

CANADA

STATIONS—REGULATIONS—SURVEY

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.

Canadian network facilities covered in full on page 160.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	C.P. 1050	50000	441
CBF	Montreal, Que.	910	50000	450
CBJ	Chicoutimi, Que.	1120	100	449
CBK	Saskatoon, Sask.	C.P. 540	50000	454
CBL	Toronto, Ont.	840	50000	447
CBM	Montreal, Que.	1050	5000	450
CBO	Ottawa, Ont.	880	1000	445
CBR	Vancouver, B. C.	1100	5000	437
CBV	Quebec, Que.	950	1000	451
CBY	Toronto, Ont.	C.P. 960	100	447
CFAC	Calgary, Alta.	930	1000	434
CFAR	Flin Flon, Man.	1370	100	439
CFCF	Montreal, Que.	600	500	450
CFCH	North Bay, Ont.	930	100	444
CFCN	Calgary, Alta.	1030	10000	434
CFCO	Chatham, Ont.	630	100	443
CFCT	Victoria, B. C.	1450	50	439
CFCY	Charlottetown, P. E. I.	630	1000	449
CFGF	Grand Prairie, Alta.	1200	100	435
CFJC	Kamloops, B. C.	880	1000	436
CFLC	Prescott, Ont.	930	100	445
CFNB	Fredericton, N. B.	550	1000	440
CFOS	Owen Sound, Ont.	C.P. 1370	100	445
CFPL	London, Ont.	730	100	444
CFPR	Prince Rupert, B. C.	580	50	437
CFQC	Saskatoon, Sask.	840	1000	454
CFRB	Toronto, Ont.	690	10000	447
CFRC	Kingston, Ont.	1510	100	444
CFRN	Edmonton, Alta.	960	100	435

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAB . . .	Moose Jaw, Sask.	1200	250 d., 100 n.	453
CHCK . . .	Charlottetown, P. E. I.	C.P. 1310	50	449
CHGB . . .	St. Anne de la Pocatiere, Que.	C.P. 1200	100	452
CHGS . . .	Summerside, P. E. I.	1450	500	449
CHJC . . .	Halifax, N. S.	1420	1000	441
CHLN . . .	Three Rivers, Que.	1420	100	452
CHLP . . .	Montreal, Que.	1120	100	450
CHLT . . .	Sherbrooke, Que.	1210	100	452
CHML . . .	Hamilton, Ont.	1010	100	443
CHNB . . .	North Battlefield, Sask.	C.P. 1420	100	453
CHNC . . .	New Carlisle, Que.	960	1000	451
CHNS . . .	Halifax, N. S.	930	1000	441
CHRC . . .	Quebec, Que.	580	100	451
CHSJ . . .	Saint John, N. B.	1120	100	441
CHWK . . .	Chilliwack, B. C.	780	100	436
CJAT . . .	Trail, B. C.	910	1000	437
CJBR . . .	Rimouski, Que.	1030	1000	452
CJCA . . .	Edmonton, Alta.	730	1000	435
CJCB-CJCK	Sydney, N. S.	1240	1000	442
CJCI . . .	Calgary, Alta.	690	100	434
CJCS . . .	Stratford, Ont.	1210	100	446
CJGX . . .	Yorkton, Sask.	1390	100	454
CJIC . . .	Sault Ste. Marie, Ont.	1500	100	446
CJKL . . .	Kirkland Lake, Ont.	1310	100	444
CJLS . . .	Yarmouth, N. S.	1310	100	442
CJOC . . .	Lethbridge, Alta.	950	100	436
CJOR . . .	Vancouver, B. C.	600	500	437
CJRC . . .	Winnipeg, Man.	630	1000	439
CJRM . . .	Regina, Sask.	540	1000	453
CKAC . . .	Montreal, Que.	730	5000	451
CKBI . . .	Prince Albert, Sask.	1210	100	453
CKCA . . .	Kenora, Ont.	C.P. 1420	100	443
CKCD . . .	Vancouver, B. C.	1010	100	438
CKCH . . .	Hull, Que.	1210	100	450
CKCK . . .	Regina, Sask.	1010	1000	454
CKCL . . .	Toronto, Ont.	580	100	447
CKCO . . .	Ottawa, Ont.	1010	100	445
CKCR . . .	Kitchener, Ont.	1510	100	444
CKCV . . .	Quebec, Que.	1310	100	452
CKCW . . .	Moncton, N. B.	1370	100	441
CKFC . . .	Vancouver, B. C.	1410	50	438
CKGB . . .	Timmins, Ont.	1420	100	447
CKIC . . .	Wolfville, N. S.	1010	50	442
CKLW . . .	Windsor, Ont.	1030	5000	448
CKMC . . .	Cobalt, Ont.	C.P. 1210	100	443
CKMO . . .	Vancouver, B. C.	1410	100	438
CKNX . . .	Wingham, Ont.	1200	100	448
CKOC . . .	Hamilton, Ont.	1120	1000 d., 500 n.	443
CKOV . . .	Kelowna, B. C.	630	1000	437
CKPC . . .	Brantford, Ont.	930	100	442
CKPR . . .	Fort William, Ont.	580	1000	443
CKRN . . .	Rouyn, Que.	C.P. 1370	100	452
CKSO . . .	Sudbury, Ont.	780	1000	446
CKTB . . .	St. Catherines, Ont.	1200	100	445
CKUA . . .	Edmonton, Alta.	580	500	435
CKWX . . .	Vancouver, B. C.	1010	100	438
CKX . . .	Brandon, Man.	1120	1000	439
CKY . . .	Winnipeg, Man.	960	15000	440

CANADA--A SURVEY

This official, authoritative survey of Canada is based upon latest reports compiled by the Electrical Division of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce.

General—At the end of the fiscal year, March 31, 1,104,207 receiving licenses were outstanding.

It is estimated that 76 per cent of all Canadian families own receivers. The fall and winter seasons are the principal selling periods for sets. New models are usually announced late in the summer. In the last 4 years 41 per cent of annual sales to dealers have been made during the last quarter and 32 per cent in the third quarter.

Principal factors which handicap radio sales include the relatively high cost of receivers in Canada as compared with prices in the United States, lack of local broadcasting services in some areas, and the language handicap in Quebec where most of the listeners prefer French language programs.

Domestic Production—Twelve companies manufacture radio receivers in Canada and because of patent control and electrical inspection requirements, these firms dominate the market.

Tariffs and Restrictions—Canadian tariff information is subject to change and should be verified in advance of doing business in Canada. Complete current information can be obtained on inquiry of the Bureau of Foreign and Domestic Commerce. Radio receivers and most component parts, including tubes, are dutiable under Tariff Item 445d which provides free entry under the British preferential rate, 25 per cent ad valorem under the intermediate rate, and 30 per cent under the general tariff.

Television—This development is definitely in the experimental stage in the Dominion and its early practical application is discounted. Television presents a difficult geographic problem in Canada and as yet no concern has been inclined to provide television broadcasts because of the indeterminate nature of technical developments and the lack of a concentrated population area large enough to warrant the installation expense.

Short Wave—Canadian broadcasting on the short wave bands is chiefly confined to commercial and police work, aside from a few stations which release standard band programs on the short wave and the Broadcasting Corporation's regular stations which provide free messenger service to remote northern areas, not covered by commercial line wire service.

Broadcasting—Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on November 2, 1936, took over Government operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of broadcasting stations reverted to the Department of Transport under the Radiotelegraph Act. The principal difference between the CBC and the Canadian Radio Broadcasting Commission which it replaced is that under the latter authority to act in matters of policy and administration were combined in one body, whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation (Government-owned) rather than an activity under an administrative governmental organiza-

tion. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to \$500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed \$100,000 may be advanced by order-in-council.

Licenses for broadcasting are issued by the Department of Transport after the application has been referred to the Corporation for recommendation. The new radio law also specifies that the Minister of Transport will receive recommendations from the Broadcasting Corporation in connection with new private licenses, change of channel, location or power.

Programs—Effort has also been made to build up Canadian radio talent and develop creative program writers. Canadian programs on exchange with United States stations have become increasingly popular and highly satisfactory exchange relationships exist between the Corporation and United States broadcasting systems.

Canadian broadcasting cannot hope to escape keen competition for listeners' attention from United States stations which are readily picked up in most areas of the Dominion. In meeting this competition programs are prepared to incorporate viewpoints and preferences in agreement with Canadian ideas and ideals. Effort is also made to avoid the more objectionable advertising features of commercially-sponsored broadcasting.

Advertising—Station time is usually sold through advertising agencies and rates vary according to the time of broadcasting and the coverage offered by individual stations. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

Transcriptions—The use of transcriptions is generally prohibited between 7:30 and 1:00 p.m., but at other hours they are extensively employed by broadcasting stations.

Special recording apparatus of the Marconi-Stillé type has been installed in the Broadcasting Corporation's station at Ottawa for recording important events for rebroadcasting at later dates. Special short wave receiving apparatus is located at Ottawa for recording or standard band release of overseas programs.

According to law, an annual license (fee \$2.50) must be obtained each fiscal year (April 1 to March 31) for radio receivers. One license is good for only one receiver in a single household; a separate license being necessary for each additional set in a household and also for an automobile set operated by the householder. No rebate is provided for sets destroyed or retired from use but a license may be transferred to cover a new set bought during the year. Tourists temporarily in Canada are not taxed on their automobile radios. Receiving station licenses are issued to blind persons free of charge.

Sets in use—1,104,207.

Stations—87.

