

ONTARIO

Stratford — CJCS (Cont.)

COMMERCIAL MANAGER: D. A. Watson
PRODUCTION MANAGER: John E. Phillips
CHIEF ENGINEER: R. A. Clark
CONTINUITY EDITOR: John E. Phillips
PROMOTION MANAGER: Kenneth Lott
NEWS EDITOR: Charles Trethewey
SPORTS EDITOR: Wes. Shrubsall
FARM EDITOR: John Beale
NEWS SERVICE: British United Press
TRANSCRIPTION SERVICES: United Transcription Service
TRANSCRIPTION FACILITIES: Lateral, 78 and 33½ r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7 a.m. to 11 p.m.;
Sundays, 9 a.m. to 10 p.m.

MEMBER B.B.M.: No
MEMBER C.A.B.: Yes
STUDIO ADDRESS: Windsor Hotel, Stratford, Ont.
STUDIO PHONE: 1675
TRANSMITTER ADDRESS: R.R. 3, Stratford, Ont.
TRANSMITTER PHONE: 1675
BASE RATE: \$40

FOUNDED: Aug. 19, 1936
OWNER: W. E. Mason
OPERATOR: W. E. Mason
NEWSPAPER AFFILIATION: Sudbury Daily Star
GENERAL MANAGER: W. J. Woodill
ASSISTANT MANAGER: Bill McLellan
STUDIO DIRECTOR: Bill Acheson
CHIEF ENGINEER: James McRae
SPORTS EDITOR: Bill Deegan
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: World; Thesaurus
TRANSCRIPTION FACILITIES: Lateral and vertical; 78 and 33½ r.p.m.; High fidelity recording equipment
REMOTE FACILITIES: Short wave mobile equipment VD431; portable RCA remotes and Presto portable recorders
OPERATING SCHEDULE: Week days, 7 a.m. to 12:05 a.m.;
Sundays, 9 a.m. to 12:05 a.m.

MEMBER B.B.M.: No
MEMBER C.A.B.: No
STUDIO ADDRESS: 21 Elgin St., Sudbury, Ont.
STUDIO PHONE: 77505
TRANSMITTER ADDRESS: Six miles from Sudbury at McFarlane Lake, Ont.
TRANSMITTER PHONE: 30211
BASE RATE: \$80

Sudbury — CHNO

FREQUENCY: 1440 kcs.
POWER (day): 1000 watts
(night): 1000 watts
Modulation: AM Plate Class B
TIME ZONE: Eastern
REPRESENTATIVE—Canada: James L. Alexander
FOUNDED: 1947
LICENSEE: The Sudbury Broadcasting Co. Ltd.
OWNER: The Sudbury Broadcasting Co. Ltd.
NEWSPAPER AFFILIATION: None
GENERAL MANAGER: A. J. Robinson
FRENCH DEPARTMENT MANAGER: René Riel
CHIEF ENGINEER: A. J. Robinson
NEWS SERVICE: Press News
TRANSCRIPTION SERVICE: Associated Program Service Inc.
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and 33½ r.p.m.

REMOTE FACILITIES: Yes
OPERATING SCHEDULE: 7:30 a.m. to midnight
MEMBER B.B.M.: No
MEMBER C.A.B.: No
STUDIO ADDRESS: 166 Elm St. West, Sudbury, Ont.
STUDIO PHONE: 7-7579
TRANSMITTER ADDRESS: Burwash Road (Sudbury), Ont.
TRANSMITTER PHONE: 8-8840
BASE RATE: \$60

Timmins — CKGB

FREQUENCY: 680 kcs.
POWER (day): 5000 watts
(night): 5000 watts
Channel: Regional
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: National Broadcast Sales
U.S.A.: Donald Cooke Inc.
NETWORK AFFILIATION: CBC Trans-Canada
FOUNDED: 1933
LICENSEE: Northern Broadcasting and Publishing Limited
OWNER: Roy H. Thomson
OPERATOR: Roy H. Thomson
NEWSPAPER AFFILIATION: Timmins Daily Press
STATION MANAGER: Harvey C. Freeman
COMMERCIAL MANAGER: Harry M. Edgar
PRODUCTION MANAGER: Edwin M. Bowser
CHIEF ENGINEER: Ernest Mott
CONTINUITY EDITOR: Geraldine Lauzon (Mrs.)
NEWS EDITOR: Gordon Allen
SPORTS EDITOR: Arthur H. Laing
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: Thesaurus, Standard and Lang-Worth
TRANSCRIPTION FACILITIES: Presto 10A turntables, 78 and 33½ r.p.m. vertical and lateral pick-ups
REMOTE FACILITIES: Gates Dynamote remote amplifier
OPERATING SCHEDULE: Week days, 7:30 a.m. to 12 midnight;
Sundays, 8:30 a.m. to 11:30 p.m.
MEMBER C.A.B.: Yes
STUDIO ADDRESS: Thomson Building, Timmins, Ont.
STUDIO PHONE: 1500
TRANSMITTER ADDRESS: Six miles from Timmins, Cook's Lake, Ont.
TRANSMITTER PHONE: 81-R
BASE RATE: \$80

Sudbury — CKSO

FREQUENCY: 790 kcs.
POWER (day): 5000 watts
(night): 5000 watts
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: All-Canada Radio Facilities Ltd.
U.S.A.: Weed and Company
NETWORK AFFILIATION: CBC Trans-Canada

ONTARIO

Toronto — CBL

FREQUENCY: 740 kcs.
POWER (day): 50,000 watts
(night): 50,000 watts
Channel: Clear
TIME ZONE: Eastern
REPRESENTATIVE—Canada: CBC Commercial Division, Toronto
NETWORK AFFILIATION: CBC Trans-Canada, NBC
FOUNDED: 1927
LICENSEE: Canadian Broadcasting Corporation
OWNER: Canadian Broadcasting Corporation
OPERATOR: Canadian Broadcasting Corporation
NEWSPAPER AFFILIATION: None
STATION MANAGER: H. J. Boyle
COMMERCIAL MANAGER: E. A. Weir
PRODUCTION MANAGER: John M. Kannawin
CHIEF ENGINEER: Howard Hilliard
NEWS EDITOR: W. H. Hogg, Toronto
SPORTS EDITOR: A. E. Powley
FARM EDITOR: W. J. McPherson
NEWS SERVICES: CP, BUP, Reuters
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7 a.m. to 12:03 a.m.;
Sundays, 9 a.m. to 12:03 a.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: No
STUDIO ADDRESS: 354 Jarvis Street, Toronto
STUDIO PHONE: Midway 5481
TRANSMITTER ADDRESS: Homby, Ont.
BASE RATE: \$300

Toronto — CHUM

FREQUENCY: 1050 kcs.
POWER (day only): 1000 watts
TIME ZONE: Eastern
REPRESENTATIVE—Canada: James L. Alexander
U.S.A.: Weed and Company
NETWORK AFFILIATION: None
FOUNDED: January, 1945
OWNER: York Broadcasters Ltd.
OPERATOR: York Broadcasters Ltd.
STATION MANAGER: Rolly Ford
COMMERCIAL MANAGER: Rolly Ford
PRODUCTION MANAGER: Jack Thompson
CHIEF ENGINEER: Aurel Boisvert
CONTINUITY EDITOR: Bette Hueston
NEWS EDITOR: Ron McAllister
NEWS SERVICE: British United Press
TRANSCRIPTION SERVICES: Lang-worth, Cole, Standard,
United Transcription Services
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
33½ r.p.m.
REMOTE FACILITIES: Yes (FM)
OPERATING SCHEDULE: Daily, sunrise to sunset
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: Mutual St. at Granby St.
STUDIO PHONE: ELgin 4271
TRANSMITTER ADDRESS: North York, Ont.
BASE RATE: \$100

Toronto — CFRB

FREQUENCY: 860 kcs.
POWER (day): 10,000 watts (50,000 pending)
(night): 10,000 watts (50,000 pending)
TIME ZONE: Eastern
REPRESENTATIVE—Canada: All-Canada Radio Facilities Ltd.
U.S.A.: Adam J. Young Jr. Inc.
NETWORK AFFILIATION: CBS
FOUNDED: February 19, 1927
LICENSEE: Rogers Radio Broadcasting Co. Ltd.
OWNER: Standard Radio Ltd.
OPERATOR: Rogers Radio Broadcasting Co. Ltd.
NEWSPAPER AFFILIATION: None
PRESIDENT AND MANAGING DIRECTOR: Harry Sedgwick
STATION MANAGER: E. Lloyd Moore
COMMERCIAL MANAGER: Waldo Holden
PROGRAM MANAGER: Wes McKnight
CHIEF ENGINEER: Jack Sharpe
PROMOTIVE: Ken C. Marsden
NEWS SERVICES: British United Press, Press News
TRANSCRIPTION SERVICES: World, Lang-Worth, Associated,
Thesaurus
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
33 1/3 r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 6 a.m. to 12:35 a.m.;
Sundays, 9 a.m. to 12:35 a.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 37 Bloor St. W., Toronto
STUDIO PHONE: Midway 3515
TRANSMITTER ADDRESS: Aurora, Ont.
TRANSMITTER PHONE: Aurora 89 Ring 42
BASE RATE: \$190

Toronto — CJBC

FREQUENCY: 1010 kcs. (change to 860 pending)
POWER (day): 5000 watts DA
(night): 5000 watts SA
Increase pending to: 50,000 watts
Channel: Clear
TIME ZONE: Eastern
REPRESENTATIVE—Canada: CBC Commercial Division, Toronto
NETWORK AFFILIATION: CBC Dominion
FOUNDED: 1936
LICENSEE: Canadian Broadcasting Corporation
OWNER: Canadian Broadcasting Corporation
OPERATOR: Canadian Broadcasting Corporation
NEWSPAPER AFFILIATION: None
STATION MANAGER: H. G. Walker
COMMERCIAL MANAGER: E. A. Weir
PRODUCTION MANAGER: J. M. Kannawin
CHIEF ENGINEER: Howard Hilliard
NEWS EDITOR: W. H. Hogg
SPORTS EDITOR: A. E. Powley
FARM EDITOR: W. J. McPherson
NEWS SERVICES: CP, BUP, Reuters
TRANSCRIPTION FACILITIES: 78 and 33½ r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7 a.m. to 12:03 a.m.;
Sundays, 9 a.m. to 12:03 a.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: No
STUDIO ADDRESS: 354 Jarvis St., Toronto
STUDIO PHONE: Midway 5481
TRANSMITTER ADDRESS: Dixie, Ont.
BASE RATE: \$140

