

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 158.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBF	Montreal, Que.	910	50000	435
CBL	Toronto, Ont.	840	50000	432
CBM	Montreal, Que.	1050	5000	435
CBO	Ottawa, Ont.	880	1000	432
CBR	Vancouver, B. C.	1100	5000	424
CBW	Windsor, Ont.	600	1000 d. 500 n.	433
CFAC	Calgary, Alta.	930	1000	421
CFCF	Montreal, Que.	500	500	436
CFCH	North Bay, Ont.	930	100	430
CFCN	Calgary, Alta.	1030	10000	421
CFCO	Chatham, Ont.	630	100	428
CFCT	Victoria, B. C.	1450	50	425
CFCY	Charlottetown, P. E. I.	630	1000	434
CFGP	Grand Prairie, Alta.	1200	100	422
CFJC	Kamloops, B. C.	880	1000	423
CFLC	Prescott, Ont.	930	100	432
CFNB	Fredericton, N. B.	550	1000 d. 500 n.	426
CFPL	London, Ont.	730	100	430
CFPR	Prince Rupert, B. C.	580	50	423
CFQC	Saskatoon, Sask.	840	1000	439
CFRB	Toronto, Ont.	690	10000	433
CFRC	Kingston, Ont.	1510	100	429
CFRN	Edmonton, Alta.	960	100	422
CHAB	Moose Jaw, Sask.	1200	100	438

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHGS . . .	Summerside, P. E. I.	1450	50	434
CHLN . . .	Three Rivers, Que.	1420	100	438
CHLP . . .	Montreal, Que.	1120	100	436
CHLT . . .	Sherbrooke, Que.	1210	100	438
CHML . . .	Hamilton, Ont.	1010	100	429
CHNC . . .	New Carlisle, Que.	960	1000	436
CHNS . . .	Halifax, N. S.	930	1000	427
CHRC . . .	Quebec, Que.	580	100	437
CHSJ . . .	Saint John, N. B.	1120	100	427
CHWK . . .	Chilliwack, B. C.	780	100	423
CJAT . . .	Trail, B. C.	910	1000	424
CJBR . . .	Rimouski, Que.	1030	1000	437
CJCA . . .	Edmonton, Alta.	730	1000	422
CJCB-CJCX . . .	Sydney, N. S.	1240	1000	427
CJCJ . . .	Calgary, Alta.	690	100	421
CJCS . . .	Stratford, Ont.	1210	100	431
CJGX . . .	Yorkton, Sask.	1390	100	439
CJIC . . .	Sault Ste. Marie, Ont.	1500	100	431
CJKL . . .	Kirkland Lake, Ont.	1310	100	430
CJLS . . .	Yarmouth, N. S.	1310	100	428
CJOC . . .	Lethbridge, Alta.	950	100	423
CJOR . . .	Vancouver, B. C.	600	500	425
CJRC . . .	Winnipeg, Man.	630	1000	426
CJRM . . .	Regina, Sask.	540	1000	438
CKAC . . .	Montreal, Que.	730	5000	436
CKBI . . .	Prince Albert, Sask.	1210	100	438
CKCD . . .	Vancouver, B. C.	1010	100	424
CKCH . . .	Hull, Que.	1210	100	435
CKCK . . .	Regina, Sask.	1010	1000	439
CKCL . . .	Toronto, Ont.	580	100	433
CKCO . . .	Ottawa, Ont.	1010	100	432
CKCR . . .	Kitchener, Ont.	1510	100	430
CKCV . . .	Quebec, Que.	1310	100	437
CKCW . . .	Moncton, N. B.	1370	100	426
CKFC . . .	Vancouver, B. C.	1410	50	424
CKGB . . .	Timmins, Ont.	1420	100	432
CKIC . . .	Wolfville, N. S.	1010	50	428
CKLW . . .	Windsor, Ont.	1030	5000	433
CKMO . . .	Vancouver, B. C.	1410	100	424
CKNX . . .	Wingham, Ont.	1200	100	434
CKOC . . .	Hamilton, Ont.	1120	1000 d. 500 n.	429
CKOV . . .	Kelowna, B. C.	630	100	424
CKPC . . .	Brantford, Ont.	930	100	428
CKPR . . .	Fort William, Ont.	730	100	429
CKSO . . .	Sudbury, Ont.	780	1000	431
CKTB . . .	St. Catherines, Ont.	1200	100	430
CKUA . . .	Edmonton, Alta.	580	500	422
CKWX . . .	Vancouver, B. C.	1010	100	425
CKX . . .	Brandon, Man.	1120	1000	425
CKY . . .	Winnipeg, Man.	960	15000	426
CRCK . . .	Quebec, Que.	950	1000	437
CRCS . . .	Chicoutimi, Que.	1120	100	435

The following rules for broadcasting stations in Canada, promulgated under the Canadian Broadcasting Act, 1936, went into effect Nov. 1, 1937

Authority.

THE following regulations, numbered 1 to 23 were passed at a meeting of the Canadian Broadcasting Corporation held at Toronto, in the Province of Ontario, on the 8th day of September, 1937, as and for the regulations of the Canadian Broadcasting Corporation, and were made under authority of subsection one of section twenty-two of The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936, which reads as follows:—

"The Corporation may make regulations

- (a) to control the establishment and operation of chains or networks of stations in Canada;
- (b) to prescribe the periods to be reserved periodically by any private station for the broadcasting of programs of the Corporation;
- (c) to control the character of any and all programs broadcast by Corporation or private stations;
- (d) to determine the proportion of time which may be devoted to advertising in any programs broadcast by the stations of the Corporation or by private stations and to control the character of such advertising;
- (e) to prescribe the proportion of time which may be devoted to political broadcasts by the stations of the Corporation and by private stations, and to assign such time on an equitable basis to all parties and rival candidates."

Definitions.

1. In these regulations, unless the context otherwise requires,

- (a) The "Act" means The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936;
- (b) "Corporation" means the Canadian Broadcasting Corporation;
- (c) "licence" means a license issued to a broadcasting station under the Radiotelegraph Act; and "licensee" means the holder of such licence;
- (d) "private station" means any broadcasting station licensed to a person other than the Corporation;
- (e) "regulations" means these regulations;
- (f) "representatives of the Corporation" means the General Manager of the Corporation, the Assistant General Manager of the Corporation or persons authorized in writing by the General Manager of the Corporation;

(g) "station" refers to stations owned or operated by the Corporation as well as by others and it may also refer to the owner or licensee of a station.

Scope of Regulations.

2. These regulations apply to all stations in Canada and to all matter broadcast by such stations.

3. (1) Each station shall maintain a program log in a form acceptable to the Corporation and shall cause entries to be made therein as follows:—

- (a) date, call letters, location, frequency;
- (b) the time at which each station identification announcement is made;
- (c) the title and brief description of each program broadcast, with the time of the beginning and ending so as to give a continuous record of each day's broadcast. If a mechanical reproduction is used, that fact shall be noted, together with a statement whether or not announcement thereof was made. In the case of a talk or speech, the name of the speaker and the auspices under which the talk or speech was given shall be entered. If the speech is made by a political candidate or on behalf of a political candidate or political party, the political affiliation of the candidate or party shall also be entered;
- (d) the duration of each spot or other similar announcement and the broadcast hour during which it was transmitted;
- (e) the name of the sponsor of any program or announcement for which the station is paid.

(2) Key letters or abbreviations may be used if the explanation of each is plainly given in the log. The logs shall be produced for the inspection of the representatives of the Corporation upon the request of such representatives.

(3) Each station shall keep on file a copy of

- (a) the continuity used for any program;
- (b) all program or other announcements containing advertising matter;
- (c) the manuscript of addresses or talks.

(4) In the case of chain broadcasts these records shall be kept by the originating station.

(5) Such records shall be retained by the station for a period of one year and shall be open for inspection by representatives

of the Corporation upon request of such representatives.

4. The time mentioned in all program logs and contracts used in connection with broadcasting shall be local standard time (or local daylight-saving time if that is in force) unless otherwise specified or agreed.

5. Each station shall, each week, file with the Corporation in a form acceptable to the Corporation an advance copy of its program schedule for the following week, showing the exact hours and how they are to be occupied each day.

6. Each station shall announce its call letters not less than once nor more than four times an hour, during hours of operation.

Programs in General.

7. No one shall broadcast

- (a) anything contrary to law;
 - (b) the actual proceeding at any trial in a Canadian Court;
 - (c) abusive comment on any race, religion or creed;
 - (d) obscene, indecent or profane language;
 - (e) malicious, scandalous, or defamatory matter;
 - (f) advertising matter containing false or deceptive statements;
 - (g) false or misleading news;
 - (h) upon the subject of birth control;
 - (i) upon the subject of venereal disease, or other subjects relating to public health which the Corporation may from time to time designate, unless such subjects be presented in a manner and at a time approved by the General Manager as appropriate to the medium of broadcasting;
 - (j) (i) programs presenting a person who claims supernatural or psychic powers, or a fortune-teller, character analyst, crystal-gazer or the like, or programs which lead or may lead the listening public to believe that the person presumed claims to possess or possesses supernatural or psychic powers or is or claims to be a fortune-teller, character analyst, crystal-gazer or the like.
 - (ii) programs in which a person answers or solves or purports to answer or solve questions or problems submitted by listeners or members of the public unless such programs prior to being broadcast shall have been approved in writing by a representative of the Corporation.
8. (1) Political broadcasts are governed by subsections (3), (4) and (5) of section 22 of The Canadian Broadcasting Act, 1936, which read as follows:—

“(3) Dramatized political broadcasts are prohibited.

