Montreal, "Love-In"; directing and casting, CJOB Winnipeg, "Bonnie & Clyde"; copy, CHML Hamilton, "John Taylor Shell Service".

Mixing and music score: McCann-Erickson for "Taste", also for music score in "Maurit", both for Coca-Cola; music lyrics, Ardisel Advertising, "Man Named Mac" (Mac's Milk Stores): music score, Vickers & Benson, "Cougar" (Ford); music lyrics, CHEX under 100,000, mixing and copy: CJOB Vancouver, "Kline Bros. Realty Ltd."; copy: J. Walter Thompson Co. Ltd., "Jolly Good Luck" (Guinness, Labatt's); directing and casting, McKim/Benton Advertising Co. Ltd., "Deprived" (Sunlight Liquid); copy, Foster Advertising Ltd., "Today's Child" (Toronto Telegram).

Sound effects: Doyle, Dane, Bernbach, "Fanfare" (Volkswagen); mixing and copy, CKGM Montreal, "Bus Safety" (Public Service); directing, casting and copy, McKim/Benton & Bowles, "Children/Aged/Alcoholics" (Salvation Army).

French-language citations: direction and casting, Agence Canadienne de Publicité, Montreal, "Pique-Nique"; sound and mixing, McCann-Erickson, Montreal, "Springtime" (Coca-Cola); music score, Russell T. Kelley Co. Ltd., Hamilton, "Burgess Batteries Summer '68"; lyrics, McCann-Erickson, "Coca-Cola Series"; copywriting, G.R. Sauviet & Associates, Montreal, "Perrier, c'est tout ga"; sound and mixing, CJMS Montreal, "Expo '67".

DENNETT HONORED

Special award, a bronze Bessy, to Jack Dennett, veteran newscaster at CFRB Toronto (CB October 68), who presented the awards during the evening program, and was paid tribute for his "outstanding service to broadcasting in Canada."
DESIGNED TO BE THE LEADER

Direct FM Exciter
New Look Styling
Ready for Remote Control
Precision AFC
Solid State HV Supplies

* 36 RCA FM Transmitters - 1Kw, 5Kw, 10Kw, 20 Kw, powers in use and currently available.

* Recent installations of the new BTF-20E FM Transmitters: presently in operation.
  * CKVL-FM Verdun
  * CFCA-FM Kitchener
  * CKDS-FM Hamilton
  * CKWW-FM Windsor

BROADCAST PRODUCTS MARKETING
1001 LENOIR STREET, MONTREAL

BTF-20E FM

CFCA-FM

CKVL-FM

CKDS-FM

CKWW-FM
Which Quebec radio station is most popular

WITH MEN

THE ANSWER:

CHRC 47%
SECOND BEST STATION 17%
THIRD —
FOURTH —
NO ANSWER 10%

One million Quebecers consistently place CHRC way ahead in public confidence, ratings, power, programming, public service, and influence. These facts and many others were born out by a May, 1967 survey conducted for CHRC by International Surveys Limited in Metro and Rural Quebec. Yes, BBM figures showing constant CHRC leadership are accurate! No wonder CHRC Radio also leads in awards and sales.

Canadian Radio-Television Commission

Rates Maritime French service over English alternative TV

FRENCH TV AND RADIO SERVICE for the Maritimes has been given top priority by the CRTC over establishment of alternate English-language service for the region. In a policy statement issued following the public hearing in Moncton, N.B., the CRTC said it had come to the conclusion that such "first service" for French-speaking Maritimers is an urgent requirement, and made it clear that this will take precedence over establishment of any alternate English-language service in the area, "wherever the size of the population warrants."

The Commission noted that it is guided by that section of the Broadcasting Act which stipulates that "all Canadians are entitled to broadcasting service in English and French as public funds become available."

"In the opinion of the Commission, the priorities for the national broadcasting service to be provided in the Maritimes by the Canadian Broadcasting Corporation are: the establishment of a French regional television production centre operating from the city of Moncton; the establishment of a French radio station in the Fredericton-Saint John area; the establishment of a French television rebroadcasting station in southwest Nova Scotia."

The official statement said "in considering priorities for the development of the national broadcasting system and the national broadcasting service in the Maritimes, the Commission will be guided by the above-stated conclusion."

It further stated that it is "concerned with the lack of local French radio service in northern New Brunswick. It will be interested in hearing applications from individuals or groups who would provide such service."

The Moncton hearing on "the question of alternate service and of the further development of the national English language television service" was the first of three such hearings, another being held in Regina last month and the third scheduled for Ottawa beginning November 19.

"As a consequence," the Commission stated, no announcement on the national policy will be made until after all three hearings, and "the Commission will make an announcement on the Maritimes aspect...before the end of December 1968."

At present, the only French television service in the Maritimes is provided by CBAFT Moncton, which has rebroadcasters at Cheticamp, N.S. and on les îles de la Madeleine, but which has no real production facilities of its own. The bulk of its programming is fed to it from the CBC French headquarters in Montreal. News and public affairs shows on CBAFT are thus basically Quebec-oriented. Various groups at the Moncton hearing urged establishment of a service tailored for New Brunswick, and the Maritimes generally.

Something to CHINwag about . . .

Over 800,000 new Canadians in metro Toronto tune to 14 different ethnic broadcasts on CHIN to hear their own native language

CHIN TORONTO

AM 1540
FM 101
In 1966, the Nagra tape recorder won its first Oscar at the Academy Award presentation in Hollywood.

Now it's won a second—Oscar Peterson. He's a Nagra fan for the same reasons most pros are. It weighs only 14 pounds. Goes anywhere with you to record sound effects, music and dialogue to full studio standards. Oscar takes his when on tour to record anything and everything including some of his LP releases. It doesn't bug under any conditions and it's rugged enough to take rough treatment.

"High fidelity over a range of 30-18,000 c/s is the type of performance you expect from a large console," says Oscar. "Nagra does it hanging from your shoulder." Of course, you don't have to take Oscar's word for it. Try it yourself. But as you know, Oscar makes only sound recommendations.
CFRB is still fighting for Toronto TV license

CFRB Ltd. Toronto will continue its quest to get into television and obtain a license for a third TV station in that city.

The CRTC has announced that Channel 6 has been reserved for the London and Kingston/Belleville markets (CB October '68). Notwithstanding the assumption that this precludes the Toronto radio station from obtaining Channel 13 for its proposed television operation, CFB has by no means given up.

Don Hartford, CFB vice-president and general manager, told The Canadian Broadcaster that: "The CRTC has our application and deposit (dated April 3, 1967) and has not returned them.

"We are still dedicated to getting into television in Toronto."

---

John Radford heads CCBA for '68-'69

Heading the new executive of the Central Canada Broadcasters' Association for 1968-69 is John A. Radford, president and station manager, CFJR Brockville. He succeeds Russ H. Ramsay, CJJC Sault Ste. Marie.

Vice-president is R.E. (Bob) Redmond, president of CHSC St. Catharines, who was also elected 1969 convention chairman.

Douglas C. Trowell, manager, CKEY Toronto, was elected secretary-treasurer.

Directors are John A. Funicello, manager, CKSL London; Donald Lawrie, director of broadcasting operations, Northern Broadcasting Ltd., representing CFCH North Bay, CKGB Timmins and CJKL Kirkland Lake; Walter Machny, general manager, CFCF-TV Montreal; John Bassett, president, CFTO-TV Toronto.

Gordon F. Keeble, chairman of the board, CTV board of directors from the Central Canada region for another two-year period beginning from the 1969 annual meeting of the CAB, next April, R.P. MacGowan, president and manager, CJLX Fort William, will join the board at that time.

Other representatives from the Central Canada region on the CAB board are W.D. McGregor, manager, CKW & CKCO-TV Kitchener; Frank Murray, manager, CJBO Belleville, and Don W.G. Martz, vice-president, CFCF AM-TV Montreal.

CFCN-TV Calgary to Stephens & Towndrow

The Calgary CTV outlet, CFCN-TV, will switch representation December 1 to Stephens & Towndrow Co. Limited. Now owned and operated by Maclean-Hunter, CFCN-TV was previously represented by Radio-Television Representatives Ltd.

Previously concerned only with radio station representation, S & T initiated its TV Division last January, with WBEN Buffalo.

On the radio side, S & T is taking over CJON Radio, St. John's, Newfoundland, on the same date. Previous representation was with Major Markets.

---

John Radford heads CCBA for '68-'69

Heading the new executive of the Central Canada Broadcasters' Association for 1968-69 is John A. Radford, president and station manager, CFJR Brockville. He succeeds Russ H. Ramsay, CJJC Sault Ste. Marie.

Vice-president is R.E. (Bob) Redmond, president of CHSC St. Catharines, who was also elected 1969 convention chairman.

Douglas C. Trowell, manager, CKEY Toronto, was elected secretary-treasurer.

Directors are John A. Funicello, manager, CKSL London; Donald Lawrie, director of broadcasting operations, Northern Broadcasting Ltd., representing CFCH North Bay, CKGB Timmins and CJKL Kirkland Lake; Walter Machny, general manager, CFCF-TV Montreal; John Bassett, president, CFTO-TV Toronto.

Gordon F. Keeble, chairman of the board, CTV board of directors from the Central Canada region for another two-year period beginning from the 1969 annual meeting of the CAB, next April, R.P. MacGowan, president and manager, CJLX Fort William, will join the board at that time.

Other representatives from the Central Canada region on the CAB board are W.D. McGregor, manager, CKW & CKCO-TV Kitchener; Frank Murray, manager, CJBO Belleville, and Don W.G. Martz, vice-president, CFCF AM-TV Montreal.

CFCN-TV Calgary to Stephens & Towndrow

The Calgary CTV outlet, CFCN-TV, will switch representation December 1 to Stephens & Towndrow Co. Limited. Now owned and operated by Maclean-Hunter, CFCN-TV was previously represented by Radio-Television Representatives Ltd.

Previously concerned only with radio station representation, S & T initiated its TV Division last January, with WBEN Buffalo.

On the radio side, S & T is taking over CJON Radio, St. John's, Newfoundland, on the same date. Previous representation was with Major Markets.

---

CKTB St. Catharines, Ont. “twins” with Trinidad

CKTB St. Catharines, Ont., owned and operated by The Niagara District Broadcasting Co. Ltd., celebrated its 38th birthday October 4 by becoming part of a civic ceremony officially marking the “twinning” of the city with Port-of-Spain, Trinidad and of Radio 610, St. Catharines with Radio Guardian 610 in the island city.

Through efforts initiated by Phil Atteck, Radio Guardian sales manager, who worked closely with Mrs. Jean Stanway, CKTB promotion manager (CB NewsCast July ’68), the twinning became a reality. Both stations which operate on 610 kcs. will continue to exchange programs, ideas and news as they have for the past year and a half, to help further the cause for world peace and understanding.

The UN in New York and the United Nations Society of Canada have both recognized the important part both Radio 610s played in bringing about the twinning of their respective cities, said Mrs. Stanway, and have
WHO ARE THE TWO NO. 1's IN QUEBEC CITY?

...our twin color stations...

CFCM-TV (French)

and

CKMI-TV (English)

naturellement!

POURQUOI?

...because they consistently attract more than 70% of the total TV audience in our area of over 1,000,000 people.

If YOU want to be No. 1 in YOUR field, just call OUR reps.
BULLETIN

36 CB, NOVEMBER 1968

SALES INC.

monial, you the
do

national advertiser

tion...the

conferences...the

ideas for

copy

problem

where

Look

country

radio sales

Look

good

hear

the free

benefits

RSB...and

could

What

know the

with

last

who does.

LONDON

research

-information

those of

we are

details.

-TELEVISION

P.i/

out!)

we are

1968

Best regards,

Best regards,

Peter Webb

Sales Manager

CHLO Radio

LONDON - ST. THOMAS

CANADA-RADIO & TELEVISION SALES INC.

U.S.A. - WEED & COMPANY

asked for full records and tapes of the

ceremonies held in each city to be

used as examples and guides to other

like-minded communities.

Further indication of the UN interest

was the presence at the St. Catharines

ceremonies of Agha Abdul Hamid,

undersecretary of public information

for the UN in New York. The UN flag

was presented to each city to fly in

front of its city hall, along with the

flag of its own country and that of its

twinned city.

Participating in the ceremony was

Mayor Mackenzie Chown of St.

Catharines and Mayor J. Hamilton

Holder of Port-of-Spain.

CTKB's own celebration took the

form of a lunch at St. Catharines Golf
& Country Club, when plaques were

presented to W.J. Lupton, managing

director of Trinidad Publishing Co.

Ltd., owning and operating Radio

Guardian, and Mary Burgoyne,

managing director of CTKB.

TvB adds two

The TV Bureau of Advertising reports

two new members, CFTO-TV Toronto


Ted Delaney, CFTO vice-president,

sales and programming, says TvB's

president, Ross Downey, "went to the

top, had a 15-minute talk (which

lasted 45 minutes) with our president,

John Bassett Sr. Ross did a fine job of

selling, indicating that if he could do

this to us, he can do it for you."

These two new members bring the
total TvB of Canadian membership to 37

private stations out of a possible 58,

plus ten rep houses and researchers.

Compo cops three

of four Moffat Awards

Winners of the Moffat Awards, the

Oscars of the Canadian recording

industry, established last year in

honor of the late Lloyd E. Moffat,

founder of Moffatt Broadcasting, will

receive their trophies at a special

presentation ceremony in Ottawa.

November 20.

The Moffat Canadian Talent Awards,

for recordings made in Canada using

100 per cent Canadian talent, are

presented each year in four categories,

with each record company invited to

submit one entry in each classification.

The nominated records are played on the

Moffat stations, CKY Winnipeg, CHAB

Edmonton, CKXL Calgary and CKLG

Vancouver, and listeners choose the

winners.

The Compo Co. Ltd. won three of

the four awards this year, for Best

Beat Record, I Believe in You by The

Cat; Best Middle-of-the-Road,

Whiskey on a Sunday, by The Irish

Rovers; and Best Folk or Country, Cold

Gray Winds of Autumn, by Jimmy

Arthur Ordie, a two-time winner, who

won in '67 for his recording of Irena

Cheyenne.

Capitol Records Ltd. will receive

the fourth trophy, for their entry in

Best Example of Canadian Talent and

Originality, with P.M. Pierre, by

Allen J. Ryan.

ACRTF sets theme

"Charity begins at home"

Meeting in Ottawa, November 24-27,

at the Skyline Hotel, the French

broadcasters (ACRTF) convention has

set the theme of "Charity begins at

home" to keynote its discussion

periods.

On Tuesday, CRTC chairman Pierre

Juneau will head an eight-man team

from the Commission to discuss CRTC

policy and procedures, and Jacques

Gauthier, vice-chairman and general

manager of Radio-Québec, the luncheon

speaker, will discuss "Radio-Québec,

what does it mean to us?"

In the afternoon, another eight-

member team will discuss the various

aspects of the sales picture. Speakers

and topics will be: Adolphe Leduc, of

the T. Eaton Co., Market Study;

Morrice Brizard, marketing consultant;

Frank Collins, media director, Vickers

& Benson Ltd., Relations between

clients, agencies and stations; Dick

Genin, vice-president and Quebec

manager, Stovin-Byles Television Ltd.,

The objectivity of equal-benefit sales.

SERVING AND SELLING the prosperous coal and lumber

men in the East Kootenay area of B.C.

CRANBROOK "The only Voice of the Rockies"

In Toronto and Montreal see Radio & Television Sales.

In Vancouver it's Radio-TV Representatives.
Gaston Belanger, manager, Toronto office. Paul L'Anglais Inc., Communications between the stations and their sales representatives.

Paul Martel, national sales rep for CKBL Matane and CKRT-TV Rivière-du-Loup. Aggressive sales policies of stations in secondary markets: Roch Demers, manager, CJMS Montreal. Do we know how to communicate? France Fortin, public service director, CFCM-TV Quebec City. Are we honest?

