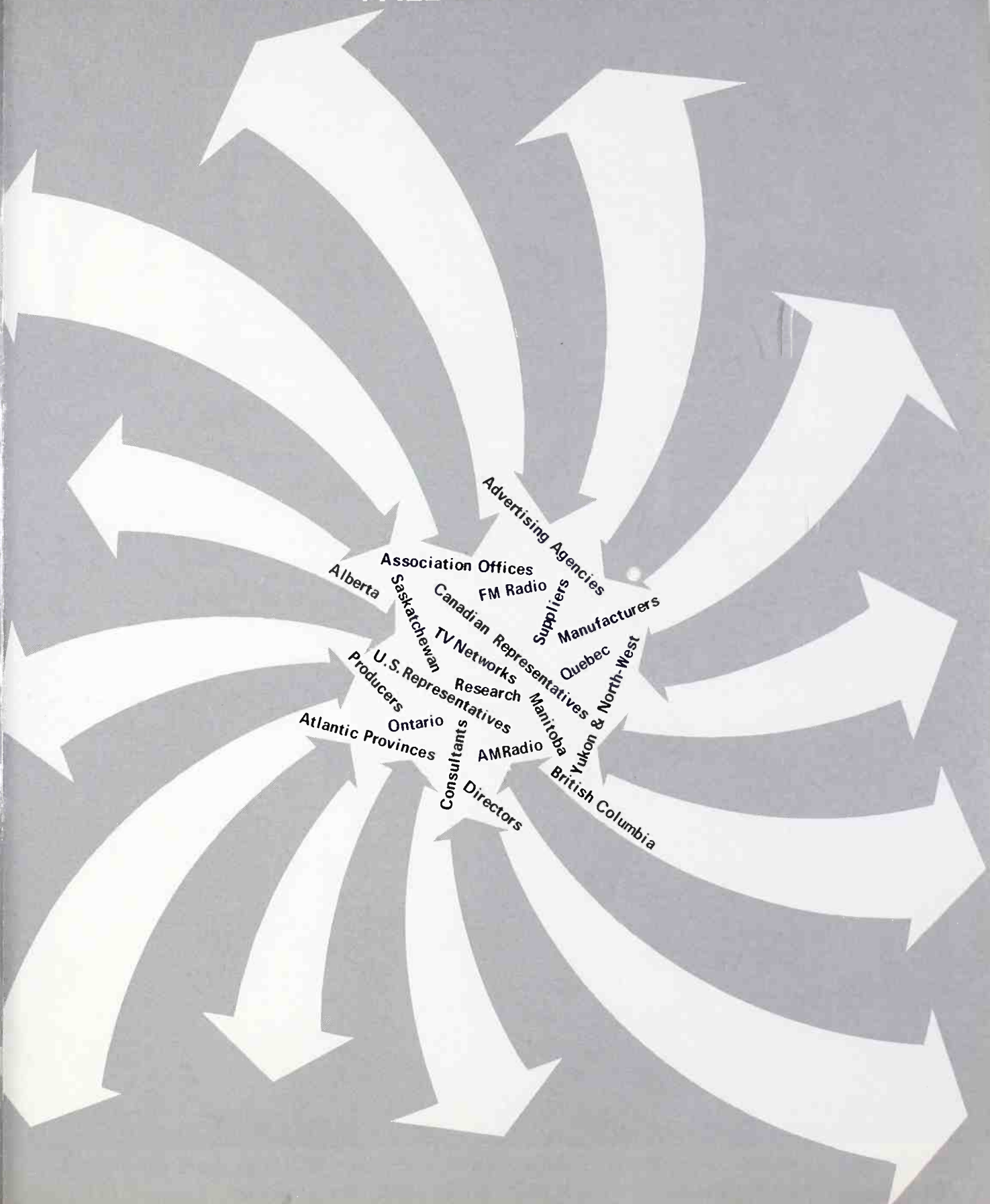


Broadcaster

FALL DIRECTORY

NOVEMBER, 1968



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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**

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Editor & Publisher
Richard G. Lewis

Advertising Manager
J. Douglas Blue

Traffic & Circulation Manager
Joan Embury


Editorial Secretary
Diane Chevis

Editorial
Gordon H. Beerworth
David Martin

Art & Production
Jean Zolnierowicz
John Weber

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ON
CALGARY**

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Happen*



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CFCN
CALGARY **4** TV

GENERAL ELECTRIC

3



*“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.



CANADIAN GENERAL ELECTRIC

Quo Vadis?

by Dick Lewis

"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 *Broadcaster* 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 he or she 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,

that were approved by the BBG. 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 multi-station 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 one 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 some 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.

letters

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 are 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 thus 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

VANCOUVER CAN'T COVER US!

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CHWK  **CFVR**
1270  1240

FRASER VALLEY RADIO

THE MOST-LISTENED-TO RADIO STATIONS
IN NON-METROPOLITAN BRITISH COLUMBIA

Check BBM. Then talk to your All-Canada man

COMPARE

CKDH AMHERST NS
CJFX ANTIGONISH NS
CKBW BRIDGEWATER NS
CKEN KENTVILLE NS
CKAD MIDDLETON NS
CKCL TRURO NS
CFAB WINDSOR NS
CKWM-FM ANNAPOLIS VALLEY

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

STN.	ALL	60 SEC.	C.P.M.
	PERSONS	COST	
		\$	\$
G.O.A.	74,700	40.00	.54

*Halifax/

Dartmouth 62,700 60.00 .89

*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.

GROUP ONE Atlantic

TORONTO (416) 923-0919	NEW YORK (212) MH 2-4500	MONTREAL (514) 849-1303	HALIFAX (902) 429-2212
CHICAGO (312) 478-5544	WINNIPEG (204) 942-1892	VANCOUVER (604) 682-6391	

Source: Nov. '67, B.B.M.

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



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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;

Canadian Standard Broadcast Sales Inc., New York.

CFRB 1010

Ontario's authoritative news voice

Concentration of ownership awaits study in Ottawa

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 Marystown, Nfld., 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 Marystown, 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 Marystown, 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

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 Communications Ltd., seeking to serve Edmundston-St. Basile, N.B., and to Coratel Services Ltd., seeking to carry on a CATV service to Colchester Hospital, Truro, N.S.

Two year licenses were granted to Eastern Cablevision Ltd., for Truro and Bible Hill, N.S.; Guérette Télévision Communautaire Ltée. to serve St. Quentin, N.B. and another to serve Kedgwick, N.B.; North Shore Community Television Ltd. to serve Campbellton, N.B.; Alexander Clayton 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 Bale 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.

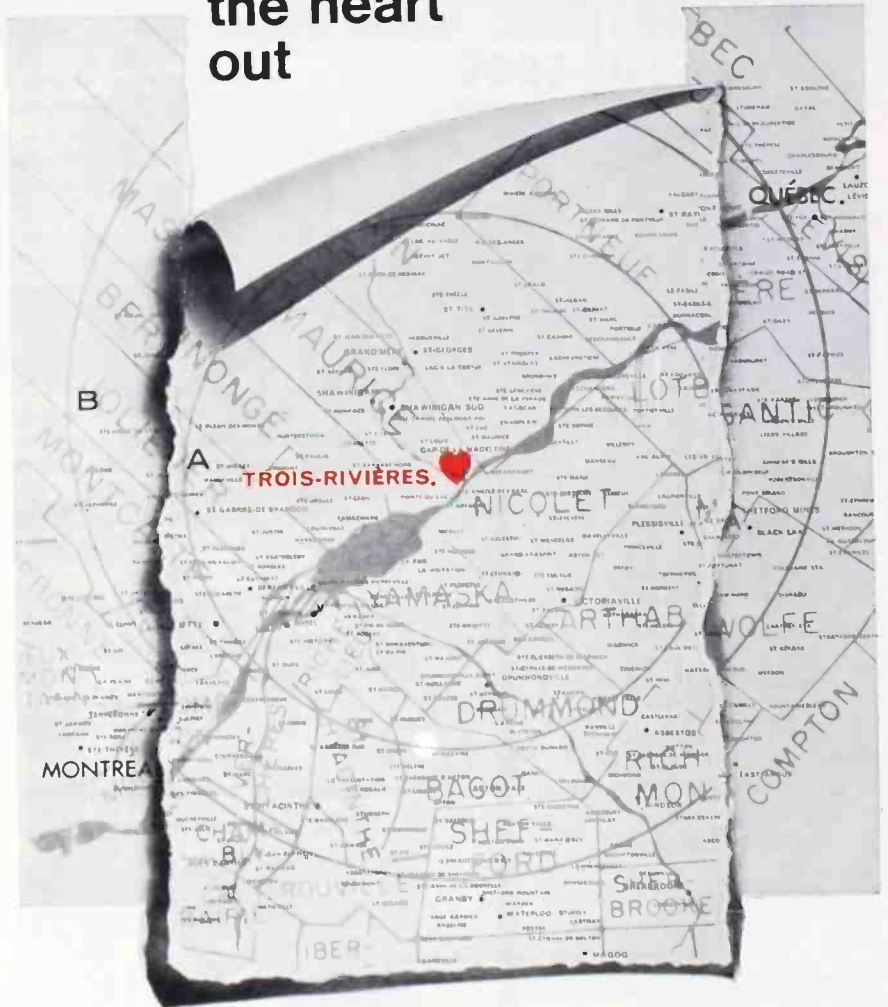
The company was granted permission to switch frequencies for CKAD Middleton, N.S. operating at 1490 kcs., 1000 watts days, 250 nights, ND, to 1350 kcs., 1000 watts day and night, DA-1, with CKEN Kentville, N.S. operating at 1350 kcs., 1000 watts day and night, DA-N, taking over the 1490 spot, 1000 watts 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 550 kcs., 10,000 watts daytime, 2500 night-time, DA-2.

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

→ 12

The things some people do to French media plans just tears the heart out



Time buyers who have never seen bustling Trois-Rivières tend to think of it as "just a town of about 60,000 where they make that pulp and paper stuff."

True. But take a closer look.

Add next door Cap-de-la-Madeleine and Trois-Rivières Ouest, plus nearby Shawinigan and Grand-Mère, and you get a total metro population of more than 160,000.

Then add steel and wood products to the pulp and paper... add plants making electric lamps, textiles, shirts, shoes, abrasives, foil wrapping and lots of other things... add a year-round seaport... figure on \$524 millions in annual retail sales... and you've got your finger on the true pulse of the industrial heart of Québec.

Ask a CKTM-TV heart specialist to show you more in our 12-minute colour presentation.



13 CKTM-TV, TROIS-RIVIÈRES...THE HEART SPECIALISTS

Announcements only, Stovin Byles Television Ltd. Toronto, Montreal, Winnipeg, Vancouver
 Programs only, Paul L'Anglais Inc. Toronto, Montreal
 Announcements only, All Canada Radio & Television Ltd., New York
 Programs only, Forjoe TV Inc., New York

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 MULVIHILL
& CO. LIMITED**
TORONTO MONTREAL

11 —>

Antigonish, and CKBW Bridgewater, in Nova Scotia.

Five-year renewals were granted for LPRTs at CBNC Stephenville, Nfld., CBAP Sherburne, N.S., CBAB Grand Falls, CBAD Plaster Rock and CBAM Edmundston, in New Brunswick.

Several CBC applications were approved, including a new TV rebroadcaster at Baie Verte, Nfld., to receive programs off-the-air from CBNAT Grand Falls, for retransmission on Channel 3, ERP 2280 watts video, 460 watts audio, EHAAT 877 feet, directional.

The corporation was also granted a license for a Frontier Package operation at St. Anthony, Nfld., on Channel 12, with a transmitter power of 5 watts, to broadcast CBC-TV network programs on a delay basis.

A similar operation at Churchill Falls, Nfld. was approved, for Channel 9, the Commission noting that "the programming for the station will be provided by a four-hour program package. In the opinion of the Commission this would permit the station to broadcast programs in English and French." and the approval was conditional upon the station programming equally in both languages.

License amendments were granted CBWT-1 Fisher Branch, CBWBT Flin Flon and CBWBT-1 The Pas, Man. to permit provision of live programs from the CBC-TV network service instead of by off-the-air pickup from CBWT Winnipeg.

ANNOUNCEMENT

CFCF Television Appointment



E.L. Hambleton

Mr. D.W.G. Martz, Vice-President, Broadcasting Division, Canadian Marconi Company, announces the appointment of Mr. E.L. (Lee) Hambleton to the position of Sales Manager, CFCF Television. Mr. Hambleton has had many years experience in the advertising, marketing and sales fields. His most recent position was Sales Manager with CKCK Television in Regina.

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."



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Vice-President



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Montreal Sales Manager



MARTIN ORAM
Calgary Sales Manager



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Sales Consultant



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Sales Consultant



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Sales Representative



JULIE THOMSON
Sales Representative

**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.



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739 45th Street South West
Suite 140, 4080 Woodcock Drive

Alternative television service... not HOW, but HOW SOON?

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

→ 16

Just for the record, we're getting better all the time.

Recording is our business.
We didn't think we could make
it any better than it was.
But we did.

We built a new studio in
Montreal. So now we've got new
consoles in both Toronto
and Montreal.

Our Dolby noise reduction
systems reduce tape noise. Now
we can use our 8-track stereo
systems and our 24-input
consoles even more efficiently
to make better recordings more
smoothly and faster than ever.

We've got everything you need.
Most people don't like being
used. We do. Just for the record.

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finance

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 price. 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 85.5¢ per share for the latest period, compared with 81¢ per share for the previous 12 months. The rate of increase was somewhat less than previously estimated by some financial analysts. Provisions for income taxes were down 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 CFMB Montreal, which application and the earlier agreement to acquire an additional one-third interest in CKVR-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 licensee 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 3/4 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 \$6 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 ended September 30, showing that earnings rose from 21¢ per share over 17¢ a year earlier, a 23.5 per cent increase. The strong competitive position of the company's CJAD and CJFM 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 slow-down 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¢ per share, from 55¢ 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.

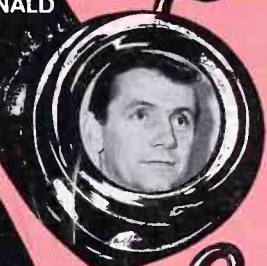
Increased interest in cable television by publicly-owned companies was demonstrated by Maclean-Hunter's announcement of the acquisition of interests in CATV companies operating systems in Hamilton, London and Peterborough. Industrial Wire and Cable has also entered the CATV business by acquiring control 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.

THE TALK OF B.C.



CKWX-Vancouver


JIM
MACDONALD



and
BOB
BYE

9 till noon

BARRIE
CLARK




noon
till
3 p.m.

CKWX


OPEN LINE SHOWS

represented by



All-Canada Radio & Television Limited

TORONTO
MONTREAL
WINNIPEG
CALGARY
VANCOUVER



NEW YORK
CHICAGO
ATLANTA
DALLAS
HOLLYWOOD
SAN FRANCISCO

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 Culturel 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 Meilen 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.

Meilin 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"

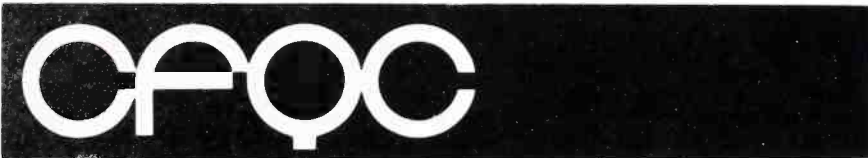
H. Donald Shields, an associate of Welsh in Victoria Cablevision Ltd., said exclusivity is already being applied by the telephone companies. They had the final say about who would be allowed to string cable on telephone poles or put it in underground telephone conduits, the only ways in which CATV systems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

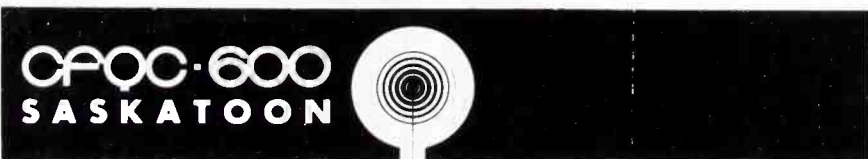


CFQC's The Most Powerful SELLING Buy in The Market. Why? It's Our Personality.

CFQC's primary signal covers the entire Saskatoon market... and then some. Actual listening area is 246,176 Square miles. The total number of persons reached by CFQC is 214,000*, as compared to the next most popular station's coverage of 97,800. Makes good sense to advertise on the one that r-e-a-c-h-e-s... the one that SELLS... CFQC!

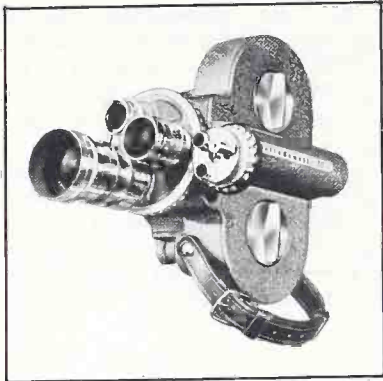
*BBM Feb-Mar. 1968

The Wal'N'Den Show 6:00 a.m. to 12 noon. Daily except Sunday. Wally Stambuck and Denny Carr are two good reasons CFQC 600 means sales. They brighten up the early hours of the day with good music, up-to-the-minute news, sports, weather, community projects and lots of laughter. Next to the Rough riders, Wal'N'Den are Central Saskatchewan's favourite team.



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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.

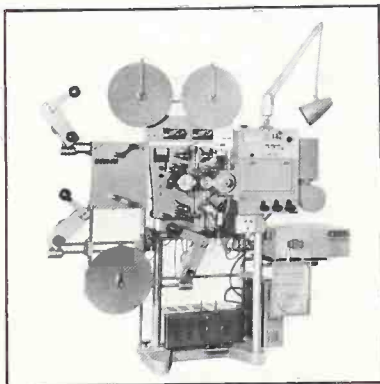


Canon Scoopic—Goes into action fast—built in action grip gives you that solid grip—13-76 mm f/1.6 lens with a 6:1 zoom ratio—automatic threading—automatic electric eye c/w manual override—16-24-32-48 f.p.s.



MODEL 8302—The Filmosound combines 16 mm optical plus magnetic play back 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.

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REID

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 nomination 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.



DETLOR



ANDREWS



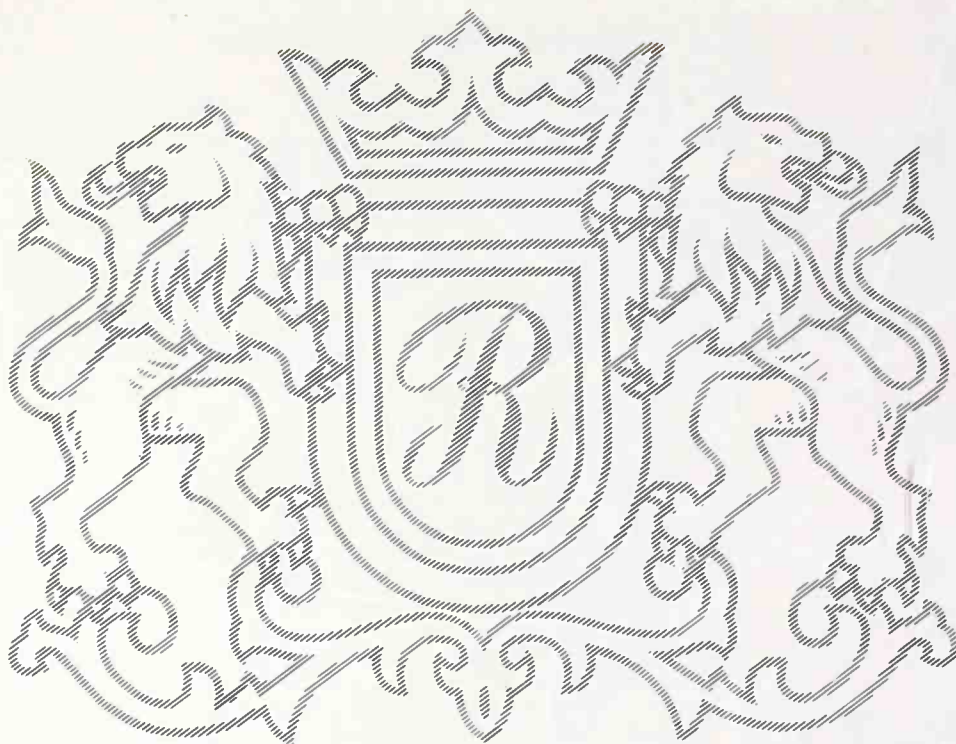
MacGREGOR

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STATION BUILDING DESIGN AND SUPERVISION NOISE CONTROL POWER
DISTRIBUTION ACOUSTICS, SYSTEMS DESIGN ETV SYSTEMS RESEARCH
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OUR THANKS

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

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THE GREATEST NAME IN CIGARETTES

*Southern
Saskatchewan's
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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 CJFB-TV \$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."

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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.

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



SINCLAIR

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,

ANNOUNCEMENT

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 an anachronism, that it obstructs the development of better professional relations between client and agency.



McKINNON

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 far 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

→ 24

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



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, that 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."



Miller

Bob Miller pointed out that last year's ICA figures show that 14 per cent of Canadian agency income came from the fee basis. This includes Ogilvy & Mather (Canada), where 68 per cent of the income is from fee-paying clients.

The fee basis is subject to negotiations, when clients feel it is too high. This adjustment is done from time to time, based on the monthly cost accounting reports made available to the clients.

There is a considerable bibliography on the fee system, built up in recent years by papers presented at various industry conferences.

Those who favor the fee system, which will be of increasing importance to Canadian advertising agencies, point out these advantages:

The agency has adequate incentive to provide total marketing services if needed. Its value to the advertiser can thereby be increased.

The agency's income is stabilized. Sudden cuts in advertising expenditures do not result in red figures or temporary personnel layoffs.

The fee enables an agency to make a good profit, a fair profit, on professional services rendered.

Every fee account pays its own way. No account rides unfairly on the coat-tails of another.

The fee lets the agency concentrate on its job. The distractions of profit considerations are eliminated.

Our Toronto

SO MUCH TO SEE... SO MUCH TO BE HEARD



Toronto's new City Hall

Tune in Toronto - CKFM/99.9

Radio Station CKFM is proud to be part of Toronto... informing and entertaining listeners night and day in FM Stereo. An ideal climate in Canada's largest market for your sales story. Inexpensive, too!

TUNE IN TORONTO **CKFM 99.9**

Represented by Standard Broadcast Sales in Toronto and Montreal

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

The
most
buoyant
market
in
The West!

A 65 Million Dollar
Pulp Mill
in production now

This is the largest
Industrial Complex
in Saskatchewan.

Total Market Income
for 1967 was
\$600,000,000.00
(Includes Farm Income)

Place your next
campaign
in Saskatchewan's
Third Market
covered completely by



Radio & Television
PRINCE ALBERT, SASK.

represented by All-Canada



programming

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 news-casts daily, between 6:00 am and 12 midnight.

To assist staff newsmen Eric Friesen and Dennis Siemens, and sportcaster Harv Kroeker, 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 Oilly" 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 4:30, 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 pre-

sented 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. Saunders 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 Ltée., 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.

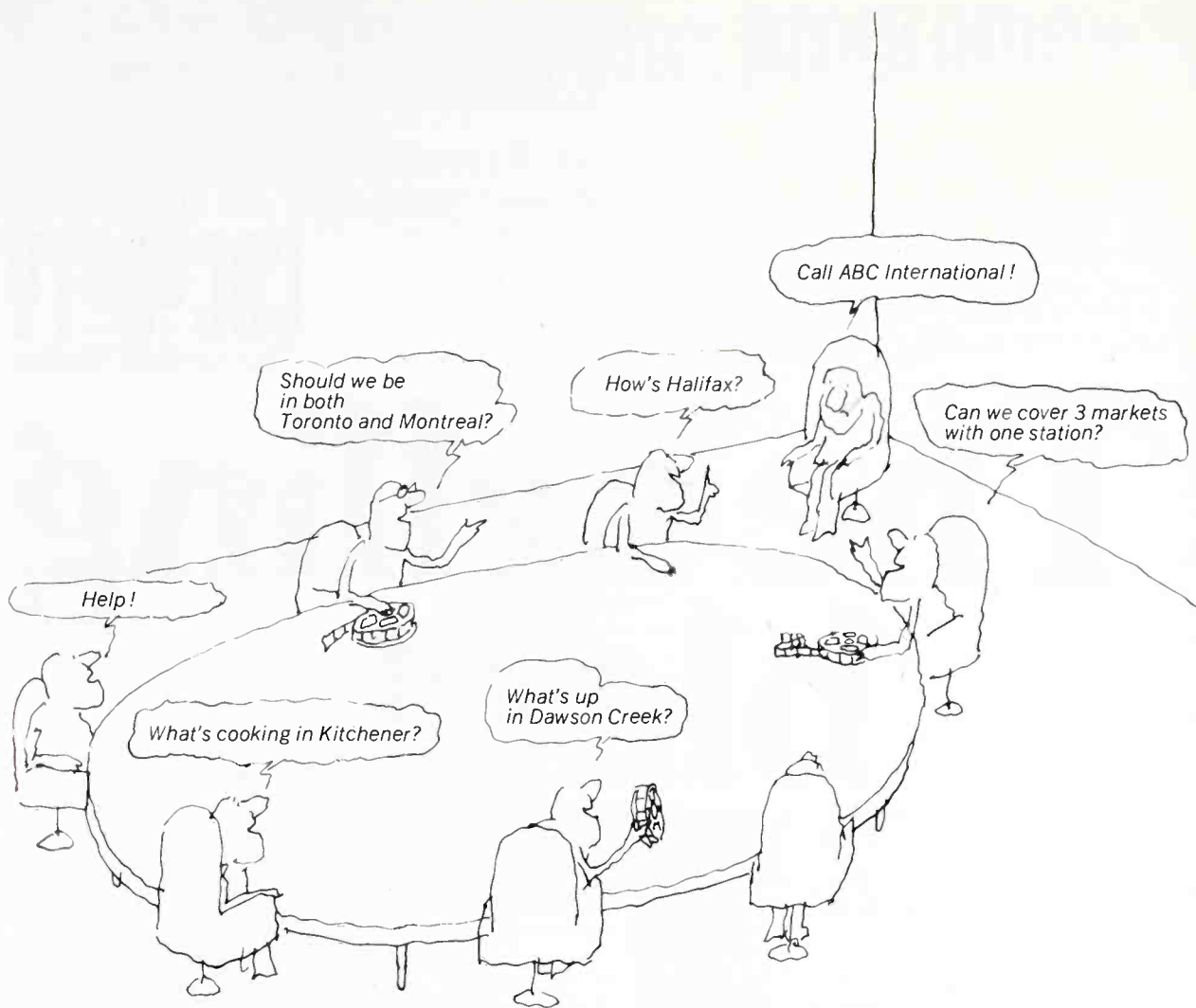
CBC's National Selective Sales Representatives have all the know-how about getting your spot campaign on the Selling Blocks you require.

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

CBC  **TV**
The Service Station

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 one of our frequent shows, as guest 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

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WE ARE PLEASED TO ANNOUNCE OUR APPOINTMENT

AS
NATIONAL SALES
REPRESENTATIVES
FOR

CKPT

PETERBOROUGH

IN
TORONTO
AND
MONTREAL

EFFECTIVE
NOVEMBER 1st
1968



**PAUL MULVIHILL
& CO. LIMITED**
TORONTO MONTREAL

Our recent frequency change and transmitter relocation has added 15,000 people to our basic coverage area.

To cover the prosperous Southern Manitoba market — you need

CFAM  **CHSM**
ALTONA STEINBACH

For details contact Radio Television Representatives Ltd.

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).

RSB 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. *Local*: CJRS Sherbrooke, Que. for "Le Bottier, La Gamine" (La Boutique pour Jeunes Filles).

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*—CJMS Montreal, for "Pourquoi" (Securité Routier).

Most notable national commercial: *English*—Ardiel Advertising Agency Ltd., Toronto, for "Man Named Mac" (Mac's Milk Stores). *French*—McCann-Erickson of Canada Ltd., Montreal, for "Rouli-Roulant" (Coca-Cola), and Maurice Watier Publicité Ltée., Montreal for "Famille" (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



Top honors in the 6th annual Radio Commercials Festival, held at the Inn on the Park, Toronto, were garnered by J. Walter Thompson Co. Ltd., Vancouver, and McCann-Erickson of Canada Ltd., Montreal. Each won a Gold Bessy Award, from the Broadcast Executives Society for the Best Commercial, in English and French respectively, and a Gold Microphone Award, from Radio Sales Bureau, for Most Outstanding National Commercial. The other top award winner, for Most Outstanding Local Commercial submitted by station personnel, went to CJRS Sherbrooke, Que., which was a special honor since the station has only been on the air for one year. Left to right: Paul Paradis, general sales manager, CJRS Sherbrooke; Jean Billard, producer, McCann-Erickson of Canada Ltd., Montreal; Digby Wright, creative director, J. Walter Thompson Co. Ltd., Toronto, who received the two awards on behalf of Ron Woodall, creative director of the Vancouver office; Jacques Durand, French creative director, McCann-Erickson of Canada Ltd., Montreal.

(Photo by Hetherington: Inn Studios Ltd.)

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: Kenyon & Eckhardt, "McVitie's Biscuit Series"; directing, casting, 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: CJET 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 "Mauriat", both for Coca-Cola; music lyrics, Ardiel Advertising, "Man Named Mac" (Mac's Milk Stores); music score, Vickers & Benson, "Cougar" (Ford); music lyrics, CHEX

Peterborough, "The Silverwood's Song"; mixing and copy, CJOR Vancouver, "Kline Bros. Realty Ltd."

Copy: J. Walter Thompson Co. Ltd., "Jolly Good Luck" (Guinness, Labatt's); directing and casting, MacLaren 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. Sauviat & Associates, Montreal, "Perrier, c'est tout ça"; sound and mixing, CJMS Montreal, "Expo '67".

DENNETT HONORED

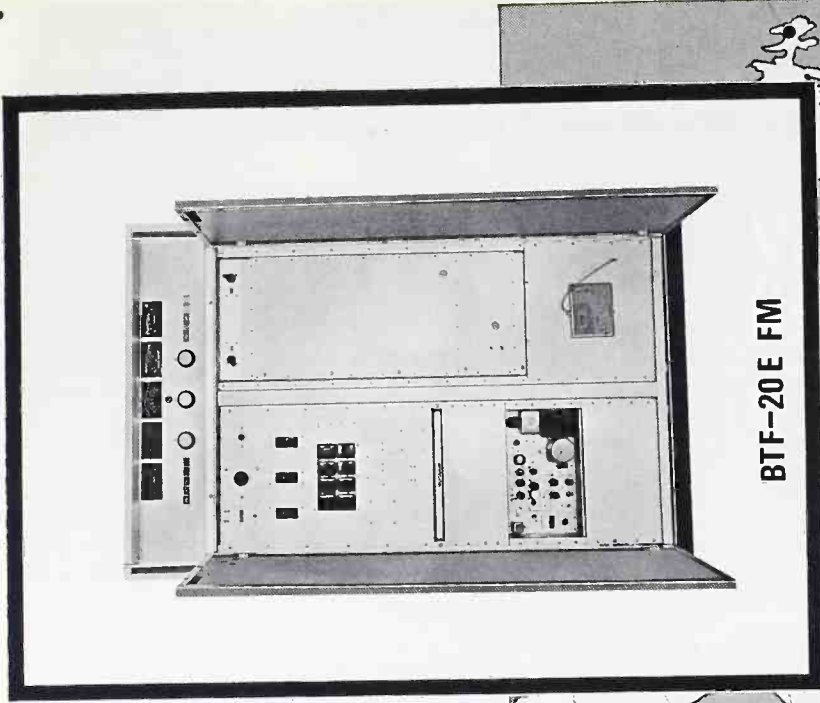
Special award, a bronze Bessy, to Jack Dennett, veteran newscaster at CFRB Toronto (CB October 68), who presented the awards during the evening program, and was paid tribute for his "outstanding service to broadcasting in Canada."

DESIGNED TO BE THE LEADER

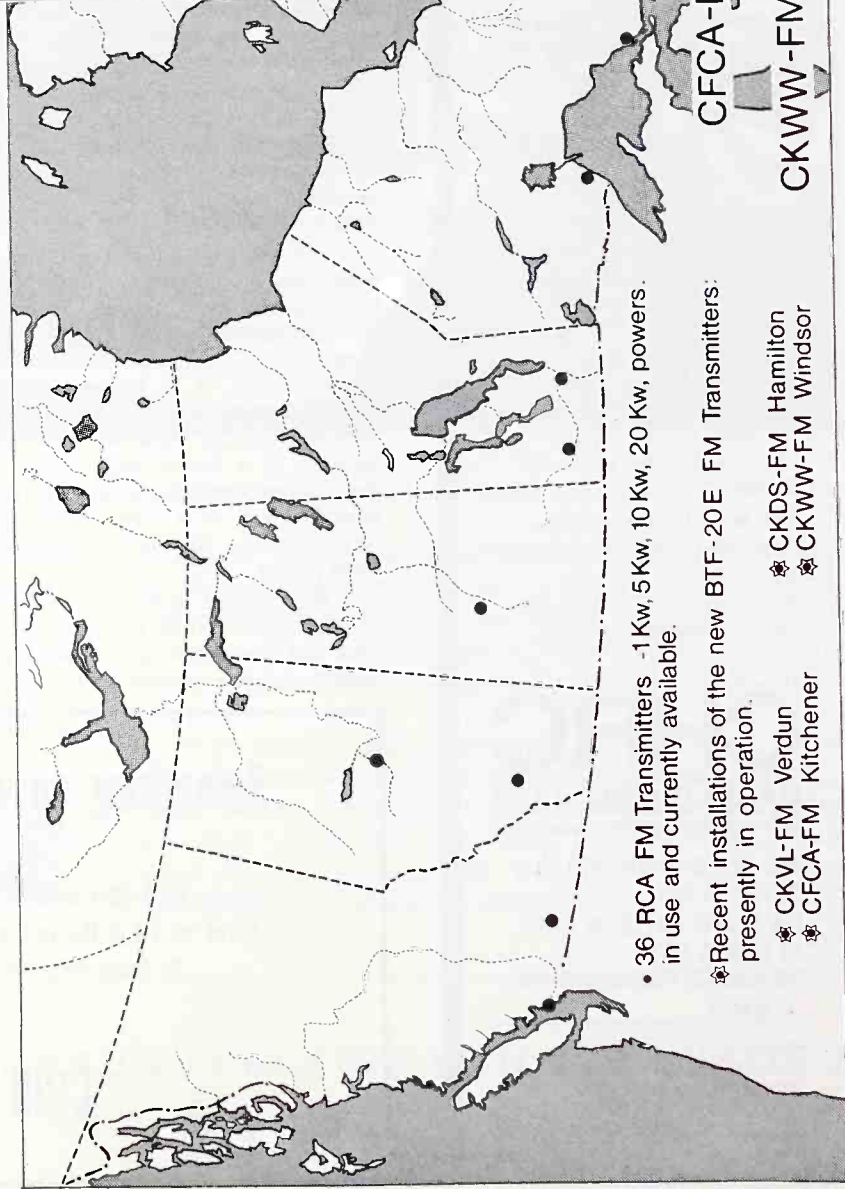
Direct FM Exciter
New Look Styling
Ready for Remote Control
Precision AFC
Solid State HV Supplies



BROADCAST PRODUCTS MARKETING
1001 LENOIR STREET, MONTREAL



BTF-20E FM



• 36 RCA FM Transmitters -1Kw, 5Kw, 10 Kw, 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

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.

CHRC

RADIO-QUEBEC CITY

AM: 50,000 WATTS/800 KCS
24 HRS. A DAY

FM: 81,000 WATTS/98.1 McS
13 HRS. A DAY

SEPARATE PROGRAMMING
(STEREO)

REPS:
CANADA—
HARDY RADIO & TV LTD.
MONTREAL • TORONTO
WINNIPEG • VANCOUVER
U.S.A.—CSBS

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 Iles 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

AM 1540

CHIN TORONTO

FM 101



NAGRA^{III}

wins
its second
Oscar.

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.



NG-21 (R)

BRAUN

BRAUN ELECTRIC CANADA LIMITED

3310 Elmbank Road

Malton, Ontario

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.

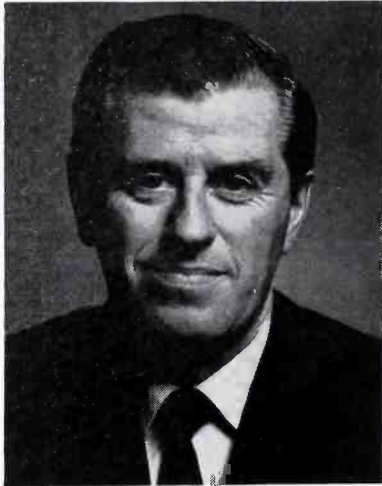
The CRTC has announced that Channel 6 has been reserved for the London and Kingston/Belleville markets (*CB October '68*). Notwithstanding the assumption that this precludes the Toronto radio station from obtaining Channel 13 for its proposed television operation, CFRB has by no means given up.

Don Hartford, CFRB 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."

ANNOUNCEMENT

CHUM Limited Appointment



Hugh Batchelor, B. Comm.

Allan Waters, President of CHUM Limited, is pleased to announce the appointment of Hugh Batchelor as Director of Planning and Development. He assumes responsibility for marketing, research, and for general policy regarding Company financial planning and expansion.

Mr. Batchelor has held various financial and economic positions in industry and government since his graduation from McGill University in 1951. He was appointed to the Board of Broadcast Governors in 1961, and in 1964 became Acting Director, Economics.

Mr. Batchelor is a member of the American Economic Association and the American Marketing Association. His appointment was effective September 30th.

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, CJIC 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. Funston, 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 Network, was re-elected to the CAB 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, CKKW & CKCO-TV Kitchener; Frank Murray, manager, CJBQ 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

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NORTH BAY

POPULATION 46,500

Population — Doubled Economy — Prosperous

CFCH RADIO

A Trinov Station SBS Regional Division

WHO ARE THE TWO NO. 1's IN QUEBEC CITY?



DPC-TQ-68-8

... 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.

CFCM-TV  **CKMI-TV**
TELEVISION DE QUEBEC (CANADA) LTÉE

QUEBEC CITY

CFCM-TV (French)

Announcements only:

Hardy Radio & Television Ltd.

TORONTO
MONTREAL
WINNIPEG
VANCOUVER

CFCM-TV (French)

Programs only:

Paul L'Anglais Inc.

TORONTO
MONTREAL

CFCM-TV (French)
CKMI-TV (English)

Programs and announcements:

Forjoe-TV Inc.

NEW-YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

CKMI-TV (English)

Programs and announcements:

Hardy Radio & Television Ltd.

TORONTO
MONTREAL
WINNIPEG
VANCOUVER

CHLO has done very well these last few years. I won't bore you with the details. If you don't know the story, ask somebody who does.

What you should know is that we could not have done it without the Radio Sales Bureau. We need RSB...and the need grows with our revenues!

Every radio station in Canada benefits from RSB's efforts. This means that those of us who are dues-paying members are carrying the free-loaders. If you are one, hear this: we are tired of paying your way! It's time you took a good long look at the Radio Sales Bureau.

Look at the RSB Sound Library with more than 4,000 top quality radio sales messages covering 150 product categories—the cream of the commercial crop from this country and the United States. Look at the Marketing Data Centre where you'll find more statistical and research information on radio than anywhere else in Canada. Look at the custom help with problem accounts...the sales and copy clinics...the management conferences...the co-op information...the case histories...the ideas for local selling that just won't quit; all in addition to RSB's unduplicated efforts at the national advertiser and agency level.

