

CANADA

ALBERTA

124,263 Radio Homes. Below Are Radio Homes by Census Divisions:*

Medicine Hat.....	4,687	Provost	4,080	St. Paul.....	2,127
Lethbridge	8,672	Red Deer.....	10,725	Athabasca	3,680
Brooks	1,574	Jasper	3,393	Peace River.....	1,127
High River.....	4,533	5,685	Grande Prairie.....	2,723
Hanna	1,982	Edmonton	32,934	Waterways	187
Calgary	34,341	Edson	1,813		

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. **Commercial manager:** F. R. Shaw. **Program director:** Pat Freeman. **Chief engineer:** Earle C. Connor. **Publicity director:** John N. Hunt.

Rep: All-Canada Radio Facilities, Ltd., (Toronto); Weed & Co. (U. S.). **Seating facilities:** None. **Merchandising:** Newspaper and magazine publicity, window displays, display cards, street car cards and banners, etc.; all services rendered gratis. **Foreign language programs:** No rules; requests for commercial programs have never been made, though sustaining features have been presented. **Artists bureau:** None, as such, but 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 one minute and not accepted after 7:30 P.M. **E. T. library:** World; NBC Thesaurus. **News:** Canadian Press; local. **Commentators:** Jack Dennett (newscaster); Gail Egan (sports).

CFCN, CALGARY

Operator: The Voice of the Prairies, Ltd., Toronto General Trusts Bldg. **Phone:** 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:** Ed. Maloney. **Chief engineer:** Walter McLaughlin. **Musical director:** Bert Jones.

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. **Commentators:** Clarence Grant (newscaster); Doug. Smith (sports); Flora Love (fashions; cooking).

CJCI, CALGARY

Operator: Albertan Publishing Co., Ltd., Renfrew Bldg. **Phone:** Main 9966, R 2001. **Power:** 100 watts on 690 kc. **Affiliation:** Canadian Broadcasting Corp.; Alberta Educational Network. **Opened:** No date given. (Note: This station is newspaper-owned by the Calgary Albertan).

President: Gordon Bell. **Station and commercial manager:** J. E. Gerke. **Assistant manager, chief engineer:** T. E. Snelgrove.

Rep: Radio Centre (Toronto). **Seating facilities:** Studio can accommodate 150 persons; observation gallery seats 25. **Merchandising:** Newspaper and magazine publicity, street-car cards, and studio displays offered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Rules and regulations

* Estimated by the Canadian Broadcasting Corp. as of 1937.

ALBERTA STATIONS—Continued

of the Canadian Broadcasting Corp. **E. T. library:** Lang-Worth. **News:** Canadian Press. **Commentators:** T. E. Snelgrove (news commentator); Don Mackay (sports); Jane Grey (fashions; etiquette; correct speech).

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:** David Hill. **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:** French and English only accepted. **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 between 7:30 and 11 P.M., or on Sundays. **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** British UP; local news. **Commentators:** Stan Ross (news commentator); Dave Hill, Vincent Duggan, and Roland Morier (newscasters); Gordon Williamson (sports); Susan Agar, and Winifred Sutton (fashions; recipes); Gordon Scramstead (market reports and forecasts).

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: Frank H. Elphicke. **Assistant manager:** Norman Botterill. **Sales manager:** W. Blake. **Program director:** R. Thompson. **Technical director:** H. McMahon. **Merchandising director:** Frank Johnson. **Publicity director:** Walter 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 20 newspapers. **Foreign language programs:** Not

accepted. **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. **Commentators:** Bob Fritz (sports); Shiela Fox (homemaking).

CKUA, EDMONTON

Operator: University of Alberta. **Power:** 500 watts on 530 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 and musical director:** Gordon Cummings. **Chief engineer:** William Couch.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating 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. **Commentators:** Don Carlson, Jack Soars, and Gordon Cummings (newscasters); Jim McConnell (sports).

CJOC, LETHBRIDGE

Operator: Lethbridge Broadcasting, Ltd., Marquis Hotel Bldg. **Phone:** 3872. **Power:** 100 watts on 1370 kc. **Affiliation:** Canadian Broadcasting Corp.; Foothills Network. **Opened:** May 28, 1928.

Manager: Arthur H. Nicholl. **Sales manager:** Robert Buss. **Program director:** Cameron Perry. **Chief engineer:** Gordon Gow. **Continuity editor:** Dorothy Hiscocks. **Traffic:** Allan Lewis. **Publicity director:** Lewis Roskin.

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:** \$35.

ALBERTA STATIONS—Continued

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. Commentators: Henry Vinay (newscaster; sports); Cameron Perry (newscaster; stock and grain reports); Lewis Roskin (newscaster; sports); Allan Lewis, and Gordon Gow (newscasters); Dorothy Hiscocks (cooking fashions).

BRITISH COLUMBIA

120,287 Radio Homes. Below Are Radio Homes by Census Divisions:

Fernie	3,093	Victoria	20,425	Prince George.....	1,391
Trail	8,399	Kamloops	3,115	Prince Rupert.....	981
Kelowna	7,179	Powell River.....	1,958	Finlay Forks.....	298
Vancouver	73,448				

CHWK, CHILLIWACK

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

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

Rep: Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** "Full co-operation" 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, or taverns; 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.