Closed meetings will be held Sunday, Monday morning and Wednesday morning, with ACRTF president Paul L'Anglais hosting Sunday evening's cocktail party, La Province de Québec hosting the reception and dinner Monday evening, and Charles Napole, president, Montreal and Canadian Stock Exchanges, speaking at the annual dinner Tuesday evening. A curling bonspiel, or a visit to Parliament in session for the ladies and non-curlers, will highlight the Monday afternoon program.

Bob Reinhart resigns from CFPL-TV London

R.A. (Bob) Reinhart, station manager, CFPL-TV London, Ont. has resigned because of his health. He had been station manager since 1956.

Reinhart, born in Waterloo, Ont., began his broadcasting career in 1937, as announce-operator for CKCR Kitchener. He joined CFPL Radio as production manager in 1946, was appointed operations manager of CFPL-TV when it began telecasting in 1953, and became station manager in '56.

In announcing Reinhart's resignation effective November 1, Murray T. Brown, vice-president and general manager, CFPL Broadcasting Ltd., said he would take over the responsibility for station management in addition to his other posts.

Upcoming TV series for CBC and CTV filmed at CFCF Montreal

Three new-season TV series are currently in production at the studios of CFCF-TV Montreal, where the full-color facilities are also used for filming several commercials formerly produced in the U.S. Sid Banks Productions have been producing a musical variety series, One More Time, for national telecast on the CBC television network later this year and early in '69.

Screen Gems have also used the production services of CFCF-TV to film Doctor's Diary and People in Conflict for the 1968/69 season on the CTV Television Network.

16mm 6 Plate Film Editing Machine
Rear projection picture
Picture size 8½ ins. x 11½ ins.

Operating Arrangements
Track 1—Picture only. Picture and optical sound married. Picture and magnetic sound married.
Track 2—Magnetic sound centre track.
Track 3—Magnetic sound centre track.
On request: Tracks 2 and 3 magnetic sound edge track.

Technical Data
Particularly short threading paths and great simplification in threading of elements in easy to follow pattern. Correct distance between sound and picture is always maintained by the swinging base for picture optical sound or picture magnetic sound married. Each track can be uncoupled and drawn further by hand.

Framing: Overall and equal brightness with Quartz-Iodine lamp. Cold light mirror for lower heat level. Frames can be slow set permitting each frame to be switched separately. Adjustable from slow speed of about 2 frames per second to Synchronous speed of 24 frames per second and high speed of 90 to 100 frames per second. May be switched from forward to reverse without damage to film.

Equipment operates on 110 volts A.C., 60 cycles. Other voltages on request.

For further information please write Kingsway Film Equipment.
have appreciated what the concept of 'local talent' really means or should mean in modern broadcasting, we will all be better off for it.

"Unfortunately, some of us are still playing around with the archaic image of 'local talent' in terms of 'vaudeville' acts, and I feel sorry as much for the people who still view the perennial question in this light, as for the public which it is foisted upon."

Crépault said that in programming along these lines, and in particular when taking certain stands, "it is impossible to please everyone or every group, and I would be personally very concerned if in fact we were prepared to prostitute our convictions in the hope of satisfying everyone."

"To begin with," he said, "I do not think that you do in fact satisfy everyone even if you go from one compromise to another; moreover, as a broadcaster, I would feel derelict in the obligations which I accepted when I assumed the responsibility for the establishment and the operations of a radio station in Canada."

Crépault said, in discussing the development of his organization, "I like to consider ourselves more than just station operators, and I really believe that as broadcasters, we view ourselves above all as true Canadians, convinced that we have a most important role to play through our broadcasting stations for the unity, the prosperity and the well-being of our country."

Crépault pointed out that Radiodiffusion Mutuelle had "some years ago, done the original survey and the initial plans to determine the feasibility of establishing a new French-language radio station in the Sherbrooke area...it took over two years from the time it was decided to go ahead on the project until the final approval by the Canadian government."

Queried by The Broadcaster as to what made him and his group sufficiently interested in the Sherbrooke area to fight for the project over so many years, Crépault said: "I think nobody questioned the fact in those days that in terms of communications or information, the whole Sherbrooke area was very much a 'closed area.'

All information media were in the hands of and controlled by the same group, and this had been the case for at least two decades.

"I was satisfied," he said, "that from a French-Canadian point of view, such a situation was bad, and I developed the conviction that as a French-language broadcasting organization, our group had the duty to bring to the Eastern Townships population an alternative service, or, to refer to an expression which I used at the time, to bring to the Sherbrooke population a wave of fresh air."

CJRS Sherbrooke officially went on the air September 11, 1967.

**CKBL Matane, Que., wins talent awards**

CKBL MATANE, QUE. has twice been cited for its efforts to encourage local talent in the numerous productions of French-language soap operas by that Gaspé Peninsula station.

In 1956 CKBL won a CB Beaver award of merit for its locally-produced La Marjolaine, which was broadcast by as many as 26 other French-language stations during one season's run.

In 1958 René Lapointe, president of La Cie de Radiodiffusion de Matane Ltée., which owns and operates CKBL, and CKBL-TV, received a Radiomonde plaque for his constant promotion of local talent.

CKBL, founded September 1, 1948, and operating on 1000 watts, jumped to 6000 watts in '54, and to 10,000 in 1964. This year, it added a sister station, CKGN Ste-Anne-des-Monts, which went on the air last month, rebroadcasting programs of CKBL.

First French-language production in CKBL's locally-produced series was L'Epave, aired in 1954. This was followed by La Marjolaine, Le Mauvais Partage and Les Grands Espaces, all popular soap operas of particular appeal to the French audience, and many French-language stations throughout the province aired the various series.

CKBL-TV first went on the air August 1, 1958, and from 1962-67 the station added six rebroadcasting outlets at Lac-au-Saumon (Mount Clifton), Murdochville, Grande Vallée, Mont-Louis, Causapscal and Grand Détour.

To mark the 20th anniversary of CKBL and the 10th anniversary of CKBL-TV, the two stations launched a contest for Chiquita brand bananas, in co-operation with the Canadian United Fruit Co. Ltd., through its agency, BBDO.

A Miss Chiquita, doubling as Miss CKBL, was chosen to visit retailers in the area, accompanied by a station staffer, travelling in the new mobile unit. Displays were organized, the winner receiving a Chiquita-CKBL trophy and $100, with honorable mention plaques and $25 in cash for second and third place winners.

Customers of the stores were asked to send their name and address with two Chiquita seals to the station, giving them a chance to win the grand prize of an Electrohome color TV, valued at $1089.50.
Sure he does, and so do hundreds of other happy people who have bought a Uher 4000 or 4200 or 4400 Report Tape recorder in mono or stereo. Or for that matter — any of the other technically superior Uher Tape recorders... the 5000's, the 6000's, the versatile 7000's or the sophisticated 8000 model. There are a lot of Uher Tape Recorders to choose from... all better because of their superior technical know-how. Just look at them at your Uher dealer and you'll like Uher too.

LINER Tape Recorders

For information contact
ROBERT BOSCH (CANADA) LTD. BOSCH
33 Atomic Avenue, Toronto 18, Ontario
7325 Decarie Blvd., Montreal 9, Quebec
® and BOSCH are registered trademarks of Robert Bosch GmbH, Stuttgart, Germany
Must the innocent be punished with the guilty?

Round and round it goes, and where it stops is in some government department or tribunal.

There may be a handful of our readers who have lived long enough to remember when the function of government and the men and women in it was to speak for the people they were serving rather than legislating and ordaining against them. Those were the good old days.

Leaving aside obvious instances such as a restaurant which has to prove, in Ontario anyhow, that it can scrape by without a liquor license before it will be granted one—if it survives that is—just take a look at the broadcasting business.

Certainly there are bad broadcasters—just as there are bad bureaucrats (or is this treason?). But does this mean all broadcasters should be wiped out any more than (and this is certainly an idea) all bureaucrats?

This may sound way out of line, but time was when abuse of alcoholic liquor by a small segment of the population resulted in drinking being designated a crime for everyone.

Today, broadcasting has become a football (a non-political one, of course) which is kicked around hither and yon by innumerable members of parliament to say nothing about cabinet ministers.

Take John M. Reid, 31-year-old Liberal MP for Kenora-Rainy River, who, a few days after he was named chairman of the Parliamentary Committee on Broadcasting, told the Central Canada Broadcasters Association that competition tends to limit broadcast programming.

To quote him verbatim: "To a large extent our communications media are based on competitive economic consideration, with the notable exception of the CBC. Because of this, we pay a price in the limitation of programming, as a mass media philosophy demands a mass audience. We lack, it seems to me, diversity in much of our television."

Maybe Mr. Reid is quite right. Who can tell? It seems to us though, that in his semi-judicial capacity of chairman of the Broadcasting Committee, it might have been more apropos for him to have waited for the evidence he will hear to be presented to him, to have weighed it carefully, along with his committee, and then and only then, to have delivered his verdict in the form of the committee's report.

From the same source—"...in an industry devoted to the mass audience, broadcasting to minority groups—ethnic, religious, intellectual, hobbyists etc.—does not seem to get its fair share of television time."

Definitely Mr. Reid has a point. Again, one may agree or disagree. But he was speaking as the chairman of a committee at a time when it had yet to sit.

This speaker also had this to say about live television coverage of riots in the U.S. "If a person sees a riot going on (on television)...in Detroit or another city, does this encourage him to run out and join in?"

Was he not inferring that news (of riots) should be suppressed and, perhaps, all news of a similarly disturbing nature? What qualifications has Mr. Reid, at this point, to pass judgment on this?

In the last government, Robert Stanbury, Liberal MP for YorkScarborough, now parliamentary secretary to the Secretary of State, was chairman of the Broadcasting Committee. At the same convention, he chatted agreeably and urbanely to the joint dinner of the CCB and the BES about the historic significance of televising the House in session and then suddenly let loose with a blast against the broadcasters in his audience.

"You have proven you can do a powerful job of informing the public about goods," he said, "You are venturing farther and more effectively in news and public affairs, in educational programs, in community service and in development of our own cultural resources. But individually and corporately, you could do much more to serve your community and your country socially and culturally.

"I have a feeling much more evidence may be required of you that you are serving the public interest (while naturally pursuing a profit) in this most crucial industry of our national life."

Public officials such as Messrs. Reid and Stanbury are dedicating their lives to their country's welfare. They render incalculable service, often calling for not inconsiderable self-sacrifice. But these people are not the government. The government is the people, and Messrs. Reid and Stanbury are employed by the people to do their bidding, not to upbraid and to threaten them. The public is entitled to their dedicated service. The opinions of the Reids and the Stanburys may often be valid ones, but it is not their province to beat these opinions into the skulls of their electors and we hope to God it never will be.
DAYTIME TELEVISION has a PRIME AUDIENCE in Montreal - most of it Tuned to CFTM-TV throughout the week.

CFTM-TV is leading by a WIDE margin during the NIGHT TIME too!

Reference A. C. Nielsen
N.B.I. March 1968
NEWSMAN-NEWSCASTER
Seeking to relocate in Southern Ontario.
Box 210
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

ACCOUNTANT AVAILABLE
Desires challenging position in commercial broadcast industry or related field with opport. to advance to responsible management level.
Single, age 27. Familiar all phases of broadcasting.
Wayne Plunkett, 124 John St.
Winston, Ont. (416) 241-6654

GENERAL MANAGER AVAILABLE
Young, mature, exp. in small medium & large market operations.
Box 218
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

STATION MANAGER AVAILABLE
Family man with 18 years exp. in broadcasting desires position managing a small radio station - preferably in Ontario. Have management experience.
Box 213
The Canadian Broadcaster
17 Queen Street E., Suite 128
Toronto 1, Ont.

BROADCAST PROFESSIONAL
10 years, experience 3 medium markets. Knows sales, copy, program & technical.
Seeking. Operations Management. Resume on request.
Box 212
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

EXPERIENCED RADIO TIME SALESMAN
AGGRESSIVE
CREATIVE
DEPENDABLE
Interested in and capable of earning $10,000 or more per year. Western Ont. 10,000 watt station wants to hear from you. All replies confidential. Send full particulars to:
Box 215
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

ANNOUNCER
Announcer wanted for Metropolitan Radio Station. Must have minimum 3 years' experience, sound, mature, professional. Good pension, medical, holiday plan with stable organization. In reply please send tape, photo if possible, with complete background and salary expected.
Box 211
The Canadian Broadcaster
17 Queen Street E., Suite 128
Toronto 1, Ontario

SOUTHERN ONTARIO FM STATION
Embarking on new program activities with a view to increased power and better service looking for man to grow with station and is capable running station. Man should be capable of announcing and building own organization, subject to supervision on highest level. Man might be interested in sales in the beginning or until he gets time and returns to build separate sales organization. Man required should have ability and intelligence. Experience useful but not essential. Stability and intelligence prerequisites. Send in first instance application as to why you think you can fill the job, setting out experience, if any, age, marital status, education and salary expected. This is a permanent position and you should take great care in your application.
Box 214
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

WANTED TO BUY
Small AM station, preferably in Western Canada. All replies kept in strictest confidence. Please reply to:
Box 217
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

EX-PIRATE ANNOUNCER
Now with 200,000 watt Caribbean station, formerly with British "pirate" station, 26 years old. Experience in MOR, rock, production, news and some TV, seeking a position in Canada.
Brendan Power,
P.O. Box 262,
Montserrat, B.W.I.

PROGRAM-PRODUCTION MANAGER
Experienced all phases. Seeks relocation in larger market. Would consider staff appointment promising future advancement. Resume & references on request.
Box 219
The Canadian Broadcaster
17 Queen Street E., Suite 128
Toronto 1, Ont.

SALES MANAGER
Young, aggressive sales manager with record of success in tourist market-seeking employment as manager or sales manager of small to medium market AM station. Will locate anywhere in Canada.
Box 208
The Canadian Broadcaster
17 Queen St. E., Suite 128
Toronto 1, Ont.

INTERESTED IN JOB OPPORTUNITY ANYWHERE IN CANADA
### Broadcasting Stations:

<table>
<thead>
<tr>
<th>Province</th>
<th>Radio</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Columbia</td>
<td>44</td>
<td>46</td>
</tr>
<tr>
<td>Alberta</td>
<td>47</td>
<td>52</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>52</td>
<td>54</td>
</tr>
<tr>
<td>Manitoba</td>
<td>54</td>
<td>55</td>
</tr>
<tr>
<td>Ontario</td>
<td>56</td>
<td>63</td>
</tr>
<tr>
<td>Quebec</td>
<td>64</td>
<td>69</td>
</tr>
<tr>
<td>Atlantic Provinces</td>
<td>70</td>
<td>72</td>
</tr>
<tr>
<td>Yukon &amp; North-West Territories</td>
<td>73</td>
<td>73</td>
</tr>
</tbody>
</table>

### Research Houses ........................................ 73
### Canadian Sales Representatives ....................... 74
### U.S. Sales Representatives, Canadian Stations .......... 75
### Television Networks .................................... 76
### CAB Enfranchised Advertising Agencies ................ 78
### Film & Program Producers & Distributors ................ 84
### Equipment Manufacturers & Suppliers .................... 86
### Broadcast Consultants .................................. 92
### Industry Association Offices .......................... 93

---

Wanted — night newsmen — reader, writer, reporter — good salary for the right man — excellent opportunity with a large news department of a rapidly growing station.

Send tape and résumé to:

Earle Bradford  
CHAM  
Terminal Towers, Hamilton, Ont.

---

When Buying Radio...

The cell is important, but the sell is imperative!

The SBS Major Market Division has the markets with the big cells and the effective sell-power:

- **Vancouver**: CKNW
- **Winnipeg**: CJOB/CJOB-FM
- **Hamilton**: CHML/CKDS
- **Toronto**: CFRB/CKFM
- **Ottawa/Hull**: CKOY-CKCH
- **Montreal**: CJAD/CJFM

---

STANDARD BROADCAST SALES
1717, CLAIR AVENUE WEST
TORONTO, 1, ONTARIO
(416) 756-9721

107 MOUNTAIN STREET
MONTREAL 38, QUEBEC
(514) 866-2600

CB/NOVEMBER 1968 43
(MONEY-MAKING) THINGS ARE HAPPENING IN OKANAGAN-MAINLINE LAND!

