

# CANADA

## SET OWNERSHIP: 1938

Province.	Population.	Families.	Sets.
Prince Edward Island, New Brunswick, Nova Scotia	1,087,000	258,100	125,130
Quebec	3,172,000	721,100	381,280
Ontario	3,731,000	873,544	868,126
Manitoba	720,000	171,000	170,421
Saskatchewan, Alberta	1,724,000	403,000	278,123
British Columbia	761,000	180,000	177,409
<b>TOTAL CANADA</b>	<b>11,209,000</b>	<b>2,606,744</b>	<b>2,000,489</b>

The above figures on set ownership in Canada were obtained through the courtesy of "Radio Trade Builder," and first appeared in that publication's issue of March, 1939 (Vol. 16, No. 3). These figures are estimates, and are, of course, much higher than figures on tax collections (there is a set tax of \$2.50 per annum in Canada; as of March 31, 1937, some 1,038,000 taxes were paid). Nor do the totals include auto radios, which are estimated to number 97,736. In the population by Provinces, the Yukon and Northwest Territory are not included. The number of families was computed by assuming that the average Canadian family (except in Quebec) has 4.3 persons (slightly higher in Quebec).

## ALBERTA

*(Holidays: New Year's Day, January 1; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)*

### CFAC, CALGARY

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

**General manager:** H. R. Carson. **Station manager:** Gordon S. Henry. **Program director:** Pat Freeman. **Chief engineer:** Earle C. Connor. **Musical director:** Cecil B. Kappey. **Publicity director:** Frank E. Fleming.

**Rep:** All-Canada Radio Facilities, Ltd., (Toronto); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Newspaper and magazine publicity, window displays, display cards, etc.; all services rendered gratis. **Foreign language pro-**

**grams:** No rules; requests for commercial programs have never been made, though sustaining features have been presented. **Artists bureau:** None, as such, but a talent register is maintained; no charge made for registration; talent charged to accounts at cost. **Base rate:** \$80.

**Copy restrictions:** No beer, wine or liquor advertising accepted; no price mentions permitted; spot announcements restricted to 100 words and not accepted after 7:30 P.M. **E. T. library:** World; NBC Thesaurus. **News:** Canadian Press; local. **News periods:** 8-8:15 A.M., 12:15-12:30 P.M., Monday through Saturday.

### CFCN, CALGARY

**Operator:** The Voice of the Prairies, Ltd., Toronto General Trusts Bldg. **Phone:**

## ALBERTA STATIONS—Continued

M-1161. **Power:** 10,000 watts on 1030 kc. **Affiliation:** Canadian Broadcasting Corp.; Alberta Educational Network. **Opened:** 1922. (Note: Same operator also owns short-wave CFVP using 100 watts on 6030 kc.)

**President:** H. G. Love. **Commercial manager:** E. H. McGuire. **Program director:** W. H. Ross. **Chief engineer:** P. B. McCaffery. **Musical director:** Jerry Fuller.

**Rep:** Joseph Hershey McGillvra (U.S.); Jack Slatter (Toronto). **Seating facilities:** Studio seats 120 persons. **Merchandising:** Services rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$100.

**Copy restrictions:** All copy subject to station approval and regulations of the Canadian Broadcasting Corp. **E. T. library:** Standard; Lang-Worth; Davis & Schwegler. **News:** Transradio; British UP. **News periods:** 8:15-8:30 A.M., 12:45-1 P.M., 10:10-15 P.M., all daily.

### CJCJ, CALGARY

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

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

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

**Copy restrictions:** Rules and regulations of Canadian Broadcasting Corp. **News:** Canadian Press.

### CFRN, EDMONTON

**Operator:** Sunwapta Broadcasting Co., Ltd., C.P.R. Bldg. **Phone:** 22101. **Power:** 100 watts on 960 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 1, 1934.

**Station manager:** G. R. A. Rice. **Business manager:** H. F. Nielsen. **Program director:** S. Lancaster. **Chief engineer:** F. C. Makepeace. **Musical director:** R. Wright. **Publicity director:** Winifred Sutton.

**Rep:** Joseph Hershey McGillvra (U.S.); Jack Slatter (Toronto); Inland Broadcasting Service (Winnipeg). **Seating facilities:** Studio seats about 50 persons. **Merchandising:** Mailings to dealers; contacts, etc.; services at cost. **Foreign language programs:** Accepted; must be accompanied by certified English translation. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** All patent medicine

copy must be checked by Dept. of Health, Ottawa; no defamatory or highly exaggerated statements; no price quotations; spot announcements limited to 100 words and not accepted after 7:30 P.M. **E. T. library:** Lang-Worth. **News:** British UP; local news. **News periods:** 8 A.M., 1 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

### CJCA, EDMONTON

**Operator:** Taylor & Pearson Broadcasting Co., Ltd., Birk's Bldg. **Phone:** 26131. **Power:** 1,000 watts on 730 kc. **Affiliation:** Canadian Broadcasting Corp.; Foothills Network. **Opened:** May 1, 1922. (Note: This station is owned by the Edmonton Journal, but operated by Taylor & Pearson.)

**Station manager:** F. H. Elphicke. **Production manager, artists bureau head:** N. Botterill. **Chief engineer:** H. McMahon. **Publicity director:** W. Dales.

**Rep:** Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Observation room accommodates about 100. **Merchandising:** Direct mail, personal contact work, window and outdoor displays, and publicity to 15 newspapers on contracts of 26 or more programs. **Foreign language programs:** Station carries two such programs. **Artists bureau:** Yes; lists 30 artists, script writers, orchestras, producers and announcers. **Base rate:** \$90.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; World. **News:** Canadian Press; local news. **News periods:** 7:50 A.M., 1 P.M., 5:30 P.M., 8 P.M., 10:45 P.M., all 15 minutes all Monday through Saturday. (Note: Spots sold before and after, but not during, the newscasts.)

### CKUA, EDMONTON

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

**This station is non-commercial; university-owned.**

### CFGP, GRANDE PRAIRIE

**Operator:** Northern Broadcasting Corp., Ltd., Donald Hotel. **Phone:** 153. **Power:** 100 watts on 1200 kc. **Affiliation:** Foothills Network. **Opened:** Nov. 2, 1937.

**President, station and commercial manager, publicity director:** C. L. Berry. **Program director:** Paul Guy. **Chief engineer:** George Sinclair. **Musical director:** Bert Churchill.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating**

## ALBERTA STATIONS—Continued

**facilities:** Studio seats 35. **Merchandising:** Distribute window cards; exhibit sponsor's products in station display window; obtain newspaper publicity; all services rendered gratis. **Foreign language programs:** French accepted. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** Transcriptions obtained from All-Canada Radio Facilities (make not stated). **News:** Transradio. **News periods:** 8-8:10 A.M., 1-1:15 P.M., 7-7:15 P.M., all Monday through Saturday.

### CJOC, LETHBRIDGE

**Operator:** Lethbridge Broadcasting, Ltd., Marquis Hotel Bldg. **Phone:** 3872. **Power:** 100 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp.; Foothills Network. **Opened:** May 28, 1928.

**Acting manager:** Arthur H. Nicholl. **Program director:** Robert Buss. **Chief engi-**

**neer:** Robert Reagh. **Publicity director:** Cameron Perry.

**Rep:** All-Canadian Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate 15 persons. **Merchandising:** Limited service offered by sales department. **Foreign language programs:** Accepted if transcribed and authorized by the Canadian Broadcasting Corp. **Artists bureau:** None. **Stock:** Principally held by H. R. Carson, Ltd. **Base rate:** \$50.

**Copy restrictions:** Beer, wine or liquor advertising not permitted by Provincial Government; all copy must conform to station standards and Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** British UP; local news from Lethbridge Herald. **News periods:** 8:15 A.M., 11:45 A.M., 5:11 P.M., all 10 minutes, all Monday through Saturday; 4:45-4:55 P.M., Sunday only; local news broadcast, 5:20-5:30 P.M., Monday through Saturday.

## BRITISH COLUMBIA

*(Holidays: New Year's Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)*

### CHWK, CHILLIWACK

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

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

**Rep:** Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** "Full cooperation" offered. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$20.

**Copy restrictions:** No beer, wine or liquor advertising; no contracts accepted for mail order houses, chain stores, taverns, Sunday sports or amusements; all copy must conform to Canadian Broadcasting Corp. or other government regulations and is subject to station approval or revision. **E. T.**

**library:** None. **News:** Canadian Press; local; Christian Science Monitor. **News periods:** 11-11:15 A.M. (Monitor News), 12:10-12:20 P.M., 6-6:05 P.M. (local news), 7-7:15 P.M. (Canadian Press via network), all Monday through Saturday.

### CFJC, KAMLOOPS

**Operator:** Kamloops Sentinel, Ltd., 209 Victoria St. **Phones:** 1018; 1000; 1001. **Power:** 1,000 watts on 880 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1926. (Note: This station is newspaper-owned by the Kamloops Sentinel.)