ONTARIO

Toronto — CKEY

FREQUENCY: 580 kcs.
POWER (day): 5000 watts
(night): 1000 watts
Channel: Regional
Modulation: Heizing Modulation
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: National Broadcast Sales, Montreal
U.S.A.: Donald Cooke Inc.
Overseas: Fremantle Radio Limited
FOUNDED: Sept. 1, 1944 (Formerly CKCL, 1925)
LICENSEE: Toronto Broadcasting Co. Ltd.
OWNER: Toronto Broadcasting Co. Ltd.
OPERATOR: Jack K. Cooke
STATION MANAGER: Hal E. Cooke
PRODUCTION MANAGER: Don Inslay
CHIEF ENGINEER: Ernest Swan
CONTINUITY EDITOR: Val Unwin
PROMOTION MANAGER: Harry Witton
NEWS EDITORS: Roy Jacques (National); Al Dubin (Local)
SPORTS EDITOR: Joe Crysdale
NEWS SERVICES: BUP, PN
TRANSCRIPTION SERVICES: World, Associated, Lang-Worth,
Standard
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
33½ r.p.m.
REMOTE FACILITIES: Line broadcasts and mobile unit recorded
pick-up
OPERATING SCHEDULE: Week days, 24 hours daily;
Sundays, 5 a.m. to 1:05 a.m.
MEMBER C.A.B.: Yes
MEMBER B.B.M.: No
STUDIO ADDRESS: 444 University Ave., Toronto, Ont.
STUDIO PHONE: WAverley 3881
TRANSMITTER ADDRESS: Scarboro Heights (Toronto), Ont.
TRANSMITTER PHONE: Zone 7-101
BASE RATE: \$180

Windsor — CKLW

FREQUENCY: 800 kcs.
POWER (day): 5000 watts
(night): 5000 watts
Channel: Clear International
TIME ZONE: Eastern
REPRESENTATIVE—Canada: Horace N. Stovin & Co.
U.S.A.: Adam J. Young, Jr., Inc.
NETWORK AFFILIATION: CBC Trans-Canada, MBS
FOUNDED: May, 1932
LICENSEE: Western Ontario Broadcasting Co. Ltd.
OWNER: Western Ontario Broadcasting Co. Ltd.
VICE-PRESIDENT AND MANAGING DIRECTOR: J. E. Campeau
NEWSPAPER AFFILIATION: None
STATION MANAGER: W. J. Carter
COMMERCIAL MANAGER: R. E. Jones
PRODUCTION MANAGER: S. C. Ritchie
CHIEF ENGINEER: W. J. Carter
CONTINUITY EDITOR: B. H. Chick
PROMOTION MANAGER: Miss B. MacFarland
NEWS EDITOR: Val Clare
SPORTS EDITOR: Budd Lynch
FARM EDITOR: Giles McMahon
NEWS SERVICES: BUP, INS
TRANSCRIPTION SERVICES: World, Standard, United
TRANSCRIPTION FACILITIES: 33½ and 78 r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: 5:30 a.m. to 4 a.m.
MEMBER B.B.M.: Yes

MEMBER C.A.B.: Yes
STUDIO ADDRESS: 10th Floor, Guaranty Trust Building, Windsor,
Ont.
STUDIO PHONE: 4-1155
BASE RATE: \$160

Wingham — CKNX

FREQUENCY: 920 kcs.
POWER (day): 1000 watts
(night): 1000 watts
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: James L. Alexander (Toronto and
Montreal)
NETWORK AFFILIATION: CBC Dominion Supplementary
FOUNDED: Feb. 10th, 1926
LICENSEE: W. T. Cruickshank, Radio Station CKNX Ltd.
OWNER: W. T. Cruickshank
OPERATOR: W. T. Cruickshank
NEWSPAPER AFFILIATION: None
STATION MANAGER: W. T. Cruickshank
COMMERCIAL MANAGER: F. Nowell Johnson
PRODUCTION MANAGER: John Brent
CHIEF ENGINEER: Scott Reid
CONTINUITY EDITOR: John Cruickshank
PROMOTION MANAGER: F. Nowell Johnson
NEWS EDITOR: Hugh Gage
SPORTS EDITOR: M. L. "Tory" Gregg
FARM EDITOR: Ross Hamilton
NEWS SERVICE: BUP
TRANSCRIPTION SERVICES: NBC Thesaurus
TRANSCRIPTION FACILITIES: 33½ and 78 r.p.m. turntables,
Presto and Micro
REMOTE FACILITIES: Full facilities for remote pick-ups wherever
lines are available
OPERATING SCHEDULE: Week days, 7 a.m. to 11 p.m.;
Sundays, 8 a.m. to 11 p.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.:
STUDIO ADDRESS: Field Building, Wingham, Ont.
STUDIO PHONE: 158
TRANSMITTER ADDRESS: Belgrave, Ont.
TRANSMITTER PHONE: Wingham 633 R 13
BASE RATE: \$50

Woodstock — CKOX

FREQUENCY: 1340 kcs.
POWER (day): 250 watts
(night): 250 watts
Channel: Local
Modulation: AM
FM Application: Yes
TIME ZONE: Eastern
LICENSEE: Oxford Broadcasting Co. Ltd.
OWNER: Oxford Broadcasting Co. Ltd.
STATION MANAGER: M. J. Werry
COMMERCIAL MANAGER: W. S. Smith
PRODUCTION MANAGER: W. S. Smith
PRODUCTION MANAGER: J. B. Starke
NEWS SERVICE: Press News
TRANSCRIPTION SERVICE: World
TRANSCRIPTION FACILITIES: Vertical and lateral; 33 1/3 and
78 r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: 7 a.m. to 11 p.m.
STUDIO ADDRESS: Capitol Theatre Bldg., Woodstock, Ont.
TRANSMITTER ADDRESS: Woodstock, Ont.

ONTARIO

FREQUENCY MODULATION LICENSES

Hamilton — CHML

TIME ZONE: Eastern
REPRESENTATIVE—Canada: Metropolitan Broadcasting Co.
(Toronto) and Horace N. Stovin & Co.
U.S.A.: Adam Young Inc.
NETWORK AFFILIATION: Dominion Supplementary
LICENSEE: Maple Leaf Broadcasting Company
STATION MANAGER: T. E. Darling

(See CHML Listing on Page 93 for further details)

Kingston — CKWR

FREQUENCY: 96.350 mcs.
POWER (day): 250 watts
(night): 250 watts
Channel: No. 242
Modulation: FM
TIME ZONE: Eastern
REPRESENTATIVE—Canada: National Broadcast Sales
(Toronto and Montreal)
U.S.A.: Donald Cooke Inc.
NETWORK AFFILIATION: CBC Trans-Canada
FOUNDED: May 14, 1947
LICENSEE: Allied Broadcasting Corporation Limited
OWNER: Senator W. R. Davies
NEWSPAPER AFFILIATION: Kingston Whig-Standard
STATION MANAGER: Roy W. Hoff
COMMERCIAL MANAGER: Russell Baer
PRODUCTION MANAGER: Jimmy Kirkpatrick
CHIEF ENGINEER: Burton Coy
CONTINUITY EDITOR: Jesse French
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: Lang-Worth; Thesaurus; Standard
OPERATING SCHEDULE: 17½ hours daily
MEMBER B.B.M.: No
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 306 King St., Kingston, Ont.
STUDIO PHONE: 4405
TRANSMITTER ADDRESS: 306 King St., Kingston, Ont.
TRANSMITTER PHONE: 4405

(FM Station CKWR broadcasts the same programs
as AM Station CKWS, Kingston)

Kitchener — CKCR

POWER (day): 250 watts
(night): 250 watts
Modulation: FM
TIME ZONE: Eastern
FOUNDED: 1947
LICENSEE: K-W Broadcasting Co.
OWNER: W. C. Mitchell and G. Liddle
STUDIO ADDRESS: 125 King St. W., Kitchener, Ont.

Ottawa — CFRA

TIME ZONE: Eastern
REPRESENTATIVE—Canada: All Canada Radio Facilities Ltd.
U.S.A.: Weed and Company
FOUNDED: 1947
LICENSEE: Frank Ryan
OWNER: Frank Ryan
OPERATOR: Frank Ryan
STATION MANAGER: Frank Ryan

(See CFRA Listing on Page 97 for further details)

Port Arthur — CFPA

FREQUENCY:
POWER: 250 watts
TIME ZONE: Eastern
REPRESENTATIVE—Canada: National Broadcast Sales; Broadcast
Representatives Ltd.
U.S.A.: Weed and Company
NETWORK AFFILIATION: CBC Dominion
LICENSEE: Ralph H. Parker
STATION MANAGER: Ralph H. Parker

(See CFPA listing on Page 98 for further details)

Sault Ste. Marie — CJIC

FREQUENCY:
POWER: 250 watts
TIME ZONE: Eastern
REPRESENTATIVE—Canada: J. L. Alexander
U.S.A.: J. H. McGillivra
NETWORK AFFILIATION: CBC Trans-Canada
LICENSEE: J. G. Hyland
STATION MANAGER: J. G. Hyland

(See CJIC listing on Page 99 for further details)

Sudbury — CKSO

POWER (day): 250 watts
(night): 250 watts
Modulation: FM
TIME ZONE: Eastern
FOUNDED: 1947
OWNER: W. E. Mason
OPERATOR: W. E. Mason
NEWSPAPER AFFILIATION: Sudbury Daily Star
TRANSMITTER ADDRESS: Grand Theatre Bldg., Sudbury, Ont.

(See CKSO listing on Page 100 for further details)

ONTARIO

FREQUENCY MODULATION (Cont.)

Timmins — CKGB

FREQUENCY: 94.5 mcs.
POWER (day): 250 watts
Channel: No. 233
Modulation: FM
TIME ZONE: Eastern
REPRESENTATIVE—Canada: National Broadcast Sales
U.S.A.: Donald Cooke Inc.
NETWORK AFFILIATION: CBC Trans-Canada
FOUNDED: 1947
LICENSEE: Northern Broadcasting & Publishing Co. Ltd.

(See CKGB listing on Page 100 for further details)

Toronto — CFRB

FREQUENCY: 99.9 mcs.
POWER (day): 250 watts
(night): 250 watts
—at transmitter (750 watts E.R.P.)
Channel: No. 260
Modulation: FM
TIME ZONE: Eastern
NETWORK AFFILIATION: CBS
FOUNDED: September, 1947
LICENSEE: Rogers Radio Broadcasting Co. Ltd.
OWNER: Standard Radio
OPERATOR: Rogers Radio Broadcasting Co. Ltd.
NEWSPAPER AFFILIATION: None
MANAGING DIRECTOR: Harry Sedgwick
STATION MANAGER: E. Lloyd Moore
STUDIO MANAGER: Wes McKnight
CHIEF ENGINEER: J. S. Sharpe
NEWS SERVICES: BUP, Press News
TRANSCRIPTION SERVICES: Thesaurus; World; Associated;
Lang-Worth
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Weekdays, 6 a.m. to 12:35 a.m.; Sun-
days, 9 a.m. to 12:35 a.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 37 Bloor St. W., Toronto
STUDIO PHONE: Midway 3515
TRANSMITTER ADDRESS: 37 Bloor St. W., Toronto
TRANSMITTER PHONE: Midway 3513

Toronto — CKEY

TIME ZONE: Eastern
REPRESENTATIVE—Canada: National Broadcast Sales
U.S.A.: Donald Cooke Inc.
LICENSEE: Toronto Broadcasting Co. Ltd.
OPERATOR: Jack K. Cooke
STATION MANAGER: Hal E. Cooke

(See CKEY Listing on Page 102 for further details)