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:** Laurie Irvine. **Chief engineer:** George Henderson. **Musical director:** Mrs. B. P. Cuff. **Dramatic producer:** Doug Homersham.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Arrangements furnished on request. **Foreign language 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. **Commentators:** Doug Homersham (news commentator); Marion Lee (cooking; household hints); Laurie Irvine (Hollywood chatter).

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.

Manager director: James W. B. Browne. **Commercial manager:** Cecil G. Elphicke. **Program and traffic director:** Mary E. Royle. **Chief engineer:** James H. B. Browne. **Musical director:** Richard Misener. **Continuity director:** Dennis Reid.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Can accommodate about 50 persons. **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. **Commentators:** Jack D. Bews, and Richard Misener (newscasters); Roy Murphy (sports).

BRITISH COLUMBIA STATIONS—Continued

CKLN, NELSON

Operator: Nelson Daily News, 711 Radio Ave. **Phone:** 19. **Power:** 100 watts on 1420 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** July 15, 1939. (Note: This station is newspaper-owned by the Nelson Daily News.)

Station manager: Hume A. Lethbridge. **Program director:** F. R. Halhed. **Chief engineer:** M. W. Brown.

Rep: All-Canada Radio Facilities, Ltd. **Seating facilities:** None. **Merchandising:** "Limited" service rendered without charge; any materials used are billed to the client. **Foreign language programs:** French and English programs only are accepted. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp.; no wine or beer advertising; copy on commercial programs must be on hand 48 hours in advance. **E. T. library:** Standard. **News:** British UP. **Commentators:** R. E. Crerar, and Murray Clark (sports); Edna Bradley (women's features).

CFPR, PRINCE RUPERT

Operator: C. H. Insulander. **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: Arthur Balfour. **Commercial manager, promotion director:** Marsh Ellis. **Program director:** Charlie Smith. **Chief engineer:** Eric Aylen. **Continuity director:** Kay Parkin.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Canadian Press. **Commentators:** Charlie Smith (newscaster); Jack Wells (sports); Kay Parkin ("Woman's Radio Journal"); Margaret Jestley (cooking; recipes); Eric Aylen (entertainment news.).

CBR, VANCOUVER

Operator: Canadian Broadcasting Corp., Hotel Vancouver. **Phone:** Trinity 2511.

Power: 5,000 watts on 1100 kc. **Affiliation:** CBC. **Opened:** Feb. 16, 1937.

Station manager, program director: Ira Dilworth. **Commercial manager:** H. W. Paulson. **Chief engineer:** F. B. C. Hilton. **Musical producer:** Ernest Morgan. **Publicity director:** William Herbert.

Rep: Canadian Broadcasting Corp. **Seating facilities:** Studio A can accommodate about 150 persons. **Merchandising:** Policies determined by the CBC (to whom inquiries should be addressed in Toronto, Ont.). **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$110.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** Canadian Press. **Commentators:** Prof. F. H. Soward ("The World Today"—news comment); Hugh Palmer and Geoffrey Davis (newscasters); William Herbert (newscaster; sports).

* Also CBC British Columbia Regional Representative.

CJOR, VANCOUVER

Operator: G. C. Chandler, 845 Howe St. **Phone:** Marine 6464. **Power:** 1,000 watts on 600 kc. **Affiliation:** None. **Opened:** July, 1926.

Owner, station manager: G. C. Chandler. **Commercial manager:** Don Laws. **Program director:** Dick Diespecker. **Chief engineer:** W. B. Seabrook. **Musical director:** Wally Peters. **Publicity director:** Dorwin 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 weekly 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:** Not accepted. **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. **Commentators:** Dick Diespecker, and Dorwin Baird (news commentators; newscasters); Alan Thompson (newscaster); Leo Nicholson, and Ross Mortimer (sports); Gladys Hodge (women's features); John Drainie (radio news and comment).

BRITISH COLUMBIA STATIONS—Continued

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:** Marine 1271. **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:** Roy H. Wright. **Chief engineer:** E. Rose.

Rep: Radio Centre. **Seating facilities:** Can accommodate 65 persons. **Merchandising:** Complete publicity and merchandising service rendered free. **Foreign language programs:** French only 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 News-Herald; Canadian Press. **Commentators:** Roy Wright (newscaster); Jack Short (sports-racing); Harry Cooke (special events).

CKWX, VANCOUVER

Operator: Western Broadcasting Co., Ltd., 801 W. Georgia St. **Phone:** Marine 3344. **Power:** 1,000 watts on 950 kc. **Affiliation:** None. **Opened:** 1923.

General and station manager: A. Hol-

stead. **Commercial manager:** Reginald M. Dagg. **Program and musical director:** Fred C. Bass. **Chief engineer:** E. Ross MacIntyre.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** None. **Merchandising:** Window tie-ins; sales staff cooperates in contacting merchants and creating and carrying out any plans of sponsors. **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. **News:** Local news (from Vancouver Sun). **Commentators:** William Newall (news commentator; newscaster); Jon Farrell (news commentator); Reed Chapman (sports); Edith Adams (cooking); Mamie Maloney (fashions); William Moyer (Hollywood Chatter).

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:** J. Bell. **Program and publicity director, artists bureau head:** M. Shaw. **Chief engineer:** Ray Tate. **Musical director:** D. Armstrong.

Rep: Joseph Hershey McGillyvra (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.