**Managing director:** R. E. White. **Station and commercial manager:** D. Homersham. **Program director:** Wm. McLeod. **Chief engineer:** G. Henderson. **Musical director:** Frank Brown, Jr. **Publicity director:** L. Irvine.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Arrangements furnished on request. **Foreign lan-**

## BRITISH COLUMBIA STATIONS—Continued

**guage programs:** Subject to Canadian Broadcasting Corp. approval. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** Standard. **News:** Canadian Press. **News periods:** 7:50 A.M., 12:30 P.M., 6 P.M., all 10 minutes, all Monday through Saturday. (Note: Spots are sold before and after, but not during, the newscasts.)

### CKOV, KELOWNA

**Operator:** Okanagan Broadcasters, Ltd., Mill Ave. **Phone:** 200. **Power:** 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 4, 1931.

**Managing director, program and commercial manager:** J. W. B. Browne. **Chief engineer:** J. H. B. Browne. **Continuity director:** Bernard A. Heeney. **Publicity director:** Mary E. Royle.

**Rep:** Joseph Hershey McGillvra (U. S. and Quebec); Dominion Broadcasting Co. (Toronto); Inland Broadcasting Co. (Winnipeg); J. E. Baldwin (Vancouver). **Seating facilities:** None listed. **Merchandising:** Full service rendered at actual cost. **Foreign language programs:** Accepted subject to CBC regulations; full literal translation must be submitted; special announcers are billed extra. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** CBC regulations observed; no beer, wine, or liquor advertising permitted. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 8:15 A.M., 12:15 P.M., 5:45 P.M. all 15 minutes, all Monday through Saturday.

### CFPR, PRINCE RUPERT

**Operator:** Felix E. Batt. **Power:** 50 watts on 580 kc.

No other information available.

### CJAT, TRAIL

**Operator:** Kootenay Broadcasting Co., Ltd., 815 Victoria St. **Phone:** 737. **Power:** 1,000 watts on 910 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** January, 1933.

**General and station manager:** T. G. Robinson. **Commercial manager:** W. W. Baggs. **Promotion director:** F. McDowell. **Chief engineer:** Thomas Smally. **Continuity director:** Kay Parkin. **Promotion director:** F. McDowell.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** Accept Italian programs only. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Rules and regulations of the Canadian Broadcasting Corp. **News:** Canadian Press.

### CBR, VANCOUVER

**Operator:** Canadian Broadcasting Corp., Hotel Vancouver. **Power:** 5,000 watts on 1100 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

**Base rate:** \$110.

No other information available.

### CJOR, VANCOUVER

**Operator:** G. C. Chandler, 846 Howe St. **Phone:** Trinity 5321. **Power:** 500 watts on 600 kc. **Affiliation:** None. **Opened:** July, 1926.

**Owner, station manager:** G. C. Chandler. **Commercial manager:** D. E. Laws. **Program director:** Dick Diespecker. **Chief engineer:** W. B. Seabrook. **Musical director:** Wally Peters. **Publicity director:** D. R. Baird.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 100 in the studio; theatre and auditorium available by direct wire, seating 1,000. **Merchandising:** Station issues a monthly publication, containing data on nationally advertised products on station, which is sent to dealers; publicity releases sent to 25 papers; window displays, mailings, and special events broadcasts tied in with client's programs; no charge for service, but client or agency is to supply the window cards. **Foreign language programs:** Accepted, if full literal translation is submitted; if a special announcer is required, an added fee is charged. **Artists bureau:** Yes; lists about 10 musicians, actors, orchestras, script writers and announcers. **Base rate:** \$75.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus. **News:** Transradio; British UP. **News periods:** 8-8:15 A.M., 11-11:15 A.M., 12:30-12:40 P.M., 7-7:15 P.M., 8-8:15 P.M., 10:30-10:35 P.M., all Monday through Saturday; 7 P.M., 9 P.M., both 15 minutes, both Sunday.

### CKCD, VANCOUVER

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

**Station and commercial manager:** W. G. Hassell. **Program director:** L. F. Hassell. **Chief engineer:** T. Derbyshire. **Musical director:** Geneva Calangis. **Publicity director:** L. F. Hassell.

## BRITISH COLUMBIA STATIONS—Continued

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

**Copy restrictions:** CBC regulations. **E. T. library:** None. **News:** From parent paper **News periods:** 8-8:15 P.M., Monday through Saturday.

### CKFC-CKFX, VANCOUVER

**Operator:** Standard Broadcasting System, Ltd., **Power:** 50 watts on 1410 kc (divides time with CKMO). (Short wave CKFX has 10 watts on 6080 kc. This station is controlled by the Vancouver Sun).

**Base rate:** \$30.

No further information after repeated requests.

### CKMO, VANCOUVER

**Operator:** British Columbia Broadcasting System, Ltd., 812 Robson St. **Phone:** SEY. 8778. **Power:** 100 watts on 1410 kc. **Affiliation:** None. **Opened:** 1923.

**President:** R. J. Sprott. **Vice-president:** B. A. Arundel. **Station and commercial manager:** H. M. Cooke. **Program and musical director:** R. E. Misener. **Chief engineer:** E. Rose.

**Rep:** None. **Seating facilities:** Can accommodate 65 persons. **Merchandising:** Complete publicity and merchandising service rendered free. **Foreign language programs:** Accepted; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Rules and regulations of the Canadian Broadcasting Corp.; no liquor advertising; limited acceptance of patent medicines; no price quoting permitted. **E. T. library:** None listed. **News:** Vancouver Sun; Canadian Press. **News periods:** 10:15 A.M., 10 P.M., both 15 minutes, both Monday through Saturday; 9:15-9:30 P.M., Sunday only.

### CKWX, VANCOUVER

**Operator:** Western Broadcasting Co., Ltd., 801 W. Georgia St. **Phone:** Seymour

2288. **Power:** 100 watts on 1010 kc (shares time with CKCD). **Affiliation:** None. **Opened:** 1923.

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

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Window tie-in material; sales staff cooperates in contacting merchants and creating and carrying out any plans of sponsors; regular publicity items are sent out each week concerning programs and happenings at station, to nine publications. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Rules of Canadian Broadcasting Corp.; no beer, wine or liquor advertising permitted; patent medicines accepted under government supervision. **E. T. library:** World; Davis & Schwegler. **News:** Local news (from Vancouver Sun). **News periods:** 7:30-7:40 A.M., 12:05-12:15 P.M., 6:30-6:45 P.M., all Monday through Saturday; 8:30-8:45 P.M., 10-10:15 P.M., both Sunday. (Note: Spots sold before and after, but not during, the newscasts.)

### CFCT, VICTORIA

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

**General and commercial manager:** G. W. Deaville. **Station manager:** Cliff Deaville. **Program and publicity director, artists bureau head:** Clarence Carville. **Chief engineer:** Cliff Deaville. **Musical director:** Wm. Fletcher.

**Rep:** Joseph Hershey McGillvra (U. S.). **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** All services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$30.

**Copy restrictions:** Rules and regulations of the Canadian Broadcasting Corp. **News:** Transradio.

## MANITOBA

*(Holidays: New Year's Day, January 1; Good Friday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25; Second Christmas Day, December 26.)*

### CKX, BRANDON

**Operator:** Manitoba Telephone System, City Hall Square. **Phone:** 4532. **Power:** 1,000 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1928.

**Station manager:** W. F. Seller. **Chief engineer:** C. E. R. Collins. **Publicity director:** D. R. P. Coats.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Window cards and build-up announcements offered. **Foreign language programs:** None running commercially; have Ukrainian, Polish and French sustainers. **Artists bureau:** Yes: lists orchestras, continuity writers, commentators, announcers, vocalists, etc. **Base rate:** \$50.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **News:** Canadian Press.

### CFAR, FLIN FLON

**Operator:** Arctic Radio Corp., 120 Main St. **Phone:** 290. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 7, 1938.

**President:** George W. Bridgman. **Vice-president:** Monty Bridgman. **Business and commercial manager:** Geo. W. Bridgman. **Chief engineer:** R. V. Durie. **Musical director:** L. Thorsteinson.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Window cards, theatre lobby and window displays, broadsides, billboards; service rendered gratis except for actual cost of materials used. **Foreign language programs:** Accepted. **Artists bureau:** None. **Stock:** Held by George W. and Monty Bridgman. **Base rate:** \$25.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** World; transcriptions obtained from All-Canada Radio Facilities. **News:** Transradio; Christian Science Monitor. **News periods:** 7:15 A.M., 12:35 P.M., 6:10 P.M., 7:55 P.M., 8:55 P.M., 9:55 P.M., all five minutes, all Monday through Saturday; Monitor news, 5:30-5:45 P.M., daily.