CANADIAN STATIONS

ALBERTA

Population 778,000

Number of Families 199,500

Number of Radio Homes 115,933

Retail Sales \$176,537,000

Auto Registrations 97,470

CFAC

"CALGARY'S FRIENDLY STATION"
"ALL DAY—EVERY DAY THE FINEST IN
RADIO ENTERTAINMENT"

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts.
OWNED BY: Calgary Herald. OPERATED BY:
Taylor Pearson & Carson. BUSINESS AD-
DRESS: 1006 Southam Bldg. PHONE: R 1036-7.
STUDIO ADDRESS: 1006 Southam Bldg.
TRANSMITTER LOCATION: Forest Lawn.
TIME ON THE AIR: 6:30 A.M. to 12:00 mid-
night. Sunday, 9:00 A.M. to 11:30 P.M. NEWS-
PAPER AFFILIATION: Calgary Daily Herald.
NEWS SERVICE: Canadian Press News. TRAN-
SCRIPTION SERVICE: NBC Thesaurus, World
Broadcasting System.

Personnel

President H. R. Carson
Manager Gordon S. Henry
Commercial Manager I. B. McDonald
Production Manager Pat Freeman
Publicity Director Frank E. Fleming
Continuity Director Madeline F. Austin
Chief Engineer Earl C. Connor

POLICIES

CBC regulations rule out all liquor adver-
tising.

Supplies a free merchandising service for
contracts of 26 programs or more; service
includes circular letters to retailers, news-
paper display, column publicity, window dis-
play, and pre-announcements and other tie-
ins by arrangement.

REPRESENTATIVE

All Canada Radio Facilities
Weed & Co.

CFCN

"THE VOICE OF THE PRAIRIES"

CALGARY—EST. 1922

FREQUENCY: 1030 Kc. POWER: 10,000
Watts. OWNED BY: The Voice of the Prairies.

Ltd. OPERATED BY: Same. BUSINESS AD-
DRESS: Toronto Gen. Trusts Bldg. PHONE:
M 1161. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Strathmore. TIME ON
THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday,
9:30 A.M. to 10:30 P.M. NEWS SERVICES:
Transradio Press, Radio News Assn. TRAN-
SCRIPTION SERVICES: Standard Radio and
Lang-Worth.

Personnel

President and Managing Director H. G. Love
Commercial Manager E. H. McGuire
Chief Engineer P. M. McCaffery

POLICIES

No spot announcements on Sunday or after
7:30 P.M., except service announcements.

All continuity subject to station approval
and must comply with rules and regulations
of Canadian Broadcasting Corp.

Merchandising department to assist and
work with advertiser on any campaign, etc.

REPRESENTATIVE

Joseph Hershey McGillvra

CJ CJ

CALGARY—EST. 1922

CALGARY

CBC

FREQUENCY: 690 Kc. POWER: 100 Watts.
OWNED BY: Albertan Publishers, Ltd. OP-
ERATED BY: Same. BUSINESS ADDRESS:
Renfrew Bldg. PHONE: R 2001—M 5858.
STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Grandview Heights. TIME ON
THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday,
10:00 A.M. to 11:00 P.M. NEWSPAPER AF-
FILIATION: Albertan Publishers, Ltd. NEWS
SERVICE: Canadian Press. TRANSCRIPTION
SERVICES: Lang-Worth, Titan Productions.

Personnel

President Gordon Bell
Station Manager H. A. Webster
Sales Manager J. F. McDonald
Chief Engineer Robert Henderson

POLICIES

Liquor advertising not permitted by provincial law. CBC policies prevail. Spot announcements are limited to 100 words and not accepted at 7:30 P.M.

CFRN

"THE STATION OF THE SUNWAPTA BROADCASTING CO.—THE GATEWAY TO THE NORTH"

EDMONTON—EST. 1934

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts. OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE: 23561-267. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jasper Place. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 9:30 A.M. to 10:30 P.M. NEWS SERVICES: Canadian Press, Edmonton Bulletin, Ltd., British United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS BUREAU.

Personnel

Station ManagerG. R. A. Rice
Commercial ManagerH. F. Nielsen
Artists Bureau HeadR. Wright
Chief AnnouncerS. Lancaster
Sales ManagerA. J. Hopps
Publicity Director.....W. Sutton
Musical DirectorR. Wright
Chief EngineerF. Makepeace

POLICIES

No liquor advertising accepted; foreign language accounts accepted providing English translation of all copy sent with program. Specializes in broadcasting sports in all its phases.

Merchandising system of flash circulars which are mailed to all distributors of products advertised, in some cases supply window display cards.

REPRESENTATIVES

Joseph Hershey McGillvra (U.S.A.) (Toronto)
All Canada Broadcasting (Winnipeg-Toronto)
Jack Slatter, Dominion Broadcasting Co.
(Toronto)

CJCA

"VOICE OF THE GREAT NORTH WEST"

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

FREQUENCY: 730 Kc. POWER: 1000 watts. OWNED BY: Northwestern Publishers Ltd. "Edmonton Journal." OPERATED BY: Taylor & Pearson Broadcasting Co. Ltd. BUSINESS ADDRESS: Birk's Bldg., Jasper Ave. PHONE: 2-6131-2-3. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 9:00 A.M. to 12:00 P.M. (Sunday), 6:30 A.M. to 12:00 P.M. (weekdays), 6:30 A.M. to 1:30 A.M. (Saturday). NEWSPAPER AFFIL-

ATION: Edmonton Journal. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

Station Manager.....Frank H. Elphicke
Commercial Manager.....Wm. Cranston
Production Manager.....N. Botterill
Publicity Director.....Walter Dales
Continuity Editor.....James Allard
Technical Director.....Hastings McMahon

POLICIES

Does not accept beer and liquor advertising. No sponsored news broadcasts.

All continuity subject to approval of station management and Canadian Broadcasting Corporation regulations.

Merchandising service—which includes spot announcements introducing programs—calls on wholesale houses. Direct mail to retailers. Billboard advertising. Arranging window displays. Sales surveys—and participation in station advertising in certain northern Alberta publications.

REPRESENTATIVES

All Canada Radio Facilities Ltd.
Montreal, Toronto, Winnipeg, Calgary,
Vancouver
Weed & Co.
N. Y., Detroit, Chicago, San Francisco

CKUA

EDMONTON—EST. 1927

CBC—ALBERTA EDUCATIONAL NETWORK

FREQUENCY: 580 Kc. POWER: 500 watts. OWNED BY: University of Alberta. OPERATED BY: University of Alberta. BUSINESS ADDRESS: University of Alberta. PHONE: 3-2233-2-2131-12. STUDIO ADDRESS: Dept. of Extension, University campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 1:00 p.m. to 2:15 p.m.—6:00 p.m. to 8:30 p.m. (Monday to Friday).

Personnel

President of the University.....W. A. R. Kerr
Station Manager.....Donald Cameron
Chief Announcer.....H. P. Brown
Program Director.....Sheila Marryat
Chief Engineer.....W. E. Cornish

POLICIES

Educational programs only.

CFGP

"VOICE OF THE MIGHTY PEACE"

GRANDE PRAIRIE—EST. 1937

FOOTHILLS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: Same. TRANSMITTER LOCATION: Grande Prairie. TIME ON THE AIR: Sunday, 9:00 A.M. to 6:00 P.M. Weekdays, 7:30 A.M. to 3:00 P.M. and 5:00 P.M. to 10:00 P.M. NEWS SERVICE:

Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....C. L. Berry
Commercial Manager.....C. G. Elphicke

POLICIES

All continuities must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corp.

REPRESENTATIVE

All Canada Radio Facilities, Ltd.
Weed & Co.

CJOC

"THE SUNNY SOUTH STATION"
LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK
CANADIAN BROADCASTING CORP.

FREQUENCY: 950 Kc. POWER: 100 watts.
OWNED BY: Lethbridge Broadcasting Co. OPERATED BY: H. R. Carson, Ltd. BUSINESS ADDRESS: Marquis Hotel. PHONE: 3871-2. STUDIO ADDRESS: Marquis Hotel. TRANS-

MITTER LOCATION: Marquis Hotel. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: British United Press, local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....J. G. Hutchings
Station Manager.....G. Gaetz
Commercial Manager.....A. H. Nicholl
Program Director.....R. Buss
Publicity Director.....C. A. Perry
Traffic Manager.....A. Lewis
Chief Engineer.....R. A. Reagh

POLICIES

Does not allow liquor advertising. All continuities must conform to rules and regulations of the Canadian Broadcasting Corporation.

Limited number of foreign language accounts accepted.

Merchandising: Station maintains merchandising service which includes window displays, billboard displays, letters to dealers and merchants, publicity stunts, etc.

REPRESENTATIVE

All Canada Radio Facilities, Ltd.
Weed & Company

BRITISH COLUMBIA

Population 751,000

Number of Families 192,565

Number of Radio Homes 147,165

Retail Sales \$248,597,000

Auto Registrations 106,080

CHWK

"THE VOICE OF THE FRASER VALLEY"
CHILLIWACK—EST. 1927

CBC & BC NETWORK

FREQUENCY: 780 Kc. POWER: 100 Watts.
OWNED BY: Chilliwack Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 16 Wellington Ave. PHONE: 6106-2906. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:30 P.M. NEWS SERVICES: CBC-Canadian Press and Local. TRANSCRIPTION SERVICE: Recorded Library.

Personnel

President and Station Manager.....C. Casey Wells
Chief Announcer.....R. G. Wells
Musical Director.....Bertram Turvey
Chief Engineer.....Jack Dilling

POLICIES

No contracts accepted for advertising of mail order houses, chain stores, taverns, Sun-

day sports or amusements, or for advertising liquor, beer or wines.