Toronto — VE9EV

FREQUENCY: 99.1 mcs.
POWER (day): 250 watts
(night): 250 watts
Increase Pending to 3000 watts
Date of increase: 1947 or 1948
Channel: No. 256
Modulation: FM
TIME ZONE: Eastern
REPRESENTATIVE—Canada: CBC Commercial Division, Toronto
NETWORK AFFILIATION: CBC Trans-Canada, NBC
FOUNDED: Oct. 8, 1946
LICENSEE: Canadian Broadcasting Corporation
OWNER: Canadian Broadcasting Corporation
OPERATOR: Canadian Broadcasting Corporation
NEWSPAPER AFFILIATION: None
STATION MANAGER: H. J. Boyle
CHIEF ENGINEER: Howard Hilliard
PROMOTION MANAGER: Wells Ritchie
NEWS EDITOR: W. H. Hogg
SPORTS EDITOR: A. E. Powley
FARM EDITOR: W. J. McPherson
NEWS SERVICES: CP, BUP, Reuters
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 6 a.m. to 12 midnight;
Sundays, 9 a.m. to 12 midnight
STUDIO ADDRESS: 354 Jarvis St., Toronto
STUDIO PHONE: Midway 5481
TRANSMITTER ADDRESS: Bank of Commerce Bldg., Toronto

Windsor — CKLW

TIME ZONE: Eastern
REPRESENTATIVE—Canada: Horace N. Stovin & Co.
U.S.A.: Adam J. Young
NETWORK AFFILIATION: CBC Trans-Canada, MBS
LICENSEE: Western Ontario Broadcasting Co. Ltd.
STATION MANAGER: W. J. Carter

(See CKLW Listing on Page 102 for further details)

QUEBEC

THE MARKET

HOUSEHOLDS	% RADIO	RADIO HOMES
696,620	70.4	490,150

POPULATION		Change	% of Dominion
1931	2,874,662		27.7
1941	3,331,882	+457,220	29.0
1951 (est.)	3,822,000	+490,118	
1961 (est.)	4,193,000	+371,000	
1971 (est.)	4,453,000	+371,000	

PRINCIPAL URBAN CENTRES			
	1941 Census	1946 City Estimate	
Montreal (City)	903,007	1,082,555	
Quebec (City)	150,757	186,615	
Verdun (City)	67,349	74,687	
Trois Rivieres (City)	42,007	46,371	
Hull (City)	32,947	38,500	

DISTRIBUTION OF POPULATION			
	1941 Census	% of Dominion	
Urban	2,109,684	33.7	
Rural	1,222,198	23.3	
Farm	838,861	26.5	
Non-Farm	383,337	18.3	

POPULATION BY AGE GROUPS 1941			
Age Groups	Number	Per Cent	
0-10	701,375	21	
10-20	712,631	21	
20-40	1,050,386	32	
40-60	599,809	18	
60 and over	267,681	8	

RACIAL ORIGIN 1941			
	Number	Per Cent	
French	2,695,032	81	
British Isles	452,887	14	

LANGUAGE 1941			
	Number	Per Cent	
English only	410,721	12	
French only	2,016,089	61	
Both English and French	892,984	27	
Neither English nor French	12,088	...	

HOUSEHOLDS, FAMILIES AND DWELLINGS 1941				
	Total	Average No. of Persons	Av. Dominion	
No. of Households	663,426	5.02	4.25	
No. of Families	647,946	4.53	3.94	
No. of Dwellings	665,159	5.02	4.42	

GAINFULLY OCCUPIED BY OCCUPATIONS GROUP 1941

	Total	Per Cent	Male	Female
All Occupations	1,232,775	100	971,485	261,290
Agriculture	258,775	21	255,203	3,572
Manufacturing	244,658	20	184,451	60,207
Service	224,833	18	96,927	127,906
Trade and Finance	199,273	9	87,515	21,758
Clerical	97,927	8	60,303	37,624
Labourers	81,577	7	86,035	5,542
Transportation and Communication	76,086	6	72,538	3,548
Construction	70,291	6	70,033	258
Other Primary	50,349	4	50,205	144
Other Occupations	9,096	1	8,275	731

WAGE AND SALARY EARNERS 1941

	Total	Per Cent	Male	Female
Total	804,019	100	594,711	209,308
Under \$450	299,114	37	175,086	124,028
\$450-\$949	248,733	31	180,505	68,228
\$950-\$1949	210,784	26	194,434	16,350
\$1950-\$2949	30,394	4	29,845	549
\$2950 and over	14,994	2	14,841	153

FARM CASH RECEIPTS 1946

	Number of Farms	Cash Receipts	Average Per Farm Quebec	Average Per Farm Dominion
Total	154,669	\$248,180	\$1,605	\$2,377.92
Grain		4,640	30	716.32
Livestock		85,627	554	783.62
Other Sources		157,913	1,021	877.98
Cultivated Acreage		9,062,671	59 Acres	126 Acres

MANUFACTURING 1944

	No. Est.	Empl.	Sal. and Wages	Gross Val. of Prod.	% Prov.
All Industries	9,656	424,115	\$668,156,053	\$2,929,685,183	100
Misc. Chemical Products	73	35,816	57,524,597	272,682,164	9
Non-Ferrous Metals, Smelt. and Refin.	7	11,904	21,805,764	242,854,585	8
Clothing (Men's and Women's)	809	40,194	50,053,324	202,729,528	7
Pulp and Paper	46	18,910	36,894,543	186,918,517	6
Aircraft	14	32,631	64,760,462	160,736,338	6
Iron and Steel	113	18,748	37,256,738	152,108,771	5
Shipbuilding and Repairs	13	22,162	45,292,822	109,558,276	4
Electrical Apparatus	38	16,332	27,805,400	99,449,654	4
Railway and Rolling Stock	10	14,829	31,372,920	88,652,108	3
Cotton Yarn and Cloth	16	15,230	19,559,841	87,587,072	3
Others	8,517	197,359	275,829,642	1,326,408,170	45

MINERALS

Preliminary 1946

	Quantity	Production
Metals	\$40,318,934
Gold oz.	586,231	21,543,989
Copper lb.	70,032,553	8,964,167
Zinc lb.	90,294,237	7,051,980
Others	2,758,798
Non-Metals	49,414,424
Total	\$89,733,358 (1945)

FISHERIES

Value of Products 1944	\$ 5,361,972
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FORESTRY

Value of Products 1943	\$104,692,371
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CONSTRUCTION 1945

Total Value of Work Performed	\$150,166,258
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RETAIL SALES

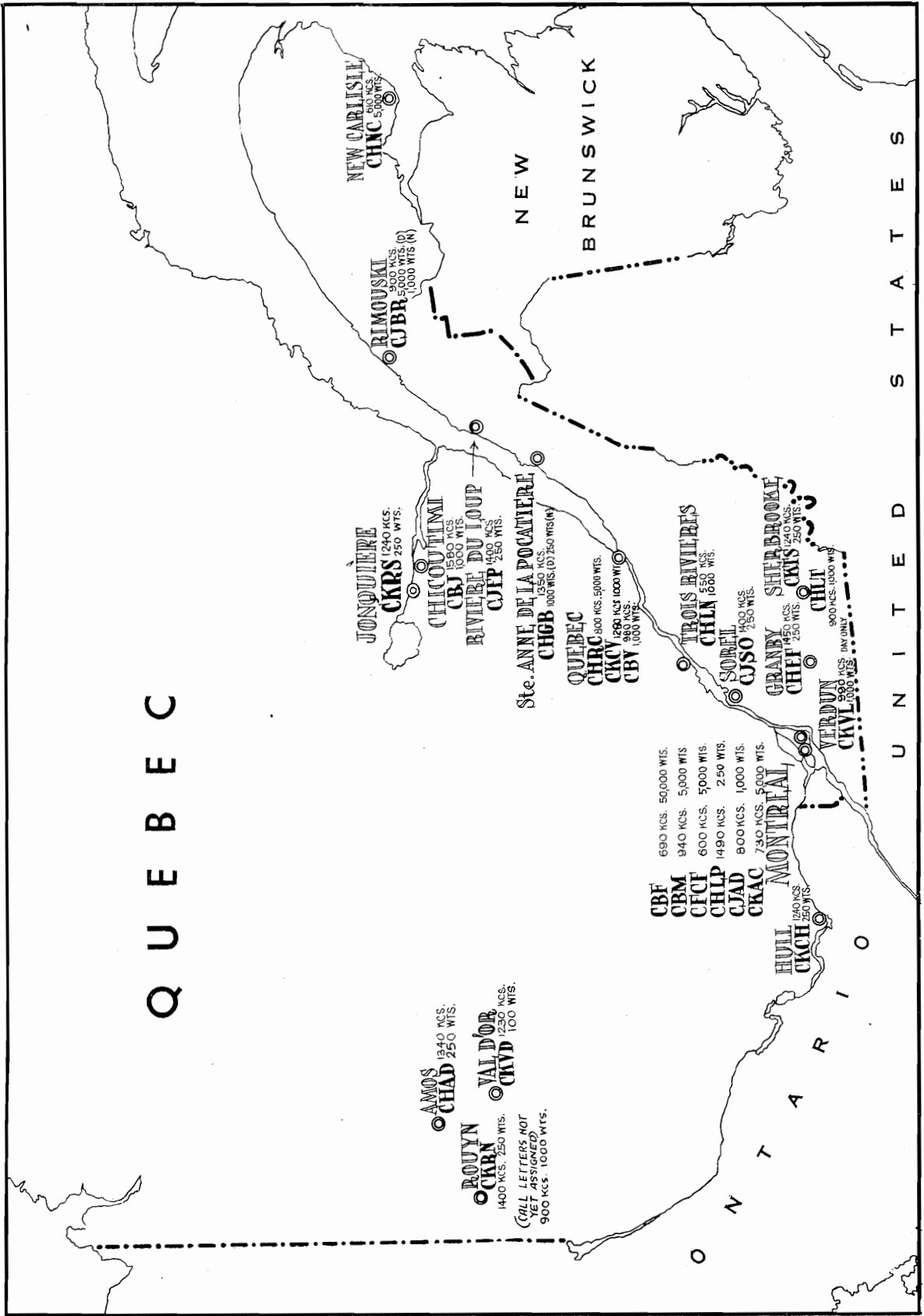
	No. Stores	Sales \$000 1945	Per Capita Sales Quebec	Per Capita Sales Dominion
Total Sales	39,712	\$1,117,363	\$335.35	\$378.90
Food Group	17,969	348,699	104.66	91.62
General Merchandise Group	1,558	150,904	45.29	59.64
Apparel Group	4,164	116,795	35.06	35.97
Automotive Group	2,986	89,551	26.87	35.01
Country General Stores Group	2,943	84,040	25.22	29.27
Building Materials Group	1,000	48,800	14.64	23.22
Restaurant Group	1,677	44,697	13.41	17.37
Furn. Household and Radio Group	928	36,585	10.98	10.19
Other Retail Stores Group	6,487	197,292	59.22	76.61

PROVINCIAL GOVERNMENT REVENUE AND EXPENDITURES

	Revenue	Expenditures
1945-1946	\$110,321,293	\$ 95,552,896
1947-1948	n.a.	123,873,636 (Budget Estimate)

STANDARD OF LIVING

	Total	No. Persons per Unit Prov.	Dom.
1944 Electric Meters	530,396	6.3	6.4
1945 Telephones	425,259	7.8	6.6
1945 Automobile Registrations	166,602	20.0	10.5
1946 Family Allowances Paid	\$80,990,109	% Dom.	33.7
n.a.—Not Available			



QUEBEC

STATIONS

Amos — CHAD

FREQUENCY: 1340 kcs.
POWER (day): 250 watts
(night): 250 watts
TIME ZONE: Eastern
REPRESENTATIVE—Canada: National Broadcast Sales
(Toronto and Montreal)
U.S.A.: Weed and Company
NETWORK AFFILIATION: CBC French
FOUNDED: 1938
LICENSEE: Radio Rouyn Abitibi Ltd.
OWNER: Hector Authier
OPERATOR: Hector Authier
NEWSPAPER AFFILIATION: None
STATION MANAGER: Jack R. Linklater