### CJRC-CJRO-CJRX, WINNIPEG

**Operator:** James Richardson & Sons, Ltd., Royal Alexandra Hotel. **Phone:** 92-266.

**Power:** 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** February 16, 1934. (Note: This station also operates shortwave CJRO, 2,000 watts on 6150 kc; also shortwave CJRX, 2,000 watts on 11,720 kc.)

**General and station manager:** H. R. McLaughlin. **Assistant and commercial manager:** J. D. Kemp. **Program and promotion manager:** E. H. Houston. **Chief engineer:** Ken Cameron. **Publicity director:** E. V. Dutton. **Merchandising:** Rusty Young.

**Rep:** Joseph Hershey McGillvra (U.S.); J. Slatter (Eastern Canada); Inland Broadcasting Service (Western Canada). **Seating facilities:** None. **Merchandising:** Supply newspaper publicity, market and coverage data; contact dealers; mail announcements; window displays, etc. **Foreign language programs:** Accepted: translation must be furnished in advance and is strictly censored. **Artists bureau:** Yes. **Base rate:** \$80.

**Copy restrictions:** All copy subject to rules of the Canadian Broadcasting Corp. **E. T. library:** World; Lang-Worth; Standard. **News:** Transradio. **News periods:** 7:55-8 A.M., 8:45-9 A.M., 12:30-12:45 P.M., 7-7:05 P.M., 8-8:05 P.M., 9-9:05 P.M., 9:45-10 P.M., 11-11:05 P.M., all Monday through Saturday; 9-9:15 P.M., Sunday only.

### CKY, WINNIPEG

**Operator:** Manitoba Telephone System, Telephone Bldg. **Phone:** 9291. **Power:** 15,000 watts on 910 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** March 13, 1923. (Note: Owners of CKY also control CKX, Brandon.)

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

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Maintain a "travel sign" on one of city's principal streets to advertise selected programs; sign is changed weekly;

## MANITOBA STATIONS—Continued

offer full cooperation to the extent of facilities. **Foreign language programs:** Will accept, but no requests received to date. **Artists bureau:** None. **Base rate:** \$120.

**Copy restrictions:** No liquor advertising; no price quoting. **E. T. library:** NBC The-saurus; World. **News:** British UP; Cana-

dian Press. **News periods:** 8 A.M., 12:45 P.M., 4:45 P.M., 10 P.M. (Canadian Press), 11:45 P.M., all 15 minutes, all Monday through Saturday; 12:25 P.M., 10 P.M. (Canadian Press), 11:45 P.M. (Canadian Press), all 15 minutes, all Sunday only. (Note: Canadian Press news may not be sponsored.)

## NEW BRUNSWICK

*(Holidays: New Year's Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)*

### CFNB, FREDERICTON

**Operator:** James S. Neill & Sons, Ltd., Queen St. **Phone:** 209. **Power:** 1,000 watts on 550 kc. **Affiliation:** Canadian Broad-casting Corp. **Opened:** Feb. 1, 1923.

**Secretary-treasurer, station and commercial manager:** J. Stewart Neill. **Program director:** (Miss) V. True. **Chief engineer:** T. B. Young.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Traveling representative, using a truck carrying advertising for station clients, calls on every retail outlet in primary area. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Rules of the Canadian Broadcasting Corp. **E. T. library:** NBC The-saurus. **News:** Transradio. **News periods:** 8:15 A.M., 1:30 P.M., 6:15 P.M., all 10 minutes, all Monday through Saturday.

### CKCW, MONCTON

**Operator:** Moncton Broadcasting Co., Ltd., K. of P. Bldg. **Phone:** 1302. **Power:** 100 watts on 1370 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Dec. 17, 1934. (Note: This station is affiliated with the Moncton Times and Moncton Transcript.)

**President:** J. L. Black. **Station manager:** F. A. Lynds. **Commercial manager:** B. A. Cooke. **Program and publicity director:** Earl McCarron. **Musical director:** S. B. Haines. **Chief engineer:** James White.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 600 persons. **Merchandising:** Complete service; window displays, theatre and school tie-ins, posters, etc. **Foreign language programs:** Accept English and French programs only. **Artists bureau:** None; station

can supply talent, however. **Base rate:** \$30.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** World; Standard. **News:** Canadian Press. **News periods:** 8:30 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Satur-day.

### CHSJ, SAINT JOHN

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

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

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** 20 persons; can arrange for 200 if necessary. **Merchandising:** Publicity and listings in Telegraph-Journal and Times-Globe; circular letters to the trade with suggestions for counter and window displays; all services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$40.

**Copy restrictions:** Rules and regulations of the Canadian Broadcasting Corp.; spot announcements are limited to 100 words and are not accepted after 7:30 P.M. nor on Sunday; no price quoting permitted; all copy subject to station approval. **E. T. library:** World; Titan; Standard. **News:** Canadian Press; local news from parent papers. **News periods:** 8:15-8:27 A.M., 1:15-1:25 P.M., 6:30-6:40 P.M., all Monday through Saturday; 5-5:10 P.M., Monday through Friday.

## NOVA SCOTIA

*(Holidays: New Year's Day, January 1; Good Friday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)*

### CHNS-CHNX, HALIFAX

**Operator:** Maritime Broadcasting Co., Ltd., Lord Nelson Hotel. **Phone:** B-8319. **Power:** CHNS: 1,000 watts on 930 kc; short-wave CHNX: 500 watts on 6130 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** May 12, 1926. (Note: This station is owned by the Halifax Herald and Halifax Mail.)

**Director:** William C. Borrett. **Office and commercial manager:** John F. Clare. **Program, sales and publicity director:** Fletcher Coates. **Chief control operator:** Cecil A. Landry. **Chief transmitter operator:** Wm. C. L. Bauld. **Musical director:** Richard L. Fry. **Engineer:** Arthur Greig.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Auditorium of School for Blind; ballroom of Lord Nelson Hotel; Theatre Arts Guild Playhouse; Casino Theatre; Capitol Theatre; at theatres regular admission charged; other locations admission free. **Merchandising:** Supply information for sponsors; send out a house organ; newspaper schedules printed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

**Copy restrictions:** No alcoholic beverage advertising; patent medicines must be approved by Department of Health; abide by Canadian Broadcasting Corp. rules and regulations. **E. T. library:** NBC Thesaurus; Lang-Worth; Standard. **News:** Transradio; Canadian Press. **News periods:** 9-9:15 A.M., noon-12:08 P.M., 1-1:15 P.M., 7:30-7:45 P.M., midnight-12:15 A.M., all Monday through Saturday.

### CJCB-CJCX, SYDNEY

**Operator:** Eastern Broadcasters, Ltd., Radio Bldg. **Phones:** 170-209. **Power:** CJCB: 1,000 watts on 1240 kc; shortwave CJCX: 1,000 watts on 6010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** February 14, 1929.

**Station manager:** N. Nathanson. **Program and musical directors:** T. C. Robertson; C. J. MacDougall. **Chief engineer:** Charles Atkinson. **Publicity director:** C. Nunn.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Limited; no figure given. **Merchandising:** Services, rendered gratis, include publicity, window displays, etc. **Foreign language programs:** Accepted between 2 and 4 P.M. weekdays. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** No alcoholic beverages accepted; all copy subject to station approval and Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio; British UP. **News periods:** 8:15 A.M., 10:30 A.M., 1 P.M., 6 P.M., 7:15 P.M., midnight, all 15 minutes, all Monday through Saturday.

### CKIC, WOLFVILLE

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

**This station is non-commercial; university-owned.**

### CJLS, YARMOUTH

**Operator:** Laurie L. Smith, Radio Bldg., Main St. **Phone:** 500. **Power:** 100 watts on 1310 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** April 6, 1934.

**Station supervisor, chief engineer:** Laurie L. Smith. **Commercial manager:** Fin Hollinger. **Program director (women's programs):** Kaye Colburne. **Publicity director:** Elsie Allen.

**Rep:** All-Canada Radio Facilities, Ltd. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Publicity and program listings in local Nova Scotia and New Brunswick papers; air plugs publicizing Yarmouth shopping section and Yarmouth as a vacation-land. **Foreign language programs:** Continuity and copy subject to approval of the Canadian Broadcasting Corp. and the station. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 10 A.M., 12:30 P.M., 5 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.



## ONTARIO

(Holidays: *New Year's Day, January 1; Good Friday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.*)

### CKPC, BRANTFORD

**Operator:** Telephone City Broadcast, Ltd. **Power:** 100 watts on 930 kc.

**Base rate:** \$40.

No further information available after repeated requests.

### CFCO, CHATHAM

**Operator:** John Beardall, William Pitt Hotel (operated as Western Ontario's Community Station). **Phone:** 2626. **Power:** 100 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

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

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** None in studios; have permanent remote wires to 24 points. **Merchandising:** Cooperate in obtaining distribution, window displays and advertisements, newspaper listings; keep local retail merchants posted on what products are being advertised; contact dealers in outlying territories. **Foreign language programs:** Accepted, subject to regulations of the Canadian Broadcasting Corp. **Artists bureau:** Yes; handles only local non-pro talent. **Base rate:** \$30.