Providing one low cost answer to Canada's housing problem has the Penticton plant of General Coach Works of Canada Limited already expanding production—although official opening of the plant has yet to take place. This branch of the world's largest mobile home builder is Canada's most modern, and it's helping to build a solid foundation of prosperity in Okanagan Mainline Land. Prosperity helps build sales—try our brand in your next campaign.

UKANAGAN MAINLINE RADIO

CFJC KAMLOOPS  CJIB VERNON  CKOV KELOWNA  CKOK PENTICTON

Just call
the All-Canada man

CB/NOVEMBER 1968  45
ALBERTA

Total Population: 1,508,100
Men (20 and over): 432,350
Women (20 and over): 416,410
Teens (13-19): 192,780
Children (0-12): 466,560
Households: 408,000
TV Households: 375,900
Per cent TV Households: 92%

Source: BBM January 1968

RADIO

KEY
(1) Company name
(2) Mailing address
(3) Telephone - Telex
(4) President
(5) Manager
(6) Assistant Manager
(7) Commercial Manager
(8) Production Manager
(9) Program Manager
(10) Chief Announcer
(11) Music Director
(12) News Director
(13) Sports Director
(14) Farm Director
(15) Women’s Director
(16) Promotion Manager
(17) Traffic Manager
(18) Chief Operator
(19) Chief Engineer
(20) Toronto reps
(21) Montreal reps
(22) Winnipeg reps
(23) Vancouver reps
(24) U.S. reps
(25) Programming
(26) Station birth date

CFAC, CALGARY
10,000 watts on 960 kcs.
(1) Calgary Broadcasting Co. Ltd.
(2) 1301 - 17th Ave. S.W.
(3) (403) 244-9311 TLX 038-22514
(4) D.F. Penn (5) John E. Ansell
(7) G.N. Walker (8,9) J. Kunkel
(12) D. McFarish (13) J. Carbury
(16) B. Mannix (17) Mrs. Joyce
Portugal (18) E.C. Connor
(20-24) All-Canada
(25) M.O.R. (26) 1922

CFCN, CALGARY
60,000 watts on 1060 kcs.
(1) The Voice of the Prairies
Limited (2) Broadcast House
(3) (403) 244-9311 TLX 038-22514
(4) D.G. Campbell (5) R.F. Irvine
(6) Don Thomas (7) D.W. McKinstry
(8,9) Don Thomas (10) Gord Kelly
(11) Mrs. Joyce Nophin
(12) Joe Hutton (13) Henry Viney
(16) Don Wood (17) Mrs. Dorothy
Janz (19) R.W. Lamb
(20-23) Stephens & Townsend
(25) Canadian Standard
(26) M.O.R. (26) 1922

CHQR, CALGARY
10,000 watts on 810 kcs.
(1) Bentley Broadcasting Co. Ltd.
(2) 1030-4 St. S.W. (3) (403)
203-5292 TLX 038-2084
(4,5) Ted Soskin (6,7) Reuben
Hamm (8,9,11) Graham Slater
(12) John Scott Black (13) Russ
Peake (14) John Scott Black
(15) Mrs. Kay Jones (16) Reuben
Hamm (17) Mrs. Norma Hoopfer

MARKETING COMMUNICATIONS LTD.
125 SCOLLARD STREET, TORONTO 5, ONT.
TELEPHONE (416) 920-3324

Let us handle your sales meetings, conventions, slide presentations, films, sales promotions.

Don’t let your executives waste their valuable time making hotel reservations, transportation etc.

We’ll make it easy for you. Call me at:

Alex Stewart
MEMO

Colorland has now been truly and properly established. All of us at CFTO-TV are grateful to Alice and all her "Greatest Shows on Earth" for helping make this a reality. While "Alice in Colorland" will continue to be a member of our family, we now introduce you to "The New Look At Channel 9". We hope you like it!

The Management.
EDMONTON RADIO MEANS BUSINESS IN NORTHERN ALBERTA

The Great Northwest market is sold on

CJCA • CFRN • CHFA • CHQT

EDMONTON

Second of a series of advertisements sponsored by the Edmonton Radio Stations
The Account Executive who discovered that the WINNIPEG market is equal to Kitchener, Waterloo and London combined

"RETAIL SALES — are the only true test of market potential"...this is the philosophy of the aggressive marketers (not the follow-the-crowd group who refuse to look beyond their own perimeters).

This is why more and more Account Executives are taking a fresh look at bourgeois Winnipeg.

In total retail sales, Winnipeg tops Ottawa, Hamilton, London-Kitchener-Waterloo and Sudbury-Kingston-Kitchener-Waterloo with a whopping $698,780,000 annual expenditure.*

Getting down to specifics, Winnipeg tops these "Must Buy" Ontario markets in Food Sales, General Merchandise Sales, Gas stations, Lumber-Building Hardware and other diverse products. Hard to believe? Take a long hard look at your market. There's the proof...

The C-JAY-TV will carry your product right to the rich heart of this market

Put your dollars where you receive impact and full coverage. C-JAY-TV C-JAY-TV reaches the fourth largest concentration of consumers in Canada. C-JAY-TV carries all CTV network shows as well as providing local flavour tuned to the local sales picture.

*Statistical data derived from Sales Management, June 10th, 1967

C-JAY-TV channel 4
WINNIPEG
first in the 4th market

CB/NOVEMBER 1968 53
ONTARIO

Total Population 7,253,100
Men (20 and over) 2,132,730
Women (20 and over) 2,201,240
 Teens (13-19) 889,660
Children (0-12) 2,029,470
Households 1,963,000
TV Households 1,888,000
Per cent TV Households 96%

Source: BBM January 1968

ONTV

Total Population 7,253,100
Men (20 and over) 2,132,730
Women (20 and over) 2,201,240
 Teens (13-19) 889,660
Children (0-12) 2,029,470
Households 1,963,000
TV Households 1,888,000
Per cent TV Households 96%

Source: BBM January 1968
### ONTARIO RADIO Cont.

#### KEY
- (1) Company name
- (2) Mailing address
- (3) Telephone - Telex
- (4) President
- (5) Manager
- (6) Assistant Manager
- (7) Commercial Manager
- (8) Production Manager
- (9) Program Manager
- (10) Chief Announcer
- (11) Music Director
- (12) News Director
- (13) Sports Director
- (14) Farm Director
- (15) Women's Director
- (16) Promotion Manager
- (17) Traffic Manager
- (18) Chief Operator
- (19) Chief Engineer
- (20) Toronto reps
- (21) Montreal reps
- (22) Winnipeg reps
- (23) Vancouver reps
- (24) U.S. reps
- (25) Programming
- (26) Station birth date

#### CBO, OTTAWA
- 5,000 watts on 910 kcs.
- (1) Canadian Broadcasting Corp. (2) P.O. Box 3220, Station C (5) J.J. Dunn (26) 1924

#### CBOF, OTTAWA
- 10,000 watts on 1250 kcs.
- (1) Canadian Broadcasting Corp. (2) C.P. 3220, Successville C (5) J.J. Dunn (26) 1964

#### CFRA, OTTAWA
- 50,000 watts on 580 kcs.

#### CKOY, OTTAWA
- 50,000 watts on 1310 kcs.

#### CKPM, OTTAWA
- 10,000 watts on 1440 kcs.

#### CFOS, OWEN SOUND
- 1,000 watts on 560 kcs.

#### CKAR-1, PARRY SOUND
- 250 watts on 1340 kcs.

#### CHOY, PEMBROKE
- 1,000 watts on 1350 kcs.

#### CHEX, PETERBOROUGH
- 10,000 watts on 990 kcs.

---

### SERVING CANADA...

**Complete Wire Service**

**Voice Reports**

**TV Photos**

**THE CANADIAN PRESS • REUTERS • THE ASSOCIATED PRESS**

---

58 CB/NOVEMBER 1968
ONTARIO

RADIO Cont.

CJWA, WAWA
1,000 watts on 1240 kcs.
(1) Hyland Radio-TV Ltd.
(2) Wawa (4) Mrs. J. G. Hyland
(5) R.H. Ramsay (6) Fred
Zimmerman (26) 1954

Rebroadcasting station of
CJL C Savit St., Marquette, Mich.,
hours. Separate programs 4 hours daily.

CHW, WELLAND
1,000 watts on 1470 kcs.
(1) Welpo Broadcasting Ltd.
(2) Welland (3) (416) 732-4433
(4) Gordon W. Burnett (5) Douglas
T. Mansing (7) Russell S. Burnett
(8) Jay Jackson (12) Jim Cassidy (13 Dave Scott
(18) Robert Leigh (20) Radio
House (25) Contemporary, Teen
(20) 1958

CBW, WINDSOR
10,000 watts on 1550 kcs.
(1) Canadian Broadcasting Corp.
(2) University & Pergamino Sts.
(5) K. A. Murray (26) 1934

CJMW, WINDSOR
50,000 watts on 800 kcs.
(1) Western Ontario Broadcasting
Co. Ltd. (2) RKO Broadcast Dr W,
Windsor 12 (3) (519) 254-2831
(7) Hal Tower (8) Ed. Hildner
(12) Dick Smyth (13) Don Patrick
(16) Ted Atkins (17) Mrs.
Margaret Marshall (19) Stewart
Clark (20-23) RKO Distributing
Corp. (24) RKO National Sales
(25) Contemporary (26) 1937

CFRW, WINDSOR
500 watts on 580 kcs.
(1) Radio Windsor Canadian Ltd.
(2) 1150 Queen Ave., Windsor 14
(3) (519) 252-5751 (4) G.W.
Stirling (5) George Macdonald
(7) Nick Robertson (8) Bas
Jamasion (10, 11) Ron Burgoyne
(12) Stan Switzer (13) Bas
Jamasion (15) Mrs. Donna Gross
(16) Miss Carolyn Dilman
(17) Mrs. Donna Gross (18) James
Allen (19) Walter Dowhan
(20, 21, 23) Stephens & Towndrow
(24) Devney (25) MNR
Contemporary (26) 1964

CJNB, WINNIPÉG
10,000 watts on 920 kcs.
(1) Radio Station CNWX Ltd.
(2) Carling Terrace (3) (519)
357-1310 (4, 5) G.W. Cruckshak
(6) Tony Cruckshank (8) John
Langan (10) Jim Moore
(12) John A. Strong (13) Crawford
Douglas (14) Dave Cun
(15) Mrs. Anna Meyer (17) Mrs.
Lilian Stevenson (19) Scott Reid
(20, 21) Lorrie Potts, 22, 23 Major
Market (24) All-Canada
(25) C.W. Rock, MOR (26) 1926

CJXK, WOODSTOCK
1,000 watts day, 250 night on
1340 kcs.
(1) Oxford Broadcasting (2) P.O.
Box 100 (3) (519) 357-3414
(4) G. N. MacKenzie (5) W.D.
Hulme (8) Miss Sandra Parkhill
(9) W.D. Hulme (12, 13) Jerry
Daniel (15) Miss Barbara Madron
(17) Mrs. A. B. Brown (19) Doug
Zeufel (20-23) Radio-TV Reps
(24) All-Canada (25) MOR, C.W.
(26) 1947

CJXQ, WINNIPEG
850 watts on 104.5 mcs.
(1) Tri-Co Broadcasting
Limited (2) Box 969
(3) (613) 932-5180
(4, 5) Paul Emond
(7) William Lalonde
(8) Fred Denney (11, 11) Miss
Eva Howard
(12) Tom Gagnon
(13) Miss Margaret Smith
(15) Mrs. Alan Valley
(17) Mrs. Edna Reif
(20-24) All-Canada
(25) M. O. R. (26) 1947

CJXW, WINNIPEG
200,000 watts on 153.3 mcs.
(1) Maple Leaf Broadcasting
Co. Ltd. (2) 11 Springer Ave.
(3) (416) 549-2453
(4, 5) T.E. (Tom) Darling
(6) W.E. (Bill) Hall (7) W.G.
(Bill) Reid (8, 11) Tony
Luciani (12) Don Johnson
(16) Mike Thomeson
(17) Patricia Jones (19) Ed
Vickor (20, 21) SBS
(22, 23) Western Broadcast
(24) Canadian Standard
(25) M.O.R., Classical
(26) 1964

CFRC, KINGSTON
1270 watts on 91.9 mcs.
(1, 2) Queen’s University
(3) (613) 546-3871
(5) A.K. Marshall (26) 1952

CJLB, KINGSTON
5,400 watts on 96.3 mcs.
(1) Frontenac Broadcasting
Company, Ltd. (2) 170 Queen
St. (3) (613) 544-2340
TLX 02-256 (4) Arthur L.
Davies (5) Roy Hofschild
(7) Leo Clark (8, 9) Carl
Cogan (10, 11) Al Argue
(12) Lloyd Patterson
(13, 14 Max Jackson (16) Mrs.
Christie Ryckman (17) Mrs.
Margaret Cole (18) John
Hanlon (19) Gord Backus
(20, 21, 22) Broadcast
(23) All-Canada
(24) Pop, Classical, Educational
(25) 1946

CFCA, KITCHENER
100,000 watts on 105.3 mcs.
(1) Central Ontario Television
Limited (2) 614 King St., W.
(3) Kitchener (519) 744-7331
Toronto (416) 366-0852
TLX 029-5432 (4) C.A. Pellock
(5) W.D. McGregor (7) W.T.
Valentine (9) Don MacDonald
(11) Grant Hoffman (12) Gary
McLaren (13) Reg Seltzer
(16) William Whiting
(17) Mrs. Gayle Stewart
(18) Jim Smith (19) Paul
Turchon (20-24) All-Canada
(25) Good Music (26) 1967

"RADIO ottawa"
CFRA/CFMO

"DELIVERS MORE AUDIENCE THAN THE TOTAL OF
THE OTHER 5 OTTAWA STATIONS"
WDXL's top talent is getting bunions.

Ben Enochs says we're to blame.

Says Ben, "Automation worked so well for our FM operation, we decided to automate our AM. Some people say it doesn't pay to automate an AM station with small-town programming. But the Gates people built an Automatic Tape Control System to fit our format, worked with us until we had exactly what we wanted. Now even our log is automated. We've got the boys out on the street selling spots while they're on the air."

WDXL is another station that has found a new source of profit in Gates Automatic Tape Control.

What about you? We have a wide and flexible choice of automatic systems. We might be able to get you automated for as little as $65 a week. And how much would that save you? We're all experienced broadcasters here and we'll be glad to help you figure. Just dial (309) 829-7006.