“(4) The names of the sponsor or sponsors and the political party, if any, upon whose behalf any political speech or address is broadcast shall be announced immediately preceding and immediately after such broadcasts.

“(5) Political broadcasts on any Dominion, Provincial or Municipal election day and on the two days immediately preceding any such election day are prohibited.”

(2) Each station shall allocate time for political broadcasts as fairly as possible between the different parties or candidates desiring to purchase or obtain time for such broadcasts.

Advertising Content.

9. (1) The advertising content of any program shall not exceed in time ten per cent of any program period.

(2) Notwithstanding the provisions of subsection (1) any station shall upon instruction in writing from the Corporation reduce the total daily advertising content of its programs if the said total daily advertising content in the opinion of the Corporation occupies an undue proportion of the daily broadcast time.

(3) Upon notice in writing from the Corporation any station shall change the quality or nature of its advertising broadcasts.

10. Notwithstanding the provisions of these regulations the Corporation may, upon satisfactory evidence being submitted to it of a contract or contracts for the use of mechanical reproductions outstanding on November 1, 1937, which contain more than the advertising content prescribed in section 9 (1) or which relate to the subjects mentioned in section 7 (j) permit the continued use of the said mechanical reproductions until, but not beyond December 31, 1937.

11. (1) In any program no one shall advertise

- (a) any act or thing prohibited by law;
- (b) the prices of goods or services, except the prices of publications auxiliary to the information services of the Corporation;
- (c) any insurance corporation not registered to do business in Canada;
- (d) bonds, shares, or other securities or mining or oil properties or royalties or other interests in mining or oil properties other than the securities of the Dominion or Provincial governments or municipalities or other public authorities, provided nothing herein shall prevent anyone from sponsoring a program giving quotations of market prices without comment;
- (e) spirituous liquors;
- (f) wine and beer in any province of Canada wherein the provincial law pro-

hibits the direct advertisement of wine and beer, nor in any other province unless immediately prior to the coming into force of these Regulations wine and beer have in fact been directly advertised in such province through the facilities of radio.

(2) Whenever wine and beer are advertised through radio facilities, the following special regulations shall apply:—

(a) no spot announcements shall be used for the direct or indirect advertisement of wine or beer;

(b) all continuities in programs directly or indirectly advertising wine or beer shall, prior to their broadcast, be approved by the Corporation as to the continuity and the form, quantity and quality of the advertising content thereof.

Spot Announcements.

12. (1) "Spot" announcements shall not exceed two minutes for each broadcasting hour, subject always to the provisions of subsection (2) of this regulation.

(2) No "spot" announcement shall be broadcast on week-days between 7.30 p.m. and 11 p.m. nor on Sundays at any time, provided that where exceptional conditions prevail owing to the geographical situation stations may be given permission by the Corporation to broadcast "spot" announcements on week-days during the hours prohibited in this section.

(3) Subsections (1) and (2) of this regulation shall not apply to time signals or weather reports, provided that no advertising other than the name of the sponsor is mentioned.

Foods and Drugs.

13. (1) No continuity advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act may be broadcast until it has been approved by the Department of Pensions and National Health. Continuities submitted for approval shall be forwarded, in duplicate, to the Canadian Broadcasting Corporation, Ottawa, at least two weeks in advance of intended use. The formula for any article bearing a distinctive or trade name distinguishing it from any other product, and marketed under the Food and Drugs Act, shall be submitted with each pertinent continuity.

(2) No electrical transcription advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act shall be broadcast by any station unless certified by an affidavit that the advertising continuity has been approved by the Department of Pensions and National Health.

(3) No announcer may broadcast any

statement concerning any article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act that is not contained in the continuity approved by the Department of Pensions and National Health.

(4) Testimonials referring to an article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act shall be regarded as constituting a part of the advertising continuity.

(5) No continuity recommending any treatment for any ailment shall be broadcast until it has been approved by the Department of Pensions and National Health.

(6) Inspectors of Food and Drugs, Department of Pensions and National Health, are authorized to act as representatives of the Corporation for the purpose of enforcing this regulation.

News Broadcasts.

14. Stations shall not transmit any news or information of any kind published in any newspaper or obtained, collected, collated, or coordinated by any newspaper or association of newspapers or any news agency or service, except the following:—

(a) Such news bulletins as are released regularly from the various bureaus of The Canadian Press for the express use of broadcasting stations in Canada;

(b) Local news under arrangements to be made by each station individually with its local newspaper or newspapers, or such news as it may collect through its own employees;

(c) News from sources other than those provided for in subsections (a) and (b) herein, shall not be broadcast unless the express permission in writing of the Corporation through its General Manager is secured in advance.

15. Representatives of the Corporation may require the production of material to be broadcast before any broadcast is arranged to take place.

Corporation Programs.

16. Time reserved for the broadcasting of Corporation programs shall be used only for such programs unless approval to the contrary has been received in writing from the Corporation in each specific case.

17. Stations shall upon request of the Corporation give right of way to such Corporation or other programs as the Corporation shall designate. In such event neither the station nor the Corporation shall incur any liability for compensation or damages.

18. No station shall "pick up" and re-broadcast any program unless permission in writing has first been obtained from the Corporation.

Mechanical Reproductions.

19. (1) No station shall use a mechanical reproduction (except when its use is merely incidental as for an identification or background) between the hours of 7.30 p.m. and 11.00 p.m. except with the previous consent of the Corporation in writing.

(2) A mechanical reproduction shall be announced as such immediately before and after the program concerned, except when its use is merely incidental as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:—

(a) "This is a recorded program."

(b) "This is a program of electrical transcription."

(3) No program of mechanical reproductions shall contain any reference to the name of any person, firm or corporation connected with the manufacture, sale, hire or ownership of the said mechanical reproductions used in the said program.

Chain Broadcasting.

20. Unless permission in writing is first obtained from the Corporation.

(a) no station shall continue to be a part or shall form a part of a chain or network originating outside of Canada;

(b) no chain or network of two or more stations shall continue to be operated within Canada or shall be set up or operated within Canada;

(c) no station shall continue to be or become an outlet for any station, chain or network existing or originating outside of Canada;

(d) no station shall continue to be or become an associate station of or with any station, chain or network existing or originating outside of Canada.

Station Contracts.

21. Every station shall file with the Corporation a copy of the forms of contract used by it and a statement of its charges. Every such contract shall expressly make the enjoyment of the privilege to broadcast conditional upon the observance of these regulations. The licensee of each station shall see that a copy of these regulations is available at the station and that the station employees and persons broadcasting are familiar with them.

22. The Corporation may send a written or telegraph notice to the licensee of any station informing him of any alleged violation of these regulations and he shall have a delay of six days within which to answer in writing, giving in full his reply to the notice. The Corporation may make such investigation of the facts as it shall consider appropriate and for this purpose its representatives may examine the records and question the employees of any station.

23. These regulations shall have full force and effect as of the 1st day of November, 1937, and on and after that date all regulations inconsistent therewith shall be deemed to have been repealed.

NOTE: The penalty for violation of these regulations is provided for under section 22(6) of the Act which reads:

"(6) In case of any violation or non-observance by a private station of the regulations made by the Corporation under this section, the Corporation may order that the license of such private station be suspended for a period not exceeding three months and any such order shall be forwarded to the Minister who shall forthwith communicate the same to the licensee of the station and shall take such steps as may be necessary to carry out the terms of such order."



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—With population extending over a distance of 3,000 air-line miles, the transmission of radio programs involves numerous outlets, heavy wire charges and timing difficulties due to the existence of five separate time zones in the country. Purchasing power is relatively high in Canada. The length of the winter season, coupled with the centering of much of social activities around the home, tends to promote demand for radio entertainment. Similarly, the great expanse of the country presents a good field for commercial radio communication.

Sets in Use—According to law, an annual license (fee \$2) must be obtained each fiscal year (April 1 to March 31) for radio receivers. During the fiscal year ended March 31, 1937, the number of radio receiver licenses sold was 1,038,500.

According to a survey by Radio Trade Builder, a trade journal, the number of receivers in use in homes in Canada at the end of 1936 was 1,672,000, an increase of 13½ per cent over the estimate of sets in use at the end of 1935.

Toronto is the primary radio center of Canada as the majority of radio manufacturers are located in Ontario; Montreal is second as a manufacturing and distributing center and Winnipeg and Vancouver serve regional markets as jobbing points. Secondary commercial centers include Halifax or Saint John, in the Maritimes, and Regina, Calgary or Edmonton in western areas. Smaller cities serve localized market areas.

Demand—During 1936 members of the Radio Manufacturers Association of Canada reported total sales to dealers as numbering 239,777 with a list value of \$22,347,329, of which A. C. receivers numbered 167,018 valued at \$17,384,541 and battery sets numbered 59,739 valued at \$4,182,933.

