

CANADA

ALBERTA

CFAC, CALGARY

Operator: Taylor, Pearson & Carson Broadcasting Co., Ltd., Southam Bldg. *Phone:* R 1036. *Power:* 1,000 watts on 930 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 12, 1922. (Note: This station is newspaper-owned by the Calgary Herald.)

General manager: H. R. Carson. *Station manager:* Gordon S. Henry. *Program director:* T. Tweed. *Chief engineer:* R. Erickson. *Musical director:* Cecil B. Cappey. *Publicity director:* F. McDowell. *Commercial manager:* W. Baggs.

Rep: United Broadcast Sales, Toronto; Weed & Co., U. S. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* Newspaper and magazine publicity, window displays, display cards, etc.; all services rendered free. *Foreign language programs:* No rules; requests for commercial programs have never been made, though sustaining features have been presented. *Artists bureau:* None, as such, but maintains talent register; no charge made for registration; talent charged to accounts at cost. *Base rate:* \$90.

Copy restrictions: No beer, wine, liquor or patent medicines accepted; no price mentions permitted; spot announcements restricted to 100 words and not accepted after 7:30 p.m.

CFCN, CALGARY

Operator: The Voice of the Prairie, Ltd., Toronto General Trusts Bldg. *Phone:* M-1161. *Power:* 10,000 watts on 1030 kc. *Affiliation:* Alberta Educational Network. *Opened:* 1922

President: H. G. Love. *Commercial manager:* E. H. McGuire. *Chief engineer:* P. B. McCaffery.

Rep: Joseph Hershey McGillvra (U. S.) *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Advertising of beer, wine or liquor prohibited by government; patent medicines accepted if approved by government Department of Health; all

copy subject to station approval and regulations of the Canadian Broadcasting Corp.

CJ CJ, CALGARY

Operator: Albertan Publishing Co., Ltd., Ninth Ave., W. *Phone:* M 5858. *Power:* 100 watts on 690 kc. *Affiliation:* None. *Opened:* No date given. (Note: This station is newspaper-owned by the Calgary Albertan.)

President: Gordon Bell. *Station manager:* H. A. Webster. *Commercial manager:* F. Shaw. *Chief engineer:* R. Henderson.

Rep: None. *News:* Canadian Press. *Seating facilities:* None listed. *Merchandising:* Services being developed; no more specific data available. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp.

CFRN, EDMONTON

Operator: Sunwapta Broadcasting Co., Ltd., C.P.R. Bldg. *Phone:* 23561. *Power:* 100 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 1, 1934.

Station manager: G. R. A. Rice. *Business manager:* H. F. Nielsen. *Program directors:* David Hill, S. Lancaster. *Chief engineer:* F. C. Makepeace. *Musical director:* R. Wright. *Publicity director:* D. E. Neale.

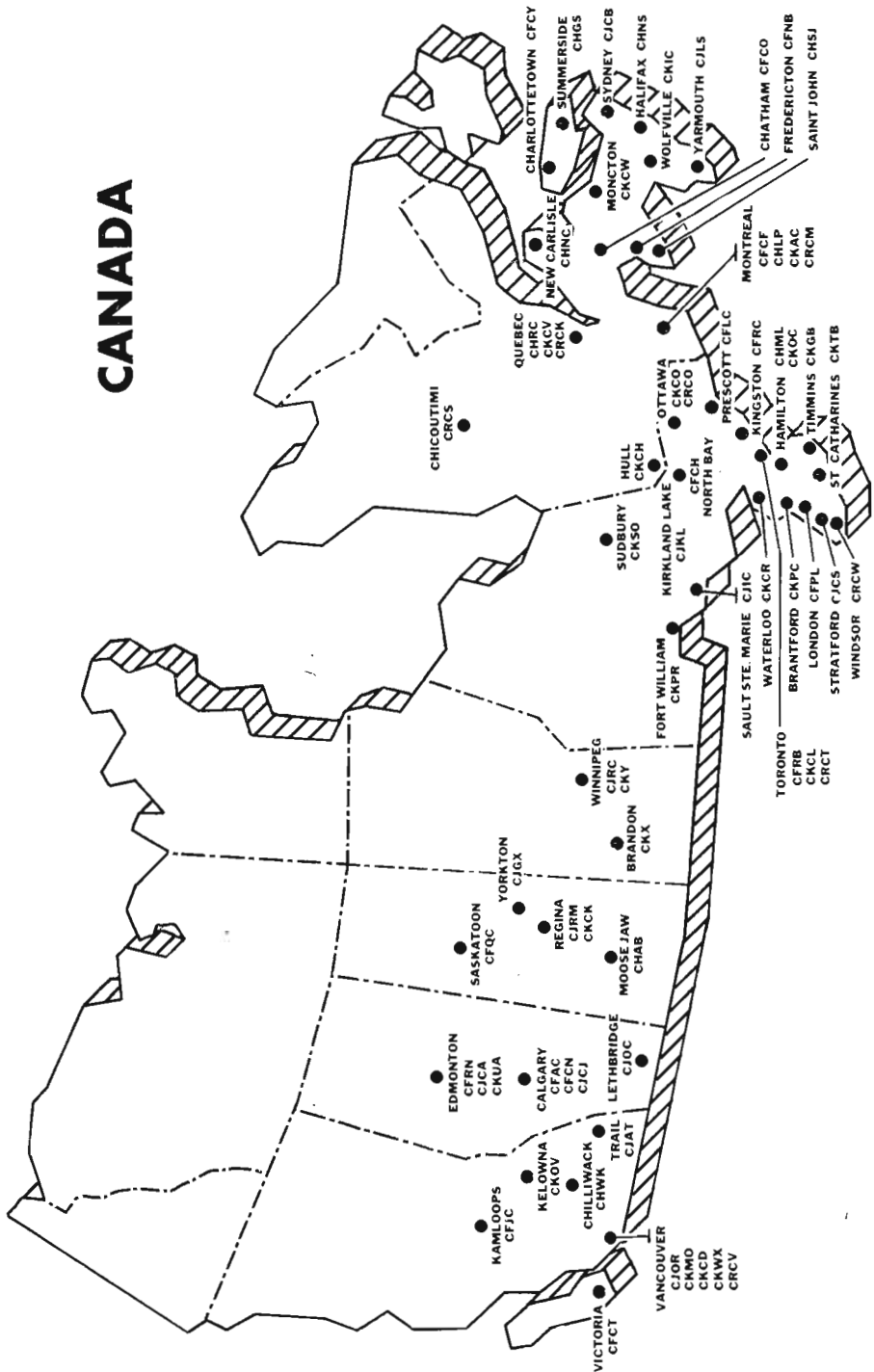
Rep: Joseph Hershey McGillvra (New York, Chicago, Toronto); All Canada Broadcasting System (Winnipeg). *News:* Canadian Press; Edmonton Bulletin. *Seating facilities:* Studio, about 50 persons. *Merchandising:* Mailings to dealers; contacts, etc.; services at cost. *Foreign language programs:* Accepted; must be accompanied by testified English translation. *Artists bureau:* None. *Base rate:* \$55.