MANITOBA

94,212 Radio Homes. Below Are Radio Homes by Census Divisions:

.....	587	Winnipeg	62,413	Minnedosa	3,340
Morden	2,785	Brandon	5,581	Gimli	728
Pilot Mound.....	2,495	Souris	2,201	Dauphin	2,186
Deloraine	1,432	1,970	Gilbert Plains.....	1,463
.....	2,336	Neepawa	2,136	Swan River.....	708
				The Pas.....	1,851

MANITOBA STATIONS—Continued

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. **Commentators:** Ronald Deacon and John MacNaughton (newscasters); J. B. Craig (sports).

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:** Duke McLeod. **Chief engineer:** R. V. Durie. **Musical director:** Ed Farey.

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.

CJRC-CJRO-CJRX, WINNIPEG

Operator: Transcanada Communications, 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: V. F. Nielsen. **Assistant and commercial manager:**

R. H. C. Straker. **Program and promotion manager:** E. H. Houston. **Chief engineer:** A. W. Hooper. **Publicity director:** E. F. 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:** English and French programs only accepted. **Artists bureau:** Yes. **Base rate:** \$90.

Copy restrictions: All copy subject to rules of the Canadian Broadcasting Corp. **E. T. library:** World; Lang-Worth; Standard. **News:** Transradio. **Commentators:** James Horton (news commentator); Everall Dutton, and Douglas Johnston (newscasters); Hugh J. "Rusty" Young, Arthur Morrison, and Ken Murray (newscasters); Elizabeth Holman (women's features); Irene Parker (health; beauty); Margaret Kennedy (celebrities); Alistair Stewart (book reviews); John R. Davidson (stock and grain reports); Wilford Womersley (civic affairs); Neil Leroy (theatre).

CKY, WINNIPEG

Operator: Manitoba Telephone System, Telephone Bldg. **Phone:** 92191. **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: William Backhouse. **Commercial manager:** Perce Gayner. **Program director:** R. H. Roberts. **Chief engineer:** William Duffield. **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; offer full cooperation to the extent of facilities. **Foreign language programs:** English and French only accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: No liquor advertising; no price quoting. **E. T. library:** NBC Thesaurus. **News:** British UP; Canadian Press. **Commentators:** Wilf. Davidson, Tom Benson, Eric Davies, Harry O'Donnell, and Maurice Burchell (newscasters); Eddie Armstrong (sports); Mrs. Wilton Quinn (women's features); Darby Coats (interviews).

NEW BRUNSWICK

35,710 Radio Homes. Below Arc Radio Homes by Counties:

Albert	346	Kings	1,931	Sunbury	339
Carleton	1,652	Madawaska	866	St. John.....	10,631
Charlotte	2,177	Northumberland	1,553	Victoria	879
Gloucester	893	Queens	749	Westmorland	7,762
Kent	438	Restigouche	1,736	York	3,758

CKNB, CAMPBELLTON

Operator: Dr. Charles H. Houde, Chateau Restigouche. **Phone:** 8. **Power:** 250 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Dec. 27, 1939.

Station and commercial manager: C. S. Chapman. **Chief engineer:** L. P. Paquet.

Rep: None. **Seating facilities:** None. **Merchandising:** Newspaper publicity in two local papers; window cards; charge depends on size of advertiser's contract. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** None listed. **News:** British UP. **Commentators:** C. S. Chapman (newscaster); Margaret Taylor (fashions; cooking; interior decorating; child care).

CFNB, FREDERICTON

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

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

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 Thesaurus. **News:** Transradio.

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. **News:** Transradio. **Commentators:** Earl McCarvon (newscaster); Ross Rowlands (sports); Margaret Carter (women's news); Mrs. R. R. Gander (home forum).

CBA, SACKVILLE

Operator: Canadian Broadcasting Corp., Nova Scotian Hotel, Halifax, N. S. **Phone:** B 6188. **Power:** 50,000 watts on 1050 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** April 8, 1939.

Station director: George Young (CBC regional representative). **Program director:** William J. O'Reilly. **Chief engineer:** James Carlisle.

Rep: Canadian Broadcasting Corp. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** Lang-Worth. **News:** Canadian Press. **Commentators:** W. J. O'Reilly and Wm. C. Hankinson (newscasters); J. D. Pringle (newscaster; sports—especially rugby); Ralph Marven (farm commentator).

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 affiliated with the Saint John Telegraph-Journal and Times-Globe.)

Station manager, secretary-treasurer:

NEW BRUNSWICK STATIONS—Continued

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. **For-**

sign 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; All-Canada. **News:** British UP. **Commentators:** George A. Cromwell and deB. Holly (newscasters); Maud Crisp Estey (cooking; literature; entertainment; women's features).

NOVA SCOTIA

52,470 Radio Homes. Below Are Radio Homes by Counties:

Annapolis	1,140	Guysboro	636	Pictou	4,350
Antigonish	538	Halifax	15,301	Queens	722
Cape Breton	11,321	Hants	1,674	Richmond	333
Colchester	2,652	Inverness	687	Shelburne	750
Cumberland	4,221	Kings	2,488	Victoria	259
Digby	1,229	Lunenburg	2,343	Yarmouth	1,826

CHNS-CHNX, HALIFAX

Operator: Maritime Broadcasting Co., Ltd., Lord Nelson Hotel. **Phone:** B-8319. **Power:** CHNS: 1,000 watts on 930 kc; shortwave CHNX: 500 watts on 6130 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** May 12, 1926.