Following official statistics of radio sales since 1933 clearly reveal that a widespread market for receivers exists in Canada. It is estimated that the number of sets in use equals 69 per cent of the number of Canadian families.

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

Patents—For several years the more important Canadian radio patents have been under the control of a patent corporation known as Canadian Radio Patents, Limited. This corporation, which has its head office at 159 Bay Street, Toronto, Canada, originally took over for licensing purposes thousands of patents formerly held by individual concerns such as the Canadian General Electric Company, Limited, Northern Electric Company, Limited, Canadian Marconi Company and Standard Radio Manufacturing Corporation, Limited. It has since acquired patents and patent rights on its own account.

Canadian Radio Patents Limited hold the radio receiving sets manufactured by others, or imported into or sold in Canada embodying the following features: (a) Regeneration, feed back, or oscillation; (b) Tuned radio frequency; (c) Grid leak detection; (d) Neutralization of inter-electrode capacity; (e) Power amplification and power supply; or (f) Superheterodyne circuits; are infringements of the patents controlled by the corporation.

The privilege of the Canadian use of the patents controlled by Canadian Radio Patents,

is given only to those firms which take out a license with the company and which manufacture in Canada. Even though a firm's receivers may be licensed under United States patents owned by firms also represented in Canadian Radio Patents, Limited, a license under the Canadian company is also required.

Tube Patents—A second patent holding corporation entitled Thermionics Limited, also at 159 Bay Street, Toronto, has announced that it owns or controls numerous basic Canadian patents covering the manufacture and sale within Canada of radio tubes to be used only in the non-commercial reception of public radio telephone broadcasting.

Tariffs and Restrictions—Canadian tariff information is subject to change and should be verified in advance of doing business in Canada.

Electrical transcriptions imported into Canada are subject to special administrative orders relative to the acceptable valuation for duty purposes. Collectors are instructed to appraise electrical transcriptions containing advertising matter imported from the United States at a minimum value of \$7.50 per transcription, which is held to include the United States excise tax of 5 per cent. Transcriptions without advertising matter, usually furnished on a contract basis as a "library service" are valued for duty at a minimum of \$4.00 each.

Television—This development is definitely in the experimental stage in the Dominion and its early practical application is discounted.

Amateur Radio—Amateur radio communication in Canada is organized along similar lines to conditions in the United States. The hobby has attracted many residents and in the last fiscal year a total of 2,821 amateur experimental transmission licenses were issued by the government. A good part of the conversations are with amateurs in the United States and equipment, prices and hookups are often under discussion, thus promoting demand for American lines.

Short Wave—Canadian broadcasting on the short wave bands is chiefly confined to commercial and police services aside from two stations (Toronto and Winnipeg). United States stations are picked up readily and at times when standard band reception from American outlets is unsatisfactory the programs often can be picked up from associated outlets using the short wave.

Broadcasting—Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on Nov. 2, 1936, took over governmental 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 government-owned corporation is headed by a board of nine honorary governors and a general manager in charge of operations. The legislation charges the corporation to carry on national broadcasting in Canada and authorizes it to establish, maintain and operate stations, to acquire or make operating agreements with private stations, produce programs, and otherwise function as a governmental radio agency. The legislation envisages gradual extension of public ownership of radio

in Canada and enlargement of coverage consistent with federal finances.

The principal difference between the Corporation and the Canadian Radio Broadcasting Commission which it replaced is that under the Commission 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 organization. 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.

Although the nationalization of radio in Canada is in the transitional stage, government policy has consistently favored the operation of radio as a public utility and all private broadcasting licenses have been issued with the understanding that the State may take over the facilities and that no value attaches for good will. The Canadian Broadcasting Corporation took over the network established by the Radio Commission which now comprises eight basic stations, namely, CRCV, Vancouver; CRCW, Windsor; CRCT (CRCX), Toronto; CRCY, Toronto; CRCO, Ottawa; CRCM, Montreal, CRCK, Quebec City; and CRCS, Chicoutimi, Quebec. Coverage of the network has been extended through agreements with 20 or more private commercial stations which carry the network program throughout the country.

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 state licenses, change of channel, location or power.

The Broadcasting Corporation has recently completed a detailed survey of the coverage afforded by existing stations and in accordance with the conclusion that additional high-powered outlets were required, two stations are now under construction, both to be 50 kilowatt units. One is to be located at Hornby, near Toronto, Ontario, and the other at Vercheres, near Montreal, Quebec. It is expected that two more key stations will be erected within the next few years, one in the Maritime area and the other in western Canada. Consideration is also being given to a proposal to erect a powerful

short-wave transmitter to permit Canadian participation in direct overseas broadcasting.

Programs—Programs broadcast in Canada may be classified under four categories: First, material presented by the Broadcasting Corporation, which contains no advertising and may be compared with sustaining programs which United States stations offer; second, commercially-sponsored programs which contain direct or indirect advertising and are released on a paid-time basis; third, sustaining programs broadcast by privately owned stations; and fourth, exchange programs from sources outside of Canada, chiefly the United States and the United Kingdom. Commercial programs have much in common with the type of advertising programs employed in the United States except that the limitations of the Canadian market do not permit the elaborate continuities and high-priced talent which is possible with national coverage of a larger consumer market. Canadian programs on exchange with United States stations have become increasingly popular.

Advertising—Radio advertising from privately owned stations and outlets controlled by the Broadcasting Corporation is conducted in the usual manner under established regulations. 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 11:00 p.m., but at other hours they are extensively employed by broadcasting stations. The recording of incoming overseas broadcasts is frequently undertaken to permit more timely release of programs. Special recording apparatus of the Marconi-Stille 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.

Regulations—Statutory authority to suppress radio interference is contained in the Canadian Broadcasting Act. Detailed regulations for control of programs, station operation, news service and advertising were issued by the Canadian Broadcasting Corporation, effective Nov. 1, 1937. In addition the 1936 radio statute itself contains regulatory provisions regarding chain broadcasting hook-ups and political broadcasts. Technical requirements for station equipment are promulgated by the Department of Transport. Federal jurisdiction over radiocommunication was determined by a ruling of the Imperial Privy Council, Feb. 9, 1932.

Sets in Use—1,672,000.

Stations—83.



CANADIAN



STATIONS

Alberta

CFAC

"CALGARY'S FRIENDLY STATION"

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts.
OWNED BY: Calgary Herald. OPERATED BY:
Taylor Pearson & Carson. BUSINESS AD-
DRESS: Southam Bldg. PHONE: R 10367.
STUDIO ADDRESS: Southam Bldg. TRANS-
MITTER LOCATION: Forest Lawn. TIME ON
THE AIR: 6:30 A.M. to 12:00 midnight. NEWS-
PAPER AFFILIATION: Calgary Daily Herald.
NEWS SERVICE: Canadian Press News. TRAN-
SCRIPTION SERVICE: NBC Thesaurus, World
Broadcasting System.

PERSONNEL

President H. R. Carson
Commercial Manager Ian McDonald
Chief Announcer Pat Freeman
Station Manager G. S. Henry
Publicity Director Fred McDowell
Musical Director Cecil Kappay
Chief Engineer R. Ericson

POLICIES

CBC regulations rule out all liquor adver-
tising.

Supplies a free merchandising service.

REPRESENTATIVE

All Canada Radio Facilities

CFCN

"THE VOICE OF THE PRAIRIES"

CALGARY—EST. 1922

CBC—ALBERTA EDUCATIONAL NETWORK
FREQUENCY: 1030 Kc. POWER: 10,000
Watts. OWNED BY: The Voice of the Prairies,
Ltd. OPERATED BY: Same. BUSINESS AD-
DRESS: Toronto Gen. Trust Bldg. PHONE:
M 1161. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Strathmore. TIME ON

THE AIR: 6:00 A.M. to 12:00 midnight. NEWS
SERVICES: Transradio Press, Radio News
Assn. TRANSCRIPTION SERVICES: Standard
Radio, MacGregor and Sollie, and Lang-Worth.

PERSONNEL

President H. G. Love
Commercial Manager E. H. McGuire
Chief Announcer Kel Traynor
Station Manager H. G. Love
News Editor D. E. Campbell
Chief Engineer P. M. McCoifery

POLICIES

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

All continuity re foods or medical sup-
plies must be approved by Ottawa.

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

REPRESENTATIVE

Joseph Hershey McGillvra

CJ CJ

CALGARY

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: 2015 Salisbury Ave. TIME ON
THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-
PAPER AFFILIATION: Albertan Publishers,
Ltd. NEWS SERVICE: Canadian Press. TRAN-
SCRIPTION SERVICES: Lang-Worth Features,
Titan Library.

PERSONNEL

President Gordon Bell
Chief Announcer M. H. McKenzie
Station Manager H. A. Webster
Sales Manager Rolfe Barnes
Musical Director Leslie Calvert
Chief Engineer Robert Henderson

POLICIES

Liquor advertising not permitted by pro-
vincial law. CBC policies prevail.

CFRN

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. NEWS SERVICE: Canadian Press, Edmonton Bulletin, Ltd. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS BUREAU.