Ben Enochs, Chief Engineer,
WDXL, Lexington, Tennessee
TELEVISION

KEY
(1) Company name
(2) Mailing address
(3) Telephone - Telex
(4) President
(5) General Manager
(6) Operations Manager
(7) Commercial Manager
(8) Production Supervisor
(9) Program Manager
(10) Chief Announcer
(11) Music Director
(12) News Director
(13) Sports Director
(14) Director
(15) Women's Director
(16) Promotion Manager
(17) Traffic Manager
(18) Art Director
(19) Chief Engineer
(20) Chief Operator
(21) Film Editor
(22) Toronto reps
(23) Montreal reps
(24) Winnipeg reps
(25) Vancouver reps
(26) U.S. reps
(27) Station birth date
(28) Color facilities:
A-network feed, B-skin color, C-VTR color, D-local live color, E-mobile units

CJJOH-TV, OTTAWA
65,000 watts audio, 325,000 watts video on Channel 13
(1) Bushnell TV Co. Ltd.
(2) 1500 Merivale Rd (3) (613) 224-1313 TLX 013-294 (4) E.L. Bushnell (5) S.W. Griffiths
(6) Harold Mantay (7) William Morrison (9) Peter Francis
(10) Bill Smart (11) Champ Champagne (12) Joseph Gibson
(13) Joseph Spence (16) b.J.B. Sutton (17) Miss Carmen Dumont
(18) Dave Leigh (19) A.G. Day
(20) F. Eng. (21) Eric Tomlinson
(22) ICTV (26) Summer
(27) 1961 (28) A, B, C, D
Rebroadcasting Station Channel Location

CBOF, OTTAWA
5,660 watts audio, 31,000 watts video on Channel 9
(1) Canadian Broadcasting Corp.
(2) P.O. Box 3220

CBOT, OTTAWA
15,000 watts audio, 100,000 watts video on Channel 4
(1) Canadian Broadcasting Corp.
(2) P.O. Box 3220
Station "C" (5) J.J. Dunn
(27) 1952

CFOF, OTTAWA
6,000 watts audio, 30,000 watts video on Channel 9
(1) Canadian Broadcasting Corp.
(2) P.O. Box 3220

CFL TV, LONDON
195,000 watts audio, 325,000 watts video on Channel 10
(1) CFL Broadcasting Ltd
(2) Box 2880, Term. A (3) (519) 434-2115 TLX 024-845 (4) W.J. Blackburn (5) M.T. Brown
(7) W.C. Wingrove (9) J.A. Plant
(12) R. Laidlaw (13) Alex Keiman
(14) Roy Jewell (15) Tom Trowell
(17) H.W. Blaughton (18) William Percival (19) C.A. Robartlie
(20) Dale Duffield (21) R.H. White (22-26) All-Canada
(27) 1953 (28) A, B, C

CFL TV, KINGSLEY
150,000 watts audio, 250,000 watts video on Channel 11
(1) Frontenac Broadcasting Co.
(2) Ltd. (2) 170 Queen St.
(3) (613) 544-2340 TLX 026-256
(4) A.L. Davies (5) R.W.
Hofstetter (7) A.J. Brooks
(9) Stan Leverle (12) Floyd Patterson (13) Max Jackson
(16) Mrs. Clarice Tyckman
(17) Mrs. Joyce Revoy (18) Miss Cathi Sutton (19) Gord Backus
(20) Lone Shepherd (21) Mrs.
Betsy Shaw (22-26) All-Canada
(27) 1954 (28) A, B

CKWS-TV, KITCHENER
65,000 watts audio, 325,000 watts video on Channel 13
(1) Central Ontario Television Ltd.
(2) 864 King St. W.
(3) (519) 744-7332. Toronto
(4) (416) 366-0852 TLX 029-5432
(4) C.A. Pollock (5) W.O.
McGregor (6) Jim Smith
(7) R.H. McKeown (8) William Smuck (9) Bruce Lawren
(11) Pat Ludwig (12) Gary McLeren (13) Reg Sellier
(15) Mrs. Elaine Coleman (16) William Whiting (17) Mrs. Alice Ellis
(18) Don Bowen (19) Paul Turchin
(20) Eric Sutherland (21) Mrs.
Cathy Hennerberger (22-25) Hardy Radio & TV (26) ABO
International (27) 1954
(28) A, B, C, D

CKXV-TV, BARRIE
12,500 watts audio, 100,000 watts video on Channel 3
(1) Ralph Snellgrove TV Ltd.
(2) P.O. Box 519
(3) (705) 726-6466 TLX 02-8711
(4) Ralph Snellgrove (5) H.J.
Snellgrove (6) Jack Mattenley
(7) Chuck Turley (8) Jerry Robertson (9) Gordon Wallace
(10) Milt Conway (12) Bill McCutcheon (13) Grant Forsythe
(19) Bert Verwey (20) Jerry Van Amelsvoort (21) Tom Locke
(22,23) Paul Mulvihill
(24,25) Radio-TV Reps
(26) Devney (27) 1955 (28) A, B

Rebroadcasting Stations
11 Perry Sound
8 Muskoks
5 Haliburton

Radio* Commercial Copy Approval...
FAST...FAST...FAST!

Why have that important project sitting on the shelf for weeks when you can have it on the air within 24 hours? In fact, you can have DNH&W and CRTC approval on your food, drug and cosmetic continuity overnight! And Ottawa Clearance Services assures you of complete secrecy. (An affidavit filed in Ottawa makes it official.) Here's how we give you that overnight service. You send your copy air mail special delivery to our office in Ottawa. We then take it personally to the DNH&W and CRTC for approval. Within 24 hours of the time you mail the copy, we telephone you the approval number. Your officially stamped copy is then mailed to you for your records. With OCS, you cut through the time barrier, saving possible weeks of processing. For full particulars, write Ottawa Clearance Services today. Or give us a call at (613) 233-1088.

Ottawa Clearance Services

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

BOX 4148, STATION "E" OTTAWA, ONTARIO
before you decide

how you can best cover Canada...

check these points

- NOW 4 minutes of commercials per ½ hour, including two Split 60" messages plus billboards
- Weekly profile of audience size, composition and enjoyment available on request
- Radio-Canada full network — the only medium reaching all French Canada... thoroughly
- Radio-Canada limited network — covering Montréal, Québec, Ottawa and other markets
- Network spot participation — a flexible way to reach the entire market at prime time
- Selective spot coverage — to reach the specific markets you are interested in
- Prime time programming keyed to mass audience tastes

radio-canada
defensive
television sales

For detailed information call Radio-Canada Television Sales
Montréal: 868-3211, local 1421
Toronto: Zenith 6-3500
New York: Enterprise 6350

(Long Distance tolls paid from New York and Toronto — just dial the L.D. Operator)
YOUR STEREO SIGNAL

ON A SINGLE STL

ONLY Moseley OFFERS IT . . .

The sounds of pure stereo — and profits — are dependably yours when you use the solid-state STEREO MATES in place of leased program lines. No longer is the conventional two-link stereo STL always needed. Deliveries are now well underway on the PCL-303/C single-link stereo STL and the SCG-3T Stereo Generator. They're available mated or singly, even with remote control.

Contact APPLIED ELECTRONICS LIMITED for full details.

* Stereo Mates — SCG-3T (shown above) and PCL-303/C

MOSELEY ASSOCIATES, INC.
SANTA BARBARA RESEARCH PARK
Total Population: 1,995,450
Men (20 and over): 534,850
Women (20 and over): 532,290
Teens (13–19): 295,430
Children (0–12): 632,880
Households: 454,200
TV Households: 415,900
Per cent TV Households: 91%

Source: BMM January 1968
Do you care about a woman's age?...

If for every dollar you are spending to reach total "women" you are in fact getting twice the weight against the age group you need least, as compared with the age group you need most for your product...

do something about it... pick up the phone and call MAJOR MARKET and get the facts... before your competitors do...

... all information direct from B B M...

... comprehensive charts, latest figures...
ATLANTIC PROVINCES

RADIO Cont.

KEY
(1) Company name
(2) Mailing address
(3) Telephone - Telex
(4) President
(5) Manager
(6) Assistant Manager
(7) Commercial Manager
(8) Production Manager
(9) Program Director
(10) Chief Announcer
(11) Music Director
(12) News Director
(13) Sports Director
(14) Farm Director
(15) Women's Director
(16) Promotion Director
(17) Traffic Manager
(18) Chief Engineer
(19) Toronto reps
(20) Winnipeg reps
(21) Vancouver reps
(22) U.S. reps
(23) Program Manager
(24) Station birth date

CBT. GRAND FALLS
10,000 watts on 540 kc.
(1) Canadian Broadcasting Corp. (2) High St. & Mil Rd. (5) M.A. Grace (26) 1945

CJCN. GRAND FALLS
10,000 watts on 680 kc.

CCKM. GRAND FALLS
10,000 watts on 560 kc.

CFGB. HAPPY VALLEY
1,000 watts on 1340 kc.
(1) Canadian Broadcasting Corp. (2) P.O. Box 490 (5) G.C. Frederick (26) 1943

CHCM. MARSTOWN
1,000 watts on 560 kc.

CBN. ST. JOHN'S
10,000 watts on 640 kc.
(1) Canadian Broadcasting Corp. (2) P.O. Box 400 (5) A.K. Morrow (26) 1932

CJON. ST. JOHN'S
10,000 watts on 930 kc.

VOCM. ST. JOHN'S
10,000 watts on 930 kc.

CCKL-FM, TRURO
360 watts on 100.9 mcs.

CHSJ-TV, SAINT JOHN
50,000 watts audio, 100,000 watts video on Channel 4

Rebroadcasting Station
Channel Location
13 North Shore

NOVA SCOTIA

CBHT. HALIFAX
8,400 watts audio, 56,000 watts video on Channel 1
(1) Canadian Broadcasting Corp. (2) P.O. Box 3000 (5) J. Simonsen (27) 1954

Rebroadcasting Stations
Channel Location
12 Liverpool
8 Shelburne
11 Yarmouth
1 Shear Harbour

CJCH. HALIFAX
25,000 watts audio, 100,000 watts video on Channel 6

Rebroadcasting stations
Channel Location
10 Canning
6 Digby
8 Amherst

CJCB. TV, SYDNEY
108,000 watts audio, 180,000 watts video on Channel 4
(1) C. Broadcasting Ltd. (2) P.O. Box 493 TLM 014-49151 (4) pres. & gen. mgm. (5) K.M. Boyce (6) Bill Holmes (7) K.M. Boyce (8) Ken Betts (9) W.A. MacDonald (10) Bill Jessom (11) Aubrey Bodwell (12) Dave Foreman (13) Don MacIsaac (15) Miss Ann Terry MacLellan (16) C.M. Morrison (17) Mrs. C. MacQuarrie (18) Horst Pauller (19) W.A. Roberts (20) W.A. Macdonald (21) R.H. Demers (22-26) All-Canada (27) 1954 (28) A

Rebroadcasting Stations
Channel Location
6 Inverness

NOVA SCOTIA

CHSJ-TV, CHARLOTTETOWN
19,300 watts audio, 38,600 watts video on Channel 13
(1) Island Radio Broadcasting Co. Ltd. (2) P.O. Box 1060 (3) 893-7347 (4) R.F. Large (7) E.P. Williams (8) L. McAulay (9) Harlott Daley (10) E.Loman Mcalay (14) Dave Ward
NEWFOUNDLAND

CJON-TV, ST. JOHN'S
27,000 watts audio, 110,000 watts video on Channel 6
(26) Stetson-Byles TV
(28) Weed (27) 1955 (28) A,B,C

CBST, ST. JOHN'S
98,000 watts audio, 196,000 watts video on Channel 8
(1) Canadian Broadcasting Corp. (2) P.O. Box 5490
(5) A.K. Morrow (27) 1964

Rebroadcasting Stations
Channel Location
10 Stellarton
10 Corner Brook
3 Argentia
3 Grand Bank
4 Grand Falls

CFLA-TV, GOOSE BAY
435 watts audio, 870 watts video on Channel 8

Rebroadcasting Stations
Channel Location
10 Stephenville
12 Deer Lake
3 Port aux Basques
6 St. Andrews

N.W.T. & YUKON

AM RADIO

CFWS, WHITEHORSE
1,000 watts on 570 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 730
(5) R. St. Julien (20) 1951

RESEARCH HOUSES

ADCOM RESEARCH LTD. (1966)
Toronto 7: 214 Merton St., (416) 487-5216. President, Adrian Gamble.

CHARLES AMBLER & ASSOCIATES LTD. (1956)

ANALYTICAL RESEARCH (CANADA) LTD. (1963)
Toronto: Suite 800, 36 Toronto Street, (416) 364-6831

ANALYTICAL RESEARCH INSTITUTE, INC.
New York: 104 South Division Street Precklaw, U.N. 3066
914-PE 7-8855-56-57.

CANADIAN FACTS CO. LTD. (1932)
Montreal 2: 1374 Sherbrooke Street, W.

CANADIAN FAMILY OPINION (1961)
Toronto 5: 180 Bloom St. E., (416) 929-3158. Director of Research Operation, Mrs. J. Karch. Director of Client Service, D. Dickinson.

CANADIAN INSTITUTE OF PUBLIC OPINION (1941)
Toronto 12: 333 Yonge Street, (416) 884-5651 General Manager, J.C. Lackner.

JOHN W. COMBS LTD. (1957)
Willowdale, Ont.: 5 Gatehead Road, (416) 222-2463. President, M. Goldfarb.

COMPLAN RESEARCH ASSOCIATES LTD. (1967)
Toronto 17: 1675 Bayview Avenue, (416) 883-1126. President, R.H. Whalen.

CONSUMER OPINION CENTRE (1965)
Toronto 19: Store #103, Yorkdale Shopping Centre, (416) 789-7771. Manager, Miss S.P. Gray.
Montreal 5: Place Versailles, 7275 Sherbrooke Street, E.

BEN W. CROW & ASSOCIATES LTD. (1954)
Toronto 7: 1407 Yonge Street, (416) 924-1404 TLX 02-21366 President, B.W. Crow.
Montreal 25: 2100 Drummond Street, TLX 01-2718.

ELLIOTT RESEARCH CORP. LTD. (1936)

K. GLADYS FELLOWS-RESEARCH SERVICES, LTD. (1967)
Toronto 12: 2 Caribou Road, (416) 781-4667. President, Mrs. K. Gladys Fellows.

MARTIN GOLDFARB CONSULTANTS LTD. (1965)
Willowdale, Ont.: 5 Gatehead Road, (416) 223-2463. President, M. Goldfarb.

INTERNATIONAL SURVEYS LTD. (1946)
Toronto 5: 1173 Bay St., (416) 925-2422. President, W.P. Haynes.
Montreal: 550 Sherbrooke St.W., (514) 842-2734.

GORDON LUSTY SURVEY RESEARCH LTD. (1965)

MARKET FACTS OF CANADA LTD. (1960)

MARKETING RESEARCH CENTRE LTD. (1954)

MILLER TECHNICAL & ECONOMIC SERVICES (1960)

NATIONAL MARKET DEVELOPMENT LTD. (1958)
Toronto 18: 369 Olivedford Road, (416) 239-7745. President, A.M. Lawrence.

A.C. NIENST COMPANY OF CANADA LTD.
Don Mills, Ont.: 39 Wynford Drive, (416) 429-2222. TLX 02-29601. President, D.M. Posner.
Saint John N.B. 237 City Road, (506) 657-3314. TLX 014-47337.

ORC INTERNATIONAL LTD. (1964)
Toronto 5: 861 Broadview Avenue, (416) 469-1131 President, F.J. Lacy.
Montreal: 1500 Stanley St., #521, (514) 842-5039.

RECON RESEARCH CONSULTANTS LTD. (1963)
Toronto 6: 86 Collier Street, (416) 927-4616. President, B.C. Forrest.

REGIONAL MARKETING SURVEYS LTD. (1959)

SCHLWERIN RESEARCH CANADA

DANIEL STARCH (CANADA) LTD.
Toronto 6: 301 Donlands Avenue, (416) 425-1824. President, C.J. Hitchcock.
Montreal: #521, 1500 Stanley Street.

TRAVACON RESEARCH LTD. (1962)
Calgary 21: 5th Floor, Natural Resources Building, Palliser Square, (403) 269-1343. President, R.J. Cunlin.

WATTS MARKETING RESEARCH LTD. (1952)
Vancouver 1: Suite 3, 904 Helmcken Street, (604) 682-6771. President, W.B. Watts.
CANADIAN SALES REPRESENTATIVES

AIR-TIME QUALITY SALES LTD.
Toronto: 2149 Yonge Street, (416) 485-0746. Mike Callahan.

ALL-CANADA RADIO & TELEVISION LTD.

BROADCAST REPRESENTATIVES LTD
Winnipeg: P. O. Box 801, (204) 582-2918 Pres. - J.O. Blick. Executive Director - Mrs. Helen M. Kolomaya.

GROUP ONE RADIO LTD

HARDY RADIO & TV LTD.

INDEPENDENT CANADIAN TV SALES LTD. (I.C.T.V.)