Merchandising: Full cooperation with merchandising tie-ins. No charge for service.

REPRESENTATIVE

All Canada Radio Facilities
Weed & Co.

CFJC

KAMLOOPS—EST. 1924

CANADIAN BROADCASTING CORP.
FREQUENCY: 880 Kc. POWER: 1000 Watts.
OWNED BY: Review Pub. Co. OPERATED BY: Kamloops Sentinel, Ltd. BUSINESS ADDRESS: 209 Victoria St. PHONE: 1018 and 1000. STUDIO ADDRESS: 322 Victoria St. TRANSMITTER LOCATION: North Kamloops. TIME ON THE AIR: 7:15 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Kamloops Sentinel, Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Transco and Hollywood Radio Attractions.

Personnel

President R. E. White
Station and Commercial Manager
D. Homersham
Sales Manager J. Harling
Publicity Director L. Irvine
Musical Director R. Desmond
Chief Engineer Geo. Henderson

POLICIES

As laid down under regulations for broadcasting stations made under the Canadian Broadcasting Act.

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 1000 Watts.
OWNED BY: Okanagan Broadcasters, Ltd.
OPERATED BY: Okanagan Broadcasters, Ltd.
BUSINESS ADDRESS: Mill Ave. STUDIO ADDRESS: Mill Ave. TRANSMITTER LOCATION: Kelowna. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director J. W. B. Browne
Commercial Manager Rolly Ford
Merchandising and Promotion Director
Hume Lethbridge
Program Director Leo Trainor
Women's Program Director Mary E. Royle

POLICIES

CBC policies prevail.

Merchandising: Station publishes tabloid-size newspaper mailed monthly to all retail dealers in its coverage area and to national advertising executives, to promote manufacturer-dealer advertising appreciation. Services also include window display, direct-mail and other cooperation at actual cost.

REPRESENTATIVES

John E. Baldwin, Vancouver
Dominion Broadcasting Co. (Toronto)

CFPR

PRINCE RUPERT

FREQUENCY: 580 Kc. POWER: 50 Watts.
OWNED AND OPERATED BY: F. E. Blatt.
BUSINESS AND STUDIO ADDRESS: Prince Rupert. TRANSMITTER LOCATION: Prince Rupert.

Personnel

Owner F. E. Blatt
General Manager C. H. Insulander
Program Director J. R. Stevens

REPRESENTATIVE

All-Canada Radio Facilities, Ltd.

CJAT

"THE VOICE OF THE KOOTENAYS"

TRAIL—EST. 1931

CBC

FREQUENCY: 910 Kc. POWER: 1000 Watts.
OWNED BY: Kootenay Broadcasting Co., Ltd.
OPERATED BY: Same. BUSINESS ADDRESS: Victoria St. PHONE: 737. STUDIO ADDRESS: Victoria St. TRANSMITTER LOCATION: Warfield. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

Personnel

President B. A. Stimmel
Manager W. W. Baggs

POLICIES

Does not accept liquor or foreign language accounts.

REPRESENTATIVES

Weed & Company
All-Canada Radio Facilities

CBR

"VOICE OF BRITISH COLUMBIA AT VANCOUVER"

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
BRITISH COLUMBIA REGIONAL NETWORK

FREQUENCY: 1100 Kc. POWER: 5000 Watts.
OPERATED BY: Canadian Broadcasting Corp.
BUSINESS ADDRESS: Canadian National Hotel.
PHONE: Trinity 2511. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Lulu Island. TIME ON THE AIR: Sunday, 9:00 A.M. to 11:00 P.M.; Week Days, 8:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager Peter Aylen
Regional Representative I. Dilworth
Regional Engineer N. R. Olding

POLICIES

Alcoholic beverage advertising not accepted.
Governed by the policies of the Canadian Broadcasting Corp.

CJOR

VANCOUVER—EST. 1926

FREQUENCY: 600 Kc. POWER: 500 watts.
G. C. Chandler. BUSINESS ADDRESS: Hotel Grovesnor, Howe St. PHONE: Trinity 5321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eburne. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 9:00 A.M. to 9:45 P.M. NEWS SERVICES: Transradio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

CFCT

VICTORIA—EST. 1923

FREQUENCY: 1450 Kc. POWER: 50 Watts.
OWNED BY: Victoria Broadcasting Assn. OPERATED BY: Victoria Broadcasting Assn. BUSINESS ADDRESS: Radio Centre. PHONE: G-2014. STUDIO ADDRESS: Same. TRANSMIT-

TER LOCATION: Same. TIME ON THE AIR: Unlimited.

Personnel

General and Commercial Mgr. G. W. Deaville
Station Manager Bernard Deaville

REPRESENTATIVES

All-Canada Broadcasting System
Joseph Hershey McGillvra

MANITOBA

Population 717,000

Number of Families 183,850

Number of Radio Homes 111,778

Retail Sales \$189,244,000

Auto Registrations 74,940

CKX

"THE FRIENDLY STATION"

BRANDON—EST. 1928

CBC

FREQUENCY: 1120 Kc. POWER: 1000 Watts.
OWNED BY: Manitoba Telephone System, OPERATED BY: Same. BUSINESS ADDRESS: City Hall Sq., 8th & Princess Ave. PHONE: 4532. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mental Hospital Grounds. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. (daily); 12:00 noon to 11:30 P.M. (Sunday). NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: All Canada Transcription Library.

Personnel

Station Manager W. F. Seller
Commercial Manager O. Craig
Chief Engineer C. E. R. Collins

POLICIES

Governed by regulations of Canadian Broadcasting Corporation.

REPRESENTATIVES

All Canada Radio Facilities
Weed & Company

CFAR

"SERVING NORTHERN MANITOBA"

FLIN FLON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Arctic Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 120 Main St. PHONE: 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:15 P.M. and 5:00 P.M. to 9:00 P.M.; Sunday, 2:00 P.M. to 7:00 P.M. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President G. W. Bridgman
Vice-President J. M. Bridgman
Treasurer J. R. Cousineau
Business Manager J. C. Penson
Chief Engineer Monty Bridgman

POLICIES

CBC policies apply; foreign language programs accepted.

Merchandising: Cooperation of merchandising department without charge. Sponsor bears any expense such as postage, printing, etc.

REPRESENTATIVE

All-Canada Radio Facilities
Weed & Company

CJRC

"MANITOBA'S FRIENDLY STATION"

WINNIPEG—EST. 1933

CBC

FREQUENCY: 630 Kc. POWER: 1000 Watts.
OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Royal Alexandra Hotel. PHONE: 9-2266-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Middlechurch. TIME ON THE AIR: (daily) 7:30 A.M. to 1:00 A.M.; Saturday, 7:30 A.M. to 2:00 A.M.; Sunday, 11:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press and own news service. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio, and Lang-Worth Features.

Personnel

Station Manager H. R. McLaughlin
Assistant Manager Jack Kemp
Promotion Manager Eugh "Rusty" Young
Chief Announcer J. Thompson
Publicity Director Norman Chamberlin
Program Director Eddie Houston
Chief Studio Engineer Ken Cameron

POLICIES

No liquor advertising accepted.
Maintains a merchandising department.

REPRESENTATIVE

Joseph Hershey McGillvra

CKY

"THE VOICE OF MANITOBA"

WINNIPEG—EST. 1922

DOMINION BROADCASTING CO.

CANADIAN BROADCASTING CORP.

FREQUENCY: 910 Kc. POWER: 15000 Watts.

OWNED BY: Manitoba Telephone System. OP-

ERATED BY: Manitoba Telephone System.

BUSINESS ADDRESS: Telephone Bldg. PHONE:

92-191. STUDIO ADDRESS: Same. TRANS-

MITTER LOCATION: St. Francis Xavier. TIME
ON THE AIR: Sunday, 11:00 A.M. to 12:00
midnight. Week Days, 7:30 A.M. to 12:00
midnight. TRANSCRIPTION SERVICE: NBC
Thesaurus, C. P. MacGregor.

Personnel

Commissioner of Telephones.....J. E. Lowry
Station ManagerWilliam Backhouse
Commercial ManagerPercy Gaynor
Program Director.....R. H. Roberts
Public Relations Director.....D. R. P. Coats

POLICIES

Governed by the policies of the Canadian
Broadcasting Corp.

REPRESENTATIVES

All-Canada Radio Facilities
Weed & Co.

NEW BRUNSWICK

Population 440,000

Number of Families 112,820

Number of Radio Homes 46,605

Retail Sales \$84,371,000

Auto Registrations 33,400

HALIFAX,
NOVA SCOTIA,
CANADA

Where more radio sets are
located than any other
centre of the Maritimes.

Halifax is served by the key
station of the Maritimes

CHNS

WEED & CO.

New York, Chicago, Detroit,
San Francisco

Representatives

CFNB

"THE VOICE OF THE MARITIMES"

FREDERICTON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 550 Kc. POWER: 1000 watts.

OWNED BY: Jos. S. Neill & Sons Ltd. OP-

ERATED BY: Same. BUSINESS ADDRESS:

Queen St. PHONE: 209. STUDIO ADDRESS:

Same. TRANSMITTER LOCATION: University

of New Brunswick. TIME ON THE AIR: 8:00

A.M. to midnight. NEWSPAPER AFFILIA-

TIONS: St. John Telegraph Journal, St. John

Citizen, Fredericton Mail. NEWS SERVICE:

Canadian Press. TRANSCRIPTION SERVICE:

NBC Thesaurus.