PERSONNEL

Commercial Manager H. F. Nielsen
Artists Bureau Head R. Wright
Chief Announcer S. Lancaster
Station Manager G. R. A. Rice
Sales Manager A. J. Hopps
Publicity Director D. E. Neale
Musical Director R. Wright
Chief Engineer F. Makepeace

POLICIES

No liquor advertising accepted; foreign language accounts accepted providing English translation of all copy sent with program.

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)

CJCA

"VOICE OF THE GREAT NORTH WEST"

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK—NBC

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. PHONE: 2-6131-2-3. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 8:00 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 AFFILIATION: Edmonton Journal. NEWS SERVICE: Canadian Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, All Canada Radio Facilities Ltd.

PERSONNEL

Commercial Manager..... Wm. Cranston
Production Manager..... N. Botterill
Station Manager..... Frank H. Elphicke
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
Chief Announcer..... H. P. Brown
Station Manager..... Donald Cameron
Program Director..... Sheila Marryat
Chief Engineer..... W. E. Cornish

POLICIES

Educational programs only.

CFGP

GRANDE PRAIRIE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: P. O. Box 175, Edmonton, Alta. STUDIO ADDRESS: Grande Prairie. TRANSMITTER LOCATION:

Grande Prairie. TIME ON THE AIR: Sunday, 9:00 A.M. to 12:00 noon and 2:00 P.M. to 6:00 P.M. Weekdays, 7:00 A.M. to 10:00 A.M.; 11:30 A. M. to 2:30 P.M.; and 5:00 P.M. to 8:00 P.M.

PERSONNEL

Manager H. W. Brooker
 Program Director Paul Guy

POLICIES

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

CJOC

"SUNNY SOUTH STATION"
 LETHBRIDGE—EST. 1928

CANADIAN BROADCASTING CORP.

FREQUENCY: 950 Kc. POWER: 100 watts.
 OWNED BY: Lethbridge Broadcasting Co. OPERATED BY: H. R. Carson. BUSINESS ADDRESS: Marquis Hotel. PHONE: 3871-2. STUDIO ADDRESS: Marquis Hotel. TIME ON THE AIR: 6:15 a.m. to 12:15 a.m. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President J. G. Hutchings
 Commercial Manager A. H. Nicholl
 Chief Announcer R. Buss
 Station Manager G. Gantz
 Publicity Director C. A. Peery
 Chief Engineer R. Reach

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: The use of billboards calling attention to programs—newspaper listings and window displays are used.

REPRESENTATIVE

Weed & Company



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.

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: Hollywood Radio Attractions.

PERSONNEL

President C. Casey Wells
 Commercial Manager C. Casey Wells
 Advertising Manager C. Casey Wells
 Chief Announcer R. G. Wells
 Station Manager C. Casey Wells
 Sales Manager C. Casey Wells
 Publicity Director C. Casey Wells
 Musical Director Bertram Turvey
 Chief Engineer Jack Dilling

POLICIES

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

CFJC

KAMLOOPS—EST. 1924

DOMINION BROADCASTING CO.

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: 7:45 A.M. to 1:15 P.M. NEWSPAPER AFFILIATIONS: Kamloops Sentinel, Ltd. TRANSCRIPTION SERVICES: Transco and Hollywood Radio Attractions.

PERSONNEL

President R. E. White
 Commercial Manager D. Homersham
 Station 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: 100 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: Full Time. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Managing Director J. W. B. Browne

POLICIES

All contracts subject to the regulations of the Canadian Broadcasting Corp.

REPRESENTATIVES

John E. Baldwin, Vancouver
All Canada Broadcasting System

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, and All-Canada Radio Facilities.

PERSONNEL

President B. A. Stimmel
Commercial Manager W. W. Baggs
Chief Announcer C. R. Smith
Station Manager T. G. Robinson
Chief Engineer E. C. Connor

POLICIES

Does not accept liquor or foreign language accounts.

REPRESENTATIVES

Weed & Company
All-Canada Radio Facilities

CBR

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: 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.
TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Manager J. R. Radford

POLICIES

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

CKCD

VANCOUVER

FREQUENCY: 1010 Kc. POWER: 100 Watts.
OWNED BY: Vancouver Province. OPERATED BY: Pacific Broadcasting Co., Ltd. BUSINESS ADDRESS: 198 Hastings West. PHONE: Seymour-2750-5137K. STUDIO ADDRESS: Sarpe. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 P.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Vancouver Daily Province. NEWS SERVICE: Local and national news tieup.

PERSONNEL

President W. G. Hassell
Commercial Manager W. G. Hassell
Advertising Manager W. G. Hassell
Chief Announcer W. G. Hassell
Station Manager W. G. Hassell
Sales Manager W. G. Hassell
Publicity Director L. F. Hassell
Musical Director Mabel Brown
Chief Engineer H. G. McCrady

POLICIES

CBC policies prevail.

CKFC*

VANCOUVER

FREQUENCY: 1410 Kc. POWER: 50 Watts.
OWNED BY: United Church of Canada. OPERATED BY: Standard Broadcasting System, Ltd. BUSINESS ADDRESS: 1001-1009 Stock Exchange Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Vancouver. TIME ON THE AIR: Shares Time with CKMO.

* No further information available after usual requests.

CKMO

"THE PIONEER VOICE OF B.C."
VANCOUVER—EST. 1922

FREQUENCY: 1410 Kc. POWER: 100 watts.
OWNED BY: Spratt Shaw Schools. OPERATED BY: N. C. Broadcasting System, Ltd. BUSINESS ADDRESS: 812 Robson St. PHONE: Sey. 8778-9. STUDIO ADDRESS: 812 Robson St. TRANSMITTER LOCATION: Sun Bldg. TIME ON THE AIR: 8:00 a.m. to 10:30 p.m. NEWSPAPER AFFILIATION: News Herald. NEWS SERVICES: Canadian Press & News-

Herald (local). **TRANSCRIPTION SERVICE:** Grow & Pitcher and (recorded British Library).

PERSONNEL

President.....R. J. Spott
Commercial Manager.....H. M. Cooke
Chief Announcer.....Gordon Hodson
Station Manager.....H. M. Cooke
Publicity Director.....Phil Baldwin
Musical Director.....Allan Thompson
Chief Engineer.....Earnie Rusicka

POLICIES

Covered by regulations of the Canadian Broadcasting Corp.

Merchandising depends on the sponsor. Tie-up with stores and theaters.

CKWX

VANCOUVER—EST. 1923

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Western Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 801 W. Georgia St. PHONE: Seymour 2188. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1220 Seymour St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. (average). NEWS SERVICE: Local news from Vancouver Sun. TRANSCRIPTION SERVICES: World Broadcasting System, All Canada Radio.

PERSONNEL

President.....A. Holmstead
Commercial Manager.....Reg. M. Dery
Advertising Manager.....Reg. M. Dery
Program Director.....Fred Bass
Station Manager.....A. Holmstead
Sales Manager.....Reg. M. Dery
Publicity Director.....Reg. M. Dery
Chief Engineer.....Ross MacIntyre

POLICIES

No liquor or foreign language programmes accepted. Station reserves right to edit copy, particularly on patent medicine advertising, although this latter is also passed upon by Dominion Department of Health.

Merchandising: Assists in merchandising programmes whenever and wherever possible. Movable window displays being prepared covering various allied products, which will be scheduled for windows throughout territory. Build-up broadcasting and publicity given, and station carries on small newspaper campaigns in papers throughout area pointing attention to entertainment to be listened to over station.

REPRESENTATIVE

Weed & Company (U.S.)

CJOR

VANCOUVER—EST. 1926

FREQUENCY: 800 Kc. POWER: 500 watts. OWNED BY: G. C. Chandler. OPERATED BY:

G. C. Chandler. BUSINESS ADDRESS: 846 Howe St. PHONE: Trinity 5321. STUDIO ADDRESS: 846 Howe St. TRANSMITTER LOCATION: Richmond Municipality. TIME ON THE AIR: 7:00 a.m. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Commercial Manager.....Don Laws
Chief Announcer.....Leo Trainor
Station Manager.....G. C. Chandler
Publicity Director.....R. E. Ford
Musical Director.....L. Trainor
Chief Engineer.....W. B. Smith

POLICIES

No liquor—discourage foreign languages.

REPRESENTATIVE

Joseph Hershey McGillvra

CFCT

VICTORIA—EST. 1923

DOMINION BROADCASTING CO.

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. TRANSMITTER 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

CKX

"THE FRIENDLY STATION"

BRANDON—EST. 1928

CBC

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: Manitoba Telephone System. OPERATED BY: Same. BUSINESS ADDRESS: Brandon. PHONE: 4532. STUDIO ADDRESS: 8th St. TRANSMITTER LOCATION: 1st St. North. 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 Tran-

scription Library. MAINTAINS ARTISTS BU-
REAU.

PERSONNEL

Commercial ManagerO. Craig
Advertising ManagerO. Craig
Chief AnnouncerE. Davies
Station ManagerW. F. Seller
Chief EngineerC. E. R. Collins

POLICIES

No liquor advertisements accepted. Governed by Canadian Broadcasting Corporation rules.