Copy restrictions: No alcoholic beverages of any type; all patent medicine copy must be checked by Dept. of Health, Ottawa; no defamatory or highly exaggerated statements; no price quotations; spot announcements limited to 100 words and not accepted after 7:30 p.m.

CJCA, EDMONTON

Operator: Taylor and Pearson Broadcasting Co., Ltd. *Power:* 1,000 watts on 730 kc.

CANADA



STATIONS—Continued

Affiliation: Dominion Broadcasting Co.; Foothills Network.

Rep: Joseph Hershey McGillvra (U. S.).
Base rate: \$80.

No further information available after repeated requests.

CKUA, EDMONTON

Operator: University of Alberta. *Power:* 500 watts on 580 kc.

This station does not sell time—university-owned.

CJOC, LETHBRIDGE

Operator: Lethbridge Broadcasting, Ltd., Marquis Hotel Bldg. *Phone:* 3872. *Power:* 100 watts on 950 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 28, 1928.

President: J. G. Hutchings. *Station manager:* Gerald Gaetz. *Commercial manager:* Arthur H. Nicholl. *Program director:* Robert Buss. *Chief engineer:* Robert Reagh. *Publicity director:* Cameron Perry.

Rep: United Broadcast Sales, Toronto. *News:* Canadian Press. *Seating facilities:* 15 persons. *Merchandising:* Limited service offered by sales department. *Foreign language programs:* Accepted if transcribed and authorized by C.B.C. *Artists bureau:* None. *Stock:* Principally held by H. R. Carson, Ltd. *Base rate:* \$35.

Copy restrictions: Beer, wine or liquor advertising not permitted by Provincial Government; patent medicine copy must be approved by CBC.; all copy must conform to station standards and Canadian Broadcasting Corp. rules and regulations.

BRITISH COLUMBIA

CHWK, CHILLIWACK

Operator: Chilliwack Broadcasting Co., Ltd., 16 Wellington Avenue. *Phone:* 6106. *Power:* 100 watts on 780 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July, 1927.

Managing director, station and commercial manager, publicity director: C. Casey Wells. *Program director:* Ronald G. Wells. *Chief engineer:* Jack Pilling. *Artists Bureau head, musical director:* Bertram Turvey.

Rep: H. K. Conover (Chicago, Milwaukee, Detroit); Niles-Richman (New York). *News:* CBC; local. *Seating facilities:* none. *Merchandising:* "full cooperation" offered. *Foreign language programs:* not accepted. *Artists bureau:* setup nominal only. *Base rate:* \$20.

Copy restrictions: no beer, wine or liquor

advertising; no contracts accepted for mail order houses, chain stores, taverns, Sunday sports or amusements; all copy must conform to Canadian Broadcasting Corp. or other government regulations and is subject to station approval or revision.

CFJC, KAMLOOPS

Operator: Kamloops Sentinel, Ltd. *Power:* 100 watts on 880 kc.

Rep: Joseph Hershey McGillvra (U.S.).
Base rate: \$20.

No further information supplied at this time; station will go to 1,000 watts soon and was changing its general setup at time of query.

CKOV, KELOWNA

Operator: Okanagan Broadcasters, Ltd. *Power:* 100 watts on 630 kc. *Affiliation:* Dominion Broadcasting Co.

Base rate: \$20.

No further information available after repeated requests.

CJAT, TRAIL

Operator: Kootenay Broadcasting Co., Ltd., Box 2254. *Phone:* 737. *Power:* 1,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* January, 1933.

General and station manager: T. G. Robinson. *Commercial manager:* R. M. Dagg. *Program director:* C. R. Smith. *Chief engineer:* E. C. Connor. *Musical director:* L. W. Muirhead.

Rep: Weed & Co. (U. S.). *News:* Canadian Press. *Seating facilities:* 75 persons. *Merchandising:* All services rendered at actual cost. *Foreign language programs:* Accept Italian programs only. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Conform to rules and regulations of the Canadian Broadcasting Corp.

CJOR, VANCOUVER

Operator: G. C. Chandler. *Power:* 500 watts on 600 kc. *Affiliation:* Dominion Broadcasting Co.

Rep (U. S.): Joseph Hershey McGillvra (East); Walter Biddick Co. (Pacific Coast).
Base rate: \$75.

No further information available after repeated requests.

CKCD, VANCOUVER

Operator: Pacific Broadcasting Co., Ltd., 198 W. Hastings St. *Phone:* Seymour 2750. *Power:* 100 watts on 1010 kc. *Affiliation:* None. *Opened:* No date given. (Note: This station is owned by the Vancouver Daily Province.)