Director: Wm. C. Borrett. **Assistant director, 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; Casino Theatre; at theatres regular admission charged; other locations admission free. **Merchandising:** Supply information for sponsors; newspapers 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:** British UP; Transradio. **Commentators:** Dr. H. L. Stewart (news commentator); Fletcher

Coates and John Fisher (newscasters); Earl Morton (sports); Mrs. A. H. Dexter and Veda Moore (women's features).

CJHC, HALIFAX

At press time this station had a construction permit only.

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:** H. A. L. Stephen.

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

NOVA SCOTIA STATIONS—Continued

Corp. regulations. **E. T. library:** NBC Thesaurus. News: Transradio; British UP. **Commentators:** Thomas C. Robertson and William Loeb (newscasters); H. A. L. Stephen (sports); Betty Brown (home-making); Ann Allen (child care); Charles McDougall (films; entertainment news).

CKIC, WOLFVILLE

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

This station is non-commercial; university-owned.

CJLS, YARMOUTH

Operator: Gateway Broadcasting Co., 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:** Richard Irvine. **Program director:** Earl Jeffery. **Publicity director:** Elsie Allen.

Rep: Dominion Broadcasting Co. (Toronto). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Store displays, newspaper tie-ins, etc.; 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. **Commentators:** Laurie L. Smith, Richard Irvine and Earl Jeffery (newscasters); Shirley Smith (women's features).

ONTARIO

572,998 Radio Homes. Below Are Radio Homes by Counties:

Algoine	5,709	Hastings	6,337	Perth	9,150
Brant	9,690	Huron	4,948	Peterboro	6,981
Bruce	4,782	Kenora	3,877	Prescott	1,659
Carleton	39,426	Kent	8,563	Prince Edward.....	3,254
Cochrane	5,957	Lambton	7,516	Rainy River.....	1,937
Dufferin	1,417	Lanark	5,244	Renfrew	5,230
Dundas	2,061	Leeds	4,346	Russell	1,238
Durham	3,247	Lennox & Addington.	2,367	Simcoe	6,919
Elgin	6,248	Lincoln	10,955	Stormant	5,459
Essex	22,865	Manitoulin	598	Sudbury	5,649
Frontenac	7,308	Middlesex	23,289	Thunder Bay.....	12,553
Glengarry	988	Muskoka	2,369	Timiskaming	6,573
Grenville	3,154	Nippissing	5,369	Victoria	3,520
Grey	6,175	Norfolk	3,381	Waterloo	16,623
Haldimand	2,412	Northumberland ..	3,373	Welland	16,887
Haliburton	504	Ontario	10,518	Wellington	8,081
Halton	5,155	Oxford	8,165	Wentworth	38,190
		Perry Sound.....	1,978	York	178,706
		Peel	3,481	District of Patricia..	91

CKPC, BRANTFORD

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

Base rate: \$40.

No further information available.

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: None. **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:** Not accepted at present. **Artists bureau:** Yes, handles only local non-pro talent. **Base rate:** \$30.

ONTARIO STATIONS—Continued

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. **Commentators:** Ross Wright (news commentator; sports); Major Devlin and Virg Morgan (newscasters); Gwen Nichols (fashions).

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: Hector F. Dougall. **Commercial managers:** John Downes (Fort William); Jack Penson (Port Arthur).

Rep: Weed & Co. (U. S.); Jack Slatter (Toronto). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Yes; details not listed. **Foreign language programs:** Not permitted by CBC. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: No alcoholic beverage advertising of any kind accepted; 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.

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.

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:** Not accepted. **Artists bureau:** Setup 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 intoxi-

cating beverages; Canadian Broadcasting Corp. regulations. **E. T. library:** Standard. **News:** Transradio; own local news. **Commentators:** Claude Cain (newscaster); Norman Marshall (sports); Margaret MacBain (fashions; cooking).

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: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **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 service gratis. **Foreign language programs:** Not accepted. **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; NBC Thesaurus. **News:** Transradio. **Commentators:** Prof. E. T. Salmon (international affairs; war news comment); Howard Caine (newscaster); Perce Le Sueur (sports).

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:** George A. Titus. **Program and musical director:** Clint Godwin. **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 ad-

ONTARIO STATIONS—Continued

vance. Artists bureau: None. Base rate: \$30.

Copy restrictions: Rules of the Canadian Broadcasting Corp. **E. T. library:** World. News: Canadian Press; network news. **Commentators:** Clint. Godwin and Al. Sherrett (news commentators); Lloyd Offer (sports); Bea Emma (women's features).

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.); J. L. Alexander (Toronto). **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.

CJKL, KIRKLAND LAKE

Operator: Northern Broadcasting & Publishing, Ltd., Sky Arcade Bldg. **Power:** 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:** Gerry Tonkin. **Program director:** Julian Garson. **Chief engineer:** Edgar Ryan.

Rep: J. Reg. Beattie (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: \$60.

Copy restrictions: No alcoholic beverage copy accepted; rules of the Canadian Broadcasting Corp. observed. **E. T. library:** NBC Thesaurus; MacGregor. 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:** Not accepted. **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. **Commentators:** Jack Russell (newscaster; sports); Gordon Schalls (newscaster); Karl Monk, Clyde Mitchell, and Gilbert Liddle (sports); Dr. Fraser, M.O.H. (health).