REPRESENTATIVES

All Canada Radio Facilities
Weed & Company

C J R C

"MANITOBA'S FRIENDLY STATION"

WINNIPEG—EST. 1933

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.
TIME ON THE AIR: (daily) 7:30 A.M. to mid-
night. (Sunday) 11:00 A.M. to midnight. NEWS
SERVICE: Transradio Press and own news
service. TRANSCRIPTION SERVICES: World
Broadcasting System, Standard Radio, and
Lang-Worth Features.

PERSONNEL

Commercial ManagerJ. L. C. Macpherson
Advertising ManagerGeo. Titus
Chief AnnouncerJ. Thompson
Station ManagerH. R. McLaughlin
Publicity DirectorN. Chamberlain
Musical DirectorH. Green
Chief EngineerK. Cameron

POLICIES

No liquor advertising accepted.
Maintains a merchandising department.

REPRESENTATIVE

Joseph Hershey McGillvra

C K Y

WINNIPEG—EST. 1922

DOMINION BROADCASTING CO.

CANADIAN BROADCASTING CORP.
FREQUENCY: 960 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, All Canada Ra-
dio Facilities.

PERSONNEL

Station DirectorJohn Lowry
Station ManagerWilliam Backhouse
Commercial ManagerPercy Gaynor

POLICIES

Governed by the policies of the Canadian
Broadcasting Corp.

REPRESENTATIVES

United Broadcast Sales, Ltd.
Weed & Co.

New Brunswick

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:
Fredericton. PHONE: 209. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: 8:00 A.M. to 12:00 P.M.
NEWSPAPER AFFILIATIONS: St. John Tele-
graph Journal, St. John Citizen. NEWS SER-
VICE: Canadian Press. TRANSCRIPTION
SERVICE: NBC Thesaurus.

PERSONNEL

PresidentJohn Neill
Commercial Manager.....J. Stewart Neill
Chief Announcer.....Cleve Stillwell
Station ManagerJ. Stewart Neill
Sales ManagerJ. Stewart Neill
Chief Engineer.....Thomas B. Young

POLICIES

No liquor announcements and no foreign
language.

REPRESENTATIVE

Joseph Hershey McGillvra

CKCW

MONCTON—EST. 1934

CBC—REGIONAL MARITIME

FREQUENCY: 1370 Kc. POWER: 100 watts.
(1000 applied for). 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: 8:00 a.m. to midnight. NEWSPAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: World Broadcasting System, and Standard Radio, Inc.

PERSONNEL

President.....J. L. Black
 Commercial Manager.....F. A. Lynds
 Artists Bureau Head.....S. B. Holmes
 Chief Announcer.....E. McCarron
 Station Manager.....F. A. Lynds
 Sales Manager.....A. B. Cooke
 Musical Director....."Whitey" Holmes
 Chief Engineer.....James A. White

POLICIES

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

CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER 1,000 watts, d.; 500 watts, n. 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: 6:00 A.M. to 6:15 A.M.—7:30 A.M. to 12:00 P.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
 Commercial Manager.....Geo. Cromwell
 Advertising Manager.....L. W. Bewick
 Artists Bureau Head.....de B. Halley
 Chief Announcer.....de B. Halley
 Station Manager.....L. W. Bewick
 Publicity Director.....Christine Fewings
 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

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, U. S. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Halifax Herald for News. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, and Lang-Worth.

PERSONNEL

President.....Andrew Robb
 Commercial Manager.....J. L. Redmond
 Advertising Manager.....Wm. C. Borrett
 Artists Bureau Head.....L. L. Shatford
 Chief Announcer.....Fletcher Coates
 Station Manager.....William C. Borrett
 Sales Manager.....William C. Borrett
 Publicity Director.....William C. Borrett
 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

President.....N. Nathanson
 Commercial Manager.....M. Grant
 Advertising Manager.....R. H. Wright
 Chief Announcer.....T. C. Robertson
 Station Manager.....N. Nathanson
 Sales Manager.....R. H. Wright
 Publicity Director.....C. Nunn
 Musical Director.....Mrs. A. F. McKinnon
 Chief Engineer.....F. G. O'Brien

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

Joseph Hershey McGillvra
(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: 1000 Watts.
OWNED BY: Laurie L. Smith. OPERATED BY: Same. BUSINESS ADDRESS: Box 684 Yarmouth. PHONE: 500 and 316. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grand Hotel. TIME ON THE AIR: 10:00 A.M. to 11:00 P.M. NEWS SERVICE: CJLS News Service. TRANSCRIPTION SERVICES: Langworth Programs, Hollywood Radio Attractions.

PERSONNEL

Commercial Manager Laurie L. Smith
Artists Bureau Head Kaye Colburn
Chief Announcer O. W. Loeb
Station Manager Laurie L. Smith
Sales Manager O. W. Loeb
Publicity Director Miss Elsie Allen
Chief Engineer Laurie L. Smith

POLICIES

No liquor advertising accepted. Spot announcements limited to 100 words. No price mention allowed as per Dominion rules and regulations.

Publicity and complete program log listing in Maritime Provinces' newspapers.

Ontario

CKPC

BRANTFORD—EST. 1928

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts.
OWNED BY: Telephone City Broadcasting.

Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mohawk Inst. TIME ON THE AIR: 7:30 A.M. to 2:00 P.M. and 5:00 P.M. to 12:00 midnight. NEWS SERVICES: Canadian Press, Christian Science Monitor, and local news. TRANSCRIPTION SERVICES: World Broadcasting System, and Standard Radio.

PERSONNEL

President A. G. Colvin
Commercial Manager J. D. Buchanan
Chief Announcer Hugh Bremner
Station Manager J. D. Buchanan
Sales Manager J. D. Buchanan
Chief Engineer Hugh Clark

POLICIES

No liquor or beer advertising. No price quotations. No announcements between 7:30 P.M. and 11:00 P.M.

Will circularize the retail trade as merchandising aid.

REPRESENTATIVES

All-Canada Broadcasting Company
United Broadcasting Limited
Associated Broadcasting Co.

CFCO

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 4:30 P.M. to 11:15 P.M. NEWS SERVICE: Local and CBC News Service.

PERSONNEL

Owner-Manager John Beardall
Sales & Commercial Director P. A. Kirkey
Program Director Ross Wright
Chief Engineer Gordon Brooks

POLICIES

No liquor advertising. All programs and announcements subject to the approval of the station and must be in accordance with all government regulations.

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.

CKPR

FORT WILLIAM—EST. 1930
CBC

FREQUENCY: 730 Kc. POWER: 100 Watts.
OWNED BY: Dougall Motor Car Co., Ltd.
OPERATED BY: Same. BUSINESS ADDRESS:
Radio Hall. PHONE: South 315. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Port Arthur. TIME ON THE AIR: 8:00 A.M. to
11:30 P.M. NEWS SERVICE: Own news tie-
up. TRANSCRIPTION SERVICE: NBC Thesaur-
us.

PERSONNEL

President H. F. Dougall
Commercial Manager R. Parker
Advertising Manager J. Hughes
Artists Bureau Head I. Jones
Chief Announcer John Downes
Station Manager H. F. Dougall
Sales Manager Ralph Parker
Publicity Director J. Hughes
Chief Engineer T. Ross

POLICIES

No liquor advertising accepted. Will ac-
cept foreign languages. No spot announce-
ments after 7:30 P.M.

Will handle window display cards and
direct mail campaigns.

REPRESENTATIVE

All-Canada Radio Facilities, Toronto, Montreal,
Winnipeg

CHML

HAMILTON—EST. 1927
CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 100 watts.
OWNED BY: Maple Leaf Radio Co., Ltd. OP-
ERATED BY: Maple Leaf Radio Co., Ltd. BUSI-
NESS ADDRESS: Pigott Bldg. PHONE: 7-1339-
1530. STUDIO ADDRESS: Pigott Bldg.
TRANSMITTER LOCATION: Saltfleet. TIME
ON THE AIR: 7:30 a.m. to midnight. MAIN-
TAINS ARTISTS BUREAU: TRANSCRIPTION
SERVICE: NBC Thesaurus.

PERSONNEL

President Hon. A. C. Hardy
Managing Director Kenneth D. Soble
Assistant Manager F. P. Hardy
Chief Engineer C. R. Snelgrove

POLICIES

Follows the rules and regulations of the
Canadian Broadcasting Corporation.

CKOC

HAMILTON—EST. 1922
CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER: 1000 watts.
OWNED BY: Wentworth Radio Broadcasting

Co., Ltd. OPERATED BY: Wentworth Radio
Broadcasting Co., Ltd. BUSINESS ADDRESS:
John St., North. PHONE: 2-1445-4661-2.
STUDIO ADDRESS: John St., North. TRANS-
MITTER LOCATION: Fruitland. TIME ON THE
AIR: 7:30 a.m. to midnight. NEWS SERVICE:
Canadian Press. MAINTAINS ARTISTS BUR-
EAU: TRANSCRIPTION SERVICE: World
Broadcasting System.