Station and commercial manager: W. G.

CANADA



United States Representatives



- | | | |
|------------------|-------------|-------------------|
| ALBERTA | CFAC | <i>Calgary</i> |
| | CJCA | <i>Edmonton</i> |
| | CJOC | <i>Lethbridge</i> |
| BRITISH COLUMBIA | CJAT | <i>Trail</i> |
| | CKWX | <i>Vancouver</i> |
| MANITOBA | CKX | <i>Brandon</i> |
| | CKY | <i>Winnipeg</i> |
| QUEBEC | CFCF | <i>Montreal</i> |
| SASKATCHEWAN | CKCK | <i>Regina</i> |

THESE STATIONS, EACH A LEADER
IN ITS OWN PROVINCE, OPEN
THE DOOR TO THIS VAST UN-
TAPPED CANADIAN MARKET.

**WEED
& COMPANY**
NEW YORK
DETROIT
CHICAGO

STATIONS—Continued

Hassell. *Program director:* Jack Avison. *Chief engineer:* H. G. McCrady. *Musical director:* Geneva Calangis. *Publicity director:* L. F. Hassell.

Rep: None. *News:* Local. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: None listed.

CKFC, VANCOUVER

Operator: Standard Broadcasting System, Ltd. *Power:* 50 watts on 1410 kc. (divides time with CKMO).

Rep: None. *Base rate:* \$30.

No further information after repeated requests.

CKMO, VANCOUVER

Operator: British Columbia Broadcasting System, Ltd., 812 Robson Street. *Phone:* SEY. 7711. *Power:* 100 watts on 1410 kc. *Affiliation:* British Columbia Network. *Opened:* 1923.

Managing director: B. A. Arundel. *Station and commercial manager:* H. M. Cooke. *Program and musical director:* A. Thompson. *Chief engineer:* R. Macness.

Rep: None. *News:* News Herald (local). *Seating facilities:* None. *Merchandising:* Complete publicity and merchandising service rendered free. *Foreign language programs:* Will accept; translation must be furnished. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Conform to rules and regulations of CBC; no liquor advertising; limited acceptance of patent medicines; no price quoting permitted.

CKWX, VANCOUVER

Operator: Western Broadcasting Co., Ltd., 801 W. Georgia St. *Phone:* Seymour 2288. *Power:* 100 watts on 1010 kc. (station shares time with CKCD). *Affiliation:* Canadian Pacific Communications. *Opened:* 1923.

General and station manager: A. Holstead. *Commercial manager:* Reginald M. Dagg. *Program and musical director:* Fred C. Bass. *Chief engineer:* E. Ross MacIntyre. *Publicity director:* V. L. Reed.

Rep: Weed & Co., New York, Chicago. *News:* Vancouver Sun. *Seating facilities:* None.

Merchandising: Window tie-in material; sales staff cooperates in contacting merchants, creating and carrying out any plans of sponsors. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by A. Holstead and William Hanlon. *Base rate:* \$40.

Copy restrictions: Operate under rules

of Canadian Broadcasting Corp.; no beer, wine or liquor advertising permitted; patent medicines accepted under government supervision.

CRCV, VANCOUVER

Operator: Canadian Broadcasting Corp. *Power:* 5,000 watts on 1100 kc.

Base rate: \$110.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CFCT, VICTORIA

Operator: Victoria Broadcasting Association, Radio Center. *Phone:* G 2014; E 2442. *Power:* 500 watts on 1450 kc. *Affiliation:* None. *Opened:* March 24, 1924.

General and commercial manager: G. W. Deaville. *Station manager:* Bernard Deaville. *Program director, artists bureau head:* Clarence Carville. *Chief engineer:* Cliff Deaville. *Musical director:* Art Farey. *Publicity director:* L. B. Parsons.

Rep: Joseph Hershey McGillvra, New York, Chicago. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* Programs given publicity on several of the station's programs. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up nominal only. *Base rate:* \$30.

Copy restrictions: Conform to rules and regulations of CBC; no price quoting permitted; patent medicine copy must be passed by management; all advertising must conform to station code of ethics.

MANITOBA

CKX, BRANDON

Operator: Manitoba Telephone System. *Power:* 1,000 watts on 1120 kc.

Rep: Weed & Co. *Base rate:* \$50.

No further information available after repeated requests.

CJRC, WINNIPEG

Operator: James Richardson & Sons, Ltd., Royal Alexandra Hotel. *Phone:* 92266. *Power:* 1,000 watts on 630 kc. *Affiliation:* Grain Belt Network. *Opened:* February 16, 1934.

General and station manager: H. R. McLaughlin. *Commercial manager:* J. L. C. MacPherson. *Program and musical director:* Harold Green. *Chief engineer:* Ken Cameron. *Publicity director:* George Titus.

Rep: All-Canada Radio Facilities, Ltd., Winnipeg, Toronto, Montreal; Joseph Hershey McGillvra, New York, Chicago.

STATIONS—Continued

News: Transradio. *Seating facilities:* None. *Merchandising:* Supply newspaper publicity, market data and coverage; contact dealers; mail announcements; window displays; etc. *Foreign language programs:* Will accept; translation must be furnished in advance and is strictly censored. *Artists bureau:* Yes. *Base rate:* \$80.

Copy restrictions: All copy subject to rules and regulations and permission of the CBC.

CKY, WINNIPEG

Operator: Manitoba Telephone System, Winnipeg. *Phone:* 37131. *Power:* 15,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* March 13, 1923. (Note: the same owner also has CKX, Brandon.)

General and station manager: W. H. Backhouse. *Commercial manager:* Guy Herbert. *Program director:* R. H. Roberts. *Chief engineer:* G. H. Mills. *Musical director:* P. H. Richardson. *Publicity and public relations director:* D. R. P. Coats.