Personnel

General Manager.....J. Stewart Neill

Chief Announcer.....Cleve Stillwell

Chief Engineer.....Thomas B. Young

POLICIES

No liquor announcements and no foreign
language.

REPRESENTATIVE

Weed & Co.
All-Canada Radio Facilities

CKCW

MONCTON—EST. 1934

CBC—REGIONAL MARITIME

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Moncton Broadcasting Co., Ltd.
OPERATED BY: Moncton Broadcasting Co., Ltd.
BUSINESS ADDRESS: K of P Bldg. PHONE: 1302-1432. STUDIO ADDRESS: K of P Bldg.
TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 7:45 A.M. to midnight. NEWS-PAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....F. A. Lynds
Program Director.....Earl McCarron
Chief Engineer.....A. J. White

POLICIES

All liquor advertising banned.
French language accounts accepted.
Complete merchandising department. Routine and novel tie-ins available.

REPRESENTATIVE

Joseph Hershey McGillvra

C B A *

SACKVILLE

CANADIAN BROADCASTING CORP.

FREQUENCY: 1050 Kc. POWER: 50,000 Watts.
OWNED BY: Canadian Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:

Sackville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager.....Gladstone Murray
Chief Engineer.....J. Carlisle
*Construction permit has been granted for this station; no further information available at time of going to press.

CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER: 100 Watts.
OWNED BY: New Brunswick Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Admiral Beatty Hotel. PHONE: 3-2307. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:15 A.M.; Sunday, 11:00 A.M. to 12:15 A.M. NEWSPAPER AFFILIATIONS: Telegraph-Journal, Times-Globe. NEWS SERVICES: Newspapers, Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....H. P. Robinson
Station Manager.....L. W. Bewick
Chief Engineer.....J. G. Bishop

POLICIES

No liquor advertisements.
Merchandising: Keeps in contact with trade interested in programs over our station.

REPRESENTATIVE

Joseph Hershey McGillvra

NOVA SCOTIA

Population 542,000

Number of Families 138,975

Number of Radio Homes 65,501

Retail Sales \$99,520,000

Auto Registrations 46,180

CHJC *

HALIFAX

FREQUENCY: 1420 Kc. POWER: 1000 Watts.
OWNED BY: Chronicle Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Halifax, N. S. NEWSPAPER AFFILIATION: Halifax Chronicle & Star.

Personnel

President.....F. B. McCurdy
*Construction permit has been granted; no further information available at time of going to press.

CHNS

"THE KEY STATION OF THE MARITIMES"

HALIFAX—EST. 1926

CBC AND MARITIME NETWORK

FREQUENCY: 930 Kc. POWER: 1000 watts.
OWNED BY: Maritime Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Lord Nelson. PHONE: B-8318. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bedford. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Halifax Herald. NEWS SERVICE: Trans-

radio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, and Lang-Worth.

Personnel

President Andrew Robb
General Manager William C. Borrett
Advertising Manager John Clare
Artists Bureau Head L. L. Shatford
Chief Announcer Fletcher Coates
Musical Director R. L. Fry
Chief Engineer A. W. Greig

POLICIES

No liquor advertisements accepted. All continuities subject to CBC regulations.

CJCB-CJCX

"DOWN WHERE THE EAST BEGINS"

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Eastern Broadcasters, Ltd. OPERATED BY: Eastern Broadcasters, Ltd. BUSINESS ADDRESS: Radio Bldg. PHONE: 209-1412. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: South Bar, C.B. TIME ON THE AIR: 8:00 a.m. to midnight. NEWS SERVICE: Transradio Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial-Advertising Manager, N. Nathanson
Chief Announcer T. C. Robertson
Sales Manager C. H. McDougall
Publicity Director C. Nunn
Musical Director Mrs. A. F. McKinnon
Chief Engineer Chas. Atkinson

POLICIES

No liquor advertising.
Merchandising: Periodical contests by station involves all products being advertised

during period of contest. Advertisers receiving proof of program's effectiveness.

REPRESENTATIVE

All-Canada Radio Facilities
(N. Y. & Chicago)

**CKIC
WOLFVILLE**

FREQUENCY: 1010 Kc. POWER: 50 Watts. OWNED BY: Acadia University. OPERATED BY: Same. BUSINESS ADDRESS: Wolfville. PHONE: 270. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time.

POLICIES

Non-commercial outlet.

CJLS

"GATEWAY STATION OF THE MARITIMES"

YARMOUTH—EST. 1934

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Laurie L. Smith. OPERATED BY: Same. BUSINESS ADDRESS: Box 684. PHONE: 500 and 316. STUDIO ADDRESS: Radio Bldg., Main St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: CJLS News Service. TRANSCRIPTION SERVICES: Lang-Worth Programs, Hollywood Radio Attractions.

Personnel

Station Manager Laurie L. Smith
Studio Director O. W. Loeb
Chief Engineer Laurie L. Smith

POLICIES

All continuity must conform with the requirements of the management and government regulations.

ONTARIO

Population 3,711,000

Number of Families 951,538

Number of Radio Homes 678,602

Retail Sales \$1,099,990,000

Auto Registrations 590,225

CKPC

BRANTFORD—EST. 1923

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS AD-

DRESS: Arcade Bldg. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glebe Property. TIME ON THE AIR: 7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICES: Canadian Press, Christian Science Monitor, and local news. TRANSCRIPTION SERVICES: World Broadcasting System, and Standard Radio.

Personnel

Commercial Manager.....J. D. Buchanan
Chief Engineer.....W. H. Clark

POLICIES

CBC policies apply.

REPRESENTATIVES

Joseph Hershey McGillvra

CFCO

"WESTERN ONTARIO'S COMMUNITY STATION"

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts.
OWNED BY: Western Ontario's Community Station. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 275. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Chatham. TIME ON THE AIR: Sundays, 9:30 A.M. to 10:30 P.M.; Week Days, 7:30 A.M. to 1:30 P.M. and 4:45 P.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

Personnel

Owner-ManagerJohn Beardall
Sales & Commercial Director.....P. A. Kirkey
Program DirectorRoss Wright
Special Events Director.....Don Copeland
Chief EngineerGordon Brooks

POLICIES

CBC policies apply.

Station has a complete merchandising service which includes dealer letters, assistance in obtaining window displays and announcements of advertiser's program before it is scheduled.

REPRESENTATIVE

Joseph Hershey McGillvra
Associated Broadcasting Co.
Dominion Broadcasting Co.

CKMC*

COBALT

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: R. L. MacAdam. OPERATED BY: Same.

*No further information available at time of going to press.

CKPR

FORT WILLIAM—PORT ARTHUR—
EST. 1930

CBC

FREQUENCY: 580 Kc. POWER: 1000 Watts.
OWNED BY: Dougall Motor Car Co., Ltd.
OPERATED BY: Same. BUSINESS ADDRESS: Radio Hall. PHONE: South 315. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station Manager...H. F. Dougall
Commercial Manager.....B. Hendon
Advertising and Publicity Manager...J. Hughes
Artists Bureau HeadI. Jones
Chief AnnouncerJohn Downes
Sales ManagerRalph Parker
Chief EngineerT. Ross

POLICIES

No liquor advertising accepted. Will accept foreign languages. No spot announcements after 7:30 P.M.

Will handle window display cards and direct mail campaigns.

REPRESENTATIVE

All-Canada Radio Facilities, Toronto, Montreal, Winnipeg
Weed & Co., New York and Chicago

CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 100 watts.
OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: Pigott Bldg. PHONE: 7-1539-1530. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

Manager.....Kenneth D. Soble
Assistant Manager.....F. P. Hardy
Program Director.....Perc LeSueur
Chief Engineer.....C. R. Snelgrove

POLICIES

Follows the rules and regulations of the Canadian Broadcasting Corporation.

CKOC

HAMILTON—EST. 1922

FREQUENCY: 1120 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Wentworth Radio Broadcasting Co., Ltd. OPERATED BY: Wentworth Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: John St., North. PHONE: 4-4661. STUDIO ADDRESS: John St., North. TRANSMITTER LOCATION: Fruitland. TIME ON THE AIR: 7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....James A. Midgley
Station Manager.....Gordon Anderson
Chief Engineer.....Leslie Horton

CKCA*

KENORA

FREQUENCY: 1420 Kc. POWER: 100 Watts.

OWNED BY: Kenora Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kenricia Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....Gerald F. Bourke
Commercial Manager.....Leo C. DeGagne
Program Director.....H. Smith
Chief Engineer.....Edmund Tompkins

*No further information available at time of going to press.

CFRC

KINGSTON—EST. 1923

CBC

FREQUENCY: 1510 Kc. POWER: 100 Watts. OWNED BY: Queens University and Kingston Whip-Standard. OPERATED BY: Same. BUSINESS ADDRESS: Kingston. PHONE: 616. STUDIO ADDRESS: Fleming Hall. TRANSMITTER LOCATION: Queens University. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Whip-Standard. NEWS SERVICE: Canadian Press Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Business and Station Manager, James Annand
Chief AnnouncerTom Warner
Chief EngineerProf. H. S. Steward, M.S.

POLICIES

No liquor advertisements or patent medicine accounts accepted.

REPRESENTATIVE

Weed & Co.

CJKL

KIRKLAND LAKE—EST. 1933

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 27. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight; Sunday, 10:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Timmins Press (Kirkland Lake edition). NEWS SERVICES: Transradio Press, and Canadian Press News. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

Personnel

PresidentR. H. Thomson
Station ManagerBrian Shellon
Chief EngineerWm. Marks

POLICIES

No liquor advertising.