(See CKRN, Rouyn, Que., for further details)

Chicoutimi — CBJ

FREQUENCY: 1580 kcs.
POWER (day): 10,000 watts
(night): 10,000 watts
Channel: Clear
TIME ZONE: Eastern
REPRESENTATIVE—Canada: CBC Commercial Division, Montreal
NETWORK AFFILIATION: CBC Trans-Canada, French
FOUNDED: 1933
LICENSEE: Canadian Broadcasting Corporation
OWNER: Canadian Broadcasting Corporation
OPERATOR: Canadian Broadcasting Corporation
NEWSPAPER AFFILIATION: None
STATION MANAGER: Vilmond Fortin
COMMERCIAL MANAGER: Omer Renaud, Montreal, Que.
PRODUCTION MANAGER: Vilmond Fortin
CHIEF ENGINEER: J. E. Roberts
PROMOTION MANAGER: Leopold Houle, Montreal
NEWS EDITOR: J. St. Georges, Montreal
FARM EDITOR: Armand Berube, Montreal
NEWS SERVICES: CP, BUP, Reuters, "Le Progres du Saguenay"
(local news)
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 8 a.m. to 11:30 p.m.;
Sundays, 9 a.m. to 11:30 p.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: No
STUDIO ADDRESS: 286-A Racine St., Chicoutimi, Que.
STUDIO PHONE: 814; 155
TRANSMITTER ADDRESS: 4 Larouche Ave., Chicoutimi, Que.
BASE RATE: \$40

Granby — CHEF

FREQUENCY: 1450 kcs.
POWER (day): 250 watts
(night): 250 watts
FM Application: Yes
TIME ZONE: Eastern

REPRESENTATIVE—Canada: Radio Representatives Ltd.
(Montreal, Toronto)

FOUNDED: September, 1945
LICENSEE: Granby Broadcasting Company Ltd.
OWNER: Granby Broadcasting Company Ltd.
NEWSPAPER AFFILIATION: None
GENERAL MANAGER: Jacques A. Thivierge
COMMERCIAL MANAGER: L. Lajoie
PRODUCTION MANAGER: Al. L. D'Eon
CHIEF ENGINEER: Gerard Laliberté
CONTINUITY EDITOR: Ray M. Dubé
PROGRAM DIRECTOR: J. M. Provost
NEWS EDITOR: Jean Riendeau
SPORTS EDITOR: Gilles Goyette
FARM EDITOR: A. St. Denis
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: U.T.S., World Broadcasting System
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: 6 a.m. to 12 midnight
MEMBER B.B.M.: No
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 7 Johnson St.
STUDIO PHONE: 353
TRANSMITTER ADDRESS: St. Paul Road, Granby, Que.
TRANSMITTER PHONE: 2312
BASE RATE: \$40

Hull — CKCH

FREQUENCY: 1240 kcs.
POWER (day): 250 watts
(night): 250 watts
Increase pending to 1000 watts
Channel: 970 kc.
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: Radio Representatives Ltd.
U.S.A.: Howard H. Wilson Ltd.
NETWORK AFFILIATION: CBC French
FOUNDED: June 16th, 1933
LICENSEE: Cie de Radiodiffusion de Hull CKCH Ltée.
OWNER: Le Droit, Ottawa
OPERATOR: Le Droit, Ottawa
NEWSPAPER AFFILIATION: Le Droit
STATION MANAGER: Raymond Benoit
COMMERCIAL MANAGER: Raymond Benoit
PRODUCTION MANAGER: Aurele Groulx
CHIEF ENGINEER: Max Gebhardt
CONTINUITY EDITOR: Paul DeGrandpré
PROMOTION MANAGER: Raymond Benoit
NEWS EDITOR: Maurice Thisdel
SPORTS EDITOR: Jean Charles Daoust
NEWS SERVICE: Press News French
TRANSCRIPTION SERVICES: Thesaurus
REMOTE FACILITIES: Modern equipment for use wherever
desired, short wave transmitter
OPERATING SCHEDULE: 8 a.m. to 11 p.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 85 Champlain
STUDIO PHONE: 2-1701
TRANSMITTER ADDRESS: 620 St. Joseph Blvd., Hull, Que.
TRANSMITTER PHONE: 2-2243
BASE RATE: \$50

QUEBEC

Jonquiere — CKRS

FREQUENCY: 1240 kcs.
POWER (day): 250 watts
(night): 250 watts
TIME ZONE: Eastern
REPRESENTATIVE—Canada: Jos. A. Hardy & Co. Ltd.
FOUNDED: 1947
LICENSEE: Radio Saguenay Ltée.
OWNER: Radio Saguenay Ltée.
OPERATOR: Radio Saguenay Ltée.
NEWSPAPER AFFILIATION: None
PRESIDENT: Henri Lepage
STATION MANAGER: Gaston Voyer
TRANSCRIPTION SERVICES: World
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and 33 $\frac{1}{3}$ r.p.m.
OPERATING SCHEDULE: Week days, 7 a.m. to 12 midnight;
Sundays, 10 a.m. to 12 midnight
STUDIO ADDRESS: St. Dominique St., Jonquiere, Que.
TRANSMITTER ADDRESS: Rang de la Petite Société,
Jonquiere, Que.
BASE RATE: \$35

TIME ZONE: Eastern
REPRESENTATIVE—Canada: CBC Commercial Division, Montreal
NETWORK AFFILIATION: CBC Trans-Canada, NBC
FOUNDED: 1937
LICENSEE: Canadian Broadcasting Corporation
OWNER: Canadian Broadcasting Corporation
OPERATOR: Canadian Broadcasting Corporation
NEWSPAPER AFFILIATION: None
STATION MANAGER: J. M. Beaudet, Montreal
COMMERCIAL MANAGER: Omer Renaud, Montreal
PRODUCTION MANAGER: W. J. O'Reilly
CHIEF ENGINEER: E. D. Roberts
PROMOTION MANAGER: Leopold Houle
NEWS EDITOR: J. St. Georges
FARM EDITOR: Lamont Tilden
NEWS SERVICES: CP, BUP, Reuters
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7:30 a.m. to 12:03 a.m.;
Sundays, 9 a.m. to 12:03 a.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: No
STUDIO ADDRESS: 1231 St. Catherine St. W., Montreal
STUDIO PHONE: PLateau 7161
TRANSMITTER ADDRESS: Marieville, Que.
BASE RATE: \$150

Montreal — CBF

FREQUENCY: 690 kcs.
POWER (day): 50,000 watts
(night): 50,000 watts
Channel: Clear
TIME ZONE: Eastern
REPRESENTATIVE—Canada: CBC Commercial Division, Montreal
NETWORK AFFILIATION: CBC Trans-Canada, French, NBC, ABC
FOUNDED 1936
LICENSEE: Canadian Broadcasting Corporation
OWNER: Canadian Broadcasting Corporation
OPERATOR: Canadian Broadcasting Corporation
NEWSPAPER AFFILIATION: None
STATION MANAGER: J. M. Beaudet, Montreal
COMMERCIAL MANAGER: Omer Renaud, Montreal
PRODUCTION MANAGER: R. Daveluy
CHIEF ENGINEER: E. D. Roberts
PROMOTION MANAGER: Leopold Houle
NEWS EDITOR: J. St. Georges
FARM EDITOR: Armand Beruke
NEWS SERVICES: CP, BUP, Reuters
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7:30 a.m. to 12:03 a.m.;
Sundays, 9 a.m. to 12:03 a.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: No
STUDIO ADDRESS: 1231 St. Catherine St. W., Montreal
STUDIO PHONE: PLateau 7161
TRANSMITTER ADDRESS: Vercheres, P.Q.
BASE RATE: \$250

Montreal — CFCF

FREQUENCY: 600 kcs.
POWER (day): 5000 watts
(night): 5000 watts
Channel: 600 kcs.
Modulation: 100%
TIME ZONE: Eastern
REPRESENTATIVE—Canada: All-Canada Radio Facilities Ltd.
U.S.A.: Weed & Company, New York
NETWORK AFFILIATION: CBC Dominion, ABC
FOUNDED: May, 1919
LICENSEE: Canadian Marconi Company
OWNER: Canadian Marconi Company
OPERATOR: Canadian Marconi Company
NEWSPAPER AFFILIATION: None
STATION MANAGER: James A. Shaw
COMMERCIAL DIRECTOR: P. E. Hiltz
PRODUCTION DIRECTOR: H. H. Hewetson
CHIEF ENGINEER: John Gettenby
PROMOTION DIRECTOR: E. H. Smith
NEWS EDITOR: S. Bless
NEWS SERVICES: BUP, Press News
TRANSCRIPTION SERVICES: NBC Thesaurus Library
TRANSCRIPTION FACILITIES: Vertical and Lateral, 78 and 33 1/3 r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: 7:00 a.m. to 12:00 midnight Monday
through Saturday; Sundays, 8:00 a.m. to 12:00 midnight
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 1231 St. Catherine St. West, Montreal
STUDIO PHONE: PLateau 2577
TRANSMITTER ADDRESS: Mount Royal Hotel, Montreal
TRANSMITTER PHONE: PLateau 2577
BASE RATE: \$125

Montreal — CBM

FREQUENCY: 940 kcs.
POWER (day): 5000 wttts
(night): 5000 watts
Channel: Clear

QUEBEC

Montreal — CHLP

FREQUENCY: 1490 kcs.
POWER (day): 250 watts
(night): 250 watts
Increase Pending to 1000 watts
Date of increase: September, 1947
Channel: Clear
Modulation: Screen
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: James L. Alexander
U.S.A.: Yes. J. Hershey McGillvra
NETWORK AFFILIATION: None
FOUNDED: January, 1933
OWNER: La Patrie Publishing Co. Ltd.
OPERATOR: La Patrie Publishing Co. Ltd.
NEWSPAPER AFFILIATION: La Patrie
STATION MANAGER: Charles Arthur Berthiaume
ASST. STATION MANAGER: Roméo Mousseau
COMMERCIAL MANAGER: Simon Gendron
PRODUCTION MANAGER: Fernand Pergevin
CHIEF ENGINEER: Alphonse Cloutier
CONTINUITY EDITOR: M. Armand Goulet
NEWS EDITOR: M. Armand Goulet
SPORTS EDITOR: M. Armand Goulet
NEWS SERVICES: Press News and La Patrie Publishing Co. Ltd.
TRANSCRIPTION SERVICES: Standard Radio
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
33 $\frac{1}{2}$ r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 8 a.m. to midnight
Sundays, 11:00 a.m. to midnight
MEMBER B.B.M.: No
MEMBER C.A.B.: Yes
STUDIO ADDRESS: Sun Life Building, Montreal
STUDIO PHONE: PLateau 5225
TRANSMITTER ADDRESS: Ville St-Michel, P.Q.
BASE RATE: \$75