PERSONNEL

President James A. Midgley
Commercial Manager Gordon Anderson
Advertising Manager Gordon Anderson
Artists Bureau Head Nellie Gray
Chief Announcer Werner J. Bartmann
Station Manager Gordon Anderson
Sales Manager Gordon Anderson
Publicity Director Wm. Guild
Musical Director Chas. Wellinger
Chief Engineer Leslie Horton

POLICIES

No liquor or wine advertising in co-opera-
tion with Canadian Broadcasting Corp. Patent
medicines, etc. subject to approval of Na-
tional Board of Health.

No requests for foreign language broad-
casts.

Merchandising work in co-operation with
agencies throughout Canada.

Studio seating capacity of one studio 135.
Also co-operation of local theaters and ball-
room of Royal Connaught Hotel, Hamilton.

CFRC

KINGSTON—EST. 1923
CBC

FREQUENCY: 1510 Kc. POWER: 100 Watts.
OWNED BY: Queens University and Kingston
Whip-Standard. OPERATED BY: Same. BUSI-
NESS ADDRESS: Kingston. PHONE: 616. STU-
DIO ADDRESS: Fleming Hall. TRANSMITTER
LOCATION: Queens University. TIME ON
THE AIR: 8:00 A.M. to 9:00 A.M.—12:00 noon
to 11:00 P.M. NEWSPAPER AFFILIATION:
Whip-Standard. NEWS SERVICE: Canadian
Press Assoc. TRANSCRIPTION SERVICE:
NBC Thesaurus.

PERSONNEL

Commercial Manager James Annand
Advertising Manager James Annand
Chief Announcer Tom Warner
Station Manager James Annand
Chief Engineer Prof. H. S. Steward, M.S.

POLICIES

No liquor advertisements or patent medi-
cine accounts accepted.

REPRESENTATIVE

Joseph Hershey McGillvray

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. NEWSPAPER AFFILIATIONS: Timmins Press (Kirkland Lake edition). NEWS SERVICES: Transradio Press, and Canadian Press News. TRANSCRIPTION SERVICES: Standard Radio Library and Titan Library.

PERSONNEL

President R. H. Thomson
Commercial Manager Brian Shellon
Advertising Manager Jack Cooke
Chief Announcer Fin Hollinger
Station Manager Brian Shellon
Sales Manager G. Tonkin
Publicity Director J. Cooke
Musical Director Arthur Poynter
Chief Engineer Wm. Marks

POLICIES

No liquor advertising.

REPRESENTATIVES

Jack Cooke, Toronto
D. L. Bassett, Montreal

CKCR

"THE FRIENDLY STATION"
KITCHENER—EST. 1925
REGIONAL HOOKUP

FREQUENCY: 1510 Kc. POWER: 100 watts. OWNED BY: W. C. Mitchell, G. Liddle. OPERATED BY: K. W. Broadcasting Co. 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

Commercial Manager W. C. Mitchell
Advertising Manager G. Liddle
Chief Announcer Phil Clayton
Station Manager W. C. Mitchell
Sales Manager G. Liddle
Musical Director Phil Clayton
Chief Engineer Tom 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
Associated 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: London. 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 Manager Philip H. Morris
Sales Manager Philip H. Morris
Chief Engineer Lloyd York

POLICIES

Adheres to the rules of the Canadian Broadcasting Corporation.

CFCH

NORTH BAY—EST. 1931

CBC

FREQUENCY: 930 Kc. POWER: 100Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Capitol Theatre Bldg. PHONE: 374-837. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Capitol Theatre Bldg. TIME ON THE AIR: 7:45 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: North Bay Nugget. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICES: Standard Radio, Titan Library.

PERSONNEL

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

POLICIES

No liquor advertising accepted.

REPRESENTATIVES

Jack Cooke, Toronto
D. L. Bassett, Montreal

CKTB

"THE STATION WITH A MILLION FRIENDS"

ST. CATHARINES—EST. 1933

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 AD-

DRESS: 10 King St. PHONE: 3900. STUDIO ADDRESS: 10 King St. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 8:00 a.m. to midnight, (Sunday) 10:45 a.m. to 2:30 p.m. and 4:30 p.m. to midnight. NEWS SERVICE: Christian Science Monitor Newscast. TRANSCRIPTION SERVICE: United Broadcast Sales.

PERSONNEL

President.....E. T. Sandell
 Chief Announcer.....Paul Frost
 Station Manager.....F. Pauline Smyth
 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

United Broadcast Sales Ltd.
 Toronto
 All-Canada Broadcasting System
 Montreal

CJIC

"YOUR RADIO STATION C J I C"
S S MARIE—EST. 1934

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: 8:30 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: The Algoman (Weekly—owned by Station CJIC). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus and World Broadcasting System.

PERSONNEL

Station Manager.....J. G. Hyland
 Commercial Manager.....J. G. Hyland
 Advertising Manager.....J. G. Hyland
 Artists Bureau Head.....J. C. Whitby
 Chief Announcer.....Don Sims
 Sales Manager.....J. G. Hyland
 Publicity Director.....J. C. Whitby
 Musical Director.....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

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: 7:30 A.M. to 8:30 P.M. NEWS SERVICE: Local news and Transradio Press.

PERSONNEL

President.....F. M. Squires
 Commercial Manager.....F. M. Squires
 Advertising Manager.....F. M. Squires
 Artists' Bureau Head.....F. M. Squires
 Chief Announcer.....S. E. Tapley
 Station Manager.....F. M. Squires
 Sales Manager.....F. M. Squires
 Publicity Director.....F. M. Squires
 Musical Director.....A. L. Smith
 Chief Engineer.....W. J. Stauffer

POLICIES

Usual conditions governing Dominion stations.

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: 8:00 a.m. to 2:00 p.m. and 5:00 p.m. to 11:00 p.m. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Sudbury Star (local). TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

PERSONNEL

President.....W. E. Mason
 Commercial Manager.....J. D. Kemp
 Advertising Manager.....J. D. Kemp
 Chief Announcer.....Wilf J. Woodill
 Station Manager.....J. D. Kemp
 Sales Manager.....J. D. Kemp
 Publicity Director.....Wilf J. Woodill
 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 SERVICES: Canadian Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio and Titan Library.

PERSONNEL

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

POLICIES

No liquor advertising. Accepts any foreign language.

REPRESENTATIVES

Jack Cooke, Toronto
D. L. Bassett, Montreal

CBL

"THIS IS THE CBC"

TORONTO—EST. 1937

CBC—NBC

FREQUENCY: 850 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.

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, 10:00 A.M. to 12:00 midnight; Week Days, 7:30 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
Sales Manager C. Orr
Senior Announcer W. E. S. Briggs
Publicity Director F. McPhee
Chief Engineer 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: 372 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

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. PHONE: 136-7. STUDIO ADDRESS: Prescott, Ont. TRANSMITTER LOCA-

TION: Prescott, Ont. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Ogdensburg Advance-News. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President Chas. Plumb
 Commercial Manager J. R. Brandy
 Advertising Manager Thos. Whitehard
 Artists' Bureau Head H. J. Frank
 Chief Announcer Bert Lindsay
 Station Manager Loren Knight
 Sales Manager Loren Knight
 Publicity Director Wm. Pearson
 Chief Engineer Loren Knight

POLICIES

No liquor or beer accounts or price mention.

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

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: Same. TRANSMITTER LOCATION: Aurora. TIME ON THE AIR: 7:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Evening Telegram, The Globe & Mail, The Daily Star. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President E. S. Rogers
 Commercial Manager E. L. Moore
 Chief Announcer Wes McKnight
 Station Manager Harry Sedgewick
 Musical Director Roy Lockley
 Chief Engineer Jack Sharpe

POLICIES

Usual Dominion policies in effect.

REPRESENTATIVE

Joseph Hershey McGillvra
 (N. Y. and Chicago)

CKCL

"CANADA'S SPORTS MOUTHPIECE"
 TORONTO—EST. 1923
 CBC

FREQUENCY: 580 Kc. POWER: 100 watts. OWNED BY: H. S. Gooderham. 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 midnight. MAINTAINS

ARTISTS BUREAU. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President Henry S. Gooderham
 Commercial Manager A. E. Leary
 Artists Bureau Head M. Rapkin
 Chief Announcer J. Edgar Guest
 Station Manager Albert E. Leary
 Sales Manager Albert E. Leary
 Publicity Director Maurice Rapkin
 Musical Director Maurice Rapkin
 Chief Engineer Ernest O. Swan

POLICIES

Abides by the rules of the Canadian Broadcasting Corporation. No liquor or beer advertising, only foreign language program is Jewish Hour Sundays at 3:00 P.M. CBC rules cover all other policies of the station.

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

CBW

"YOUR COMMUNITY STATION"

WINDSOR—EST. 1935

CANADIAN BROADCASTING CORP.

FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Prince Edward Hotel. PHONE: Dial 4-4282. STUDIO ADDRESS: Prince Edward Hotel. TRANSMITTER LOCATION: Sandwich South. TIME ON THE AIR: (daily) 4:30 p.m. to midnight. (Sunday) 2:00 p.m. to midnight, EST. NEWS SERVICE: Canadian Press.