REPRESENTATIVES

Dominion Broadcasting Co.
Joseph Hershey McGillvra

CKCR

"THE FRIENDLY STATION"

KITCHENER-WATERLOO—EST. 1925

REGIONAL HOOKUP

FREQUENCY: 1510 Kc. POWER: 100 watts. OWNED BY: Kitchener-Waterloo Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 4360—Waterloo 108. STUDIO ADDRESS: Waterloo Trust Bldg. TRANSMITTER LOCATION: 24 King St., Waterloo. TIME ON THE AIR: 7:45 a.m. to 2:00 p.m. and 4:15 p.m. to 11:30 p.m. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station and Commercial Manager, W. C. Mitchell
Sales and Advertising Manager....G. Liddle
Chief Announcer.....Phil Clayton
Musical Director.....Phil Clayton
Chief Engineer.....Jon Hartman

POLICIES

No liquor or beer advertising by order of the Canadian Radio Commission.

All programs and announcements must comply with Canadian Radio Commission regulations.

REPRESENTATIVES

All-Canada Broadcasting System
Dominion Broadcasting Co.

CFPL

LONDON—EST. 1933 (CJGC est. 1922)

CANADIAN BROADCASTING CORP.

FREQUENCY: 730 Kc. POWER: 100 watts. OWNED BY: Free Press Pub. Co. OPERATED BY: Free Press Pub. Co. BUSINESS ADDRESS: Free Press Bldg. PHONE: Metcalfe 5200. STUDIO ADDRESS: Free Press Bldg. TRANSMITTER LOCATION: Hotel London. TIME ON THE AIR: 8:15 A.M. to midnight. NEWSPAPER AFFILIATION: London Free Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station and Sales Manager....Philip H. Morris
Chief Engineer.....Lloyd York

POLICIES

Adheres to the rules of the Canadian Broadcasting Corporation.

REPRESENTATIVE

Dominion Broadcasting Co.
Joseph Hershey McGillvra

CFCH

NORTH BAY—EST. 1931

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd.

OPERATED BY: Same. BUSINESS ADDRESS: Capitol Theatre Bldg. PHONE: 2400-2401. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Capitol Theatre Bldg. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

Personnel

President R. H. Thomson
 Station Manager Tom Darling
 Commercial Manager T. Darling
 Advertising Manager Don Bassett
 Chief Announcer Cliff Pickrem
 Sales Manager V. Brooks
 Publicity Director J. Cooke
 Musical Director Bruce McLeod
 Chief Engineer Allan Taylor

POLICIES

No liquor advertising accepted.
 Complete merchandising service is maintained, covering displays at point of sale and all forms of promotions for programs.

REPRESENTATIVES

All-Canada Radio Facilities
 Jack Cooke, Toronto

CBO

"SERVES THE OTTAWA VALLEY"
 OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.
 OTTAWA REGIONAL NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts.
 OWNED BY: Canadian Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS: Chateau Laurier Hotel. PHONE: 2-1151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hawthorne. TIME ON THE AIR: Sundays, 10:45 A.M. to 12:00 midnight; Week days, 7:45 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

Acting Station Manager W. C. Anderson

POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

All advertising limited to 10 per cent of program time.

CKCO

OTTAWA—EST. 1924

FREQUENCY: 1010 Kc. POWER: 100 Watts.
 OWNED BY: Controller G. M. Geldert, M.D.
 OPERATED BY: Controller G. M. Geldert, M.D.
 STUDIO ADDRESS: 272 Somerset St., West.
 TRANSMITTER LOCATION: Boone Island, Quebec. TIME ON THE AIR: Week Days, 8:00

A.M. to 11:00 P.M.; Sundays, 2:00 P.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Manager G. M. Geldert

POLICIES

Beer and wine advertising accepted.

REPRESENTATIVE

Joseph Hershey McGillvra

CFOS*
OWEN SOUND

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: Howard Fleming. OPERATED BY: Same. BUSINESS ADDRESS: 869 Second Ave., East. PHONE: 113. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Owen Sound Sun-Times.

Personnel

Manager Howard Fleming

*Construction permit has been granted; no further information available at time of going to press.

CFLC

"THE VOICE OF THE MIGHTY
 ST. LAWRENCE"

PRESCOTT—EST. 1925

FREQUENCY: 930 Kc. POWER: 100 Watts.
 OWNED BY: Radio Association of Prescott.
 OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg, N. Y. PHONE: 136-7. BUSINESS ADDRESS: Prescott, Ont. TRANSMITTER LOCATION: Prescott, Ont. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President A. C. Halliday
 Station and Sales Manager... Loren Knight
 Program Director A. M. Halliday

POLICIES

No liquor or beer accounts or price mention.

Merchandising: Station's newspaper merchandising and advertising department dovetails with radio affiliation.

REPRESENTATIVE

Joseph Hershey McGillvra

CKTB

"THE STATION WITH A MILLION
 FRIENDS"

ST. CATHARINES—EST. 1932
 CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: The Silver Spire Broadcasting

Station Ltd. OPERATED BY: The Silver Spire Broadcasting Station Ltd. BUSINESS ADDRESS: 12 Yates St. PHONE: 3900. STUDIO ADDRESS: 12 Yates St. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 8:00 a.m. to midnight. (Sunday) 10:45 a.m. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

Personnel

President.....E. T. Sandell
 Station Manager.....F. Pauline Smyth
 Chief Announcer.....Paul Frost
 Publicity Director.....J. B. Mitchell
 Musical Director.....W. G. Adamson
 Chief Engineer.....W. H. Allen

POLICIES

Liquor, wine or beer advertising prohibited by Government; accept foreign language programs but not announcements. No spot announcements between 7:30 and 11:00 p.m. Offers full merchandising cooperation.

REPRESENTATIVES

Dominion Broadcasting Co., Toronto

CJIC

"YOUR RADIO STATION C J I C"

S S MARIE—EST. 1934

CBC

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Hyland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 360-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tarantorus. TIME ON THE AIR: 10:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Algoman (Weekly—owned by Station CJIC). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....J. G. Hyland
 Program Manager.....J. C. Whitby
 Chief Engineer.....S. C. Cusack

POLICIES

No beer or liquor accounts accepted. All programs must conform with CBC rules and regulations.

Merchandising: The Algoman, weekly newspaper turned out by Station CJIC, lists names of programs, sponsors, write-ups at beginning of program and occasional mention later.

REPRESENTATIVE

Joseph Hershey McGillvra,
 Toronto, N. Y. and Chicago

CJCS

"IT DOESN'T COST TO ADVERTISE OVER CJCS—IT PAYS"

STRATFORD—EST. 1927

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: F. M. Squires. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 1675-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:15 A.M. to 8:30 P.M. NEWS SERVICE: Local news and Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

Personnel

President Station.....F. M. Squires
 Commercial Manager.....S. E. Tapley
 Sales and Advertising Manager.....I. B. Netherby
 Musical Director and Artists' Bureau Head.....C. Tretheway
 Publicity Director.....M. R. Dunseith
 Chief Engineer.....W. J. Stauffer

POLICIES

Usual conditions governing Dominion stations.

Merchandising: Station maintains merchandising service which includes assistance in window displays, newspaper publicity, etc.

REPRESENTATIVE

All-Canada Radio Facilities

CKSO

"NORTHERN ONTARIO'S KEY STATION"
 SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: W. E. Mason-Sudbury Star. OPERATED BY: W. E. Mason-Sudbury Star. BUSINESS ADDRESS: 21 Elgin St. PHONE: 280. STUDIO ADDRESS: 21 Elgin St. TRANSMITTER LOCATION: Neelon Township. TIME ON THE AIR: 7:45 A.M. to 12:00 midnight; Sunday, 12:00 noon to 12:00 midnight. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Sudbury Star (local). TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

President.....W. E. Mason
 General Manager.....W. J. Woodill
 Program Director and Chief Announcer.....J. R. Fuller
 Publicity Director.....C. H. Smith
 Musical Director.....Walter Snider
 Chief Engineer.....L. C. Parkes

POLICIES

CBC rules prevail.
 Foreign language programs subject to approval of station.
 Merchandising aids through newspaper listing, etc.

CKGB

"THE VOICE OF THE NORTH"

TIMMINS—EST. 1933

CBC

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Press Bldg. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President R. H. Thomson
Station and Sales Manager... William Wren
Commercial Manager W. Wren
Advertising Manager D. L. Bassett
Chief Announcer Fred Darling
Publicity Director J. Cooke
Musical Director G. Archibald
Chief Engineer Ed. Ryan

POLICIES

No liquor advertising. Accepts any foreign language.

Merchandising department is maintained at all times for complete merchandising service which includes window and counter display, etc.

REPRESENTATIVES

Jack Cooke, Toronto
All-Canada Radio Facilities

CBL

"THIS IS THE CBC"

TORONTO—EST. 1937

CBC—NBC

FREQUENCY: 840 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1 Hayter St. PHONE: Adelaide 7051—Lakeside 2817. STUDIO ADDRESS: 805 Davenport Rd. TRANSMITTER LOCATION: Hornby. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight (E.S.T.). NEWS SERVICE: CBC News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

For further information, refer to Canadian Broadcasting Corporation, Commercial Department, 1 Hayter Street, Toronto, Canada.

POLICIES

All programs subject to the regulations of the Canadian Broadcasting Corporation.

REPRESENTATIVE

Canadian Broadcasting Corp.

CBY *

TORONTO

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 805 Davenport Rd. PHONE: Lakeside 2871. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager..... Gladstone Murray
Station Manager..... J. R. Radford

*No further information available at time of going to press.