Montreal — CJAD

FREQUENCY: 800 kcs.
POWER (day): 1000 watts
(night): 1000 watts
Channel: Clear
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: National Broadcast Sales
U.S.A.: Adam J. Young, Jr., Inc.
NETWORK AFFILIATION: None
FOUNDED: Dec. 8, 1945
LICENSEE: CJAD Limited
OWNER: CJAD Limited
OPERATOR: CJAD Limited
NEWSPAPER AFFILIATION: None
STATION MANAGER: J. Art. Dupont
COMMERCIAL MANAGER: J. Art. Dupont
PRODUCTION MANAGER: Ron Morrier
CHIEF ENGINEER: A. K. Taylor
CHIEF ANNOUNCER: Hollis McCurdy
NEWS EDITOR: Hamilton Grant
SPORTS EDITOR: Ron Morrier
NEWS SERVICES: British United Press, Canadian Press,
C.N. Ticker
TRANSCRIPTION SERVICES: Associated, Lang-Worth, Standard
Radio, World

TRANSCRIPTION FACILITIES: 33 $\frac{1}{2}$ and 78 r.p.m.
REMOTE FACILITIES: Wherever lines are available
OPERATING SCHEDULE: Week days, 6:30 a.m. to 12:05 a.m.;
Sundays, 8:00 a.m. to 12:05 a.m.
MEMBER B.B.M.: No
MEMBER C.A.B.: No
STUDIO ADDRESS: 1191 Mountain St., Montreal, Que.
STUDIO PHONE: PLateau 1805
TRANSMITTER ADDRESS: R.R. No. 1, St. Hubert, Que.
TRANSMITTER PHONE: St. Lambert 924
BASE RATE: \$120

Montreal — CKAC

FREQUENCY: 730 kcs.
POWER (day): 5000 watts
(night): 5000 watts
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: William Wright (Toronto)
U.S.A.: Adam J. Young, Jr.
NETWORK AFFILIATION: CBS
FOUNDED: May, 1922
LICENSEE: Cie de Publication La Presse
OWNER: Cie de Publication La Presse
OPERATOR: Cie de Publication La Presse
NEWSPAPER AFFILIATION: Montreal La Presse
STATION MANAGER: Phil Lalonde
COMMERCIAL MANAGER: George Bourassa
PRODUCTION MANAGER: Bernard Goulet
CHIEF ENGINEER: Leonard Spencer
CONTINUITY EDITOR: Jeannette Brouillet
PUBLICITY MANAGER: Paul Gellinas
PROMOTION MANAGER: Robert Jouglet
NEWS EDITOR: Lucien Roy
SPORTS EDITOR: Michael Normandin, Zotique Lespérance
FARM EDITOR: Gabriel Renaud
NEWS SERVICES: BUP, PN
TRANSCRIPTION SERVICES: World, Lang-Worth, UTS
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
33 $\frac{1}{2}$ r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: 24 hours daily
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 980 Ste. Catherine St. West, Montreal
STUDIO PHONE: MArquette 3611
TRANSMITTER ADDRESS: St. Hyacinthe, Que.
TRANSMITTER PHONE: St. Hyacinthe 20-J
BASE RATE: \$120

New Carlisle — CHNC

FREQUENCY: 610 kcs.
POWER (day): 5000 watts
(night): 5000 watts
TIME ZONE: Eastern
REPRESENTATIVE—Canada: Jos. A. Hardy and Co.
U.S.A.: Adam J. Young Inc.
NETWORK AFFILIATION: French
FOUNDED: July, 1933
LICENSEE: Gaspesia Radio Broadcasting Company Ltd.
OWNER: Gaspesia Radio Broadcasting Company Ltd.

(continued)

QUEBEC

New Carlisle — CHNC (Cont.)

OPERATOR: Gaspesia Radio Broadcasting Company Ltd.
NEWSPAPER AFFILIATION: None
GENERAL MANAGER: Dr. Charles H. Houde
STATION MANAGER: Viateur Bernard
COMMERCIAL MANAGER: Viateur Bernard
PRODUCTION MANAGER: Viateur Bernard
CHIEF ENGINEER: Gordon S. Coleman
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and 33½ r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: 6:45 a.m. to 10:30 p.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: Main St., New Carlisle, Que.
STUDIO PHONE: 64
TRANSMITTER ADDRESS: Barachois-Pasbébiac, Que.
TRANSMITTER PHONE: 629-3
BASE RATE: \$60

Quebec City — CBV

FREQUENCY: 980 kcs.
POWER (day): 1000 watts
(night): 1000 watts
Channel: Regional
TIME ZONE: Eastern
REPRESENTATIVE—Canada: CBC Commercial Division, Montreal
NETWORK AFFILIATION: CBC Trans-Canada, French
FOUNDED: 1934
LICENSEE: Canadian Broadcasting Corporation
OWNER: Canadian Broadcasting Corporation
OPERATOR: Canadian Broadcasting Corporation
NEWSPAPER AFFILIATION: None
ACTING STATION MANAGER: Guy Dumais
COMMERCIAL MANAGER: Omer Renaud, Montreal
PRODUCTION MANAGER: Guy Dumais
CHIEF ENGINEER: C. Frenette
PROMOTION MANAGER: Leopold Houle, Montreal
NEWS EDITOR: L. St. Georges, Montreal
FARM EDITOR: Armand Berube, Montreal
NEWS SERVICES: CP, BUP, Reuters
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 8 a.m. to 11:30 p.m.;
Sundays, 9 a.m. to 11:30 p.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: No
STUDIO ADDRESS: Palais Montcalm, Quebec City, Que.
STUDIO PHONE: 8155
TRANSMITTER ADDRESS: Charlesbourg, Que.
BASE RATE: \$80

Quebec City — CHRC

CALL LETTERS: CHRC, Quebec City
FREQUENCY: 800 kcs.
POWER (day): 5000 watts
(night): 5000 watts
Channel: Class-2
Modulation: 100%
TIME ZONE: Eastern

REPRESENTATIVE—Canada: Joseph A. Hardy and Co. Ltd.,
Montreal, Quebec, Toronto
U.S.A.: Adam J. Young, Jr., Inc., 11 West
42nd Street, New York City

NETWORK AFFILIATION: None
FOUNDED: April 1st, 1926
LICENSEE: CHRC Limitée
OWNER: CHRC Limitée
OPERATOR: CHRC Limitée
NEWSPAPER AFFILIATION: None
GENERAL MANAGER: Henri Lepage
COMMERCIAL MANAGER: Aurele Pelletier
CHIEF ENGINEER: Arsène Nadeau
CONTINUITY EDITOR: Roger Barbeau
NEWS EDITOR: Guy Bourdon
SPORTS EDITOR: Maurice Des Carreaux
FARM EDITOR: Leon D. Des Carreaux
NEWS SERVICE: British United Press
TRANSCRIPTION SERVICES: Thesaurus and Lang-Worth
TRANSCRIPTION FACILITIES: 33½ and 78 r.p.m.
OPERATING SCHEDULE: Week days, 7 a.m. to 12 midnight;
Sundays, 10 a.m. to 12 midnight
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 39 St-Jean, Quebec City, Que.
STUDIO PHONE: 2-8177
TRANSMITTER ADDRESS, Route Demeule, St. Romuald, Que.
TRANSMITTER PHONE: Zone 6-360 (Charny)
BASE RATE: \$100

Quebec City — CKCV

FREQUENCY: 1280 kcs.
POWER (day): 1000 watts
(night): 1000 watts
Channel: 1280
Modulation: AM
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: Radio Representatives Ltd.,
Montreal and Toronto
U.S.A.: Weed and Co.
NETWORK AFFILIATION: CBC Trans-Canada
FOUNDED: 1924
OWNER: CKCV Limited
OPERATOR: CKCV Limited
STATION MANAGER: Paul Lepage
COMMERCIAL MANAGER: Paul Lepage
PRODUCTION MANAGER: Léon Lachance
CHIEF ENGINEER: Albert DuBerger
PROMOTION MANAGER: Léon Lachance
SPORTS EDITOR: René Collard
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: United Transcribed System; World
Broadcasting System
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and 33½ r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7:30 a.m. to 12:30 a.m.;
Sundays, 10 a.m. to 12:30 a.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 142 St. John St., Quebec City, Que.
STUDIO PHONE: 2-1585
TRANSMITTER ADDRESS: St. Louis Road, Ste. Foye, Que.
TRANSMITTER PHONE: 3-5927
BASE RATE: \$70

QUEBEC

Rimouski — CJBR

FREQUENCY: 900 kcs.
POWER (day): 5000 watts
(night): 5000 watts
Modulation: AM
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: Horace N. Stovin & Co.
U.S.A.: Adam J. Young, Jr., Inc.
NETWORK AFFILIATION: CBC French
FOUNDED: Nov. 15, 1937
LICENSEE: Central Public Service Corp.
OWNER: Central Public Service Corp.
OPERATOR: Central Public Service Corp.
NEWSPAPER AFFILIATION: None
STATION MANAGER: Guy Caron
COMMERCIAL MANAGER: Raymond Couillard
PRODUCTION MANAGER: Adalbert Roy
CHIEF ENGINEER: Paul Duberger
CONTINUITY EDITOR: Robert Levesque
NEWS EDITOR: Robert Levesque
SPORTS EDITOR: Francois Raymond
NEWS SERVICE: Press News Ltd.
TRANSCRIPTION SERVICES: U.T.S., Standard
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: 6:45 a.m. to 11:30 p.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 1 St. John St., Rimouski, Que.
STUDIO PHONE: 396
TRANSMITTER ADDRESS: Sacré-Coeur, Co. Rimouski, Que.
TRANSMITTER PHONE: 365-M-1
BASE RATE: \$50

Riviere du Loop — CJFP

FREQUENCY: 1400 kcs.
POWER (day): 250 watts
(night): 250 watts
TIME ZONE: Eastern
FOUNDED: 1947
MANAGER: T. Gareau
MEMBER C.A.B.: Yes
TRANSCRIPTION SERVICES: NBC Thesaurus

(No further information available at press time)

Rouyn — CKRN

FREQUENCY: 1400 kcs.
POWER (day): 250 watts
(night): 250 watts
Increase Pending to 1000 watts
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: National Broadcast Sales
(Toronto and Montreal)
U.S.A.: Weed and Company
NETWORK AFFILIATION: CBC French
FOUNDED: 1938
LICENSEE: Radio Rouyn Abitibi Ltd.