If your station is not a member, do something about it; join!

Any of the guys at RSB will give you the answers you need. And if you want an unsolicited testimonial, drop me a line. I'll tell you what they have done for us (I might even tell you our profit ratio this year so you can eat your heart out!).

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.

CKTB'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 CKTB.

TvB adds two

The TV Bureau of Advertising reports two new members, CFTO-TV Toronto and CJIC-TV Sault Ste. Marie.

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 us*."

These two new members bring the total TvB of Canada 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 Moffat 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 Moose Jaw, CHED 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 Ordge*, 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*; Maurice 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 announcer-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.

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Technical Data

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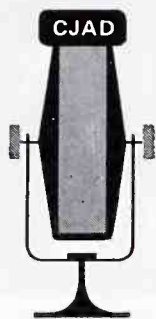
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29 →

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 5000 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 Climont), Murdochville, Grande Vallée, Mont-Louis, Causapsal 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.

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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 York-Scarborough, 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 CCBA 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.

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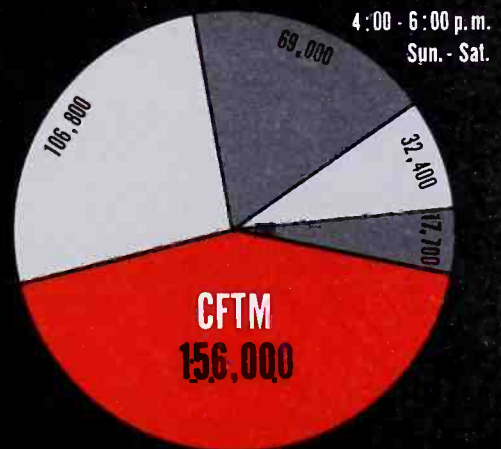
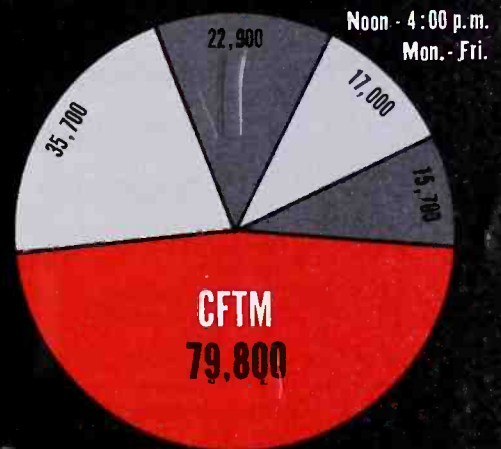
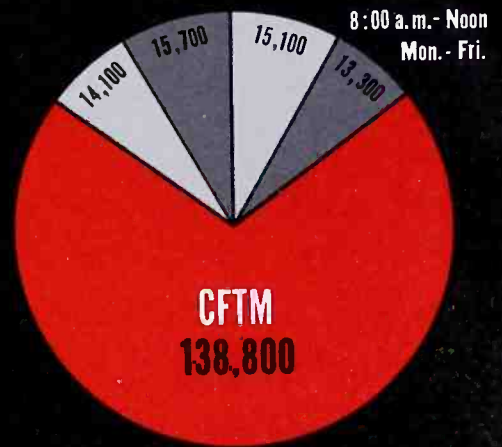
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Box 214
The Canadian Broadcaster
17 Queen St., E., Suite 128
Toronto 1, Ont.

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Men (20 and over)	607,860
Women (20 and over)	598,500
Teens (13-19)	239,690
Children (0-12)	536,850
Households	577,000
TV Households	544,000
Per cent TV Households	94%

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

AM

CFVR. ABBOTSFORD

1,000 watts on 1240 kcs.
 (1) Fraser Valley Broadcasters Ltd. (2) 2509 Pauline St. (3) (604) 859-5277
 (4) J.M. MacLachlan
 (5) Dennis Barkman (7) Gerald Pash (8-11) Bob Singleton (12,13) Norm Friesen
 (14) Gene Ross (16) Gerald Pash (17) Phyllis Olson
 (19) Tony Shepherd (20-24) All-Canada (25) M.O.R. (26) 1962

CFWB. CAMPBELL RIVER

1,000 day, 250 night watts on 1490 kcs. (1) W. Browne (2) 922 Dubeau Street (3) (604) 287-7106
 (4) W. Browne (5,8) Roland Gillis (10) Mike Dixon (11) R. Gillis (12-14) Larry Rose (16) Roland Gillis (17) Mrs. Roberta McConnan

(19) Denis Hull (20,21) Air-Time Sales (23) Scharf Broadcast (25) M.O.R. & C & W (26) 1963

CHWK. CHILLIWACK

10,000 watts on 1270 kcs.
 (1) Fraser Valley Broadcasters Ltd. (2) 50 Yale Road East (3) (604) 795-5711
 (4) J.M. MacLachlan (5) Dennis Barkman (7) Ken Davis (8-11) Harold Roberts (12) Ed Wilson (13) Jim Leith (14) Gene Ross (16) Dennis Barkman (17) Mrs. Betty Neads (19) Tony Shepherd (20-24) All-Canada (25) M.O.R. (26) 1927

CFCP. COURTENAY

1,000 watts on 1440 kcs.
 (1) William G. Browne (2) Box 1440 (3) 334-2421 (4,5) William G. Browne (7) Scott Hunter (8) Alex Cobban (10) Billy Browne (12) Ray Leboe (13) Greg Atkins (14) Stan Cooper (15) Mrs. Mickey Simms (17) Mrs. Darlene Williams (19) Fred Grant (20,21) Air-Time Sales (23) Stephens & Towndrow (26) 1959

CKEK. CRANBROOK

1,000 watts on 570 kcs.
 (1) East Kootenay Broadcasting Company Limited (2) 28 8th Ave. South (3) (604) 426-2224 (4,5) Lloyd J. Hoole (7) Cornel A. Sawchuk (8) David L. Hoole (12, 13) Dave Jacobson (17) Mrs. Anita Foster (19) L.J. Hoole (20,21) Radio & TV Sales (22) A.J. Messner (23) Radio Reps (24) Cooke (25) M.O.R. (26) 1957

CFKC. CRESTON

250 watts on 1340 kcs.
 (1) Kokanee Broadcasting Limited (2) Box 310 (3) (604) 428-2424 (4) R. Green (5) D.H. Glover (6) J.P. Haines (7) R.J.

Graham (8) Dave Clark (9) J.P. Haines (10) R.J. Graham (11) J.P. Haines (12,13) Ken Wilson (14) Gary Miller (15) Mrs. Mona Malcolm (16) R.J. Graham (17) Mrs. Mable Wishlow (18) R.J. Graham (19) Stan Davies (20-23) Group One (24) Canadian Standard (25) C & W, M.O.R. (26) 1968

CJDC. DAWSON CREEK

1,000 watts on 1350 kcs.
 (1) Radio Station CJDC (Dawson Creek) B.C. Ltd. (2) 901-102nd Avenue (3) (604) 782-3341 TLX 049-5727 (4) H.L. Michaud (5) W.L. (Mike LaVern) Michaud (8) Ron Bottos (10) Bruce Thompson (11) Ron Stoane (12) Elmer Devore (13) Jeff Newland (14) Ron Stoane (15-17) Verna Ophus (19) Grant Kaczor (20,21) Radio Reps (22) A.J. Messner (23) Radio Reps (24) ABC International (25) M.O.R. (26) 1947

CKAY. DUNCAN

1,000 watts on 1,500 kcs.
 (1) Radio CKAY Ltd. (2) 110 Craig St. (3) (604) 764-4115 (4) Dr. J.V. Coleman (5) Earl Kidder (10) Bruce Payne (11) Ron Stanley (12) John Mitchell (16) Rick Hanson (17) Darlene Kidder (19) Rod Currie (20-23) Group One (24) Weed (25) Good Music. C & W (26) 1964

CKNL. FORT ST. JOHN

CFNL. FORT NELSON
 CKNL. 1000 watts on 560 kcs.
 CFNL. 250 watts on 590 kcs.
 (1) Northern Lights Broadcasting Ltd. (2) Box 3450, Fort St. John (3) (604) 785-6634 TLX 049-5516 (4) John Skelly (5) Mel Stevenson (7) Leith Boulter (8) Bob Harrison (9) Ron Clark (10) Bob Harrison (11) Ron Clark (12) Gene Daniel (13) Bob Harrison (14) Ron Clark (15) Bob Harrison (16) Mel Stevenson (17) Mrs. Donna Soladon (19) Bob Guy (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (25) M.O.R., C & W, Teen (26) 1962

CFJC. KAMLOOPS

10,000 day, 1,000 night watts on 910 kcs. (1) Twin Cities Radio Ltd. (2) 460 Pemberton Terrace (3) (604) 372-3322 TLX 048-8148 (4) Ian G. Clark (5) Jack Pollard (7) Walter Harwood (8) Jack Pollard (12) Jack Crane (13) Bryan Evans (15) Mrs. Joan Methot (16) W. Harwood (17) Mrs. Loretta Lewis (19) Kurt Reichennek (20-24) All-Canada (25) M.O.R., C & W, & Teen (26) 1927

CKOV. KELOWNA

1,000 watts on 630 kcs.
 (1) Okanagan Broadcasters Limited (2) Box 100 (3) (604) 762-3331 (4) Mrs. G.T. Browne (5) James H. Browne (6) James C. Browne

(7) David Dunn (8) Al Jensen (12-13) Jack Bews (16) David Dunn (17) Mrs. Janet Kennedy (19) Arthur Vipond (20-24) All-Canada (25) M.O.R. (26) 1931

CJJC. LANGLEY

1000 watts on 850 kcs.
 (1) City & Country Radio Limited (2) Box 850 (3) (604) 534-5341 (4,5) Joe Chesney (7) Bill Fox (8,11) Brian Lord (12) Ross Hicks (13) Jim Alp (14) Peter Chant (17) Mrs. Joan Reynard (19) Stan Davis (20-22) Group One (25) C & W (26) 1963

CHUB. NANAIMO

10,000 watts on 1570 kcs.
 (1) Nanaimo Broadcasting Corporation Ltd. (2) 22 Esplanade (3) (604) 753-4341 (4) R.W. Giles (5) George Lawlor (7) Joe Lawlor (8,9) Ted Kelly (10) Lyle Feltham (11) Pat Fairchild (12,13) Larry Thomas (16) Joe Lawlor Thomas (16) Joe Lawlor (17) Joy Fagan (18,19) Phil Henstridge Messner (23) Radio-TV Reps (24) Harlan G. Oakes & Don Cooke (25) M.O.R. (26) 1948

CKKC. NELSON

1,000 watts on 1390 kcs.
 (1) Kokanee Broadcasting Ltd. (2) P.O. Box 250 (3) (604) 352-7277 (4) Gordon Green (5,7) D.H. Glover (8) D.S. Clark (9) J.P. Haines (12-14) Ken Wilson (15) Mrs. Mona Malcolm (17) Mrs. Mable Wishlow (19) S.W. Davis (20-23) Group One (24) Canadian Standard (25) M.O.R. (26) 1967

CKNW. NEW WESTMINSTER

50,000 watts on 980 kcs.
 (1) Radio NW Ltd. (2) 815 McBride Plaza (3) (604) 522-2711 (4) Frank A. Griffiths (5) William J. Hughes (6) H.L. Davis (7) G.N. Cooper (8) Richard Abbott (12) Warren Barker (13) A. Davidson (16) Gary McCartie (17) Mrs. V. Shepherd (19) Leo Haydamack (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) M.O.R. (26) 1944

CKOO. OSOYOOS

1,000 day, 250 night watts on 1240 kcs. (1) Okanagan Radio Ltd. (2) Box 290 (3) (604) 495-6200 (4) Maurice P. Finnerty (5) Ralph J. Robinson Station Superv. Dave Gamble (7) Harry Dane (9) Dave Gamble (12) Mike Mangan (13) Bill Kay (14) Cal George (15) Mrs. Barbara Porteous (16) Bill Coombes (17) Mrs. Barbara Porteous (19) Harry McRae (20-24) All-Canada (25) Good Music (26) 1966

CKOK. PENTICTON

10,000 watts on 800 kcs.
 (1) Okanagan Radio Limited (2) 33 Carmi Ave. (3) (604) 492-2800 (4) Maurice P. Finnerty (5) Ralph J. Robinson (7) Harry C. Dane (9) Cal George (12) Mike Mangan (13) Mike Shairline (14) Cal George (15) Shirley Letts

(16) Gary Wortas (17) Stu McDermid (19) Harry McRae (20-24) All-Canada (25) M.O.R., Varied (26) 1948

CJAV, PORT ALBERNI

1,000 day, 250 night watts on 1240 kcs. (1) CJAV Limited (2) 205 3rd Ave. South (3) (604) 723-2455 (4,5) Kenneth Hutcheson (6,8) Maurice Indwards (12) Ronald Coul (13) Bill Gibson (15) Zel Richards (16) Bill Gibson (17) Christine Andrews (19) Martin Semkiw (20,21) Hardy Radio & TV (22) A.J. Messner (23) James Advertising (24) Don Cooke (25) M.O.R. (26) 1946

CHQB, POWELL RIVER

1,000 watts on 1280 kcs. (1) Sunshine Coast Broadcasting Co. Ltd. (2) 7050 Alberni St. (3) (604) 485-4207 (4,5) Robert L. Cartmell (5) Campbell River D.V. Cartmell (6) Robert A. Abbott (9) Robert L. Cartmell (11) Mike Ketteringham (12) Will McKenzie (13) Mike Fraser (16) Donald V. Cartmell (17) Lorraine Taylor (19) R.L. Cartmell (23) All-Canada (25) M.O.R. (26) 1967

CKPG, PRINCE GEORGE

10,000 watts on 550 kcs. (1) CKPG RADIO LIMITED (2) 1220 - 6th Avenue (3) (604) 564-8861 TLX 047-8698 (4,5) R.T. Harkins (7) Miss Carole

Pow (8) Terry Bell (9) Jack Carbutt (11) Don Prentice (12) Ron Macham (13) Bob Elphicke (14) Jack Carbutt (15) Miss Carole Pow (16) Bruce Striegler (17) Miss Carole Pow (19) Dave Alendal (20-24) All-Canada (25) M.O.R., Rock (26) 1945

CFPR, PRINCE RUPERT

10,000 watts on 860 kcs. (1) Canadian Broadcasting Corp. (2) 343 West 2nd Ave. (5) W.C. Hankinson (26) 1936

CHTK, PRINCE RUPERT

1,000 watts on 560 kcs. (1) CHTK RADIO LTD. (2) Box 3000 (3) (604) 624-9111 (4) J. Fred Weber (5) Roy B. Last (7) Paul Jeffs (9) Ed Jurak (12,13) Dave Gibbard (15) Mrs. Iona Campagnola (17) Mrs. Norma Proctor (19) John Nance (20-23) Radio-TV Reps (24) ABC International (25) M.O.R. (26) 1965

CKCQ, QUESNEL

CKWL, WILLIAMS LAKE

CKCQ - 1,000 watts on 570 kcs. CKWL - 250 watts on 1240 kcs. (1) Cariboo Broadcasters Ltd. (2) Box 3000, Quesnel (3) (604) 992-5151 (4,5) Dennis Reid, CKWL - Robert Leckie (7) John Boates (8) Peter Weston (9,10) Gil McCall (12,13) Mike McIvor (16) John Boates (17) Marie Davidson

(18) Gil McCall (19) Stan Davis (20-24) All-Canada (25) Varied (26) 1957

**CKXR, SALMON ARM
CKCR, REVELSTOKE**

CKXR - 1,000 watts on 580 kcs. CKCR - 1,000 day, 250 night watts on 1340 kcs. (1) Hall-Gray Broadcasting (2) P.O. Box 69 (3) (604) 832-2161 TLX 048-707 (4,5) R.J. Hall (6) W.E. Gray (7) R.J. Hall (8,9) R.K. Field (11) George Young (12,13) Peter Munoz (14) George Young (15) Heather Taylor (16) W.E. Gray (17) Heather Taylor (19) S.W. Davis (20-23) Radio-TV Reps (25) M.O.R., Pop Country (26) 1965

CFBV, SMITHERS

CFLD, BURNS LAKE

CFBV - 1,000 watts day, 250 watt night on 1230 kcs. CFLD - 250 watts on 1400 kcs. (1) CFBV LTD. (2) P.O. Box 335 (3) (604) 842-2521 (4,5) R.A. (Ron) East (7) G.E. (Ed) Rea (10) R.I. (Bob) McInnes (12,13) N.C. (Norm) Weseen (17) A.S. (Ann) Saley (19) S.W. (Stan) Davis (20-23) Radio-TV Reps (25) M.O.R. (26) CFBV, 1963 CFLD. 1965

CFTK, TERRACE

CKTK, KITIMAT

CFTK - 1,000 watts on 590 kcs. CKTK - 1,000 watts on 1230 kcs.

(1) Skeena Broadcasters Ltd. (2) 3231 Emerson St., Terrace (3) (604) 635-6316 TLX 047-85529 (5) J. Fred Weber (6) R. Alan Parfitt (8,9) Jack White (12) Keith Tutt (15) Mrs. Marg VanHerd (17) Miss Val Hayter (19) John Nance (20-23) Radio-TV Reps (26) 1960

CJAT, TRAIL

1,000 watts on 610 kcs. (1) Kootenay Broadcasting Co. Ltd. (2) 1300 Cedar Ave. (3) (604) 368-5511 (4) W.C. Harvey (5) J.P. Kobluk (7,8) R.W. Meneer (9) D.J. Glover (10) M. York (11) D.J. Glover (12,13) J. Remesz (16) R.W. Meneer (17) D.A. Townsend (19) J. Renzie (20-24) All-Canada (25) M.O.R. (26) 1931

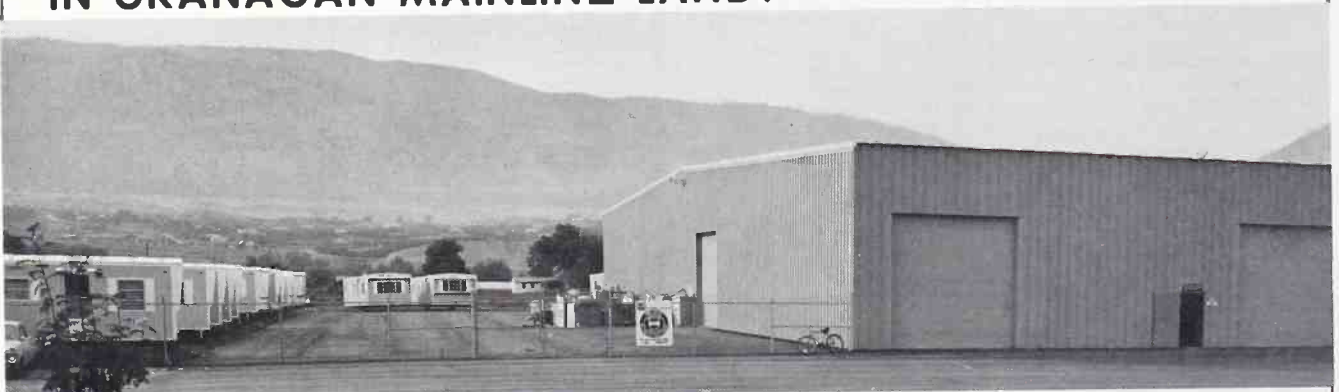
CBU, VANCOUVER

10,000 watts on 690 kcs. (1) Canadian Broadcasting Corp. (2) 701 Hornby St. (5) K.P. Caple (Director for B.C.) (26) 1925

CFUN, VANCOUVER

10,000 watts on 1410 kcs. (1) Radio Station CFUN Ltd. (2) 1900 W. 4th Ave. (3) (604) 731-9222 TLX 04-5230 (4) Jack Tietolman (5) M. Ronald Carabine (6,7) Doug Greig (8,9) Harold K. Wardell (10,11) Al Jordan (12) Roy Jacques (15) Mrs. Eva Corrin (16) Barrie Bailey (17) Mrs. Joan Williams (19) Stan Davis (20,21) Radio & TV Sales (24) Don Cooke (25) M.O.R., C & W (26) 1922

**(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.

**OKANAGAN MAINLINE
RADIO**

CFJC KAMLOOPS CJIB VERNON CKOV KELOWNA CKOK PENTICTON

Just call



the All-Canada man

AM 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

CHQM, VANCOUVER

50,000 watts on 1320 kcs.
 (1) Vancouver Broadcast Associates (2) 1134 Burrard St. (3) (604) 682-3141 TLX 04-5317 (4,5) W.E. Bellman (7) Noel Hullah (8) Maurice Foisly (11) Garth Millar (12) Jack Wilson (13) Brad Keene (17) Mrs. Anne Bolton (19) Stan Davis (20,21) Stephens & Towndrow (24) Devney (25) Good Music (26) 1959

CJOR, VANCOUVER

10,000 watts on 600 kcs.
 (1) CJOR LIMITED
 (2) 840 Howe St. (3) (604) 685-6464 (4) Jim Pattison (5) Jack R. Stewart (7) Tiff Trimble (9) Bob Robinson (17) Jill Johnson (19) Al Erdman (20,21) Radio House (24) Weed (26) 1926

CKLG, VANCOUVER

10,000 Watts on 730 kcs.
 (1) Moffat Broadcasting Ltd. (2) 1006 Richards St. (3) (604) 681-7511 TLX 04-5992 (4) Randall L. Moffat (5) Don M.E. Hamilton (7) Allan L. Anaka (8) Dave Palmer (9) Frank Callaghan (10,11) Roy Hennessy (12,13) Bud Bolton (16) Frank Callaghan (17) Mrs. Lois Thompson (19) Peter Mackintosh (20,21) Major Market (24) Devney (25) Contemporary pop. (26) 1954

CKWX, VANCOUVER

50,000 watts on 1130 kcs.
 (1) CKWX RADIO LTD.
 (2) 1275 Burrard St. (3) (604) 684-5131 TLX 04-5396 (4,5) J. Dalton Elton (7) Keith Bower (8,9) Bob Eby (11) Tom Peacock (12) Bill Hutton (13) Jim Robson (16) Peggy Miller (17) Jack Hughes (19) S.W. Davis (20-24) All-Canada (25) Contemporary - Adult (26) 1923

CJIB, VERNON

10,000 watts day, 1,000 night on 940 kcs. (1) Interior Broadcasters Limited (2) 3315 - 30th Avenue (3) (604) 542-3900 (4,5) A.G. Seabrook (7) Mrs. Bella Rounce (8) John Wilson (9) Don Warner (11) John Wilson (12,13) Stuart McAllister

(15) Jeanette Biro (16) Helen Smith (17) Mrs. Kathie Doidge (18,19) Bert Thorburn (20-24) All-Canada (26) 1927

C-FAX, VICTORIA

10,000 watts on 1070 kcs.
 (1) C-FAX Radio 1070 Ltd. (2) 620 View Street (3) (604) 386-2441 (4,5) Clare Copeland (7) Keith Dagg (8) Walter Cownden (9) Barry Bowman (10) Art Kennard (11) Vince Cownden (12) Mike Adamson (13) Chuck Mudrak (15) Mary McKay (16) Steve Uriak (17) Tom Mahar (18) Art Cooper (19) Doug Phillips (20,21) Radio House (22,23) Western Broadcast (24) Weed (25) Adult pop (26) 1959

CJVI, VICTORIA

10,000 watts on 900 kcs.
 (1) Island Broadcasting Co. Ltd. (2) P.O. Box 940 (3) (604) 382-8221 TLX 04-48111 (4) G. Gaetz (5) K.C. Goddard (7) J. Hawryluk (8,9) R. Robinson (10) J. Easingwood (11) Mrs. G. Whitton (12) G. Williamson (13) G. Hunter (16) Miss D. McIntosh (17) R. McGill (19) M.G. Doyle (20-24) All-Canada (25) M.O.R. (26) 1921

CKDA, VICTORIA

25,000 watts on 1220 kcs.
 (1) Capital Broadcasting System Limited (2) P.O. Box 967 (3) (604) 384-9311 TLX 044-8260 (4) & Gen. Mgr., David M. Armstrong; Exec. Vice-Pres. & (7) Keith G. MacKenzie (8) Hart Kirch (11) Roy Darling (12) Bill Pike (16) Mrs. Shirley Jefferson (17) Bernice Davies (19) Fred Cole (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (24) Canadian Standard (25) Good Music (26) 1950

FM

CFFM-FM, KAMLOOPS

4,000 watts on 98.3 mcs.
 (1) Twin Cities Radio Ltd. (2) 460 Pemberton Terrace (3) (604) 372-3322 TLX 048-8148 (4) Ian G. Clark (5) Jack Pollard (6) Miss Jean Ross (7) Walter Harwood (12) Jack Crane (17) Miss Shona McVeigh (19) Kurt Reichennek (20-24) All-Canada (25) M.O.R. (26) 1963

CJOV-FM, KELOWNA

3,800 watts on 104.7 mcs.
 (1) Okanagan FM Broadcasters Ltd. (2) 1491 Pandosy St., Commonwealth Trust Bldg. P.O. Box 100 (3) (604) 762-3331 (4) Mrs. J. H. Browne (5, 7) Charles F. Patrick (8, 9) Al Jensen (11) Mrs. Gloria Mildenerger (12-14) Jack Bews (15) Mrs. Gloria Mildenerger (16) C.F. Patrick (17) Mrs. Janet Kennedy (19) Arthur Vipond (20-24) All-Canada (25) M.O.R., Classical, Ethnic, Jazz (26) 1964

CKOK-FM, PENTICTON

1,800 watts on 97.1 mcs.
 (1) Okanagan Radio Limited (2) 33 Carmi Ave. (3) (604) 492-2800 (4) Maurice P. Finnerty (5) Ralph J. Robinson (7) Harry C. Dane (9, 11) James Onley

(12) Mike Mangan (16) Gary Woitas (17) Stu McDermid (19) Harry McRae (20-24) All-Canada (25) Good Music (26) 1965

CBU-FM, VANCOUVER

100,000 watts on 105.7 mcs.
 (1) Canadian Broadcasting Corp. (2) 701 Hornby St. (5) K.P. Caple (26) 1948

CHQM-FM, VANCOUVER

100,000 watts on 103.5 mcs.
 (1) Van Broadcasting Associates (2) 1134 Burrard St. (3) (604) 682-3141 TLX 04-5317 (4, 5) W.E. Bellman (7) Noel Hullah (8) Maurice Foisly (11) Garth Millar (12) Jack Wilson (13) Brad Keene (17) Mrs. Anne Bolton (19) Stan Davis (20,21) Stephens & Towndrow (24) Devney (25) Good Music (26) 1960

CKLG-FM, VANCOUVER

100,000 watts on 99.3 mcs.
 (1) Moffat Broadcasting Ltd. (2) 1006 Richards St. (3) (604) 681-7511 TLX 04-5992 (4) Randall Moffat (5) Don M.E. Hamilton (8) Dave Palmer (9) Frank Callaghan (10,11) John Runge (12,13) Bud Bolton (16) Frank Callaghan (17) Lois Thompson (19) Peter Mackintosh (20,21) Major Market (24) Devney (25) Contemp. popular, Jazz, Classical, Prog. Rock (26) 1964

CFMS-FM, VICTORIA

19,000 watts on 19.5 mcs.
 (1) Capital Broadcasting System Limited (2) P.O. Box 967 (3) (604) 384-9311 TLX 044-8260 (4) David M. Armstrong (5) E.G.R. (Rudy) Hartman (7) Keith G. MacKenzie (11) Rudy Hartman (12) Bill Pike (16) Mrs. Shirley Jefferson (17) Bernice Davies (19) Fred Cole (20,21) Radio & TV Reps (22) A.J. Messner (23) Radio & TV Reps (24) Canadian Standard (26) 1954

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) Farm 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-film color, C-VTR color, D-local live color, E-mobile units

CJDC-TV, DAWSON CREEK

5,000 watts audio, 10,000 watts video on Channel 5

(1) CJDC Limited (2) 901-102nd Avenue (3) (604) 287-3341 TLX 049-5727 (4, 5) H.L. Michaud (6, 7) W.R. Duncan (8) Wayne Roberts (9) H.L. Michaud (12) Elmer Devore (13) Jeff Nyland (14) John Mills (16) John Adams (17) Mrs. Maria Van Berkel (18) Lane Dahlen (19) Grant Kaczor (20) Al Newby (21) Mrs. Helen Castle (22,23) Radio-TV Reps (24) A.J. Messner & Co. (25) Radio-TV Reps (26) ABC International (27) 1959 (28) A

Rebroadcasting Stations

Channel	Location
11	Hudson Hope
8	Bullhead Mountain

CFCR-TV, KAMLOOPS

2,000 watts audio, 4,000 watts video on Channel 4
 (1) Twin Cities Television Ltd. (2) 460 Pemberton Terrace (3) (604) 372-3322 TLX 048-8148 (4,5) Ian G. Clark asst. gen mgr., Miss Jean Ross (6) Terry Coventry (7) Walter Harwood (8) Dick Breakall (10) John Cooper (12,13) Jack Crane (14) Tom Wilson (15) Mrs. Lois Cutler (16) Walter Harwood (17) Mrs. Shirley Bailey (18) Frank Pokorny (19) Kurt Reichennek (21) August Scherbo (22-26) All-Canada (27) 1957 (28) A

Rebroadcasting Stations

Channel	Location
10	Ashcroft
10	Merritt
11	Chase
9	Clinton
5	100-Mile
11	Lillooet-Lytton
8	Williams Lake
7	Quesnel
5	Boston Bar
2	Clearwater
8	Savona
3	Spences Bridge
3	Bralorne
3	Blue River
8	Valemount
7	Noranda Mines
5	Promontory Mountain

CHBC-TV, KELOWNA

1600 watts audio, 3700 watts video on Channel 2
 (1) Okanagan Valley Television Company (2) 342 Leon Ave. (3) (604) 762-4535 TLX 048-5119 (4,5) Roy G. Chapman (7) Dick Sharp (8) Henry Irizawa (9) Russ Richardson (10) Dave Sparrow (12) Russ Richardson (13) Dave Sparrow (14) Bob Wilson (15) Mrs. Betty Yemdale (16) Norm Williams (17) Mrs. Anne Deleurme (18) Vic Pauls (19) Tom Wyatt (21) Duncan Tough (22-26) All-Canada (27) 1957 (28) A, C.

Rebroadcasting Stations

Channel	Location
7	Vernon
13	Penticton
9	Salmon Arm
8	Oliver-Osoyoos
5	Lumby
5	Princeton
5	Keremeos
5	Peachland
12	Westwold
5	Falkland
2	Nakusp
5	Malakwa
6	Celista
10	Cherryville
72	Grindrod
3	Canoe
10	Skaha Lake
7	Midway
5	Mica Creek
8	Mable Lake
9	Downie

CKPG-TV, PRINCE GEORGE

389 watts audio, 778 watts video on Channel 2
 (1) CKPG-TV Ltd. (2) 1220 - 6th Avenue (3) (604) 564-8861 TLX 047-8698 (4,5) R.T. Harkins (7) Miss Carole Pow (80 Terry Bell (9) Bob McGavin (11) Don Prentice (12) Ron Macham (13) Bob Elphicke (14) Jack Carbutt (15) Miss Carole Pow (16) Bruce Striegler (17) Steve Howe (18) Miss Liz Hale (19) Dave Alendal (21) Keith Hill (22-26) All-Canada (27) 1961 (28) A

Rebroadcasting Stations

Channel	Location
6	Vanderhoof
10	Hixon
13	Quesnel

CFTK-TV, TERRACE

2100 watts audio, 4100 watts video on Channel 3
 (1) Skeena Broadcasters Ltd. (2) 3231 Emerston St. (3) (604) 635-6316 TLX 047-85529 (5) J. Fred Weber (6) R. Alan Parfitt (7) Vic Sigurdson (9) Gord Leighton (12) Keith Tutt (15) Mrs. Marg. VanHerd (17) Mrs. Pat White (18) Arie Delange (19) John Nance (20) Dave Estacaille (22-25) Radio-TV Reps (26) ABC International (27) 1962 (28) A

Rebroadcasting Stations

Channel	Location
8	Annette Island Alaska
6	Prince Rupert
5	Aristazabal Island
5	Smithers
2	Ocean Falls
4	Burns Lake
5	Nass Valley
5	Kildala
2	Kemano
2	Justkatla-Queen
5	Charlotte Island Ketchikan, Alaska

CBUT, VANCOUVER

7,600 watts audio, 47,600 watts video on Channel 2
 (1) Canadian Broadcasting Corp. (2) 701 Hornby St. (5) Hugh Palmer (27) 1953

Rebroadcasting Stations

Channel	Location
9	Courtenay
3	Chilliwack
4	Port Alberni
13	Bowen Island
11	Squamish
11	Trail
9	Nelson
3	Castlegar
10	Cranbrook

CHAN-TV, VANCOUVER

94,000 watts audio, 180,000 watts video on Channel 8
 (1) British Columbia Television Broadcasting System Ltd. (2) Box 4700, Van. 3 (3) (604) 299-7272 TLX 04-5215 (4,5) J.R. Peters (6) W.C. Elliott (7) D.C. Norman (8) W.C. Elliott (9) L.C. Colthorp (10) R. Morrier (11) G. Grant (12) A. Marquis (13) B. Gillingham (15) Mrs. Jean Cannem (16) L. Colthorp (17) J. Salikin (18) B. Crighton (19) E. Rose (20) D. Markell (21) G. Smith (22-24, 26) All-Canada (27) 1960 (28) A, B, C.

Rebroadcasting Stations

Channel	Location
7	New Castle Ridge
9	Kokish
3	Port Hardy
5	Sointula
3	Camp Woss
6	Nimpkish
2	Port Alice

KVOS-TV, VANCOUVER-Victoria-Bellingham

214,000 watts audio, 107,000 watts video on Channel 12
 (1) KVOS-TV (BC) Ltd. (2) 1345 Burrard St. (3) (604) 681-1212 (4) David Mintz (5) v-p, Doug Davis (6) Frank Janic (7) eastern, Don McAughtrie, western, Herman Burkart (12) pub. sv. dir., Duayne Trecker (14) Forrest Holland (15) Elaine Horn (16) Tom Haverman (17) Del Pawliw (18) Barry Helmer (19) John Price (20) Duane Johnson (22-24) Stovin-Byles TV (26) Sumner (NY) (27) 1953 (28) A, B, C

CHEK-TV, VICTORIA

50,000 watts audio, 100,000 watts video on Channel 6
 (1) British Columbia Television Broadcasting System Ltd. (2) Box 4700, Van. 3 (3) (604) 299-7272 TLX 04-5215 (4,5) J.R. Peters (6) F. Bond (7) D.C. Norman (8) A. Hall (9) L.D. Colthorp (10) R. Morrier (11) G. Grant (12) A. Stephen (13) B. Gillingham (15,16) Mrs. Ida Clarkson (17) J. Salikin (18) B. Crighton (19) E. Rose (20) A. Hall (21) G. Smith (22-24, 26) All-Canada (27) 1956 (28) A, B, C.

Rebroadcasting Stations

Channel	Location
13	Courtenay
11	Chilliwack
3	Bowen
7	Squamish
3	Brackendale
3	Ucluellet
11	Port Renfrew

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	375,000
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

AM

CBR, CALGARY

50,000 watts on 1010 kcs.
 (1) Canadian Broadcasting Corp. (2) 1724 Westmount Blvd. (5) N.J. Lacey (26) 1948

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. McVarish (13) J. Carbury (16) B. Mannix (17) Mrs. Joyce Portigal (18) E.C. Connor (20-24) All-Canada (25) M.O.R. (26) 1922

CFCN, CALGARY

50,000 watts on 1060 kcs.
 (1) The Voice of the Prairies Limited (2) Broadcast House (3) (403) 249-9101 TLX 038-2637 (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 Nephin (12) Joe Hutton (13) Henry Viney (16) Don Wood (17) Mrs. Dorthea Janz (19) R.W. Lamb (20-23) Stephens & Towndrow (24) Canadian Standard (25) M.O.R. (26) 1922

CHOR, CALGARY

10,000 watts on 810 kcs.
 (1) Bentley Broadcasting Co. Ltd. (2) 1030-4 St. S.W. (3) (403) 263-5522 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 Hooper

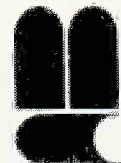


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MEMO

CFTO 
BATON BROADCASTING LIMITED
BOX 9, TORONTO 18, ONTARIO, 362-2811

Colorland has now been truly
and properly established. All of
us at CFTO-TV are grateful to
Alice and all of 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.