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 690 Kc. POWER: 10,000 watts. OWNED BY: Rogers Radio Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 37 Bloor St., W. PHONE: MI. 3515-6—MI. 4643-4-5. STUDIO ADDRESS: 87 Bloor St. and Telegram Bldg. TRANSMITTER LOCATION: Aurora. TIME ON THE AIR: 8:00 A.M. to midnight; Sunday, 10:30 A.M. to midnight. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President..... E. S. Rogers
Managing Director..... Harry Sedgwick
Station Manager..... E. L. Moore
Chief Announcer..... Wes McKnight
Musical Director Roy Locksley
Chief Engineer Jack Sharpe

POLICIES

Usual Dominion policies in effect.

REPRESENTATIVE

Joseph Hershey McGillvra
(N. Y. and Chicago)

CKCL

"CANADA'S GREATEST SPORTS STATION"

TORONTO—EST. 1924

CBC

FREQUENCY: 580 Kc. POWER: 100 watts. OWNED BY: Dominion Battery Co., Ltd. OPERATED BY: Dominion Battery Co., Ltd. BUSINESS ADDRESS: 444 University Ave. PHONE: Adelaide 1014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 20 Trinity St. TIME ON THE AIR: 7:45 A.M. to 12:30 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Canadian Press, Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President..... Henry S. Gooderham
Station and Commercial Manager... A. E. Leary
Artists Bureau Head..... M. Rapkin

Chief Announcer.....J. Edgar Guest
 Publicity and Musical Director: Maurice Rapkin
 Chief Engineer.....Ernest O. Swan

POLICIES

Abides by the rules of the Canadian Broadcasting Corporation. No liquor or beer advertising. No foreign language programs. CBC rules cover all other policies of the station.

No special merchandising tie-ups; station offers full merchandising cooperation. Special transcription production service with artists and program ideas available. Transcriptions cut in either SOFT discs, or PRESSINGS, as desired.

CKLW

"AT YOUR SERVICE"

WINDSOR

MUTUAL

FREQUENCY: 1030 Kc. POWER: 5000 Watts.
 OWNED BY: Western Ontario Broadcasting Co.
 OPERATED BY: Same. BUSINESS ADDRESS: Union Guardian Bldg., Detroit. STUDIO ADDRESS: Guaranty Trust Bldg., Windsor. TRANSMITTER LOCATION: Sandwich South Township. TIME ON THE AIR: 6:00 A.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

CKLW gets ACTION



a "phoney" story

At 7:45 P. M. our Crossword Puzzle show took the air.

At 7:55 P. M. the first winner phoned.

By 8:15 P. M. phone service to 175,000 Detroit homes was tied up — whole exchanges were temporarily out of service — because CKLW has a responsive audience.

Since the first broadcast the Detroit sponsor has reported an increase in store traffic of 11,000 persons per week.

CKLW has a responsive audience IN DETROIT

[They DO Listen]
 [to 5,000 Watts]

MUTUAL BROADCASTING SYSTEM

Personnel

General Manager.....J. E. Campeau
 Station Manager.....William J. Carter
 Commercial Manager.....L. J. Dumahaut
 Chief Announcer.....Joe Gentile
 Publicity Director.....Val Clare
 Chief Engineer.....William J. Carter

POLICIES

Does not accept foreign language accounts; no liquor accounts as per CBC regulations.

Operates a research and merchandising department, also run advertising in local papers for commercial programs; also street car and bill board.

REPRESENTATIVE

J. Hershey McGillvra, New York
 George Roesler, Chicago

CKNX

"THE ONTARIO FARM STATION"

WINGHAM—EST. 1926

ALL-CANADA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: W. T. Cruickshank & B. Howard Bedford. OPERATED BY: Same. BUSINESS ADDRESS: Fields Bldg. PHONE: 158-W, 158-J. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 10:30 A.M. to 9:00 P.M. NEWS SERVICE: Christian Science Monitor and own news editor and correspondents. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Hollywood Radio Attractions, and Grow & Pitcher Agencies.

Personnel

President.....W. T. Cruickshank
 Station Manager.....W. T. Cruickshank
 Commercial Manager.....B. H. Bedford
 Merchandising Director.....Harry J. Boyle
 Chief Announcer.....John Cruickshank
 Artists' Bureau Head and
 Musical Director.....C. N. Merkeley
 Chief Engineer.....Scott Reid

POLICIES

Canadian Broadcasting Corp. rules and regulations apply. Station has local policy against solicitation of mail to come to its address, except with special permission. Political broadcasting takes regular rates.

Merchandising: Weekly circular letter to all retail dealers handling CKNX products. Regular calls on retail dealers, setting up display material. Station build-up and newspaper publicity for all new features. No charge for service.

REPRESENTATIVE

Joseph Hershey McGillvra

PRINCE EDWARD ISLAND

Population 93,000

Number of Families 23,850

Number of Radio Homes 5,251

Retail Sales \$13,774,000

Auto Registrations 7,632

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

CHARLOTTETOWN—EST. 1924

CBC—MARITIME

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Island Radio Broadcasting Co., Ltd. OPERATED BY: Island Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Brace Bldg. PHONE: 741. STUDIO ADDRESS: Brace Bldg. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President and Managing

Director K. S. Rogers
Sales and Studio Manager L. A. McDonald
Assistant Studio Director S. R. Kennedy
Director of Women's

Programs Miss M. E. Rogers
Chief Engineer J. Q. Adams
Studio Engineer M. H. F. Young

POLICIES

Liquor advertising not accepted. Regulations of Canadian Broadcasting Corporation apply.

Merchandising: Contacts all wholesale and retail outlets in area; assists in all merchandising promotions; surveys different programs throughout primary area with radio-equipped cars.

REPRESENTATIVE

All-Canada Radio Facilities
Joseph Hershey McGillvra (U.S.A.)

CHCK *

CHARLOTTETOWN

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: J. A. Gesner. BUSINESS ADDRESS: Charlottetown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager M. H. F. Young

*No further information was available at time of going to press.

CHGS

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1450 Kc. POWER 500 Watts (license); 100 Watts (actual operation). OWNED BY: R. T. Holman, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Water St. PHONE: 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holman Bldgs. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Christian Science Monitor.

Personnel

President H. T. Holman
Station Manager R. L. Mollison
Chief Announcer J. E. Mellman
Sales Manager J. L. Holman
Chief Engineer W. R. Cannon

POLICIES

Liquor advertising not accepted. Every merchandising assistance given in spotting window or counter displays in local stores.

QUEBEC

Population 3,135,000

Number of Families 803,846

Number of Radio Homes 384,168

Retail Sales \$651,138,000

Auto Registrations 181,630

CBJ

CHICOUTIMI

CBC

FREQUENCY: 1120 Kc. POWER: 100 Watts. OWNED BY: Canadian Marconi Co. OPER-

ATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Chicoutimi. PHONE: 155. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 3:15 P. M. to 11:15 P.M. NEWS SERVICE: Local news.

Personnel

Station Manager and Chief
Announcer Vilmond Fortin
Chief Engineer J. E. Roberts

POLICIES

No liquor advertising. Exclusively a French language station. CBC policies otherwise.

CKCH

"BILINGUAL STATION OF THE
OTTAWA VALLEY"

HULL—EST. 1933

CBC (AND PROVINCIAL)

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: Hull Broadcasting Co. OPER-
ATED BY: Same. BUSINESS ADDRESS: 85
Champlain. PHONE: 2-1701. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Chelsea Road. TIME ON THE AIR: 8:00
A.M. to 11:30 P.M. NEWS SERVICE: Cana-
dian Press. MAINTAINS ARTISTS BUREAU.
TRANSCRIPTION SERVICE: NBC Thesaurus

Personnel

President..... Josephat Pharand
Station Manager..... J. Alexander Dupont
Chief Engineer..... J. F. Champagne

POLICIES

Foreign language programs accepted. Beer
and wine deals accepted. Other CBC rules
apply.

CBF

MONTREAL—EST. 1937

NBC (RED & BLUE)—For Programs With
French Announcements.

FREQUENCY: 910 Kc. POWER: 50,000 Watts.
OWNED BY: Canadian Broadcasting Corpora-
tion. OPERATED BY: Canadian Broadcasting
Corporation. BUSINESS ADDRESS: 1231 St.
Catherine St. West. PHONE: Mar. 5211. STU-
DIO ADDRESS: Same. TRANSMITTER LOCA-
TION: Vercheres, Que. TIME ON THE AIR:
8:00 A.M. to midnight. NEWS SERVICE: Ca-
nadian Press.

Personnel

Station Manager..... Maurice Goudrault
Commercial Manager J. A. Dupont

POLICIES

Alcoholic beverage advertising not accepted.
Governed by the policies of the Canadian
Broadcasting Corp.

CBM

MONTREAL—EST. 1933

NBC—(RED)

FREQUENCY: 1050 Kc. POWER: 5000 Watts.
OWNED BY: Canadian Broadcasting Corpora-
tion. OPERATED BY: Canadian Broadcasting
Corporation. BUSINESS ADDRESS: 1231 St.
Catherine St. West, Montreal. PHONE: Mar.
5211. STUDIO ADDRESS: Same. TRANSMIT-

TER LOCATION: Laprairie. TIME ON THE
AIR: 8:00 A.M. to midnight. NEWS SERVICE:
Canadian Press.

Personnel

Station Manager..... Maurice Goudrault
Commercial Manager J. A. Dupont
Chief Engineer..... G. E. Sarault

POLICIES

No liquor advertising accepted in accord-
ance with CBC rules.