Rep: Weed & Co. (U. S.); United Broadcast Sales (Canada). *News:* Canadian Press. *Seating facilities:* 100 persons. *Merchandising:* None at present; service to be established in the fall. *Foreign language programs:* Will accept, but no requests received to date. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: No liquor advertising; no price quoting.

CFNB, FREDERICTON

Operator: James S. Neill & Sons, Ltd. *Power:* 1,000 and 500 watts on 550 kc. *Affiliation:* Dominion Broadcasting Co.

Rep: Joseph Hershey McGillvra. *Base rate:* \$50.

No further information available after repeated requests.

CKCW, MONCTON

Operator: Moncton Broadcasting Co., Ltd. *Power:* 100 watts on 1370 kc. *Affiliation:* Dominion Broadcasting Co.

Rep: Joseph Hershey McGillvra. *Base rate:* \$30.

No further information available after repeated requests.

CHSJ, SAINT JOHN

Operator: New Brunswick Broadcasting Co., Ltd., Admiral Beatty Hotel. *Phone:* 3-2307. *Power:* 100 watts on 1120 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* February, 1934. (Note: This station is newspaper-owned by the St. John Telegraph-Journal and Times-Globe.)

Station manager, secretary-treasurer: L. W. Bewick. *Commercial manager:* George Cromwell. *Program director, artists bureau head:* deB. Holly. *Chief engineer:* J. G. Bishop. *Publicity director:* Christine Fewings.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press; Transradio; Telegraph and Times (local). *Seating facilities:* 20 persons. *Merchandising:* Publicity and listings in Telegraph-Journal and Times-Globe; circular letters to the trade with suggestions for counter and window displays; all services rendered free. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* \$40.

Copy restrictions: Conform to rules and regulations of CBC; spot announcements are limited to 100 words and are not accepted after 7:30 p.m. nor on Sunday; no price quoting permitted; all copy subject to station approval and government regulations.

NOVA SCOTIA

CHNS, HALIFAX

Operator: Maritime Broadcasting Co., Ltd., Lord Nelson Hotel. *Phone:* B-8319. *Power:* 1,000 watts on 930 kc (operating schedule: 8 a.m. to midnight daily; Saturday, 12 noon to midnight; Sunday, 3 p.m. to midnight). *Affiliation:* Maritime Network; Canadian Broadcasting Corp. *Opened:* May 12, 1926. (Note: CHNS is associated with the Halifax Herald and Halifax Mail for news).

Director: William C. Borrett. *Commercial manager:* John L. Redmond. *Program director:* Lionel L. Shatford. *Chief operator:* Cecil A. Landry. *Musical director:* Richard L. Fry. *Publicity director:* Fletcher Coates.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press. *Seating facilities:* Auditorium of School for Blind; ballroom of Lord Nelson Hotel; Theatre Arts Guild Playhouse; Casino Theatre; Capitol Theatre; at theatres regular admission charged—other locations admission free. *Merchandising:* Supply information for sponsors; send out a house organ; newspaper schedules printed with sponsor's name. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: No alcoholic beverage advertising; patent medicines must be approved by Department of Health; abides by Canadian Broadcasting Corp. rules and regulations.

CJCB, SYDNEY

Operator: N. Nathanson, Radio Building. *Phone:* 170-209. *Power:* 1,000 watts on 1200 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* February 14, 1929.

Station manager: N. Nathanson. *Program and musical director:* R. H. Wright. *Chief engineer:* F. G. O'Brien. *Publicity director:* C. Nunn.

Rep: Joseph Hershey McGillvra, New York. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Services, rendered free, include publicity, window displays, etc. *Foreign language programs:* Accepted between 2 and 4 p.m. weekdays. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and government regulations.

CKIC, WOLFVILLE

Operator: Acadia University. *Power:* 50 watts on 1010 kc.

This station does not sell time—university-owned.

CJLS, YARMOUTH

Operator: Laurie L. Smith, Grand Hotel. *Phone:* 500. *Power:* 100 watts on 1310 kc. (operating schedule: 10 a.m. to 1 p.m. and 5:30 to 8 p.m. daily; Sunday, 11 a.m. to 12:30 p.m. and 7 to 8:30 p.m.). *Affiliation:* Maritime Network. *Opened:* April 6, 1934.

Station head, chief engineer: Laurie L. Smith. *Commercial manager, program director:* O. W. Loeb.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Publicity and program listings in Nova Scotia and New Brunswick papers. *Foreign language programs:* Accepted if approved by Canadian Broadcasting Corp. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: None listed.

ONTARIO**CKPC, BRANTFORD**

Operator: Telephone City Broadcast, Ltd. *Power:* 100 watts on 930 kc. *Affiliation:* Dominion Broadcasting Co.

Base rate: \$40.

No further information available after repeated requests.

CFCO, CHATHAM

Operator: John Beardall, William Pitt Hotel (operated as Western Ontario's Community Station). *Phone:* 2626. *Power:* 100 watts on 630 kc. (licensed to operate

full time; actual operating schedules: 7:30 a.m. to 1:30 p.m. and 4:30 to 11 p.m. daily; Sunday, 9:30 a.m. to 12:30 p.m. and 1:45 to 10:30 p.m.). *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

Station head, general manager: John Beardall. *Commercial manager:* Peter A. Kirkey. *Program director:* Ross Wright. *Chief engineer:* Gordon Brooks.

Rep: None. *News:* No service listed. *Seating facilities:* None. *Merchandising:* Cooperate in obtaining distribution, window displays and advertisements, newspaper listings; keep local retail merchants posted on what products are being advertised; contact dealers in outlying territories. *Foreign language programs:* Accepted, subject to regulations of C.B.C. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: No alcoholic beverages accepted; all patent medicine accounts must be paid in advance, by the week, unless placed by recognized agency; all advertising matter must conform to governmental regulations.