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, program director: Philip Morris. **Chief engineer:** Lloyd Yorke.

Rep: Joseph Hershey McGillvra (Canada and U. S.). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Canadian Broadcasting Corp. regulations. **E. T. library:** NBC Thesaurus. News: Canadian Press. **Commentators:** David Price and Philip Morris (newscasters); Hartley McVicar (entertainment news).

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:** R. Ashton.

ONTARIO STATIONS—Continued

Rep: J. Reg. Beattie (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 co-operation, 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. **Commentators:** Bruce McLeod, and Arthur Hill (newscasters).

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. **News:** Canadian Press.

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.

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; Associated. **News:** Transradio.

CFOS, OWEN SOUND

At press time this station had a construction permit only.

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., 12 Yates St. **Phone:** 3900. **Power:** 100 watts on 1200 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Nov. 7, 1933.

President: E. T. Sandell. **Station manager:** Paul Frost. **Assistant manager, 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:** Not 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. **Commentators:** Bill Adamson, Cecil McKnight and Bernard Mitchell (newscasters); Rex Stimers (sports); Jean Norman (fashions; women's news).

CJIC, SAULT STE. MARIE

Operator: The Hyland Broadcasting Co., Windsor Hotel. **Phone:** 3500. **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: J. L. Alexander. **Seating facilities:** About 50 persons. **Merchandising:** Place

ONTARIO STATIONS—Continued

photos of artists in windows; telephone follow-ups; tie-ins with theatres on occasion. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$35.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** None listed. **News:** Transradio. **Commentators:** Herbert Bennett (newscaster; film news); Stuart Kenney (newscaster; sports); James Sumbler (newscaster); Luella Weresub (fashions; cooking); Vera Hotton (fashions).

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:** Jim Camden. **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. **Commentators:** Stan. Tapley, Jack Haney, and Harold Stubbs (newscasters); Ed. Tomlinson (sports); Margaret Dunseith (fashions; cooking).

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.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **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; Transradio; local from parent paper. **Commentators:** W. J. Woodhill and Howard Clark (newscasters); Clair Chambers (sports).

CKGB, TIMMINS

Operator: Northern Broadcasting and Publishing, Ltd., Thompson Bldg. **Phone:** 500. **Power:** 1,000 watts on 1440 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, CFCH, North Bay, and CKVD, Val D'or).

President: R. H. Thomson. **Station manager:** Jack Cooke. **Program director:** Fred Darling. **Chief engineer:** William Marks. **Woman's editor:** Sonya Barnet. **Publicity director:** Dennis Braithwaite.

Rep: Weed & Co. (U. S.); Reg. Beattie (Toronto); All-Canada Radio Facilities, Ltd. (Montreal). **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Complete merchandising service. **Foreign language programs:** French newscast daily. **Artists bureau:** None. **Base rate:** \$60.

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. **Commentators:** Larry Thorsteinson (news commentator; newscaster); Eddie Copps (sports); Leone Noble (cooking; child care); Sonya Barnet (fashions; women's news).

CBL, TORONTO

Operator: Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** KE 9411. **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.

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. **Commentators:** Walter Bowles (news commentator); Lorne Greene, Edward Devlin, Stephen Dale, and Austin Willis (newscasters); Harry "Red" Foster and Clary Settell (sports); Monica Mугan (homemaking; women's features); R. T. "Bob" Bowman (broadcast from

ONTARIO STATIONS—Continued

England with C.A.S.F. troops); T. O. Wiklund (special events); Don Fairbairn (farm comment); Andy Clarke (rural news).

CBY, TORONTO

Operator: Canadian Broadcasting Corp., 805 Davenport Rd. **Phone:** KE 9411. **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. **Commentators:** See CBL, Toronto.

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 with 1,000 watts on 6070 kc.)

President: Harry Sedgwick. **Station 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; Lang-Worth. **News:** British UP; local. **Commentators:** Rex Frost ("armchair" club discussions); John C. Reade and Jim Hunter (newscasters); Wes McKnight (newscaster; sports); Mrs. H. M. Aitken and Ann Adam (cooking; women's features); Claire Wallace (gossip).

CKCL, TORONTO

Operator: Dominion Battery Co., Ltd., 444 University Ave. **Phone:** Adelaide 1014. **Power:** 1,000 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1923.

President: Henry S. Gooderham. **Station**

and commercial manager: Albert E. Leary. **Program and musical director, artists bureau head, publicity:** Maurice Rapkin. **Chief engineer:** Ernest Swan.

Rep: None. **Seating facilities:** Studio seats 60; Century Theatre provides facilities for 1,500. **Merchandising:** Newspaper tieups; public address system tieups (station owned). **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$100.

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. **Commentators:** Jack Thompson and Slim Freckleton (newscasters); Al Leary (sports); Edgar Guest (films).

CKLW, WINDSOR

See Detroit, Michigan.

CKNX, WINGHAM

Operator: Wingham Radio Club, Wingham, Ont. **Phone:** 158. **Power:** 100 watts on 1200 kc. **Affiliation:** CBC Supplementary Group. **Opened:** 1926.

President, station manager: W. T. Cruickshank. **Commercial manager, publicity director:** B. Howard Bedford. **Production director:** Harry J. Boyle. **Chief engineer:** Scott C. Reid. **Musical director:** Harold Victor Pym. **Merchandising director:** R. G. Buckingham.