**Copy restrictions:** No alcoholic beverages accepted; all patent medicine accounts must be paid in advance, by the week, unless placed by recognized agency; all advertising matter must conform to government regulations. **E. T. library:** None. **News:** Transradio; own local news. **News periods:** 8 A.M. (Transradio and local news), 12:10 P.M. (Transradio and local news), 7:15-7:30 P.M. (Transradio), 7:45 P.M. (local news), 10:15 P.M. (Transradio and local news), all Monday through Saturday.

### CKMC, COBALT

**Operator:** R. L. MacAdam. **Power:** 50 watts on 1210 kc.

No further information available.

### CKPR, FORT WILLIAM & PORT ARTHUR

**Operator:** Dougall Motor Car Co., Ltd., Radio Hall. **Phone:** S. 315. **Power:** 1,000 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 27, 1931.

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

**Rep:** Weed & Co. (U. S.); Jack Slatter (Toronto). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Yes; details not listed. **Foreign language programs:** Finnish and Ukrainian would be useful; will accept. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** No alcoholic beverage advertising of any kind whatsoever; spot announcements can't exceed 100 words, and will not be accepted after 7:30 P.M. **E. T. Library:** NBC Thesaurus. **News:** Transradio; Canadian Press; own local news. **News periods:** 8:20-8:30 A.M., 1-1:15 P.M., 6:15-6:30 P.M., all Monday through Saturday.

### CHML, HAMILTON

**Operators:** Maple Leaf Radio Co., Ltd., Pigott Bldg. **Phone:** 7-1539. **Power:** 100 watts on 1010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1927.

**President:** A. C. Hardy. **Station and commercial manager:** Ken Soble. **Chief engineer:** C. R. Snelgrove. **Musical director:** Ilene Baker.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Pre-plug programs; window cards, special publicity, etc., supplied at cost; newspaper space furnished on request. **Foreign language programs:** Accepted at card rates. **Artists bureau:** Set-up nominal only. **Stock:** Held by A. C. Hardy, D. F. Hardy, A. S. Hardy and F. P. Hardy. **Base rate:** \$40.

**Copy restrictions:** Commercials may not exceed 10% of total program time; provincial ruling prohibits advertising of intoxicating beverages; Canadian Broadcasting

## ONTARIO STATIONS—Continued

Corp. regulations. **E. T. library:** Standard. **News:** Transradio; own local news. **News periods:** 8-8:15 A.M. (local and Transradio), 10-10:05 A.M. (Transradio), 12:30-12:45 P.M. (local and Transradio), 3-3:05 P.M. (Transradio), 5-5:05 P.M. (Transradio), 6-6:15 P.M. (local and Transradio), 10-10:15 P.M. (local and Transradio), all Monday through Saturday; 12:30 P.M., 6:30 P.M., 10 P.M., all 15 minutes, all local and Transradio news, all Sunday only.

### CKOC, HAMILTON

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

**Station manager:** M. V. Chesnut. **Commercial manager:** W. T. Cranston. **Program director:** William Guild. **Chief engineer:** Leslie Horton. **Musical director:** Todd Russell. **Artists bureau head:** Werner Bartmann. **Publicity director:** Dave Robbins.

**Rep:** None. **Seating facilities:** Studio A, 10 persons; Studio C, 25 persons; concert studio, 150; Royal Connaught Hotel, 500; Capitol Theatre, 3,000. **Merchandising:** Arrange for program listings in newspapers, and advertise feature programs and sponsors in daily papers; maintain 18 billboards advertising sponsored programs; market surveys, sales checks, window displays, gift offerings and commercial tie-ins planned; all services gratis. **Foreign language programs:** Accepted; station reserves the right to limit daily quota. **Artists bureau:** Yes; lists about 25 artists. **Base rate:** \$80.

**Copy restrictions:** No beer, wine or liquor copy accepted; no price quotations; no spot announcements between 7:30 and 11 P.M. or Sundays. **E. T. library:** World. **News:** Transradio. **News periods:** 8 A.M., 12:15 P.M., 6:45 P.M., 10:45 P.M., all 10 minutes, all Monday through Saturday; 10:50 A.M., 2:30 P.M., 8 P.M., 11 P.M., all 10 minutes, all Sunday.

### CKCA, KENORA

**Operator:** Kenora Broadcasting Co., Ltd., Kenora, Ont. **Phone:** 717 Blue. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 18, 1939.

**President:** R. W. Starratt. **Station manager, publicity director:** Gerald F. Bourke. **Program and musical director:** Horace Smith. **Chief engineer:** E. Y. Tomkins.

**Rep:** All-Canada Radio Facilities, Ltd. **Seating facilities:** None. **Merchandising:** Station institutional advertising provides publicity for sponsors and the sale of their

products in local retail outlets. **Foreign language programs:** Accepted; must comply with Canadian Broadcasting Corp. regulations; translation must be submitted in advance. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Rules of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press; network news. **News periods:** 8:15 A.M., 12:15 P.M., 5:15 P.M., 9 P.M. (network news), all 10 minutes, all Monday through Saturday. (Note: Station is on CST.)

### CFRC, KINGSTON

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

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

**Rep:** Weed & Co. (U. S.); Joseph Hershey McGillvra (Canada). **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No policy formulated. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** No alcoholic beverage or patent medicine advertising accepted. **E. T. library:** Standard. **News:** Canadian Press. **News periods:** 8 A.M., 12:30 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.

### CKJL, KIRKLAND LAKE

**Operator:** Northern Broadcasting Co., Sky Arcade. **Phone:** 27. **Power:** 100 watts on 1310 kc. (Has construction permit for 1,000 watts on 560 kc.) **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1933. (Note: This station is under the same operator as CFCH and CKGB; affiliated with the Timmins Press).

**President:** Roy H. Thomson. **Station manager:** Brian Shellon. **Commercial manager:** Jerry Tonkin. **Program director:** Dick Irvine. **Chief engineer:** Lorne Macdonald. **Publicity director:** D. L. Bassett.

**Rep:** Jack Cooke (Toronto), All-Canada Radio Facilities (Montreal); Weed & Co. (U.S.). **Seating facilities:** Arrangements with various halls and theatres for such facilities. **Merchandising:** Arrange dealer cooperation, window cards, displays, counter displays, special publicity, etc. **Foreign language programs:** French accepted; extra charge is made for services of a French announcer. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** No alcoholic beverage

## ONTARIO STATIONS—Continued

age copy accepted; rules of the Canadian Broadcasting Corp. observed. News: Transradio; Canadian Press.

### CKCR, KITCHENER-WATERLOO

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

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

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

**Copy restrictions:** Rules of Canadian Broadcasting Corp.; accept patent medicines; all copy subject to station approval. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:45 A.M., 12:30 P.M., 6:15 P.M., all 15 minutes, all Monday through Saturday.

### CFPL, LONDON

**Operator:** London Free Press & Printing Co., Ltd., 442 Richmond St. **Phone:** Metcalfe 5200. **Power:** 100 watts on 730 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Sept. 26, 1933 (as successor to CJGC, which opened in 1922). (Note: This station is newspaper-owned by the London Free Press.)

**Station manager:** Philip Morris. **Chief engineer:** Lloyd Yorke.

**Rep:** Dominion Broadcasting Co. (Toronto); Joseph Hershey McGillvra (Montreal and U. S.). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** None. **Foreign language programs:** Accepted at stated times. **Artists bureau:** None. **Base rate:** \$45.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 9-9:15 A.M., 6:15-6:30 P.M., Monday through Saturday.

### CFCH, NORTH BAY

**Operator:** Northern Broadcasting Co., Capitol Theatre Bldg. **Phone:** 2400. **Power:** 100 watts on 930 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1931. (Note: This station is under the same ownership as CJKL, Kirkland Lake, and CKGB, Timmins; affiliated with the Timmins Press.)

**President:** Roy H. Thomson. **Station and commercial manager:** Tom Darling. **Chief engineer:** Allan K. Taylor. **Publicity director:** D. L. Bassett.

**Rep:** Jack Cooke (Toronto); All-Canada Radio Facilities, Ltd. (Montreal); Weed & Co. (U. S.). **Seating facilities:** Arrangements with various halls and theatres for such facilities. **Merchandising:** Complete department; arrange dealer cooperation, window cards, displays, counter displays, special publicity, etc.; service rendered gratis. **Foreign language programs:** French accepted; extra charge is made for services of a French announcer. **Artists bureau:** None. **Base rate:** \$30.