PAUL L'ANGLAIS INC.

MAJOR MARKET BROADCASTERS LTD.

A. J. MESSNER & CO. LTD.

PAUL MULVIVIHL & CO. LTD.
Montreal: •506, 1434 St. Catherine St. W., (514) UN-1-7877. TLX 012-0836 Radio & television, Ken Bilings, Norm Guilfoyle.

LORRIE POTTS & CO. LTD.

RADIO HOUSE LIMITED

RADIO-TELEVISION REPRESENTATIVES LTD.

RADIO & TELEVISION SALES INC.

STANDARD BROADCAST SALES COMPANY LIMITED

STEPHENS & TOWNDROW CO. LIMITED
Montreal: •675, 2055 Peel Street, (514) 844-3975. TLX 01-26317. Vice-Pres. & Mgr. - Guy Royal.
Vancouver: •602, 1033 Davie Street, (604) 684-6277. TLX 04-5341.

STEPHENS & TOWNDROW CO. LIMITED Television Division: #1419, 2 Carlton St., (416) 363-6341 TXW 610-491-2208. Manager - Fred Smith.

STOVIN-BYLES TELEVISION LTD.

WESTERN BROADCAST SALES

CJBQ RADIO
LIVELY
ACTIVE
COMMUNITY
RADIO

CJBQ HAS RECEIVED 27 AWARDS
AND CITATIONS FROM
NATIONAL, REGIONAL AND
LOCAL ORGANIZATIONS.

TRULY THE VOICE
OF THE
BAY OF QUINTE
BELLEVILLE AND
TRENTON, ONT.

ask Major Market Broadcasters
U.S. SALES REPRESENTATIVES
CANADIAN STATIONS

ABC INTERNATIONAL TELEVISION INC.
New York: 10 Rockefeller Plaza, 246-1425.
Mgr., eastern division, U.S.A. & radio
director, Neil Henderson. TV director,
Alex Findlay.
Chicago: 333 North Michigan Ave., 312-
372-2528. Radio, Dave Agate. TV, Ken
Schaefer.
Atlanta: 1371 Peachtree St., 404-875-6644.
Manager, Robert R. Baird.
Dallas: 75201: 41119, 1407 Main Street,
Hollywood: 6922 Hollywood Blvd., 213-

CANADIAN STANDARD BROADCAST
SALES LTD.
New York: 1021: 654 Madison Avenue,
(212) 838-5774. Vice-pres., TV & radio,
Tom F. Malone. Telex, 12-5771.
Mgr. TV, H.M. Parks. Radio, Dave Carpenter.
Chicago: Prudential Plaza Bldg.,
Dallas: 501 Tower Petroleum Bldg.,
(214) 748-5239. Mgr., Clyde B. Melville.
Los Angeles: 6210 Sunset Blvd., (213) -

ABC INTERNATIONAL TELEVISION INC.

New York: 10 Rockefeller Plaza, 246-1425.
Mgr., eastern division, U.S.A. & radio
director, Neil Henderson. TV director,
Alex Findlay.
Chicago: 333 North Michigan Ave., 312-
372-2528. Radio, Dave Agate. TV, Ken
Schaefer.
Atlanta: 1371 Peachtree St., 404-875-6644.
Manager, Robert R. Baird.
Dallas: 75201: 41119, 1407 Main Street,
Hollywood: 6922 Hollywood Blvd., 213-

CANADIAN STANDARD BROADCAST
SALES LTD.
New York: 1021: 654 Madison Avenue,
(212) 838-5774. Vice-pres., TV & radio,
Tom F. Malone. Telex, 12-5771.
Mgr. TV, H.M. Parks. Radio, Dave Carpenter.
Chicago: Prudential Plaza Bldg.,
Dallas: 501 Tower Petroleum Bldg.,
(214) 748-5239. Mgr., Clyde B. Melville.
Los Angeles: 6210 Sunset Blvd., (213) -

St. Louis: 1615 Locust St., (314) 621-1424.
Manager, Bruce W. Schneider.
San Francisco: 500 Sansome Street,
Portland: 913 Oregon Bank Bldg.,
(503) 227-5754. Albert R. McLaughlin.
Manager, Hugh M. Felts.

DONALD COOKE INC.
New York: 10 East 39th Street, New York 10016
(212) 889-5443.
Chicago: 3322 W. Peterson Ave., 478-5444.
Kansas City: 1012 Baltimore Ave., 471-
7822.
Los Angeles: 111 North La Cienega Blvd.,
Beverly Hills, 652-1313.
San Francisco: 690 Market St., 397-0536.

THE DEVNEY ORGANIZATION INC.
New York: 347 Madison Avenue,
(212) 683-5830. NY 10017. President,
Edward J. Devney.
Chicago: 360 N. Michigan Avenue,
(312) 263-5771. Manager, John Toothill.
Hollywood: 1680 N. Vine Street,
San Francisco: 94111: #306, 700
Montgomery Street, (415) 397-0535.
Manager, Ward Glenn.
Kansas City: 1012 Baltimore Bldg.,
(816) 471-5502. Manager, Gene Gray.
St. Louis: 1005 Syndicate Trust Bldg.,
915 Olive Street, (314) 231-9151.
Manager, Gene Gray.
Boston: 100 Boylston St., (617) 482-4370.
Manager, George Bingham.
Manager, Tom Corlett.

FORJOE TV INC.
New York: 500 Fifth Avenue, New
York 10036. (212) 244-0562. President,
Joseph Bloom.
Chicago: 35 East Wacker Drive,(312) 467-6106
Los Angeles: 6725 Sunset Blvd.,
(213) 466-3702.
San Francisco: 700 Montgomery Street,
(415) 392-0535.

HARLAN G. OAKES, INC.
Hollywood 99028: 1680 N. Vine Street
(213) 404-7395. H. G. Oakes, Art
Crawford, Marty Costello, Dean Harter.
San Francisco: 700 Montgomery,
(415) 397-4827. Ward Glenn, Dave Sandberg.
Dallas: 1407 Main St., (214) 748-2122.
Jack Riley.

PAN AMERICAN BROADCASTING CO.
New York: 122 East 42nd Street, New

E. S. SUMNER CORP.
New York: 10036: 11 West 42nd Street,
(212) 279-7080. Pres., Gene Sumner.
Leonard Ziegel, Sherwood Sumner.
Chicago: 333 Michigan Ave., N.,
Los Angeles: 1801 Ave. of the Stars
Gateway W., Century City, (213) 277-0100.
Ben F. Conway.

WEED & CO.
Detroit: 1610 Book Bldg., (313) 961-2685.
Bernard P. Pearce.
Beverly Hills: 111 N. La Cienega Blvd.,
(213) 652-1313. Lee F. O'Connell. James Walsh
San Francisco: 235 Montgomery Street,
(415) 392-1507. Ward Glenn.
Seattle: 1001 Tower Bldg., (206) 624-8333.
Jack Hauser.

CREATIVE, MATURE, EFFECTIVE
NATIONAL SALES
AND
SERVICE

JIM CRAWFORD
Vancouver Manager

HELEN KOLUMAYA
Winnipeg Manager

ROY GREEN
Toronto

JEAN SENCAL
Montreal

WELDON WILSON
Toronto

ROGER L. ISABELLE
Montreal

808 PROCTOR
Montreal

CB/NOVEMBER 1968
NETWORKS

CTV TELEVISION NETWORK LTD.
Toronto 5: 42 Charles Street E.,
(416) 924-5454 - TLX 02-2678.
Chairman of the Board, Gordon F.
Keeble; President, Murray Chercover.
Vice-president marketing, Keith
Campbell; General Sales Manager,
Ray Junkin; National program director,
Arthur Weinthal; Director of news and
public affairs, Charles Templator;
Promotion manager, Philip Wedge;
Director of research, H. Jim Lee;
Manager, Broadcast Services, William
Duncan.

Montreal 15: 405 Ogilvie Avenue,
(514) 273-7781. Manager, John T.
Coleman.

CANADIAN BROADCASTING CORP.
Ottawa: 1500 Bronson Ave., P.O. Box 478,
Terminal A. President, George F. Davidson;
Executive Vice-President, Laurent Picard;
Vice-president planning and assistant
chief operating officer, J.P. Gilmore;
Vice-president, corporate affairs, R.C.
Fraser; Vice-president programming,
M. Quimet; Vice-president & Gen. Manager,
Regional Broadcasting, C. Jennings;
Director-General, External Services
Division, H.G. Walker; Director of station
relations, J.M. Ritchie; Director of
information services, David H. Orr;
Director of sales policy and planning,
O.J.W. Shugg.

Toronto: 354 Jarvis St., P.O. Box 500,
Terminal A. Vice-President & General
Manager, Network Broadcasting English,
E.S. Hallman; Director, News & Public
Affairs, M.L. Munro; Director of tele-
vision, J.D. Nixon; Television program
director, Bruce Raymond; Director, tele-
vision sales, J.R. Malloy; Manager TV
network sales, T. Nash; Supervisor of
commercial acceptance & production,
J. Angeloff.

Radio: Director of Radio, J.T. Craine;
Acting program director, radio networks,
Allan Brown; Director radio sales,
R.S. Joynt; Manager, radio sales,
Fred Bardeau; Director of information
services, C. Smith,

Montreal: 1425 Dorchester St. W., P.O. Box
6000, Television: Vice-president &
general manager, Raymond Davie;
Director of television, J. Blais; Tele-
vision program director, J. Landry;
Director, television sales, M. Valiquette;
Manager, TV network sales, J.A. Lapeinte;
Supervisor of Commercial acceptance &
production, Mie J. Buneau.

Radio: Director of radio, F. Guerard;
Radio program director, A. Boisvert;
Director radio sales, J.L. Desmarais;

General supervisor, information
services, G. Cadieux.

CBC REGIONAL BROADCASTING
St. John's, Nfld.: 95 University Avenue,
P.O. Box 5490. Director for Province of
Newfoundland, A.H. Morrow; Regional
program director, R.G. O'Brien; Regional
sales manager, A. House.

Halifax: 5600 Sackville Street,
P.O. Box 300. Director for the Maritime
Provinces, S.R. Kennedy; Regional
program director, K.R. Barry; Regional
sales manager, D.G. LeBlanc; Regional
Affairs Director, A.W. Wilson.

Ottawa: Lanark Ave., P.O. Box 3220,
Station C. Director, Ottawa Area,
J.J. Dunn; Area program director,
D. Townsend; Area sales manager,
L.M. O'Neil.

Winnipeg: 541 Portage Ave., P.O. Box 160.
Director for the Prairie Provinces, J.R.
Finlay; Regional program director,
J. Guthro, Regional sales manager,
F. Stanley.

Vancouver: 747 Bute St., Director for the
Province of British Columbia, R.W. McGall;
Regional program director, E.R. Whitehouse;
Regional sales manager, A. Sommerfeld.

Northern & Armed Forces Services,
1500 Bronson Ave., P.O. Box 478,

MARKETING OUR STATIONS
COAST TO COAST MEANS. . .

*ANALYSIS OF AUDIENCE
*DEMOGRAPHICS
*GEOGRAPHICS

*PROMOTIONAL SUPPORT
*FOLLOW-THROUGH AND RESULTS

PLUS

"The right people seeing the
right people at the right time"

30 years of selling and service to the broadcast industry.

radio-television representatives limited
Head Office: 2 St. Clair Ave. W., Toronto, Ontario
Telephone 927-3221

MONTREAL • WINNIPEG • VANCOUVER

76 CB/NOVEMBER 1968
CBC Television Network is the most immediate coast to coast method of pre-sales communication. Reaches ninety-nine percent of Canada's potential television homes. That's twenty-five percent more than the other network television. For only twelve hundred dollars more.

CBC Television Network — calling a potential 99% of Canadian television homes. Person to person.

CBC TV

Long distance operator.
ANNOUNCEMENT

Norm Marshall
Heads CHAM

Mr. E. S. Rogers, President of Rogers Broadcasting Limited, announces the appointment of Mr. Norm Marshall to Manager of CHAM, Hamilton.

Mr. Marshall is one of Hamilton's best known radio personalities and has been Sports Director for a number of major Canadian and American stations. When CHAM opened October 27, 1967 he was appointed Operations Manager. He assumed his new position on June 1, 1968.

Norm Marshall will continue as sports announcer on both radio and television.
...for the good of the industry

Under the guidance of their executive vice-president, Jim Allard, this efficient team of English- and French-speaking Canadians dedicates itself to the interests of the 340 member stations of the Canadian Association of Broadcasters, helping them function more efficiently and more economically, thereby enabling advertisers to deliver their sales messages to more people, more efficiently.
ADVERTISING AGENCIES Continued

SPITZER, MILLS & BATES LTD.
(1) TORONTO 2: (2) (416) 366-2811;
(3) 790 Bay Street; A.N. Brassev (Mar. B'cast Sv.)
(5) W.J. Graham,
Miss M. Poirier - Assoc. Med. Dir.;
L.R. Harrison - Media Supvr., (7) J. Szakacs,
Miss M.E. McCullagh, Miss J. Shape,
A. Macon, C.H. Gamble, Miss B. Lasky.
(1) MONTREAL: (2) (514) 861-9721;
(3) Place Victoria, Ste. 1404; Mrs. Alice M. Hollander - Assoc. Media Dir.;
(7) M. Cladio, Mrs. U. McLean.

STANFIELD, JOHNSON & McILL LTD.
(1) TORONTO 5: (2) (416) 924-8481;
(3) 255 Davenport Rd.; (5) P.R. Simpson;
(7) Miss Carol Nielsen.
(1) MONTREAL: (2) (514) 866-8741;
(3) Place du Canada Bldg.; (5) Mrs. L. King.

STANSBURY ADVERTISING LTD.
(1) MONTREAL: (2) (514) 845-6171;
(3) 600 Sherbrooke St. West;
(7) Miss Claire Dupere.

STONE & HAND LTD.
(1) TORONTO 12: (2) (416) 481-5204;
(3) 120 Eglinton Ave. E.; (5) Mrs. Ann Chalcraft.

STURMAN, BUCKSTEIN & CO. LTD.
(1) DON MILLS (TORONTO): (2) (416) 443-2883;
(3) 301 York Mills Road;
(4) M.E. Buckstein, Jack Sturman;
(6) M.E. Buckstein.

TANDY ADVERTISING LTD.
(1) TORONTO 2: (2) (416) 363-6351;
(3) 2 Carlton Street; (5) George T. Alsop;
(6) Joan Bradley.
(1) MONTREAL: (2) (514) 844-8821;
(3) 550 Sherbrooke St. W.; (5 & 6) B.H. Grober;
(7) Beverly Lewis.

THOMPSON, J. WALTER CO. LTD.
(1) MONTREAL: (2) (514) 876-2011
(TWX: 611-213-3802); (3) Place Bonaventure;
(5) J. McDonald; (6) M. MacNaughton, R. McLean, N. Fraser,
M. Gordon.
(1) TORONTO 5: (2) (416) 924-9171
(TWX: 610-491-2288); (3) 102 Bloor St. W.;
(5) R. J. Kostryca; (6) R. Boychuk, J. Elwes,
V. Hopkins, D. Newell, J. Pasmore;
(7) T. Johnson, J. Melville.
(1) VANCOUVER: (2) (604) 683-4466;
(3) 966 West Hastings Street;
(5) Vangie Lenigs.

TOROBIN ADVERTISING LTD.
(1) WESTMOUNT (Montreal): (2) (514) 927-3501;
(3) 4832 Sherbrooke St. W.;
(5) Mrs. A. Miller.

TREMBLAY, PIERRE PUBLICITE
(1) QUEBEC CITY: (2) (418) 529-1768;
(3) 877 est, Boulevard Charest;
(5) Guy Morin.