OWNER: Hector Authier
OPERATOR: Hector Authier
NEWSPAPER AFFILIATION: None
STATION MANAGER: Jack R. Linklater
COMMERCIAL MANAGER: Louis Duchenay
PRODUCTION MANAGER: Maurice Dubois
CHIEF ENGINEER: John J. McGrail
CONTINUITY EDITOR: Miss Francoisi Rouleau
PRODUCTION MANAGER: John R. Fox
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: World
REMOTE FACILITIES: RCA
OPERATING SCHEDULE: Week days, 6:55 a.m. to 12:05 a.m.;
Sundays, 9 a.m. to 12:05 a.m.
MEMBER B.B.M.: No
MEMBER C.A.B.: Yes
STUDIO ADDRESS: Reilly Block, Rouyn, Que.
STUDIO PHONE: 1400
TRANSMITTER ADDRESS: Reilly Block, Rouyn, Que.
TRANSMITTER PHONE: 1400
BASE RATE: \$70

(Sold as a block with CHAD, Amos, Que, and CKVD, Val d'Or, Que)

Rouyn —

FREQUENCY: 900 kcs.
POWER (day): 1000 watts
(night): 1000 watts
TIME ZONE: Eastern

(No further information available at press time)

Ste. Anne de la Pocatiere — CHGB

FREQUENCY: 1350 kcs.
(day): 1000 watts
(night): 250 watts
Channel: Cleared local
TIME ZONE: Eastern
REPRESENTATIVE—Canada: National Broadcast Sales
NETWORK AFFILIATION: French
FOUNDED: 1938
DIRECTOR: G. T. Desjardins
NEWSPAPER AFFILIATION: None
STATION MANAGER: G. T. Desjardins
COMMERCIAL MANAGER: Antoine Freve
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
33½ r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7:30 a.m. to 11:30 p.m.;
Sundays, 12 noon to 12 midnight
STUDIO ADDRESS: Ste. Anne de la Pocatiere, Que.
TRANSMITTER ADDRESS: Ste. Anne de la Pocatiere, Que.
BASE RATE: \$30

QUEBEC

Sherbrooke — CHLT (FRENCH)

FREQUENCY: 900 kcs.
POWER (day): 1000 watts
(night): 1000 watts
Channel: Clear
Modulation: AM
FM Application: Yes
TIME ZONE: Eastern
REPRESENTATIVE—Canada: Joseph A. Hardy and Co. Ltd.
U.S.A.: Gilman, Nicholl and Ruthman

NETWORK AFFILIATION: CBC, French
FOUNDED: June 27, 1937
LICENSEE: La Tribune Ltée.
OWNER: La Tribune Ltée.
OPERATOR: La Tribune Ltée.
NEWSPAPER AFFILIATION: La Tribune
GENERAL MANAGER: A. Gauthier
PRODUCTION MANAGER: J. L. Gauthier
CHIEF ENGINEER: S. C. Cusack
CONTINUITY EDITOR: Laurent Thibault
PROMOTION MANAGER: Jeanne Tremblay
NEWS EDITOR: Marcel Gagnon
SPORTS EDITOR: H. V. Delorme
FARM EDITOR: J. A. Ste Marie
NEWS SERVICE: CBC
TRANSCRIPTION SERVICES: U.T.S. and World
TRANSCRIPTION FACILITIES: Double turntables; 78 and
33 $\frac{1}{2}$ r.p.m.

REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 5:55 a.m. to 12 midnight;
Sundays, 8 a.m. to midnight

MEMBER C.A.B.: Yes
STUDIO ADDRESS: 3 Marquette St., Sherbrooke, Que.
STUDIO PHONE: 2071-2072
TRANSMITTER ADDRESS: King St. E., Sherbrooke, Que.
TRANSMITTER PHONE: 3818
BASE RATE: \$60

Sherbrooke — CKTS (ENGLISH)

FREQUENCY: 1240 kcs.
POWER (day): 250 watts
(night): 250 watts
Channel: Clear
Modulation: AM
FM Application: Yes

TIME ZONE: Eastern
REPRESENTATIVE—Canada: Radio Representatives Ltd.
U.S.A.: Gilman, Nicholl and Ruthman

NETWORK AFFILIATION: CBC Dominion
FOUNDED: July 1st, 1946
LICENSEE: Telegram Printing and Publishing Co.
OWNER: Telegram Printing and Publishing Co.
OPERATOR: Telegram Printing and Publishing Co.
NEWSPAPER AFFILIATION: Telegram & Observer
GENERAL MANAGER: A. Gauthier
COMMERCIAL MANAGER: Emile Rozand
PRODUCTION MANAGER: J. L. Gauthier
CHIEF ENGINEER: S. C. Cusack
CONTINUITY EDITOR: Murray Bradshaw
PROMOTION MANAGER: Jeanne Brault
SPORTS EDITOR: J. L. Gauthier
FARM EDITOR: George McDougall
NEWS SERVICE: CBC

TRANSCRIPTION SERVICES: Thesaurus
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: 6:55 a.m. to 12 midnight
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 3 Marquette St., Sherbrooke, Que.
STUDIO PHONE: 2071-2072
TRANSMITTER ADDRESS: King St. E., Sherbrooke, Que.
TRANSMITTER PHONE: 3818
BASE RATE: \$40

*(Also sold in combination with CHLT, Sherbrooke
—at \$85 base rate)*

Sorel — CJSO

FREQUENCY: 1400 kcs.
POWER (day): 250 watts
(night): 250 watts
Channel: One
Modulation: A.M.

TIME ZONE: Eastern
REPRESENTATIVE—Canada: Radio Representatives Ltd.
NETWORK AFFILIATION: None
FOUNDED: Jan., 1945

LICENSEE: Radio Richelieu Ltée.
OWNER: Radio Richelieu Ltée.
OPERATOR: Gaston Ostiguy
STATION MANAGER: Gérard Boulay
COMMERCIAL MANAGER: Henri Provost
PRODUCTION MANAGER: Jacques Tremblay
CHIEF ENGINEER: J. A. Villeneuve
CONTINUITY EDITOR: Wilfrid Mondoux
PROMOTION MANAGER: Raymond Dubé
SPORTS EDITOR: Maurice Bérubé
FARM EDITOR: U. Phaneuf
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: World; Sesac
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: 7 a.m. to 11:00 p.m.
MEMBER B.B.M.: No
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 72 du Roi, Sorel, Que.
STUDIO PHONE: 540
TRANSMITTER ADDRESS: National Highway, Grande Rivière,
Que.
TRANSMITTER PHONE: 626
BASE RATE: \$40

Trois Rivières — CHLN

FREQUENCY: 550 kcs.
POWER (day): 1000 watts
(night): 1000 watts
Channel: Cleared

TIME ZONE: Eastern
REPRESENTATIVE—Canada: Jos. A. Hardy & Co.
NETWORK AFFILIATION: None
FOUNDED: Oct. 17, 1937
LICENSEE: Le Nouvelliste Ltée
OWNER: Le Nouvelliste Ltée
OPERATOR: Le Nouvelliste Ltée.
NEWSPAPER AFFILIATION: Le Nouvelliste
STATION MANAGER: Léon Trépanier

(continued)

QUEBEC

Trois Rivieres — CHLN (Cont.)

PRODUCTION MANAGER: Charles Couture
CHIEF ENGINEER: Léon Trépanier
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: W.B.S.; U.T.S.
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and 33½ r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7:30 a.m. to 11 p.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: Chateau De Blois Hotel, Trois Rivieres, Que.
TRANSMITTER ADDRESS: Three miles from studio, on Montreal Highway
BASE RATE: \$50

Val d'Or — CKVD

FREQUENCY: 1230 kcs.
POWER (day): 100 watts
(night): 100 watts
TIME ZONE: Eastern
REPRESENTATIVE—Canada: National Broadcast Sales (Toronto and Montreal)
U.S.A.: Weed and Company
NETWORK AFFILIATION: CBC French
FOUNDED: 1938
LICENSEE: Radio Rouyn Abitibi Ltd.
OWNER: Hector Authier
OPERATOR: Hector Authier
NEWSPAPER AFFILIATION: None
STATION MANAGER: Jack R. Linklater

(See CKRN, Rouyn, Que., for further details)

Verdun — CKVL

FREQUENCY: 990 kcs.
POWER (day only): 1000 watts
TIME ZONE: Eastern
REPRESENTATIVE—Canada: Horace N. Stovin & Co. (Toronto and Winnipeg)
FOUNDED: 1946
TIME ZONE: Eastern
LICENSEE: Jack Tietolman
OWNER: Jack Tietolman
OPERATOR: Jack Tietolman
NEWSPAPER AFFILIATION: None
GENERAL MANAGER: Jack Tietolman
STATION MANAGER: Corey Thompson
TRANSCRIPTION SERVICES: Lang-Worth; U.T.S.
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and 33½ r.p.m.
REMOTE FACILITIES: Modern equipment available
OPERATING SCHEDULE: 24 hours daily
STUDIO ADDRESS: 211 Gordon Ave., Verdun, Que.
TRANSMITTER ADDRESS: Laprairie, Que.
BASE RATE: \$90

FREQUENCY MODULATION LICENSES

Montreal — CFCM

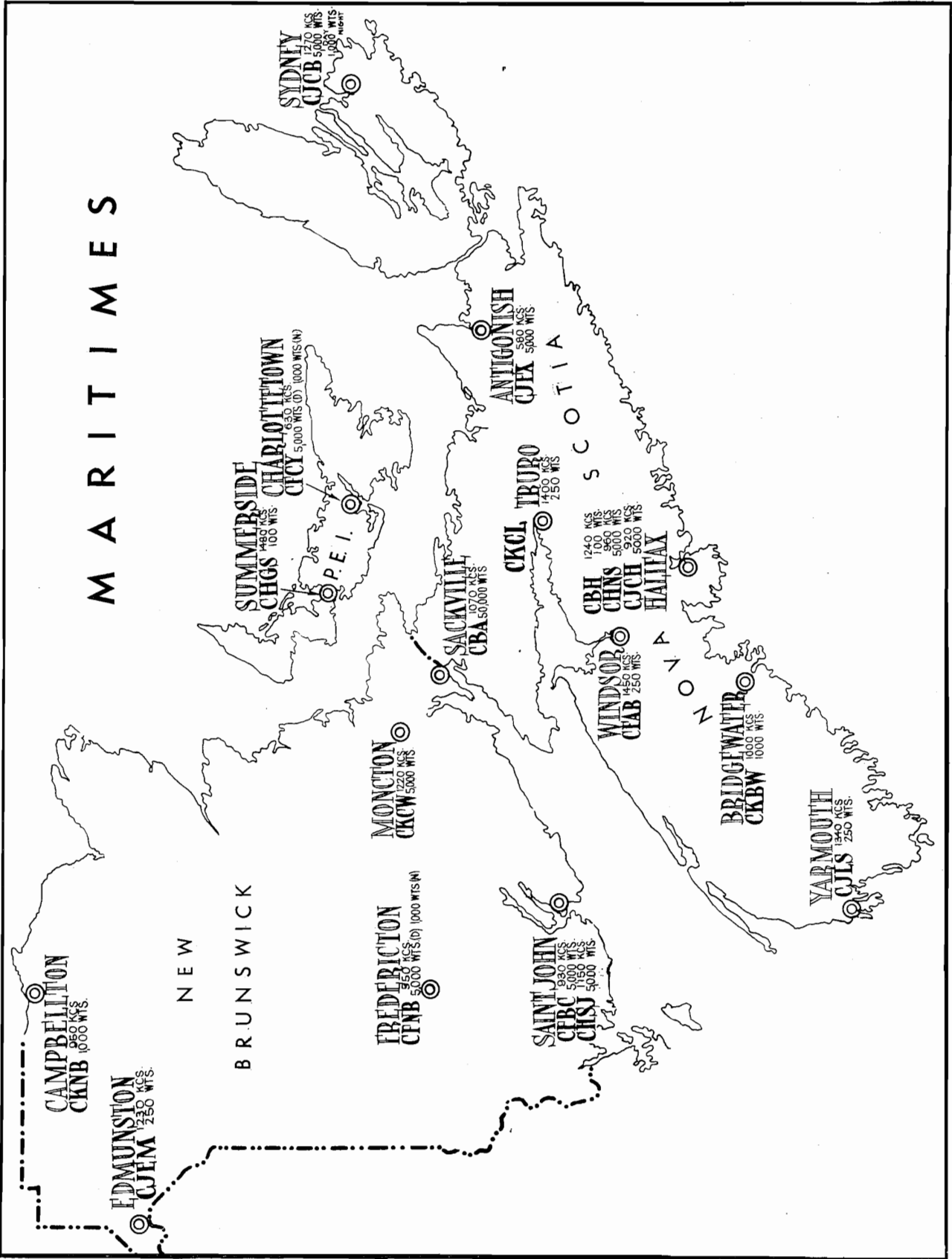
FREQUENCY: 106.5 mcs.
POWER (day): 3000 watts
(night): 3000 watts
Modulation: FM
TIME ZONE: Eastern
NETWORK AFFILIATION: CBC Dominion, ABC
FOUNDED: 1947
LICENSEE: Canadian Marconi Co.
OWNER: Canadian Marconi Co.
OPERATOR: Canadian Marconi Co.
NEWSPAPER AFFILIATION: None
TRANSMITTER ADDRESS: Sun Life Bldg., Montreal
TRANSMITTER PHONE: PLateau 2577