CKPR, FORT WILLIAM

Operator: Dougall Motor Car Co., Ltd., Radio Hall. *Phone:* S. 315. *Power:* 100 watts on 730 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Feb. 27, 1931.

Station manager: H. F. Dougall. *Program director:* I. Jones. *Chief engineer:* R. H. Parker.

Rep: All-Canada Broadcasting System; United Broadcast Sales. *News:* Canadian Press; also own local service. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Outside the English language, Finnish and Ukrainian would be the only ones useful; will accept. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: No alcoholic beverage advertising of any kind whatsoever; spot announcements can't exceed 100 words, and will not be accepted after 7:30 p.m.

CHML, HAMILTON

Operator: Maple Leaf Radio Co., Ltd. *Power:* 100 watts on 1010 kc. *Affiliation:* Dominion Broadcasting Co.

Rep: None. *Base rate:* \$40.

No further information available after repeated requests.

CKOC, HAMILTON

Operator: Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg. *Power:* 1,000 and 500 watts on 1120 kc. *Affiliation:* Dominion Broadcasting Co. *Opened:* 1922.

General manager: James Midgley. *Station manager:* Gordon Anderson. *Chief engineer:* Leslie Horton. *Musical director:* Charles Wellinger.

STATIONS—Continued

Rep: None. *News:* None listed. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None listed. *Base rate:* \$80.

Copy restrictions: None listed, other than that copy must conform to station standards.

CFRC, KINGSTON

Operator: Queen's University, Whig Standard Bldg. *Phone:* 616. *Power:* 100 watts on 1510 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* June 29, 1936. (Note: This station is operated on partnership basis with the Kingston Whig-Standard.)

Station head, program and advertising director: James Annand. *Chief engineer:* H. Stewart.

Rep: J. H. McGillvra, New York. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* No policy formulated. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: No alcoholic beverage or patent medicine advertising accepted.

CJKL, KIRKLAND LAKE

Operator: Northern Broadcasting Co., Ltd. *Power:* 100 watts on 1310 kc.

Base rate: \$25.

No further information available after repeated requests.

CFPL, LONDON

Operator: London Free Press Printing Co., Hotel London. *Power:* 100 watts on 730 kc.

Rep: None. *Base rate:* \$45.

Copy restrictions: No alcoholic beverages accepted.

No further information available after repeated requests.

CFCH, NORTH BAY

Operator: Northern Broadcasting Co., Ltd., Capitol Theatre Bldg. *Power:* 100 watts on 930 kc.

Base rate: \$25.

No further information available after repeated requests.

CKCO, OTTAWA

Operator: G. M. Geldert, M. D., 272 Somerset St., W. *Phones:* Queen 8225; 2-3611. *Power:* 100 watts on 1010 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* March 22, 1924.

Director: G. M. Geldert, M. D. *Station manager:* A. W. Ryan. *Program director:* H. G. Young. *Chief engineer:* I. R. Henderson. *Artists bureau head:* L. C. Hill. *Musical director:* L. A. Moss. *Publicity director:* L. A. Moss.

Rep: Joseph Hershey McGillvra. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Through Radiad Service. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$40.

Copy restrictions: Abide by rules and regulations of the CBC; accept beer, wine, patent medicines, but no hard liquors; spot announcements limited to 100 words and are not accepted between 7:30 and 11 p.m.; all copy subject to station approval.

CRCO, OTTAWA

Operator: Canadian Broadcasting Corp., Chateau Laurier Hotel. *Phone:* Queen 54. *Power:* 1,000 watts on 880 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* February 27, 1924.

General and station manager: Charles Shearer.

Rep: None. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$70.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp.; no spot announcements permitted between 7:30 and 11 p.m.

CFLC, PRESCOTT

Operator: The Radio Association of Prescott, George St. *Phone:* 302. *Power:* 100 watts on 930 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

President, station and commercial manager: Charles Plumb. *Program director, artists bureau head:* John G. Andrews. *Chief engineer:* L. F. Knight. *Musical director:* Sid Phillips.

Rep: None. *News:* Canadian Press. *Seating facilities:* Studio, seating 20; two church auditoriums, seating 400 each, 25c admission. *Merchandising:* No information given. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$75.

Copy restrictions: Advertising of any alcoholic beverages and price mentions prohibited by government; all copy subject to station approval.

CKTB, ST. CATHERINES

Operator: The Silver Spire Broadcasting Station, Ltd., 10 King St. *Phone:* 3900. *Power:* 100 watts on 1,200 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 7, 1933.

President: E. T. Sandell. *Station manager:* Pauline Smyth. *Program director:* Bernard Mitchell. *Chief engineer:* W. H. Allen. *Musical director:* W. G. Adamson.

Rep: All-Canada Broadcasting System. News: None. Seating facilities: About 75 persons. Merchandising: Will make surveys, etc. Foreign language programs: Accepted; no announcements accepted. Artists bureau: None. Stock: Held by E. T. Sandell. Base rate: \$35.

Copy restrictions: All copy subject to approval of the Canadian Radio Corporation; no alcoholic beverages of any type whatsoever; patent medicine continuity subject to approval of the Department of Health.

CJIC, SAULT STE. MARIE

Operator: The Hyland Broadcasting Co., Windsor Hotel. Phone: 360. Power: 100 watts on 1,500 kc. Affiliation: Canadian Broadcasting Corp. Opened: Oct. 15, 1934.

Commercial manager: J. G. Hyland. Program director: J. C. Whitby. Chief engineer: S. C. Cusack.

Rep: Joseph Hershey McGillvra. News: RNA (Transradio). Seating facilities: None. Merchandising: Place photos of artists in windows; telephone follow-ups; tie-ins with theatres on occasion. Foreign language programs: Never any inquiries; foreign announcements of 100 words must be paralleled in English. Artists bureau: None. Base rate: \$35.