CFCF

(Short Wave CFCX)

MONTREAL—EST. 1918

NBC (Blue) and CBC

FREQUENCY: 600 Kc. POWER: 500 Watts.
OWNED BY: Canadian Marconi Co. OPER-
ATED BY: Canadian Marconi Co. BUSINESS
ADDRESS: 211 St. Sacrament St. PHONE: Mar-
quette 7084-5-6. STUDIO ADDRESS: 1231 St.
Catherine St. W. TRANSMITTER LOCATION:
Mt. Royal Hotel. TIME ON THE AIR: 7:45 A.M.
to 1:00 A.M. (daily); 9:00 A.M. to 11:15 P.M.
(Sunday). NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... A. H. Ginman
Station and Commercial

Manager V. F. Nielsen
Chief Announcer..... J. A. Shaw
Sales and Publicity Director... Ernest H. Smith
Chief Engineer..... Kenneth R. Paul

POLICIES

No liquor advertising. Advertising for beer
and wine only as per government regulations.
No special restrictions otherwise.

No foreign language accounts.

No merchandising department maintained at
present time.

REPRESENTATIVE

Weed & Company (in the U. S.)

CHLP

"THE SPORTS' STATION OF MONTREAL"

MONTREAL—EST. 1933

FREQUENCY: 1120 Kc. POWER: 100 watts.
OWNED BY: La Patrie Pub. Co. OPERATED
BY: Same. BUSINESS ADDRESS: Sun Life
Bldg. PHONE: Plateau 5225. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
180 St. Catherine St., W. TIME ON THE AIR:
16 hours daily. NEWSPAPER AFFILI-
ATIONS: La Patrie, La Presse, Le Canada,
Le Devoir, L'Illustration, Montreal Daily Star,
Montreal Herald, Montreal Gazette. TRAN-
SCRIPTION SERVICE: Standard Radio.

Personnel

Station and Commercial

Manager..... Marcel Lefebvre
Publicity Director Armand Goulet
Musical Director..... M. daSylva
Chief Engineer..... F. F. Tambling

POLICIES

Accepts beer and wine accounts only.
French and English announcements only.

CKAC

"CANADA'S BUSIEST STATION"

MONTREAL—EST. 1922

FREQUENCY: 730 Kc. POWER: 5000 Watts.
OWNED BY: La Presse Pub. Co., Ltd. OPERATED BY: La Presse Pub. Co., Ltd. BUSINESS ADDRESS: 980 St. Catherine St. West. PHONE: Marquette 3611. STUDIO ADDRESS: 980 St. Catherine St. West. TRANSMITTER LOCATION: St. Hyacinthe. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: La Presse, The Star, The Herald, La Patrie, The Gazette. NEWS SERVICE: British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and Exclusive Parisian.

Personnel

Managing Director.....Phil Lalonde
Promotion Manager.....Andre Daveluy
Traffic Manager.....Flavius Daniel
Artists' Bureau Head.....Ferdinand Biondi
Chief Announcer.....Roy Malouin
Local Sales Manager.....Paul Ouellet
Public Relations Director.....Louis Leprohon
Publicity Director.....Louis Morisset
Program Director.....Yves Bourassa
Musical Director.....Henri Letondal
Chief Engineer.....Leonard Spencer
Chief Engineer at Transmitter.....Percy Smith

POLICIES

Hard liquor not permitted. Price mentions not permitted. Commercial talks not accepted.

REPRESENTATIVE

Jos. H. McGillvra

CHNC

"THE VOICE OF LA BAIE DES CHALEURS"

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 950 Kc. POWER: 1,000 Watts.
OWNED BY: Gaspesia Radio Broadcasting Co. OPERATED BY: Gaspesia Radio Broadcasting Co. BUSINESS ADDRESS: Main St. PHONE: 38. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Line Road. TIME ON THE AIR: (daily) 8:00 A.M. to 12:15 A.M. NEWS SERVICE: Canadian Press, British United Press.

Personnel

President.....Dr. Charles Dumont
Station and Commercial
Manager.....Dr. Ches Houde
Advertising Manager.....V. Bernard
Chief Announcer.....C. S. Chapman

Musical Director.....Lionel Allard
Chief Engineer.....J. R. McGough

POLICIES

Accept beer and wine accounts; has no restrictions on foreign language programs. 100% bilingual (English and French).

REPRESENTATIVE

Joseph Hershey McGillvra
(N. Y. & Chicago)

CBV

QUEBEC—EST. 1934

CBC

FREQUENCY: 950 Kc. POWER: 1000 Watts.
OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Room 4002 Chateau Frontenac. PHONE: 5658. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charlesbourg. TIME ON THE AIR: 12:00 noon to midnight. NEWS SERVICE: Canadian Press.

Personnel

Station Manager.....A. H. Houde
Chief Engineer.....Charles Frenette

POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

CHRC

"THE VOICE OF OLD QUEBEC"

QUEBEC—EST. 1926

FREQUENCY: 580 Kc. POWER: 100 Watts.
OWNED BY: CHRC, Limitee. OPERATED BY: CHRC, Limitee. BUSINESS ADDRESS: Victoria Hotel. PHONE: 2-8178. STUDIO ADDRESS: Victoria Hotel. TRANSMITTER LOCATION: Victoria Hotel. TIME ON THE AIR: (daily) 7:30 A.M. to midnight; (Sundays) 11:30 A.M. to midnight. NEWS SERVICE: Own News Service, British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth and own disk library of 12,000 selections.

Personnel

Station Manager.....J. N. Thivierge
Sales Manager.....J. A. Hardy
Artists Bureau Head.....A. Pelletier
Chief Announcer.....T. H. Burham
Publicity Director.....J. D. Boudreau
Musical Director.....Gaston Voyer
Chief Engineer.....Oscar Marcoux

POLICIES

None other than governmental regulations. Spot announcements are limited to 100 words and not accepted between 7:30 and 1:00 P.M.

Merchandising: Merchandising department in operation at convenience of sponsors.

REPRESENTATIVE

Joseph Hershey McGillvra

CKCV

"LA VOIX DU CANADA FRANCAIS"

QUEBEC—EST. 1925

CANADIAN BROADCASTING CORPORATION

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: CKCV, Limited. OPERATED BY:
CKCV, Limited. BUSINESS ADDRESS: 142 St.
John St. PHONE: 2-1585. STUDIO ADDRESS:
142 St. John St. TRANSMITTER LOCATION:
254 Marguerite-Bourgeois Ave. TIME ON THE
AIR: 7:45 A.M. to 11:30 P.M. NEWS SERVICE:
Canadian Press News. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

Commercial Manager.....Paul Lepage
Chief Announcer.....Gilles Duhamel
Station Manager.....Paul Lepage
Sales Manager.....Paul Lepage
Publicity Director.....Jean Nel
Musical Director.....Edwin Belanger
Chief Engineer.....Charles Frenette

POLICIES

Rules and regulations of the Canadian
Broadcasting Corporation.

CJBR

"THE VOICE OF THE LOWER
ST. LAWRENCE"

RIMOUSKI—EST. 1937

Canadian Broadcasting Corp.
Quebec Regional Network

FREQUENCY: 1030 Kc. POWER: 1000 Watts.
OWNED AND OPERATED BY: Lower St. Law-
rence Power Co. BUSINESS AND STUDIO
ADDRESS: 1 St. John St. PHONE: 119. TRANS-
MITTER LOCATION: Notre-Dame du Sacre
Coeur. TIME ON THE AIR: Weekdays 8:00
A.M. to 11:30 P.M. Sundays, 12:00 noon to
11:30 P.M. NEWSPAPER AFFILIATION: Le
Progres du Golfe.

Personnel

President.....J. A. Brillant
Manager.....G. A. Lavoie
Program Director.....P. E. Corbeil
Office Manager.....Lucien Bertrand

POLICIES

All continuities are subject to the approval
of the station management and must comply
with the rules and regulations of the Cana-
dian Broadcasting Corp.

REPRESENTATIVE

Joseph Hershey McGillvra

CKRN *

ROUYN

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: La Cie Radiodiffusion. OPER-
ATED BY: Same. Business Address: Rouyn.
STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Same.

*Construction permit has been granted for
this station; no further information available
at time of going to press.

CHGB *

SAINTE ANNE DE LA POCATIERE

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: G. T. Desjardins. OPERATED
BY: Same. BUSINESS ADDRESS: Sainte Anne
de la Pocatiere. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same.

Personnel

General Manager.....G. H. Bouchard

*Construction permit has been granted; no
further information was available at time of
going to press.

CHLT

"THE VOICE OF THE EASTERN
TOWNSHIPS"

SHERBROOKE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: La Tribune Ltd. OPERATED BY:
La Tribune Ltd. BUSINESS ADDRESS: La
Tribune Bldg. PHONE: 971. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Sherbrooke. TIME ON THE AIR: 8:00 A.M. to
11:00 P.M.; Sunday, 12:00 noon to 10:00 P.M.
NEWSPAPER AFFILIATIONS: La Tribune.
NEWS SERVICE: Canadian Press. TRAN-
SCRIPTION SERVICE: World Broadcasting Sys-
tem.

Personnel

President.....Hon. Jacob Nicol
Manager.....A. Gauthier
Chief Engineer.....C. Charlebois

POLICIES

Beer and wine advertising contracts ac-
cepted subject to CBC regulations.

CHLN

THREE RIVERS

FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED AND OPERATED BY: Le Nouvelliste.
BUSINESS AND STUDIO ADDRESS: Chateau
de Blois. TRANSMITTER LOCATION: Three
Rivers. TIME ON THE AIR: Weekdays, 8:00
A.M. to 11:30 P.M. Sundays, 12:00 noon to
11:30 P.M. NEWSPAPER AFFILIATION: Le
Nouveliste. TRANSCRIPTION SERVICE: World
Broadcasting System.

