

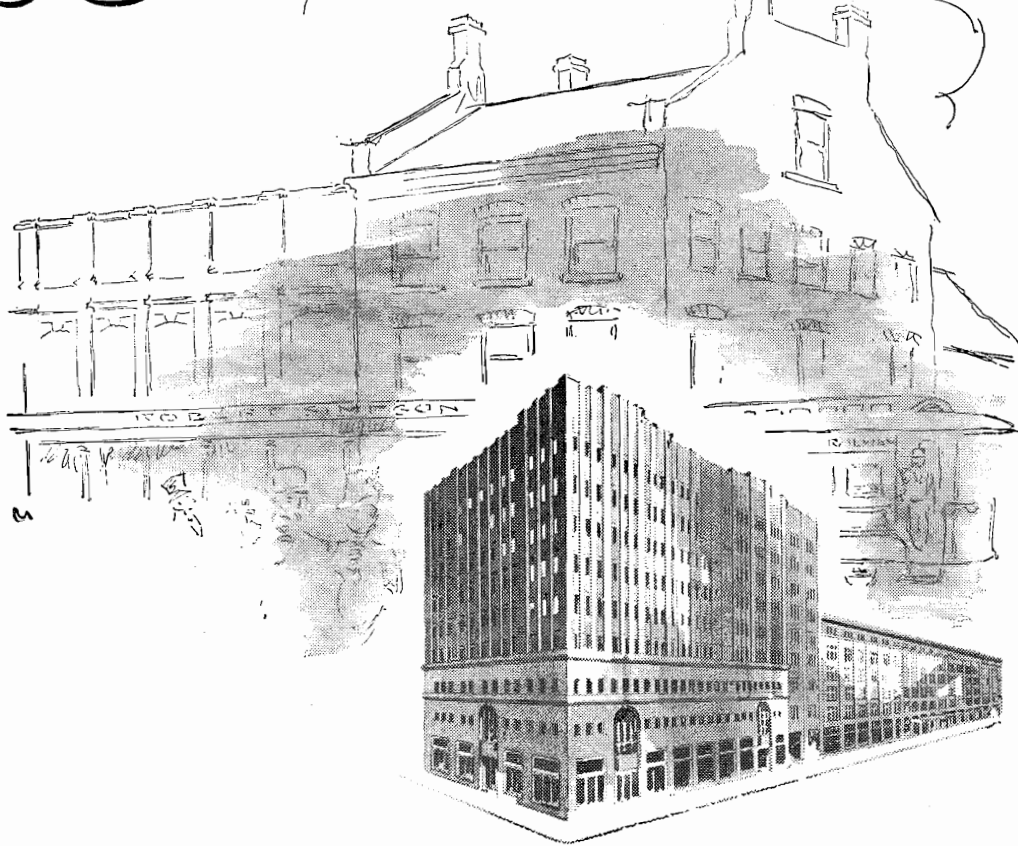
The
CANADIAN
RADIO
YEARBOOK
1947 - 48

**THE CANADIAN
RADIO YEARBOOK**

SIMPSON'S CELEBRATES

75

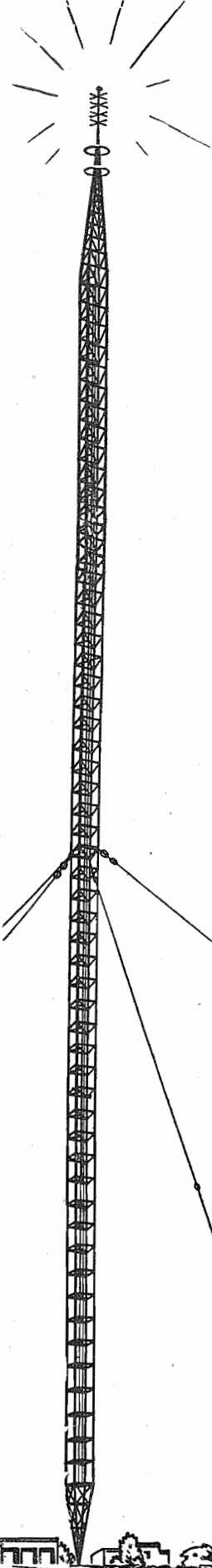
YEARS OF SERVICE



This is Simpson's 75th Anniversary Year. From a small beginning, the Simpson organization now serves Canada with department stores in five Canadian cities, huge mail order warehouses, order offices and agencies across Canada, as well as buying offices in the important merchandising centres of the world. Simpson's always will provide good merchandise, good value and good service to Canadians, as it has done for three-quarters of a century.

Simpson's

GROWING GREAT WITH CANADA



The
**CANADIAN
RADIO
YEARBOOK
1947 - 48**

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FOREWORD

The first edition of the CANADIAN RADIO YEARBOOK was scarcely off the press when we began making preparations for this, our second issue. There were many things which we would have liked to have included in the 1946 printing but which, due to limitations upon our time, had to be left over. These new features, with a number of additional sections, have been incorporated this year, making this, we feel sure, the most complete guide to broadcasting ever presented to Canadian radio executives.

We have given special attention to the fundamentals of broadcasting: the legislation and regulations which contain it and upon which it has been constructed in this country. As far as we know, nothing of a contemporary nature has been left out. The new departments of *Music* and *Engineering*, and the section listing *Radio Telephone Numbers* should be useful in all phases of broadcasting.

It will be noticed that our typography and make-up has been considerably revised — for the better, we believe. In this respect no expense has been spared to produce a publication of the highest possible quality, although it was brought out under the handicap of today's tremendously crowded printing schedules.

As in 1945 and 1946, we sought the guidance of executives from every phase of public and private broadcasting and its affiliated businesses. Their help was invaluable.

To officers of the Canadian Broadcasting Corporation, particularly to such men as Ernest Bushnell, E. A. Weir, George Young and Wells Ritchie, the latter until recently CBC Public Relations Director, we are especially appreciative. We are equally indebted to such prominent figures of private broadcasting as Harry Sedgwick of CFRB, Toronto, and the Canadian Association of Broadcasters; to Harry Dawson, Jim Allard and Arthur Evans of the C.A.B., and to Gerry Gaetz of CKRC, Winnipeg, and Les Garside of CJGX, Yorkton.

There are also those whom we must thank for their assistance in the preparation of departmental material. Data supplied by R. C. Poulter of Poulter Publications Limited of Toronto was of great value in the compilation of the section on *Equipment Manufacturers*, while much of our information for the section on *Music in Radio* was supplied by Harold Moon of BMI Canada Limited. Others, including Spence Caldwell of All-Canada Radio Facilities and George Taggart of Toronto, have our gratitude for their co-operation during the preparatory stages of this volume.

Our task was made much easier by such unselfish contribution.

Toronto, Ontario
December, 1947


Editor

STATION REPRESENTATIVES

PROGRAMMING SERVICE

ALL-CANADA RADIO FACILITIES
Limited

VANCOUVER

CALGARY

WINNIPEG

TORONTO

MONTREAL

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CANADIAN BROADCASTING CORPORATION

SERVES THE NATION



FROM SEA TO SEA

THE VOICE OF CANADA ABROAD

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