Copy restrictions: No beer, wines or alcoholic beverages; patent medicines subject to station approval and regulations.

CHLT, SHERBROOKE

Operator: La Tribune. Power: 100 watts on 1210 kc.

Rep: None. Base rate: \$35.
No further data available.

CJCS, STRATFORD

Operator: Central Broadcasting Company, Windsor Hotel. Phone: 1675. Power: 100 watts on 1210 kc. Affiliation: None. Opened: 1922.

General manager: R. H. Thomson. Station and commercial manager: Jack K. Cooke. Program director, chief engineer: C. Snelgrove. Musical director: Chas. Trethewey. Publicity director: Don Bassett.

Rep: Northern Broadcasting Co. News: Canadian Press. Seating facilities: 100 persons. Merchandising: Complete service free. Foreign language programs: Accept French programs. Artists bureau: None. Base rate: \$35.

Copy restrictions: Accept beer advertising; spot announcements limited to 100 words, commercials to 1½ minutes per quarter-hour program; all copy subject to rules and regulations of Canadian Broadcasting Corp.

CKSO, SUDBURY

Operator: Sudbury Star, Ltd., 21 Elgin St. Phone: 280. Power: 1,000 watts on 780 kc. Affiliation: Canadian Broadcasting Corp. Opened: August, 1935. (Note: This station is newspaper-owned: The Sudbury Star.)

President: W. E. Mason. Station manager, commercial manager: John D. Kemp. Program director: W. J. Woodill. Chief engineer: L. C. Parkes.

Rep: None. News: Canadian Press. Seating facilities: Studio, about 50 persons. Merchandising: Tie-up with newspaper allows publicity and listing of programs with sponsor's name or product included. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$60.

Copy restrictions: Medicinal copy accepted; no liquors or wines.

CKGB, TIMMINS

Operator: Northern Broadcasting Co., Ltd., Daily Press Bldg. Phone: 500. Power: 100 watts on 1420 kc. Affiliation: Canadian Broadcasting Corp. Opened: December 7, 1933. (Note: This station is newspaper-affiliated with the Timmins Press.)

President: R. H. Thomson. Station manager: William Wren. Program director: Gordon Archibald. Chief engineer: Edgar Ryan. Publicity director: Donald L. Bassett.

Rep: None. News: Canadian Press. Seating facilities: None. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: None. Base rate: \$25.

Copy restrictions: No liquor advertising permitted in this province; patent medicines must be approved by CBC.

CFRB, TORONTO

Operator: Rogers Radio Broadcasting Co., 37 Bloor St., W. Phone: Midway 3515. Power: 10,000 watts on 690 kc. Affiliation: CBS. Opened: No date given.

Managing director: Harry Sedgwick. Commercial manager: Lloyd Moore. Program director: Roy Locksley. Chief engineer: John Sharpe.

Rep: Joseph Hershey McGillvra (U. S.) News: Local. Seating facilities: 200 persons. Merchandising: Services rendered at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$200.

Copy restrictions: No alcoholic beverages accepted; patent medicine advertising must be passed by National Board of Health.

CKCL, TORONTO

Operator: Dominion Battery Co., 444 University Ave. Phone: Adelaide 1014.

STATIONS—Continued

Power: 100 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1923.

President: Henry S. Gooderham. **Station manager, commercial manager:** A. E. Leary. **Program director, musical director, artists bureau head, publicity:** Maurice Rapkin. **Chief engineer:** Ernest O. Swan.

Rep: None. **News:** Canadian Press. **Seating facilities:** Century and Lansdowne Theatre tie-ups; both about 1,500 capacity. **Merchandising:** Arrange window displays; newspaper tie-ups; public address system tie-ups (station owned). **Foreign language programs:** Have Jewish program; 76,000 Jews claimed to be in the City of Toronto. **Artists bureau:** Yes; artists available to sponsors; no booking charge leveled against artists. **Base rate:** \$60.

Copy restrictions: No alcoholic beverage advertising of any type; abide by rules of CBC; spot announcements limited to 75 words and not accepted between 7:30 and 11 p.m.

CRCT, TORONTO

Operator: Canadian Broadcasting Corp. **Power:** 5,000 watts on 840 kc. **Affiliation:** NBC.

Base rate: \$150.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CKCR, WATERLOO

Operator: Kitchener & Waterloo Broadcasting Co., Waterloo Trust Bldg., Kitchener. **Phone:** 4360. **Power:** 100 watts on 1510 kc. **Affiliation:** None listed. **Opened:** 1929.

Station manager: W. C. Mitchell. **Commercial manager:** G. Liddle. **Program director:** Doc. Lindsey. **Chief engineer:** Ion Hartman. **Musical director:** Prof. C. F. Thiele.

Rep: None. **News:** None. **Seating facilities:** Medium-sized studio; capacity not listed. **Merchandising:** Cooperate with advertisers to "fullest extent." **Foreign language programs:** No requests have ever been received, but German programs would be acceptable in territory. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer, wine and liquor advertising prohibited by policy of Canadian Broadcasting Corp., by which station operates; accept patent medicines; all copy subject to station approval.

CKLW, WINDSOR

See Detroit, Michigan.

CRCW, WINDSOR

Operator: Canadian Broadcasting Corp.

Power: 1,000 and 500 watts on 600 kc.

Base rate: \$90.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CKNX, WINGHAM

Operator: W. T. Cruickshank and B. Howard Bedford. **Power:** 50 watts on 1200 kc.

Rep: Joseph Hershey McGillvra. **Base rate:** \$20.

No further data available after repeated requests.

PRINCE EDWARD ISLAND

CFCY, CHARLOTTETOWN

Operator: Island Radio Broadcasting Co., Ltd., 8-9 Brace Block. **Phone:** 741; 1303. **Power:** 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Aug. 15, 1924.