Rep: Joseph Hershey McGillvra. **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 services gratis. **Foreign language programs:** Not 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; Transradio. **Commentators:** Harry J. Boyle (news commentator; livestock markets); "Doc" Cruickshank (sports).

PRINCE EDWARD ISLAND

10,831 Radio Homes. Below Are Radio Homes by Counties:

Kings 1,641 Queens 5,397 Prince 3,793

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:** Not accepted. **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. **Commentators:** A. Stuart Dickson, and L. A. McDonald (news commentators); S. R. Kennedy (newscaster); W. J. Brown, Jr. (sports); Marianne R. Rogers (fashions; cooking); Adele G. Coyle (interior decoration); Ira R. Stewart (agriculture reports).

CHGS, SUMMERSIDE

Operator: R. T. Holman, Ltd., 190 Water Street. **Phone:** 134. **Power:** 100 watts on 1450 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1925.

President: H. T. Holman. **Station and commercial manager:** R. L. Mollison. **Program director:** C. A. Johnson. **Chief engineer:** C. F. McCaull.

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. **Commentators:** Carl F. McCaull (newscaster); Mrs. Irene Dickie (cooking; homemaking; fashions; women's features).

QUEBEC

317,780 Radio Homes. Below Are Radio Homes by Counties:

Abitibi	1,306	Champlain	4,293	Huntingdon	743
Argenteuil	1,364	Charlevoix	547	Iberville	649
Arthabaska	1,289	Chateauguay	812	Joliette	2,268
Bagot	762	Chicoutimi	6,367	Kamouraska	581
Beauce	1,514	Compton	1,126	Labelle	391
Beauharnois	2,627	Deux-Montagnes ...	533	Lac St. Jean.....	2,179
Bellechasse	629	Dorchester	460	Laprairie	485
Berthier	747	Drummond	2,380	L'Assomption	770
Bonaventure	610	Frontenac	690	Levis	3,613
Brome	1,864	Gaspe	506	L'Islet	725
Chambly	3,758	Hull	5,867	Lotbiniere	762

QUEBEC STATIONS—Continued

Maskinonge	952	Napierville	355	Sherbrooke	5,761
Matane	1,299	Nicolet	1,063	Soulanges	504
Megantic	2,057	Papineau	1,567	Stanstead	2,540
Missisquoi	1,562	Pontiac	404	St. Hyacinthe	2,937
Montcalm	629	Portneuf	2,233	St. Jean	2,487
Montmagny	920	Quebec	25,792	St. Maurice	7,605
Montmorency	579	Richlieu	1,631	Temiskamingue	1,277
{ Hochelega	590	Richmond	1,602	Temiscouata	1,418
{ Jacques Cartier	185,188	Rimouski	862	Terrebonne	3,498
{ Laval	1,690	Rouville	729	Vaudreuil	706
Montreal Dist. &		Saguenay	404	Vercheres	953
Jesus Island	187,468	Shefford	1,862	Wolfe	401
				Yamska	386

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. **Commentator:** M. Vilmond Fortin (news caster).

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:** E. English.

Rep: None. **Seating facilities:** Laurier Theatre; Imperial and Capitol theatres (Ottawa); seating capacities not listed. **Merchandising:** No service listed. **Foreign language programs:** 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 Pharend. **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. **Commentator:** Mack Macdonald (sports).

CBF, MONTREAL

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

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.

QUEBEC STATIONS—Continued

CFCF-CFCX, MONTREAL

Operator: Canadian Marconi Co., Ltd., 1231 St. Catherine St., W. **Phone:** Plateau 2577. **Power:** CFCF: 500 watts on 600 kc; CFCX: 75 watts on 6005 kc. **Affiliation:** NBC Blue Canadian Group. **Opened:** September, 1918.

Station manager: James A. Shaw. **Sales promotion and publicity director:** E. H. Smith. **Program director:** H. Hewetson. **Chief engineer:** K. R. Paul.

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. **Commentators:** Walter O'Hearn (news commentator); Christopher Ellis, Prescott Robinson, and Corey Thomson (newscasters); Frank Starr, and Cliff Butler (sports); Gorman Kennedy (sports; weather conditions for sports); Phyllis Carter (women in the news); Maurice Krushen (theatrical reviews); J. Beard (gossip of the waterfront).

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. **Commentators:** J. Fournier

(newscaster); M. Normandin, B. Goulet, and M. Lefebvre (sports); Mad. N. D'Arcy (beauty hints).

CKAC, MONTREAL

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

Manager director: Phil Lalonde. **National sales:** Louis Leprohon. **Program director:** Yves Bourassa. **Technical director:** Leonard Spencer. **Chief transmitter engineer:** Percy Smith. **Musical director:** Henri Letondal. **Artists bureau head:** Phil Lalonde. **Local sales:** Paul Ouellet. **Promotion manager:** Andre Daveluy. **Traffic manager:** Flavius Daniel. **Continuity editor:** Armand Gravel. **Publicity director:** Pierre Ranger. **Special events:** Roger Baulu.

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:** English and French programs only accepted. **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. **Commentators:** Ferdinand Biondi, Gerard Delage, and Albert Duquesne (news commentators); Jean Nolin (newscaster); Marcel Sylvain, Bill Brosseau, Roland Beaudry, and Louis Belanger (sports); Jeanne Frey (women's features); Romeo Gaudry (social events); Roy Malouin (stock market quotations).

