

C.B.C.

Calgary Booster Club

PRESENT

THE THIRD ANNUAL

"Toast of the Town"

HONOURING

1957 SPORTSMAN OF THE YEAR

— **ART DAVIS** —

and Featuring

HEAD COACH — UNIVERSITY OF TEXAS

— **DARRELL ROYAL** —



DARRELL ROYAL
Coach of Texas U.

ART DAVIS
Sportsman of the Year

ORIGINATING LIVE

FROM THE

Palliser Hotel — Calgary, Alberta

MONDAY, FEBRUARY 17, 1958

6:00 P.M.

"C.B.C" TV Listings for M

| CHANNEL | TIME | PROGRAM | STARS AND THE STORY |
|---------|-----------|---------------------------------|---|
| 1 | 8:15 p.m. | THE HENRY VINEY SHOW | — Canada's top toastmaster toasts the top table tourists with timely tips on tongue-twisting topics. |
| 2 | 8:25 p.m. | WHAT'S MY LINE | — The man who invented the slick trick of lowering the boom, challenges the audience to identify him as an all time great NHL player, referee, coach and manager . . . the reigning monarch of the displaced Irish nobility, FRANK "KING" CLANCY. |
| 3 | 8:40 p.m. | MILLION DOLLAR MOVIES | — WIFU President Cecil B. De McLaws presents C.B.C. awards to "The Man with the Golden Arm" - KEITH SPAITH, and to "The End of the Affair" - JACK GOTTA. |
| 4 | 8:50 p.m. | I SEARCH FOR A DENTURE | — True tales of an ivory hunter's perpetual search for his upper plate which he lost in his seven year trek through the NFL jungles, starring JIMMY FINKS. |
| 5 | 9:00 p.m. | SPORT OF ALL SORTS | — Honors the "Short of all Sports," as Max Bell presents a C.B.C. award to Western Canada's leading jockey, native son JIMMY FITZSIMMONS. |
| 6 | 9:05 p.m. | FRONT PAGE CHALLENGE | — Press, radio and TV accepts the challenge to recognize one of their own, Booster Club Director, JOE MARKS. |
| 7 | 9:10 p.m. | STORIES OF THE CENTURY | — Tales of railroading both in and out of sport, as recalled by the Honest Brakeman himself - WALTER "BABE" PRATT. |
| 8 | 9:25 p.m. | THE LONGHAIR SYMPHONETTE | — Featuring tonight an overture to two of Calgary's greatest all round athletes, EDDIE WARES and JOE MCGOLDRICK (. . . these are longhairs?) |



Monday, February 17th, 1958

| CHANNEL | TIME | PROGRAM | STARS AND THE STORY |
|---------|------------|---------------------------------|--|
| 9 | 9:29 p.m. | GUNSMOKE | — A short commercial inserted by GREG FULTON whenever a windbag goes beyond his allotted time. |
| 10 | 9:30 p.m. | SINGER'S SHOWCASE | — A sewing circle conducted by HENRY (Suits for Sale to Suture Size) SINGER as he displays his assortment of needles, and demonstrates how to keep people in stitches. |
| 11 | 9:45 p.m. | KING FOR A DAY | — C.B.C. points with pride to the Sportsman of the Year, King for this day and a real Prince Every Day . . . ART DAVIS. |
| 12 | 10:00 p.m. | DRAGNET | — Tonight's case . . . wanted for grand theft of stolen yardage and the Schenley Silverware . . . Public Enemy No. 1 . . . believe holed up in igloo village . . . slippery and dangerous . . . long record of assault occasioning bodily harm . . . get this man . . . JOHN DICKERSON alias "Spaghetti Legs" PARKER. (Bad news -this program is to run locally for two more years). |
| 13 | 10:05 p.m. | DANGEROUS ASSIGNMENT | — WIFU Quarterbacks valiantly demonstrate down to earth action in their often times futile efforts to elude the clutches of the human octopus, FRANK ANDERSON. |
| 14 | 10:10 p.m. | THE \$64,000.00 QUESTION | — Quizmaster RED DUTTON from his Mewata Isolation Booth asks: "How in hell can we balance the budget without split gates?" |
| 15 | 10:15 p.m. | THE TEXAS RANGER | — An epic saga of Marshal DARRELL ROYAL'S crusade for law and order in Texas after cleaning up ornery critters in Oklahoma, Alberta, Mississippi, Washington, and other Texas counties. |
| 16 | Late Show | RIN TIN TIN | — The only program where we find out for sure that the hero is actually a son of a bitch. |





THE EXECUTIVE, DIRECTORS AND MEMBERS OF THE CALGARY BOOSTER CLUB ARE INDEBTED TO THE FOLLOWING SPONSORS FOR THEIR SUPPORT AND CO-OPERATION IN MAKING THIS PROGRAM POSSIBLE:-

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| QUIGLEY AGENCIES LIMITED | HEINTZMAN & CO. LTD. |
| PACIFIC PETROLEUMS LTD. | R. M. ABERNETHY (ALBERTA) LTD. |
| IMPERIAL TOBACCO SALES CO. OF CANADA LTD. | COMMERCIAL TIRE LTD. |
| CLAIR J. COTE LTD. | BLACKBURN'S LTD. ADMIRAL APPLIANCES |

— DINNER COMMITTEES —

HEAD TABLE:

Chairman - Curly Hunt
Walters - Pete Loughheed
- Reg Clarkson

RECEPTION:

Chairman - Ken Moore
Cab Drivers - Bill Dickie
- Ron Miller
- Bob Freeze

AWARDS:

Chairman - Jack Holdsworth
Silversmiths - Ron Butlin
- Fred Wilmot

PROGRAM:

Chairman - Jack Quigley
Talent Scout - Greg Fulton

REFRESHMENTS:

Chairman - Stu Adams
Bartenders - Harry Hobbs
- Bill Morrow
- Gordon Hawkins

TICKET SALES:

Chairman - Ken Moore
Chief Scalpers - Curly Hunt
- Bill Pullar
- Bud Milner

PUBLICITY:

Chairman - Joe Marks
Cubs - John Mayell
- Reg Houghton
- Jack Balfour

DINNER:

Chairman - Wilf Olsen
Cooks - Al Hammond
- Ken Keir
- Jim Wilson
- Dunc Taylor

USHERS:

Chairman - Geo. Talbot
Page Boys - Geo. Blundun
- Ward Steckle
- Don Boyce