Managing director: Lt. Col. Keith S. Rogers. **Commercial manager, program di-**



BI-LINGUAL BROADCASTS?

Should the programme
be English or French . . .
or both? If you would
like to have the pro-
gramme situation in
Montreal explained . . .
write us for full details.

The logo for N. B. C. Red & Blue, featuring the call letters "N. B. C." in a large, bold, sans-serif font above the words "RED & BLUE" in a smaller, bold, sans-serif font. The text is centered between two black triangles pointing towards each other.

N. B. C.
RED & BLUE

rector, artists bureau head, publicity: L. A. McDonald, Chief engineer: J. Q. Adams. Musical director: Mrs. K. S. Rogers.

Rep: None. News: Canadian Press. Seating facilities: 75 persons. Merchandising: Contact dealers; place window display and counter material; advise local dealers of the campaign when it is under way, with the client or agency to assume the cost of postage; newspaper publicity; pre-program announcements; service rendered to clients buying programs of five-minute or greater length; spot announcement campaigns are rendered a different service, not described. Foreign language programs: Accepted; if programs are not recorded, there is a special announcer's fee. Artists bureau: Yes; talent not listed. Base rate: \$60.

Copy restrictions: No beer, wines or whiskey; no announcements after 7 p.m.

CHGS, SUMMERSIDE

Operator: R. T. Holman, Ltd., 190 Water Street. Phone: 134. Power: 50 watts on 1450 kc. Affiliation: Canadian Broadcasting Corp. Opened: 1925.

President: H. T. Holman. Station and commercial manager: R. L. Mollison. Program director: J. E. Millman. Chief engineer: W. R. Cannon.

Rep: None. News: CBC; Christian Science Monitor. Seating facilities: 50 persons. Merchandising: Supply lists of retailers and wholesalers; mail printed matter and make personal calls on dealers at start of new campaign; arrange for window and counter displays. Foreign language programs: No rules; audience composed entirely of English-speaking people. Artists bureau: None. Base rate: \$25.

Copy restrictions: No beer, wine or liquor accepted; patent medicine continuity must be approved by the CBC; all copy subject to station and CBC rules and regulations.

QUEBEC

CRCS, CHICOUTIMI

Operator: Canadian Broadcasting Corp. Power: 100 watts on 950 kc.

Base rate: \$25.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish any more data at this time.)

CKCH, HULL

Operator: Hull Broadcasting Co., Ltd., 85 Champlain Ave. Phone: Sherwood 1820. Power: 100 watts on 1210 kc. Affiliation:

Canadian Broadcasting Corp.; Provincial Network. Opened: June 30, 1932.

Director: Alexander Dupont. Chief engineer: J. F. Champagne. Musical director: Rene Marier. Publicity director: A. W. Monette.

Rep: None. News: Canadian Press. Seating facilities: Laurier Theatre; Imperial and Capitol theatres (Ottawa); seating capacities not listed. Merchandising: No service listed. Foreign language programs: Accepted at a slight additional cost to pay for announcer; station is bilingual (French-English). Artists bureau: Has complete roster of artists; latter are not under contract to station, however. Stock: Principally held by Josaphat Pharand. Base rate: \$40.

Copy restrictions: Accept advertising for beer, wines and alcoholic beverages; also patent medicines; no announcements between 7 and 11 p.m.

CFCE, MONTREAL

Operator: Canadian Marconi Co., Ltd., Mount Royal Hotel. Phone: Marquette 7086. Power: 500 watts on 600 kc. Affiliation: NBC Canadian Group. Opened: 1921.

Station manager: Victor F. Nielsen. Program director: J. A. Shaw. Chief engineer: K. R. Paul.

Rep: Weed & Co., New York, Chicago. News: Canadian Press; Transradio. Seating facilities: Organ Hall, seating 300 persons. Merchandising: Publicity through radio columns in both English and French newspapers. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$125.

Copy restrictions: Beer and wine accepted with time signals and other services only, and copy must not tend to encourage use of such beverages; no hard liquor; patent medicine copy accepted if approved by National Board of Health; spot announcements limited to 75 words, chain breaks to 15; commercials limited to 250 words per quarter-hour, 600 words per half-hour, 1,000 words per hour.

CHLP, MONTREAL

Operator: LaPatrie. Power: 100 watts on 1120 kc. Affiliation: None.

Rep: None. Base rate: \$75.

No further information available after repeated requests.

CKAC, MONTREAL

Operator: La Compagnie de Publication de La Presse Limitee, 980 St. Catharine St., West. Phone: Lancaster 5125. Power: 5,000 watts on 730 kc. Affiliation: CBS. Opened: June, 1922. (Note: This station is newspaper-owned—La Presse.)

Director: Phil. Lalonde. *Program director:* Yves Bourassa. *Chief engineer:* Leonard Spencer.

Rep: Joseph Hershey McGillvra. *News:* British United Press. *Seating facilities:* Three theatres, 800, 1,100 and 1,500. *Merchandising:* Complete listings in paper; no other services listed. *Foreign language programs:* Station is bilingual; most announcements are given in French as well as English. *Artists bureau:* None. *Base rate:* \$165.

Copy restrictions: Advertising limited to 15% of time used; accept beer and wines; no hard liquors; spot announcements limited to 100 words.

CBCM, MONTREAL

Operator: Canadian Broadcasting Corp. *Power:* 5,000 watts on 910 kc.

Base rate: \$100.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CHNC, NEW CARLISLE

Operator: Gaspesia Radio Broadcasting Co., Ltd., New Carlisle. *Phone:* 38. *Power:* 1,000 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* December 23, 1933.

President: George M. Kempfer. *Station and commercial manager:* Dr. Charles Houde. *Program director:* J. D. Boudreau. *Musical director:* L. J. Allard. *Publicity director:* V. Bernard.