**Copy restrictions:** Rules of Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio; Canadian Press. **News periods:** 8:30-8:40 A.M., 11-11:05 A.M., 12:08-12:15 P.M., 1-1:07 P.M., 5-5:07 P.M., 6-6:07 P.M., 7-7:15 P.M. (sports news), all Monday through Saturday.

### CBO, OTTAWA

**Operator:** Canadian Broadcasting Corporation, Chateau Laurier Hotel. **Phone:** 2-1151. **Power:** 1,000 watts on 880 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 27, 1924.

**Station and commercial manager:** Walter C. Anderson.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Governed by regulations of Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** World; Standard. **News:** Canadian Press; Christian Science Monitor. **News periods:** 8:15 A.M., 12:30 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

### CJCU, OTTAWA

**Operator:** Department of Mines and Resources, Lands, Parks and Forests Branch (Bureau of Northwest Territories and Yukon Affairs). **Power:** 50 watts on 1210 kc.

### CKCO, OTTAWA

**Operator:** G. M. Geldert, M. D., 272 Somerset St., W. **Phones:** 2-3611 and 2-7782. **Power:** 100 watts on 1010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** March 20, 1924.

**Director, station manager:** G. M. Geldert, M. D. **Program director:** R. Marier. **Chief engineer:** I. R. Henderson.

## ONTARIO STATIONS—Continued

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

**Copy restrictions:** Rules and regulations of the Canadian Broadcasting Corp.; accept beer, wine, patent medicines, but no hard liquors; spot announcements limited to 75 words and are not accepted between 7:30 and 11 P.M.; all copy subject to station approval. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 10:30-10:45 P.M., every day; 12:55-1 P.M., Monday through Saturday; news flashes broadcast on the quarter-hour between 8 A.M. and 1 P.M.

### CFLC, PRESCOTT

**Operator:** The Radio Association of Prescott, George St. **Phone:** 302. **Power:** 100 watts on 930 kc. **Affiliation:** None. **Opened:** 1925.

**Manager:** A. G. Halliday. **Program director, artists bureau head:** A. M. Halliday. **Chief engineer:** L. F. Knight. **Musical director:** Harold Johnston.

**Rep:** J. P. McKinney & Son. **Seating facilities:** Studio seats 40; two church auditoriums, seating 400 each, 25c admission. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

**Copy restrictions:** Advertising of any alcoholic beverages and price mentions prohibited by Government; all copy subject to station approval. **News:** Canadian Press.

### CKTB, ST. CATHARINES

**Operator:** The Silver Spire Broadcasting Station, Ltd., 10 King St. **Phone:** 3900. **Power:** 100 watts on 1200 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 7, 1933.

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

**Rep:** Dominion Broadcasting Co. (Toronto). **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Will make surveys, etc. **Foreign language programs:** Accepted; no announcements accepted. **Artists bureau:** None. **Stock:** Held by E. T. Sandell. **Base rate:** \$35.

**Copy restrictions:** All copy subject to approval of the Canadian Broadcasting Corp.; no alcoholic beverages of any type whatsoever accepted; patent medicine continuity subject to approval of the Department of Health. **E. T. library:** None. **News:**

Transradio. **News periods:** 8-9 A.M. (music and news), 1:15-1:25 P.M., 3:45-3:55 P.M., 6:15-6:25 P.M., 11-11:10 P.M., all Monday through Saturday; 12:15-12:25 P.M., 6-6:10 P.M., 11-11:10 P.M., Sunday.

### CJIC, SAULT STE. MARIE

**Operator:** The Hyland Broadcasting Co., Windsor Hotel. **Phone:** 360. **Power:** 100 watts on 1500 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Oct. 15, 1934.

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

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** None. **Merchandising:** Place photos of artists in windows; telephone follow-ups; tie-ins with theatres on occasion. **Foreign language programs:** Finnish accepted; foreign announcements of 100 words must be paralleled in English. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** No beer, wines or alcoholic beverages; patent medicines subject to station approval and regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** Not listed.

### CJCS, STRATFORD

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

**General and commercial manager:** F. M. Squires. **Chief engineer:** W. J. Stauffer. **Musical director:** Chas. Trethewey.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service rendered gratis. **Foreign language programs:** Accept French programs. **Artists bureau:** None. **Base rate:** \$25.

**Copy restriction:** Canadian Broadcasting Corp. regulations. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 8:30-8:45 A.M., 12:30-12:45 P.M., 4:30-4:45 P.M., 6:15-6:30 P.M., 8:30-8:35 P.M., all Monday through Saturday; 4:30-4:45 P.M., 6:15-6:30 P.M., both Sunday.

### CKSO, SUDBURY

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

**President:** W. E. Mason. **Station manager, commercial manager:** W. J. Woodhill. **Program director:** Howard Clark. **Chief engineer:** Jim McCrae.

## ONTARIO STATIONS—Continued

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

**Copy restrictions:** Medicinal copy accepted; no liquors or wines. **E. T. library:** World; NBC Thesaurus. **News:** Canadian Press; local from parent paper. **News periods:** 8 A.M., 10:30 A.M., 12:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Monday through Saturday. (Note: News is not for sale, but spots are accepted before and after.)

### CKGB, TIMMINS

**Operator:** Northern Broadcasting Co., Ltd., Daily Press Bldg. **Phone:** 500. **Power:** 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** December 7, 1933. (Note: This station is newspaper-affiliated with the Timmins Daily Press, and is under the same ownership as CJKL, Kirkland Lake, and CFCH, North Bay.)

**President:** R. H. Thomson. **Station manager:** William Wren. **Program director:** Stardee Jurvis. **Chief engineer:** Edgar Ryan. **Publicity director:** Don Bassett.

**Rep:** Weed & Co. (U. S.); Jay Cooke (Toronto); All-Canada Radio Facilities, Ltd. (Montreal). **Seating facilities:** None. **Merchandising:** Complete merchandising service. **Foreign language programs:** French newscast daily. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** No liquor advertising permitted in this province; patent medicines must be approved by the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; Standard. **News:** Canadian Press; Transradio. **News periods:** 8:30 A.M., 9:30 A.M., 11 A.M., 12:10 P.M., 1 P.M., 4 P.M., 5:10 P.M., 6:15 P.M., 6:25 P.M. (French newscast), all 7 minutes, all Monday through Saturday.

### CBL, TORONTO

**Operator:** Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** La. 2817. **Power:** 50,000 watts on 840 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red and Blue Canadian Group; Mutual. **Opened:** Dec. 25, 1937.

**Station manager, program director:** J. R. Radford. **Commercial manager, supervisor of press and information:** E. A. Weir. **Chief engineer:** W. C. Little. **Press representative:** H. M. Ball.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** Limited facilities in present,

temporary quarters. **Merchandising:** None as yet developed. **Foreign language programs:** Governed by regulations of the Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** \$300.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; BBC Transcription. **News:** Canadian Press. **News periods:** 11-11:15 P.M., EDST, daily.

### CBY, TORONTO

**Operator:** Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** La. 2817. **Power:** 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1935.

For personnel, see CBL, Toronto.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** Very limited; no figure given. **Merchandising:** No service developed as yet. **Foreign language program:** Canadian Broadcasting Corp. regulations observed. **Artists bureau:** None. **Base rate:** No rate card sent.

**Copy restrictions:** Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 11-11:15 P.M., EDST, daily.

### CFRB, TORONTO

**Operator:** Rogers Radio Broadcasting Co., Ltd., 37 Bloor St., W. **Phone:** Midway 3515. **Power:** 10,000 watts on 690 kc. **Affiliation:** CBS. **Opened:** No date given. (Note: This station also operates shortwave CFRX operating on 1,000 watts on 6070 kc.)

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

**Rep:** Joseph Hershey McGillvra (U. S.). **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$110 (½ hr.).

**Copy restrictions:** No alcoholic beverages accepted; patent medicine advertising must be passed by National Board of Health. **E. T. library:** Standard. **News:** Local. **News periods:** Not listed.

### CKCL, TORONTO

**Operator:** Dominion Battery Co., Ltd., 444 University Ave. **Phone:** Adelaide 1014. **Power:** 100 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1923.

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

## ONTARIO STATIONS—Continued

**Rep:** None. **Seating facilities:** Studio seats 60; Century Theatre provides facilities for 1,500. **Merchandising:** Arrange window displays; newspaper tieups; public address system tie-ups (station owned). **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$60.

**Copy restrictions:** No alcoholic beverage advertising of any type; abide by rules of Canadian Broadcasting Corp.; spot announcements limited to 75 words and not accepted between 7:30 and 11 P.M. **E. T. library:** Lang-Worth; World; Davis & Schwegler; Standard. **News:** Transradio; Canadian Press. **News periods:** 7:45-8:45 A.M., Monday through Saturday; 6-6:15 P.M., every day.

### CKLW, WINDSOR

See Detroit, Michigan.

### CKNX, WINGHAM

**Operator:** Wingham Radio Club, Wingham, Ont. **Phones:** 158-W; 158-J. **Power:**

100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1926.