PERSONNEL

General Manager... Major Gladstone Murray
 Commercial Manager E. A. Weir
 Chief Announcer G. Earle Whitteker
 Station Manager J. T. Carlyle, Toronto, Ontario
 Chief Engineer F. J. Garrod

POLICIES

Alcoholic beverage advertising not accepted. All programs subject to the regulations of the Canadian Broadcasting Corporation and approval of the commercial department.

CKLW

"AT YOUR SERVICE"

WINDSOR

MUTUAL

FREQUENCY: 1030 Kc. clear channel. 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.

PERSONNEL

V-P & Managing Director.....Frank Ryan
Commercial ManagerL. J. Dumahaut
Chief AnnouncerJoe Gentile
Station ManagerJ. E. Campeau
Publicity DirectorVal Clare
Chief EngineerU. 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 pa-
pers for commercial programs; also street car
and bill board.

REPRESENTATIVE

J. Hershey McGillvra

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 LO-
CATION: Same. TIME ON THE AIR: 10:30
A.M. to 9:00 P.M. NEWS SERVICE: Chris-
tian Science Monitor and own news editor
and correspondents. MAINTAINS ARTISTS
BUREAU. TRANSCRIPTION SERVICE: Holly-
wood Radio Attractions, and Grow & Pitcher
Agencies.

PERSONNEL

President.....W. T. Cruickshank
Commercial Manager.....B. H. Bedford
Advertising Manager.....H. J. Boyle
Artists Bureau Head.....W. J. Thurston
Chief Announcer.....Reg Douglass
Station Manager.....W. T. Cruickshank
Sales Manager.....B. Howard Bedford
Publicity Director.....B. H. Bedford
Musical Director.....W. J. Thurston
Chief Engineer.....W. T. Cruickshank

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. Po-
litical broadcasting takes regular rates.

Merchandising: Weekly circular letter to all
retail dealers handling CKNX products. Regu-
lar calls on retail dealers, setting up dis-
play material. Station build-up and news-

paper publicity for all new features. No
charge for service.

REPRESENTATIVE

Joseph Hershey McGillvra

Prince Edward Island

CFCY

"THE FRIENDLY VOICE OF THE
MARITIMES"

CHARLOTTETOWN—EST. 1924

CBS—MARITIME

FREQUENCY: 630 Kc. POWER: 1000 Watts.
OWNED BY: Island Radio Broadcasting Co.,
Ltd. OPERATED BY: Island Radio Broadcast-
ing 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. MAIN-
TAINS ARTISTS BUREAU. TRANSCRIPTION
SERVICE: Standard Radio, Grow & Pitcher,
Lang-Worth, and Associated Broadcasting
System.

PERSONNEL

President.....K. S. Rogers
Commercial Manager.....L. A. MacDonald
Advertising Manager.....M. E. Rogers
Artists Bureau Head.....L. A. McDonald
Chief Announcer.....L. Peppin
Station Manager.....K. S. Rogers
Sales Manager.....L. A. McDonald
Publicity Director.....K. S. Rogers
Musical Director.....Mrs. K. S. Rogers
Chief Engineer.....J. Q. Adams

POLICIES

Liquor advertising not accepted. Regulations
of Canadian Broadcasting Corporation apply.
Merchandising: Details men contact whole-
salers and retailers on all accounts.

REPRESENTATIVE

Joseph Hershey McGillvra

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 LO-
CATION: 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
Chief Announcer J. E. Mellan
Station Manager R. L. Molson
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.



C R C S CHICOUTIMI

FREQUENCY: 1120 Kc. POWER: 100 Watts.
OWNED BY: Canadian Marconi Co. OPER-
ATED BY: Canadian Broadcasting Corp. BUSI-
NESS ADDRESS: Chicoutimi. PHONE: 155.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Same. TIME ON THE AIR: 5:00
P.M. to midnight. NEWS SERVICE: Local
news.

PERSONNEL

Chief Announcer Vilmond Fortin
Station Manager 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. OPE-
RATED BY: Same. BUSINESS ADDRESS: 85
Champlain. PHONE: 2-1701. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Chelsae Road. TIME ON THE AIR: 7:45
A.M. to 11:05 P.M. NEWS SERVICE: Cana-
dian Press. MAINTAINS ARTISTS BUREAU.
TRANSCRIPTION SERVICE: NBC Thesaurus
and Hollywood Radio Attractions.

PERSONNEL

President..... Josophat Pharend
Commercial Manager..... Paul H. Cornier
Artists Bureau Head..... A. Dupont

Station Manager..... Alexander Dupont
Musical Director..... Dirk Keetboos
Chief Engineer..... J. F. Champagne

POLICIES

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

REPRESENTATIVE

Dominion Broadcasting Co. (Toronto)

CBF

MONTREAL—EST. 1937

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

FREQUENCY: 329.7 Meters, 910 Kc. POW-
ER: 50,000 Watts. OWNED BY: Canadian
Broadcasting Corporation. OPERATED BY:
Canadian Broadcasting Corporation. BUSINESS
ADDRESS: 1231 St. Catherine St. West, Mon-
treal. PHONE: Mar. 5211. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Vercheres,
Que. TIME ON THE AIR: 12:00 noon to 12:00
midnight. NEWS SERVICE: Canadian Press.

PERSONNEL

Commercial Manager J. A. Dupont
Chief Announcer J. DesBaillets
Station Manager John C. Stadler
Publicity Director Leopold Houle
Musical Director Jean-Marie Beaudet
Chief Engineer W. Reid

POLICIES

No liquor advertising accepted.

CBM

MONTREAL—EST. 1933

NBC—(RED)

FREQUENCY: 285.5 Meters, 1050 Kc. POW-
ER: 5000 Watts. OWNED BY: Canadian
Broadcasting Corporation. OPERATED BY:
Canadian Broadcasting Corporation. BUSINESS
ADDRESS: 1231 St. Catherine St. West, Mon-
treal. PHONE: Mar. 5211. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Laprairie.
TIME ON THE AIR: 12:00 noon to 12:00 mid-
night. NEWS SERVICE: Canadian Press.

PERSONNEL

Commercial Manager J. A. Dupont
Chief Announcer J. DesBaillets
Station Manager John C. Stadler
Publicity Director Leopold Houle
Musical Director Jean-Marie Beaudet
Chief Engineer W. Reid

POLICIES

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

C F C F

(Short Wave CFCX)

MONTREAL—EST. 1918
NBC (Blue) and CBC

FREQUENCY: 500 Kc. POWER: 500 Watts.
OWNED BY: Canadian Marconi Co. OPERATED BY: Canadian Marconi Co. BUSINESS ADDRESS: 211 St. Sacrament St. PHONE: Marquette 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
Commercial Manager.....V. F. Nielsen
Advertising Manager.....V. F. Nielsen
Chief Announcer.....J. A. Shaw
Station Manager.....Victor F. Nielsen
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"

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 ADDRESS: Same. TRANSMITTER LOCATION: 180 St. Catherine St., W. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: La Patrie, La Presse, Le Canada, Le Devoir, L'illustration, Montreal Daily Star, Montreal Herald, Montreal Gazette. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Marcel Lefebvre
Commercial Manager.....Marcel Lefebvre
Station 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

CBS. PROVINCIAL BROADCASTING SYSTEM (KEY)

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. PHONE: Lancaster 5125. STUDIO ADDRESS: 980 St. Catherine St. TRANSMITTER LOCATION: St. Hyacinthe Place. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: La Presse, The Star, The Herald-Gazette. NEWS SERVICE: United Press C/cac News Dept. La Presse. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and Exclusive Parisian.

PERSONNEL

President.....Hon. P. R. Du Tremblay
Promotion Manager.....Andre Daveluy
Traffic Manager.....Flo Daniel
Artists Bureau Head.....Ferd Biondi
Chief Announcer.....Roy Malouin
Station Manager.....Phil Lalonde
Sales Manager.....Paul Ouellet
Publicity Director.....Louis Marisset
Program Director.....Yves Bourassa
Chief Engineer.....Leonard Spencer

POLICIES

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

REPRESENTATIVE

Jos. H. McGillvra

CHNC

"THE FRIENDLY VOICE OF THE MARITIMES"

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 960 Kc. POWER: 1,000 Watts.
OWNED BY: Gaspesia Radio Broadcasting Co. OPERATED BY: Gaspesia Radio Broadcasting Co. BUSINESS ADDRESS: New Carlisle. PHONE: 38. STUDIO ADDRESS: New Carlisle. TRANSMITTER LOCATION: Church Line Road. TIME ON THE AIR: (daily) 8:00 A.M. to midnight; (Sunday) 11:00 A.M. to midnight (Atlantic Time). NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: Standard Radio, Titan-Hollywood Radio Attractions-Radio Products Co. & Lang-Worth.

PERSONNEL

President.....George M. Kempffer
Commercial Manager.....Dr. Ches Houde
Advertising Manager.....V. Bernard

Chief Announcer.....C. S. Chapman
 Station Manager.....Dr. Ches Houde
 Sales Manager.....Dr. Ches Houde
 Publicity Director.....V. Bernard
 Musical Director.....V. Bernard
 Chief Engineer.....J. R. McLaugh

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)

CHRC

"THE VOICE OF OLD QUEBEC"
 QUEBEC

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) 8:00 A.M. to midnight; (Sundays) 12:00 P.M. to midnight. NEWS SERVICE: Own News Service. 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.....Therese Lapointe
 Chief Announcer.....T. H. Burham
 Publicity Director.....J. D. Boudreau
 Musical Director.....Gaston Voyer
 Chief Engineer.....Oscar Marceau

POLICIES

None other than governmental regulations. Merchandising: Merchandising department in operation at convenience of sponsors.