Montreal — VE9CB

FREQUENCY: 98.1 mcs.
POWER (day): 250 watts
(night): 250 watts
Increase Pending to 3000 watts
Date of increase: 1947 or 1948
Channel: No. 251
Modulation: FM
TIME ZONE: Eastern
REPRESENTATIVE—Canada: CBC Commercial Division, Montreal
NETWORK AFFILIATION: CBC Trans-Canada
FOUNDED: March 13, 1946
LICENSEE: Canadian Broadcasting Corporation
OWNER: Canadian Broadcasting Corporation
CHIEF ENGINEER: E. D. Roberts
NEWS SERVICES: CP, BUP, Reuters
OPERATING SCHEDULE: Week days, 6 a.m. to 12 midnight;
Sundays, 9 a.m. to 12 midnight
STUDIO ADDRESS: 1231 St. Catherine St. W., Montreal
STUDIO PHONE: PLateau 7161

Montreal — VE9FD

FREQUENCY: 100.7 mcs.
POWER (day): 250 watts
(night): 250 watts
Increase Pending to 3000 watts
Date of increase: 1947 or 1948
Channel: No. 264
Modulation: FM
TIME ZONE: Eastern
REPRESENTATIVE—Canada: CBC Commercial Division, Montreal
NETWORK AFFILIATION: CBC Trans-Canada, CBC French, NBC, ABC
FOUNDED: Nov. 1, 1946
LICENSEE: Canadian Broadcasting Corporation
NEWSPAPER AFFILIATION: None
CHIEF ENGINEER: E. D. Roberts
NEWS SERVICES: CP, BUP, Reuters
OPERATING SCHEDULE: Week days, 7 a.m. to 12 midnight;
Sundays, 9 a.m. to 12 midnight
STUDIO ADDRESS: 1231 St. Catherine St. W., Montreal
STUDIO PHONE: PLateau 7161



NEW BRUNSWICK

THE MARKET

HOUSEHOLDS	% RADIO	RADIO HOMES
95,190	66.0	62,770

POPULATION

	1941	Change	% of Dominion
1931	408,219		3.9
1941	457,401	+49,182	4.0
1951 (est.)	529,000	+71,599	
1961 (est.)	191,000	+62,000	
1971 (est.)	645,000	+54,000	

PRINCIPAL URBAN CENTRES

	1941 Census	1946 City Estimate
Saint John (City)	51,741	56,000
Moncton (City)	22,763	27,000
Fredericton (City)	10,062	15,000

DISTRIBUTION OF POPULATION

	1941 Census	% of Dominion
Urban	143,423	2.3
Rural	313,978	6.0
Farm	163,706	5.2
Non-Farm	150,272	7.2

POPULATION BY AGE GROUPS 1941

Age Groups	Number	Per Cent
0-10	97,970	22
10-20	96,265	21
20-40	134,851	29
40-60	81,568	18
60 and over	46,747	10

RACIAL ORIGIN 1941

	Number	Per Cent
British Isles	276,758	61
French	163,934	36

LANGUAGE 1941

	Number	Per Cent
English only	291,023	64
French only	82,381	18
Both English and French	83,660	18
Neither English nor French	337	...

HOUSEHOLDS, FAMILIES AND DWELLINGS 1941

	Total	Average No. of Persons	Average Av. Dominion
No. of Households	94,599	4.84	4.25
No. of Families	93,479	4.32	3.94
No. of Dwellings	95,625	4.93	4.42

GAINFULLY OCCUPIED BY OCCUPATIONS GROUP 1941

	Total	Per Cent	Male	Female
All Occupations	161,252	100	133,505	27,747
Agriculture	44,515	28	43,864	651
Service	26,295	16	8,919	17,376
Other Primary	19,669	12	19,645	24
Manufacturing	15,846	10	13,867	1,979
Labourers	13,245	8	12,958	287
Transportation and Communication	13,226	8	12,789	437
Trade and Finance	12,160	8	9,061	3,099
Clerical	8,493	5	4,630	3,813
Construction	6,882	4	6,865	17
Other Occupations	921	1	857	64

WAGE AND SALARY EARNERS 1941

	Total	Per Cent	Male	Female
Total	92,467	100	70,108	22,359
Less than \$450	42,029	46	27,264	14,765
\$450-\$949	28,755	31	22,594	6,161
\$950-\$1949	17,755	19	16,367	1,388
\$1950-\$2949	2,859	3	2,281	38
\$2950 and over	1,069	1	1,062	7

FARM CASH RECEIPTS 1946

	Cash Receipts	Average Per Farm	Average Per Farm Dominion
Number of Farms	31,889		
Total	\$34,667	\$1,087	\$2,377.92
Grain	461	15	716.32
Livestock	9,389	294	783.62
Other Sources	24,817	778	877.98
Cultivated Acreage	1,235,431	39 Acres	126 Acres

MANUFACTURING 1944

	No. Est.	Empl.	Sal. & Wages	Gross Val. of Prod.	% Prov.
All Industries	937	23,164	\$32,345,080	\$152,106,577	100
Pulp and Paper	6	3,185	6,111,151	34,459,836	23
Sawmills	388	3,221	2,884,582	13,826,290	9
Shipbuilding and Repairs	4	1,851	4,137,598	9,614,520	6
Fish Curing and Packing	127	1,714	1,292,690	8,948,124	6
Foods, Misc.	10	391	522,911	8,037,400	5
Bread and Other Bakery Products	82	1,288	1,456,295	6,019,710	4
Slaughtering and Meat Packing	3	386	512,501	4,714,853	3
Others	317	11,128	15,427,352	66,485,844	44

MINERALS

Preliminary 1946

	Quantity	Production
Metals
Non-Metals	\$ 4,409,064
Total	\$ 4,409,064
	(1945)	\$ 4,182,100

FISHERIES

Value of Products 1944	\$11,968,692
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FORESTRY

Value of Products 1943	\$25,218,732
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CONSTRUCTION 1945

Total Value of Work Performed	\$14,373,424
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RETAIL SALES

	No. Stores	Sales \$000 1945	Per Capita Sales N. B.	Per Capita Sales Dominion
Total Sales	4,988	\$ 141,986	\$310.42	\$378.90
Food Group	2,321	31,123	68.04	91.62
General Merchandise Group	154	28,071	61.37	59.64
Automotive Group	529	22,306	48.77	35.01
Country General Stores Group	596	14,980	32.75	29.27
Apparel Group	329	11,160	24.40	35.97
Building Materials Group	97	3,706	8.09	23.22
Furn. Household and Radio Group	78	3,564	7.79	10.19
Restaurant Group	284	3,521	7.70	17.37
Other Retail Stores Group	600	23,555	51.51	76.61

PROVINCIAL GOVERNMENT REVENUE AND EXPENDITURES

	Revenue	Expenditures
1946	\$18,723,593	\$16,436,478
1947	20,908,962	18,047,622 (Budget Estimate)

STANDARD OF LIVING

	Total	No. Persons per Unit Prov.	Dom.
1944 Electric Meters	58,860	7.8	6.4
1945 Telephones	45,621	10.0	6.6
1945 Automobile Registrations	28,794	15.9	10.5
1946 Family Allowances Paid	\$11,211,787	% Dom.	4.7

NEW BRUNSWICK

STATIONS

Campbellton — CKNB

FREQUENCY: 950 kcs.
POWER (day): 1000 watts
(night): 1000 watts
FM Application: Yes
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: All-Canada Radio Facilities Ltd.
U.S.A.: Weed and Company
NETWORK AFFILIATION: CBC Dominion
FOUNDED: Dec. 27, 1939
LICENSEE: Restigouche Broadcasting Co. Ltd.
OWNER: Restigouche Broadcasting Co. Ltd.
OPERATOR: Restigouche Broadcasting Co. Ltd.
NEWSPAPER AFFILIATION: None
STATION MANAGER: Stan Chapman
COMMERCIAL MANAGER: Stan Chapman
PRODUCTION MANAGER: Stan Chapman
CHIEF ENGINEER: L. P. Paquet
PROMOTION MANAGER: Stan Chapman
NEWS SERVICE: None
TRANSCRIPTION SERVICES: None
TRANSCRIPTION FACILITIES: Lateral; 78 and 33½ r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7:55 a.m. to 12:15 a.m.;
Sundays, 9 a.m. to 12:15 a.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: Bank of Nova Scotia Bldg., Campbellton, N.B.
STUDIO PHONE: 8
TRANSMITTER ADDRESS: Maple Green, N.B.
BASE RATE: \$45

Edmundston — CJEM

FREQUENCY: 1230 kcs.
POWER (day): 250 watts
(night): 250 watts
Increase pending to 1000 watts
Modulation: A
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: Horace N. Stovin & Co.
(Toronto and Montreal)
U.S.A.: Adam J. Young, Jr., Inc.
NETWORK AFFILIATION: CBC French
FOUNDED: December 12, 1944
LICENSEE: Edmundston Radio Ltd.
NEWSPAPER AFFILIATION: None
STATION MANAGER: R. W. Leclair
COMMERCIAL MANAGER: F. A. Jean
PRODUCTION MANAGER: Maurice Lacasse
CHIEF ENGINEER: Cyrille Fournier
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: World
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
33½ r.p.m.
REMOTE FACILITIES: Anywhere lines available
OPERATING SCHEDULE: 7 a.m. to 12 midnight
MEMBER B.B.M.: Yes
MEMBER C.A.B.: No
STUDIO ADDRESS: 99 Canada Road (P.O. 812), Edmundston, N.B.
STUDIO PHONE: 296
TRANSMITTER ADDRESS: Iroquois, N.B.
TRANSMITTER PHONE: 605
BASE RATE: \$40

Fredericton — CFNB

POWER (day): 5000 watts
(night): 1000 watts
Channel: Shared
Modulation: 100%
FM Application: Yes
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: All-Canada Radio Facilities Ltd.
U.S.A.: Weed and Company
NETWORK AFFILIATION: CBC Trans-Canada
FOUNDED: 1923
LICENSEE: James S. Neill and Sons Ltd.
OWNER: James S. Neill and Sons Ltd.
OPERATOR: James S. Neill and Sons Ltd.
NEWSPAPER AFFILIATION: None
STATION MANAGER: D. Malcolm Neill
COMMERCIAL MANAGER: D. Malcolm Neill
PRODUCTION MANAGER: C. Austin Moore
CHIEF ENGINEER: Glenn D. Love
NEWS EDITOR: D. R. Wickett
SPORTS EDITOR: "Pop" Donovan
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: NBC Thesaurus, M. M. Cole
TRANSCRIPTION FACILITIES: Vertical and Lateral; 78 and
33 1/3 r.p.m.
REMOTE FACILITIES: N. E. Co. 22D14 channel; complete P.A.
System
OPERATING SCHEDULE: Week days, 6:30 a.m. to 12:15 a.m.;
Sundays, 9:00 a.m. to 12:15 a.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: York Street, Fredericton, N.B.
STUDIO PHONE: 1255; 209
TRANSMITTER ADDRESS: New Maryland, N.B.
TRANSMITTER PHONE: 1905
BASE RATE: \$60