CFTO 
BATON BROADCASTING LIMITED
BOX 9, TORONTO 18, ONTARIO, 362-2811

CFTO 
BATON BROADCASTING LIMITED
BOX 9, TORONTO 18, ONTARIO, 362-2811





AM 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

(19) Mel Hoyme (20-23) Radio-TV Reps (24) Weed (25) Good Music (26) 1964

CKXL, CALGARY

10,000 watts on 1140 kcs.
 (1) Bow Valley Broadcasting, Div. of Moffat Broadcasting, Ltd. (2) Box 1140 (3) (403) 263-8160 TLX 038-2741 (4) Mrs. Donna Pryor (5) James M. Pryor, Jr. Operations Mgr. - David E. Lyman (7) Local - G. Stuart Menzies, Nat'l - John Tyrrell (8,9,11) Bob Robertson (12) Dale O'Hara (13) Bob Robertson (16) Susan Stewart (17) Jessie Guy (19) Bill Martin (20,21) Major Market (22) Moffat Broadcasting (23) James Advertising (24) Devney (25) Popular (26) 1927

CFCW, CAMROSE

10,000 watts on 790 kcs.
 (1) Camrose Broadcasting Co. Ltd. (2) 4872 - 50 Street (3) (403) 672-3151 (4) Hal J. Yerxa (5) Warren H. Holte (8,9) Rich Sims (10,11) Curly Gurlock (12) Mike Goetze (13) Doug Shepherd (14) Chuck Greig (15) Mrs. Diane Rachuk (16) Rich Sims (17) Diana Evans (18,19) Lyndy Olson (20,21) Lorrine Potts (22) A.J. Messner (23) James Advertising (25) C & W (26) 1954

CJDV, DRUMHELLER

5,000 watts on 910 kcs.
 (1) Dinosaur Broadcasting (1957) Ltd. (2) Box 1480 (3) (403) 823-3384 (4,5) Tony Mayer (7) Ned Magrill (9) Doug Marvin (10) Dennis Seibel (11) George Walters (12,13) Jim Fisher (14) Bill Cameron (15) Mrs. Peg Pinkham (16) Ted Storch (17) Mrs. Peg Pinkham (18) John Bolin (19) John Bruins (20,21) Radio & TV Sales (22) A.J. Messner (23) Stovin-Byles (26) 1958

CBX, EDMONTON

50,000 watts on 740 kcs.
 (1) Canadian Broadcasting Corp. (2) P.O. Box 555 (5) R.L. Horley (26) 1953

CFRN, EDMONTON

50,000 watts on 1260 kcs.
 (1) Sunwapa Broadcasting Ltd. (2) Broadcast House, Postal Station 'E' (3) (403) 484-3311 TLX 037-2257 (4) Dr. G.R.A. Rice (5) T. C. Juman (6) G.A. Duffield (7) T. Coumant (8) G.A. Duffield (9) B. Wilson (11) H. Farmer (12) B. Hegle (13) Al McCann

(14) Scott Flewitt (16) J. McDougall (17) Mrs. F. Nord (19) Ted Wadson (20-23) Radio-TV Reps (24) Canadian Standard (25) M.O.R. (26) 1934

CHED, EDMONTON

10,000 watts on 630 kcs.
 (1) Radio Station CHED Ltd. (2) 10006 - 107 Street (3) (403) 424-2111 TLX 037-2904 (4) E.A. Rawlinson (5) M.M. (Jerry) Forbes (7) Bill Sysak (8) Al Anderson (9) Keith James (11) Don Hamilton (12) Ron Greig (13) Wes Montgomery (16) Robert McCord (17) Mrs. Myrna Shields (19) Clint Nichol (20,21) Major Market (23) James Advertising (25) Contemporary - popular (26) 1954

CHFA, EDMONTON

5,000 watts on 680 kcs.
 (1) Radio-Edmonton Ltee (2) 10012 - 109 Street (3) (403) 424-2157 (5,7) B.J. Gagnon (8) Mrs. M. Vandergooten (9) J.P. Boucher (11) G. Paradis (12-14) Tharcis Forestier (15) Mrs. G. Blais (16) N.L. Fontaine (19) A. Rouleau (20,21) Hardy Radio & TV (22) A.J. Messner (23) Radio-TV Reps (24) Devney (25) M.O.R., Classical (26) 1949

CHQT, EDMONTON

10,000 watts on 1110 kcs.
 (1) Radio Station CHQT Ltd. (2) 10154-103 Street (3) (403) 424-1131 (4) Lewis R. Roskin (5) Murray D. Dyck (7) Nat'l - Lewis R. Roskin Retail - William Bagshaw (8) Roger Charest (9) Bob Hill (11) Andrea Jakabson (12) Ron Robert (13) Larry Ross (16) Brian Gibbons (17) Enid Weiss (19) Frank Makepeace (20,21) Radio House (22,23) Western Broadcast (26) 1965

CJCA, EDMONTON

10,000 watts on 930 kcs.
 (1) Edmonton Broadcasting Co. Ltd. (2) 10123-104 Street (3) (403) 424-4131 TLX 037-229 (4) Normand A. Botterill (5) Cameron A. Perry (7) Jack Sayers (8,9) Harry Boon (10) George Payne (11) Garry McDonald (12) Walter Rutherford (13) Bryan Hall (16) Brent McDougall (17) Janet Wickenburg (18) Andre Picard (19) Gordon Skutle (20-24) All-Canada (25) M.O.R. (26) 1922

CKUA, EDMONTON

10,000 watts on 580 kcs.
 (1) Alberta Government Telephones (2) 10526 Jasper Ave. (3) (403) 422-5161 (5) J.W. (Jack) Hagerman (9) A.W. (Tony) Cashman (10) E.G. (Gil) Evans (12,13) C.W. (Carl) Noack (15) Mrs. M.A. Eykelbosh (17) A.D. (Douglas) Morton (19) W. (Bill) Pinko (25) Educational: Music & talk, Univ. of Alta broadcasts (26) 1927

CFGP, GRANDE PRAIRIE

10,000 watts on 1050 kcs.
 (1) Northern Broadcasting Corporation Limited (2) 10008 - 103 rd Avenue (3) (403) 532-2311 TLX 049-632 (4) Cameron A. Perry (5) Walter Everitt (6) Jack Soars (7) Mrs. Joyce Zasadny (8,9,11) Jack Soars (12) Lionel Kyle (13) Francis Tanner (16) Jack Soars (17) Gail Frey (19) J.N. deRoaldes

(20-24) All-Canada (25) Varied (26) 1937

CHEC, LETHBRIDGE

5,000 watts on 1090 kcs.
 (1) Southern Alberta Broadcasting Ltd. (2) Box 1090 (3) (403) 328-3311 (4,5) H.W. Brown (7) R.J. Bruchet (8,9) Veryl G. Todd (10) Peter Snow (11) Veryl G. Todd (12) Ron Dyck (13) Veryl G. Todd (14) Leo Dow (15) Barbara Hemmaway (16) Peter Snow (17) Mrs. Margaret Davis (19) Rino Verhulst (20-23) Group One (24) Weed (25) Good Music (26) 1958

CJOC, LETHBRIDGE

10,000 watts on 1220 kcs.
 (1) Lethbridge Broadcasting Limited (2) Box 820 (3) (403) 327-3161 (4,5) John McCall (7) Jack C. Innes (8,9) Bob Lang (11) Daryl Ferguson (12) Bill Skelton (13) Brent Seely (14) Doug Card (16) Wayne Barry (17) Mrs. Alma Bailey (19) William McCambley (20-24) All-Canada (25) M.O.R., Rock (26) 1926

CKSA, LLOYDMINSTER

10,000 watts on 1080 kcs.
 (1) Sask-Alta Broadcasters Limited (2) 5026-50th Street (3) (403) 875-3321 TLX 037-2911 (4,5) Arthur F. Shortell (6) Lee Wildman (7) Andy Stewart (8,9) Barry Smith (10,11) Ernie Ford (12) Ed Horlacher (13) Barry Smith (14) Roland Brassard (15) June Underdown (16) Mrs. Ethel Smith (17) Carolyn Hawkins (18) Ernie Ford (19) Howard James (20-23) Hardy Radio & TV (24) ABC International (25) M.O.R., C & W, Teen (26) 1957

CHAT, MEDICINE HAT

10,000 watts on 1270 kcs.
 (1) Monarch Broadcasting Company Limited (2) P.O. Box 880 (3) (403) 526-2821 TLX 038-4824 (4) J.H. Yuill, Gen. Mgr., O. Kope (5,7) T.G. Gunter (8,9) Bob Ridley (12) S.G. Weiler (13) Bob Ridley (14) Mickey Lynch (15) Mrs. Deen Hamilton (16) Bill Yuill (17) Mrs. Elaine Barnes (18) Joe Bell (19) Sid Gaffney (20-24) All-Canada (25) M.O.R. (26) 1946

CKYL, PEACE RIVER

10,000 night, 1,000 day watts on 610 kcs.
 (1) Peace River Broadcasting Corp. (2) P.O. Box 1150 (3) (403) 624-2535 TLX 037-5126 (4,5) G.W. Cambridge (6) Al Adair (7) Richard Rafferty (8-11) Bob Zens (12) Joe Zinselmeyer (13) Al Adair (14) Don Gartner (15) Mrs. Louise Herbert (16) Joe Zinselmeyer (17) Mrs. Louise Herbert (18) Roger Channon (19) Les Klement (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (25) M.O.R. (26) 1954

CKRD, RED DEER

10,000 day, 1,000 night watts on 850 kcs.
 (1) Central Alberta Broadcasting (1961) Ltd. (2) Box 5555 (3) (403) 347-6681 TLX 038-316 (4) H.L. Flock (5) R.D. Stephen (7) G.P. (Pat) Henry (8) Larry Thiessen (10) Dan McAllister (11) Rod Stephen (12) Ben Meisner (13) Hoss Hammer (14) Murray Mehling (16) Larry Thiessen (17) Jerry Tennant (19) Ken Martin (20-23) Radio-TV Reps (24) ABC International (25) M.O.R. (26) 1949

FM

CHFM, CALGARY

11,000 watts on 95.9 mcs.
 (1) Quality FM Ltd. (2) Westbrook Mall (3) (403) 249-7772 (4) J.D. Whitehead (5) Wm. Kehler (7) Gerry Rempel (9) Wm. Kehler (12) Frank Brand (17) Fran Vogelzang (19) Ralph Allan (20-23) Hardy Radio & TV (25) M.O.R. Classical (26) 1962

CFRN-FM, EDMONTON

16,200 watts on 100.3 mcs.
 (1) Sunwapa Broadcasting Limited (2) Box 5030, Station 'E' (3) (403) 484-3311 TLX 037-2257 (4) Dr. G.R.A. Rice (5,7) James S. Edwards (9) George R. Kelso (10) Joe Morrall (11) George R. Kelso (12) S.S. Lancaster (13) Al McCann (16) J.S. Edwards (17) Mrs. Leslie Ring (18) Ronald Weiss (19) T.E. Wadson (20-23) Radio Reps. Ltd. (24) Canadian Standard (25) Contemp. M.O.R. (26) 1947

CJCA-FM, EDMONTON

440 watts on 99.5 mcs.
 (1) Edmonton Broadcasting Co. (2) Birks Bldg. (3) (403) 424-4131 TLX 037-229 (5) Cameron Perry (7) Jack Sayers (8,9) Harry Boon (10) George Payne (11) Garry McDonald (12) Walt Rutherford (13) Bryan Hall (16) Harry Boon (17) Janet Wickenburg (18) Andre Picard (19) Gordon Skutle (20-24) All-Canada (25) Pop Concert, Light Jazz, Classical (26) 1948

CKUA-FM, EDMONTON

352 watts on 98.1 mcs.
 (1) Alberta Government Telephones (2) 10526 Jasper Ave. (3) (403) 422-5161 (5) J.W. (Jack) Hagerman (9) A.W. (Tony) Cashman (10) E.G. (Gil) Evans (12,13) C.W. (Carl) Noack (15) Mrs. M.A. Eykelbosh (17) A.D. (Douglas) Morton (19) W. (Bill) Pinko (25) Educational: music & talk, Univ. of Alta broadcasts (26) 1948

CHEC-FM, LETHBRIDGE

250 watts on 100.9 mcs.
 (1) Southern Alberta Broadcasting Ltd. (2) Box 1090 (3) (403) 328-3311 (4,5) H.W. Brown (7) R.J. Bruchet (8) V.G. Todd (9-11) L.B. Seely (12) R.A. Dyck (13) V.G. Todd (14) L.G. Dow (15) Miss B. Hemmaway (17) Mrs. M. Davis (19) R. Verhulst (20) Group One (24) Weed (25) Good music, Classical, Religious (26) 1958

CKRD-FM, RED DEER

1240 watts on 98.9 mcs.
 (1) Central Alberta Broadcasting (1961) Ltd. (2) Box 5555 (3) (403) 347-6681 TLX 038-316 (4) H.L. Flock (5) R.D. Stephen (7) Pat Henry (8-11) Stu Morton (19) Ken Martin (20-23) Radio-TV Reps. (24) ABC International (25) Pop Concert, M.O.R., Classical, Folk, Jazz (26) 1965

**EDMONTON
RADIO
MEANS
BUSINESS
IN
NORTHERN
ALBERTA**

The Great
Northwest market
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CJCA • CFRN • CHFA • CHQT

EDMONTON

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) Farm 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-film color,
C-VTR color, D-local live
color, E-mobile units

CFCN-TV, CALGARY

50,000 watts audio, 100,000 watts video on Channel 4
 (1) CFCN Television Ltd.
 (2) Broadcast House
 (3) (403) 249-9101 TLX 038-2637
 (4) D.G. Campbell (5) E.W. Chapman (7) H.G. Marshall
 (8) Ken Masonchuck (9) Al Purcell (10) Gord Kelly
 (12) Joe Hutton (13) Henry Viney
 (15) Mrs. Sheila Moore (16) Paul Nuttall (17) Mrs. Marian Rowat
 (18) Charles Heine (19) R.W. Lamb (21) Doug Skow
 (22-25) Stephens & Towndrow
 (26) Canadian Standard (27) 1960
 (28) A, B, C, D, E

Rebroadcasting Stations

Channel	Location
12	Hand Hills
8	Banff
6	Lake Louise
9	Brooks
8	Jubilee Mountain, B.C.
6	Columbia River Valley, B.C.
10	Drumheller
13	Lethbridge

CHCT-TV, CALGARY

50,000 watts audio, 100,000 watts video on Channel 2
 (1) Calgary Television Ltd.
 (2) 955 Rideau Rd, Calgary 6
 (3) (403) 243-3491 TLX 038-22549
 (4) N. Botterill (5) D. Penn
 (6) W. Wilks (7) T. Wm. Townsend
 (8) S. Braun (9) W. Wilks
 (10) J. Butler (11) S. Braun
 (12-14) E. Whalen (15) Miss Barbara Kelly (16) Miss Val Chekoski (17) D. Wilson
 (18) G. Gunst (19) J. MacKenzie
 (20) D. Hampson (21) G. Warner
 (22-26) All-Canada (27) 1954
 (28) A, B

Rebroadcasting Stations

Channel	Location
8	Drumheller
13	Banff

CBXT, EDMONTON

34,300 watts audio, 318,000 watts video on Channel 5
 (1) Canadian Broadcasting Corp. (2) P.O. Box 555
 (5) R.L. Horley (27) 1961

Rebroadcasting Stations

Channel	Location
8	Athabaska
9	White Court
10	Grande Prairie
7	Peace River
2	High Prairie

CFRN-TV, EDMONTON

90,400 watts audio, 180,300 watts video on Channel 3
 (1) Sunwapta Broadcasting Ltd.

(2) Postal Stn. E (3) (403) 484-3311 TLX 037-2257 (4,5) Dr. G.R.A. Rice (6) B.D. Alloway
 (7) D.H. Field (8) Don Roman
 (9) G.T. Kidd (10) Ed Kay
 (11) Harry Farmer (12) Bruce Hogle (13) Al McCann (14) Scott Flewitt (15) Mrs. Virginia Macklin
 (16) Alex Semeniuk (17) Mrs. Elizabeth Pallas (18) Peter Leonard (19) Ted Wadson
 (21) Keith Neale
 (22-25) Radio-TV Reps
 (26) Canadian Standard (27) 1954
 (28) A, B, C

Rebroadcasting Stations

Channel	Location
12	Ashmont-St. Paul
12	Whitecourt-Edson
6	Lac La Biche

CJLH-TV, LETHBRIDGE

19,200 watts audio, 96,100 watts video on Channel 7
 (1) Lethbridge Television Ltd.
 (2) Box 1120 (3) (403) 327-1521 TLX 038-4930 (4) N. Botterill
 (5) John McColl (8) Bob Johnson
 (9) Dan Taylor (12) Gordon Colledge (13) Brent Seely
 (14) Doug Card (15) Mrs. Betty Grigg (17) Miss Win Duffy
 (18) Ross Palsson (19) W. McCambly (21) Mrs. Betty Glendinning (22-26) All-Canada
 (27) 1955 (28) A

Rebroadcasting Stations

Channel	Location
2	Brooks
3	Crowsnest Pass
12	Waterton Park
12	Coleman

CKSA-TV, LLOYDMINSTER

23,200 watts audio, 116,000 watts video on Channel 2
 (1) CKSA-TV Ltd. (2) 5026-50th St. (3) (403) 875-3321 TLX 037-2911 (4,5) Arthur F. Shortell
 (6) Wes Saunders (7) Noble Clysdale (8-10) Wes Saunders
 (11) Ernie Ford (12) Ed Horlacher
 (13) Barry Smith (14) Roland Brassard (15) Miss June Underdown (16) Mrs. Ethel Smith
 (17) Mrs. Betty Zinter (18) Howard Sturge (19) Tony Stam
 (20,21) Elia Malinowski
 (22-25) Hardy Radio & TV
 (26) ABC International (27) 1960
 (28) A

Rebroadcasting Stations

Channel	Location
12	Meadow Lake, Sask.
9	Bonnyville, Alta.

CHAT-TV, MEDICINE HAT

3,000 watts audio, 5,700 watts video on Channel 6
 (1) Monarch Broadcasting (2) 520 First St. (3) (403) 548-3911 TLX 038-4824 (4) J.H. Yuill
 (5) Orville Kope (6) Victor Schafer (7) local, Harold Brucker, natl., Ian Carson (8) Doug Cocks
 (9) Victor Schafer (10,11) Lorne Havard (12) Stan Weiler
 (13) Bob Ridley (14) Cliff Dacre (15,16) Miss Betty Anne Thompson (17) Cliff Dacre
 (18) August Soehn (19) Sid Gaffney (20) Doug Cocks
 (21) John Samoilja (22-26) All-Canada (27) 1957 (28) A

Rebroadcasting Station

4	Pivot
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CKRD-TV, RED DEER

13,000 watts audio, 26,000 watts video on Channel 6
 (1) CHCA Television Ltd.
 (2) Box 5555 (3) (403) 347-6681 TLX 038-316 (4) H.L. Flock
 (5) R.D. Stephen (7) Bill R. Scott
 (9) Mel Gordon (12) Ben Meisner
 (13) Hoss Hammer (14) Murray Mehling (17) Terry Grover
 (18) Rich Soehn (19) Lorry Luchian (21) Don Komarnsky
 (22-25) Radio-TV Reps (26) ABC International (27) 1957 (28) A

Rebroadcasting Stations

Channel	Location
10	Coronation
10	Banff

SASKATCHEWAN

Total Population	962,100
Men (20 and over)	282,040
Women (20 and over)	267,910
Teens (13-19)	128,100
Children (0-12)	284,050
Households	265,000
TV Households	243,000
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

CJVR, MELFORT

10,000 watts on 1420 kcs.
 (1) Radio CJVR Ltd.
 (2) P.O. Box 1420 (3) (306) 752-2867 (4) K.L. George
 (5,7) W.F. Amos (8,9) J.L. McClung (10) D. Birkmaier
 (11) J.L. McClung (12) Duane Mohn (13) Grant Ulflyot
 (17) Mrs. Diane Klatik
 (19) Lowell Heide (20,21) Lorrie Potts (22,23) Radio-TV Reps
 (24) Weed (25) M.O.R., C & W.
 Pop. (26) 1966

CHAB, MOOSE JAW

10,000 watts on 800 kcs.
 (1) Moffat Broadcasting Ltd.
 (2) 116 Main St. N. (3) (306) 692-6464 TLX 039-2912
 (4) Randall L. Moffat
 (5) Vern Traill (7) John Sitter
 (8,9) Bruce Mitchell (10) Roger Broadhead (12) Bruce Mitchell
 (13) Fergie Oliver (14) Bob Simpson (15) Mary Carty
 (16) Roger McLaughlin
 (17) Barb Huel (19) Merv Pickford (20,21) Major Market
 (22) A.J. Messner (23) Major Market (24) Weed
 (25) M.O.R. (26) 1922

CJNB, NORTH BATTLEFORD

10,000 watts on 1050 kcs.
 (1) Northwestern Broadcasting Co. Ltd. (2) Box 1460
 (3) (306) 445-2477 TLX 034-2527
 (4) E.A. Rawlinson (6) H.G. Dekker (7) Nat'l-H.G. Dekker,
 Local-Alex Johnson (8) Eldon Elliott (11) Jack Ross
 (12) Lorne Cooper (13) Eldon Elliott (14) Bob Hildebrand
 (15,16) Chris Dekker (17) Mrs. B. Lauzon (19) Al Ruddell
 (20-23) Group One (24) Devney
 (25) M.O.R. (26) 1947

CKB, PRINCE ALBERT

10,000 watts on 900 kcs.
 (1) Central Broadcasting Co. Ltd.
 (2) 10th St. West (3) (306) 763-7421 TLX 034-2932
 (4) E.A. Rawlinson (5) F.F. Rawlinson (7) G. Prest
 (8) J. Scarrow (12,13) N. Roche
 (14) H. Mallwitz (15) Mrs. M. Sherman (16) G. Prest
 (17) Mrs. D. Fuller (19) T. VanNess (20-24) All-Canada
 (26) 1932

CBK, REGINA

50,000 watts on 540 kcs.
 (1) Canadian Broadcasting Corp. (2) 1840 McIntyre St.
 (5) A.E. Parr (26) 1939

AM

CJSL, ESTEVAN

1,000 watts on 1280 kcs.
 (1) Soo Line Broadcasting
 (2) Box 365 (3) (306) 634-3432
 (4) T.G. Laing (5,8,9) Norm Williams (10) John Deadlock
 (12) Don Bossenberry (13) Norm Williams (14) Don Bossenberry
 (16) Norm Williams (17) Miss Marj. Hoff (19) John Mitschke
 (20-23) Group One
 (25) M.O.R., C & W (26) 1960

CFRG & CFGR GRAVELBOURG

5,000 watts day on 710 Kcs.
 250 watts on 1230 kcs.
 (1) Radio-Gravelbourg Ltee
 (2) Box 570 (3) (306) 648-2515
 (4) J.E. Chabot (5) Dumont Lepage (7) Leonard Beaudry
 (8-10) Benoit Pariseau
 (15) Jeanne Beaugard
 (16) Benoit Pariseau
 (17) Jeanne Beaugard
 (19) John A. Brown
 (20,21) Hardy Radio & TV
 (22) A.J. Messner
 (23) Radio-TV Reps (24) Devney
 (25) Classical, Modern
 (26) 1952

CKME, REGINA

1,000 watts on 1300 kcs.
 (1) Midwest Broadcasters Ltd.
 (2) 1771 Rose St. (3) (306)
 527-4191 (4) E.A. Rawlinson
 (5) R.J. Hutton (7) T.J. Ennis
 (8) Bill Cochrane (10) Roy
 Mullett (11) Johnny Onn
 (12) Art Simmonds (13) Bob
 Hutton (16) Jim Savage
 (17) Miss Kae Lazaruk
 (19) Dave Senft (20-23) Major
 Market (24) Devney
 (25) Contemporary (26) 1959

CKCK, REGINA

5,000 watts on 620 kcs.
 (1) Transcanada Communications
 Ltd. (2) P.O. Box 62000
 (3) (306) 522-8591 TLX 031-2239
 (4) Michael Sifton (5) Gary L.
 Miles (7) J.E. Foord (8) D.R.
 Alexander (11) Mrs. Tulla Moe
 (12) Grant Kennedy (13) John
 Badham (14) Grant Kennedy
 (15) Mrs. Pam Allen (16) Dennis
 Stafford (17) Mrs. Irene Deck
 (18) Keith Gracie (19) Howard
 Dean (20-24) All-Canada
 (25) M.O.R., Contemporary
 (26) 1922

CKRM, REGINA

10,000 watts day, 5,000 watts
 night on 980 kcs. (1) Cambrian
 Broadcasting Limited (2) Box 9800
 (3) (306) 523-5661 (5) James T.
 Miller (7) Ken Reeves
 (8,9,11) J.B. (Jim) Roberts
 (12) F.J. (Frank) Flegel
 (13) Ken Reeves (14) F.J. (Frank)
 Flegel (16) Roy C. Brown
 (17) Mrs. Freda Morris
 (19) L.V. (Len) Cozine
 (20,21) Air-Time Sales
 (22,23) Western Broadcast
 (24) Canadian Standard
 (25) Good Music (26) 1926

CKKR, ROSETOWN-KINDERSLEY

10,000 watts on 1330 kcs.
 (1) Goose Lake Broadcasting
 Company Ltd. (2) Box 490
 (3) (306) 882-2686 (4,5) Stan
 Solberg (6) George McCauley
 (7) Grant La Marre (8,9) Pat
 O'Connor (10) Bart Dailley
 (11) Jim Allen (12,13) Bart
 Dailley (14) Mike Giles
 (15) Mrs. Myrna Decker
 (16) Mike Giles (18) Phil
 Johnson (19) John Guppy
 (20,21) Radio & TV Sales
 (22) Byles, Gibb (25) C & W
 (26) 1966

CFNS, SASKATOON

1,000 watts on 1170 kcs.
 (1) Radio-Prairies-Nord Ltée
 (2) 1426-Alexandra Ave.
 (3) (306) 653-1170
 (4) C. Denis, Sr. (5) Raymond
 J. Marcotte (6) Jacques Landry
 (7) Marie-A. Papen (9) Jacques
 Landry (10) Roger Lavallée
 (11) Marie-A. Papen (12) François
 Riopel (13) Jacques Landry
 (14) Roland David (15) Marie-A.
 Papen (16) Ray. J. Marcotte
 (17) Eva Billo (19) Emile Gaudet
 (20,21) Hardy Radio & TV
 (22) A.J. Messner
 (23) Radio-TV Reps (24) Devney
 (26) 1952

CFQC, SASKATOON

5,000 watts on 600 kcs.
 (1) A.A. Murphy & Sons Ltd.
 (2) Box 9200 (3) (306) 242-6611
 TLX 034-2228 (4) W.A. Murphy
 (5) Dennis J. Fisher (7) Clyde
 Bourassa (8,9) Wally Stambuck
 (10) Denny Carr (11) Walt
 Edwards (12) Les Edwards
 (13) Chuck McManus (14) Bill
 Story (16) Shelby Craigie
 (17) Mrs. Martha Mills
 (19) Jan van der Tuuk
 (20-23) Radio-TV Reps
 (24) Canadian Standard & H.G.
 Oakes (25) M.O.R. (26) 1923

CKOM, SASKATOON

10,000 watts on 1250 kcs.
 (1) Saskatoon Community Broad-
 casting Company Limited
 (2) Sub P.O. 30, Saskatoon
 (3) (306) 374-3690 (4,5) R.A.
 Hosie (6,7) W.H. Stovin
 (8) Arnold Stilling (9,11) George
 Johns (12) Arnold Stilling
 (13) Wally Cameron (17) Marion
 Ballachay (19) Maynard Greer
 (20,21) Major Market
 (22,23) Stovin-Byles TV
 (24) Weed (25) Contemporary
 & C & W (26) 1951

CJSN, SHAUNAVON

1,000 day, 250 night watts on
 1490 kcs. (1) Frontier City
 Broadcasting Co. Ltd. (2) Box 1176
 (3) (306) 297-2671 (4) Douglas
 Scott (5 & 7-10) Dave Andersen
 (11) Ted Boyle (12,13) Frank
 Matovich (14) Art Wallman
 (15) Mrs. Velma Clark (16) Dave
 Andersen (17) Mrs. Margaret
 Christenson (18) Dave Andersen
 (19) Ed. Berniuk
 (20,21) Group One
 (22) Broadcast Reps
 (23) Radio-TV Reps (24) Weed
 (25) M.O.R., C & W, Teen
 (26) 1966

CKSW, SWIFT CURRENT

1,000 day, 25 night watts on
 1400 kcs. (1) Frontier City Broad-
 casting Co. Ltd. (2) 134 Central
 Ave. North (3) (306) 773-4177
 (4) D.W. Scott (5) W.C. Gilbey
 (7) Wm. Friest (8) W.C. Gilbey
 (10) Art Wallman (11) Rod Gilbey
 (12,13) Frank Matovich
 (14) Art Wallman (15) Mrs. Vel
 Clark (16) Doug Scott
 (17) Mrs. Vel Clark (19) Ed
 Buryniuk (20,21) Group One
 (22) Broadcast Reps
 (23) Radio-TV Reps (24) Weed
 (25) M.O.R., C & W, Good Music,
 Teen (26) 1956

CFSL, WEYBURN

10,000 day, 5,000 night watts on
 1190 kcs. (1) Soo Line Broad-
 casting Co. Ltd. (2) Box 340
 (3) (306) 842-4666 (4) Tom G.
 Laing (5) James T. Laing
 (6) Gary Kirton (8,9) Verne
 Brooks (10) Frank Martina
 (11) Verne Brooks (12) Graham
 Barker (13) James T. Laing
 (14) Graham Barker
 (17) Donna Hardy (19) John
 Mitschke (20-23) Group One
 (24) Don Cooke (25) M.O.R.
 (26) 1957

CJGX, YORKTON

10,000 watts on 940 kcs.
 (1) Yorkton Broadcasting Company
 (2) Tower Bldg. (3) (306) 783-2256
 TLX 034-21513 (4,5) George G.
 Gallagher (7) Merv Phillips
 (8) Richard Scott (9) Ed Laurence
 (12) Morley Jaeger (13) Jim
 Keilback (14) Doug Sherwin
 (16) Ken Dodas (17) Mrs. June
 Blaxall (18) Brian Laver
 (19) Harry Kerr (20-23) Radio-TV
 Reps (24) Canadian Standard
 (26) 1927

FM**CFMQ-FM, REGINA**

5,900 watts on 92.1 mcs.
 (1) Metropolitan Broadcasting
 Ltd. (2) Northgate Mall
 (3) (306) 543-1400
 (4,5) William S. Stewart
 (7) Marv, Chase (8-11) Len
 Enns (12) W. Stewart
 (13) Gary Zeman (15) Anne
 Howard (17) Maureen Fresco
 (18) Dave Ward (19) Ron
 Grant (20-22) Hardy Radio &
 TV (25) M.O.R. (26) 1966



**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 long, fresh look at burgeoning 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 marketing data. There's the proof...

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

C-JAY-TV



**WINNIPEG
 first in the 4th 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.

(1) Western Manitoba Broadcasters Ltd. (2) 2940 Victoria Ave. (3) (204) 728-1150 TLX 0350-2716 (4,5) J.B. Craig (6) Stuart Craig (7) A.W. Olson (8) Rich Chudley (9) Stuart Craig (10) Howard Cooper (12) Brian Denike (13) Marv Saxberg (14) Frank Bird (16) Mrs. Maureen Simpson (17) Margret Chyzk (18) Mrs. Anne Smith (19) Lawrence Dubois (20) Eugene Storchaw (21) Harold Pullaw (22-26) All-Canada (27) 1955 (28) A. B

Rebroadcasting Stations
Channel Location
 9 Melita
 11 Birtle-Foxwarren

CBWBT, FLIN FLON

1,600 watts audio, 7,800 watts video on Channel 10
 (1) Canadian Broadcasting Corp. (2) c/o CBC P.O. Box 160 Winnipeg (5) J.R. Finlay (27) 1962

Rebroadcasting Station
Channel Location
 7 The Pas

CBTA, LYNN LAKE

2,500 watts audio, 500 watts video on Channel 8
 (1) Canadian Broadcasting Corp. (2) c/o CBC P.O. Box 160 Winnipeg (5) J.R. Finlay (27) 1967

CBWT, WINNIPEG

12,000 watts audio, 100,000 watts video on Channel 6
 (1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) J.R. Finlay (27) 1954

Rebroadcasting Stations
Channel Location
 10 Fisher Branch
 8 Kenora, Ont.
 9 Dryden, Ont.
 12 Sioux Lookout, Ont.
 10 Red Lake, Ont.
 5 Fort Frances, Ont.
 7 Atikokan, Ont.

CBWFT, WINNIPEG

7,370 watts audio, 59,000 watts video on Channel 3
 (1) Canadian Broadcasting Corp. (2) P.O. Box 160 (5) J.R. Finlay (27) 1960

CJAY-TV, WINNIPEG

180,000 watts audio, 325,000 watts video on Channel 7
 (1) Channel 7 Television Ltd. (2) Polo Park, Wpg. (3) (204) 775-0371 TLX 035308 (4) Ralph Misener (5) Jack M. Davidson (6) Joe Gibson (7) Stu Macdonald (8) Jim Armstrong (9) Jim Purvis (10) Ray Torgrud (12) Al Vickers (13) Jack Wells (15) Mrs. Sheila Knowles (16) Al Johnson (17) Gerry Probert (18) Mac Drope (19) Bert Cobb (21) Howie McMillan (22,23,25) Stovin-Byles TV (26) Sumner (27) 1960 (28) A, B, C, E

KCND-TV, WINNIPEG

43,600 watts audio, 288,000 watts video on Channel 12
 (1) McLendon Corp. (2) 2031 Portage Ave. (3) (204) 888-3212 TLX 03-58159 (4) Gordon McLendon (5) Jerry O. Johnson (6) Len Gzebb (7) local, N.M. Cheater, nat., W.F. Girling (8) Miss Rosa-Lee Pierce (9) Richard Vincent (10) Terry Stauffer (12) Joe Cooke (14) Terry Stauffer (16) Bill F. Girling (17) Miss Vi Mae Hines (18) Miss Nina Allam (19) Chuck Headley (20) Gerald Nicholson (21) Dave Rector (22,23) Radio-TV Reps (24) Ch. 12 Ltd. (25) Radio-TV Reps (26) National TV Sales (27) 1960 (28) A, B, C

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

CFJR, BROCKVILLE

1,000 day, 250 night watts on 1450 kcs.
 (1) Eastern Ontario Broadcasting Co. Ltd. (2) P.O. Box 666 (3) (613) 345-1666 (4,5) John A. Radford (7) F. Keith Pelton (8) James Chapman (12,13) Tom Statham (14) Lloyd Ker (16) Keith Pelton (17) Lorraine McInnes (20-23) Radio-TV Reps (24) Canadian Standard (25) M.O.R. (26) 1926

CFCO, CHATHAM

10,000 day, 1,000 night watts on 630 kcs. (1) Greatlakes Broadcasting System Ltd. (2) 21 Keil Dr. South (3) (519) 352-3000 (4) Donald G. Campbell (5) Norman Haines (6) Bob Nelson (7) Mrs. Shirley Boucher (8,9) Bob Nelson (10) William Crone (11) Carol Eves (12) 'Pete' McGarvey (13) Ken Day (14) Harold Smith (15) Bob Nelson (16) Reg Bitton (17) Joan Thompson (19) Gordon Brooks (20,21) Paul Mulvihill (23) Stevens & Towndrow (24) Devney (25) M.O.R., C & W, Top 40 (26) 1926

CHUC, COBourg

1,000 watts on 1450 kcs.
 (1) Radio CHUC Ltd. (2) Box 520 (3) (416) 372-5401 (4) Donald B. Williamson (5) Donald J. Fox (9) Doug Whelan (12) Larry Hall (13) Joe Walters (14) Doug Whalen (15) Mrs. E. Oulahan (17) Mrs. Sue McDonald (19) D.B. Williamson (20,21) Radio & T.V. Sales (25) M.O.R. (26) 1958

CKCB, COLLINGWOOD

250 watts on 1400 kcs.
 (1) Barrie Broadcasting Co. (2) Box 339 (3) (705) 445-2011 (4) Ralph T. Snelgrove (5) Wayne Bjorgen (6) Wayne Smith (8-11) Kevin Frillman (12,13) Ken Charles (15,17) Mrs. Rosemary Henderson (19) Bert Verwey (25) M.O.R. (26) 1966

CFML, CORNWALL

1,000 watts on 1110 kcs.
 (1) CFML Radio (Cornwall) Ltée (2) 1308 Pitt Street (3) (613) 932-3356 (4) Y. Bertrand (5) E. Bertrand (6) B. Bertrand (7) Guy Vachon (8) Lise Dumont (9) Guy Vachon (10) Richard Gervais (11) Albert Menard (12) Mrs. Madeleine Germain (13) Yvon Lemire (14) Gerard Paiement (15) Mrs. Madeleine Germain (16) Roland Chevrier (17) Denise Langlois (18) Robert Therriault (19) Don Williamson (20,21) Lorrie Potts (25) M.O.R. (26) 1959

CJSS, CORNWALL

1,000 watts on 1220 kcs.
 (1) Tri-Co Broadcastng Limited (2) Box 969 (3) (613) 932-5180 (4,5) Paul Emard (7) William Lalonde (8) Fred Denney (9) Dave Lafave (10) Fred Denney (12) Prior Smith (13) George Heath (14) Prior Smith (16) Dave Mickie (17) Mrs. Alma Valley (19) Ron Levy (20-24) All-Canada (25) Good Music, C & W, Contemporary (26) 1945

CKDR, DRYDEN

1,000 watts on 900 kcs.
 (1) Lake of the Woods Broadcasting (2) Box 580 (3) (807) 223-2355 (4) H.F. Dougall (5 & 7-10) Peter L. Harding (11) Gary Gardner (12) Peter L. Harding (13) Bob Beggs (17) Miss Leni Jorgensen (19) Gherhart Buerfoot (20-23) Major Market (24) Canadian Standard (25) M.O.R., C & W, Rock (26) 1963

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

CJBQ, BELLEVILLE

1,000 watts on 800 kcs.
 (1) Quinte Broadcasting Co. Ltd. (2) P.O. Box 428 (3) (613) 968-5555 (4) Dr. G.A. Morton (5) Frank C. Murray (6,7) J.H. MacDonald (8) Lee Jourard (9) Frank C. Murray (10) Tom Hookings (12) Dave Sovereign (13) Jack Devine (14) Phil Flagler (15) Lee Jourard (16) Georgina McCaw (17) Mrs. Gerry Fleiger (19) Jack Buchanan (20-23) Major Market (24) Canadian Standard (25) M.O.R. (26) 1946

CJNR-CKNR, BLIND RIVER

1,000 watts on 730 kcs.
 (1) Algonquin Radio & TV Co. Ltd. (2) Box 1120 (3) (705) 356-2209 (4) Carmen Greco (5) Paul Leonard (7,8) John Baird (9) Paul Leonard (10) Vaughn Harris (11) Marcel Prevost (12) Gladys Hornby (13) Vaughn Harris (14) Marcel Prevost (15) Gladys Hornby (16) Paul Leonard (17) Evelyn Fullerton (19) Ray Rylatt (20,21) Lorrie Potts (24) Weed (25) M.O.R., Pop. C & W (26) 1958

CHIC, BRAMPTON

1,000 watts on 790 kcs.
 (1) CHIC Radio Ltd. (2) 2 Ellen St. (3) (416) 451-3110, 677-1090, 277-9101 (4) Leslie A. Allen (5) Joseph A. Morgan (7) H.J. Allen Jr. (8) Bob Moyses (11) Ken Clarke (13) Bob Moyses (14) Fred Locking (15) Shelley Panter (17) Helen Young (18) Ray Dawes (19) Paul Firmsinger (20,21) Group One (23) Stovin-Byles TV (24) Don Cooke (25) Contemp (26) 1953

CKPC, BRANTFORD

10,000 watts on 1380 kcs.
 (1) Telephone City Broadcast Ltd. (2) 571 West St. (3) (519) 753-2664 (4) Mrs. F.M. Buchanan (5) R.D. Buchanan (7) Don Woodley (8) Brian Studier (9,11) Arnold Anderson (12) Gordon Cook (13) Arnold Anderson (14) John Edgar (15) Mrs. Kit McDermott (16) Jerry Godin (17) Glen Walker (18) Brian Studier (19) James Featherston (20,21) Lorrie Potts (22) Broadcast Reps (23) Radio-TV Reps (25) M.O.R. (26) 1923

AM

CHOO, AJAX-OSHAWA

10,000 watts on 1390 kcs.
 (1) Radio CHOO 1390 (2) 97 McMaster Ave. (3) (416) 942-1390, 839-1390 (4) Wm. Jones (5) B.R. Farr (7) Jack Gracie (8) J. Blake (9) G. Bennett (10) J. Blake (11) G. Bennett (12) P. Oomen (13) D. Trotter (14) G. Warriner (15) Mrs. J. Thompson (16) B.R. Farr (17) Miss J. Godfrey (19) P. Calvert (20,21) Group One (25) M.O.R. (26) 1967

CKBB, BARRIE

10,000 watts on 950 kcs.
 (1) Barrie Broadcasting Company Limited (2) Box 519 (3) (705) 726-6466 TLX 02-8711 (4) Ralph T. Snelgrove (5) Wayne E. Bjorgen (7) John D. Henderson, Retail - Doug L. Coulson (8) Grant Forsythe (12) Bill McCutcheon (16) Frank Tooke (17) Mrs. Phyllis Moran (19) Bert Verwey (20,21) Paul Mulvihill (22) A.J. Messner (23) Radio-TV Reps (24) Canadian Standard (25) Teen, C & W (26) 1949

CFOB, FORT FRANCES

1,000 watts on 800 kcs.
 (1) Border Broadcasting Ltd.
 (2) P.O. Box 669 (3) (807)
 274-5341 (4) F.H. Dougall
 (5) Gordie McBride (6) Al
 Carruthers (7) Gordie McBride
 (8) Al Carruthers (10) Rick Kyle
 (11) Donn Ryan (12) Al
 Carruthers (13) Gordie McBride
 (14) Dave Chapman (15) Donn
 Ryan (16) Mrs. Ad. Lipsett
 (17) Mrs. Vi. Plumridge
 (19) Oscar Petsnick
 (20-23) Major Market
 (24) Canadian Standard
 (25) M.O.R. (26) 1944

CJLX, FORT WILLIAM

10,000 day, 5,000 night watts on
 800 kcs. (1) Lakehead Broad-
 casting Co. Ltd. (2) 213 Myles St.
 (3) (807) 622-9618 (4,5) R.P.
 MacGowan (7) W.J. Clemens
 (8) John Novak (9) Bill Logan
 (10) John Novak (11) Bill Logan
 (12) Rennie Heard (13) Dick
 Champlone (15) Bill Logan
 (17) Roberta Couch (18) Bob
 Seed (19) John Elder
 (20,21) Lorrie Potts (22) A.J.
 Messner (23) Stephens &
 Towndrow (24) Devney
 (25) M.O.R., Rock, C & W
 (26) 1959

CFTJ, GALT

250 watts on 1110 kcs.
 (1) The Galt Broadcasting
 Co. Ltd. (2) 46 Main St.
 (3) (519) 621-7510
 (4,5) John V. Evans (7) A.C.
 "Bert" Bond (9,12) John Etherton
 (16) Ray Norris (17) Diane Bain
 (19) James Stone (20-23) Hardy
 Radio & TV (25) M.O.R.
 (26) 1954

CJOY, GUELPH

10,000 day, 500 night watts on
 1460 kcs. (1) CJOY LIMITED
 (2) Bond Building, Guelph
 (3) (519) 824-7000
 (4) W.O. Slatter (5) F.T. Metcalf
 (7) Retail - Clifford Muir
 (8) Iain Crichton (9) Gordon
 Field (10) Terrence Spearin
 (12-14) Norman Jary
 (15) Mrs. Marilyn Kane
 (17) Mrs. Margaret Gross
 (19) Robert Nagyobb
 (20-24) All-Canada (25) M.O.R.
 (26) 1948

CHAM, HAMILTON

10,000 watts on 1280 kcs.
 (1) Rogers Broadcasting Limited
 (2) Terminal Towers (3) (416)
 528-0181 (4) E.S. Rogers
 (5) Norm S. Marshall (7) R.J.
 "Dick" Drew (8) John Marrow
 (9) Norm Marshall (11) L.
 Montgomery (12) Earle
 Bradford (13) Norm Marshall
 (16) Ian Byers (17) Mrs. June
 Archer (19) Dennis Cox
 (20-23) Major Market
 (24) Devny (25) Contemporary,
 Good music (26) 1967

CHML, HAMILTON

5,000 watts on 900 kcs.
 (1) Maple Leaf Broadcasting
 Co. Ltd. (2) 848 Main E.,
 (3) (416) 549-2411
 (4) T.E. (Tom) Darling
 Vice-Pres. & (5) W.E. (Bill)
 Hall (7) W.G. (Bill) Reid
 (8) Bob Hooper (11) Fred
 Augerman (12) Don Johnston
 (13) Perc Allen (15) Agnes
 Anderson (16) Mike Thompson
 (17) Gail Kudrenski (19) Ed
 Victor (20,21) SBS
 (22,23) Western Broadcast
 (24) Canadian Standard
 (25) M.O.R. (26) 1927

CKOC, HAMILTON

10,000 watts on 1150 kcs.
 (1) Wentworth Radio Broad-
 casting Co., Ltd.