VERRET, J.P. PUBLICITE
(1) QUEBEC 2: (2) (418) 522-8217,
523-3083; (3) 330 Rue St. Roch, Ste. 301;

VICKERS & BENSON LTD.
(1) MONTREAL: (2) (514) 866-7701;
(3) 630 Dorchester Blvd. W.; (4) F.A.
Collins; (6) Mrs. A. Emberg, Miss M. McConnan,
Mrs. M. Turner, Miss D. Stewart,
Mrs. B. Stevens, Mrs. J. Guerin.
(1) TORONTO 5: (2) (416) 925-9393;
(3) 980 Yonge Street; (5) Paul Moore;
Miss Beverly Nicholl; (6) Mrs. June Frost,
Mrs. Joan Kelk, Miss Irene Maklary,
Al Shepherd; (7) Miss Stella Matuszek,
Mrs. Madeleine Nugent.
(1) VANCOUVER: (2) (604) 681-3474;
(3) 161 Melville Street; (6) Miss Jean Gray.

WATIER, MAURICE PUBLICITE LTEE
(1) MONTREAL: (2) (514) 842-2511;
(3) 7055 Peel Street, Ste. 175;
(5) Maurice Watier; (6) Micheline Maisonneuve,
(7) Camille Morin.

WATSON, ROBERT D. ADVERTISING LTD.
(1) CALGARY: (2) (403) 264-3801;
(3) 814 Ave S.W.; (4) Robert D. Watson;
(6) Alistair C. Ross, Toby Lawrence.

WHITEHEAD, TITHERINGTON & BOWLY LTD.
(1) TORONTO 5: (2) (416) 925-5544;
(3) 696 Yonge Street; (5) W.S.
Whitehead; (7) Miss A. Zakharchuk.

WILLIS ADVERTISING LIMITED
(1) TORONTO 5: (2) (416) 925-3804;
(3) 165 Bloor Street, East;
(5, 6, 7) Mrs. Joy Murray.

YANEFF, CHRIS LTD.
(1) TORONTO 5: (2) (416) 924-6677;
(3) 112 Isabella St.; (6) Chris Yaneff;
(7) Jean Claxton.

YOUNG & RUBICAM LTD.
(1) TORONTO 1: (2) (416) 362-3921;
(3) 250 University Ave.;
(5) Mrs. R.K. Pinkerton, Media Suprv.
Miss H. McMin, Mrs. Ann Taylor;
(6) C.P. O'Brien, D.P. Jones, G.R.
Clements, G.D. Hall, S.G. Greenspoon,
D.C. Patton, C.W. Van Houten, J.A.
McCrindle, Nick Paskapham, G. Payne,
Mrs. Marquita Galilitis, Steve Hand;
(7) Alan J. Patillo.
(1) MONTREAL: (2) (514) 866-8941;
(3) 1155 Dorchester Blvd. W.
(5) Miss Doreen Kitterly; (6) G. Lalande,
Y. Mercier, J. Brunelle; (7) Gabrielle Gagnier,
Miss Isabel MacLeod.

Speed is only one reason to ship Air Canada Air Express... here are a few more.
• Door to door delivery—at no extra charge
• Deliveries to every market in North America
• One waybill—complete information—copy to consignee and special instructions at one writing.

Call your Air Canada Air Express office for fast service. Here to-day—there tomorrow.

AIR CANADA
Jet-Air Express
How to tell if your agency is really “creative.”

If we were you, we wouldn’t look at the awards they’ve won. Or the beards they’ve grown.

We’d look at the advertising they turn out for you. Was it thought up to make the agency look good, or to sell your products? Was the creative man’s eye on the other agencies, or on your prospects?

At Cockfield, Brown, what we mean by creativity is advertising that works.

Advertising that is fresh, alive, intelligent, and aimed dead on target. We produce a lot of it. And when we hear that it’s winning awards — well, sure, that’s nice. But we like it even more when the client tells us it’s making sales.

Cockfield, Brown

MONTREAL • TORONTO • LONDON • WINNIPEG • VANCOUVER
AMPHENOL CANADA LTD.
100 Skway Ave., Rexdale, Ontario.
(416) 671-2370 TLX 02-29852.

ANDREW ANTENNA COMPANY LTD.
Main Office & Factory: 606 Beech St., Scarborough, Ontario.
(416) 664-3348; Toronto (416) 384-4336.
Montreal Office: 320 Berston Avenue, St. Lambert, Quebec.
(514) 672-5833 TLX 01-26467 P. Lalancette, District Manager.
Vancouver Office: 422 Sixth Street, New Westminster, B.C.
(604) 526-4721 TLX 04-35211 J. Van, District Manager.

APPLICATIONS ELECTRONICS LIMITED
40 Torake Cre., Toronto 18, Ontario.
(416) 252-3194 TLX 02-21561.

AUDIO TRANSFORMER COMPANY LIMITED
202 Regina St. North, Waterloo, Ontario.
Products Manufactured: Transformers - audio, power, reactors.

AUTOMATIC ELECTRIC (CANADA) LIMITED
Dartmouth, P.O. Box 636, Nova Scotia.
(902) 463-6700 TWX 610-271-8916.

BENCO TELEVISION ASSOCIATES
A division of Redfern (Canada) Limited
27 Taber Road, Rexdale, Ontario.
(416) 244-4296 TLX 02-21211.

BOSTON INSULATED WIRE & CABLE COMPANY LIMITED
118 Shaw St., Box 3014 Station B, Hamilton, Ont.
(416) 529-7151 TLX 02-21564 A.C. Davis - President. 
J.F. Janson - Sales Manager. W. Wolkowiki - Chief Engineer. E.G. McCusker - Production Manager.
1 Place Ville Marie, Montreal, Quebec.
(514) 866-7115 TLX 05-267574.

BRAUN ELECTRIC CANADA LTD.
3310 Elm Bank Road, Milton, Ont.
(416) 677-3243 TLX 02-29569 A.H. Simmons - President, R. Rayvent - Vice-President. S. Cook - Sales Manager. Motion Picture Division.

BRINKWORTH & ASSOCIATES
81 Kooklyn Cres., Scarborough, Ontario.

CALDWELL A/V EQUIPMENT CO. LTD.
Scarborough, Ont.: 135 Midwest Road.
(416) 751-0861. B.C. Emerson, President, L.N. Davis, Vice-President. 
Distributors of a comprehensive line of audio & video equipment.

CANADA WIRE & CABLE COMPANY LIMITED
147 Laird Drive, Toronto 17, Ontario.
(416) 421-0440 TLX 02-2260 L.E. Marin - Marketing Manager. J.D.A. Busby - Product Manager.

CANADIAN ADORAL CORPORATION, LTD.
Head Office: 501 Lakeshore Road, Port Credit, Ont.
(416) 275-5551 S.D. Brownlee - President. E. Whitaker - Vice President. W.A. Turner - Treasurer.
Branches: Toronto, 581 Trenthway Drive (416) 249-7681 K. Vail - Branch Manager.

C.J. Evans, Exec. V.P. & Gen. Mgr. 
M.W. Townsend, Sales Mgr. - (Canada) D. Gray - Sales Mgr. - (U.S.A.)

Ranco Television Corporation
P.O. Box 10068, Jacksonville, Florida 32207 (904) 208-6807 TLX 5-6203.
Products Manufactured: Head-end and distribution equipment for CATV and MATV; low power TV transmitters.

APPPLIED ELECTRONICS LIMITED
1416) 252-3194 TLX 02-21561.

Bell Canada.
1050 Beaver Hall Hill, Montreal, Que.
TWX: 610-421-3501 G.V. Ferguson - Advertising Manager.

BUMB TV EQUIMENT CO.
17.00 Montee de Lisseau Rd., Montreal 9, P.Q.
(514) 332-1020 TWX 610-421-3684.

Bruce Martin - Vice-Pres. & Gen. Mgr.

Marconi Mark VII.
All other TV colour cameras pale by comparison.

This is the world's finest colour TV camera.
The Mark VII. By Marconi, recognized leader in broadcast equipment.
The Marconi Mark VII sets new standards for colour TV.
Its fidelity is unmatched.
Here's why:

Four photo conducting tubes. The additional luminance tube provides incredible colour matching and registration.

Extreme sensitivity. The Mark VII needs only normal monochrome lighting. And it can be switched from colour to black and white if outdoor light levels fall too low for colour.

Light. Strong. Easy to handle. The main structure of the camera is made of magnesium alloy for maximum strength with minimum weight. It's easy to handle in-studio or on remote. It can operate with a single cable up to 2,000 feet from the control unit.

Lens flexibility. The Mark VII uses any standard television zoom designed for use with an image orthicon format.

Completely solid state for utmost reliability and rapid warm-up.

For more technical data and brochure, write:

CANADIAN MARCONI COMPANY
T.V. EQUIPMENT DEPARTMENT, MARINE & LAND COMMUNICATIONS DIVISION
ST. JOHN'S, Nfld. HALIFAX, N.S. QUEBEC, P.Q. MONTREAL, P.Q. OTTAWA, ONT. TORONTO, ONT. THOROLD, ONT. WINNIPEG, MAN. CALGARY, ALTA. EDMONTON, ALTA. VANCOUVER, B.C.
Equipment Manufacturers & Suppliers continued

Canadian Admiral Corporation, Ltd. - Continued

Calgary, 6130-1A Steet, S.W. (403) 255-5586
G.J. Manolescu - Branch Manager

Winnipeg, 179 Wellington Ave, St. James, (204) 772-0357 E. Ridge - Branch Manager

London, 254 Adelaide St. S. (519) 432-2255 E. Walker - Branch Manager

Montreal, 5800 Ferrier St. of Mount Royal (514) 731-3651 A. Reed - Branch Manager

Quebec, 1250 Rue de la Jonquiere (418) 683-4371 G. Hurtubise - Branch Manager

Toronto, 1826 Woodward Drive (416) 725-3381 D. Summers - Branch Manager

Halifax N.S., 3660 Strawberry Hill St. (902) 455-0536 J.J. Surrette - Branch Manager

Contract Sales Division
501 Lakeshore Rd. Port Credit (416) 278-5561 B. Courtney - Manager

Manufacturers of TV, Radio, Stereophonic HiFi, Phonographs, Refrigerators, Ranges, Freezers, Air Conditioners, Dishwashers, Closed Circuit TV and Monitors.

Electronic Products Division
501 Lakeshore Rd. Port Credit, (416) 278-5561 L. Irvine - Manager

Manufacturers of Military and special electronics, Radiation Survey, Instrumentation.

CANADIAN GENERAL ELECTRIC CO. LTD.

Broadcast & CCTV Sales & Service
Toronto 18, 100 Wingold Avenue (416) 768-3201 H.S. Dawen, mgr. commercial communications business section; Service, mg. sales & service. J.D. Pugsley, mg. sales & planning: A.L. Hames, mg. customer service.


Calgary: 3083-6th Street S.E. (403) 243-2781 Western sales rep: G.H. Savard.

Products Manufactured: Live color cameras, PE-350; Film color cameras, PE-240; Television transmitters. Television antennas, diplexers & filters: System design and installation services: Suppliers of complete TV signalization and transmission facilities: Educational television equipment including large screen color and monochrome TV projectors.

CANADIAN MARCONI COMPANY

Montreal: 2442 Trenton Ave. (514) 738-9441 TLX 05-267563 A.W. Marshall, Mgr. TV Equipment Dept. R. Colucci, Sales Reps


Calgary, 429 42nd Street, S.E. (403) 243-7751

Edmonton, 10524 - 10th Street (403) 429-3387 E.S. Dziczuch - Manager.


Halifax, 3480 Prescott St. (902) 454-8321 D.J. Murphy - Manager

St. John's, Nfld, 20 Barnes Rd (709) 726-2422 N.E. Maw

Distributors of: Marconin Ielevision Colour and Monochrome Cameras; AM, VHF & UHF Transport, Colour & Monochrome Monitors. Dynair Video Equipment.

CANADIAN MOTOROLA ELECTRONICS COMPANY

3125 Steeles Avenue East, Willowdale Ont. (416) 283-4841 TLX 02-29944 E.J. Vaillant, Marketing Mgr., Microwave & Control Systems.

H.W. Reid, Marketing Mgr., Mobile Communications.

G.W. Landstrom, Mgr., Central Area.

155 Graveline St., St. Laurent, Quebec, (514) 735-4152 TLX 01-26128

H.W. Seibelt, Mgr., Eastern Area.

COLLINS RADIO CO. OF CANADA LTD.

Toronto 16: 150 Bartley Dr. (416) 757-1101 Sr. vice-president, J.L. Plant.

Vice-president: S.F. Jackson. Broadcast Salesman, P.R. Wharton.

Vancouver: 1200 W. Pender St. (604) 681-9421 Resident manager, F.N.A. Ramsay.

Edmonton: Centennial Blvd., 10015

Ottawa 7: 77 Metcalfe St. (613) 233-6211 Resident manager, A.R. Hewitt.


Manufacturers of: Full audio line including microphones, consoles & remote equipment, AM transmitters up to and including 10,000 watts, plus phasing equipment, consoles & remote equipment, AM transmitters up to and including 20,000 watts, FM stereo generators, exciters & full line of FM antennas; modulation frequency & phase monitors; Mono/ stereo tape cartridge machines.

CORNING GLASS WORKS OF CANADA LTD.


Products Manufactured: Resistors, Capacitors, Integrated Circuits.

DELHI METAL PRODUCTS LTD.

23, 51, 65 Waverley St. P.O. Box 850, Delhi, Ontario (519) 582-0710


Products Manufactured: Color TV, VHF and UHF receiving antennas. Delhi-CDE Automatic TV-FM rotators Delhi-CDE automatic TV-FM rotators. Delhi-CDE automatic TV-FM rotators.

Branch Office, 1313 Wellington St., 5th Floor, Delhi, Ontario.

DIVERSIFIED ELECTRONICS LTD.


1859 W 4th, Vancouver, B.C. E. Short.


ELECTRONIC COMPONENTS & DEVICES LTD.

Montreal 39: 644 DeCourcey St. (514) 933-7515 Manager, advertising & sales promotion, K.G. Ward, Broadcasting sales.

E.V. OF CANADA LIMITED

Richmond Hill, Ont.: 359 Enford Road, (416) 864-8185 or 864-8186.

R.C. Kohner, Vice-President of R.C. Kohner. Sales Representative.

843 Rue Dolbeau, Ville Jacques Cartier, Quebec. J. Vanlare.

Products Manufactured: Microphones, Monitor Speakers, Needles, Cartridges.

FANON ELECTRONICS OF CANADA LTD.


GATES RADIO CO. (CANADA) LTD.


Manufacturers and suppliers of: Complete line of AM/FM transmitting equipment & accessories; AM/FM & TV audio equipment; ATC Criteria.

Gittlep accuracy.

GELECO ELECTRONICS LTD.
2 Thorncliffe Park Dr., Unit 43, Toronto 17, Ont. (416) 421-5631 President - Gerald W. Lee. Products Manufactured: RF Coils, Contactors, Tower Lighting Clamps, Sampling Loops, MMB Switches, Isolation Networks, Complete Antenna Tuning and Phasing Systems.

GENERAL INSTRUMENT OF CANADA LTD.
151 Weber Street South, Waterloo, Ont. (519) 744-810. TX: 610-365-3415


Products Manufactured: Deflection Components for TV, Black and White and color. IF Transformers, Chokes, small coils, for radio, TV and stereo industries. Semiconductors, FM and AM turners, and stereo hi fi chassis. Also printed circuit boards for entertainment industry.

INTERNATIONAL SYSTEMS LIMITED
Montreal 9: 4900 Fisher Street, (514) 735-6441. TX: 610-422-3065


A. Bleue - Manager. Products Manufactured: VHF & UHF Communications Equipment.

J-MAR ELECTRONICS LTD.
6 Banigan Dr., Toronto 17, Ont. (416) 421-9080 J.W. Woods - President. R.W. Swanston - Sales Manager. Products Manufactured: Custom professional audio equipment.