Rep: None. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* Publicity and listings in various newspapers. *Foreign language programs:* Will accept, provided literal English or French translation is furnishing in advance. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicine copy must be approved by stations; all continuities and commercials must conform to station standards and C.B.C. rules and regulations.

CHRC, QUEBEC

Operator: CHRC, Limitee, Victoria Hotel. *Phone:* 2-8178. *Power:* 100 watts on 580 kc. *Affiliation:* None. *Opened:* April 1, 1926.

Director, manager, commercial manager: J. N. Thivierge. *Program director:* T. H. Burham. *Chief engineer:* Oscar Marcoux. *Artists bureau head:* A. Pelletier. *Musical director:* Gilbert Darisse. *Publicity director:* S. Breton.

Rep: Joseph Hershey McGillvra. *News:* Gathered locally by station. *Seating facilities:*

Accommodations for 600; admission free; sponsor pays so much rental per show. Merchandising: Complete service; surveys; interviews; investigation as to market for product, and competitor lines in both wholesale and retail field. *Foreign language programs:* Territory is bilingual; programs taken in French or English; no other languages. *Artists bureau:* Yes; handle over 100 artists per week. *Stock:* Principal holders are the Hon. Senator L. Moraud, Maj. Ed. Flynn, Emile Fontaine, Capt. J. H. Baribeau and J. N. Thivierge. *Base rate:* \$40.

Copy restrictions: Refuse all objectionable drug, toilet or other copy; accept beer and wines; no hard liquor.

CKCV, QUEBEC

Operator: CKCV, Ltd., 142 St. John St. *Phone:* 2-1585. *Power:* 100 watts on 1310 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* September, 1925.

President: Jules Brilland. *Station and commercial manager, publicity director:* Paul Lepage. *Program director:* Jean Nel. *Chief engineer:* Charles Frenette. *Musical director:* O. Letourneau.

Rep: All-Canada Broadcasting System. *News:* Canadian Press. *Seating facilities:* 125 persons. *Merchandising:* None. *Foreign language programs:* 90% of programs are given in French. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: Abide by the rules of Canadian Broadcasting Corp.

CRCK, QUEBEC

Operator: Canadian Broadcasting Corp. *Power:* 1,000 watts on 1050 kc.

Base rate: \$70.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

SASKATCHEWAN

CHAB, MOOSE JAW

Operator: CHAB, Ltd., Grant Hall Hotel. *Phone:* 2377. *Power:* 100 watts on 1,200 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July 1, 1933 (as a commercial station. (Note: This station was established in 1922 as 10AB, a community enterprise carried on by public subscription. It was then non-commercial. In 1933 drought conditions forced a revision of service, and commercialization as CHAB, Ltd. It became actively commercial in November, 1934.)

Station manager: H. C. Buchanan. *Commercial manager:* E. Glover. *Program di-*

STATIONS—Continued

rector, publicity: L. A. Bourgeois. *Chief engineer:* A. E. Jacobson.

Rep: All-Canada Broadcasting System; United Broadcast Sales, Ltd.; Associated Broadcasting Co., Ltd. *News:* Canadian Press. *Seating facilities:* About 200. *Merchandising:* Use Radio Merchandising Service, and Radiad Service. *Foreign language programs:* Will accept; population is overwhelmingly English-speaking, however. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: No beer, wine or alcoholic beverages of any type; patent medicine copy under supervision of Food and Drug act; commercial copy subject to restrictions of the Canadian Broadcasting Corp.

CJRM, REGINA

Operator: James Richardson & Sons. *Power:* 1,000 watts on 540 kc.

Rep: Joseph Hershey McGillvra (U. S.) *Copy restrictions:* Alcoholic beverage advertising not accepted.

CKCK, REGINA

Operator: Leader-Post, Ltd., Leader-Post Bldg. *Phone:* 6785. *Power:* 1,000 watts on 1010 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* April, 1922. (Note: This station is owned by the Regina Leader-Post.)

General manager: M. V. Chesnut. *Commercial manager:* A. Balfour. *Program director, artists bureau head:* W. Speers. *Musical director:* A. Smith.

Rep: Weed & Co. (U.S.) United Broadcast Sales, Ltd. *News:* Canadian Press. *Seating facilities:* 300 persons. *Merchandising:* Supply listings and publicity

through Leader-Post; make dealer contacts; cooperate in placing window displays, etc.; all services rendered gratis. *Foreign language programs:* No set rules, as no requests have been received to date. *Artists bureau:* Setup nominal only. *Base rate:* \$60.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp.

CFQC, SASKATOON

Operator: A. A. Murphy & Sons, Ltd., 216 First Avenue, N. *Phone:* 7282; 5374. *Power:* 1,000 watts on 840 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July, 1923.

Owner, general and station manager: A. A. Murphy. *Commercial manager, program director:* Vernon Dallin. *Chief engineer:* S. Clifton. *Musical director:* C. Cairns.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$80.

Copy restrictions: Abide by rules and regulations of Canadian Broadcasting Corp.

CJGX, YORKTON

Operator: James Richardson & Sons, Ltd., Royal Alexandra Hotel. *Power:* 100 watts on 1390 kc.

Rep: Joseph Hershey McGillvra (U. S.). *Base rate:* \$35.

No further information available after repeated requests.

FOOTNOTE ON CANADA

Throughout the Canadian station write-ups, reference is made to the "rules and regulations of the Canadian Broadcasting Corporation." To define these rules further, however, has not been a possibility at the current time. The Canadian Broadcasting Corporation has within recent months grown out of a predecessor regulatory body, with the result that policies of any kind are still in the formulative stage.

Due to this fact, no notations of policy whatsoever are herein made; the point is left indefinite, rather than have an out-dated set of printed regulations cause confusion later on.