CHNC, NEW CARLISLE

Operator: Gaspesia Radio Broadcasting Co., Ltd., new Carlisle. **Phone:** 33. **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 and publicity director:** V. Bernard. **Chief engineer:** J. R. McGough. **Musical director:** Paul Aube.

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:** \$50.

QUEBEC STATIONS—Continued

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.

CBV, QUEBEC

Operator: Canadian Broadcasting Corp., Chateau Frontenac. **Phone:** 5658. **Power:** 1,000 watts on 950 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Sept. 28, 1934.

Station and commercial manager, program director: Aurele Seguin. **Chief engineer:** Charles Frenette. **Musical director:** Jean Marie Beaudet. **Publicity director:** Leopold 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 Canadian Broadcasting Corp. rules. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **News:** Canadian Press. **Commentator:** Edmond Piche (sports).

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. **Sales manager:** J. A. Hardy. **Program director:** T. H. Burham. **Chief engineer:** Arsene Nadeau. **Artists bureau head:** A. Pelletier. **Musical director:** J. Croteau. **Publicity director:** Bob Boudreault.

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 Lepage. **Base rate:** \$45.

Copy restrictions: Refuse all objectionable drug, toilet or other copy; accept beer and wines; no hard liquor; all copy subject to approval of the management, and must conform to CBC regulations. **E. T. library:** Lang-Worth. **News:** British UP; local.

CKCV, QUEBEC

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

President: H. Baribeau. **Station and commercial manager, publicity director:** Paul Lepage. **Program director:** Jean Nel. **Chief engineer:** Leon Baldwin. **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. **Commentators:** Armand Roy and Jean L. Gagnon (news commentators); C. Falardeau and C. Couture (newscasters); Charles M. Dechene (sports); Jeanne Lamy (women's features).

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. Lavoie.

Rep: Joseph Hershey McGillvra (U. S. and Toronto); All-Canada Radio Facilities, Ltd. (Montreal). **Base rate:** \$60.

Copy restrictions: Rules and regulations of the Canadian Broadcasting Corp. **E. T. library:** None. **News:** Transradio; Canadian Press; Nouvelle Llaurentiennes. **Commentators:** Miville Couture (newscaster); Marie-Ange Belanger (etiquette; fashions; cooking).

CKRN, ROUYN

Operator: La Cie de Radiodiffusion Rouyn-Noranda Ltee., Reilly Bldg. **Phone:** 1400. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Feb. 10, 1939.

QUEBEC STATIONS—Continued

General and station manager, publicity director: J. O. Tardiff. **Commercial manager, musical director:** A. G. Archibald. **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. **Commentators:** A. G. Archibald and Errol Malouin II (newscasters; sports); Jeannine Boucher (summer events; sports); Mrs. L. Falardeau (homemaking).

CHLT, SHERBROOKE

Operator: La Tribune, Ltd., 3 Marquette St. **Phone:** 2071. **Power:** 100 watts on 1210 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** June 27, 1937. (Note: This station is owned by the French-language newspaper La Tribune.)

President: J. Nicol. **Station manager:** Alphe Gauthier. **Program director:** Jeanne Tremblay. **Chief engineer:** C. Charlebois. **Educational director:** Alex Sim. **Promotion and publicity director:** Henri V. Delorme.

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:** Standard. **News:** Canadian Press; Christian Science Monitor. **Commentators:** Jean Louis Gauthier (news commentator; newscaster); Jean M. Joncas (newscaster); Henri V. Delorme (sports); Mrs. Jessie St. Dennis Goulet (children's programs; cooking); Jeanne Tremblay (French commentator).

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:** Laval Raymond. **Sales representative:** George R. Bouchard.

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

Copy restrictions: All copy subject to

station approval and government regulations. **E. T. library:** None. **News:** Furnished by the newspaper Action Catholique.

CHLN, THREE RIVERS

Operator: Le Nouvelliste, Ltd., Chateau de Blois. **Phones:** 3004, 231. **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:** Leon Trepanier. **Program director:** Jos. Thibault. **Chief engineer:** Armand Beaulac. **Publicity director:** Victor Dallaire.

Rep: Radio Center, Ltd. (Toronto). **Seating facilities:** Studio seats 50 persons; Capitol Theatre available, seating 1,224; also De La Salle Hall, 900 persons, Notre Dame Hall, 1,200 persons, and Imperial Theatre, 1,000 persons. **Merchandising:** None. **Foreign language programs:** Most programs are bi-lingual; French and English only accepted. **Artists bureau:** Service of local "Central D'Artistes" available. **Base rate:** \$35.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** British UP. **Commentators:** Jacques Boisjoli (news commentator); Victor Dallaire (newscaster); Leo Pinsonneault (sports); Suzanne Gingras (fashions; cooking; etc.); Francoise Godin (club news); Joyce Dagles (musical-historical data); Noel Gauvin, Jacques Boisjoli, and Marcel Marineau (entertainment news; miscellaneous).

CKVD, VAL D'OR

Operator: Northern Broadcasting & Publishing Co., Ltd., Val D'Or. **Phone:** 500. **Power:** 100 watts on 1200 kc. **Affiliation:** Canadian Broadcasting Corp. (pending). **Opened:** 1939. (Note: This station is operated in conjunction with the Val D'Or Star and La Voix Populaire newspapers.)