KAMEKO ELECTRONICS LTD.
Montreal 12: 1080 Port Royal W., (514) 421-6100. TX: 01-20680


KINGSWAY FILM EQUIPMENT LTD.
148 Norseman Street, Toronto 18, Ontario (416) 233-1103. R.C. Macaulay - President.


LENKURT ELECTRIC CO. OF CANADA, LTD.


Products Manufactured: Microwave Radio; Multiplex equipment for radio, cable and open wire; high; medium and telegraphic speed data transmission systems; alarm, supervision and control systems; related equipment for commissioning of all capacities of telecommunications systems.

MCCURDY RADIO INDUSTRIES LIMITED

MARSLAND ENGINEERING LIMITED

Products Manufactured: Program Controlled Amplifier; Portable Production Centre; Portable Audio Broadcast Console; "Salt Shaker" Microphone; Jack Mounting Panels.

MINNESOTA MINING & MANUFACTURING OF CANADA LTD.


R.H. NICHOLS CO. LTD.


Products Manufactured: Remote transmitter control. RF ammeters. Test instruments.

"Channel 10 does a whale of a job on sports... our color set is on all the time. Golf, hockey, baseball, racing, football, you name it. And we never miss Alex Kelman's sportscasts — he's from St. Thomas, you know." George Kelly, popular barman at the Grand Central in St. Thomas agrees:

"CFPL-TV serves Western Ontario — completely"
Equipment Manufacturers & Suppliers continued

OWEN'S ILLINOIS OF CANADA LTD.
Redvale, Ont.: 50 Bellefield Road, (416) 249-9184 TLX 02-2886.
L.R. Weinrich - Vice-Prez. & Gen. Mgr., B. L. Allan - Administrative Manager.
Products Manufactured: Blown plastic containers.

PERCEPTION INDUSTRIES INC.
Toronto 2: 274 Church St., (416) 363-9141 E.T. Cullen - Pres.; A.D. Moncroft - Vice-
Pres.; R. Trowell - Sales Mgr., C.A. Wickens, Advgt., Mgr.; J. Forrest - Broadcast
Sales, M. Crosby - Dir. Technical Control.

Products Manufactured: Broadcast &
Recording Studio Equipment; Disc mastering, high speed tape duplication &
dubbing, Distributors of Scully, Langevin, Spotmaster, Sennheiser microphones.
Fidelipac cartridges, Scotch tape, Prompters, Magnecord.

PHILCO-FORD OF CANADA LIMITED
Don Mills, Ont.: 900 Don Mills Road, (416) 446-2758, TLX 02-2237.
R.A. Macdonald - Pres.; T.J. Green - Vice-
Pres., Marketing, T.G. Mollish - Controller,
T. Millen - Operations Mgr. R. Sambrook,
Mgr. Advertising & Sales Promotion.
Products Manufactured: Television, Stereophonic High Fidelity, Radios, Portable
Record Players.

PHILIPS ELECTRONICS INDUSTRIES LTD.
Toronto 17: 116 Vanderhoof Ave., (416) 425-5161, President, H.A.C. Van
Beurden, Vice President, Marketing, Electronic Equipment Div., E. Batter.
Manager, Professional Electro-Acoustics Dept., A. Hutchison, Product Manager,
CCTV & Video Recording, J. Berrevoets. Product manager, Studio Broadcast
Equipment, J.E. Prevost (Montreal), Sales Manager (Ontario & Manitoba), H.B. Steven.
Montreal 9: 5930 Cote de Liesse Rd.,
342-9180. Regional sales Manager, (Quebec & Maritime), J.M. Hebert.
Calgary, Alta.: 4107 11th St. S.F.,
243-7737. Regional Sales Manager,
(B.C., Alberta & Saskatchewan), R. Hill.
Manufacturers of: Color and monochrome
TV studio cameras, CCTV cameras & systems, video recorders, large screen TV
projectors, color & monochrome.

Eldophor cinema-size screen TV
projectors, color & monochrome, audio
recorders, tape duplicators, modular
audio consoles.

H.K. PORTER COMPANY (CANADA)
LIMITED
Federal Wire & Cable Division
P.O. Box 90, Guelph, Ont.
R.M. Sorbara, Product Manager
Products Manufactured: Electrical wire and cable.

PRODELIN INC.
51 Markham Rd., Richmond Hill, Ont.,
(416) 884-8216, H.D. Schiller,
Manufacturers of: Microwave antenna &
waveguide systems, flexible & rigid coaxial
line, ETV transmitting & receiving antenna systems, point to point antenna systems.

PYE ELECTRONICS LIMITED
Montreal: 8580 Darnley Rd.,
(514) 731-8501 R.D. Mignault - Pres.; R.W. Wei, - Dir. of
Marketing, Halifax, N.S.: 5786 Kaye St., (902) 455-1505
C. Alcorn - Region Manager.
Toronto: 6080 Bayview Ave., (416) 630-2264
V. Hill - Region Manager.
Burbury 3, B.C.: 7148 - 6th St., (604) 526-1606
D. Dahiester.
Products Manufactured: Two-way radio
communications equipment.

PYLON ELECTRONIC DEVELOPMENT
CO. LTD.
Lachine, Que.: 2300 Victoria Street,
(514) 637-1185, John E. Pinnell - Pres.;
A.E. Delaney - Gen. Sales Mgr.;
H. Hendrichs - Purch. Agent, R. Hill
Plain Mgr., H. Luks - Ch. Eng.
Products Manufactured: Transistorized
inverters & converters, SCR inverters &
converters, Fixed coaxial, HF attenuators,
Aluminum transport cases, Data commu-
nications equipment, Special control
panels & eqpt. (custom work)

QUINNARDS PRODUCTS LTD.
Downsview, Ont., 10 LePage Court,
(416) 530-2133 TLX 02-2138
N.C. Reed - Pres. & Gen. Mgr.;
W.E. O'Neill - Tech. Rep., A.C. Utley - Sales,
Jim Crawford, Vp.
Alta. P.O. Box 8247, Station F,
(403) 252-9077, T.R. Graham, Regional Mgr.

We talked ourselves into it!

CKY IS NO. 1 IN
WINNIPEG & MANITOBA

BBM proves it!* Spring 1968 Weekly Circulation
Total Adults Tuned.
CKY is Manitoba's favourite
daytime radio channel and BBM
ratings prove it! That's because people like to listen to personalized adult radio . . .
they respond to "talk" programs like
Bill 'Trebleclc's "Kay Wise
on "Tradio" and "Party Line."
Reach the largest Manitoba
daytime audience . . . put your
selling message "in the centre of things" on CKY, No. 1 in
Manitoba.

Major Market Broadcasters Limited, Toronto or Montreal;
Jim Crawford, Vp., or
Don McDermid, Vice President,
National Sales in Winnipeg.

Manufacturers of: Solid State Remote
Control, Alarm Telemetry Systems for
Transmitter Control - communications line,
compressor, tower, & squelch amplifiers.

RACAL (CANADA) LIMITED
1806 Woodward Dr., Ottawa 5, Ontario,
(613) 725-2041 TLX 013-487
A.H. Elwood, C.I.M. Gen. Mgr.,
D.B. Downing, P.Eng., Chief Engineer,
J.R. France, Contracts Manager.
Products Manufactured: HF receivers,
transmitters, decade frequency generators,
packet, HF receiving and transmitting
systems, frequency meters.

RAYTHEON CANADA LIMITED
400 Philip St., Waterloo, Ont.
J. Azar - M.M. Telecom Equipment,
C.B. Stone - Regional Manager, M. Lemke,
Contracts Manager.
Products Manufactured: Telecommunications
Equipment and Components, Machetti Tubes,
Microwave and Power Tubes, Raytheon
Special Purpose Components.

RCA VICTOR COMPANY, LTD.
Montreal 30: Electronic Components
Division, 5440 Concorde Street,
(514) 933-7551. John P. McDonald - Area
Sales Mgr., R.G. Ward - Mgr., Advertising &
Sales Promotion. Toronto:
Electronic Components Division,
225 Mutilh St., (416) 363-2441.
Rose E. Magnus, Area Sales Manager.
Products Manufactured: Industrial Tubes, Video Tape.

RSC AUDIO SALES LIMITED
Toronto 18: 221 Norsonam St., (416) 231-7243 TLX 02-2212, Charles F.
Corkick - Pres.; Harry J. Tracey - Sales
Manager.
Products Manufactured: Speakers and
Columns.

SHRE BROTHERS INCORPORATED
A.C. Simmonds & Sons Limited,
285 Yorkland Blvd., Willowdale, Ont.
(416) 445-9111 TLX 02-31543
W.B. Champion - Product Manager.
Products Manufactured: Microphones,
Microphone Mixers, Solid State Trans-
mission Pressed Fiber Phono Cards
and Tone Arms.

SMYTH SOUND EQUIPMENT LIMITED
Longueuil, Que.: 165 Industrial Park Rd.,
J.B. Smyth - President, G. Royal - Sales.
Products Manufactured: "Cuemaster"
cartridge tape recorders, United Audio
consolles and limiters, KF monitoring
loudspeakers. Quad monitoring amplifiers.
ADC pickup cartridges.

SUPERIOR ELECTRONICS SALES LTD.
2265 Dundarad Street, Montreal 35, Que.
(514) 571-8761 TLX 012566
Richard Golick - President.
Barniey K. Plotnick - Exec., Vice-Pres.
Products Manufactured and Distributed:
Black and white and color replacement
picture tubes, Indoor Antennas, Outdoor
Antennas. Electronic Garage Door
Openers. UHF Converters, Miscellaneous
Hardware & Passive Devices.

SYLVANIA ELECTRIC (CANADA)
LIMITED
Dartmouth, N.S.: 8 Railton Avenue,
(902) 463-7710, G. Nako - District
Sales Manager.
Montreal 9: (Head Office) 8750 Cote de
Liesse Road, (514) 365-4201,
A.P. Hickey - District Sales Manager;
C. Lachance - Manager, C & I Sales.
Redvale, Ont.: 35 Vulkan Street,
(416) 247-5171, J. Shanks - District
Engineer, J.C. Hewitt - Mgr., Photo &
Consumer Lamp Sales.
Winnipeg, Man.: 905 King Edward St.,
St. James, (204) 774-5561, J.B. Shea -
District Sales Manager.
Edmonton, Alta: 14709 - 123rd Street, (403) 495-4825. M. Dijkstra - Sales Representative.
Vancouver 6, B.C.: 1437 Adanac Street, (604) 223-2141. I.P. Pappin - District Sales Manager.
Products Manufactured: (a) Projector lamps, Photoflash, miscellaneous photographic products. (b) Iodine Quartz lamps for studio or industrial use. (c) Regular industrial type incandescent, fluorescent and mercury lamps.

**TELE-RADIO SYSTEMS LTD.**
Ottawa, Ont.: 31 Palace St., (613) 746-8914. B. Jones, Manager.


Manufacturers of: Tele-Radio Systems Ltd. specialized communications equipment & systems.

**T. M. C. (CANADA) LIMITED**
Ottawa, Ont.: RR # 5, (613) 622-0244.

Products Manufactured: VHF/MF Transmitters (500 watts to 200 KW) and Receivers, includes broadcasting and TV (Data processing, RF Connector Products and Antenna Accessories). Receiving Multi-couplers, Matching Transformers, Terminals and Dummy Loads.

**TRANSONIC LTD.**

**UNI-TEL LIMITED**
Scarborough, Ont.: 100 Barbados Blvd., (416) 261-7255 TLX 02-21588

Products Manufactured: Audio products for broadcast and sound recording industries.

**WARD-BECK SYSTEMS LTD.**
45 Munham Gate, Unit #4, Scarborough, Ont. (416) 757-0989 R.W. Ward President. R.K. Beck - Vice-President & Director of Engineering.

Products Manufactured: Audio products for broadcast and sound recording industries.

**WESTERN ELECTRONIC SYSTEMS LIMITED**
Calgary: P.O. Box 1058, 4331 Manhattan Road S.E., (403) 287-2000 TLX 038-2265.

Products Manufactured: VHF Transmitters, receivers, audio equipment, sound consoles, broadcast switches, electronic scoring units, equipment for electronic language laboratories and closed circuit television.

---

*BBM March 1968. Monday to Friday average.*

All Persons. Full coverage area.

**REPRESENTATIVES**: Radio & Television Sales Inc., Montreal-Toronto.

D. E. M. ALLEN, P. ENG.
Broadcast Consulting Engineer, 2631 Perroge Ave., Winnipeg, Manitoba.
(204) 832-3050

G. A. BARTLEY, P. ENG.
Alberta Telecommunication Consultants Limited, Box 100, Red Deer, Alberta.
(403) 346-1359 TLX 038-351

CHARLES BOISVERT, P. ENG.
Consulco Line, 1015 St-Alexandre, Suite 804, Montreal 1, P.Q.
(514) 878-3671

P. BOURBONNAIS, P. ENG.
Hydro-Quebec, 75 Dorchester Blvd. W., Montreal, P.Q.

PETER G. BOWERS, P. ENG.
Ontario Department of Education
Educational Television Branch
1870 Bayview Ave., Toronto 17, Ont.
(416) 365-6301

D. A. BROOKS, P. ENG.
Broadcast Consulting Engineers, Gamma Engineering Ltd., P.O. Box 65, Edmonton 15, Alberta.

P. R. G. CAHN, ENG.
Peter Cahn & Associates, 9124 St. Lawrence Blvd., Montreal 11, P.Q. (514) 389-5914

D. R. DASHNEY, ENG.
D. H. MACAULAY, ENG.
SEYMOUR EPSTEIN, P. ENG.
RCA Victor Company, Ltd., 1001 Lenoir St., Montreal 30, P.Q. (514) 933-7551 TLX 01-2522

HARRY K. DAVIS, P. ENG.
H. K. Davis & Associates Ltd., Consulting Engineers, 1947 Avenue Road, Toronto, Ont. (416) 789-7277

A. G. DAY, P. ENG.
TV & FM Broadcast Consultant, 15 Lakeside Avenue, Ottawa 1, Ont. (613) 235-9411

PIERRE DEMERS, P. ENG.
Demers, Homa, Baby, Consulting Engineers, 4815 Carlton Ave., Montreal 26, P.Q.

N. S. DIAL, P. ENG.
British Columbia Telephone Co.,
768 Seymour Street, Vancouver 9, B.C.
(604) 662-8552 TWX 610-928-0670

J. GORDON ELDER, P. ENG.
Elder Engineering Ltd., P.O. Box 10,
King City, Ontario.

ERIC W. FARMER, P. ENG.
184 Turgeon Street, Ste. Therese, P.Q.
(514) 435-7278

A. GERVAIS, ENG.
P. L. GRANT, P. ENG.
P. MUNDIE, ENG.
N. J. Pappas and Associates, 5253 Decarie Boulevard, Montreal 29, P.Q.

R. S. GRANT, P. ENG.
Broadcast Consultant Engineer
2703 Henley St., Ottawa 14, Ont.
(613) 826-2128

YVES R. HAMEL, P. ENG.
3772 Kent Avenue, Montreal 26, P.Q.
(514) 733-6107

JEAN-CLAUDE LALANCETTE, P. ENG.
Broadcast Consulting Engineer, 1700 Berri, Suite 24, Montreal 24, P.Q. (514) 288-4151

GERALD J. LEE, P. ENG.
Gerald W. Lee & Associates, 2 Thorncliffe Park Drive, Unit 83, Toronto 17, Ontario.
(416) 421-5631

M. LEVY, P. ENG.
Levy Associates Company Ltd., Consulting Engineers, 335 Catherine St., Ottawa 4, Ont.
(613) 233-8700

KEITH A. MACKINNON, P. ENG.
P.O. Box 3310, Ottawa, Ontario.
(613) 728-4311

L. H. J. MAILE, P. ENG.
Box 512, Station Q, Toronto 7, Ontario.
(416) 827-2414

GEORGE MATHER, P. ENG.
George Mather & Associates, Radio
Frequency Engineering, 2015 Russell Road,
Cooksville, Ontario. (416) 277-4672

PETER A. NIBLOCK, P. ENG.
HERBERT A. HOYLES, P. ENG.
Hoyles Niblock Associates Ltd., 3110 Boundary Road, Vancouver 12, B.C.
(604) 437-1141 TLX 04-50322 TWX 610-928-1058

AIDAN M. FURLONG B.SC., P. ENG.
Pan-Com Associates, Communications Consultants, Ste. 505-2480 Benny Crescent, Montreal 261, Quebec.