REPRESENTATIVE

Jos. H. McGillvra, N. Y.
 Nate P. Colwell, Toronto
 George Besse, Chicago

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: 154 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.

REPRESENTATIVE

Associated Broadcasting Co.

CRCK

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: 5:00 P.M. to midnight. NEWS SERVICE: Canadian Press.

PERSONNEL

President.....L. W. Brockington
 Chief Announcer.....P. Joubarne
 Station Manager.....A. H. Houde
 Chief Engineer.....Charles Frenette

POLICIES

The advertising of spirituous liquors is prohibited by statute of the Province of Quebec. The advertising of beer and wine is prohibited by a CBC regulation.

REPRESENTATIVE

Canadian Broadcasting Corp.

CJBR

RIMOUSKI—EST. 1937

Canadian Broadcasting Corp.
 Quebec Regional Network

FREQUENCY: 1030 Kc. POWER: 1000 Watts. OWNED AND OPERATED BY: Lower St. Lawrence Power Co. BUSINESS AND STUDIO ADDRESS: Power Bldg., St. John St. PHONE: 119. TRANSMITTER LOCATION: Notre-Dame du Sacre Coeur. TIME ON THE AIR: Weekdays, 9:00 A.M. to 11:00 P.M. Sundays, 12:00 noon to 11:00 P.M.

PERSONNEL

Manager.....G. A. Lavoie

POLICIES

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

CHLT

"THE VOICE OF THE E. T."
SHERBROOKE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: La Tribune Ltee. OPERATED BY: La Tribune Ltee. BUSINESS ADDRESS: 3 Marquette St. PHONE: 971. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: King St., East. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: La Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Hon. Jacob Nicol
Commercial Manager.....L. A. Vachon
Chief Announcer.....Rolland Bayeur
Station Manager.....Marcel Provost
Sales Manager.....Marcel Provost
Chief Engineer.....C. Charlebois

POLICIES

No special policies excepting usual CBC regulations.

REPRESENTATIVE

Dominion Broadcasting Co. (Toronto)

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 Nouvelliste. TRANSCRIPTION SERVICE: World Broadcasting System.

POLICIES

Service of program department and announcers, French and English, in arranging and presentation of programs is available.

Saskatchewan

CHAB

MOOSE JAW—EST. 1922

CANADIAN BROADCASTING CORPORATION
NETWORK

FREQUENCY: 1200 Kc. POWER 100 Watts.
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: (Monday to Friday) 7:00 A.M. to 11:30 P.M. (MST); (Saturday) 7:00 A.M. to midnight; (Sunday) 8:45 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Lang-Worth and European Recordings.

PERSONNEL

Station Manager.....H. C. Buchanan
Sales Manager.....E. W. Glover
Publicity Director.....J. S. Boyling
Program Director.....L. A. Bourgeois
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.

CKBI

PRINCE ALBERT

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED AND OPERATED BY: R. E. Price and L. E. Moffatt. BUSINESS AND STUDIO ADDRESS: Canada Bldg. TRANSMITTER LOCATION: Prince Albert. TIME ON THE AIR: Week Days, 7:45 A.M. to 11:00 P.M. Sundays, 11:00 A.M. to 10:00 P.M.

PERSONNEL

Manager.....R. E. Price
Technical Director.....L. E. Moffatt

REPRESENTATIVE

All Canada Broadcasting System
Joseph Hershey McGillvra

CJRM

"THE VOICE OF SASKATCHEWAN"

REGINA—EST. 1926

CBC—GRAIN BELT NETWORK

FREQUENCY: 540 Kc. clear channel. 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: Belle Plain. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. M.S.T. NEWS SERVICE: Transradio Press. (Exclusive to this station in the Province of Saskatchewan). TRANSCRIPTION SERVICE: World Broad-

casting Service, Lang-Worth and Standard Program Service.

PERSONNEL

President James Richardson
Commercial Manager F. V. Scanlan
Chief Announcer D. E. (Don) Wright
Mgr. Radio Division H. R. McLaughlin
Station Manager F. V. Scanlan
Sales Manager B. Pirie
Publicity Director N. Chamberlain
Musical Director S. Hillier
Chief Engineer B. (Bert) Hopper

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

"SASKATCHEWAN'S PIONEER BROADCASTING STATION"

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: Victoria Plains. TIME ON THE AIR: (Daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS-PAPER AFFILIATION: Leader-Post, Ltd. NEWS SERVICES: Canadian Press, Christian Science Monitor. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Library, McGregor & Sollie, Radio Producers, Inc., and Transco.

PERSONNEL

Commercial Manager A. J. Ballour
Artists Bureau Head W. A. Spwers
Station Manager M. V. Chesnut
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 ar-

ranging window displays and theatre lobby displays.

REPRESENTATIVES

Weed & Co. (U.S.A.)

All-Canada Radio Facilities, Ltd. (Canada)

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: Saskatoon. PHONE: 5374-7282. STUDIO ADDRESS: 216 First Ave., N. TRANSMITTER LOCATION: Exhibition Grounds. TIME ON THE AIR: 7:30 A.M. to 11:00 P.M. (MST). NEWS SERVICES: Canadian Press, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President A. A. Murphy
Commercial Manager Vernon Dallin
Advertising Manager Vernon Dallin
Chief Announcer C. Cairns
Station Manager A. A. Murphy
Sales Manager Vernon Dallin
Publicity Director J. H. Wells
Musical Director C. Cairns
Chief Engineer S. Clifton

POLICIES

Liquor restrictions as per Canadian Broadcasting Corporation.

REPRESENTATIVE

Joseph Hershey McGillvra (USA only)

CJGX

YORKTON—EST. 1928

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

Commercial Manager J. L. C. Macpherson
Advertising Manager Geo. Titus
Chief Announcer Jack Thompson
Station Manager H. R. McLaughlin
Sales Manager N. B. LeRoy
Publicity Director N. Chamberlain
Musical Director H. Green

POLICIES

No liquor ads.

Maintains a merchandising department.

REPRESENTATIVE

Joseph Hershey McGillvra

CANADIAN STATIONS WITH NEWSPAPER AFFILIATIONS

Alberta

CFAG, Alberta, Calgary, Albertan, 100 watts, 930 kilocycles. Full time. Gordon S. Henry, mgr.

CJCJ, Alberta, Calgary, Alberta, 100 watts, 690 kilocycles. H. A. Webster, mgr.

CJCA, Edmonton, Journal, 1,000 watts, 730 kilocycles. Full time. Frank H. Elphicke, mgr.

British Columbia

CFJC, Kamloops, Kamloops Sentinel, 1,000 watts, 880 kilocycles. Full time. Ralph E. White, mgr.

CKCD, Vancouver, Vancouver Daily Province, 100 watts, 1010 kilocycles.

Ontario

CFPL, London, London Free Press, 100 watts, 730 kilocycles. Full time. Philip H. Morris, program director.

CKSO, Sudbury, Sudbury Star, 1,000 watts, 780 kilocycles. Full time. J. D. Kemp, mgr.

Quebec

CHLP, Montreal, Montreal La Patrie, 100

watts, 1,120 kilocycles. Full time. Marcel Lefebvre, dir.

CKAC, Montreal, La Compagnie De Publications De La Presse, Ltee., 5,000 watts, 730 kilocycles. Phil Lalonde, dir. (TP), (UP).

CHLT, Sherbrooke, La Tribune, Ltee., 100 watts, 1,210 kilocycles. L. A. Vachon, mgr.

Saskatchewan

CKCK, Regina, Regina Leader-Post, 1,000 watts, 1,010 kilocycles.

The foregoing stations are owned or controlled by newspapers or are stations in which a newspaper has an interest either as an affiliate, part owner, or through an interlocking directorate. Listing includes, in the following order: Station call letters, city in which studio is located, name of paper, power, kilocycle channel, operating time, name of manager and subscription to a commercial press service. The three services offering news for sale to stations are United Press (UP), International News Service (INS), and Transradio Press Service (TP).

CANADIAN AGENCY RECOGNITION

The 15 per cent agency commission is allowed for net station time and, on network contracts it is allowed on wire line costs, exclusive of any charges for special pick-ups which shall be net.

1. Agencies recognized by the C. D. N. A.
2. Agencies not recognized by the C. D. N. A.
3. A second 15 per cent agency commission shall not be allowed except when contracts are negotiated through NBC, CBS or MBS.
4. It is required: -
 - (a) that the agency be free from

client ownership, either direct or indirect.

- (b) that the agency be an independent organization, in a position to serve both the client and the CBC without bias.

- (c) that the agency retain the full commission paid by the CBC and furnish upon request satisfactory evidence that this has been done.

5. Agencies may be called upon to give evidence that their activities are confined exclusively to the placement and service of advertising for their clients and that they do not engage in any other business.