**Proprietor, station manager, chief engineer:** W. T. Cruickshank. **Commercial manager, publicity director:** B. Howard Bedford. **Musical director:** C. N. Merkeley.

**Rep:** Joseph Hershey McGilvra. **Seating facilities:** Main studio, 100; Community Hall, 500; Wingham Armories, 2,000. **Merchandising:** Pre-plug programs and send out newspaper publicity; contact dealers for displays and counter-cards in Huron, Bruce, Grey, Perth and Wellington counties; distribution arranged as feasible; all service gratis, and in charge of Harry J. Boyle, merchandising manager. **Foreign language programs:** German only accepted. **Artists bureau:** Yes; lists several musical units and singers. **Stock:** Owned by W. T. Cruickshank and B. Howard Bedford. **Base rate:** \$30.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** Via own correspondents. **News periods:** 11-11:05 A.M., 12:30-12:35 P.M., 6:10-6:20 P.M., 7:15-7:30 P.M., all Monday through Saturday.

## PRINCE EDWARD ISLAND

*(Holidays: New Year's Day, January 1; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)*

### CFCY, CHARLOTTETOWN

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

**Managing director:** Lt. Col. Keith S. Rogers. **Commercial manager, program director, artists bureau head, publicity:** L. A. McDonald. **Chief engineer:** M. H. F. Young. **Musical director:** Mrs. K. S. Rogers.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Contact dealers; place window display and counter material; advise local dealers of the campaign when it is under way, with the client or agency to assume the cost of postage; newspaper publicity; pre-program announcements;

service rendered to clients buying programs of five-minute or greater length; spot announcement campaigns are rendered a different service, not described. **Foreign language programs:** Accepted; if programs are not recorded, there is a special announcer's fee. **Artists bureau:** Yes; talent not listed. **Base rate:** \$60.

**Copy restrictions:** No beer, wines or whiskey; no announcements after 7:30 P.M.; patent medicine copy accepted if continuity is approved by Dominion authorities; spot announcements limited to 75 words; commercials limited to 250 words per quarter-hour; station reserves the right to reject any continuity. **E. T. library:** Lang-Worth; Standard; Davis & Schwegler. **News:** Transradio. **News periods:** 9:15 A.M., 1 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 7:30-7:45 P.M., Sunday.

## PRINCE EDWARD ISLAND STATIONS—Continued

### CHCK, CHARLOTTETOWN

**Operator:** CHCK Radio Broadcasting Co., Ltd. **Power:** 50 watts on 1310 kc. No other information available.

### CHGS, SUMMERSIDE

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

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

**Rep:** None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:**

Supply lists of retailers and wholesalers; mail printed matter and make personal calls on dealers at start of new campaign; arrange for window and counter displays. **Foreign language programs:** No rules; audience composed entirely of English-speaking people. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** No beer, wine or liquor accepted; patent medicine continuity must be approved by the CBC; all copy subject to station and CBC rules and regulations. **E. T. library:** None. **News:** Canadian Press; Christian Science Monitor. **News periods:** 12:15-12:30 P.M., 5-5:15 P.M. (Monitor News), 6:15-6:30 P.M., all Monday through Saturday.

## QUEBEC

*(Holidays: New Year's Day, January 1; Epiphany, January 6; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Ascension Day, 40 days after Easter; Victoria Day, May 24; King's Birthday, June 9; Jean Baptiste Day, June 24; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; All Saints' Day, November 1; Remembrance (or Armistice) Day, November 11; Assumption Day, December 8; Christmas Day, December 25.)*

### CBJ, CHICOUTIMI

**Operator:** Canadian Broadcasting Corp., Chicoutimi, Que. **Power:** 100 watts on 1120 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Oct. 20, 1933.

**In charge of all departments:** V. Fortin. **Chief engineer:** J. E. Roberts.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Station uses French almost entirely; English population in this area is only about 2%. **Artists bureau:** None. **Base rate:** \$25.

**Copy restrictions:** Accept patent medicine advertising, but refuse beer, wines and alcoholic beverages; regulations of the Canadian Broadcasting Corp. observed. **E. T. library:** None. **News:** From the newspaper *Le Progres du Saguenay*. **News periods:** 6:20-6:30 P.M., Monday through Saturday.

### CKCH, HULL

**Operator:** Hull Broadcasting Co., Ltd., 85 Champlain Ave. **Phone:** 2-1701. **Power:** 100 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** June 30, 1932.

**Director:** Alexander Dupont. **Chief engineer:** J. F. Champagne. **Musical director:** Aurele Groulx. **Publicity director:** B. English.

**Rep:** None. **Seating facilities:** Laurier Theatre; Imperial and Capitol theatres (Ottawa); seating capacities not listed. **Merchandising:** No service listed. **Foreign language programs:** Accepted at a slight additional cost to pay for announcer; station is bilingual (French-English). **Artists bureau:** Has complete roster of artists; latter are not under contract to station, however. **Stock:** Principally held by Josaphat Pharand. **Base rate:** \$50.

**Copy restrictions:** Accept advertising for beer, wines and patent medicines; no announcements between 7 and 11 P.M. **E. T. library:** NBC Thesaurus. **News:** Canadian Press. **News periods:** 8:15-8:25 A.M. (English), 9:30-9:40 A.M. (French), 12:10-12:20 P.M. (English), 12:45-12:55 P.M. (French), 5:30-5:50 P.M. (bi-lingual), all Monday through Saturday.

### CBF, MONTREAL

**Operator:** Canadian Broadcasting Corp., 1231 St. Catherine St., West. **Phone:** Mar-

## QUEBEC STATIONS—Continued

quette 5211. **Power:** 50,000 watts on 910 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red and Blue Canadian Groups. **Opened:** Dec. 11, 1937.

**Regional program director for the Province of Quebec:** Jean Marie Beaudet. **Station manager:** Maurice Goudrault. **Commercial manager:** J. A. Dupont. **Chief operator:** E. D. Roberts. **Musical director:** J. J. Gagnier. **Publicity director:** Leopold Houle.

**Rep:** Canadian Broadcasting Corp. **News:** Canadian Press. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No special rules. **Artists bureau:** None. **Base rate:** \$250.

**Copy restrictions:** Regulations of the CBC. **E. T. library:** RCA Northern Electric. **News:** Canadian Press. **News periods:** 8:30-8:45 A.M., 12:30-12:45 P.M., 6:30-6:40 P.M., 11-11:15 P.M., all Monday through Saturday. (Note: News itself may not be sponsored; sponsorship is sold around the 6:30 P.M. period, but not around the other periods excepting time announcements.)

### CBM, MONTREAL

**Operator:** Canadian Broadcasting Corp., 1231 St. Catherine St., West. **Phone:** Marquette 5211. **Power:** 5,000 watts on 960 kc. **Affiliation:** Canadian Broadcasting Corp.; NBC Red Canadian Group. **Opened** November, 1933.

**Regional program director for the Province of Quebec:** J. M. Beaudet. **Station manager:** Maurice Goudrault. **Commercial manager:** J. Arthur Dupont. **Chief Operator:** E. D. Roberts. **Musical director:** Dr. J. J. Gagnier. **Publicity director:** Leopold Houle.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No special rules. **Artists bureau:** None. **Base rate:** \$150.

**Copy restrictions:** No beer, wines or alcoholic beverage accounts accepted; patent medicines accepted subject to approval of Dominion Health Board; regulations of the CBC apply at all times. **E. T. library:** RCA Northern Electric. **News:** Canadian Press. **News periods:** 8:30-8:45 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., 11-11:15 P.M., all Monday through Saturday. (Note: News itself may not be sponsored; sponsorship is sold around the 6:30 P.M. period, but not around the other periods excepting time announcements.)

### CFCF-CFCX, MONTREAL

**Operator:** Canadian Marconi Co., Ltd., Mount Royal Hotel. **Phone:** Marquette 7086. **Power:** CFCF: 500 watts on 600 kc;

CFCX: 75 watts on 6005 kc. **Affiliation:** NBC Blue Canadian Group. **Opened:** September, 1918.

**General sales manager:** M. M. Elliott. **Station manager:** V. F. Nielsen. **Program director:** James Shaw. **Chief engineer:** K. R. Paul. **Publicity director:** E. H. Smith.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Tudor Hall, 250; Knights of Columbus Hall, 1,200; Salle D'Oree in Mount Royal Hotel, 400; York Room in Windsor Hotel, 200. **Merchandising:** Pre-plug programs over the air, release publicity to metropolitan newspapers, and (within certain limits) will contact dealers and distributors on request; window cards are not distributed in this service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** Beer and wine accepted, but not with time signals, and other services, and copy must not tend to promote the further use of such beverages; no hard liquor; spot announcements limited to 75 words and chain breaks to 20 words; observe regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 8-8:10 A.M., 9-9:05 A.M., 6:20-6:30 P.M., all Monday through Saturday; noon-12:05 P.M., Monday through Friday; 11-11:15 P.M., every day.