T. S. RAHMER, P. ENG.
R.H. Nichols Limited, P.O. Box 500,
Downview, Ont. (416) 633-8190

H. Z. ROGERS, P. ENG.
Broadcast Consulting Engineer (TV & FM),
12 Humber Ridge Drive, Toronto 19, Ont.
(416) 233-7710

LIEUT. COL. W. ARTHUR STEEL
488 Avalon Place, Riverview Park, Ottawa 8, Ontario. (613) 733-9252

NICHOLAS TOMCIO, P. ENG.
Manager-Broadcast Engineering, Commercial Communications, Canadian General Electric Co. Ltd., 830 Lansdowne Avenue, Toronto 4, Ontario. (416) 534-6511 TLX 02-2057

B. R. TUPPER, P. ENG.
Telecommunications Consultant, 1990 Sasamat Place, Vancouver 8, B.C.
(604) 224-1990

H. J. von BAEBER, P. ENG.
F. GALL, P. ENG.
Acres InterTel Limited, 298 Elgin St.,
Ottawa 4, Ontario.

PETER A. WARD, P. ENG.
Delta Electronics, 70 Ronson Ave.,
Rexdale, Ont. (416) 241-3556

D. B. WILLIAMSON, P. ENG.
Consulting Engineer, Broadcasting - Communications, P.O. Box 520, Cobourg, Ont.
(416) 372-5401

A Complete Communications Consulting Service

CAPITAL ASSETS LEASING

Communications Project Financing, Broadcast Applications, Economic Analysis, Production and Programming Service and Consultation, Project Coordination, ETV and ITV, Research.

PAN-COM ASSOCIATES

SUITE S05, 2480 BENNY CRESCENT, MONTREAL 28, QUEBEC
CABLE ADDRESS: "PANCONSULT" TELEPHONE: 482-2026

A Complete Communications Consulting Service

CAPITAL ASSETS LEASING

Communications Project Financing, Broadcast Applications, Economic Analysis, Production and Programming Service and Consultation, Project Coordination, ETV and ITV, Research.

PAN-COM ASSOCIATES

SUITE S05, 2480 BENNY CRESCENT, MONTREAL 28, QUEBEC
CABLE ADDRESS: "PANCONSULT" TELEPHONE: 482-2026

Telephone Answering Service

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

Phone for Booklet in
Toronto Montreal
924-4471 UN.6-6921

92 CB/NOVEMBER 1968
AMERICAN MARKETING ASSOCIATION
President - Peter Perry, Weekend Magazine, 2 Carlton St., Toronto 2, Ont. Secrétaire - Miss Jane Rae, Ronalds-Reynolds Ltd., 154 University Ave., Toronto 1, Ont.

ASSOCIATION OF CANADIAN ADVERTISERS
President - J.M. Baldwin, Managing Director & Secretary - B. Ernest Legate, Suite 620, 159 Bay Street, Toronto 1, Ont. (416) 363-8046.

ASSOCIATION CANADIENNE DE LA RADIO ET DE LA TELEVISION DE LANGUE FRANCAISE INC.
President - Paul L'Anglais, 1454 rue de la Montagne, Suite 400, Montreal 25, Quebec. Secrétaire Trésorier - Benoit Roberge, Station Radio CKCN, 700 avenue Laure, Sept-Iles, Quebec. Secrétariat: 1454 rue de la Montagne, suite 400, Montreal 25.

ASSOCIATION OF MOTION PICTURE PRODUCERS AND LABORATORIES OF CANADA
President - Heinz A.K. Dregge, Executive Secretary - Frank A. Young, Suite 512, 55 York St., Toronto 1, Ont. (416) 363-8374.

ATLANTIC ASSOCIATION OF BROADCASTERS
President - Norris Nathanson, CJCBC - AM/FM/TV, Box 1270, Sydney, N.S. (902) 564-5596.

BBM BUREAU OF MEASUREMENT
President - Dr. B.K. Byram, Director of Surveys - Don Harwood. Secretary - Chas. J. Follett, 120 EGLINTON Ave. E., Toronto 12, Ont. (416) 485-9464.

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
President - Don Hamilton, CKLG - Radio, 1006 Richards Street, Vancouver 2, B.C. (604) 681-7511 TLX 04-5992.

BROADCAST EXECUTIVES SOCIETY
Executive Secretary - Mrs. Ruth Hancock, 12 Richmond St. E., Suite 347, Toronto 1, Ont. (416) 356-9567.

BROADCASTERS PROMOTION ASSOCIATION

CANADIAN ADVERTISING ADVISORY BOARD

CANADIAN ASSOCIATION OF BROADCASTERS (L'ASSOCIATION CANADIENNE DES RADIODIFFUSEURS)
President - J.R. Peters, CHAN/CHOK-TV, Vancouver, B.C. Vice-President, Television: W.D. McGregor, CKCD-TV, CKW, Kitchener, Ont. Vice-Pres. Radio - R. Crepault, CJMS, Montreal, P.Q. Head Office, Ottawa - Executive Vice-President - T.J. Allard. Secretary Treasurer - Miss Flora Lova, 85 Sparks St., P.O. Box 627, Station B, Ottawa, Ont. TLX 013-433

Toronto: Office Manager - Mrs. Ruth Hancock, 12 Richmond St. E., Suite 347, Toronto 1, Ont. Manager, Program Exchange Department - Gerry Acton. TLX 02-21543 Montreal: F. Girard, 1454 de la Montagne, Suite 400, Montreal, P.Q. TLX 01-20062

CANADIAN ASSOCIATION OF BROADCAST CONSULTANTS (CABC)
President - Peter R.G. Cahn, 8124 St. Lawrence Blvd., Montreal 11, Que. Secretary-Treasurer - Douglas H. Macaulay c/o RCA Victor, 1001 Lemoyne Street, Montreal 30, Que.

CENTRAL CANADA BROADCASTERS' ASSOCIATION
Executive Secretary - Mrs. Ruth Hancock, 12 Richmond St. E., Suite 347, Toronto 1, Ont. (416) 366-9567 TLX 02-21543

ELECTRONIC INDUSTRIES ASSOCIATION OF CANADA
President - R.A. Phillips, General Manager & Secretary - Cowan Harris, 200 St. Clair Ave. W., Toronto 7, Ont.

FEDERATION OF CANADIAN ADVERTISING & SALES CLUBS
President - J.O. Clubine, Managing Director - R.E. Gourlay, Suite 369, Queen Elizabeth Hotel, Montreal, Quebec.

INSTITUTE OF CANADIAN ADVERTISING
President - G.G. Sinclair, Managing Dir. - J.N. Milne, Suite 401, 8 King Street E., Toronto 1, Ont. (416) 368-2981.

NATIONAL COMMUNITY ANTENNA TELEVISION ASSOCIATION OF CANADA
President - O. Girard, Manager - Jacques Chevalier, 1010 St. Catherine Street W., Suite 1004, Montreal 2, P.Q.

PROFESSIONAL MARKETING RESEARCH SOCIETY
President - A.M. Lawrence; Vice-Pres., Mrs. J. Henry, Secretary - K. Taylor, Treasurer - R.J. Stewart, c/o MacLaren Advertising Co. Ltd., 111 Richmond St. W., Toronto 1, Ont. (416) 363-2244.

RADIO SALES BUREAU
President - Cedric P. Haynes, 321 Bloor St. E., Toronto 5, Ont. (416) 524-5701.

STATION REPRESENTATIVES ASSOCIATION OF CANADA INC.
President - Ross McCreath, All-Canada Radio & TV Ltd., 1001 Yonge St., Toronto. Recording Secretary - Mrs. Ruth Hancock, 12 Richmond St. E., Suite 347, Toronto 1, Ont. (416) 366-9567.

TELEVISION BUREAU OF CANADA
President - Ross F. Downey, Manager, Marketing Services - Robert de la Durantaye. Sales Manager - Murvyn Austin, Manager, Research & Development - Ron Brown. 500 University Ave., Toronto 2, Ont. (416) 363-3133 TLX 02-21587.

WESTERN ASSOCIATION OF BROADCASTERS
President - Ted Soskin, CHQR Radio, 1030 4th St. S.W., Calgary, Alberta.

AMI/AM & FM

From November 1, Radio House Sells

CKLC

Radio House Limited

KINGSTON

Toronto: 64 Merion St., Telephone 481-S101
Montreal: Laurentian Hotel Telephone 878-1470
<table>
<thead>
<tr>
<th>ADVERTISERS INDEX - NOVEMBER 1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC International Television Inc.</td>
</tr>
<tr>
<td>Air Canada</td>
</tr>
<tr>
<td>All-Canada Radio &amp; Television Ltd.</td>
</tr>
<tr>
<td>Applied Electronics Ltd.</td>
</tr>
<tr>
<td>Baker Advertising Ltd.</td>
</tr>
<tr>
<td>Baton Broadcasting Ltd.</td>
</tr>
<tr>
<td>BBM Bureau of Measurement</td>
</tr>
<tr>
<td>Bell &amp; Howell</td>
</tr>
<tr>
<td>Bosch (Canada) Ltd., Robert</td>
</tr>
<tr>
<td>Braun Electric Canada Ltd.</td>
</tr>
<tr>
<td>Broadcast News</td>
</tr>
<tr>
<td>Canadian Association of Broadcasters</td>
</tr>
<tr>
<td>Canadian Breweries Ltd.</td>
</tr>
<tr>
<td>Canadian Broadcasting Corporation</td>
</tr>
<tr>
<td>Canadian General Electric Co. Ltd.</td>
</tr>
<tr>
<td>Canadian Marconi Company</td>
</tr>
<tr>
<td>Canadian Pacific</td>
</tr>
<tr>
<td>Clark Ltd., Alex L.</td>
</tr>
<tr>
<td>Cockfield, Brown &amp; Co. Ltd.</td>
</tr>
<tr>
<td>CFAM/CHSM Radio, Altona/Steinbach, Man.</td>
</tr>
<tr>
<td>CFCF-TV Montreal, P.Q.</td>
</tr>
<tr>
<td>CFPL-TV London, Ont.</td>
</tr>
<tr>
<td>CFOC-TV Saskatoon, Sask.</td>
</tr>
<tr>
<td>CFRA Radio, Ottawa, Ont.</td>
</tr>
<tr>
<td>CFTM-TV Montreal, P.Q.</td>
</tr>
<tr>
<td>CHIN Radio, Toronto, Ont.</td>
</tr>
<tr>
<td>CHLO Radio, St. Thomas, Ont.</td>
</tr>
<tr>
<td>CHRC Radio, Quebec City, P.Q.</td>
</tr>
<tr>
<td>CHUM Radio, Toronto, Ont.</td>
</tr>
<tr>
<td>CHWK/CFVR Radio, Chilliwack/Abbotsford, B.C.</td>
</tr>
<tr>
<td>CJAY-TV Winnipeg, Man.</td>
</tr>
<tr>
<td>CJBO Radio, Belleville, Ont.</td>
</tr>
<tr>
<td>CJFB-TV Swift Current, Sask.</td>
</tr>
<tr>
<td>CKBI-TV Prince Albert, Sask.</td>
</tr>
<tr>
<td>CKEK Radio, Cranbrook, B.C.</td>
</tr>
<tr>
<td>CKTM-TV Trois-Rivières, P.Q.</td>
</tr>
<tr>
<td>CKVL Radio, Verdun, P.Q.</td>
</tr>
<tr>
<td>CKWX Radio, Vancouver, B.C.</td>
</tr>
<tr>
<td>CKY Radio, Winnipeg, Man.</td>
</tr>
<tr>
<td>Edmonton Radio</td>
</tr>
<tr>
<td>Gates Radio Co. (Canada)</td>
</tr>
<tr>
<td>Group One Radio</td>
</tr>
<tr>
<td>Hardy Radio &amp; Television Ltd.</td>
</tr>
<tr>
<td>Hoyles, Niblock &amp; Associates</td>
</tr>
<tr>
<td>Kingsway Film Equipment Ltd.</td>
</tr>
<tr>
<td>L'Anglais Inc., Paul</td>
</tr>
<tr>
<td>MC Marketing Communications Ltd.</td>
</tr>
<tr>
<td>Major Market Broadcasters Ltd.</td>
</tr>
<tr>
<td>Marketing Data Corporation</td>
</tr>
<tr>
<td>Mulvihill &amp; Co. Ltd., Paul</td>
</tr>
<tr>
<td>Northern Broadcasting Ltd.</td>
</tr>
<tr>
<td>Okanagan Mainline Radio</td>
</tr>
<tr>
<td>Ottawa Clearance Services</td>
</tr>
<tr>
<td>Pan-Com Associates</td>
</tr>
<tr>
<td>Pappas &amp; Associates, N.J.</td>
</tr>
<tr>
<td>RCA Victor Co. Ltd.</td>
</tr>
<tr>
<td>RCA Recording Services</td>
</tr>
<tr>
<td>Radio House Ltd.</td>
</tr>
<tr>
<td>Radio-Television Representatives Ltd.</td>
</tr>
<tr>
<td>Rogers Broadcasting Ltd.</td>
</tr>
<tr>
<td>Rothmans of Pall Mall Canada Ltd.</td>
</tr>
<tr>
<td>Société Radio-Canada</td>
</tr>
<tr>
<td>Standard Broadcasting Corp. Ltd.</td>
</tr>
<tr>
<td>CFRB Radio, Toronto, Ont.</td>
</tr>
<tr>
<td>CJAD Radio, Montreal, P.Q.</td>
</tr>
<tr>
<td>CKFM Radio, Toronto, Ont.</td>
</tr>
<tr>
<td>Standard Broadcast Sales Co. Ltd.</td>
</tr>
<tr>
<td>Telephone Answering Service</td>
</tr>
<tr>
<td>Télévision de Québec (Canada) Ltée</td>
</tr>
<tr>
<td>Warner Bros.-Seven Arts Ltd.</td>
</tr>
</tbody>
</table>
The Business World of...

PAUL L'ANGLAIS INC.

PROGRAMMES:
CFTM-TV Montréal
CHAU-TV Carleton
CJPM-TV Chicoutimi
CFCM-TV Québec
CKTM-TV Trois-Rivières
CJBR-TV Rimouski

ANNOUNCEMENTS:
CFTM-TV Montréal
CHAU-TV Carleton
CJPM-TV Chicoutimi
1280 CHAM, Hamilton.
CHAM has the best-known radio personalities in the Hamilton-Burlington area.
From left to right, Bill Lawrence, RO Horning Jr., Norm Marshall (seated) Earl Bradford, Sandy Hoyt, Baden Langton and Gary Lautens. Just to name a few.
These top personalities have complete in-depth knowledge of their market. So that when CHAM plays good music, covers sports, or reports local and national news, it's done exactly right. Right for the Hamilton-Burlington market.
Which pays off. Although CHAM is only one year old, we're growing faster than we expected. (Just like our sister station—CHFI in Toronto, which now has the second largest adult audience in that city.) And we'd like to point out that
CHAM was recently selected to be the only radio station with a studio in the Burlington Mall. That's an honour. And an indication of our popularity.
And people keep telling us they like us. They stop
our personalities on the street.
They say nice things about CHAM to their friends. They write letters. And more and more businessmen want to advertise on our station.
All of which goes to show that if you have the right personalities talking to the market in the right way, you can build a good, solid audience on thin air.

1280 Cham

Owned and operated by Rogers Broadcasting Ltd. CHFI 680/CHFI-FM 98.1/1280 CHAM/Rogers Cable TV