(2) P. O. Box 880
 (3) (416) 545-5885 TLX 021-660
 (4) M.C. Sifton (5) R.A. Lamborn
 (7) Retail - M.L. Awde (11) Nevin
 Grant (13) Gary Summers
 (16) Mr. Lynn Cooper (17) Theresa
 Smith (19) Leslie Horton
 (20-24) All-Canada
 (25) Top 40 (26) 1922

C-KAR, HUNTSVILLE

1,000 watts on 630 kcs.
 (1) Muskoka-Parry Sound
 Broadcasting Limited (2) Box 820
 (3) (705) 789-4461-62-63
 (4) Norris Mackenzie
 (5) Garth Thomas (7) Hugh
 Mackenzie (8,9) Rick Jason
 (10,11) Brian Thompson
 (12) Brent Munroe (13) Garth
 Thomas (14) Sid MacDonald
 (15) Maryne Trask (17) Mrs.
 Roberta Bullen
 (20-23) All-Canada
 (25) M.O.R. (26) 1958

CKAP, KAPUSKASING

1,000 watts on 580 kcs.
 (1) Kapuskasing Broadcasting
 Co. Ltd. (2) 24 Byng Ave.
 (3) (705) 335-2379 (4) Miro
 Spacek (5,7) Peter Lawrence
 Senchuk (8) Jim France
 (9) Peter L. Senchuk
 (10) Barry Wagner (11) Bill
 Robertson (12,13) Richard
 Hunt (15) Wilma Heggart
 (17) Joyce Lamontagne
 (19) Orvin Wilcox
 (20-23) Radio-TV Reps
 (25) M.O.R., Top 40, C & W
 (26) 1965

CJRL, KENORA

1,000 watts on 1220 kcs.
 (1) Lake of the Woods Broad-
 casting Ltd. (2) 336, 2nd St. S.
 (3) (807) 468-7850 (4) H.F.
 Dougall (5,7) Denis Belleville
 (8,9) Ron Hill (11) Gary Shannon
 (12) Al Morgan (13) Marty
 Givings (17) Mrs. June Bishop
 (19) Ken Wai (20-23) Major
 Market (24) Canadian Standard
 (25) M.O.R., Modern, C & W
 (26) 1939

CFRC, KINGSTON

100 watts on 1490 kcs.
 (1, 2) Queen's University
 (3) (613) 546-3871 Ext. 3313
 (5) A.K. Marshall
 (6-19) students (25) Varied
 (except rock & C&W) (26) 1922

CKLC, KINGSTON

10,000 watts on 1380 kcs.
 (1) St. Lawrence Broadcasting Co.
 Ltd. (2) P.O. Box 1030, 99 Brock St.
 (3) (613) 544-1380 (4,5) Terry D.
 French (7) John F. French
 (8,9) C. John Bermingham
 (10,11) Gary Parr (12) Con
 Stevenson (13) Steve Madely
 (14) Jerry Retzer (15) Donna
 Jordan (16) Terry D. French
 (17) Joan Moreland (18) Larry
 Brazil (19) Albert Aufleger
 (20-23) Hardy Radio & TV
 (24) Weed (25) M.O.R.,
 Contemporary (26) 1953

CKWS, KINGSTON

10,000 watts day, 5,000 night on
 960 kcs.
 (1) Frontenac Broadcasting Co.
 Ltd. (2) 170 Queen St.
 (3) (613) 544-2340 TLX 026-256
 (4) Arthur L. Davies (5) Roy
 Hofstetter (7) Leo Clark (8,9) Carl
 Cogran (10,11) Bryan Olney
 (12) Floyd Patterson (13) Max
 Jackson (15) Miss Brenda Orr
 (16) Mrs. Christie Ryckman
 (17) Miss Diane Noble (18) Dave
 Travers (19) Gord Backus
 (20,21) SBS (22,23) Western
 Broadcast (24) All-Canada
 (25) M.O.R. (26) 1942

**CJKL, KIRKLAND LAKE
CJTT, NEW LISKEARD**

CJKL - 5,000 watts on 560 kcs.
 CJTT - 1,000 watts on 1230 kcs.
 (1) Kirkland Lake Broadcasting
 Ltd. (2) Box 430 (3) (705) 567-3366
 (5) W. King (6,7) R. Mantha
 (9) R. Smith (10,12) G. Wyman
 (13) B. Cody (17) Miss J.
 Robertson (19) R. Weller
 (20,21) SBS (22,23) Western
 Broadcast (24) All-Canada
 (25) Good music (26) 1934

CHYM, KITCHENER

10,000 watts on 1490 kcs.
 (1) Greatlakes Broadcasting
 System Ltd. (2) 305 King St. W.
 (3) (519) 743-2611 (4) Donald G.
 Campbell (5) John Larke (6) D.A.
 Johns (7) John Larke (8) Keith
 Sterling (9) Vern Rombough
 (10) Brian Gillis (11) Mrs. Molly
 Zakrzeski (12) Barry Pauley
 (13) Don Cameron (14) Jim Craig
 (15) Cindy Pearson (16) Mac
 Lindsay (17) Miss Jenny Lavery
 (18) Bob Coleman (19) Bill Graham
 (20,21) Paul Mulvihill
 (22,23) Major Market (24) Devney
 (25) M.O.R., Rock (26) 1965

CKKW, KITCHENER

1,000 watts on 1320 kcs.
 (1) Central Ontario Television
 Ltd. (2) 864 King St. W.
 (3) (519) 744-7331 Toronto, (416)
 366-0852 TLX 029-5432 (4) C.A.
 Pollock (5) W.D. McGregor
 (7) W.T. Valentine (8) John
 Delazer (9) Dan Fisher
 (11) Grant Hoffman (12) Gary
 McLaren (13) Reg Sellner
 (16) William Whiting (17) Mrs.
 Linda Wharton (18) Jim Smith
 (19) Paul Turchan (20-24) All-
 Canada (25) M.O.R. (26) 1959

CHYR, LEAMINGTON

10,000 watts on 710 kcs.
 (1) Sun Parlor Broadcasters Ltd.
 (2) Box 70 (3) (519) 326-6171
 (4) E.S. Rogers (5) John C. Garton
 (6) Lou Tomasi (7) John Garton
 (8,9) Lou Tomasi (10) Craig Cole
 (11) Lou Tomasi (12) Art Gadd
 (13) John Garton (14) Tom
 Charles (16) Art Gadd (17) Mrs.
 Effie Roach (18) Dave Dawson
 (19) Ted Cribbie (20,21) Group
 One Radio (22,23) Major Market
 (24) Canadian Standard
 (25) Contemporary (26) 1955

CKLY, LINDSAY

1,000 watts on 910 kcs.
 (1) Greg May Broadcasting Ltd.
 (2) 249 Kent St. W. (3) (705)
 324-9103 (4,5) J.A. McNabb
 (7) district, Tex Bagshaw, local,
 Walter Feschuk (8, 10, 11) Peter
 Jennings (12) Don Errey (13) Jim
 Thompson (14) Don Errey
 (15) Lenore Deaville (16) Rod
 Lemay (17) Mrs. Jean Bain
 (18) Tony Pierce (19) Bob Eakin
 (20-22) Hardy Radio & TV
 (26) 1955

CFPL, LONDON

10,000 watts day, 5,000 night on
 980 kcs.
 (1) CFPL Broadcasting Co. Ltd.
 (2) P.O. Box 2580 (3) (519) 438-
 8391 TLX 024-7210 (4) Walter J.
 Blackburn, vice-pres., M.T. Brown
 (5) C.N. "Bud" Knight (7) K.G.
 Smith (9) Geoff Bingle (11) Bill
 Murray (12) Hugh Bremner
 (13) Pete James (14) Roy Jewell
 (16) Lloyd Wright (17) Jack Illman
 (18) Keith Roberts (19) Glen
 Robitaille (20-23) Major Market
 (24) Weed (25) M.O.R. (26) 1922

CJOE, LONDON

10,000 watts on 1290 kcs.
 (1) Middlesex Broadcasters
 (2) Hotel London (3) (519) 433-
 6111 (4) H.J. McManus (5) Joe
 McManus (6,7) Bill Ballantyne

(8) Steve Simpson (9) Joe
 McManus (10) Ron Roberts
 (11) Miss Cheryl Lancaster
 (12) Bryan Thomas (13) Doug
 Whaley (16) Miss Nancy Brown
 (17) Miss Jan Peterson (18) Steve
 Simpson, (19) Jeff Guy
 (20,21) Paul Mulvihill
 (22) Broadcast Reps (23) Stephens
 & Towndrow (24) Don Cooke
 (25) Good music (26) 1967

CKSL, LONDON

10,000 watts on 1410 kcs.
 (1) London Broadcasters Ltd.
 (2) 343 Richmond St
 (3) (519) 432-4181, Toronto,
 (416) 368-7200 (4) Vincent Reagan
 (5) John Funston (9) Don Nairn
 (11) Art Bartel (12,13) Tom Dalby
 (14) Rich Zimski (16) Ron Gobert
 (17) Grace Howald (18) Wayne
 Moore (19) William Post (20,
 21) SBS (22,23) Western Broadcast
 (24) Canadian Standard (25) M.O.R.
 (26) 1956

CKMP, MIDLAND

1,000 watts on 1230 kcs.
 (1) Midland-Penetang Broadcasting
 (2) 196 Dominion Ave.
 (3) (705) 526-2268 (4,5) R.B.
 Armstrong (7) Alex Gilmour
 (8) Bruce Armstrong (12) Jas.
 Armstrong (13) Tom Shields
 (14) Ken Rowland (15) Mrs. Nancy
 Jensen (17) Mrs. E. Armstrong
 (19) Len Morris (20-24) All-
 Canada (26) 1959

CJRN, NIAGARA FALLS

10,000 watts on 1600 kcs.
 (1) Radio Niagara Ltd. (2) P.O.
 Box 1600 (3) (416) 358-7151
 (5) James E. O'Brien (8) Larry
 Costello (9) Gary Palant (11) Mrs.
 Lorraine Griffin (12) John Walter
 (13) Joe Crysdale (16) Gary
 Palant (17) Mrs. Alma Miles
 (19) Gary Hooper (20,21) SBS
 (22,23) Western Broadcast
 (24) Canadian Standard
 (25) M.O.R. (26) 1964

CFCH, NORTH BAY

10,000 watts on 600 kcs.
 (1) Northern Broadcasting Ltd.
 (2) Box 1000 (3) (705) 552-3000
 (4) Mrs. P. Campbell (5) Reg Carre
 (7) Bryan Manson (9) Bruce
 Ruggles (12) Norris Whitefield
 (16) Dave Shulman (17) Miss Gail
 Duffy (19) Larry Cameron
 (20-23) SBS (24) All-Canada
 (25) M.O.R. (26) 1931

CHWO, OAKVILLE

1,000 watts day, 500 night on
 1250 kcs.
 (1) CHWO Radio Ltd. (2) 490
 Wycroft Rd (3) (416) 845-2821
 Toronto, (416) 923-6814 (4,5) Mrs.
 Jean E. Caine (6) Mrs. Jean W.
 Cannon (7) Victor Tipple (8,9) Mrs.
 Kai Parker (10) Barry Morden
 (12) Norman Hickey (15) Mrs.
 Kai Parker (17) Mrs. Pamela
 Sailes (19) Alex Velleman
 (20,21) Radio & TV Sales
 (22) Broadcast Reps (23) Radio-TV
 Reps (25) M.O.R. (26) 1956

CFOR, ORILLIA

10,000 watts on 1570 kcs.
 (1) Orillia Broadcasting Ltd.
 (2) 241 West St. N. (3) (705)
 326-3511 (4) G.N. Mackenzie
 (5) Sherman D. Fysh
 (6) D.J. MacMillan (7) Sherman
 D. Fysh (9) B. Bowland
 (10,11) John Owen (12) George
 Montgomery (13) Barry Norman
 (14) D.J. MacMillan
 (15,16) Mrs. I. Marie Sowden
 (18) Paul McKnight (19) Len
 Morris (20,21) Paul Mulvihill
 (24) Canadian Standard
 (25) M.O.R. (26) 1945

**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

CKLB, OSHAWA

10,000 watts day, 5,000 night on 1350 kcs.
(1) Lakeland Broadcasting Co. Ltd.
(2) 360 King St. W. (3) (416) 723-3415. Toronto, (416) 922-5611
(4,5) Gordon G. Garrison (7) Mrs. Jill Walters (8,9) Ross Campbell
(11) Barry Sarazin (12) Ross Gibson (13) Jim Bishop (16) Jim Cane (17) Miss Jean Payne
(19) Wm. C. Marchand
(20,21) Lorrie Potts
(22) Broadcast Reps
(23) Radio-TV Reps (24) Devney
(25) M.O.R., Rock (26) 1946

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, Succursale C (5) J.J. Dunn
(26) 1964

CFRA, OTTAWA

50,000 watts on 580 kcs.
(1) Radio Station CFRA Ltd.
(2) 150 Isabella St. (3) (613) 233-6241 (4) Allan F. Waters
(5) Terry Kielty (7) George M. Gowling (8) Bill Paton (9) Alden Diehl (10,11) Ken Grant
(12,13) Ernie Calcutt
(14) Lowell Green (15) Mrs. Frank Ryan (16) Larry Taylor (17) Mrs. Monica Waddell (18) Jim Tugwell
(19) George Roach (20,21) Major Market (22) A.J. Messner
(23) Major Market (24) Devney
(25) MOR, Popular (26) 1947

CJRC, OTTAWA

10,000 watts on 1150 kcs.
(1) CJRC Radio Capitale Ltee.
(2) 78 Sparks (3) (613) 237-7100
(4) Marcel Joyal (5) Jacques Filteau (7) Donat Bazinet
(8,9) P.-E. Beaulne (11) Lise Fleury (12) Alain Dexter (13) Guy Lecavalier (17) Bernadette Boutet
(18) Gilles Provost (19) Jean-Guy Langevin (20,21) Stephens & Towndrow (22) Broadcast Reps
(23) Stephens & Towndrow
(24) Devney (25) Pop (26) 1968

CKOY, OTTAWA

50,000 watts on 1310 kcs.
(1) CKOY Ltd. (2) 635 Richmond Rd.
(3) (613) 722-6501 (4) Gordon Henderson (5) Jack Daly (7) Jack Turrall (9) William Lee (11) Joann Vaughan (12) Hal Anthony
(13) Marc Charlebois (16) Ray Greene (17) Dave Maheu
(18) Robert Juneau (19) Kenneth Putoffock (20,21) SBS
(22,23) Western Broadcast
(24) Canadian Standard (25) MOR
(26) 1949

CKPM, OTTAWA

10,000 watts on 1440 kcs.
(1) Confederation Broadcasting (Ottawa) Ltd. (2) Room 200, 140 Wellington St. (3) (613) 237-0125
TLX 013-453 (4,5) James A. Stewart (7) Don Lomer (8) Gary Page (10) Stu Kenney. Jack Thompson (11) Benjy Karch
(12) Rick Martin (13) Ron Wright (17) Mrs. Jean Beach
(19) Clarence Payne (20-24) All-Canada (25) Contemporary, progressive rock (25) 1964

CFOS, OWEN SOUND

1,000 watts on 560 kcs.
(1) Grey & Bruce Broadcasting Co. Ltd. (2) 270 Ninth St E.
(3) (519) 376-2030 (4) C.J. McTavish (5) W.N. Hawkins
(7) G.W.R. Tomlinson
(9) S. Latham (10) F. Taylor
(11) L. Bowerman
(12) R. Kentner (13) R. Maine
(14) J. Fleming
(15,16) M. Hutchison (17) P. Arnett (19) W. Vallins (20,21) Lorrie Potts
(22,23) Major Market
(24) Canadian Standard (25) MOR
(26) 1940

CKAR-1, PARRY SOUND

250 watts on 1340 kcs.
(1) Muskoka-Parry Sound Broadcasting Ltd. (2) 28 William St. (3) (705) 746-2163,4
(4) G.N. Mackenzie (5) Garth Thomas (6) Paul Walmsley
(7) Hugh Mackenzie (8,9) Rick Jason (10,11) Brian Thompson
(12) Joe Kerry (Kyrytow)
(13) Garth Thomas (15) Marion Trask (16) Garth Thomas
(17) Mrs. Roberta Bullen
(19) Gordon Skinner (20-23) All-Canada (25) Good music, C&W
(26) 1961

CHOV, PEMBROKE

1,000 watts on 1350 kcs.
(1) Ottawa Valley Broadcasting Corp. (2) 319 Pembroke St E.
(3) (613) 735-6807 (4) E.G. Archibald (5) Bill Kay (7) Barrie Sutherland (8,9) Pat Leonard
(10) Dennis West (11) Mrs. Lynda Nixon (12) Earl Price (13) Bill Kay
(14) Harvey Fraser (16) Miss Wendy Cameron (17) Miss Florence Brumm (18) Murray Matheson (19) Ed Schmidt
(20,21) Paul Mulvihill
(24) Canadian Standard
(25) C&W, Pop, Rock (26) 1942

CHEX, PETERBOROUGH

10,000 watts on 980 kcs.
(1) Kawartha Broadcasting Co. Ltd. (2) Box 659 (3) (705) 742-7708 TLX 029-810 (5) W. Rewegan
(7) B. Fontaine (8,9) D. O'Neil
(10,11) Sean Eyre (12) Morley Overholt (13) John Danko
(16) Mrs. D. Boyce (17) Miss M. Martin (18) F. Schoales
(19) B. Crump (20,21) SBS
(22,23) Western Broadcast
(24) All-Canada (25) MOR, Contemporary (26) 1942

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BROADCAST NEWS

CKPT, PETERBOROUGH

5,000 watts on 1420 kcs.
 (1) Peterborough Broadcasting Co.
 (2) 131 Charlotte St. (3) (705)
 742-8844 (4) R.T. Snelgrove
 (5,7) John J. Manol (8,9,11) Ken
 Cassavoy (12) Dave Magee
 (13) Dick Albarts (16) Peter
 Bennett (17) Mrs. Rosemary Weese
 (18,19) G.D. Quinlan
 (20,23) Hardy Radio & TV
 (24) Devney (25) Contemporary.
 MOR, Rock (26) 1959

CFPA, PORT ARTHUR

1,000 watts on 1230 kcs.
 (1) Ralph H. Parker Ltd. (2) P.O.
 Box 747 (3) (807) 344-2404
 (4,5) Ralph Parker (6) Miss
 Margaret McGregor (12) Howard
 Reid (13) Al Davis (15) Mrs.
 Connie Todd (17) Miss Doreen
 Bodnar (20,21) Paul Mulvihill
 (22,23) All-Canada (24) Weed
 (25) MOR (26) 1944

CKPR, PORT ARTHUR

5,000 watts day, 1,000 night on
 580 kcs.
 (1) H.F. Dougall Co. Ltd.
 (2) 87 N. Hill St. (3) (807)
 344-3526 (4) H.F. Dougall
 (5) George D. Jeffrey (7) Stan
 Wojcik (8,9) Ray Dea (11) Paul
 Revere (13) Peter Young
 (16) Stan Wojcik (17) Miss
 Dorothy Hopkins (19) Gerhard
 Buew (20-23) Major Market
 (24) Canadian Standard
 (25) MOR, Contemporary (26) 1930

CHSC, ST. CATHARINES

1,000 watts on 1220 kcs.
 (1) CHSC Ltd. (2) 36 Queenston
 St. (3) (416) 682-6691 (4) R.E.
 Redmond (5) W.V. Stoekel
 (7) Mike Hanson (8) Ronn
 Grimster (9) F.R. Kirton (10) Ronn
 Grimster (11) F.R. Kirton (12) Jim
 Marino (13) Barry Sharpe
 (14) Stuart Holloway (15) Ruth
 Taylor (16) Owen Romafne
 (17) Jocelyn Smith (18) Don Ross
 (19) Roland Brundie (20,21) Paul
 Mulvihill (22,23) Radio-TV Reps
 (24) Devney (25) MOR (26) 1967

CKTB, ST. CATHARINES

10,000 watts on 810 kcs.
 (1) The Niagara District Broad-
 casting Co. Ltd. (2) Box 610
 (3) (416) 684-1174 (4) W.B.C.
 Burgoyne (5) Mary C. Burgoyne
 (7) Danny Crothers (8) Bob
 Johnston (9) Jack Dawson
 (10) John Larocque (11) Gord
 Butler (12) Al Van Atstien
 (13) Bill Bird (14) Phil Viera
 (15,16) Mrs. Jean Stanway
 (17) Mrs. Marlon Mosher (18) Larry
 Hofferan (19) William Allen
 (20,21) SBS (22,23) Western
 Broadcast (24) Canadian Standard
 (25) MOR (26) 1931

CHLO, ST. THOMAS

1,000 watts on 680 kcs.
 (1) Southeast Broadcasters Ltd.
 (2) 133 Curtis (3) (519) 631-3910.
 London, (519) 432-2286 (4,5) John
 L. Moore (7) Peter A. Webb
 (8,9,11) Paul Ski (12,13,14) Doug
 Hinz (16) Peter A. Webb
 (17) Don M. Lumley (19) B.J. Hinz
 (20,21) Radio & TV Sales
 (24) Weed (25) Contemporary,
 ethnic, religious (26) 1948

CHOK, SARNIA

10,000 watts on 1070 kcs.
 (1) Sarnia Broadcasting (1964)
 Ltd. (2) 1484 N. Front St.
 (3) (519) 344-1121 (4) W.A.
 McKenzie (5) Arthur O'Hagan,
 gen. mgr., Karl E. Monk (6) Gene
 McLaughlin (7) Len Evans
 (8) Gene McLaughlin (9) Frank
 McBride (15) Mrs. Zelda Warner

(12) Ian Dunlap (13,14) Mike
 Anscombe (16) Wray Rutledge
 (17) Miss Edna King (18) Fred
 Spring (19) Robert Cooke
 (20,21) Paul Mulvihill
 (22) Broadcast Reps
 (23) Radio-TV Reps (24) Don
 Cooke (25) MOR (26) 1946

CKJD, SARNIA

1,000 watts on 1250 kcs.
 (1) Dancy Broadcasting (2) 546
 N. Christina St. (3) (519) 336-1250
 (4) Keith Dancy (7) Bill Toll
 (9,11) Chuck Camroux (12) Bill
 Shepherd (13) Eric Webb
 (17) Miss Janet Lindsey (19) Brian
 Hooper (20-24) All-Canada
 (25) Contemporary, MOR
 (26) 1968

CJIC, SAULT STE. MARIE

10,000 watts on 1050 kcs.
 (1) Hyland Radio TV (2) P.O. Box
 370 (3) (705) 253-1121 (4) Mrs.
 J.G. Hyland (5) Paul F. Fockler,
 gen mgr., R.H. Ramsay (6) George
 Jonescu (7) Paul F. Fockler
 (8) Jack Thompson (9) George
 Jonescu (10) John Rhodes
 (11) Lou Barnes (12) Karl
 Sepkowski (13) John Rhodes
 (14) Don Ramsay (15) Grace Pitt
 (16) Bill Hollie (17) Mrs. Barbara
 Griffen (18) Ray Haines
 (19) Tarz Mascardelli (20-24) All-
 Canada (25) MOR (26) 1934

CKCY, SAULT STE. MARIE

10,000 watts on 920 kcs.
 (1) Algonquin Radio-TV Co. Ltd.
 (2) Box 920 (3) (705) 254-7111
 (4,5) C.P. Greco (6,7) H. Wolfe
 (8) M.J. Lacosse (9) J.H. Meadows
 (10) A.W. Cullen (11) A. Derest
 (12) Russ Hilderley (13) H. Wolfe
 (14) J. Campbell (15,16) Jo-Ann
 Farkas (17) W. Barrow
 (18) J. Falldien (19) R.G. Rylatt
 (20,21) Lorie Potts
 (22) A.J. Messner (23) Radio-TV
 Reps (24) Weed (25) MOR, Top 40
 (26) 1955

CFRS, SIMCOE

250 watts on 1560 kcs.
 (1) Simcoe Broadcasting Co. Ltd.
 (2) 228 John St. (3) (519) 426-3240
 (4,5,7) Ted M. Fielder
 (8) Robert Watmough (10) Doug
 Cameron (12) Mrs. Velma Trickett
 (13) Ed Williamson (14) Robert
 Watmough (15) Bette Barber
 (16) Mrs. Joyce Vivian (17) Linda
 Redding (19) Robert Watmough
 (20,21) Radio & TV Sales
 (25) MOR, Top 40 (26) 1956

CJET, SMITHS FALLS

10,000 watts on 630 kcs.
 (1) Rideau Broadcasting Ltd.
 (2) Box 630 (3) (613) 283-4630
 (4,5) J.W. Pollie (6) Hal Botham
 (7) Joe Cashion (9) Gary
 Stephens (12,13) Dave Quinn
 (17) Mrs. Drla McLean
 (19) Roger Easton (20,21) Paul
 Mulvihill (22) A.J. Messner
 (23) Radio-TV Reps (25) MOR,
 C&W, Teen (26) 1955

CJCS, STRATFORD

500 watts day, 250 night on
 1240 kcs.
 (1) CJCS Ltd. (2) 125 Ontario St.
 (3) (519) 271-2480 (4) G.N.
 Mackenzie (5,7) Stan E. Tapley
 (9,10) Lorne McClelland
 (12) Terry Ross (13) Robert Smith
 (14) Ron Johnston (17) Mrs.
 Elaine Scott (19) John Grigg
 (20-23) Radio-TV Reps
 (24) All-Canada

CFBR, SUDBURY

1,000 watts on 560 kcs.
 (1) Sudbury Broadcasting Co. Ltd.
 (2) Box 700 (3) (705) 674-6401
 (4) F.B. Ricard (5,7) René Riét
 (8) Robert Perreault (16) Rosair
 Cauchon (17) Ida Chretien

(18) George Bassetti (19) Henry
 Albert (20,21) Lorie Potts
 (22) A.J. Messner (24) Weed
 (25) Top 50 (26) 1957

CHNO, SUDBURY

10,000 watts day, 1,000 night
 on 900 kcs.
 (1) Sudbury Broadcasting Co. Ltd.
 (2) Box 700 (3) (705) 674-6401
 (4) F.B. Ricard (5,7) Peter Scott
 (8) Dan Chevrete (9) Chuck
 Babcock (11) Dan Chevrete
 (12) Mrs. Mary Moffat
 (15) Mrs. Judy Erola (16) Chuck
 Babcock (17) Mrs. Mima Stiles
 (18) Alan Aysto (19) Henry Albert
 (20,21) Lorie Potts
 (22) A.J. Messner (24) Weed
 (25) 1946

CKSO, SUDBURY

10,000 watts on 790 kcs.
 (1) Cambrian Broadcasting Ltd.
 (2) Box 400 (3) (705) 674-0711
 TLX 027-884 (4) W.B. Plaunt
 vice-pres. & gen. mgr., Ralph
 Connor (6) George Lund
 (8-11) Reg Madison (12) Hartley
 Hubbs (16) Alex Bridge
 (17) Mrs. Eileen Forbom (19) Ken
 Houzer (20-24) All-Canada
 (25) Pop (26) 1935

CKOT, TILLSONBURG

1,000 watts on 1510 kcs.
 (1) Tillsonburg Broadcasting Co.
 Ltd. (2) Box 10 (3) (519) 842-4281
 (4,5) John Lamers Sr. (6,7) John
 D. Lamers Jr. (8) Dick Bourdeau
 (12,13) Paul Bourrie (14) Dick
 Bourdeau (15) Mrs. Thelma Hyatt
 (16) John D. Lamers Jr.
 (17) George D'Amrose
 (19) Robert Lamers (20,21) Group
 One Radio (22) Broadcast Reps
 (23) Group One Radio (25) MOR
 (26) 1955

CFCL, TIMMINS

10,000 watts on 620 kcs.
 (1) J. Conrad Lavigne Enterprises
 (2) P.O. Box 620 (3) (705) 264-
 4211 TLX 027-6177 (4) J. Conrad
 Lavigne (5) Pierre Stein (6) Gerald
 Lefebvre (7) Pierre Stein
 (8) Jacques Lamothe
 (9-11) Gerald Lefebvre
 (12) Gérard Jolivet (13) Lou
 Thibeault (14) Gérard Jolivet
 (15) Miss Lise Côté
 (16) Jacques Lamothe (17) Mrs.
 Luylene Farrell (18) George
 O'Brien (19) Bill McDougall
 (20,21) Paul Mulvihill (22) A.J.
 Messner (23) Stephens & Town-
 drow (24) Weed (25) MOR
 (26) 1952

CKGB, TIMMINS

10,000 watts on 680 kcs.
 (1) Timmins Broadcasting Ltd.
 (2) P.O. Box 1046 (3) (705) 264-
 2351 (4) K.R. Thomson (5) Gerry
 Hall (7) Arthur Mousley
 (8) Dan Kelly (10) Nick Harris
 (12) Peter Boulden (13) Mike
 Doody (15) Mrs. Margaret
 VanLoven (16) Dan Kelly
 (17) Mrs. Mary Didone (18) Jim
 Jolivet (19) W. Andrews
 (20,21) SBS (22,23) Western
 Broadcast (24) All-Canada
 (25) MOR, Teen (26) 1933

CBL, TORONTO

50,000 watts on 740 kcs.
 (1) Canadian Broadcasting Corp.
 (2) P.O. Box 500, Terminal A
 (5) Jack Craine (26) 1927

**CFGM, RICHMOND HILL
-TORONTO**

10,000 watts day, 2,500 night
 on 1310 kcs.
 (1) CFGM Broadcastng Ltd.
 (2) 50 Yonge St. N.
 (3) (416) 889-4915 (4) John O.
 Graham (5) J.D. Wright (8,9) John
 Hart (12,13) Ken Foss (17) Mrs.
 Karen Davis (18) Jim Carter

(19) Brian Sawyer (20,21) Radio
 House (22) A.J. Messner
 (23) Major Market (24) Don Cooke
 (26) 1957

CFRB, TORONTO

50,000 watts on 1010 kcs.
 (1) CFRB Ltd. (2) 2 St. Clair Ave.
 West, Tor. 7 (3) (416) 924-5711
 (4) W.C. Thornton Cran (5) Donald
 H. Hartford (6) Jack Dawson
 (7) W.J. Shubat (8) Earl Dunn
 (9) Don Inslay (11) Arthur Collins
 (12) Arthur Cole (13) Bill
 Stephenson (15) Mrs. Betty
 Kennedy (16) Jerry Maccabe
 (17) Mrs. Brenda Robinson
 (18) Don McEachern (19) Clive
 Eastwood (20,21) SBS
 (22,23) Western Broadcast
 (24) Canadian Standard
 (25) MOR (26) 1927

CHFI, TORONTO

10,000 watts night, 1,000 day
 on 680 kcs.
 (1) Rogers Broadcasting Ltd.
 (2) 13 Adelaide St. E. (3) (416)
 362-1441 (4) Edward S. Rogers
 (5) Vaughn Bjerre (7) nat., Adrian
 Egan, local, Harry McIntyre
 (8) Roly Koster (9) Vaughn Bjerre
 (11) David Amer (12) Ray
 Erickson (13) Milt Dunnell
 (16) Edna Hall (17) Darlene
 Harrop (18) Al Hinge (19) Ron
 Turpenney (20-24) All-Canada
 (25) MOR (26) 1962

CHIN, TORONTO

50,000 watts on 1540 kcs.
 (1) Radio 1540 Ltd. (2) 637
 College St. (3) (416) 531-9991
 (4) J.B. Lombardi (5,7) F.A. (A1)
 Bestall (8,9) Don Percy (11) Peter
 Nordheimer (12) Joe Forster
 (13) Dave Cook (17) Miss Rubina
 Ignacio (18) Dave Cook (19) Paul
 Hunter (20) direct (21-23) Radio-
 TV Reps (24) GI-Perma Inc., NY
 (25) Ethnic, contemporary
 (26) 1966

CHUM, TORONTO

50,000 watts on 1050 kcs.
 (1) CHUM Ltd. (2) 1331 Yonge St.
 (3) (416) 925-6666 (4,5) Allan
 Waters (7) Wes Armstrong
 (8) Garry Ferrier (9) Larry Solway
 (12) Robert MacBain (16) Mrs. Lyn
 Rice (17) Miss Eileen Taylor
 (19) George Jones
 (20-23) Major Market (24) Devney
 (25) Popular (26) 1945

CJBC, TORONTO

50,000 watts on 860 kcs.
 (1) Canadian Broadcasting Corp.
 (2) C.P. 500, Terminal A
 (5) Jack Craine (26) 1924

CKEY, TORONTO

10,000 watts on 590 kcs.
 (1) Shoreacres Broadcasting Co.
 Ltd. (2) 247 Davenport Rd.
 (3) (416) 925-3111 (4) Donald G.
 Campbell (5) Douglas C. Trowell
 (7) Stuart C. Brandy (8) Stan
 Larke (9,11) Gene Kirby
 (12) Godfrey Hudson (13) Jim
 Hunt (16) Harvey M. Clarke
 (17) Miss B.L. Simpson (18) Ron
 Lyttle (19) Wm. R. Orr
 (20,23) Stephens & Towndrow
 (25) MOR (26) 1944

CKFH, TORONTO

10,000 watts on 1430 kcs.
 (1) Foster Hewitt Broadcasting
 Ltd. (2) 1 Grenville St. (3) (416)
 923-0921 (4) Foster Hewitt
 (5) gen. mgr., F.W.A. (Bill) Hewitt
 (6) stn. mgr., Barry J. Nesbitt
 (7) nat., Ralph Judge, retail, Ron
 Hewat (8,9) Barry J. Nesbitt
 (11) Joey Cee (12) George Wilson
 & Jim Ward (13) Ron Hewat
 (17) E. Guest (18) Jack Lowe
 (19) Jerry Wilson
 (20,21,23) Stephens & Towndrow
 (24) ABC International
 (25) Contemporary (26) 1951

**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 CJiC Sault Ste. Marie, 20 hours. Separate programs 4 hours daily.