### CHLP, MONTREAL

**Operator:** La Patrie Publishing Co., Ltd., Sun Life Bldg. **Phone:** Plateau 5225. **Power:** 100 watts on 1120 kc. **Affiliation:** None. **Opened:** Jan. 1, 1933. (Note: This station is newspaper-owned by La Patrie.)

**Managing director:** Marcel Lefebvre. **Chief engineer:** F. F. Tambling. **Publicity director:** Armand Goulet.

**Rep:** None. **Seating facilities:** Studio A seats 200; studio B seats 75. **Merchandising:** None. **Foreign language programs:** French and English programs only accepted. **Artists bureau:** None. **Base rate:** \$65.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** Standard. **News periods:** 1:15 P.M., 6:15 P.M., Monday through Friday.

### CKAC, MONTREAL

**Operator:** La Compagnie de Publication de La Presse Limitee, 980 St. Catharine St., West. **Phone:** Marquette 3611. **Power:** 5,000 watts on 730 kc. **Affiliation:** CBS. **Opened:** June, 1922. (Note: This station is newspaper-owned by La Presse.)

**Managing director:** Phil Lalonde. **Assistant manager:** Claire Oliver. **Program**



## QUEBEC STATIONS—Continued

**director:** Yves Bourassa. **Technical director:** Leonard Spencer. **Chief transmitter engineer:** Percy Smith. **Musical director:** Henri Letondal. **Artists bureau head:** Ferdinand Biondi. **Local sales manager:** Paul Ouellet. **Promotion manager:** Andre Daveluy. **Traffic manager:** Flavius Daniel. **Continuity editor:** Marcel Baulu. **Public relations director:** Louis Leprohon. **Publicity director:** Louis Morisset.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Three theatres, 800, 1,100 and 1,500. **Merchandising:** Complete listings in La Presse and all papers through publicity department. **Foreign language programs:** Station is bilingual; most announcements are given in French as well as English. **Artists bureau:** No information given. **Base rate:** \$165.

**Copy restrictions:** Advertising limited to 15% of time used; accept beer and wines; no hard liquors; spot announcements limited to 100 words maximum. **E. T. library:** World; Lang-Worth. **News:** British UP. **News periods:** 8:45-9 A.M., 1:15-1:25 P.M., both Monday through Saturday; 6:45-7 P.M., 10:45-11 P.M., both every day; 11-11:10 P.M. (sports news), every day.

### CHNC, NEW CARLISLE

**Operator:** Gaspesia Radio Broadcasting Co., Ltd., new Carlisle. **Phone:** 38. **Power:** 1,000 watts on 610 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** December 23, 1933.

**President:** Dr. Charles Dumont. **Station and commercial manager:** Dr. Charles Houde. **Program director:** C. S. Chapman. **Chief engineer:** J. R. McGough. **Musical director:** Paul Graham. **Publicity director:** V. Bernard.

**Rep:** None. **Seating facilities:** None. **Merchandising:** Publicity and listings in various newspapers. **Foreign language programs:** Accept English and French programs only. **Artists bureau:** None. **Base rate:** \$60.

**Copy restrictions:** Beer and wine accepted; no hard liquor; patent medicine copy must be approved by station; all continuities and commercials must conform to station standards and Canadian Broadcasting Corp. rules. **E. T. library:** Lang-Worth. **News:** British UP; Canadian Press. **British UP news periods:** 10:30-10:45 A.M., 12:20-12:35 P.M., 7:45-8 P.M., all Monday through Saturday. **Canadian Press news periods:** 8:30 A.M., 8:45 A.M. (French), 12:50 P.M., 1:15 P.M. (French), 5:40 P.M. (French), 5:50 P.M., all approximately 8 minutes, all Monday through Saturday. (Note: Canadian Press news is non-commercial.)

### CBV, QUEBEC

**Operator:** Canadian Broadcasting Corp., Chateau Frontenac. **Phone:** 5658. **Power:** 1,000 watts on 950 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Sept. 23, 1934.

**Station and commercial manager, program director:** A. H. Houde. **Chief engineer:** Charles Frenette. **Musical director:** J. M. Beaudet. **Publicity director:** L. Houle.

**Rep:** Canadian Broadcasting Corp. **Seating facilities:** Following facilities in the various public halls of the Chateau Frontenac: Convention Hall, 800; Jacques Cartier Room, 150; Riverview, 300; Dining Room, 175. **Merchandising:** Program schedules and special publicity sent to all newspapers in the area gratis. **Foreign language programs:** Coverage area of station is 96.3% French; see CBC rules. **Artists bureau:** None. **Base rate:** \$70.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **News:** Canadian Press.

### CHRC, QUEBEC

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

**Director, manager, commercial manager:** J. N. Thivierge. **Program director:** T. H. Burham. **Chief engineer:** Arsene Nadeau. **Artists bureau head:** A. Pelletier. **Musical director:** J. Croteau. **Publicity director:** S. Brefon.

**Rep:** Joseph Hershey McGillvra. **Seating facilities:** Accommodations for 600; admission free; sponsor pays so much rental per show. **Merchandising:** Complete service; surveys; interviews; investigation as to market for product, and competitor lines in both wholesale and retail field. **Foreign language programs:** Territory is bilingual; programs taken in French or English; no other languages. **Artists bureau:** Yes; handle over 100 artists per week. **Stock:** Principal holders are the Hon. Senator L. Moraud, Maj. Ed Flynn, Emile Fontaine, Capt. J. H. Baribeau, J. N. Thivierge, Gaston Pratte and Henri Lepeage. **Base rate:** \$45.

**Copy restrictions:** Refuse all objectionable drug, toilet or other copy; accept beer and wines; no hard liquor. **E. T. library:** Lang-Worth. **News:** Own local news. **News periods:** 8-8:15 A.M., 1-1:15 P.M., both Monday through Saturday; 11:55-noon, Sunday only; 4:32-4:37 P.M., 6-6:05 P.M., 11-11:15 P.M., every day.

### CKCV, QUEBEC

**Operator:** CKCV, Ltd., 142 St. John St. **Phone:** 2-1585. **Power:** 100 watts on 1310

## QUEBEC STATIONS—Continued

kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** September, 1925.

**President:** H. Baribeau. **Station and commercial manager, publicity director:** Paul Lepage. **Program director:** Jean Nel. **Chief engineer:** Charles Frenette. **Musical director:** Edwin Belanger.

**Rep:** None. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** None. **Foreign language programs:** 90% of programs are given in French. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** Rules of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press. **News periods:** 8-8:15 A.M., 11-11:05 A.M., 1-1:15 P.M., 6-6:05 P.M., 7:30-7:45 P.M., 10:30-10:45 P.M., all Monday through Saturday.

### CJBR, RIMOUSKI

**Operator:** J. A. Brilliant, Power Bldg. **Phone:** 396. **Power:** 1,000 watts on 1030 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 15, 1937. (Note: This station is owned and operated by the Lower St. Lawrence Power Co.)

**President:** J. A. Brilliant (also president of the Lower St. Lawrence Power Co.). **Station and commercial manager:** G. A. Laviole. **Program and musical director, artists bureau head:** P. E. Corbeil. **Chief engineer:** L. Bernier. **Publicity director:** L. Lamontagne.

**Rep:** Joseph Hershey McGillvra (U. S. and Toronto). **Base rate:** \$60.

**E. T. library:** None. **News:** Canadian Press; Nouvelle Laurentiennes. **News periods:** 12:30 P.M., 5:45 P.M., 6:15 P.M., 11 P.M. (duration and days not listed).

### CKRN, ROUYN

**Operator:** La Cie de Radiodiffusion Rouyn-Noranda Ltee., Reilly Bldg. **Phone:** 1400. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Feb. 10, 1939.

**General and station manager, publicity director:** J. O. Tardiff. **Commercial manager, musical director:** Omer Roy. **Program director:** F. Bruneau. **Chief engineer:** A. E. Crump.

**Rep:** None. **Seating facilities:** Can accommodate about 20 persons. **Merchandising:** None. **Foreign language programs:** Acceptance guided by rules of the Canadian Broadcasting Corp. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Rules of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** None.

(Note: Station policies and services are not yet completely set due to the short time of operation.)

### CHLT, SHERBROOKE

**Operator:** La Tribune, Ltd., 3 Marquette St. **Phone:** 2071. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** June 27, 1937. (Note: This station is owned by the French-language newspaper La Tribune.)

**President:** J. Nicol. **Station and commercial manager, program and publicity director:** A. Gauthier. **Chief engineer:** C. Charlebois.