President: Roy H. Thomson. **Station manager:** Don Insley. **Commercial manager:** Dan Carr. **Chief engineer:** E. Mott.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). **Seating facilities:** Studio A can accommodate about 60 persons. **Merchandising:** Newspaper publicity, circulars to dealers, and courtesy announcements rendered without charge to national advertisers. **Foreign language programs:** English and French only accepted. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Rules and regulations

QUEBEC STATIONS—Continued

of the Canadian Broadcasting Corp. E. T. library: NBC Thesaurus. News: Transradio. Commentators: Don Inley (news-

caster; sports); Lucien Godin (newscaster); Elaine Roberts (fashions; cooking; women's features).

SASKATCHEWAN

110,051 Radio Homes. Below Are Radio Homes by Census Divisions:

Estevan	2,895	Moose Jaw.....	10,468	Wilkie	3,656
Weyburn	4,362	Swift Current.....	4,904	Melfort	5,719
Assiniboia	2,901	Yorkton	4,466	Prince Albert.....	8,903
Shaunavon	1,485	Wynyard	3,250	North Battleford....	5,318
Moosomin	5,589	Saskatoon	17,461	Lashburn	3,173
Regina	20,910	Biggar	4,322	269

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: Louis Lewry.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). Seating facilities: None. Merchandising: Complete service rendered gratis. Foreign language programs: Not accepted. 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. Commentators: Louis Lewry ("country news"); Sid Boyling, and Pallie Pascoe (sports); Barbara Wells (fashions; cooking).

CKBI, PRINCE ALBERT

Operator: L. E. Moffat and R. E. Price, Sanderson Block, Central Ave. Phone: 3133. Power: 250 watts on 1210 kc (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. Commentators: Kenneth Davey, and A. E. Ewing (newscasters); Dale Yoos (sports); Mrs. Eva Fraser (women's features).

CJRM, REGINA

Operator: Transcanada Communications, Ltd., Saskatchewan Life Bldg. Phone: 8424. Power: 1,000 watts on 950 kc. Opened: 1926.

Station director: V. F. Nielsen (manager, Transcanada Communications, Ltd., Winnipeg). Station supervisor, Regina: F. V. Scanlan. Commercial director: B. Pirie. 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 75 persons. Merchandising: Supply window cards, posters, blotters, slides, etc.; service carries a charge. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$70.

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

SASKATCHEWAN STATIONS—Continued

J. F. Horton, Jack Hill, Don Wright, and William Walker (newscasters); G. Carson (sports); Lillian Bellefleur (fashions; cooking); Jack Davidson, and Bill Woodfield (stock and grain reports).

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: Gerry Gaetz. **Assistant manager:** William Speers. **Commercial manager, musical director:** Alan Smith. **Program director, artists bureau head:** Lyman Potts. **Merchandising and publicity director:** Don Macmillan.

Rep: Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). **Seating facilities:** Can accommodate 300 persons. **Merchandising:** Supply listings and publicity through the Regina Leader-Post, the Saskatchewan Farmer, and a number of provincial weekly papers; will arrange dealer contacts; cooperate in placing window displays, etc.; services of this nature rendered gratis. **Foreign language programs:** No set rules; must observe Defence of Canada Regulations. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; Standard. **News:** British UP; also local news from parent paper. **Commentators:** Barry Wood, Lloyd Westmoreland, Lyman Potts, George Lawrence, and Don Dawson (newscasters); Don Macmillan (newscaster; sports); Dave Dryburgh (sports); Florence Sweeney, and Marjorie Duff (fashions; household hints; women's features); Muriel Strickland (cooking).

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:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Regulations of the

Canadian Broadcasting Corp. **E. T. library:** NBC Thesaurus; Standard. **News:** British UP. **Commentators:** Vic Rowe, Cy Cairns, and Jim Maxwell (newscasters); Jack Wells (sports); Miss A. E. Marshall (women's features).

CEK, WATROUS

Operator: Canadian Broadcasting Corp., Watrous (transmitter); administrative offices are located in the Telephone Bldg., Winnipeg. **Phone:** 97261. **Power:** 50,000 watts on 540 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** July 29, 1939.

Station director: D. Claringbull (Prairie Regional Representative for the CBC). **Commercial manager:** E. A. Weir (CBC, Toronto). **Program director:** John Kanna-win. **Chief engineer:** R. D. Cahoon.

Rep: Canadian Broadcasting Corp. **Seating facilities:** Can accommodate audiences in Winnipeg; capacity not listed. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Rules of the Canadian Broadcasting Corp. observed. **News:** Canadian Press. **Commentators:** John Bird, Prof. G. W. Simpson, Watson Thomson, and Prof. Gerald S. Graham (news commentators and analysts).

CJGX, YORKTON

Operator: Yorkton Broadcasting Co., 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; studios in Yorkton and Winnipeg).

Manager: A. L. Garside. **Commercial manager:** R. H. Elleker. **Program director:** Cyril F. Greene. **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:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Regulations of the Canadian Broadcasting Corp. **E. T. library:** World. **News:** British UP. **Commentators:** Jim McRae (newscaster); Bob Priestly (sports); Joyce Wilson (fashions; cooking); Bill Woodfield (grain and market reports).