CHOW, WELLAND

1,000 watts on 1470 kcs.
(1) Wellport Broadcasting Ltd.
(2) Welland (3) (416) 732-4433
(4) Gordon W. Burnett (5) Douglas T. Manning (7) Russell S. Burnett (8,9) Jay Jackson (12) Jim Cassidy (13) Dave Scott (18) Robert Leigh (20,21) Radio House (25) Contemporary, Teen (26) 1958

CBE, WINDSOR

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

CKLW, WINDSOR

50,000 watts on 800 kcs.
(1) Western Ontario Broadcasting Co. Ltd. (2) 825 Riverside Dr W., Windsor 12 (3) (519) 254-2831
TLX 02-477619 (5) R.J. Buss, v.p.
(7) Hal Tower (8,9,11) Ted Atkins (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) 1932

CKWW, WINDSOR

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

CKNX, WINGHAM

10,000 watts on 920 kcs.
(1) Radio Station CKNX Ltd.
(2) Carling Terrace (3) (519) 357-1310 (4,5) G.W. Cruickshank (6,7) John Cruickshank (9) John Langridge (10) Jim Moore (12) John A. Strong (13) Crawford Douglas (14) Dave Curzon (15) Mrs. Anna Meyer (17) Mrs. Lillian Stevenson (19) Scott Reid (20,21) Lorrie Potts (22,23) Major Market (24) All-Canada (25) C&W, Rock, MOR (26) 1926

CKOX, WOODSTOCK

1,000 watts day, 250 night on 1340 kcs.
(1) Oxford Broadcasting (2) P.O. Box 100 (3) (519) 537-3414
(4) G.N. MacKenzie (5) W.D. Hulme (8) Miss Sandra Parkhill (9) W.D. Hulme (12,13) Jerry Daniel (15) Miss Barbara Madren (17) Mrs. A.B. Brown (19) Doug Zufelt (20-23) Radio-TV Reps (24) All-Canada (25) MOR, C&W (26) 1947

FM

CJBQ-FM, BELLEVILLE

17,400 watts on 97.1 mcs.
(1) Quinte Broadcasting Co. Ltd. (2) P.O. Box 488 (3) (613) 968-5555
(4) Dr. G.A. Morton (5) Frank C. Murray (6,7) J.H. MacDonald (8) Lee Jourard (9) F.C. Murray (10) Tom Hookings (11) Eugene Lang (12) Dave Sovereign (13) Jack Devine (14) Phil Flagler (15) Lee Jourard (16) Georgina McCaw (17) Mrs. Gerry Fleiger (19) Jack Buchanan (20-23) Major Market (24) Canadian Standard (25) M.O.R. (26) 1946

CHIC-FM, BRAMPTON

857 watts on 102.1 mcs.
(1) CHIC Radio Ltd.
(2) 2 Ellen St (3) 451-3110, 277-9101, 677-1090
(4) Leslie A. Allen (5) Joseph A. Morgan (7) H.J. Allen, Jr.
(8) Bob Moyses (11) Ken Clarke (13) Bob Moyses

(14) Fred Locking
(15) Shelley Panter
(17) Helen Young (18) Ray Dawes (19) Paul Firminger (20,21) Group One (23) Stovin-Byles TV (24) Don Cooke (25) Simulcast AM, classical

CKPC-FM, BRANTFORD

10,200 watts on 92.1 mcs.
(1) Telephone City Broadcast Ltd. (2) 571 West St. (3) (519) 753-2664
(4) Mrs. F.M. Buchanan (5) R.D. Buchanan (7) Don Woodley (8) Brian Studier (9) Arnold Anderson (10) Alex Reynolds (11) Arnold Anderson (12) Gordon Cook (13) Arnold Anderson (14) John Edgar (15) Mrs. Kit McDermott (16) Jerry Godin (17) Glen Walker (18) Brian Studier (19) James Featherston (20,21) Lorrie Potts (22) Broadcast Reps (23) Radio-TV Reps (25) M.O.R., C & W, Classical (26) 1947

CJSS-FM, CORNWALL

850 watts on 104.5 mcs.
(1) Tri-Co Broadcasting Limited (2) Box 969 (3) (613) 932-5180
(4,5) Paul Emard (7) William Lalonde (8) Fred Denney (9,11) Mrs. Eva Howard (12) Prior Smith (13) George Heath (17) Mrs. Alma Valley (19) Ron Levy (20-24) All-Canada (25) M.O.R. (26) 1947

CKDS-FM, HAMILTON

200,000 watts on 95.3 mcs.
(1) Maple Leaf Broadcasting Co. Ltd. (2) 11 Springer Ave. (3) (416) 549-2453
(4) T.E. (Tom) Darling (5) W.E. (Bill) Hall (7) W.G. (Bill) Reid (8,11) Tony Luciani (12) Don Johnston (16) Mike Thompson (17) Patricia Jones (19) Ed Victor (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) M.O.R., Classical (26) 1964

CFRC-FM, KINGSTON

1270 watts on 91.9 mcs.
(1) Queen's University

(2) CFRC, Queen's University (3) 546-3871 Ext. 3313 (5) A.K. Marshall (25) Varied (except Rock & C & W) (26) 1953

CKLC-FM, KINGSTON

1000 watts on 98.3 mcs.
(1) St. Lawrence Broadcasting Co. Ltd.
(2) P.O. Box 1030, 99 Brock St. (3) (613) 544-1380
(4,5) Terry D. French (7) John F. French (8,9) C. John Birmingham (11) Noreen Jackson (12) Con Stevenson (13) Steve Madely (15) Donna Jordan (16) Terry D. French (17) Joan Moreland (19) Albert Aufleger (20-23) Hardy Radio & TV (24) Weed (25) Pop & Classical (26) 1953

CFRC-FM, KINGSTON

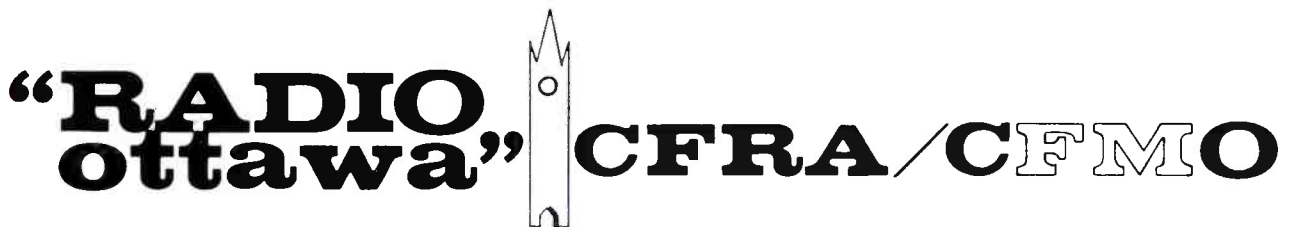
1270 watts on 91.9 mcs.
(1,2) Queen's University (3) (613) 546-3871 (5) A.K. Marshall (26) 1952

CKWS-FM, KINGSTON

5,400 watts on 96.3 mcs.
(1) Frontenac Broadcasting Company, Ltd. (2) 170 Queen St. (3) (613) 544-2340
TLX 026-256 (4) Arthur L. Davies (5) Roy Hofstetter (7) Leo Clark (8,9) Carl Cogan (10,11) Al Argue (12) Floyd Patterson (13) Max Jackson (16) Mrs. Christie Ryckman (17) Mrs. Margaret Cole (18) John Hanlon (19) Gord Backus (20,21) SBS (22,23) Western Broadcast (24) All-Canada (25) Pop, Classical, Educational (26) 1946

CFCA-FM, KITCHENER

100,000 watts on 105.3 mcs.
(1) Central Ontario Television Limited (2) 864 King St., W. (3) Kitchener (519) 744-7331
Toronto (416) 366-0852
TLX 029-5432 (4) C.A. Pollock (5) W.D. McGregor (7) W.T. Valentine (9) Don MacDonald (11) Grant Hoffman (12) Gary McLaren (13) Reg Sellner (16) William Whiting (17) Mrs. Gayle Stewart (18) Jim Smith (19) Paul Turchan (20-24) All-Canada (25) Good Music (26) 1967



"DELIVERS MORE AUDIENCE THAN THE TOTAL OF THE OTHER 5 OTTAWA STATIONS" *

* DAILY CIRCULATION
FEB / MAR 68 88M



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MONTREAL • TORONTO • VANCOUVER
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WDXL's top talent is getting bunions.



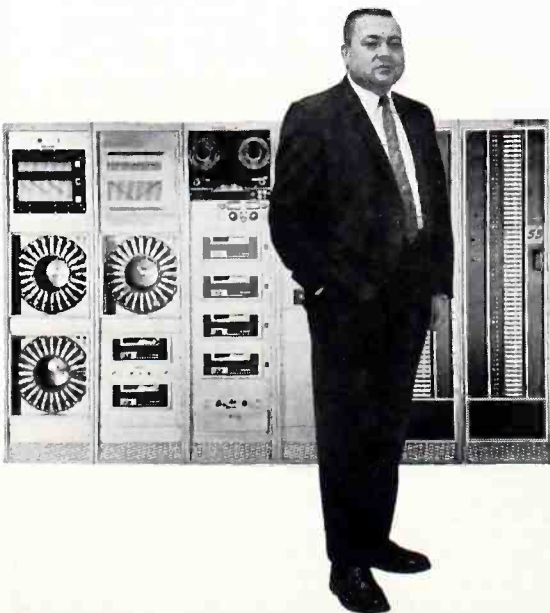
Ben Enochs says we're to blame.

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."

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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*



GATES



GATES RADIO COMPANY (CANADA)

A division of Harris-Intertype (Canada) Ltd.

Montreal Office: 212 Brunswick Blvd., Pointe-Claire, Quebec

Toronto Office: 19 Lesmill Road, Don Mills, Ontario

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

CHYM-FM, KITCHENER

7,800 watts on 96.7 mcs.
(1) Great Lakes Broadcasting System Ltd. (2) 305 King W. (3) (519) 743-2611 (4) Donald G. Campbell (5) Keith Sterling (6) Vern Bartmann (7) John Larke (8) Vern Bartmann (10) Jim Craig (11) Molly Zakrzewski (12) Barry Pauley (13) Don Cameron (15) Cindy Pearson (16) Mac Lindsay (17) Jenny Lavery (18) Murray Porteous (19) Bill Graham (20,21) Paul Mulvihill (22,23) Stovin-Byles TV (24) Devney (25) M.O.R. (26) 1965

CFPL-FM, LONDON

179,000 watts on 95.9 mcs.
(1) CFPL Broadcasting Company, Limited (2) P. O. Box 2580 (3) (519) 438-8391 TLX 024-7210 (4) Walter J. Blackburn, Vice-Pres. & Gen. Mgr., M.T. Brown (5) C.N. "Bud" Knight (7) K.G. Smith (9) Dave Wilson (10) Jack Nixon (11) Bill Murray (12) Hugh Bremner (13) Pete James (14) Roy Jewell (16) Lloyd Wright (17) Jack Illman (18) Keith Roberts (19) Glen Robitaille (20-23) Major Market (24) Weed (25) Good Music (26) 1948

CKAT-FM, NORTH BAY

5,860 watts on 93.7 mcs.
(1) CKAT Broadcasters Ltd. (2) 108 Main St. East (3) (705) 472-3693, 474-3693 (4,5) Bruce McLeod (7) John Size (8) Ian Macaulay (9) Bruce McLeod (10) Ian Macaulay (12) Bruce McLeod (13) Jim House (17) Gaye Clarke (19) Guy Doncaster (20,21) Paul Mulvihill (25) M.O.R., Classical (26) 1967

CKQS-FM, OSHAWA

50,000 watts on 94.9 mcs.
(1) Lakeland Broadcasting Company Ltd. (2) 360 King St. W. (3) (416) 728-3415, Toronto (416) 922-5611 (4) Gordon G. Garrison (5) Vern Cavanaugh (7) Mrs. Jill Walters (8-11) Vern Cavanaugh (12) Ross Gibson (13) Jim Bishop (16) Jim Cane (17) Gail Sheppard (18) Susan Schueneman (19) Wm. C. Marchand (20,21) Lorrrie Potts (22) Broadcast Reps (23) Radio-TV Reps (24) Devney (25) M.O.R., Classical, Continental (26) 1957

CBO-FM, OTTAWA

70,000 watts on 103.3 mcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 3220 Station "C" (5) J.J. Dunn (26) 1947

CFMO-FM, OTTAWA

146,000 watts on 93.9 mcs.
(1) Radio Station CFRA Limited (2) 150 Isabella St. (3) (613) 233-6731 (4) Allan Waters (5) Gord Atkinson (7) George Gowling (9) Gord Atkinson (11) Ray Eckford (12,13) Ernie Calcutt (16) Larry Taylor (17) Mrs. Monica Waddell (19) George Roach (20,21) Major Market (22) A.J. Messner (23) Major Market (24) Devney (25) Good Music (26) 1961

CKPR-FM, PORT ARTHUR-FORT WILLIAM

48,000 watts on 94.3 mcs.
(1) H.F. Dougall Co. Ltd. (2) 87 N. Hill St., Port Arthur (3) (807) 344-3526 (4) H. Fraser Dougall (5) George D. Jeffrey (7) Stan Wojcik (8) Barry Spence (9) Bob Miller (10) Barry Spence (11) Bob Miller (13) Peter Young (16) Stan Wohick (17) Dorothy Hopkins (19) Gerhard Buetow (20,21) Major Market (22) Stovin-Byles TV (23) Major Market (24) Canadian Standard (25) M.O.R., Good Music, Classical (26) 1948

CHSC-FM, ST. CATHARINES

50,000 watts on 105.7 mcs.
(1) CHSC Ltd. (2) 36 Queenston St. (3) (416) 682-6691 (4) Robert E. Redmond (5) William V. Stoeckel (7) Mike Hanson (8) Ron Grimster (9) Francis Kirton (10) Ronn Grimster (11) F.R. Kirton (12) Jim Marino (13) Barry Sharpe (14) Stuart Holloway (15) Ruth Taylor (16) Owen Romaine (17) Jocelyn Smith (18) Don Ross (19) Roland Brundle (20,21) Paul Mulvihill (22,23) Radio-TV Reps (24) Devney (25) M.O.R., Classical (26) 1967

CKTB-FM, ST. CATHARINES

250 watts on 97.7 mcs.
(1) The Niagara District Broadcasting Co. Ltd. (2) Box 610 (3) (416) 684-1174 (4) W.B.C. Burgoyne (5) Mary C. Burgoyne (7) Denny Crothers (8) Bob Johnston (9) Jack Dawson (10) John Larocque (11) Janet Burgoyne (12) Al Van Alstein (13) Bill Bird (14) Phil Vierra (15,16) Mrs. Jean Stanway (17) Mrs. Marion Mosher (18) Ron Holleran (19) Bill Allen (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) Classical & Modern (26) 1949

CJIC-FM, SAULT STE. MARIE

3,600 watts on 100.5 mcs.
(1) Hyland Radio TV (2) Box 370 (3) (705) 253-1121 (4) Mrs. J.G. Hyland, Gen. Mgr., R.H. Ramsay (5) Paul F. Fockler (6) George Jonescu (7) Paul F. Fockler (8) Jack Thompson (9) George Jonescu (10) Rod Charles (11) Lou Barnes (12) Karl Sepkowski (13) John Rhodes (14) Don Ramsay (15) Grace Pitt (16) Bill Hollie (17) Sylvana Bisceglia (19) Tarz Mascardelli (20-24) All-Canada (25) M.O.R. (26) 1964

CKCY-FM, SAULT STE. MARIE

6,760 watts on 104.3 mcs.
(1) Algonquin Radio-TV Co. Ltd. (2) P.O. Box 920 (3) (705) 254-7111 (4) C.P. Greco (5) J.H. Meadows (7) Harry Wolfe (8,9) Dave Robertson (10) Bob Venn (11) J.H. Meadows (12) Russ Hilderley (13) Harry Wolfe (15) Mrs. Gwyn Mallory (16) Mrs. Joanne Farkus (17) Bill Barrow (18) Deb Bolts (19) R.G. Rylatt (20,21) Lorrrie Potts (22) A.J. Messner (24) Weed (25) Good Music (26) 1964

CJET-FM, SMITHS FALLS

50,000 watts on 101.1 mcs.
(1) Rideau Broadcasting Ltd. (2) Box 630 (3) (613) 283-4630 (4,5) J.W. Pollie (7) Joe Cashion (8,11) Gary Stevens (17) Mrs. Orla McLean (18) Roger Easton (20,21) Paul Mulvihill (26) 1968

CKSO-FM, SUDBURY

100,000 watts on 92.7 mcs.
(1) Cambrian Broadcasting Limited (2) Box 400 (3) (705) 674-0711 TLX 027-884 (4) W.B. Plaunt Vice-Pres. & Gen. Mgr., Ralph Connor (6) George Lund (9) Ralph Connor (12) Bill Smith (16) Alec Bridge (17) Eileen Forbom (19) Ken Houzer (20-24) All-Canada (25) Classical, Good Music (26) 1965

CKOT-FM, TILLSONBURG

1,135 watts on 100.5 mcs.
(1) Tillsonburg Broadcasting Company Limited (2) Box 10 (3) (519) 842-4281 (4,5) John Lamers, Sr. (6,7) John D. Lamers, Jr. (8) Dick Bourdeau (12,13) Paul Bourrie (14) Dick Bourdeau (15) Mrs. Thelma Hyatt (16) John D. Lamers, Jr. (17) George D'Amrose (19) Robert Lamers (20,21) Group One (22) Broadcast Reps (23) Group One (25) M.O.R. (26) 1955

CKGB-FM, TIMMINS

250 watts on 94.5 mcs.
(1) Timmins Broadcasting Ltd. (2) P.O. Box 1046 (4) K.R. Thomson (5) Gerry Hall (7) Arthur Mousley (8) Dan Kelly (10) Nick Harris (12) Peter Bouden (13) Mike Doody (15) Mrs. Margaret VanLoven (16) Dan Kelly (17) Mrs. Mary Didone (18) Jim Jolley (19) W. Andrews (20,21) SBS (22,23) Western Broadcast (24) All-Canada (25) M.O.R., Teen (26) 1947

CBC-FM, TORONTO

11,900 watts on 94.1 mcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 500, Terminal 'A' (5) Jack Craine (26) 1947

CHFI-FM, TORONTO

420,000 watts on 98.1 mcs.
(1) Rogers Broadcasting Ltd. (2) 13 Adelaide St. East (3) (416) 362-1441 (4) Edward S. Rogers (5) Vaughn Bierre (7) Nat'l - Adrian Egan, Local - Harry McIntyre (8) Roly Koster (9) Vaughn Bierre (11) David Amer (12) Ray Erickson (13) Milt Dunnell (16) Edna Hall (17) Darlene Harrop (18) Al Hinge (19) Ron Turnpenny

(20-24) All-Canada
(25) Good Music (26) 1957

CHIN-FM, TORONTO

50,000 watts on 101 mcs.
(1) Radio CHIN-FM Ltd. (2) 637 College St. (3) (416) 531-9991 (4) J.B. Lombardi (5,7) F.A. (A) Bestall (8,9) Don Percy (11) Peter Nordheimer (12) Joe Forster (13) Dave Cook (17) Rubina Ignacio (18) Ralph Lucas (19) Paul Hunter (20) Direct (21-23) Radio-TV Reps (24) Gil-Perma Inc. U.S.A. (25) Ethnic, Contemporary (26) 1967

CHUM-FM, TORONTO

100,000 watts on 104.5 mcs.
(1) CHUM LTD. (2) 1331 Yonge St. (3) (416) 925-6666 (4,5) Allan F. Waters (7) Wes Armstrong (9) Garry Ferrier (11) Hugh Curry (16) Garry Ferrier (17) Eileen Taylor (19) George Jones (20-23) Major Market (24) Devney (25) Prog. rock, Folk, Blues, Jazz, Classical (26) 1963

CJRT-FM, TORONTO

27,000 watts on 91.1 mcs.
(1) Ryerson Polytechnical Institute (2) 50 Gould St. (3) (416) 368-3128 (5) Donald C. Stone (6) R.K. McKee (10) Cam Finley (11) Mrs. Joy MacDonald (12) D.C. Stone (13) Paul Vickers (16) R.K. McKee (17) Mrs. R. Sokira (19) Kurt J. Mayer (25) Educational, Jazz, Folk, Classical (26) 1949

CKFM-FM, TORONTO

200,000 watts on 99.9 mcs.
(1) Standard Broadcasting Corp. (2) 2 St. Clair Ave. W. (3) (416) 924-5711 (4) W.C.T. Cran, Vice-Pres. & Gen. Mgr., D. Hartford (5) W. Ballentine (7) R. Purves (8) David Spencer (9) W. Ballentine (12) A. Cole (13) Bill Stephenson (16) G. Maccabe (17) Mrs. J. Shulman (18) D. McEachern (19) C. Eastwood (20,21) SBS (23) Western Broadcast (24) Canadian Standard (25) Good Music (26) 1961

CKLW-FM, WINDSOR

50,000 watts on 93.9 mcs.
(1) Western Ontario Broadcasting CO. Ltd. (2) 825 Riverside Dr. W. (3) (519) 254-2831 TLX 02-477619 (4,5) R.J. Buss (6) Croft McClellan (7) Hal Tower (8-11) Croft McClellan (12) Dick Smyth (13) Don Patrick (16,17) Croft McClellan (19) Stewart Clark (20-23) RKO Distributing Corp. of Canada (24) RKO National Sales (25) Popular (26) 1949

CKWW-FM, WINDSOR

160,000 watts on 88.7 mcs.
(1) Radio Windsor (Canadian) Ltd. (2) Penthouse, Sheraton-Viscount, Quelllette Ave. (3) (519) 252-5751, Detroit 961-9749 (4) G.W. Stirling (5) Mike Stephens (8,10) Ron Burgoyne (17) Trisa Gallina (18) Jimmy Allen (19) Walter A. Dowhan (20,21,23) Stephens & Towndrow (24) Devney (25) Good Music, Contemporary (26) 1967

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) Farm 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-film color, C-VTR color, D-local live color, E-mobile units

CKVR-TV, BARRIE

- 12,500 watts audio, 100,000 watts video on Channel 3
- (1) Ralph Snelgrove TV Ltd.
 - (2) P.O. Box 519
 - (3) (705) 726-6466 TLX 02-8711
 - (4) Ralph Snelgrove (5) H.J. Snelgrove (6) Jack Mattenley (7) Charles Tierney (8) Jerry Robertson (9) Gordon Wallace (10) Milt Conway (11) Bill McCutcheon (13) Grant Forsythe (16) Gord Wallace (17) Mrs. Ann Stewart (18) Ernest Barker (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 | Parry Sound |
| 8 | Muskoka |
| 5 | Haliburton |

CKWS-TV, KINGSTON

150,000 watts audio, 250,000 watts video on Channel 11

- (1) Frontenac Broadcasting Co. 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 Leverre (12) Floyd Patterson (13) Max Jackson (16) Mrs. Christie Ryckman (17) Mrs. Joyce Revoy (18) Miss Cathi Sutton (19) Gord Backus (20) Lorne Shepherd (21) Mrs. Betty Shaw (22-26) All-Canada (27) 1954 (28) A, B

CKCO-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, (416) 366-0852 TLX 029-5432
- (4) C.A. Pollock (5) W.D. McGregor (6) Jim Smith (7) R.H. McKeown (8) William Smuck (9) Bruce Lawson (11) Pat Ludwig (12) Gary McLaren (13) Reg Sellner (15) Mrs. Elaine Cole (16) William Whiting (17) Mrs. Alice Ellis (18) Don Bowen (19) Paul Turchan (20) Eric Sutherland (21) Mrs. Cathy Hernberger (22-25) Hardy Radio & TV (26) ABC International (27) 1954 (28) A, B, C, D

CFPL-TV, LONDON

195,000 watts audio, 325,000 watts video on Channel 10

- (1) CFPL Broadcasting Ltd.
- (2) Box 2880, Term. A (3) (519) 434-2115 TLX 024-846 (4) W.J. Blackburn (5) M.T. Brown (7) W.C. Wingrove (9) J.A. Plant (12) R. Laidlaw (13) Alex Kelman (14) Roy Jewell (16) Tom Trowell (17) H.W. Blahout (18) William Percival (19) G.A. Robitaille (20) Dale Duffield (21) R.H. White (22-26) All-Canada (27) 1953 (28) A, B, C

CFCH-TV, NORTH BAY

61,000 watts audio, 119,000 watts video on Channel 10

- (1) Tel-Ad Co. Ltd. (2) Box 1000 (3) (705) 752-3000 (5) Reg Carne (7) Jim Gibson (8) Jerry Millan (9) Sid Tomkins (10) Joe Torbay (12) Norris Whitfield (15) Mrs. Meri Craven (16) Dave Shulman (17) Mrs. Meri Craven (18) John Chadwick (19) Larry Cameron (21) Tony Marceau (22-25) Stovins-Byles TV (26) All-Canada (27) 1955 (28) A

Rebroadcasting Station

- | Ch. | Location |
|-----|-------------------|
| 3 | Temiscaming, Que. |

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) 1953

CBOFT, OTTAWA

5,660 watts audio, 31,000 watts video on Channel 9

- (1) Canadian Broadcasting Corp. (2) P.O. Box 3220

Station "C" (5) J.J. Dunn

(27) 1955

Rebroadcasting Stations

- | Channel | Location |
|---------|-------------------|
| 9 | Timmins |
| 12 | Kapuskasung |
| 7 | Hearst |
| 7 | Sturgeon Falls |
| 13 | Sudbury |
| 12 | Temiscaming, Que. |
| 12 | Elliot Lake |

CJOH-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 Luxton (11) Champ Champagne (12) Joseph Gibson (13) Joseph Spence (16) J.B. Sutton (17) Miss Carmen Dumont (18) Dave Leigh (19) A.G. Day, P. Eng. (21) Eric Tomlinson (22,23) ICTV (26) Sumner (27) 1961 (28) A, B, C, D, E

Rebroadcasting Station

- | Channel | Location |
|---------|-----------|
| 8 | Lancaster |

CHOV-TV, PEMBROKE

18,350 watts audio, 36,800 watts video on Channel 5

- (1) Ottawa Valley TV Co.
- (2) Forest Lea Rd. (3) (613) 735-6811 (4,5) E.G. Archibald (6) D.B. Duval (7) Ramsay Garrow (8) Don Chant (9) D.B. Duval (12) Mark Blackburn (13) Bruce Schneider (15) Miss Jane Collard (16) Bernard Donville (17) Mrs. Glenda Wegner (18) Amedeo Metralia (19) Al Gutz (21) Oscar K. His (22,23) Paul Mulvihill (26, Canadian Standard (27) 1961 (28) A

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BOX 4148, STATION "E" OTTAWA, ONTARIO

ONTARIO TELEVISION Cont.

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) Farm 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-film color, C-VTR color, D-local live color, E-mobile units

CHEX-TV, PETERBOROUGH

83,000 watts audio, 139,000 watts video on Channel 12
(1) Kawartha Broadcasting
(1) Box 659 (3) (705) 742-0451
TLX 029-810 (4) Arthur Davies
(5) Walter Rewegan (6) Gordon Shale (7) Ian McFarlane
(8,9) Gordon Shale (10) George Franks (11) Fred M. Barrie
(12) Morley Overholt (13) Johnnie Danko (14) John Edkins
(15) Mrs. Marie Callaghan
(16) Mrs. Daisie Boyce
(17) Mrs. Dolores Feeley
(18) Ken Lehman (19) Ben Wilke
(20) Harold Sloan (21) Mrs. June Kerr (22-26) All-Canada
(27) 1955 (28) A, B, E

Rebroadcasting Stations
Channel Location
2 Bancroft
10 Minden

CKPR-TV, PORT ARTHUR

54,500 watts audio, 100,000 watts video on Channel 2
(1) Thunder Bay Electronics Ltd.
(2) 87 North Hill St. (3) (807) 344-9685 TLX 033-221 (4) H.F. Dougall (5) Garnet Conger
(7) Jack Masters
(10) Andy Arnot (13) Peter Young
(15) Mrs. Marion Vickruck
(17) Mrs. Sheila Shipston
(18) Bruce McNally (19) Gerhard Buetow (20) Bob Symons
(21) Simon Campling (22-25) Stovin-Byles TV
(26) Canadian Standard
(27) 1954 (28) A

CJIC-TV, SAULT STE. MARIE

28,000 watts audio, 15,000 watts video on Channel 2
(1) Hyland Radio-TV Ltd.
(2) 119 East St. (3) (705) 253-1121 TLX 027-7716 (4) Mrs. J.G. Hyland (5) R.H. Ramsay
(6) Frank Gardi (7) Wayne Turner
(10) Peter West (12) Karl Sepkowski (13) John Rhodes
(15,16) Mrs. Grace Pitt
(17) Mrs. Reta Purdy (18) Bob Jenkins (19) Dave Irwin
(21) Ray Boucher (22-26) All-Canada (27) 1954 (28) A

CKSO-TV, SUDBURY

13,700 watts audio, 100,000 watts video on Channel 5
(1) Cambrian Broadcasting Ltd.
(2) Box 400 (3) (705) 674-0711
TLX 027-8B4 (4) W.B. Plaunt
(5) Ralph Connor (7) George Lund
(8) Herb Ashley (9) Alec Bridge
(10) Hub Beaudry (12) Bill Smith
(16) Alec Bridge (17) Mrs. Betty Sellars (18) Nick Nykilchuk
(19) Ken Houser (22-26) All-Canada (27) 1953 (28) A, B, C

CFCL-TV, TIMMINS

100,000 watts audio, 50,000 watts video on Channel 6
(1) J. Conrad Lavigne Enterprises (2) P.O. Box 620
(3) (705) 264-4211 TLX 027-6177
(4) J. Conrad Lavigne (5) Rene Barrette (6) Terry Coles
(7) Rene Barrette (8) Conrad Carriere (12) Jim Prince
(13) Lou Thibault (15) Mrs. Hazel Clermont (16) Mrs. Gayle Gilmore (17) Joseph Viric
(18) Clement Berini (19) Rudy Fauteux (21) Mrs. Hazel Clermont (22,23) Paul Mulvihill
(24) A.J. Messner (25) Stephens & Towndrow (26) Weed
(27) 1956 (28) A, B, C

Rebroadcasting Stations

Ch. Location
2 Kearns
3 Kapuskasing
4 Hearst
5 Malartic/Val d'Or
7 Chapleau

CBLT, TORONTO

9,950 watts audio, 99,500 watts video on Channel 6
(1) Canadian Broadcasting Corp. (2) P.O. Box 500
Terminal 'A' (5) W. Weston
(27) 1952

Rebroadcasting Stations

Channel Location
13 Geraldton
8 Manitowadge

CFTO-TV, TORONTO

162,000 watts audio, 325,000 watts video on Channel 9
(1) Baton Broadcasting Ltd.
(3) (416) 362-2811 TLX 02-2674
(4) John Bassett, vp. finance & admin., L.M. Nichols, vp. sales & programming, E.J. Delaney
(7) Ian Hall (8) Donald Davis
(9) John F. Ruttle (10) Jim Corey
(12) Ken Cavanaugh (13) Johnny Esaw (15) Miss Margaret Hannah
(16) John F. Ruttle (17) Murray Nichke (19) Hellmuth Berger
(26) ABC International (27) 1961
(28) A, B, C, D, E

CHCH-TV, TORONTO-HAMILTON

202,000 watts audio, 325,000 watts video on Channel 11
(1) Niagara Television Ltd.
(2) 163 Jackson St. W., Hamilton
(3) (416) 522-1101 (4) Mrs. K.D. Soble (5) S.J. Bibby, asst. gen. mgr., D.F. Martin, station mgr., D.C. Gale (8) D.F. Martin
(9) D.C. Gale (19) W.E. Jaynes
(22,23) NTV Communications
(24,25) All-Canada (26) Sumner
(27) 1954 (28) B, C, D, E

CKLW-TV, WINDSOR

65,000 watts audio, 325,000 watts video on Channel 9
(1) Western Ontario Broadcasting Co. Ltd. (2) 825 Riverside Dr. W.
(3) (519) 254-2831 TLX 024-77619
(4,5) S.C. Ritchie (6) E.F. Jaspán
(7) Paul Litt (8) Frank Quinn
(9) E.F. Jaspán (12) J. Van Kuren
(17) Bert Pilcher (18) Charles Knight (19) Stewart Clark
(21) Don Sharon (27) 1954
(28) A, B, C, D

CKNX-TV, WINGHAM

100,000 watts audio, 180,000 watts video on Channel 8
(1) Radio Station CKNX Ltd.
(2) Wingham (3) (519) 357-1310
(4,5) G.W. Cruickshank
(6) George Walling (7) Ross Hamilton (8,9) George Walling
(10) Jim Moore (11) Hap Swatridge (12) John Strong
(13) Crawford Douglas (14) Dave Curzon (15) Mrs. Anna Meyer
(16) Ian MacLaurin (17) Mrs. Kay Swan (18) G. Heim (19) Scott Reid (20) Bill Harris
(21) Hap Swatridge (22) All-Canada (27) 1955 (28) A, B

QUEBEC

Total Population	5,937,800
Men (20 and over)	1,651,770
Women (20 and over)	1,711,000
Teens (13-19)	826,700
Children (0-12)	1,748,330
Households	1,444,000
TV Households	1,392,000
Per cent TV Households	96%

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

Marie Duchaine (10,12) Nelson St-Pierre (13) Claude St-Arnaud (15) Anne Leblanc (16) Jean Marie Duchaine (17) Gylaine Lavoie (19) Yves Harvey
(20,21,23) Group One Radio
(25) Light music (26) 1966

CHRD, DRUMMONDVILLE

10,000 watts on 1480 kcs.
(1) Radio Drummond Ltée
(2) P.O. Box 250 (3) (819) 472-5458 (4) Maurice Sigouin
(5,7,8) J.A. Savoie (9,10) Jean Denis (11) Lise Hardy
(12) Gerald Prince (13) André Boulanger (15) Pierrette Chartier
(16) J.A. Savoie (17) Madeleine Gévremont (18) Léopold Guignard
(19) Reynald Bélanger
(20-23) Hardy Radio & TV
(24) Devney (25) Varied (26) 1954

CHEF, GRANBY

1,000 watts on 1450 kcs.
(1) La Voix de l'Est Ltée
(2) 136 Principale (3) (514) 372-3301 (4) Jacques Brillant
(5,7) J. Henri Champagne
(9) Jean-Louis Boisseau
(10) Robert L'Heureux (11) Jean-Louis Boisseau (12) Raymond Bourgeois (13) Bernard Brodeur
(14) Marc Gendreau (15) Mireille Poitras (16) J. Henri Champagne
(17) Lise Côté (18) Armand Papineau (19) Raymond Billock
(20-23) Hardy Radio & TV (26) 1946

CHLC, HAUTERIVE

5,000 watts day, 2,500 watts night on 580 kcs.
(1) Radio Cote-Nord (2) 1147 Boul. Blanche (3) 589-3771
(4) J.C. Tremblay (5,7) Henri Desjardins (8) Louis Bériau
(9-11) Camille St-Pierre
(12,13) Claude Roy (16) Camille St-Pierre (18,19) Gérard DesVarennes (20-24) Group One Radio (25) Varied (26) 1962

AM

CFGT, ALMA

1,000 watts on 1270 kcs.
(1) Radio Lac-St-Jean Ltée
(2) 741 Ave. Du Pont (3) (418) 662-3461 (4) J. Edgar Tremblay
(5) Lionel Tremblay (7) J. Rene Guillot (12) Serge Cloutier
(13) Reginald Harvey (19) Jean-Roch Maltais (20,21) SBS
(22,23) Western Broadcast
(24) Canadian Standard
(25) MOR, French songs (26) 1953

CBJ, CHICOUTIMI

10,000 watts on 1580 kcs.
(1) Canadian Broadcasting Corp.
(2) 121 Rue Racine Est
(5) Jacques Lambert (26) 1937

CJMT, CHICOUTIMI

1,000 watts on 1420 kcs.
(1) CJMT Ltée (2) 365 Racine Est
(3) (418) 543-1517 (4,5) Pierre Tremblay (7) Francois Ranger
(9) Achille Soucy (11) André Lajoie (12,13) Jean Pagé
(16) Achille Soucy (17) Miss Hélène Blouin (18) Lucien Simard
(20,21) SBS (22,23) Western Broadcast (24) Devney
(25) MOR (26) 1954

CHVD, DOLBEAU

1,000 watts on 1230 kcs.
(1) Radio Maria Chapdelaine Inc.
(2) C.P. 1810 (3) (418) 276-3333
(4,5) Jean Marie Duchaine
(7,8) Claude St-Arnaud (9) Jean

CKCH, HULL

5,000 watts on 970 kcs.
(1) La Cie Radiodiffusion CKCH de Hull Ltée (2) P.O. Box 460, Terminal Bldg., Ottawa 2
(3) (819) 777-2771 (4) J.C. Aubin
(5) Jean-Paul Lemyre (6,7) Henri W. Allard (8,9) Yves Lorrain
(10) Guy Madore (11) Aurèle Groulx (12) Norbert Michaud
(13) Pierre McNeill (15) Miss Simone Lantôt (16) Louis Fournier (17) Jean Tremblay
(18) André Régimbald (19) Jean-Louis Guérette (20,21) SBS
(22,23) Western Broadcast
(24) Canadian Standard
(25) French & Fr. Cdn. hits, popular (26) 1933

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- ✓ Selective spot coverage — to reach the specific markets you are interested in
- ✓ Prime time programming keyed to mass audience tastes

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french
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New York: Enterprise 6350

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QUEBEC RADIO Cont.

CJLM, JOLIETTE

1,000 watts on 1350 kcs.
(1) Radio-Richelieu Ltée
(2) P.O. Box 122 (3) (514) 753-7432 (4) Henri Olivier (5) Maurice Boulianne (7) Cyrille Denis (8) Claude Rochon (9) Gilles Tessier (12) Gilles Loyer (13) Michel Rochon (15) Mrs. Jacqueline Poirier (16) Maurice Boulianne (17) Gilles Loyer (18) Pierre Cardin (19) Joseph Cardin (20-23) Hardy Radio & TV (25) French songs, light music (26) 1960

CKRS, JONQUIERE

1,000 watts on 590 kcs.
(1) Radio Saguenay Ltée
(2) 175 Sir Wilfrid Laurier
(3) (418) 542-4551 TLX 011-36117
(4) Henri Lepage (5) Tom Burham (6) Gérard Lemieux (7) Yvon Perron (8) Pierre Yves Dion (9) Gilles Dufour, asst. program dir., Vincent Plourde (11) Marcel Perron (12,13) Jean Paul Tremblay (17) Paul Flamand (19) Paul Gilbert (20-23) Hardy Radio & TV (24) Canadian Standard (26) 1947

CHGB, LA POCATIERE

10,000 watts on 1310 kcs.
(1) CHGB Ltée (2) La Pocatière (3) (418) 856-1310 (4) G.T. Desjardins (5) P.E. Hudon (7) Jacques Morin (8-10) Roger Plante (11) Miss Yvette Cloutier (12) Maurice Lévesque (13) Michel Gigault (15) Miss Aline Ouellet (16,17) Miss Solange Dubé (19) Marc-André Frève (20-23) Group One Radio (26) 1938

CFLM, LA TUQUE

1,000 watts on 1240 kcs.
(1) Radio La Tuque Ltée
(2) P.O. Box 310 (3) (819) 523-4575 (4,5) Jean Trépanier (6) Laurette Leclerc (7) Jean Trépanier (8,9,10) André Poitras (12,13) Renald Brière (15) Ginette Dallaire (16) André Poitras (17) Claudette Girard (19) Gilles Léveillé (20,21) Group One Radio (26) 1959

CFLS, LEVIS

250 watts on 1240 kcs.
(1) Radio Etchemin Inc. (2) 24 Est Trans-Canada (3) (418) 833-2151 (4) Adrien Bégin (5) Patrick Gendron (7) Steven Guay (8) Michel Coriveau (9,10) Denis Lacombe (11) Aline Guay (12) Patrick Gendron (13,14) Donald D'Amours (15) Miss Micheline Poitras (16) Rejean Pepin (17) Mrs. Monique Mercier (18) Yves Brouard (19) Marc-André Frève (20-23) Radio & TV Sales (25) Varied (26) 1967

CKBL, MATANE

10,000 watts on 1250 kcs.
(1) La Cie de Radiodiffusion de Matane Ltée (2) 155 St-Sacrement (3) 562-0290 (4,5) René Lapointe (6) Octave Lapointe (7) Charles Fradette (8) Octave Lapointe (9,10) J. Paul Berthiaume (11) Miss Odette Tardif (12) Richard Labrie (13) Jean Denis (14) J. Marc Caron (15) Mrs. Armande Desrosiers (16) Georges Guy (17) Miss Lisette Bergeron (18) Richard Fortin (19) Yvan Fortier (20-23) Hardy Radio & TV (24) Devney (25) Varied (26) 1948

CKML, MONT-LAURIER

1,000 watts on 610 kcs.
(1) Radio CKML Inc. (2) 515 Boul. Paquette (3) 623-1012 (4) Patrick Ryan (5,7) André Dumoulin (9,10) Jacques A. Vallée (11) Miss D. Lacroix (12) Marc-André Plante (13) Jacques Vallée (15) Miss Brigitte Potvin (17) Mme F. Gagnon (19) Réjean St-Jean (20-23) Group One Radio (25) Varied (26) 1963

CKBM, MONTMAGNY

1,000 watts on 1490 kcs.
(1) Radio Alléganys Inc.
(2) C.P. 216 (3) (418) 248-0801 (4,5,7) André Mercier (8,9) Oliva Poitras (12) Roger Blais (13) Gilles St-Pierre (15) Henriette Michon (16) André Mercier (17) Oliva Poitras (18) Roger Blais (19) Hector Fortin (20,21) Radio & TV Sales (24) Weed (26) 1954

CBF, MONTREAL

50,000 watts on 690 kcs.
(1) Canadian Broadcasting Corp.
(2) C.P. 6000
(5) F. Guérard (26) 1937

CBM, MONTREAL

50,000 watts on 940 kcs.
(1) Canadian Broadcasting Corp.
(2) C.P. 6000
(5) F. Guérard (26) 1933

CFCF, MONTREAL

5,000 watts on 600 kcs.
(1) Canadian Marconi Co.
(2) 405 Ogilvy Ave., Mtl. 15
(3) (514) 273-6311 TLX 01-2592
(4) D.W.G. Martz (5) W. Machny (6) M. Conroy (7) Mrs. B. Pitt (8) J. Kidd (9) G. Bascombe (11) Mrs. L. Smyth (12) B. Cannings (13) D. Irvin (16) Mrs. B. Pitt (17) A. Davis (19) J. Thompson (20-24) All-Canada (25) good music (26) 1919

CFMB, MONTREAL

10,000 watts on 1410 kcs.
(1) Chateau Broadcasting Co. Ltd. (2) 2015 Drummond St.