**Rep:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No rules have been formulated by station. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** Canadian Press; Christian Science Monitor. **News periods:** 8-8:10 A.M., 8:45-8:55 A.M. (French), 12:15-12:25 P.M., 12:45-12:55 P.M. (French), 1-1:15 P.M. (bi-lingual; farm news), 5-5:10 P.M., 6-6:10 P.M. (French), 6:10-6:15 P.M. (sports news; French), 10:15-10:30 P.M. (Christian Science Monitor News), all Monday through Saturday.

### CHGB, St. ANNE de la POCATIERE

**Operator:** Le Poste CHGB Enrg. **Phones:** 20; 47. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Oct. 5, 1938.

**Station manager, chief engineer:** G. T. Desjardins. **Commercial manager, program and publicity director:** George H. Bouchard.

**Rep:** None. **Seating facilities:** Agricultural high school auditorium available, seating 1,500. **Merchandising:** None. **Foreign language programs:** French language used almost entirely on this station. **Artists bureau:** No formal setup; station can, however, supply all necessary talent. **Base rate:** \$25.

**Copy restrictions:** All copy subject to station approval and government regulations. **E. T. library:** None. **News:** Furnished by the newspaper Action Catholique. **News periods:** 12:15-12:30 P.M., Monday through Saturday.

### CHLN, THREE RIVERS

**Operator:** Le Nouvelliste, Ltd., Chateau de Blois. **Phone:** 3000. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** October, 1937. (Note: This station is newspaper-owned by the French-language daily Le Nouvelliste.)

**Station director:** Emile Jean. **Station manager, program and publicity director:** George Bourassa. **Chief engineer:** Leon Trepanier.

**Rep:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language**

## QUEBEC STATIONS—Continued

**programs:** Accept French and English programs only. **Artists bureau:** None. **Base rate:** \$35.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** From parent newspaper. **News periods:** 10-10:15 P.M., every day.

## SASKATCHEWAN

*(Holidays: New Year's Day, January 1; Ash Wednesday, February or March; Good Friday, March or April; Easter Monday, March or April; Victoria Day, May 24; King's Birthday, June 9; Dominion Day, July 1; Labour Day, first Monday in September; Thanksgiving Day, usually second Monday in October; Remembrance (or Armistice) Day, November 11; Christmas Day, December 25.)*

### CHAB, MOOSE JAW

**Operator:** CHAB, Ltd., Grant Hall Hotel. **Phone:** 2377. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** July 1, 1933.

**Station manager:** H. C. Buchanan. **Commercial manager:** L. A. Bourgeois. **Program director:** J. S. Boyling. **Chief engineer:** A. E. Jacobson. **Publicity director:** G. E. Walker.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Complete service rendered gratis. **Foreign language programs:** Accepted; population is overwhelmingly English-speaking, however. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** No beer, wine or alcoholic beverages of any type accepted; patent medicine copy under supervision of Food and Drug act; commercial copy subject to restrictions of the Canadian Broadcasting Corp. **E. T. Library:** Lang-Worth. **News:** British UP. **News periods:** 7:45 A.M., 12:30 P.M., 5:30 P.M., 9 P.M., (from CBC), 10:45 P.M., all 10 minutes, all Monday through Saturday; 2:45-3 P.M., Sunday only.

### CKBL, PRINCE ALBERT

**Operator:** L. E. Moffat and R. E. Price, Sanderson Block, Central Ave. **Phone:** 3133. **Power:** 100 watts on 1210 kc (application for 1,000 watts pending). **Affiliation:** Canadian Broadcasting Corp. **Opened:** Feb. 1, 1934 (as a commercial station; previously dates back to 1924).

**Station and commercial manager:** R. E. Price. **Program director:** W. R. Hart. **Chief engineer:** L. E. Moffat. **Musical director:** I. Barrie. **Publicity director:** G. Prest.

**Rep:** All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate about 20 persons. **Merchandising:** Handle newspaper publicity, advertising space, and arrange and install window displays for national advertisers. **Foreign language programs:** Commercials in foreign languages not accepted, though station runs Ukrainian and Norwegian programs. **Artists bureau:** None; talent is largely non-professional. **Base rate:** \$30.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. Library:** World. **News:** British UP. **News periods:** 7:45 A. M., 12:45 P.M., 6:45 P.M., 9:45 P.M., all 10 minutes, all Monday through Saturday.

### CJRM, REGINA

**Operator:** James Richardson & Sons, Ltd., Saskatchewan Life Bldg. **Phone:** 8424. **Power:** 1,000 watts on 540 kc. **Opened:** 1926.

**Station director:** H. R. McLaughlin (manager, James Richardson radio division). **Station and commercial manager:** F. V. Scanlan. **Program and publicity director:** D. E. Wright. **Chief engineer:** A. W. Hooper. **Musical director:** S. H. Hillier.

**Rep:** Joseph Hershey McGillvra (U. S. and Canada). **Seating facilities:** Studio accommodates about 100 persons. **Merchandising:** Supply window cards, posters, blotters, slides, etc.; service carries a charge. **Foreign language programs:** Accepted; all speeches in a foreign language must also be rendered in English by the station announcer. **Artists bureau:** None. **Base rate:** \$80.

**Copy restrictions:** No beer, wines or alcoholic beverages; all copy subject to regulations of the Canadian Broadcasting Corp. **News:** Transradio.

## SASKATCHEWAN STATIONS—Continued

### CKCK, REGINA

**Operator:** Leader-Post, Ltd., Leader-Post Bldg. **Phone:** 8525. **Power:** 1,000 watts on 1010 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** April, 1922. (Note: This station is newspaper owned by the Regina Leader-Post.)

**General manager:** G. Gaetz. **Commercial manager:** A. J. Balfour. **Program director, artists bureau head:** W. A. Speers. **Musical director:** A. R. Smith.

**Rep:** Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 300 persons. **Merchandising:** Supply listings and publicity through Leader-Post and weeklies throughout province; dealer contacts; cooperate in placing window displays, etc.; all services rendered gratis. **Foreign language programs:** No set rules, as no requests have been received to date. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

**Copy restrictions:** Conform to rules and regulations of Canadian Broadcasting Corp. **E. T. Library:** NBC Thesaurus. **News:** British UP, also local news from parent paper. **News periods:** Not listed.

### CFQC, SASKATOON

**Operator:** A. A. Murphy & Sons Ltd., 216 First Avenue, N. **Phones:** 7282; 5374. **Power:** 1,000 watts on 600 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** July, 1923.

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

**Rep:** Joseph Hershey McGillvra; Jack Slatter (Toronto, Montreal). **Seating**

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

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. Library:** NBC Thesaurus; Standard. **News:** British UP. **News periods:** 7:45 A.M., 11:45 A.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 4:30-4:45 P.M., Sunday only.

### CJGX, YORKTON

**Operator:** Dawson Richardson Publications, Ltd., 171 McDermot Ave., Winnipeg, Man. **Phone:** 92-531. **Power:** 1,000 watts on 1430 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** August, 1927. (Note: This station is operated by remote control over leased lines from Winnipeg, Manitoba.)

**Manager:** A. L. Garside. **Program director:** Clinton Godwin. **Chief engineer:** Arthur Mills. **Publicity director:** Cyril F. Greene.

**Rep:** Inland Broadcasting Service (Winnipeg); Jack Slatter (Toronto); Joseph Hershey McGillvra (U. S.). **Seating facilities:** Local theatre, 850; main dining room of the Yorkton hotel, 250. **Merchandising:** Contact local merchants; distribute cards, etc. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

**Copy restrictions:** Regulations of the Canadian Broadcasting Corp. **E. T. Library:** World. **News:** British UP. **News periods:** 8:15-8:25 A.M., 1-1:10 P.M., 7:30-7:40 P.M., 9:30-9:40 P.M., 10-10:15 P.M., all Monday through Saturday; 5-5:10 P.M., 10-10:15 P.M., Sunday.

## CANADIAN BROADCASTING CORPORATION OFFICERS:

General Manager—W. E. Gladstone Murray.....Ottawa, Ontario  
Asst. General Manager—Augustin Frigon.....Keefer Building, Montreal, P. Q.  
Chief Executive Asst.—Donald Manson.....Ottawa, Ontario  
Asst. to the General Manager—E. A. Pickering...Ottawa, Ontario  
General Supervisor of Programs—E. L. Bushnell..341 Church St., Toronto, Ontario  
Chief Engineer—G. W. Olive.....Keefer Building, Montreal, P. Q.  
Secretary—R. P. Landry.....Ottawa, Ontario  
Treasurer—Harry Baldwin.....Ottawa, Ontario  
Commercial Manager—E. A. Weir.....1 Hayter Street, Toronto, Ontario  
Sup'vr Press and Information Service—E. A. Weir..1 Hayter Street, Toronto, Ontario  
Traffic Manager—E. W. Jackson.....1 Hayter Street, Toronto, Ontario  
Supervisor of Station Relations—H. N. Stovin.....1 Hayter Street, Toronto, Ontario