Personnel

Director.....George Bourassa

POLICIES

Advertising of alcoholic beverages except-
ing beer and wine not accepted.

Service of program department and an-
nouncers, French and English, in arrang-
ing and presentation of programs is available.

SASKATCHEWAN

Population 939,000

Number of Families 240,770

Number of Radio Homes 109,109

Retail Sales \$189,181,000

Auto Registrations 102,080

CHAB

"THE BRIGHT SPOT ON THE DIAL"

MOOSE JAW—EST. 1922

CBC

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: CHAB, Limited. OPERATED BY: CHAB, Limited. BUSINESS ADDRESS: Grant Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO ADDRESS: Grant Hall Hotel. TRANSMITTER LOCATION: Grant Hall Hotel. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:15 A.M. to 11:00 P.M. NEWS SERVICE: British United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....H. C. Buchanan
Sales Manager.....L. A. Bourgeois
Publicity Director.....Gordon Walker
Program Director.....J. S. Boyling
Chief Engineer.....A. E. Jacobson

POLICIES

Liquor advertising not accepted. Foreign language accounts not accepted.

Merchandising: All national accounts contracted for 26 programs or over are merchandised by the station. This includes personal contact, window display, press notices and spot announcements drawing attention to the series.

REPRESENTATIVE

All-Canada Radio Facilities, Ltd., Canada
Weed & Company, U. S. A.

CHNB *

NORTH BATTLEFIELD

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: C. R. McIntosh. OPERATED BY: Same. BUSINESS ADDRESS: North Battlefield. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

* Construction permit has been granted; no further information available at time of going to press.

CKBI

"SERVING CANADA'S FASTEST GROWING COMMUNITY"

PRINCE ALBERT—EST. 1924

CBC

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffatt. BUSINESS AND STUDIO ADDRESS: Sanderson Block. TRANSMITTER LOCATION: 27th St., West. TIME ON THE AIR: Week Days, 7:45 A.M. to 11:00 P.M. Sundays, 9:00 A.M. to 10:00 P.M. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

ManagerR. E. Price
Technical Director.....L. E. Moffatt

POLICIES

Merchandising: Free pre-publicity announcements, daily program resume, usual newspaper and radio magazine program listing, cooperation checking dealer supplies and display material.

REPRESENTATIVE

All Canada Radio Facilities
Weed & Co.

CJRM

"THE VOICE OF SASKATCHEWAN"

REGINA—EST. 1926

CBC—GRAIN BELT NETWORK

FREQUENCY: 540 Kc. POWER: 1000 Watts. OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Saskatchewan Life Bldg. PHONE: 8424-6282. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pilot Butte. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M.; Sundays, 10:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting Service, Lang-Worth and Standard Radio.

Personnel

PresidentJames Richardson
Station & Commercial Mgr.....F. V. Scanlan
Chief AnnouncerD. E. (Don) Wright

Mgr. Radio DivisionH. R. McLaughlin
 Sales ManagerB. Pirie
 Publicity DirectorN. Chamberlain
 Musical DirectorS. Hillier
 Chief EngineerA. W. (Bert) Hooper

POLICIES

No liquor advertising accepted. Foreign language programs accepted. Advertising content and policy subject to the rules and regulations of the Canadian Broadcasting Corporation. All advertising for food products and patent medicines subject to the approval of the Department of National Health and Pensions, Ottawa.

Station will co-operate with the agency or client in any merchandising tie-in or promotion.

REPRESENTATIVE

Joseph Hershey McGillvra

CKCK

"THEY LISTEN TO CKCK"

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 1000 watts.
 OWNED BY: Leader-Post, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Leader Bldg. PHONE: 8525-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Boggy Creek. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: Leader-Post, Ltd. NEWS SERVICES: British United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor, Radio Producers, Inc., and Transco.

Personnel

Station Manager.....M. V. Chesnut
 Commercial Manager.....A. J. Balfour
 Artists Bureau Head.....W. A. Speers
 Publicity Director.....D. McMillan
 Musical Director.....A. R. Smith
 Chief Engineer.....E. A. Strong

POLICIES

No liquor advertising. Usual Canadian restrictions.

Full time merchandising department employed for program exploitation, and for arranging window displays and theatre lobby displays.

REPRESENTATIVES

All-Canada Radio Facilities, Ltd. (Canada)
 Weed & Co. (U.S.A.)

C B K *

SASKATOON

CANADIAN BROADCASTING CORP.
 FREQUENCY: 540 Kc. POWER: 50,000 Watts.
 OWNED BY: Canadian Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS: Saskatoon. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager.....Gladstone Murray
 * Construction permit has been granted for this station; no further information available at time of going to press.

CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 840 Kc. POWER: 1000 watts.
 OWNED BY: A. A. Murphy & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 216 First Ave., N. PHONE: 5374-7282. STUDIO ADDRESS: 216 First Ave., N. TRANSMITTER LOCATION: Exhibition Grounds. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 10:00 A.M. to 11:00 P.M. NEWS SERVICES: Canadian Press, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President and Station Manager...A. A. Murphy
 Commercial ManagerVernon Dallin
 Chief Announcer.....C. Cairns
 Chief Engineer.....S. Clifton

POLICIES

Liquor restrictions as per Canadian Broadcasting Corporation.

REPRESENTATIVE

Joseph Hershey McGillvra (USA only)
 Jack Slater, Toronto & Montreal

CJGX

YORKTON—EST. 1927

FREQUENCY: 1390 Kc. POWER: 100 Watts.
 OWNED BY: James Richardson & Sons, Ltd.
 OPERATED BY: James Richardson & Sons, Ltd.
 BUSINESS ADDRESS: Royal Alexandra Hotel.
 PHONE: Winnipeg 9-2266. STUDIO ADDRESS: Royal Alexandra Hotel. TRANSMITTER LOCATION: Yorkton. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M., EST.

Personnel

Station Manager.....H. R. McLaughlin
 SupervisorN. B. LeRoy

POLICIES

CBC policies apply.

REPRESENTATIVE

Joseph Hershey McGillvra

CANADIAN STATIONS ★ WITH NEWSPAPER ★ AFFILIATIONS

ALBERTA

CFAC—Calgary. 1000 Watts; 930 Kc. Gordon S. Henry, manager...CALGARY DAILY HERALD
CJCJ—Calgary. 100 Watts; 690 Kc. H. A. Webster, manager...CALGARY ALBERTAN
CJCA—Edmonton. 1000 Watts; 730 Kc. Frank H. Elphicke, manager...EDMONTON JOURNAL

BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 880 Kc. D. Homersham, manager...KAMLOOPS SENTINEL
CKOV—Kelowna. 1000 Watts; 630 Kc. J. W. B. Browne, manager...KELOWNA COURIER
CKCD—Vancouver. 100 Watts; 1010 Kc. W. G. Hassell, manager,
VANCOUVER DAILY PROVINCE
CKFC—Vancouver. 50 Watts; 1410 Kc. F. E. Rutland, manager...VANCOUVER SUN
CKMO—Vancouver. 100 Watts; 1410 Kc. H. M. Cooke, manager...VANCOUVER NEWS HERALD

NEW BRUNSWICK

CKCW—Moncton. 100 Watts; 1370 Kc. F. A. Lynds, manager,
MONCTON TRANSCRIPT, MONCTON TIMES
CHSJ—Saint John. 100 Watts; 1120 Kc. L. W. Bewick, manager,
SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

NOVA SCOTIA

CHJC—Halifax. 1000 Watts; 1420 Kc. F. B. McCurdy, manager...HALIFAX CHRONICLE & STAR
CHNS—Halifax. 1000 Watts; 930 Kc. William C. Borrett, manager...HALIFAX HERALD

ONTARIO

CFRC—Kingston. 100 Watts; 1510 Kc. James Annand, manager...KINGSTON WHIG-STANDARD
CJKL—Kirkland Lake. 100 Watts; 1310 Kc. Brian Shellon, manager...TIMMINS PRESS
CFPL—London. 100 Watts; 730 Kc. Philip H. Morris, manager...LONDON FREE PRESS
CFCH—North Bay. 100 Watts; 930 Kc. Tom Darling, manager...TIMMINS PRESS
CFOS—Owen Sound. 100 Watts; 1370 Kc. Howard Fleming, manager...OWEN SOUND SUN-TIMES
CJIC—S. S. Marie. 100 Watts; 1500 Kc. J. G. Hyland, manager...THE ALGOMAN WEEKLY
CKSO—Sudbury. 1000 Watts; 780 Kc. W. J. Woodill, manager...SUDBURY SUN
CKGB—Timmins. 100 Watts; 1420 Kc. William Wren, manager...TIMMINS DAILY PRESS

QUEBEC

CHLP—Montreal. 100 Watts; 1120 Kc. Marcel Lefebvre, manager...MONTREAL LA PATRIE
CKAC—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager...MONTREAL LA PRESSE
CHLT—Sherbrooke. 100 Watts; 1210 Kc. A. Gauthier, manager...SHERBROOKE LA TRIBUNE
CHLN—Three Rivers. 100 Watts; 1420 Kc. George Bourassa, manager,
THREE RIVERS LE NOUVELLISTE

SASKATCHEWAN

CHNB—North Battlefield. 100 Watts; 1420 Kc...NORTH BATTLEFIELD NEWS
CKCK—Regina. 1000 Watts; 1010 Kc. M. V. Chesnut, manager...REGINA LEADER-POST