(3) (514) 845-8144 (4,5,7) C.G. Stanczykowski (8) Andrzej Mielewicz (9,10) Vance Randolph (12) Brian Britt (13) Bob Devanthery (16) C.G. Stanczykowski (17) Talaat El Ayouti (18) Bill Gregory (19) Dieter Kuhlmann (20,21) Paul Mulvihill (24) National Time Sales & Harlan G. Oakes (25) good music, ethnic (26) 1962

CFOX, MONTREAL

10,000 watts on 1470 kcs.
(1) Lakeshore Broadcasting Ltd.
(2) Box 1470, Mtl. 3 (3) (514) 697-1470 (4,5) Gord Sinclair (6) G.D. Ackhurst (7) James Sward (8) Frank Gould (9) Charles P. Rodney Chandler (10) Russ Griffith (11) Frank Gould (12,13) Russ Griffith (15) Sheila Ramsay (16) Ralph Lockwood (17) Mrs. Bernice Balcaen (19) Bernard Greeley (20,21) Radio House (22,23) Radio TV Reps (24) Don Cooke (25) Contemporary (26) 1960

CJAD, MONTREAL

50,000 watts day, 10,000 night on 800 kcs.
(1) CJAD Ltd. (2) 1407 Mountain St. (3) (514) 844-0111 (4) H.T. Mac McCurdy (7) Pat Hurley (8) Gord Hope (9) Bill Hambly (11) George Balcan (12) Doug Williamson (13) Al Cauley (15) Miss Doris Clark (16) Gordon Hope (17) Miss Liz Brooks (18) Jim Scott (19) Ernie Mott (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) MOR (26) 1945

CJMS, MONTREAL

50,000 watts on 1280 kcs.
(1) CJMS Radio Montreal
(2) 1700 Berri St., Mtl 17
(3) (514) 849-5373 (4) Raymond Crepault (5) Roch Demers (7) nat., André Rancourt, local, Ted Meunier (8) Raymond Bernard (9) Gilbert Hérard (11) John Britton (12) Paul Coucke (13) Rocky Brisebois (16) Pierre Roch Pruneau (17) Gilles Beaudin (18) Gilles Fleurant (19) Jean-Claude Lalancette (20,21) Stephens & Towndrow (22) Broadcast Reps (23) Stephens & Towndrow (24) Devney (26) 1954

CKAC, MONTREAL

50,000 watts on 730 kcs.
(1) 1400 Metcalfe St. (3) (514) 874-7272 (4,5) Jacques-M. Goulet (7) Luc Duranleau (8) Miss Nicole Forest (9) Pierre Beaudoin (10) Gaston Blais (11) Gérard Vallée (12) Jacques Deom (13) Roger Turcotte (15) Miss Jeannette Brouillet (16) Jacques Seignette (17) Mrs. Alice Mackay (18) Eugène Pominville (19) Jean-Aime Lange

(20-23) Major Market (24) Weed (25) MOR (26) 1922

CKGM, MONTREAL

10,000 watts on 980 kcs.
(1) Maisonneuve Broadcasting Corp. Ltd. (2) 1310 Greene Ave. (3) (514) 931-6251 (4,5) Don Wall chairman, Geoff Stirling (7) Tom Seasons (8) Mike McNeil (11) Roger Abbott (12) Mike Donegan (13) Len Joseph (15) Chris St. Remi (16) Mrs. Nancy Davison (17) Miss Sharron Robinson (19) Brian Thomas (20,21) Stephens & Towndrow (22) Broadcast Reps (23) Stephens & Towndrow (24) Devney (25) MOR (26) 1959

CKLM, MONTREAL

50,000 watts on 1570 kcs.
(1) Radio Laval Inc. (2) 1184 St. Catherine St. W. (3) (514) 981-9091 (4) Roger Baulu (5) Gilles Sabourin (7,8) Jean-Guy Coté (9) Guy D'Arcy (10) Roger Lebel (12,13) Andre Jobin (15) Suzanne Lapointe (Miss) (16) Richard Goulet (20-23) Hardy Radio & TV (25) Contemporary, educational (26) 1962

CHNC, NEW CARLISLE

10,000 watts on 610 kcs.
(1) Cie Gaspésienne de Radiodiffusion (2) New Carlisle (3) (418) 752-2215 (4) J.A. Poirier (5) J.R. Pelouquin (6,17) Mrs. G. Romeril (18) J.E. Livernois (19) Bruce MacDonald (20,21,23) Hardy Radio & TV (24) Weed (26) 1933

CBV, QUEBEC

5,000 watts on 980 kcs.
(1) Canadian Broadcasting Corp.
(2) C.P. 400, Haute Ville
(5) René Dussault (26) 1934

CHRC, QUEBEC

50,000 watts on 800 kcs.
(1) CHRC Ltée (2) P.O. Box 6000, Quebec 4 (3) (418) 522-8177 TLX 011-230 (4) Lt. Col. Hervé Baribeau (5) Aurèle Pelletier (7) Yvon Martel (9) Henri Veilleux (11) Fernando St-Georges (12) Georges McKie (13) Maurice Descarreaux (15) Mrs. Mucille Després, Mrs. Larochelle-Roy (17) Jacques Dion (18) Marcel Huard (19) Arsène Nadeau (20-23) Hardy Radio & TV (24) Canadian Standard (25) Popular (26) 1926

CJLR, QUEBEC

10,000 watts on 1060 kcs.
(1) CJLR Inc. (2) 1300 Blvd. Laurier (3) (418) 527-2564 (4,5) Jacques LaRoche (7) Gerry Fortin (8) Jos. Quessy (10) Louis Dufresne (11) Suzanne Bernier (12) J. Luc Vachon (15) Charlotte Fortin (16) Jos. Quessy (17) Marcel Boucher (19) Andre Cantin (20-23) Stephens & Towndrow (25) MOR (26) 1959

CKCV, QUEBEC

10,000 watts day, 5,000 night on 1280 kcs.
(1) CKCV (Quebec) Ltée
(2) 978 rue St-Jean, Quebec 4
(3) (418) 529-0011 (4) Gaston Pratte (5) Magella Alain (7) Etienne B. Cardinal (8,9) Roger Gagnon (11) Jean Leroy (12) Gilles Gosselin (13) Paddy Pedneault (14) Roland Gilbert (15) Louise Leclerc (16) Miss Marie-Paule Vachon (17) Richard Demeule (18) Fernando Bussieres (19) Lucien Cote (20-24) All-Canada (25) MOR (26) 1926

CJBR, RIMOUSKI

10,000 watts on 900 kcs.
(1) La Radio du Bas St-Laurent (1966) Inc. (2) 273 St-Jean-Baptiste (3) (418) 723-2217

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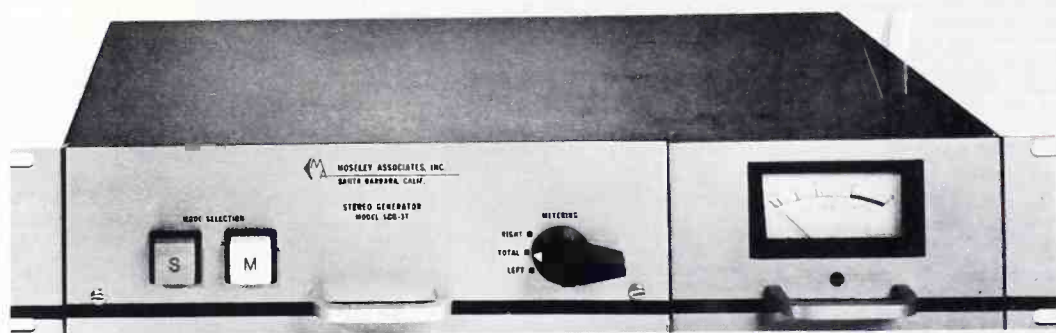


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**QUEBEC
RADIO Cont.**

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

TLX 001-8-343 (4) Jacques Brillant (5) André Lecomte (7) Roma Pelletier (9) Sandy Burgess (10,12) Guy Ross (13) Claude Pearson (19) Marcel Vallée (20-24) All-Canada (26) 1937

CHRL, ROBERVAL

1,000 watts on 910 kcs.
(1) Radio Roberval Inc. (2) 763 Bl. St. Joseph (3) (418) 275-1831 (4,5) Benoit Lévesque (7) Ludovic Brassard (8-11) Germain Gagnon (12,13) Jacques Bergeron (16) Germain Gagnon (17) Ludovic Brassard (18,19) Marcel Bolduc (20-23) Radio-TV Reps (26) 1949

CJSA, STE AGATHE-DES-MONTS

1,000 watts on 1230 kcs.
(1) Radio Ste Agathe Inc. (2) 3 Est Rue Principale, Box 1230 (3) (819) 326-1230 (4,5) Jean M. Legault (7) Mrs. Marie de Villiers (9) Real Robert (10) Bertrand Seguin (15) Mrs. Marie de Villiers (16) Jean M. Legault (17) Pauline Cloutier (18,19) Gerald Larocque (20-23) Group One Radio (25) MOR, Teen, C&W. Classical (26) 1967

CKRB, ST-GEORGES DE BEAUCE

10,000 watts on 1460 kcs.
(1) Radio Beauce Inc. (2) C.P. 100 (3) 228-4811 (4) Y. Thibaudeau (5) C.A. Thibaudeau (6) Y. Mathieu (7) A. Catellier (8) J. Venne (9,10) G. Bernier (11) D. Morin (12) J. Venne (13) G. Bernier (14) J. Petit (15) Y. Mathieu (16,17) Jules Venne (18,19) R. Berube (20,21) Paul L'Anglais (25) Popular (26) 1953

CHRS, JACQUES-CARTIER

10,000 watts on 1090 kcs.
(1) Radio Iberville Ltée (2) 2019 Boul. Taschereau (3) 674-6238 (4) Jean Paul Auclair (5,7) Pierre Paul Elie (9) Yvan Ber (10,11) Andre Sylvain (12) Bernard Contant (13) Robert Lauzon (15) Aline Foster (17) Alice Pare (18) Jean Guy Trudel (19) Yvon Rancourt (20-23) Radio-TV Reps (26) 1957

CKJL, ST-JEROME

1,000 watts on 900 kcs.
(1) Radio Laurentides Inc. (2) P.O. Box 900 (3) (514) 435-1544, Montreal (514) 438-1228, St. Jerome (4,5) Jean Lalonde (6) Pierre Martin (7) John R. Fox (8) André Mailloix (10) Gilles Carrière (12) Bernard DesChatelets (15) Mrs. Claire Villeneuve (16) John R. Fox

(17) Miss Nicole Raymond (18) André Mailloix (19) Hubert Lamontagne (20-23) Hardy Radio & TV (25) MOR (26) 1956

KCN, SEPT-ILES

10,000 watts on 560 kcs.
(1) Radio Sept-Iles Inc. (2) 700 Laure (3) (418) 962-3838 (4,5) Benoit Roberge (6) Guy Marcheterre (7) B. Roberge (8-11) Yvon Chouinard (12-15) Pierre Meunier (16) Camil Dube (17) Carmen Vaillancourt (18) George Boule (20-24) Radio & TV Sales (26) 1963

CKSM, SHAWINIGAN

1,000 watts on 1220 kcs.
(1) Cie Radiodiffusion de Shawinigan Ltée (2) C.P. 695 (3) (819) 536-4494 (4) Arthur Lacoursière (5) Alain Chartier (6) Miss H. Cloutier (7) Alain Chartier (8) J.P. Tanguay (9) Alain Chartier (10) Claude Fitzbay (12) Royal St-Arnaud (13) Claude Fitzbay (15) Hélène St-Yves (16) Alain Chartier (17) Miss Huguette Cloutier (18) J.P. Coutu (19) Marcel Bellemare (20,21) Radio & TV Sales (25) MOR (26) 1951

CHLT, SHERBROOKE

10,000 watts on 630 kcs.
(1) Radio Television Sherbrooke Inc. (2) 3330 King St. West (3) (819) 569-9331 TLX 018229 (4) Jean-Louis Gauthier (5) Henri Delorme (9) Jean Denis (11) Mrs. Gertrude Robidoux (12) André DeSeve (13) J-Maurice Bilodeau (15) Miss Andrée Aube (16) Trefflé Mercier (17) Mrs. Laurette Larocque (19) Marcel Daigle (20-24) All-Canada (25) Good music (26) 1937

CJRS, SHERBROOKE

10,000 watts on 1510 kcs.
(1) CJRS-Radio Sherbrooke Ltée (2) 2655 King W. (3) (819) 567-8951, Montreal (514) 861-1312 (4) J. Lagasse (5) Serges Raymond (7) Paul A. Paradis (8) R. Gendron (9) Serges Raymond (11) Miss L. Menard (12) R. Charbonneau (13) S. Martel (17) Mrs. C. Hamel (18) N. Gaulin (19) P. Gregoire (20-23) Stephens & Towndrow (24) Devney (26) 1967

CKTS, SHERBROOKE

10,000 watts on 900 kcs.
(1) Telegram Printing & Publishing Co. Ltd. (2) 3330 King St. West (3) (819) 569-9331 (4) John J. Dunn (5,7) Henri Delorme (9) Berl Dewar (11) Mrs. Huguette Lussier (12) Jack Cornett (13) Gordon Breen (15) Mrs. Diana Parker (16) Trefflé Mercier (17) Mrs. Laurette Larocque (19) Gérard Paul (20-24) All-Canada (25) MOR (26) 1946

CJSO, SOREL

10,000 watts on 1320 kcs.
(1) Radio-Richelieu Ltée (2) P.O. Box 126 (3) (514) 743-3318 (4) Henri Olivier (5) Maurice Boulianne (7) Maurice Bérubé (8) Claude Rochon (9) Michel Champagne (12) Lorenzo Brouillard (13) Georges Vandal (15) Mrs. Maryse Fagnan (16) Maurice Boulianne (17) Lorenzo Brouillard (18) Pierre Cardin (19) Joseph Cardin (20-23) Hardy Radio & TV (25) French songs, light music (26) 1945

CKLD, THETFORD MINES

1000 watts day, 250 night on 1230 kcs.
(1) Radio Megantic Ltée (2) C.P. 69 (3) (418) 335-7533 (4,5) Francois Labbe (6-8) Miss Elizabeth Bolduc

(9,10) Irene Goulet (11) Miss Elizabeth Bolduc (12) Pierre Mathieu (13) Irène Goulet (14) Gilles Lévesque (15) Miss Elizabeth Bolduc (16) Mrs. Andrée Labbe (17) Mrs. Jeanne Martin (18,19) Irène Goulet (20,21) Group One Radio (26) 1950

CHLN, TROIS-RIVIERES

10,000 watts on 550 kcs.
(1) Radio Trois-Rivières Inc. (2) 3550 Boul. Royal (3) (819) 374-3556 (4) M. Roger Dussault (5) Maurice Dansereau (6,7) Maurice Duval (8,9) Maurice Bourget (10) Michel Thivierge (11) André Bellefeuille (12) Ernest Lamy (13) Paul Charest (15) Pierrette Fournier (16) Maurice Duval (17) Jocelynn Kegle (18) Yvon Rocheleau (19) Oric Lefebvre (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) MOR (26) 1937

CJTR, TROIS-RIVIERES

10,000 watts on 1150 kcs.
(1) CKTR(1958) Ltd. (2) 1350 Royale (3) (819) 375-4855 (4) Raymond Crepault (5,7) Charles Couture (8,9) Jacques Dufresne (12) Jules Heroux (13) Armand (Kid) Martel (16) Jacques Dufresne (17) Pierre Ducharme (18) Claude Robert (19) Herve Lapointe (20-23) Stephens & Towndrow (24) Devney (26) 1954

CFLV, VALLEYFIELD

10,000 watts day, 5,000 night on 1370 kcs. (1) Radio Valleyfield Ltd. (2) 249 Victoria (3) (514) 373-1370 (4) A. Cholette (5) Jean-Claude Lefebvre (7) Maurice Legault (9) Alain Truchet (11) Thérèse Deschamps (12) Jacques Hébert (13) Gilles Pétel (15) Yves Boyer (16) Mrs. Mireille Beauchesne (17) Mrs. Hélène Bernard (18) Yvon Boutet (19) Yvon Allard (20-24) Hardy Radio & TV (25) MOR (26) 1961

CKVL, VERDUN

50,000 watts day, 10,000 night on 850 kcs.
(1) Radio Futura Ltd. (2) 211 Gordon Ave. (3) (514) 766-2311 (4) Jack Tietolman (5) Corey Thomson (7) Judah Tietolman (8) Gaston Saulnier (9) Marcel Provost (11) Guy Belanger (12) Marcel Beauregard (13) R. Rivet (14) Alphonse Lapointe (15) Miss Pierrette Champoux (16) Jack Selinger (17) Jeannot Pelletier (19) Maurice Rousseau (20,21) Radio & TV Sales (24) Canadian Standard (26) 1946

CFDA, VICTORIAVILLE

1,000 watts on 1380 kcs.
(1) Radio Victoriaville Ltée (2) P.O. Box 490 (3) (819) 752-5545 (4) Lucien Michaud (5,7) Francois Bastien (8) Fernand Corbeil (9) Lucien Michaud (10) Fernand Corbeil (11) Miss Nicole Marcoux (12) Claude Boisclair (13) Gilbert Foucault (14) Pierre Marchand (15) Miss D. Trottier (16) Francois Bastien (17) Miss Denyse Trottier (19) Jacques Michaud (20-23) Group One Radio (24) Canadian Standard (25) Varied (26) 1950

CKVM, VILLE-MARIE

10,000 watts on 710 kcs.
(1) Radio Témiscamingue Inc. (2) Ville-Marie (3) 710 (4) Hervé Leblanc (5) René Legault (6) J-P Poquette (7) René Legault (8-11) Yvon Larivière (12) J-P Paquette (13) Yvon Larivière (14) Isidore Laliberté (15) Mme Alice Ethier (16) René Legault (17) Mme Marcelle Ethier (19) Gaston Tasset (20,21) Air-Time Sales (25) Varied (26) 1950

FM

CFGL-FM, LAVAL

100,000 watts on 105.7 mcs.
(1) Stéréo-Laval Inc. (2) 1 Place Laval, Suite 560 (3) (514) 663-1142 (4) Roland Saucier, Vice-Pres., Jean-Pierre Coallier (7) Roland Saucier (8,9) Jean-Pierre Coallier (11) Pierre Lapointe (12) Michel Frechette (16) Roland Saucier (17) Monique Labelle (19) Michel Mathieu (25) Varied (26) 1968

CHGB-FM, LA POCATIERE

790 watts on 102.9 mcs.
(1) CHGB Ltd. (2) La Pocatière (3) (418) 856-1310 (4) G.T. Desjardins (5) P.E. Hudon (7) Jacques Morin (8) Maurice Lévesque (9,10) Roger Plante (11) Yvette Cloutier (12) Michel Gigault (13) Denis Simoneau (14) Clément Landry (15) Aline Ouellet (17) Solange Dubé (19) Marc-A. Frève (20-23) Group One (25) Classical, Popular (26) 1966

CBF-FM, MONTREAL

CBM-FM, MONTREAL
CBF-FM - 24,600 watts on 95.1 mcs.
CBM-FM - 24,600 watts on 100.7 mcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 6000 (5) F. Guérard (26) 1948

CFQR-FM, MONTREAL

41,400 watts on 92.5 mcs.
(1) Can. Marconi Co. (2) 405 Ogilvy Ave. (3) (514) 273-6311 TLX 01-2592 Vice-Pres., D. Maritz (5) W. Machny (8) J. Kidd (9) G. Bascombe (11) L. Smyth (12) B. Cannings (13) D. Irvin (16) Mrs. B. Pitt (17) A. Davis (19) J. Thompson (20-24) All-Canada (25) Good Music, Classical (26) 1967

CJFM-FM, MONTREAL

41,200 watts on 95.9 mcs.
(1) CJAD Limited (2) 1407 Mountain St. (3) (514) 844-0111 (4) H.T. McCurdy (5) Ronald N. Blair (7) Geraldine Boddington (8) Chris Skene (9) Ronald N. Blair (11) Roy Green (12) Doug Williamson (13) Al Cauley (15) Doris Clark (16) Gordon Hope (17) Sharon Bush (19) Ernie Moit (20,21) SBS (22,23) Western Broadcast (24) Canadian Standard (25) Contemporary & Popular (26) 1962

CJMS-FM, MONTREAL

40,000 watts on 94.3 mcs.
(1) Supravox Corp. (2) 1700 Berri St. (3) (514) 849-5373 (4) Raymond Crepault, Exec. Vice-Pres., Roch Demers (5,7) Yoland Guérard (8) Raymond Bernard (9,10) Denis Hudon (11) Lionel Daunais (12) Paul Coucke (13) Rocky Brisebois (16) Pierre Roch Pruneau (17) Danièle Frezza (19) Jean-Claude Lalancette (20,21) Stephens & Towndrow (22) Broadcast Reps (23) Stephens & Towndrow (24) Devney (26) 1964

CKGM-FM, MONTREAL

41,200 watts on 97.7 mcs.
(1) Maisonneuve Broadcasting Corp. Ltd. (2) 1310 Green Ave. Westmt. (3) (514) 931-6251 (4) Don Wall, Chairman of the Board - Geoff Strirling (7) Barry Martin (11) Jim Williams (20,21,23) Stephens & Towndrow (25) M.O.R. (26) 1963

CHRC-FM, QUEBEC

81,000 watts on 98.1 mcs.
(1) CHRC Limitée (2) P.O.
Box 6000 (3) (418) 522-8177
TLX 011-230 (4) Lieut. Col.
Hervé Baribeau (5) Aurèle
Pelletier (7) Yvon Martel
(8) Georgette Lacroix
(9) Henri Veilleux
(11) Georgette Lacroix
(12) Georges McKie
(17) Marcel Huard (19) Arsene
Nadeau (20-23) Hardy Radio & TV
(24) Canadian Standard
(25) M.O.R. & Classical
(26) 1942

CJBR-FM, RIMOUSKI

20,000 watts on 101.5 mcs.
(1) La Radio du Bas St-Laurent
(1966) Inc. (2) 273 St-Jean-Baptiste
(3) (418) 723-2217
(4) Jacques Brillant
(5) André Lecomte (9) Sandy
Burgess (11) Lorenzo Michaud
(16) Sandy Burgess (17) Lorenzo
Michaud (19) Marcel Vallée
(20-24) All-Canada
(25) Classical (26) 1947

CHLT-FM, SHERBROOKE

62,000 watts on 102.7 mcs.
(1) Radio Television Sherbrooke
Inc. (2) 3330 King W.
(3) (819) 569-9331 TLX 018229
(4) Jean-Louis Gauthier
(5,7) Henri Delorme (9) Jean
Denis (11) Mrs. Gertrude
Robidoux (12) Andre DeSeve
(13) Jean-Maurice Bilodeau
(15) Miss Andree Aube
(16) Treffle Mercier
(17) Mrs. Laurette LaRocque
(19) Marcel Daigle
(20-24) All-Canada
(25) M.O.R. (26) 1963

CKVL-FM, VERDUN

307,000 watts on 96.9 mcs.
(1) Radio Futura Ltd.
(2) 211 Gordon Ave.
(3) (514) 766-2311 TLX 01-2868
(4) Jack Tietolman (5) Larry
Fredericks (7) Judah Tietolman
(8) Robert Quinn (10) Louis
Belanger (11) Larry Fredericks
(12) Jacques Cudal (16) Jack
Selinger (17) Jeannot Pelletier
(18) Gerard Pelchat
(19) Maurice Rousseau
(20,21) Radio & TV Sales
(24) Canadian Standard
(25) Standard & Classical
(26) 1953

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) Farm 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-film color,
C-VTR color, D-local live
color, E-mobile units

CHAU-TV, CARLETON

52,000 watts audio, 100,000
watts video on Channel 5

(1) Television de la Baie des
Chaleurs Inc. (2) CP100
(3) 186-187 (4) J. Leo Hachey
(5) Andre Lecomte (6) Marcel
Chabot (7) Mrs. A. Tardif
(8) Rodrigue Barriault (9) Mrs. A.
Tardif (11,12) Denys Courchesne
(13) Andre Gagnon (16) Mrs.
Michele Barriault (17) Mrs. Anita
Tardif (18) Jean-Marc Fillion
(19) Marcel Chabot (20) Pierre
Lapointe (21) Magella Degrasse
(22-24) Hardy Radio & TV
(25) Scharf Broadcast (26) Weed,
Forjoe (27) 1959

Rebroadcasting Stations

Ch.	Location
2	Ste-Marguerite
10	Kedgwick/St-Quentin
10	Port-Daniel
7	Chandler
2	Perce
10	Gaspé
7	Rivière-au-Renard
6	Cloridorme
7	Anse-à-Valleau

CJPM-TV, CHICOUTIMI

52,500 watts audio, 100,000
watts video on Channel 6
(1) CJPM-TV Inc. (2) P.O. Box 600
(3) (418) 549-2576 (4) Paul
Murdock (5,7) Paul J. Audette
(9) Claude Blain (12) Claude
Poulin (13) Jean-Noël Gauthier
(15) Mrs. Irene Trudeau
(16) Claude Blain (17) Luc
Harvey (18) Michel Martin
(19) Roger Hudon (20) Yves
Champagne (21) Jacques
Lafrance (22,23) Paul L'Anglais
(24,25) Stovin-Byles TV
(26) Forjoe (27) 1963 (28) A, B, C

CKRS-TV, JONQUIERE

11,000 watts audio, 22,000
watts video on Channel 12
(1) Radio Saguenay Ltée
(2) 175 Sir Wilfrid Laurier
(3) (418) 542-4551 TLX 011-36117
(4) Henri Lepage (5) Tom Burham
(6) Gerard Lemieux (7) Tom
Burham (8) Pierre Yves Dion
(9) Gilles Dufour, asst. program
dir., Vincent Plourde (11) Marcel
Perron (12,13) Jean Paul Tremblay
(17) Paul Flamand (18) Camil
Tremblay (19) Paul Gilbert
(20) Pierre Yves Dion (21) Eugène
Michaud (22-25) Hardy Radio & TV
(26) Canadian Standard (27) 1955
(28) A

Rebroadcasting Stations

Channel	Location
2	Chicoutimi
9	Port Alfred
8	Roberval

CKBL-TV, MATANE

182,000 watts audio, 303,000
watts video on Channel 9
(1) La Cie de Radiodiffusion de
Matane Ltée (2) 155 St.
Sacremont (3) 562-0290
(4-6) René Lapointe (7) Octave
Lapointe (8,9) Roger Bergeron
(10) J. Paul Berthiaume (11) Miss
Odette Tardif (12) Richard Labrie
(13) Jean Denis (14) J. Marc
Caron (15) Mrs. Armande
Desrosiers (16) Georges Guy
(17) Miss Lison Belanger
(18) Hugues Lajoie (19) Yvan
Fortier (20) Richard Fortin
(21) Gilles Lajoie (22-25) Hardy
Radio & TV (26) Devney
(27) 1958 (28) A

Rebroadcasting Stations

Channel	Location
11	Mont Climent
6	Murdochville
11	Grande Vallée
2	Mont Louis
6	Causapsal
6	Grand Detour
10	Manicouagan
13	Manicouagan S.

CBFT, MONTREAL

50,000 watts audio, 100,000
watts video on Channel 2
(1) Canadian Broadcasting
Corp. (2) P. O. Box 6000
(5) J. Blais (27) 1952

Rebroadcasting Stations

Channel	Location
11	Mont Tremblant
3	Mont Laurier

CBMT, MONTREAL

15,000 watts audio, 100,000
watts video on Channel 6
(1) Canadian Broadcasting
Corp. (2) P.O. Box 6000
(5) J. Blais (27) 1954

CFCF-TV MONTREAL

125,000 watts audio, 325,000
watts video on Channel 12
(1) Canadian Marconi Co.
(2) 405 Ogilvy Ave., Mtl 15
(3) (514) 273-6311 TLX 01-2592
(4,5) D.W.G. Martz (6) G. Bowden
(7) W. Machny (8) J. Krug
(9) S. Pitt (10) T. Murphy
(11) Miss L. Smyth
(12) B. Cannings (13) D. Irvin
(16) Mrs. B. Pitt (17) I. Selway
(18) S. Yuranyi (19) J. Thompson
(21) T. Mamo (22-26) All-Canada
(27) 1961 (28) A, B, C, D, E

CFTM-TV MONTREAL

160,000 watts audio, 325,000
watts video on Channel 10
(1) Tele-Metropole Corp.
(2) 1405 de Maisonneuve
(3) (514) 526-9251
(4-6) Roland Giguère
(7) Paul L'Anglais (9) Robert
L'Herbier (12) Claude Lapointe
(13) Pierre Proulx (16) Jean
Marion (17) Pierre Aumais
(18) J.P. Ladouceur (19) Maurice
Doucet (21) Maurice Bastien
(22,23) Paul L'Anglais
(24,25) Stovin-Byles TV
(26) Forjoe (27) 1961 (28) B, C, D, E

CBVT, QUEBEC

34,600 watts audio, 173,000
watts video on Channel 11
(1) Canadian Broadcasting
Corp. (2) P. O. Box 400,
Upper Town (5) R. Dussault
(27) 1964

Rebroadcasting Station

Channel	Location
2	St. George de Beauce

CFCM-TV, QUEBEC CITY

50,000 watts audio, 100,000
watts video on Channel 4
(1) Télévision de Québec
(Canada Ltée (2) P.O. Box 2026,
Quebec 2 (3) (418) 683-4985
TLX 011-234 (4) G. Pratte
(5) J.A. Pouliot (6,7) A.P.
Fitzgibbons (8) A. Jean
(9) P. Chamberland (10) A. Jean
(12) L. Langlois, public serv.
dir., F. Fortin (13) F. Fontaine
(16) J.L. Crevier (17) Miss
Andrée Cyr (18) M. Labadie
(19) G. Fortin (20) R. Lamontagne
(21) G. Bernier (22,23) programs,
Paul L'Anglais, announcements,
Hardy Radio & TV (24,25) Hardy
Radio & TV (26) Forjoe
(27) 1954 (28) A, B, C, E

CKMI-TV, QUEBEC CITY

6,770 watts audio, 13,850 watts
video on Channel 5
(1) Télévision de Québec
(Canada) Ltée. (2) P.O. Box 2026,
Quebec 2 (3) (418) 683-4985
TLX 011-234 (4) G. Pratte
(5) J.A. Pouliot (6,7) A.P.
Fitzgibbons (9) G. Lovett
(10) N. Wright (12) L. Langlois
(13) F. Fontaine (16) J.L. Crevier
(17) Miss Andrée Cyr
(18) M. Labadie (19) G. Fortin
(20) R. Lamontagne
(21) G. Bernier (22-25) Hardy
Radio & TV (26) Forjoe
(27) 1957 (28) A, B, C, E

CJBR-TV, RIMOUSKI

56,900 watts audio, 100,000
watts video on Channel 3

(1) La Radio di Bas St-Laurent
(1966) Inc. (2) 273 St-Jean-
Baptiste Ouest (3) (418) 723-
2217 (4) Jacques Brillant
(5) André Lecomte (9) Francois
Raymond (12) Guy Ross
(13) Claude Pearson
(17) Francois Raymond
(19) Marcel Vallée
(21) Roméo Côté
(22) Stovin-Byles TV & Paul
L'Anglais (23-25) Stovin-Byles
TV (26) All-Canada (27) 1954
(28) A

Rebroadcasting station

Channel	Location
13	Edmundston, N.B.

CKRT-TV, RIVIERE-DU-LOUP

24,500 watts audio, 49,500 watts
video on Channel 7
(1) CKRT-TV Ltd. (2) 1 rue
Frontenac (3) (418) 862-6003
TLX 011-3115 (4,5) Luc Simard
(6) Gregoire Thibault (7) Vincent
Gagnon (8) Germain Gélinas
(9) Vincent Gagnon (10) Marcel
Rouleau (11) Ghislain Berubé
(12) Gilles Gosselin (13) Marcel
Rouleau (14) Remi Beaulieu
(15) Miss Danielle Desjardins
(16) Miss Cecile Thériault
(17) Miss Marie Beaulieu
(18) Ghislain Berubé
(19,20) Germain Gélinas
(21) Gilles Gosselin
(22-24) Hardy Radio & TV
(26) Devney (27) 1962 (28) A

Rebroadcasting Stations

Channel	Location
2	Baie St.Paul
2	Ste-Rose du Dégelis
13	St-Patrice
5	Cabano

CKRN-TV, ROUYN

57,500 watts audio, 115,000
watts video on Channel 4
(1) Radio Nord Inc. (2) Box 70
(3) (819) 762-0741 TLX 011-7726
(4,5) David A. Gourd (8) Maurice
Dénomme (12,13) Roger Houle
(17) Mrs. Brigitte Guimont
(19) Detlef Krumbacher
(22-24) Hardy Radio & TV
(26) Weed (27) 1957 (28) A

Rebroadcasting Stations

Channel	Location
7	Senneterre
8	Val d'Or
6	Ville-Marie
7	Matagami

CHLT-TV, SHERBROOKE

186,000 watts audio, 316,000
watts video on Channel 7
(1) Radio Television Sher-
brooke Inc. (2) P.O. Box 2000
(3) (819) 569-9331 (4,5) Jean-
Louis Gauthier (6) Pierre
Bruneau (7) Lucien LaRocque
(9,10) Marcel Rheault
(11) Gerard Brousseau
(12) André DeSeve (13) Jean-
Maurice Bilodeau
(15) Andrée Aube
(17) Laurette LaRocque
(18) Claude Duchesne
(19) Robert Thiebault
(20) Roger Lemaire (21) Lucien
Perrault (22-25) NTV
(26) Sumner (27) 1956
(28) A, B, C, D, E

CKTM-TV, TROIS-RIVIERES

162,500 watts audio, 325,000
watts video on Channel 13
(1) Television St. Maurice Inc.
(2) CP 277 (3) (819) 375-7311
TLX 018-437 (4,5) Henri Audet
(6) Robert Bonneau (7) Gilles-M.
Dussault (8,9) Jean Brousseau
(12) Jacques Voyer (13) André
Watters (16) Gilles-M. Dussault
(17) André Godin (18) Jacques
Parent (19) Robert Bonneau
(20) Gilles Nadeau
(22,23) Stovin-Byles TV & Paul
L'Anglais (25) Stovin-Byles TV
(26) All-Canada & Forjoe
(27) 1958 (28) A

ATLANTIC PROVINCES

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: 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

AM

NEW BRUNSWICK

CKBC, BATHURST

10,000 watts on 1360 kcs.
 (1) Bathurst Broadcasting Co. Ltd.
 (2) P.O. Box G (3) (506) 546-4461
 (4) J.L. Hachez (5) W.A. Winton
 (7) R.J. Gallagher (8,9) John MacLeod (10) Al Hebert (11) Gary Aube (12) Walt Forsey (13) James Munson (14) Dave LeBrocq (15) Dorothy Wilbur (16) Denis Menard (17) Sandra Stever (19) Phil Paquet (20-23) Hardy Radio & TV (26) 1955

CKNB, CAMPBELLTON

10,000 watts day, 1,000 night on 950 kcs.
 (1) Restigouche Broadcasting Co. Ltd. (2) Box 340 (3) (506) 753-4415 (5) J. Schoone (6) W. Freeman (7) K. Coughlan (8) R. Butcher (9) J. Schoone (10) Terry Adams (11) Graham Wylie (12) Kelly Murray (13) Don Hume (15) Mrs. Rosemay

Chevarie (17) Mrs. Jane Lavigne (19) W. Freeman (20-23) Hardy Radio & TV (24) Weed (25) MOR, Top 40 (26) 1939

CJEM, EDMUNDSTON

5,000 watts on 570 kcs.
 (1) Radio Edmundston Ltd.
 (2) 91 Canada Rd. (3) (506) 735-3351 (4) George Michaud (5) George A. LeBel (6) Claude Boucher (7) Jean L. Fournier (8) G.A. LeBel (9,10) Gerard R. Blais (11) Miss Doreen Pelletier (12,13) Jean-P. Pampalon (14) Romeo Gagnon (15) Miss Gloria Friolet (16) G.R. Blais (17) Mrs. Rita Aucoin (18) Walter Martin (19) Marcel Vallée (20-24) All-Canada (26) 1941

CBZ, FREDERICTON

10,000 watts on 970 kcs.
 (1) Canadian Broadcasting Corp.
 (2) Box 1538 (5) Harold Hatheway (26) 1964

CFNB, FREDERICTON

50,000 watts on 550 kcs.
 (1) Radio Atlantic Ltd.
 (2) Box 217 (3) (506) 475-5501
 (4) D. Malcolm Neill (5,7) Jack T.H. Fenety (8,9) John W. Richards (12) Gordon Catt (13) Mac MacGowan (15) George W. Mountain (16) John W. Richards (17) Mrs. Margaret Burnett (18) Gordon Miller (19) Glenn D. Love (20,21) Paul Mulvihill (22,23) Broadcast Reps (24) Weed (25) C & W, Top 40, M.O.R. (26) 1923

CBAF, MONCTON

5,000 watts on 1300 kcs.
 (1) Canadian Broadcasting Corp.
 (2) C.P. 950 (5) Guy Theriault (26) 1954

CKCW, MONCTON

10,000 watts on 1220 kcs.
 (1) Moncton Broadcasting Ltd.
 (2) P.O. Box 1220 (3) (506) 855-1220 TLX 014-2250
 (4) F.A. Lynds (5,7) Earle B. Ross (8-10) Bob Reid (12) Claude Cain (13) Garth Cooper (14) Alan Saunders (15) Lori Joudrey (16) D. Ward Lynds (17) Miss Lorraine Maillet (18) Robert Oke (19) Keith MacConnell (20,21) Paul

Mulvihill (22) A.J. Messner (23) Stephens & Towndrow (24) Canadian Standard (25) MOR (26) 1934

CKMR, NEWCASTLE

1,000 watts on 790 kcs.
 (1) Miramichi Broadcasting Co. Ltd. (2) 129 Castle St. (3) (506) 622-3311 (4) L.W. Flett (5,7) R.J. Wallace (8) Dan Leeman (9) R.J. Wallace (12) Dan Leeman (13) Byron Christopher (15) Mrs. Marg O'Brien (16) Dan Leeman (17) Mrs. Barbara Lockerbie (18) Blair Trevors (19) R.J. Wallace (20-23) Hardy Radio & TV (24) Weed (25) MOR (26) 1949

CBD, SAINT JOHN

10,000 watts on 1110 kcs.
 (1) Canadian Broadcasting Corp.
 (2) P.O. Box 1538, Fredericton
 (5) Harold Hatheway (26) 1964

CFBC, SAINT JOHN

10,000 watts on 930 kcs.
 (1) Fundy Broadcasting Co. Ltd.
 (2) Carleton St. (3) (506) 692-3301 (4) J. Turnbull (5) R. Lockhart (6) W.A. Doc Lindsey (7) R. McLenaghan (8-10) R. Wilson (11) R. Lockhart (12) D. White (13,14) R. McLenaghan (15) Mrs. Kay Ramsay (16) D. MacLean (17) D. McIsaacs (18) B. Wilcox (19) A. Weeks (20,21) Radio-TV Reps (22) A.J. Messner (23) Radio-TV Reps (24) Canadian Standard (25) MOR (26) 1946

CHSJ, SAINT JOHN

10,000 watts on 1150 kcs.
 (1) New Brunswick Broadcasting Co. Ltd. (2) 335 Union St. (3) (506) 657-3410 TLX 01447218
 (4) L.F. Daley (5) George Cromwell (6) Douglas M. Burrows (7) Donn Kirton (8) Kenny Ogden (9) Paul DeVeau (11) Ernie Earle (12) John Miller (13) Jack Woodhouse (14) Paul DeVeau (15,17) Miss Grace Craft (18) Kenny Ogden (19) Reid Dowling (20-24) All-Canada (25) MOR (26) 1934

CJJC, WOODSTOCK

1000 watts on 920 kcs.
 (1) Carleton-Victoria Broadcasting Co. Ltd.
 (2) Box 920 (3) (506) 328-6661 (4) R. J. Morrison (5) Bruce A. Smith (6) W.R. Tompkins (7) Donald Ralston (8-10) Larry Dickinson (11) Dave Rogers (12,13) Bruce A. Smith (14) Walter Tompkins (15) Wendy Hill (16) Don Ralston (17) Mrs. Carol Rogers (18) Dave Hay (19) Bob Morrison (20-23) Radio-TV Reps. (26) 1959

NOVA SCOTIA

CKDH, AMHERST

1,000 watts on 900 kcs.
 (1) J. Art. Manning (2) 32 Church St. (3) (902) 667-3875 (4) J.A. Manning (5,7) Tom Tonner (8-10) Gary Crowell (11) Jack Armstrong (13) Gary Crowell (14) Frank MacDonald (16) Tom Tonner (17) Mrs. Vivian Hutchinson (18) George Lewis (19) Syd Bernasconi (20-24) Group One Radio (25) Contemporary (26) 1957

CJFX, ANTIGONISH

10,000 watts on 580 kcs.
 (1) Atlantic Broadcasters Ltd.

(2) Box 280 (3) (902) 863-4580
 (4) Dr. F.J. Givan (5) J. Clyde Nunn (6) Bruce Rafuse (7) Gus MacKinnon (8) Bob Chisholm (12,13) Ray MacDonald (14) Gus MacKinnon (15) B. Rafuse (16) Bob Chisholm (19) Don Holmes (20-23) Group One Radio (25) C&W, Popular, MOR (26) 1943

CKBW, BRIDGEWATER

10,000 watts on 1000 kcs.
 (1) Acadia Broadcasting Co. Ltd.
 (2) 215 Dominion St. (3) (902) 543-2401 (4) Lester L. Rogers (5) John F. Hirtle (6) James A. MacLeod (7) Paul D. Rogers (8,9) Robert A. MacLaren (10) Hugh A. Godfrey (11) Robert A. MacLaren (12) Edward C. Boylan (13,14) Robert A. MacLaren (15) Mrs. Virginia Fleming (16) Hugh A. Godfrey (17) Mrs. Pauline Fraser (19) Douglas B. Hirtle (20-23) Group One Radio (24) Hooper Jones & Assoc. (25) MOR (26) 1947

CFDR, DARTMOUTH

5,000 watts on 790 kcs.
 (1) Radio Dartmouth (2) P.O. Box 1007 (3) (902) 469-9231 (4) C.A. Patterson (5) Clary Fleming (7) W.L. Patterson (9) Gerard Parsons (10) Dale Swartz (11) Gerard Parsons (12) James Geary (13) Pat Connelly (17) Mrs. Carol Donner (19) John Hutchinson (20,21) Major Market (25) Good music (26) 1962

CBH, HALIFAX

10,000 watts on 860 kcs.
 (1) Canadian Broadcasting Corp.
 (2) P.O. Box 3000 (5) S.R. Kennedy (26) 1944

CHNS, HALIFAX

10,000 watts on 960 kcs.
 (1) Maritime Broadcasting Co. Ltd. (2) P.O. Box 400 (3) (902) 422-1651 (4) George Piercy (5) Fred W. Arenburg (7) Harry A.L. Stephen (9) Orville B. Pulsifer (11) Mrs. Pat Johnstone (12) Gerald N. Kendrick (13) Chuck Hickey (16) Hal E. Blackadar (17) Mrs. Judy Nicholson (18) Carl E. Westhaver (19) Richard H. Parker (20,21) Stephens & Towndrow (22) All-Canada (23) Stephens & Towndrow (24) All-Canada (25) Contemp., Top 60 (26) 1926

CJCH, HALIFAX

10,000 watts day, 5,000 night on 920 kcs.
 (1) Radio CJCH-920 Ltd.
 (2) 2885 Robie St. (3) (902) 455-0481 TLX 014-422500
 (4) Allan F. Waters (5) F.G. Sherratt (7) W.E.J. Hall (8) Wayne Hooper (9) William Ozard (12) Clifford Fletcher (13) Harris Sullivan (17) Miss Pamela Clarke (19) Reginald McCausland (20,21) Major Market (22) A.J. Messner (23) Major Market (24) Devney (25) Top 40 (26) 1944

CKEN, KENTVILLE

1,000 watts on 1350 kcs.
 (1) Evangeline Broadcasting Co. Ltd. (2) Kentville (3) (902) 678-7455, 678-2111.
 (4) F.J. Burns (5) W.A. Bishop (7) George Gamble (9) A.C. Williamson (11) Lorán Favens (12) Ron Pulsifer (13) David McLane (14) Will Bishop (17) Wanda Best (19) David Morrison (20-23) Group One Radio (26) 1948

CKAD, MIDDLETON

10,000 watts on 1490 kcs.
 (1) Evangeline Broadcasting Co. Ltd. (2) Middleton (3) (902) 678-2111 (4-23) same as CKEN (26) 1962

CKEC, NEW GLASGOW

5,000 watts on 1320 kcs.
 (1) Hector Broadcasting Co. Ltd.
 (2) 130 George St. (3) (902)
 752-4200 (4,5) Doug Freeman
 (6) Mrs. Lorene Cunningham
 (7) Bill Boyce (8) Bill Graham
 (9) Bill MacCulloch (11) Mari
 MacKay (12) Bill MacCulloch
 (13) John MacDonald (17) Mrs.
 Vi Robertson (18) Len O'Neill
 (19) R.A. Freeman (20,21) Radio-
 TV Reps (24) Don Cooke
 (25) MOR, C&W, Rock (26) 1953

CBA, SACKVILLE

50,000 watts on 1070 kcs.
 (1) Canadian Broadcasting
 Corp. (2) P.O. Box 3000, Halifax
 (5) S.R. Kennedy (26) 1939

CBI, SYDNEY

10,000 watts on 1140 kcs.
 (1) Canadian Broadcasting
 Corp. (2) P.O. Box 700
 (5) K.R. Hill (26) 1948

CHER, SYDNEY

10,000 watts on 950 kcs.
 (1) CHER Broadcasters Ltd.
 (2) P.O. Box 950 (3) (902) 539-
 2900 (4) R. David Neima (5) R.J.
 McGuigan (6) R.A. Rosvold
 (7) John D. Morrison
 (8) C. Weldon Boone (9,11) Ron
 McInness (12) James C. Lovelace
 (13) Ed MacDonald (14) R.A.
 Rosvold (15) Teddi Tedford
 (16) J.C. Lovelace (17) Marjorie
 Boutillier (19) Alfred Frison
 (20-23) Hardy Radio & TV
 (24) Canadian Standard
 (25) MOR, C&W, Rock (26) 1965

CJCB, SYDNEY

10,000 watts on 1270 kcs.
 (1) Cape Breton Broadcasters
 Ltd. (2) P.O. Box 1270 (3) (902)
 564-5596 TLX 014-45195
 (4) J.M. Nathanson (5) N.L.
 Nathanson (7) Miss W.
 MacDonald (8) Lloyd Taylor
 (9) N.L. Nathanson
 (10) R. Robertson (11) Mrs. D.
 Fougere (12) Don MacIsaac
 (13) Clayton Campbell (15) Miss
 Terry MacLellan (16) Miss W.
 MacDonald (17) Miss Josephine
 Redmond (18) Bill Warren
 (19) Alf Vernon (20-24) All-
 Canada (25) Varied (26) 1929

CKCL, TRURO

1,000 watts on 600 kcs.
 (1) Colchester Broadcasting Co.
 Ltd. (2) P.O. Box 788 (3) (902)
 893-4491 (4,5,7) J. Arthur
 Manning (9) W. Frank Harvey
 (11) Jack S. Armstrong (12) Mrs.
 Muriel Laker (13) Frank
 MacDonald, Bob Henry (14) Frank
 MacDonald (17) Mrs. Ruby
 McSween (18) Bob Bartlett
 (19) Sid Bernasconi (20,21) Group
 One Radio (24) Hooper Jones &
 Assoc. (25) MOR, Rock, C&W
 (26) 1947

CFAB, WINDSOR

250 watts on 1450 kcs.
 (1) Evangeline Broadcasting Co.
 Ltd. (2) Windsor (3) (902)
 678-2111 (4) F.J. Burns
 (5) W.A. Bishop (7) George
 Gamble (9) A.C. Williamson
 (11) Loran Fevens (12) Ron
 Pulsifer (13) David McLane
 (14) Will Bishop (17) Wanda Best
 (19) David Morrison (20-23) Group
 One Radio (26) 1945

CJLS, YARMOUTH

250 watts on 1340 kcs.
 (1) Gateway Broadcasting Co.
 Ltd. (2) 222 Main St. (3) (902)
 742-4343 (4,5) Donald L. Smith
 (6) Malcolm Smith (7) Donald
 Smith (8) Malcolm Smith (9) Paul
 Kennedy (10) Paul Kennedy, Jim
 Murphy (11) Jim Murphy

(12) Paul Kennedy (13) Jim
 Murphy (16) Malcolm Smith
 (17) Donald L. Smith (18) Ross
 Pitman (19) D.L. Smith, R. Pitman
 (20,21) Radio & TV Sales
 (24) Weed (25) C&W, Classical,
 semi-classical (26) 1934

**PRINCE EDWARD
ISLAND****CFCY, CHARLOTTETOWN**

10,000 watts on 630 kcs.
 (1) Island Radio Broadcasting
 Co. Ltd. (2) P.O. Box 1060
 (3) (902) 894-7347 (5) R.F. Large
 (6) M.E. Large (7) E.P. Williams
 (8) L. McAulay (12) W.B. Carter
 (15) Jane Weldon (16) Mrs. Betty
 Large (17) E.P. Williams
 (18) D. Wood (20-24) All-Canada
 (25) MOR (26) 1922

CJRW, SUMMERSIDE

250 watts on 1240 kcs.
 (1) Gulf Broadcasting Co. Ltd.
 (2) P.O. Box 1660 (3) (902)
 436-2201, 02 (4,5) Bob C.
 Schuman (6) Paul H. Schurman
 (7) Lowell E. Huestis (9) John V.
 Perry (11) Lowell Huestis
 (12,13) Paul Schurman
 (14) Lowell Huestis (15) Mrs.
 Margaret Ann Craig (16) John
 Perry (17) Miss Rose Ann Richard
 (19) Fred MacFarlane
 (20-23) Radio-TV Reps (25) MOR,
 C&W, Rock (26) 1948

NEWFOUNDLAND**CBY, CORNER BROOK**

10,000 watts on 990 kcs.
 (1) Canadian Broadcasting Corp.
 (2) P.O. Box 610 (5) C.V.
 Hierlihy (26) 1943

**CFCB, CORNER BROOK
CFSX, STEPHENVILLE**

CFCB, 1,000 watts on 570 kcs.
 CFSX, 500 watts on 910 kcs.
 (1) Humber Valley Broadcasting
 Co. Ltd. (2) P.O. Box 570
 (3) (709) 634-3111 (4) Dr. Noel
 Murphy (5) J.R. O'Rourke
 (7) Gordon Pittman (8) George
 Buffett (9) J.R. O'Rourke
 (10) Gerald Murphy (11) Miss
 Gloria Linfield (12) John Penney
 (13) Joe Mullins (16) V.J.
 Rossiter (17) Roger Humber
 (18) Jim McGrath (19) Joe
 Parsons (20-23) Radio & TV
 Sales (24) Canadian Standard
 (25) MOR (26) 1960

CBG, GANDER

250 watts on 1450 kcs.
 (1) Canadian Broadcasting Corp.
 (2) 98 Sullivan Ave.
 (5) L.H. Harvey (26) 1943

CJOX, GRAND BANK

1,000 watts on 710 kcs.
 (1) Nfld Broadcasting Co. Ltd.
 (2) P.O. Box 84 (3) 310-2
 (4) Colin Jamieson (5,7) Cyril
 Peckford (9) Hilda Emberley
 (10-12) Al Holland (13) Wayne
 Collins (17) Hilda Emberley
 (19) Alvin Rose
 (20,21) Major Market (24) Weed
 (25) C&W (26) 1967

TELEVISION RADIO

and *Women*

In 8 Canadian major markets



major market broadcasters limited

Toronto: 1255 Yonge Street, Toronto 7, Ontario, 929-3301
 Montreal: le cartier, 1115 Sherbrooke St. W., Montreal 2, Quebec, 845-4111

Do you care about a woman's age?

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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
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B B M...

... comprehensive charts, latest
figures...



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MONTREAL: le cartier, 1115 Sherbrooke St. W., Montreal 2, Quebec. 845-4111

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 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

CBT, GRAND FALLS

10,000 watts on 540 kcs.
(1) Canadian Broadcasting Corp. (2) High St. & Mill Rd. (5) M.A. Grace (26) 1949

CJCN, GRAND FALLS

10,000 watts on 680 kcs.
(1) Nfld. Broadcasting (2) CJCN, P.O. Box 458 (3) 2470, 2350, 5555 (4) Don Jamieson (5) Mike Roberts (7) Dorothy Dicks (8) Cyril Peckford (9) Gwen Manuel (10) Rod French (11) Fred Greening (12) Freeman White (13) Howie Meeker (14) Freeman White (15) Sally West (16) Rex Sterling (17) Emily Davis (18) Jim Edison (19) Dave George (20,21) Major Market (26) 1965

CKCM, GRAND FALLS

10,000 watts on 560 kcs.
(1) Colonial Broadcasting System Ltd. (2) P.O. Box 430 (3) 2192-93-94 (4) J.V. Butler (5) J.M. Murdoch (7) Ed Connolly (8-10) John Murphy (11) Peter Tuff (12) Elmer Harris (13) Bruce MacDonald (16) Jim Wellman (17) Miss Sandra Evans (18) Grayson Feltham (19) W.B. Williams (20-23) Paul Mulvihill (25) MOR, C&W, Pop (26) 1962

CFGB, HAPPY VALLEY

1,000 watts on 1340 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 490 (5) G.E. Frederick (26) 1943

CHCM, MARYSTOWN

1,000 watts on 560 kcs.
(1) Colonial Broadcasting System Ltd. (2) P.O. Box 560 (3) 279-2560 (4) Joseph V. Butler (5) Charles Noseworthy (7) Mike McHugh (9) Charles Noseworthy (10) James Coady (11) Charles Noseworthy (12,13) Robert Power (16) Charles Noseworthy (17) Margaret Drake (18) James Coady (19) Walter B. Williams (20,21) Paul Mulvihill (24) Canadian Standard (25) MOR, C&W, Teen (26) 1961

CBN, ST. JOHN'S

10,000 watts on 640 kcs.
(1) Canadian Broadcasting Corp. (2) P.O. Box 5490 (5) A.K. Morrow (26) 1932

CJON, ST. JOHN'S

10,000 watts on 930 kcs.
(1) Newfoundland Broadcasting Co. Ltd. (2) P.O. Box 5189 (3) (709) 579-5015 TLX 016-355 (4,5,7) Colin Jamieson (8) Nat Shapira (9) Dave Maunder (10) Merv Russell (12) Ken Meeker (13) Howie Meeker (16) Rex Stirling (17) Emilie Davis (18) Charlie Peddle (19) Dave George (20,21) Stephens & Towndrow (24) Weed (25) MOR (26) 1951

VOCM, ST. JOHN'S

10,000 watts on 590 kcs.
(1) Colonial Broadcasting System Ltd. (2) 4-590 (3) (709) 726-5590 (4) Joseph V. Butler (5) Bill Williamson (7) Denys Ferry (9) Bill Williamson (10) Pat Murphy (11) Clay Adams (12) Noel Vinnicombe (13) George MacLaren (17) Dave Broomfield (18) Dave Williams (19) Walter Williams (20-23) Paul Mulvihill (24) Canadian Standard (25) MOR (26) 1936

FM

NEW BRUNSWICK

CFBC-FM, SAINT JOHN

10,000 watts on 93 mcs.
(1) Fundy Broadcasting Company Limited (2) 68 Carleton St. (3) (506) 692-3301 (4) James H. Turnbull (5) Robert Lockhard (8-10) Fletcher Till (11) A.R.W. Lockhard (12) David M. White (13) Ralph J. McLenaghan (14) David M. White (15) Mrs. Kaye Ramsay (16) W.A. Lindsey (17) Mrs. F.B. Murphy (18) Garth Jones (19) C.A. Weeks (20-23) Radio-TV Reps (24) Canadian Standard (25) M.O.R. (26) 1965

NOVA SCOTIA

CHNS-FM, HALIFAX

19,500 watts on 96.1 mcs.
(1) Maritime Broadcasting Co. Ltd. (2) Box 400 (3) (902) 422-1651 (4) George Piercey (5) Fred W. Arenburg (7) Harry A.L. Stephen (9) Orville B. Pulsifer (10) John Cable (12) Gerald N. Kendrick (13) Chuck Hickey (16) Hal E. Blackadar (17) Mrs. Judy Nicholson (18) Carl Westhaver (19) Richard H. Parker (20,21) Stephens & Towndrow (22) All-Canada (23) Stephens & Towndrow (24) All-Canada (25) Classical, semi-classical (26) 1948

CKWM-FM, KENTVILLE

18,000 watts on 97.7 mcs.
(1) Evangeline Broadcasting Co. Ltd. (2) Webster St. (3) (902) 678-2111 (4) F.J. Burns (6) W.A. Bishop (7) George Gamble (8) Al Williamson (9,11) Loran Fevens (12) Ron Pulsifer (13) Arnold Edwards (17) Wenda Best (19) David Morrison (20-23) Group One (26) 1965

CJCB-FM, SYDNEY

645 watts on 94.9 mcs.
(1) Cape Breton Broadcasting Ltd. (2) P.O. Box 1270

(3) (902) 564-5596 TLX 014-45195 (4) J.M. Nathanson (5) N.L. Nathanson (7) Miss W. MacDonald (8) Lloyd Taylor (9) N.L. Nathanson (10) R. Robertson (11) Mrs. D. Fougere (12) Don MacLissac (13) Clayton Campbell (15) Miss Terry MacLellan (16) Miss W. MacDonald (17) Miss Josephine Redmond (18) Bill Warren (19) Alf Vernon (20-24) All-Canada (25) M.O.R. & Classical (26) 1964

CKCL-FM, TRURO

360 watts on 100.9 mcs.
(1) Colchester Broadcasting Co. Ltd. (2) P.O. Box 788 (3) (402) 893-4491 (4,5,7) J. Arthur Manning (9) W. Frank Harvey (11) Jack S. Armstrong (12) Mrs. Muriel Laker (13) Frank MacDonald - Bob Henry (14) Frank MacDonald (17) Mrs. Ruby McSween (18) Bob Bartlett (19) E. Sid Bernasconi (20,21) Group One (24) Hooper (25) Good Music (26) 1965

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) Farm 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-film color, C-VTR color, D-local live color, E-mobile units

NEW BRUNSWICK

CBAFT, MONCTON

5,030 watts audio, 10,060 watts video on Channel 11
(1) Canadian Broadcasting Corp. (2) P.O. Box 950 (5) G. Theriault (27) 1959

CKCW-TV, MONCTON

15,000 watts audio, 25,000 watts video on Channel 2
(1) Moncton Broadcasting Ltd. (2) P.O. Box 1220 (3) (506) 855-1224 (4) F.A. Lynds (5) H. Button (6) D. Eagles (7) F. Paterson (8) W. Brown (9) J. Irvine (10) W. Murray (12) C. Cain (13) G. Cooper (15) Mrs. H. Crocker (16) K. Ayling (17) Mrs. M. Tait (18) S. Morton (19) K. MacConnell (20) D. Shand (21) Mrs. H. Fairweather (22,23) Paul Mulvihill (24) A.J. Messner (25) Stephens & Towndrow (26) Canadian Standard (27) 1954 (28) A, C

Rebroadcasting Stations

Channel	Location
7	Campbellton
7	Newcastle
12	North Shore

CHSJ-TV, SAINT JOHN

50,000 watts audio, 100,000 watts video on Channel 4
(1) New Brunswick Broadcasting Co. (2) 335 Union St (3) (506) 657-3410 (4) L.F. Daley (5) G.A. Cromwell (6) Gerard Gormley (7) W.A. Stewart (8) Earle McCarron (9) W.A. Stewart (10) Denny Comeau (12) John Miller (13) Gary Murphy (14) George MacLeod (15) Mrs. Laura Foster (16) Earle McCarron (17) Mrs. Doreen Meltzer (18) Don Ward (19) W.A. Piekarski (20) Mervin Hebb (21) Herb Sullivan (22-26) All-Canada (27) 1954 (28) A

Rebroadcasting Station

Channel	Location
6	Bon Accord

NOVA SCOTIA

CBHT, HALIFAX

8,400 watts audio, 56,000 watts video on Channel 3
(1) Canadian Broadcasting Corp. (2) P.O. Box 3000 (5) J. Simonsen (27) 1954

Rebroadcasting Stations

Channel	Location
12	Liverpool
8	Shelburne
11	Yarmouth
11	Sheet Harbour

CJCH-TV, HALIFAX

50,000 watts audio, 100,000 watts video on Channel 5
(1) CJCH Ltd. (2) 2885 Robie St. (3) (902) 455-0481 TLX 014-422826 (4,5) Finlay MacDonald (6) G.D. Benwell (7) D.A. Clarke (8) Charles Doucet (9) Larry Knoke (10) Murray McIvor (15) Bonnie Purdy (16) Anne Waterhouse (17) Ralph Tingley (18) John G. Jay (20) Vic Perry (21) David Ferraz (22-25) Stovin-Byes TV (26) ABC International (27) 1961 (28) A

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.B. Broadcasters Ltd. (2) PO Box 469 (3) (902) 562-5511 TLX 014-45195 (4) pres. & gen. mgr., J.M. Nathanson (5) station mgr., K.M. Boyce (6) Bill Holmes (7) K.M. Boyce (8) Ken Betts (9) Mrs. M.C. MacQuarrie (10) Bill Jessome (11) Aubrey Boone (12) Dave Foreman (13) Don MacIsaac (15) Miss Ann Terry MacLellan (16) C.M. Morrison (17) Mrs. M.C. MacQuarrie (18) Horst Paulfer (19) W.A. Robert (20) W.A. MacTavish (21) R.H. Demers (22-26) All-Canada (27) 1954 (28) A

Rebroadcasting Stations

Channel	Location
6	Inverness
9	Antigonish

PRINCE EDWARD ISLAND

CFCY-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) 894-7347 (5) R.F. Large (7) E.P. Williams (8) L. McLaughlin (12) Hartwell Daley (13) Loman McLaughlin (14) Dave Ward

(15) Jane Weldon (16) M.E. Large (17) E.P. Williams (19) J.W. Phillips (20) C. Sentner (21) V. McFarlane (22-26) All-Canada (27) 1956 (28) Network
Rebroadcasting Station
Channel Location
 7 New Glasgow, N.S.

Rebroadcasting Stations
Channel Location
 10 Elliston
 10 Corner Brook
 3 Argentia
 10 Grand Bank
 10 Lawn
 13 St. Albans
 4 Grand Falls

CFLA-TV. GOOSE BAY
 435 watts audio, 870 watts video on Channel 8
 CBC Management Representative,
 Station CFLA-TV, U.S.A.F. Side,
 Goose Bay, Labrador, "Sub A".
 (4) M.A. Grace.

CBYT, CORNER BROOK
 2,320 watts audio, 10,000 watts video on Channel 5
 (1) Canadian Broadcasting Corp. (2) P.O. Box 610
 (5) A.W. Barrett (27) 1959
Rebroadcasting Stations
Channel Location
 8 Stephenville
 12 Deer Lake
 3 Port aux Basques
 6 St. Andrews

CBNT. 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
 13 Port Rexton
 12 Placentia
 5 Marystown

CHAK, INUVIK
 1,000 watts on 860 kcs.
 (1) Canadian Broadcasting Corp. (2) P.O. Box 1220
 (5) Elijah Menarik (26) 1960

CFYK, YELLOWKNIFE
 1,000 watts on 1340 kcs.
 (1) Canadian Broadcasting Corp. (2) P.O. Box 160
 (5) Harold Brown (26) 1958

CFFB, FROBISHER BAY
 40 watts on 1200 kcs.
 (1) Canadian Broadcasting Corp. (2) P.O. Box 490
 (5) R. Stanley (26) 1961

NEWFOUNDLAND

CJON-TV, ST. JOHN'S
 27,000 watts audio, 110,000 watts video on Channel 6
 (1) Nfld. Broadcasting Co. Ltd. (2) PO Box 5189 (3) (709) 579-5015 TLX 016-355 (4,5) Colin Jamieson (6) John Tessier (7) Colin Jamieson (8) Hubert Jamieson (10) Bob Lewis (11) Dave Maunder (12) Ken Meeker (13) Howie Meeker (16) Rex Stirling (17) Emilie Davis (18) Elizabeth Murphy (19) Dave George (22-25) Stovin-Byles TV (26) Weed (27) 1955 (28) A,B,C

N.W.T. & YUKON

AM RADIO

CFWH, WHITEHORSE
 1,000 watts on 570 kcs.
 (1) Canadian Broadcasting Corp. (2) P.O. Box 730
 (5) R. St. Julien (26) 1951

TELEVISION

CFYK, YELLOWKNIFE
 5,950 watts audio, 59,500 watts video on Channel 8
 (1) Canadian Broadcasting Corp. (2) P.O. Box 160
 (5) A.J. Wybrew (27) 1967
 Recorded Delay Station

RESEARCH HOUSES

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

CHARLES AMBLER & ASSOCIATES LTD. (1956)
 Clarkson, Ont.: 1764 Lakeshore Rd. W., (416) 822-3011-2. President - C.N. Ambler.

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

ANALYTICAL RESEARCH INSTITUTE, INC.
 New York: 104 South Division Street Peekskill, N.Y., 10566
 914-PE 7-8855-56-57.

CANADIAN FACTS CO. LTD. (1932)
 Toronto 5: 160 Bloor St. E., (416) 924-5751 TLX 02-294-24 President - L.G. Gray.
 Montreal 2: 1374 Sherbrooke Street, W.

CANADIAN FAMILY OPINION (1961)
 Toronto 5: 160 Bloor St. E., (416) 929-3158.
 Director of Research Operations, Mrs. J. Karch. Director of Client Service, D. Dickinson.

CANADIAN INSTITUTE OF PUBLIC OPINION (1941)
 Toronto 17: 364 Bessborough Dr., (416) 488-8310. Director, Miss B.H. Sanders.

CANADIAN NATIONAL TOTAL MARKET INDEX LTD. (1961)
 Toronto 12: 3335 Yonge Street, (416) 485-6531
 General Manager, J.C. Lackner.

JOHN W. COMBS LTD. (1957)
 Willowdale, Ont.: 2901 Bayview Avenue, (416) 222-6551. President, J.W. Combs.

COMPLAN RESEARCH ASSOCIATES LTD. (1967)
 Toronto 17: 1675 Bayview Avenue, (416) 483-1126. President, R.H. Whalen.

CONSUMER OPINION CENTRE (1965)
 Toronto 19: Store #103, Yorkdale Shopping Centre, (416) 789-7171. 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.
 Vancouver 5: 1033 Davie St., TLX 04-50226.

ELLIOTT RESEARCH CORP. LTD. (1936)
 Toronto 6: 840 Pape Ave., (416) 463-1143.
 President, J.M. Leckie.
 Montreal 38: 3280 Bernardin Street, (514) 728-5360. Vice-Pres., E.R. Comte.

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) 223-2443. 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)
 Don Mills, Ont.: 1129 Leslie Street, (416) 445-6455. President, G.H. Lusty.

MARKET FACTS OF CANADA LTD. (1960)
 Toronto 12: 97 Eglinton Ave. E., (416) 481-1171. President, J.C. Robertson.
 Montreal: 550 Sherbrooke Street, W. (514) 844-8865. Paul D. Allen.

MARKETING RESEARCH CENTRE LTD. (1954)
 Montreal 9: 790 Laurentian Boulevard, (514) 748-9301. President, B. Hymovitch.

MILLER TECHNICAL & ECONOMIC SERVICES (1960)
 Don Mills, Ont: #305, 170 Donway West, (416) 447-5141. Owner, J.G. Miller.

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

A.C. NIELSEN COMPANY OF CANADA LTD.
 Don Mills, Ont: 39 Wynford Drive, (416) 429-2222. TLX 02-29601. President, D.M. Prather.
 Montreal: Suite 207, 515 St. Catherine St. W., (514) 842-8688. TLX 012707.
 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 5: 86 Collier Street, (416) 927-4616. President, B.C. Forrest.

REGIONAL MARKETING SURVEYS LTD. (1959)
 Vancouver 2: 1328-510 West Hastings, (604) 688-7342. Managing Director, P.C. Forward.

SCHWERIN RESEARCH CANADA
 Toronto 1: 170 University Ave., Suite 807, (416) 363-1597. Manager, Peter M. Gallop.

DANIEL STARCH (CANADA) LTD. (1949)
 Toronto 6: 301 Donlands Avenue, (416) 425-1824. President, C.J. Hinch.
 Montreal: #521, 1500 Stanley Street.

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

WATTS MARKETING RESEARCH LTD. (1952)
 Vancouver 1: Suite 3, 904 Helmchen Street, (604) 682-6571. President, W.B. Watts.

CANADIAN SALES REPRESENTATIVES

AIR-TIME QUALITY SALES LTD.

Toronto: 2149 Yonge Street, (416) 485-0746. Mike Callahan.
 Montreal: 1411 Crescent St., Suite 204, (514) 842-7071. Jean Laurin.

ALL-CANADA RADIO & TELEVISION LTD.

Toronto: 1000 Yonge St. (416) 925-9361. President - J. Stuart MacKay. Vice-Pres. and Gen. Mgr. - Ross A. McCreath. Vice-Pres. and Secretary-Treasurer - Eric Williams. Vice-Pres. - Radio - K.A. Baker. Nat. Sales Mgr. TV - Donald M. Smith.
 Montreal: 925 Dominion Square Bldg., (514) 861-5654. Mgr. - Peter Sisam.
 Calgary: 1230 17th Ave. S.W., 244-2455. Manager - Jack Cavanaugh.
 Winnipeg: #208, 181 Pioneer Ave., WH2-6861. Manager - Bill Edge.
 Vancouver: One Bentall Centre, MU4-7461. Manager - Arnold Nelson.
 New York: 10 Rockefeller Plaza, #518. C16-1425. Manager - Neil Henderson.
 Chicago: 333 North Michigan Ave., #916. 372-2528. Ken Schaefer.
 Hollywood: 6922 Hollywood Blvd., 213-462-8641. Hugh Wallace.
 Atlanta: 1371 Peachtree St., #422. TR5-6644. Bob Baird.
 Dallas: 1407 Main Street, #1419, Dallas, Texas 75201. RI 7-3723. Jim Hughes.

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

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.

Toronto: 400 Jarvis St., (416) 923-0919. Bev Martin, John Burns, Warren Cross.
 Montreal: 1500 Stanley St., #426 (514) 849-1303. Vice-Pres. and Manager - Al Bazinet. Don Morton.
 Halifax: Group One Atlantic: 1749 Oxford St., (902) 429-2212. Art Peters.
 Vancouver: 1033 West Pender, #301 (604) 682-6391 Jim W. Stovin.
 Winnipeg: 365 Broadway Avenue, (204) 942-1892. Harold Olson.

HARDY RADIO & TV LTD.

Toronto: #715, 2 Carlton St., (416) 363-9433. Gen. Manager - Arthur Harrison.
 Montreal: 1010 St. Catherine St. W., Mezzanine 11, (514) 861-5461. Manager - George Hellman.
 Quebec City: 1143 St. John Street, (418) 522-8177. M. Aurele Pelletier.
 Winnipeg: P.O. Box 801, (204) 582-2918. Mrs. Helen Kolomaya.
 Vancouver: 1006 Richards Street. James Crawford.

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

Toronto: 175 Bloor St. E., (416) 923-2451. D.M. 'Doug' Pearson, T.B.J. 'Tom' Atkins, R.A. 'Bob' Stevenson, Vera Bayrak (traffic).
 Montreal: #206, 1118 St. Catherine St. W., (514) 861-3395. Lincoln 'Link' A. Mayo.

PAUL L'ANGLAIS INC.

Toronto 7: 2160 Yonge St., (416) 487-1551. Manager - G.W. Belanger.
 Montreal 24: 1405 de Maisonneuve St., (514) 526-9201. Manager - Guy Daviault.

MAJOR MARKET BROADCASTERS LTD.

Toronto 7: 1255 Yonge St., (416) 929-3301. W.D. Whitaker, R.D. Munro, J. Bart Gibb, L.J. Kennedy, R.H. Sheppard, Ken Munro, J.H. McCarthy.
 Montreal 2: Le Cartier, 1115 Sherbrooke St. W., (514) 845-4111. E.R. Richmond, E.A. Ross, John Rourke.

A. J. MESSNER & CO. LTD.

Winnipeg 2: 802 - 228 Notre Dame Ave., (204) 943-9574. Pres. - A.J. 'Tony' Messner. Mgr. - Murray Messner. Telex 03-5563.

PAUL MULVIHILL & CO. LTD.

Toronto: #214, 4 Richmond Street E., (416) 363-8814. TLX 02-2648. Paul Mulvihill, Norm Bonnell, Bus Sadler, Bob Dale, Bruce Hawkins, Peter Jackman, Gary Greenway.
 Montreal: #506, 1434 St. Catherine St. W., (514) UN 1-7987. TLX 012-0836. Radio & television, Ken Billings, Norm Guilfoyle.

LORRIE POTTS & CO. LTD.

Toronto 7: 13A St. Clair Avenue, W., (416) 921-8951. Mgr., Lorrie Potts.
 Montreal: 1117 St. Catherine St. W., (514) 845-6448. Mgr., Scotty Sheridan.

RADIO HOUSE LIMITED

Toronto 7: 64 Merton Street, (416) 481-5101. J. Richard Guest, Wm. R. Hazell, Mike Mezo.
 Montreal: Suite 14, Laurentien Hotel, (514) 878-1470. John Gibson, Manager.

RADIO-TELEVISION REPRESENTATIVES LTD.

Toronto: 2 St. Clair Ave., W., (416) 927-3221. Pres. & Gen. Mgr., Gordon Ferris. Executive Vice-Pres. & Gen. Sales Mgr., Bob Quinn. Vice-Pres. & Mgr. TV - Eric Viccary. Radio Sales Mgr., Jim Barnes.
 Montreal: Cantlie House, 1110 Sherbrooke St. W., (514) 288-1188. Mgr., Arthur Patterson.
 Vancouver: 1131 Richards Street, (604) 685-0288. Vice-Pres., Frank Jobes.
 Winnipeg 2: #802, 228 Notre Dame Ave., (204) 943-9574. A. J. Messner.

RADIO & TELEVISION SALES INC.

Toronto 5: 85 Bloor St. E., (416) 924-4477. TLX 02-21129 TWX 610-491-4205 Mgr., Andy McDermott. Keith Kearney, Ted Brock, Paul McDermott, Frank Gardiner.
 Montreal: 1507 Le Cartier, Peel & Sherbrooke, (514) 849-1131. TWX 610-421-3388. Mgr., Jim McLennan.

STANDARD BROADCAST SALES COMPANY LIMITED

Toronto 7: 2 St. Clair Avenue W., (416) 924-5721. Pres., Waldo J. Holden. Exec. Vice-Pres., W. Larry Heisey. Toronto Major Market Gen. Mgr., Arnold W. Stinson. Toronto Regional Div. Vice-Pres. & Sales Mgr., Fred Ursel.
 Montreal: 1407 Mountain Street, (514) 849-2454. Vice-Pres. & Mgr., Richard R. Moody.

STEPHENS & TOWNDROW CO. LIMITED

Toronto: #1608, 2 Carlton Street, (416) 363-9391. TLX 02-29910. Pres. & Managing Director - Allan Slight. Vice-Pres. & Mgr. - Charles W. Fenton.
 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. Manager - John R. Grant.

STEPHENS & TOWNDROW CO. LIMITED

Television Division: #1419, 2 Carlton St., (416) 363-6341 TWX 610-491-2208. Manager - Fred Smith.

STOVIN-BYLES TELEVISION LTD.

Toronto: 400 Jarvis St., (416) 924-5764. Pres. & Managing Director, W.D. Byles. Exec. Vice-Pres., W.H. Clark. Vice-Presidents, W.S. MacDonald, F.G. Strange, A.A. Panza.
 Montreal: #428, 1500 Stanley Street, (514) 849-7731. Vice-Pres. & Quebec Mgr., J.R. Genin.
 Winnipeg: 365 Broadway, (204) 942-1892. Manager, Harold Olson.
 Vancouver: 1033 West Pender Street, (604) 682-6391. Vice-Pres. & Mgr., J.W. Stovin.

WESTERN BROADCAST SALES

Vancouver: 815 McBride Blvd., New Westminster, (604) 522-4521. Manager, Mike Davies. Sales Manager, Jim Cox.
 Winnipeg: 930 Portage Ave., (204) 783-7751. Sales Mgr., George E. Youngman.

U.S. SALES REPRESENTATIVES CANADIAN STATIONS

ABC INTERNATIONAL TELEVISION INC.

New York 10019: 1330 Ave. of the Americas (212) LT1-7777. P.A. Petrino, Sales Mgr.

Chicago: 190 N. State St. (312) AN 3-0800

Los Angeles: 4151 Prospect Ave., (213) NO 3-3311.

San Francisco: 277 Golden Gate Ave. (415) UN 3-0077.

Detroit: 20777 West 10 Mile Rd., Southfield. (513) 444-1111.

St. Louis: 5915 Berthold Ave. (314) MI 7-7777

ALL-CANADA RADIO & TELEVISION LTD.

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 M. Baird.

Dallas 75201: #1419, 1407 Main Street, 214-747-3723. Manager, James Hughes.

Hollywood: 6922 Hollywood Blvd., 213-462-8641. Hugh Wallace.

CANADIAN STANDARD BROADCAST SALES LTD.

New York 10021: 654 Madison Avenue, (212) 838-5774. Vice-pres., TV & radio, Tom F. Malone. Telex. 12-6771.

Atlanta: 1819 Peachtree Rd., (404) 355-4040. Mgr. TV, H.M. Parks; Radio, Dave Carpenter.

Chicago: Prudential Plaza Bldg., (312) 642-6190. Mgr., R. John Stella.

Dallas: 501 Tower Petroleum Bldg., (214) 748-5239. Mgr., Clyde B. Melville.

Los Angeles: 6290 Sunset Blvd., (213) 462-2289. Mgr., William L. Wallace.

St. Louis: 1615 Locust St., (314) 621-1424. Manager, Bruce W. Schneider.

San Francisco: 500 Sansome Street, (415) 986-5366. Mgr., William B. Peavey.

Portland: 913 Oregon Bank Bldg., (503) 227-5754. Albert R. McLaughlin.

Seattle: Tower Bldg., (206) 623-1868. Manager, Hugh M. Feltis.

DONALD COOKE INC.

New York: 10 East 39th Street, New York 10016 (212) 889-5443.

Chicago: 3322 W. Peterson Ave., 478-5544.

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, (213) 464-7395. Manager, Harlan G. Oakes.

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.

Detroit: 506 Park Ave. Bldg., (313) 961-9064. Manager, Tom Corlett.

FORJOE TV INC.

New York: 500 Fifth Avenue, New York 10036. (212) 244-0552. 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 90028: 1680 N. Vine Street (213) HO 4-7395. H.G. Oakes, Art Crawford, Marty Costello, Dean Harter.

San Francisco: 700 Montgomery, (415) 397-4827. Ward Glenn, Dave Sandeberg.

Dallas: 1407 Main St., (214) 748-2172. Jack Riley.

PAN AMERICAN BROADCASTING CO.

New York: 122 East 42nd Street, New York 10017. Henry Cohen.

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., (312) 782-0650. Ken Fleming.

Los Angeles: 1801 Ave. of the Stars Gateway W., Century City. 277-0100. Ben F. Conway.

WEED & CO.

New York: 347 Madison Ave., (212) 686-8970. Pres., Joe Weed. Roy Smith.

Chicago: 20 North Wacker Drive, (312) 236-8887. Robert J. Walton. Earl J. Gallagher.

Boston: Statler Bldg., (617) 482-6117. Kay Chille.

Detroit: 1610 Book Bldg., (313) 961-2685. Bernard P. Pearse.

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) 624-6333. Jack Hauser.

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HARDY RADIO & TELEVISION LIMITED

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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 Templeton; 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. Ouimet; Vice-president & Gen. Manager, Regional Broadcasting, C. Jennings; Director-General, External Services Division, H.G. Walker; Director of station

relations, I.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 television, J.D. Nixon; Television program director, Bruce Raymond; Director, television 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 David; Director of television, J. Blais; Television program director, J. Landry; Director, television sales, M. Valiquette; Manager, TV network sales, J.A. Lapointe; Supervisor of Commercial acceptance & production, Mlle J. Bruneau. 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.K. 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. McGill; Regional program director, E.R. Whitehouse; Regional sales manager, A. Sommerfeld.

Northern & Armed Forces Services, 1500 Bronson Ave., P.O. Box 478, Terminal A, Ottawa. Director, A.G. Cowan.



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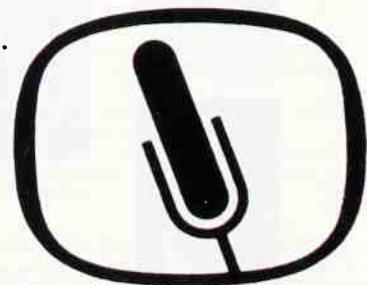
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ADVERTISING AGENCIES

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

ARDIEL ADVERTISING AGENCY LTD.

- (1) TORONTO 7: (2) (416) 924-5444;
 (3) 4 Lawton Blvd.; (5) Philip A. Johnson.
 (1) HAMILTON: (2) (416) 549-2419;
 (3) 180 Parkdale Ave. N.; (5) M.J. Hallas
 (1) WESTMOUNT, P.Q.: (2) 486-1188;
 (3) 310 Victoria Ave., Ste. 205;
 (5) Frank B. Thompson.
 (1) OTTAWA: (2) (613) 236-7331;
 (3) 385 Albert St.; (5) Miss Joann Hossick.

BACKMAN ADVERTISING LTD.

- (1) HALIFAX: (2) 455-5432 (3) 2745 Dutch Village Road (5) Miss Anne Archibald;
 (6) Miss Anne Archibald; (7) Mrs. Jo-Marie MacKay.

BAKER ADVERTISING LTD.

- (1) TORONTO 1: (2) (416) 364-6311;
 (3) 20 Toronto Street; (6) K. Kumpf;
 L. Akerman; N.R. Unger; J.V. Wilks;
 N.C. Wittick; (7) O. Innes; J. Poole;
 I. Neve.
 (1) MONTREAL: (2) (514) 842-5845;
 (3) 1350 Sherbrooke Street, W.; (6) N. Pahlen; (7) S.M. Mikkelsen.

BATTEN, BARTON, DURSTINE & OSBORN INC.

- (1) TORONTO 2: (2) (416) 363-9461;
 (3) 2 Carlton Street; (5) Greg Paul;
 (7) Miss Roberta McCutcheon;
 Mrs. Virginia MacFarlane.
 (1) MONTREAL: (2) (514) 868-2655;
 (3) 1155 Dorchester Blvd. West.
 H. Champagne, French Services.

B.C.P. PUBLICITE LTEE

- (1) MONTREAL 2: (2) (514) 878-1771;
 (3) 1010 St. Catherine Street, W., Ste. 444;
 (5) Aime Lacombe; (6) Lise LaCasse;
 (7) Lise LaCasse; Rita Desrosiers.

BOWEN, MANN, KORENBERG LIMITED

- (1) MONTREAL: (2) (514) 931-4201;
 (3) 4141 Sherbrooke W.; (5) J. Pepper;
 (6) T.M. Earl.

BOZELL & JACOBS OF CANADA LTD.

- (1) DON MILLS (TORONTO): (2) (416) 429-1956; (3) Olympia Square,
 797 Don Mills Road.

BRADLEY-VALE ADVERTISING LTD.

- (1) TORONTO 1: (2) (416) 363-3738;
 (3) 88 University Avenue; (4) G.P. Vale;
 (7) Miss M.J. Speers.

BRAND ADVERTISING LTD.

- (1) MONTREAL: (2) (514) 849-6692;
 (3) 2100 Drummond Street; (5) Marion Goldberg;
 (7) Marion Goldberg.

BREITHAUPT ADVERTISING LIMITED

- (1) TORONTO 5: (2) (416) 921-1121;
 (3) 800 Bay Street; (5) Richard Berndt;
 (6) Roger Lewis.

BROOKS ADVERTISING CO.

- (1) TORONTO 1: (2) (416) 363-3448;
 (3) 32 Front Street, W.; (5) Sarra Erlick.

BURLEY, J. H. LTD.

- (1) TORONTO 1: (2) (416) 362-6847;
 (3) 159 Bay Street; (5) A.L. Drewry.

BURNETT, LEO CO. OF CANADA LTD.

- (1) TORONTO 1: (2) (416) 366-5801;
 (3) 165 University Ave.; (5) Mel Norman;
 (6) Ray Mitchell, Neil MacKellar, Charlie Gamble;
 (7) Robert Humphries, Edith Gray, Miss Bernice Gould, Ian Mackay.

BURNS ADVERTISING AGENCY LTD.

- (1) MONTREAL 25: (2) (514) 935-5257;
 (3) 1980 Sherbrooke St.W.; (5) Edith Lekay.

CAMP, DALTON K. & ASSOCIATES LTD.

- (1) TORONTO 12: (2) (416) 487-2101;
 (3) 43 Eglinton Avenue East; (5) Mrs. Lynne Remeny;
 (6) Norman K. Atkins.

CANADIAN ADVERTISING AGENCY LTD.

- (1) MONTREAL 2: (2) (514) 842-8061;
 (3) 630 Sherbrooke Street W.; (5) Mrs. Estelle Maltais;
 (7) Miss Lyse Bergevin.
 (1) TORONTO 7: (2) (416) 925-2437;
 (3) 85 St. Clair Ave., E.; (5) W.B. Prentice.

CANALINE ADVERTISING AGENCY LTD.

- (1) TORONTO 2: (2) (416) 368-7646;
 (3) 790 Bay Street; (4) Irvin Teitel.

CARDON, ROSE LTD.

- (1) MONTREAL: (2) (514) 842-8571;
 (3) 1411 Crescent Street; (4 & 6) D. Runciman.
 (1) TORONTO 5: (2) (416) 924-7361;
 (3) 696 Yonge Street.

CASE ASSOCIATES

- (1) TORONTO 5: (2) (416) 924-9726;
 (3) 99 Avenue Road; (5) F.W. Grove;
 (6) J.G. Sinclair, R.J. Dix, E.L. Crandall;
 (7) Miss M. McKee.

CLAVIR, LEO PRODUCTIONS LTD.

- (1) TORONTO 12: (2) (416) 488-1165;
 (3) 120 Eglinton Ave. E.; (4) Leo Clavir.

COCKFIELD BROWN & COMPANY LTD.

- (1) MONTREAL: (2) (514) 861-1771;
 (3) Canada Cement Bldg., Phillips Square;
 (5) L.G. Hern; (6) Mrs. S. Mercer,
 S. Lodge, M. Cladios; (7) E. Box, A. Young.
 (1) TORONTO 7: (2) (416) 924-5492;
 (3) 2 St. Clair Ave. W.; (4) Ian B. Campbell;
 (Asst. Mgr. - Miss M. Moran); (4) J.R. MacRae;
 (6) Mrs. F. M. Brockington, A. Donaldson,
 P. Armstrong, Mrs. S. Kohler.

- (1) VANCOUVER: (2) (604) 681-1111;
 (3) 1200 Burrard Bldg., 1030-W. Georgia St.;
 (7) Miss Marjorie Maddigan.

- (1) WINNIPEG: (2) (204) 942-0811;
 (3) 804 Electric Railway Chambers;
 (4) Mrs. E. Strachan; (6) H.J. Gibson;
 (7) Mrs. E. Strachan.

- (1) LONDON: (2) (519) 438-2117;
 (3) 200 Queens Ave. Vice Pres., Gen. Mgr.
 Robert Burns; (6) Ian Wallace.

COPELAND, DON H. ADVERTISING LTD.

- (1) SCARBOROUGH (TORONTO): (2) (416) 691-3331; (3) 2 Crescentwood Road;
 (4 to 7) Mrs. Vera M. Copeland.

CROMBIE ADVERTISING CO. LTD.

- (1) MONTREAL: (2) (514) 288-4221;
 (3) 355 St. James St. W.; (5) H.W. McAllister;
 (6) Ross Smith.

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3. Address
4. Vice President (Broadcast) Media
5. Broadcast Media Director(s)
6. Broadcast Account Supervisor(s)
7. Broadcast Media Buyer(s)

- (1) TORONTO 1: (2) (416) 368-7031;
 (3) 170 University Ave.; (5) Miss M. Thompson; (6) R. Norman.

DANCER-FITZGERALD-SAMPLE (CANADA) LTD.

- (1) TORONTO 7: (2) (416) 929-3391;
 (3) 200 St. Clair Ave. W.; (4) W.R.T. Cory,
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 (7) Ruth Pedley.

DANIEL & CHARLES INC.

- (1) NEW YORK: (2) (212) 661-0200;
 (3) 261 Madison Ave., New York 10026;
 (4) Richard Walken; (5) Doris Gould;
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DOHERTY, JOHN & CO. LTD.

- (1) OTTAWA: (2) (613) 232-9418;
 (3) 46 Elgin Street; (6) John Doherty,
 Owen G. Grant, G.D. Scott.

DOYLE, DANE, BERNBACH (CANADA) LTD.

- (1) TORONTO 5: (2) (416) 925-8911;
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 (5) J.A. Robertson; (6) Mrs. Doris Lythgoe,
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DREHER ADVERTISING OF CANADA LTD.

- (1) MONTREAL 2: (2) (514) 861-8341;
 (3) 1155 Dorchester Blvd. W.; (4 & 5) H.P. Kelley;
 (6 & 7) Mrs. Winnis F. Byrd.

DUBUISSON PUBLICITE & CONSEIL INC.

- (1) QUEBEC CITY: (2) (418) 692-0505;
 (3) 71 St. Peter Street; (4) Roger Chevalier;
 (5) Nicole La Roche;
 (6) Yvon Dufour & Maurice Leroux;
 (7) Nicole La Roche.

- (1) MONTREAL: (2) (514) 866-1163;
 (3) 210 est, rue Ste. Catherine;
 (6) Roger Chevalier.

DUMONT-SAXE ADVERTISING LTD.

- (1) MONTREAL 2: (2) (514) 849-3728;
 (3) 1210 Sherbrooke Street W., Ste. 225,
 (5-7) R. Vines.

DUNSKY ADVERTISING LTD.

- (1) MONTREAL: (2) (514) 482-9680;
 (3) 5165 Queen Mary Rd., Ste. 400;
 (5) Mrs. J. Splane; (6) Timothy Pervin,
 M. Dunskey.

DURISH & ASSOC. LTD.

- (1) TORONTO: (2) (416) 278-7769;
 (3) 160 Bay St., Suite 102; (4 to 7) P.H. Durish.

EASTMAN, J. M. & ASSOCIATES LTD.

- (1) TORONTO 7: (2) (416) 925-3212;
 (3) 2 St. Clair Ave. W.; (4) B.A. Langmuir;
 (7) Barbara Breckenridge.

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- (1) TORONTO 5: (2) (416) 924-9331;
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 (6) Mona Harper, Marlene Davy, Ernie Villamere;
 (7) Olive Dunkley, Miss R. Henderson, Miss B. McConnachie,
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- (1) MONTREAL: (2) (514) 866-6692;
 (3) 3 Place Ville Marie, Suite 83.

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 Miss Sheila Wright, J.H. Millar;
 (6) Miss Mary Newton, Craig Muir,
 Miss Ev Reeder, Miss Helen Anderson,
 Mrs. Muriel Logan, Miss Lily Lim,
 J. Snider.

(1) MONTREAL: (2) (514) 861-5881;
 (3) 3 Place Ville Marie, Ste. 30;
 (5) A.D. Clarke.

(1) WINNIPEG: (2) (204) 947-0371;
 (3) 149 Portage Ave. E.; (4) Laurie A.
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(1) VANCOUVER: (2) (604) 685-6404;
 (3) 1111 West Hastings Street;
 (4) D.S. Catton; (5) Mrs. H. Bakes,
 A.J. Collins.

(1) CALGARY: (2) (403) 269-8276;
 (3) 315 Humford Building, 608-7th Street,
 S.W.; (7) Mrs. E.G. de Jong.

(1) REGINA: (2) (306) 527-6688;
 (3) 2-1919 Scarth Street,
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(1) TORONTO 2: (2) (416) 363-7401;
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 (5) F.W. Percival; (7) N.J. Howes.

(1) MONTREAL 25: (2) (514) 935-5287
 TLX 01-20220; (3) 1980 Sherbrooke St. W.;
 (5) H. Grant Murray; (7) Mrs. Carol Hinks.

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 (5) Mrs. S. Jones.

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 (3) 232 Queens Avenue; (5) W.C. Hawke;
 (7) John Gillberry.

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(1) MONTREAL 11: (2) (514) 389-3549;
 (3) 110 Place Cremazie, Ste. 424;
 (4) Raynald Bergeron.

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(1) DON MILLS (TORONTO): (2) (416)
 445-1153; (3) 23 Prince Andrew Place;
 (4) Mrs. C. Peck; (5) Dan Dailleboust,
 Miss Fran Sandford; (7) Mrs. J. Williams,
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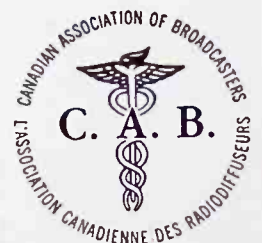
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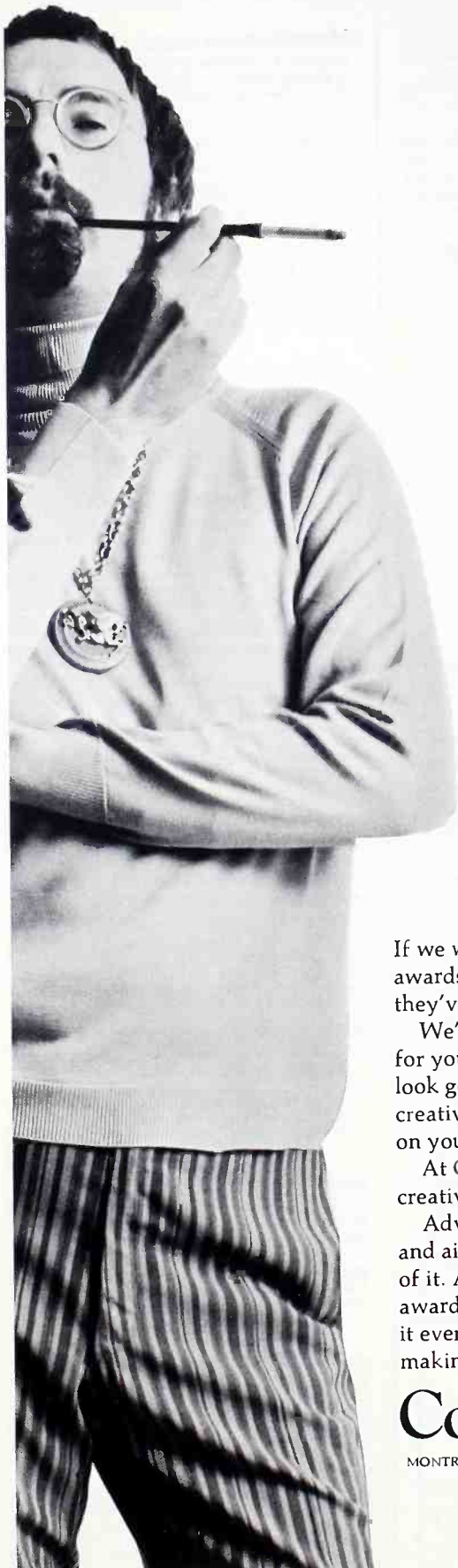
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The Marconi Mark VII sets new
standards for colour TV.
Its fidelity is unmatched.
Here's why:

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



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THOROLD, ONT. WINNIPEG, MAN. CALGARY, ALTA. EDMONTON, ALTA. VANCOUVER, B.C.

Equipment Manufacturers & Suppliers continued

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(204) 772-0357 E. Ridge - Branch Manager.

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

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

Quebec, 1250 Rue de la Jonquiere
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(902) 455-0536 J.J. Surrette - Branch Manager

Contract Sales Division
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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 19: 100 Wingold Avenue,

(416) 789-3281. H.S. Dawson, mgr.

commercial communications business

section; C.E. Spence, mgr. sales &

service; J.D. Pugsley, mgr. sales &

planning; A.L. Hames, mgr. customer

service.

Ontario Sales Rep. - J.P. McDonnell

Atlantic & N.W. Quebec, Sales Rep. -

T.A. Winlow

Montreal: 5000 Jean Talon St. W.,

(514) 733-9911. Quebec sales rep. J.P.

Watson.

Calgary: 3603 - 8th Street S.E.

(403) 243-2781. Western sales rep. -

R.H. Sivertsen.

Products Manufactured: Live color

cameras, PE-350; Film color cameras,

PE-240; Television transmitters;

Television antennas, duplexers & filters;

System design and installation services;

Suppliers of complete line of TV origination

& 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

Don Mills, Ont.: 103 Railside Rd.

(416) 445-9900 A.R. Van Dyke, Sales Rep.

Calgary, 929 42nd Street, S.E. (403) 243-7751

Edmonton, 10524 - 10th Street (403) 429-3387

E.S. Dzieciuch - Manager.

Vancouver, 3636 East 4th Avenue

(604) 291-2331 R. Wezel - Sales Rep.

Halifax, 3480 Prescott Street (902) 454-8321

D.J. Murphy - Manager

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

N.E. Watt - Manager.

Distributors of: Marconi Television Colour

and Monochrome Cameras; AM, VHF & UHF

Transmitters; Conrac Colour & Monochrome

Monitors; Dynair Video Equipment.

CANADIAN MOTOROLA ELECTRONICS COMPANY

3125 Steeles Avenue East, Willowdale Ont.

(416) 293-8141 TLX 02-29944.

E.J. Valliant, Marketing Mgr., Microwave &

Control Systems.

H.M. 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. Seibel, Mgr., Eastern Area.

1395 Pemberton Ave., North Vancouver, B.C.

(604) 985-3141 TLX 04-5103

S.G. Paterson, Vice-Pres. & Area Mgr.,

Western Area.

Products Manufactured: Microwave. Point-

to-Point Mobile and HANDIE-TALKIE 2-way

radio. Radio Paging. Closed Circuit

Television.

CANADIAN WESTINGHOUSE COMPANY LIMITED

Hamilton: P.O. Box 510, (416) 528-8811.

W.J. Cheesman, President; J.K. Carman,

Gen. Mgr., Electronic & Defence Products

Group; J. Cranswick, Vice-Pres., Marketing.

Products Manufactured: Alpha Numeric

Displays, Electroluminescence, Integrated

Circuits, Audio-Visual Electronics,

Electro-Optical Systems, Tubes - Trans-

mitting, Receiving, Power, etc.

CLAIRTONE SOUND CORPORATION LIMITED

100 Ronson Drive, Rexdale, Ontario

(416) 249-1281 J.W. Mangels - President.

W.E. Thomson - Secretary-Treasurer.

Acadia Avenue, Stellarton, Nova Scotia

(902) 752-8481 R.C. Jones.

Strathroy, Ontario (519) 245-2720

D.J. Adams

6 Aerial Way, Syosset, New York 11791

(516) 433-0688

Products: Stereos, Color Televisions.

ALEX L. CLARK LIMITED

Toronto: 3751 Bloor Street, W.,

(416) 231-5691 TLX 02-2505

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Gerrard Quinney - Vice Pres., Cine Sales

R.D. Ramsdale - Comptroller; G.W.

Birley - Vice Pres., Internal Operations;

Charles Patterson - Equipment Sales;

Frank Van Rassel - Rentals.

Montreal 128: 1070 Bleury, Ste. 805,

(514) 878-4625 TLX 01-2579

A.D. Russell - Sales Manager.

Calgary: 739 - 45th St. S.W.

(403) 242-8845 TLX 039-2926

Martin Oram - Sales Manager.

Products Distributed: 16 MM motion

picture cameras; editing equip.;

film & tape storage cabinets; magnetic

recording tape & film stock; film

cement; tripods; dollies; exposure

meters; film reels & cans; processors;

dark room & lab processing cabinets;

TV lighting; theatre speaker systems;

film & tape transports, densitometers;

AM & FM tuners & amplifiers; anti-static

equipment; projectors; head sets; tape

recorders; strobe lighting.

COLLINS RADIO CO. OF CANADA LTD.

Toronto 16: 150 Bartley Dr., (416)

757-1101. Sr. vice-president, J.L. Plant.

Vice-president and general manager,

S.F. Jackson; Broadcast Salesman, P.R.

Wharton.

Vancouver: 1200 W. Pender St., (604)

681-9421. Resident manager, F.N.A.

Ramsay.

Edmonton: Centennial B'dg., 10015

103 Ave., (403) 429-5751. Resident

manager, A.C. Gardiner.

Ottawa 4: 77 Metcalfe St., (613) 233-6211.

Resident manager, A.R. Hewitt.

Montreal: 5890 Monkland Ave.,

(514) 489-2123. F.F. Williams.

Manufacturers of: Full audio line

including turntables, consoles & remote

equipment; AM transmitters up to and

including 10,000 watts, plus phasing

equipment; FM transmitters up to and

including 20,000 watts, plus FM stereo

generators, exciters & full line of FM

antennas; modulation frequency &

phase monitors; Mono/stereo tape

cartridge machines.

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(416) 421-1500 TLX 02-29596 TWX 610-491-2155

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R.F. Kennedy - Manager of Advertising &

Sales Promotion. D. Boyington - Customer

Service Representative.

Products Manufactured: Resistors,

Capacitors, Integrated Circuits.

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23, 51, 65 Waverly St. P.O. Box 850,

Delhi, Ontario (519) 582-0710

F. Kenneth Saul Sr. - President, Francis K.

Saul Jr. - Vice-Pres. Les. Daniels - General

Mgr. Ed. Laevens - Office Mgr. Walter

McConnell - Advertising Mgr.

Products Manufactured: Color TV, VHF and

UHF receiving antennas. FM stereo receiving

antennas. Delhi-CDE Automatic TV-FM rotators

Delhi-CDE Amateur Beam rotators. Self-

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Tubular TV towers. Amateur antenna towers.

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Scarborough, Ont.: 1570 Midland Ave.,

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Branch Office: 820 Rue Bellevue,

Ste. Foy, Quebec. J.P. Galipeau.

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

Products Manufactured: Vega Wireless

Microphones, Synchron Condenser Micro-

phones, Compressor Limiters, Dynamic

Microphones, Mixers, Preamps, Amplifiers,

Portable Sound Systems, Mic. Stands &

Booms, Sound Columns, Horns.

ELECTRONIC COMPONENTS & DEVICES

Montreal 30: 644 DeCourcelle St.,

(514) 933-7551. Manager, advertising &

sales promotion, K.G. Ward, Manager,

broadcast stations sales, J. Van

Vlaardingen. Technical representative,

broadcasting, M.E. Bowles.

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A. Walczak - Sales Engineer. G. Sward -

Office Supervisor. D. Clissold - Sales &

Contracts. R.H. Parkes, Western Represent-

ative Edmonton, Alta.

Products Manufactured: Specialized

Electronic Tubes.

E.M.I. ELECTRONICS CANADA LTD.

Dartmouth, Nova Scotia: P.O. Box 1005,

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(416) 884-8185 or 884-8186.

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Sales Representative.

843 Rue Dolbeau, Ville Jacques Cartier,

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Products Manufactured: Microphones,

Monitor Speakers, Needles, Cartridges.

FANON ELECTRONICS OF CANADA LTD.

Toronto 2B: 25 Bathurst St., (416)

363-5011 TLX 02-21264

Harold Rosen, G.M. Jack Wolfe, P.A.

Products Manufactured: Intercoms,

P.A. Amplifiers, Horn Speakers, Walkie-

Talkies, Telephones, Megaphones.

GATES RADIO CO. (CANADA)

Pointe Claire, Que.: 212 Brunswick Blvd.,

(514) 695-3751. Broadcast products

manager, A.B. Clapp.

Don Mills, Ont.: 19 Lesmill Rd.,
(416) 447-7234. District manager -
R.J. 'Bob' Gauthier.

Manufacturers and suppliers of:
Complete line of AM/FM transmitting
equipment & accessories; AM/FM & TV
audio equipment; ATC Criterion
Cartridge tape & Automation equipment;
Fidelipac Cartridges.

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 Chokes, 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, TWX 610-365-3415
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J.F. Thompson, Vice-Pres., Marketing &
Assistant Gen. Manager. W. Turcotte, Sales
Manager, Components. W. Kurz, Director of
Engineering, Stereo & Tuner Divisions.
J. Kuhn, Director of Engineering, Deflection
Components.

Products Manufactured: Deflection Components
for TV, Black and White and color. IF Trans-
formers, 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 SYSTCOMS LIMITED

Montreal 9: 4900 Fisher Street, (514)

735-6441 TWX 610-422-3065.

P. Allard - General Manager. D. Thibodeau,
W. Campeau - Market Branch.

Downsview, Ont.: 4544 Dufferin St.,
(416) 633-3681 TWX 610-492-1348
T.R. Bignell

Vancouver, B.C.: 624 Vancouver Block,
(604) MU-3-0019 TWX 610-929-1033
A. Bleue

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. Swanson -
Sales Manager.

Products Manufactured: Custom professional
audio equipment.

KAMECO ELECTRONICS LTD.

Montreal 12: 1080 Port Royal W.,
(514) 331-6100 TLX 01-20680

L.K. Walch - Pres. & Gen. Mgr.;
S.H. Franke - Vice-Pres.

Products Manufactured: Equipment: Remote
Control and Supervisory Equipment.
Display Systems. Solid State Telegraph and
Data Control Equipment. Automated
Information Retrieval Systems. Audio
Switching Consoles. Customized Control
Switching Systems. Industrial Telemetering,
Supervisory and Control Systems.
Components: Push Button Switches and
Assemblies. Contact Switches, Relays and
Sockets. Lamp Assemblies and Bulbs.
Terminal Block Assemblies.

KINGSWAY FILM EQUIPMENT LTD.

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

W.A. Macaulay - Vice-President.
R.A. Farrell - Gen. Sales Manager.
R. Nicol - Professional Sales.

LENKURT ELECTRIC CO. OF CANADA, LTD.

Burnaby, B.C.: 7018 Lougheed Highway,
(604) 298-2464 TWX 610-922-6096

TLX 04-5509. H.R. Herron, Pres.
R.C. Fawcett, Vice-Pres., Marketing.
J.D. Goforth, Vice-Pres., Controller
E.V. Hird, Mgr., Manufacturing Branch.

R.L. Weeks, Mgr., Engineering Branch
D.H. Michel, Gen. Sales Mgr.
H.R. Long, Purchasing Manager.

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

Toronto 16: 108 Carnforth Road, (416)
751-6262 TLX 02-21660.

G. McCurdy - Pres. G. Fawcett - Vice-Pres.
Operations. A.C. Angus - Director of
Engineering. K. MacKenzie - Chief Systems
Engineer. R. Torpey - Sales Manager.

Vancouver 9: Westronic Engineering Sales
Ltd., 1641 West 2nd Avenue.

Products Manufactured: A complete and
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products for the broadcast, recording, and
theater industry - complete "turnkey"
radio installations.

MARSLAND ENGINEERING LIMITED

Waterloo, Ont.: 350 Weber Street N.,
(519) 744-3321 TLX 029-5440. J.P. Stahle.

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

MINNESOTA MINING & MANUFAC- TURING OF CANADA LTD.

London, Ont.: P.O. Box 5757, Oxford St. E.,
(519) 451-2500. G.W. Swann - Gen. Sales
& Marketing Mgr. J.A. Buist - National
Sales Mgr. M.H. Wentworth - Marketing/
Merchandising Spvr.

Products Manufactured: "Scotch" Brand
Audible range Magnetic Tapes. "Scotch"
Brand Helical Scan Video Tapes. "Scotch"
Brand Quadrature Video Tapes.

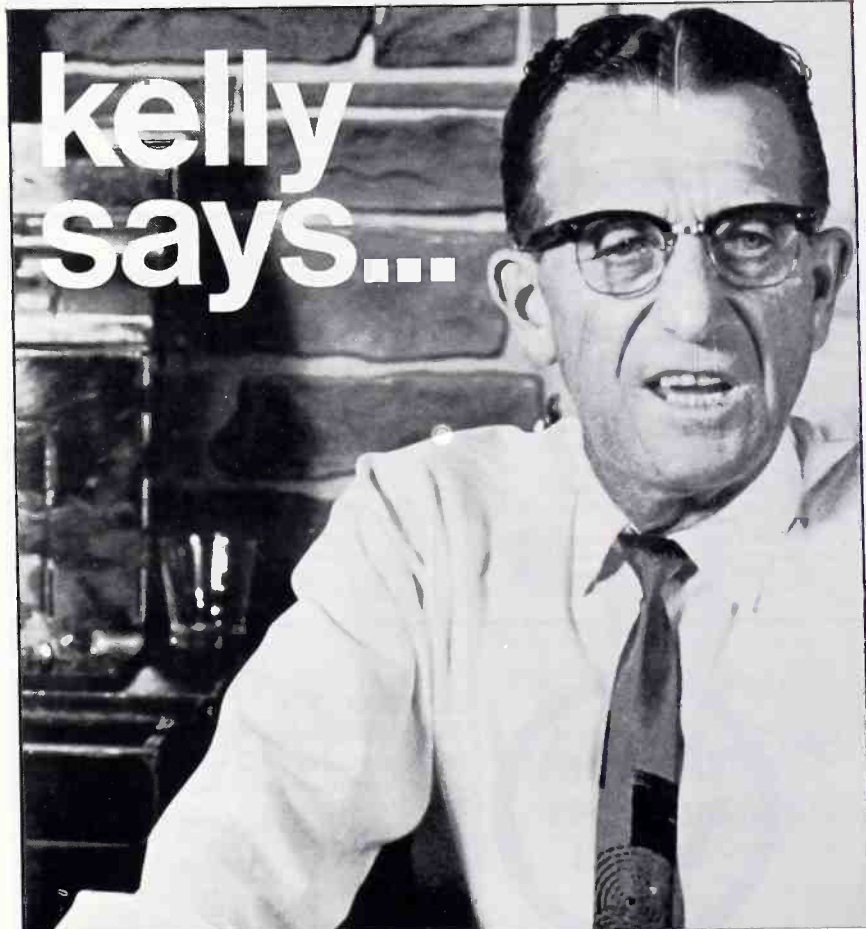
R.H. NICHOLS CO. LTD.

Downsview (Toronto): 4544 Dufferin St.,
(416) 633-8190 TLX 02-29296 TWX 610-492-
1348. D.A. Rhind, G.M. G.W. Pay, S.M.

Vancouver, B.C.: 736 Granville Street,
(604) 683-0019 TWX 610-929-1033.
A.W. Bleue

Montreal: 4900 Fisher Street,
(514) 735-5881. P. Lambert.

Products Manufactured: Remote transmitter
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"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:

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L.R. Weinrich - Vice-Pres. & 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. Moncrief - Vice-
Pres.; R. Trowell - Sales Mgr.; C.A.
Wickens, Advtg. Mgr.; J. Forrest - Broadcast
Sales; M. Crosby - Dir. Technical Control.

New York City 10036: 1140 Avenue of the
Americas, (212) 867-9600. E.T. Cullen -
Pres.; D.L. Wraggett.

Products Manufactured: Broadcast &
Recording Sales; Studio Facilities; 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) 444-2541 TLX 02-2237
R.A. MacDonald - Pres. T.J. Green - Vice-
Pres., Marketing. F.G. Mellish - Controller.
T. Millen - Operations Mgr. R. Sambrook -
Mgr. Advertising & Sales Promotion.

Products Manufactured: Television, Stereo-
phonic 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. Batler.
Manager, Professional Electro-Acoustics
Dept., A. Hutcheon. Product Manager,
CCTV & Video Recording, J. Berrevoets.
Product manager, Studio Broadcast
Equipment, J.E. Prevost (Montreal).
Sales Manager (Ontario & Manitoba),
H.M. Stevens.

Montreal 9: 5930 Cote de Liesse Rd.,
342-9180. Regional sales Manager,
(Quebec & Maritimes), J.M. Hebert.

Calgary, Alta.: 4107 11th St. S.E.,
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;

Eidophor 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, Ontario.
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. Weik - Dir. of
Marketing.

Halifax, N.S.: 5786 Kaye St., (902) 455-1505
C. Alcorn - Region Manager.

Toronto: 80 Martin Ross Ave., (416) 630-2264
V. Hill - Region Manager.

Regina, Sask.: 8-2060 Halifax Street,
(306) 523-8511. A.W. Anderson.

Burbany 3, B.C.: 7418 - 6th St., (604) 526-1606
D. Dahlstedt.

Products Manufactured: Two-way radio
communications equipment.

PYLON ELECTRONIC DEVELOPMENT CO. LTD.

Lachine, Que.: 2300 Victoria Street,
(514) 637-1186. John E. Pinnell - Pres.;
A.E. Delaney - Gen. Sales Mgr.;
H. Hindrichs - Purch. Agent; R. Hill -
Plant Mgr.; H. Laks - Ch. Eng.

Products Manufactured: Transistorized
inverters & converters, SCR inverters &
converters. Fixed coaxial RF attenuators.
Aluminum transport cases. Data com-
munications equipment. Special control
panels & equip. (custom work).

QUINDAR PRODUCTS LTD.

Downsview, Ont.: 30 LePage Court,
(416) 638-2313 TLX 02-21316
N.C. Reed - Pres. & Gen. Mgr.;
W.E. O'Neil - Tech. Rep. A.C. Uttley - Sales.
Calgary, Alta: P.O. Box 8247, Station F
(403) 252-9077 T.R. Graham, Regional Mgr.

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

RACAL (CANADA) LIMITED

1806 Woodward Drive, Ottawa 5, Ontario.
(613) 725-2041 TLX 013-487

A.H. Blow, 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,
packsets, HF receiving and transmitting
systems, frequency meters.

RAYTHEON CANADA LIMITED

400 Phillip St. N., Waterloo, Ont.
J. Azar - M.M. Telecom Equipment.

C.B. Stone - Resale Manager. M. Lemke -
Contracts Manager.

Products Manufactured: Telecommunications
Equipment and Components, Machlett Tubes,
Microwave and Power Tubes, Raytheon
Special Purpose Components.

RCA VICTOR COMPANY, LTD.

Montreal 30: Electronic Components
Division, 644 De Courcelle Street,
(514) 933-7551. John P. McDonald - Area
Sales Mgr.; K.G. Ward - Mgr., Advertising
& Sales Promotion.

Toronto: Electronic Components Division,
225 Mutual St., (416) 363-2441.
Ross E. Magnus, Area Sales Manager.

Products Manufactured: Industrial Tubes,
Video Tape.

RSC AUDIO SALES LIMITED

Toronto 18: 221 Norseman St., (416)
231-7243 TLX 02-29922. Charles F.
Cornick - Pres.; Harry J. Tracey - Sales
Manager.

Products Manufactured: Speakers and
Columns.

SHURE BROTHERS INCORPORATED

A. C. Simmonds & Sons Limited,
285 Yorkland Blvd., Willowdale, Ont.
(416) 445-9111 TLX 02-31343
W.B. Campion - Product Manager.

Products Manufactured: Microphones,
Microphone Mixers, Solid State Trans-
cription Preamplifier, Stereo Phono
Cartridges and Tone Arms.

SMYTH SOUND EQUIPMENT LIMITED

Longueuil, Que.: 165 Industrial Park Rd.,
J.B. Smyth - Pres.; G. Royal - Sales.

Products Manufactured: "Cuemaster"
cartridge tape recorders. United Audio
consoles and limiters. KEF monitoring
loudspeakers. Quad monitoring amplifiers.
ADC pickup cartridges.

SUPERIOR ELECTRONICS SALES LTD.

2255 Dandurand Street, Montreal 35,
Que. (514) 271-4761 TLX 012566

Richard Golick - President.
Stanley 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 Ralston Avenue,
(902) 463-7710. G. Nako - District
Sales Manager.

Montreal 9: (Head Office) 8750 Cote de
Liesse Road, (514) 735-4201.
A.P. Hickey - District Sales Manager;
C. Lachance - Manager, C & I Sales.

Rexdale, Ont.: 35 Vulcan Street,
(416) 247-6171. V. Stubbings - District
Engineer; J.C. Hewlett - Mgr., Photo &
Consumer Lamp Sales.

Winnipeg, Man.: 905 King Edward St.,
St. James, (204) 774-5561. J.B. Shea -
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Edmonton, Alta: 14709 - 123rd Street.
(403) 455-4925. M. Dahlgren - Sales
Representative.

Vancouver 6, B.C.: 1497 Adanac Street.
(604) 254-1341. I.P. Pappin - District
Sales Manager.

Products Manufactured: (a) Projector
lamps, Photoflash, miscellaneous photo-
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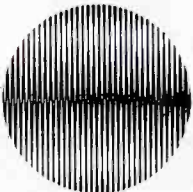
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