Moncton — CKCW

FREQUENCY: 1220 kcs.
POWER (day): 5000 watts
(night): 5000 watts
FM Application: No
TIME ZONE: Eastern
REPRESENTATIVE—Canada: Horace N. Stovin (Toronto)
U.S.A.: Jos. Hershey McGillvra
NETWORK AFFILIATION: CBC Dominion
FOUNDED: 1934
LICENSEE: Moncton Broadcasting Limited
OWNER: Moncton Broadcasting Ltd.
OPERATOR: Fred A. Lynds
NEWSPAPER AFFILIATION: None
STATION MANAGER: Fred A. Lynds
COMMERCIAL MANAGER: Clair Chambers
PRODUCTION MANAGER: H. Button
CHIEF ENGINEER: A. J. White
PROMOTION MANAGER: A. T. Parkes
NEWS EDITOR: Don Swift
SPORTS EDITOR: Berk Brean
NEWS SERVICE: BUP
TRANSCRIPTION SERVICES: World, Lang-Worth, UTS

(continued)

NEW BRUNSWICK

Moncton — CKCK (Cont.)

TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and 33½ r.p.m.
REMOTE FACILITIES: All churches, most public halls, theatres
OPERATING SCHEDULE: Week days, 7 a.m. to 12:15 a.m.;
Sundays, 9 a.m. to 12:15 a.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: K. of C. Bldg., Moncton, N.B.
STUDIO PHONE: 9111
TRANSMITTER ADDRESS: Cherryfield, N.B.
TRANSMITTER PHONE: 6932
BASE RATE: \$60

Sackville — CBA

FREQUENCY: 1070 kcs.
POWER (day): 50,000 watts
(night): 50,000 watts
Channel: Clear
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: CBC Commercial Division, Toronto
NETWORK AFFILIATION: CBC Trans-Canada
FOUNDED: 1939
LICENSEE: Canadian Broadcasting Corporation
OWNER: Canadian Broadcasting Corporation
OPERATOR: Canadian Broadcasting Corporation
NEWSPAPER AFFILIATION: None
STATION MANAGER: W. E. S. Briggs, Halifax, N.S.
COMMERCIAL MANAGER: E. A. Weir, Toronto, Ont.
PRODUCTION MANAGER: W. E. S. Briggs, Halifax, N.S.
CHIEF ENGINEER: H. M. SMITH
NEWS EDITOR: Mrs. M. MacDonald, Halifax, N.S.
FARM EDITOR: Keith Morrow, Halifax, N.S.
NEWS SERVICES: CP, BUP, Reuters
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7:30 a.m. to 12 midnight;
Sundays, 9 a.m. to 12 midnight
MEMBER B.B.M.: Yes
MEMBER C.A.B.: No
STUDIO ADDRESS: 100 Sackville St., Halifax, N.S.
STUDIO PHONE: 3-6188
TRANSMITTER ADDRESS: Sackville, N.B.
BASE RATE: \$150

Saint John — CFBC

FREQUENCY: 930 kcs.
POWER (day): 5000 watts
(night): 5000 watts
Channel: Regional
Modulation: 100%
FM Application: Yes
TIME ZONE: Atlantic

REPRESENTATIVE—Canada: All-Canada Radio Facilities Ltd.
U.S.A.: Weed and Co.

NETWORK AFFILIATION: CBC Dominion
FOUNDED: 1946
LICENSEE: Fundy Broadcasting Co. Ltd.
OWNER: Fundy Broadcasting Co. Ltd.
OPERATOR: Fundy Broadcasting Co. Ltd.
NEWSPAPER AFFILIATION: None
STATION MANAGER: Norman Botterill
COMMERCIAL MANAGER: J. W. S. McQuarrie
CHIEF ENGINEER: Harold M. Stout
NEWS EDITOR: P. A. Tweedie
SPORTS EDITOR: Bill McCafferty
NEWS SERVICE: BUP
TRANSCRIPTION SERVICES: NBC Thesaurus, M. M. Cole
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: 7 a.m. to 12:15 a.m. daily; 8 a.m. to 12:15 a.m. Sunday

MEMBER B.B.M.: No
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 4 Carleton Street, Saint John, N.B.
STUDIO PHONE: 3-2421
TRANSMITTER ADDRESS: Same
BASE RATE: \$60

AM
5000 WATTS

CHSJ

SAINT JOHN, N.B.

Serving the Maritimes' richest market with 5000 watts non-directional daytime and 5000 watts directional night.

"The Maritimes' Pioneer F M Station"

FM
250 WATTS

Represented by
H. N. STOVIN & Co. — Canada
ADAM J. YOUNG JR. INC. — U.S.A.

NEW BRUNSWICK

Saint John — CHSJ

FREQUENCY: 1150 kcs.
 POWER (day): 5000 watts
 (night): 5000 watts
 TIME ZONE: Atlantic
 REPRESENTATIVE—Canada: Horace N. Stovin & Co.
 U.S.A.: Adam J. Young, Jr., Inc.
 NETWORK AFFILIATION: CBC Trans-Canada
 FOUNDED: 1934
 LICENSEE: N.B. Broadcasting Co., Ltd.
 NEWSPAPER AFFILIATION: Telegraph-Journal and Evening
 Times-Globe
 STATION MANAGER: George A. Cromwell
 COMMERCIAL MANAGER: George A. Cromwell
 PRODUCTION MANAGER: Cleve G. Stillwell
 CHIEF ENGINEER: J. G. Bishop
 SPORTS EDITOR: Fred Blizzard
 FARM EDITOR: L. C. Rudolf
 NEWS SERVICE: Press News
 TRANSCRIPTION SERVICES: World Broadcasting System, Lang-
 Worth, Associated, Standard, U.T.S.
 TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
 33½ r.p.m.
 REMOTE FACILITIES: Two units: Western Electric 22D; com-
 posite unit, duo channel
 OPERATING SCHEDULE: 6:00 a.m. to 12:15 a.m.
 MEMBER B.B.M.: Yes
 MEMBER C.A.B.: Yes
 STUDIO ADDRESS: 14 Church Street, Saint John, N.B.
 STUDIO PHONE: 3-3304
 TRANSMITTER ADDRESS: Coldbrook, N.B.
 TRANSMITTER PHONE: 3-3797
 BASE RATE: \$60

FREQUENCY MODULATION LICENSES

Saint John — CHSJ

FREQUENCY: 100.5 mcs.
 POWER (day): 250 watts
 (night): 250 watts
 Modulation: FM
 TIME ZONE: Atlantic
 NETWORK AFFILIATION: CBC Trans-Canada
 FOUNDED: May 13th, 1947
 LICENSEE: New Brunswick Broadcasting Company Limited
 OWNER: New Brunswick Broadcasting Company Limited
 OPERATOR: New Brunswick Broadcasting Company Limited
 NEWSPAPER AFFILIATION: The Telegraph-Journal and
 The Evening Times-Globe
 STATION MANAGER: George A. Cromwell
 COMMERCIAL MANAGER: George A. Cromwell
 PRODUCTION MANAGER: Cleve G. Stillwell
 CHIEF ENGINEER: J. G. Bishop
 NEWS SERVICE: Press News
 REMOTE FACILITIES: Yes
 At the present time, CHSJ's FM Station Broadcasts
 its regular AM programs
 OPERATING SCHEDULE: Not available
 MEMBER B.B.M.: Yes
 MEMBER C.A.B.: Yes
 STUDIO ADDRESS: 14 Church St., Saint John, N.B.
 STUDIO PHONE: 3-3304
 TRANSMITTER ADDRESS: Admiral Beatty Hotel, Saint John
 N.B.
 TRANSMITTER PHONE: 3-3304

NATIONAL RADIO ADVERTISING IN 1946

**ON PRIVATE
STATIONS
\$9,350,592**

**ON THE
CBC
\$1,786,000**

**TOTAL ALL
STATIONS
\$11,136,592**

(Local advertising not recorded)

Total advertising, all media, placed through Advertising Agencies in 1946: \$52,169,461 (1945: \$43,696,376).

Total advertising, all media, national, local, through agencies and otherwise, estimated at more than \$100,000,000 during 1946.

Seventeen advertising agencies reported annual billings of more than \$1,000,000 during 1946.

NOVA SCOTIA

THE MARKET

HOUSEHOLDS	% RADIO	RADIO HOMES
135,890	73.7	100,120

POPULATION

	1941	Change	% of Dominion
1931	512,846		4.9
1941	577,962	+65,116	5.0
1951 (est.)	643,000	+65,038	
1961 (est.)	691,000	+48,000	
1971 (est.)	726,000	+35,000	

PRINCIPAL URBAN CENTRES

	1941 Census	1946 City Estimate
Halifax (City)	70,488	97,568
Sydney (City)	28,305	31,000

DISTRIBUTION OF POPULATION

	1941 Census	% of Dominion
Urban	267,540	4.3
Rural	310,422	5.9
Farm	143,709	4.5
Non-Farm	166,713	8.0

POPULATION BY AGE GROUPS 1941

Age Groups	Number	Per Cent
0-10	113,454	20
10-20	111,807	19
20-40	179,003	31
40-60	106,924	18
60 and over	66,774	12

RACIAL ORIGIN 1941

	Number	Per Cent
British Isles	445,178	77
French	66,260	11

LANGUAGE 1941

	Number	Per Cent
English only	530,467	92
French only	6,800	1
Both English and French	40,253	7
Neither English nor French	442	...

HOUSEHOLDS, FAMILIES AND DWELLINGS 1941

	Total	Average No. of Persons	Av. Dominion
No. of Households	128,641	4.49	4.25
No. of Families	123,561	4.04	3.94
No. of Dwellings	128,236	4.65	4.42

GAINFULLY OCCUPIED BY OCCUPATIONS GROUP 1941

	Total	Per Cent	Male	Female
All Occupations	210,830	100	173,344	37,486
Agriculture	39,864	19	39,223	641
Service	37,246	18	13,458	23,788
Other Primary	33,909	16	33,876	33
Manufacturing	23,222	11	20,830	2,392
Transportation and Communication	17,850	8	17,195	655
Trade and Finance	17,569	8	13,142	4,427
Labourers	15,809	7	15,373	436
Construction	12,481	6	12,467	14
Clerical	11,600	6	6,573	5,027
Other Occupations	1,280	1	1,207	73

WAGE AND SALARY EARNERS 1941

	Total	Per Cent	Male	Female
Total	130,335	100	99,778	30,557
Less than \$450	49,840	38	30,174	19,666
\$450-\$949	40,396	31	31,540	8,856
\$950-\$1949	34,424	27	32,467	1,957
\$1950-\$2949	4,031	3	3,977	54
\$2950 and over	1,644	1	1,620	24

FARM CASH RECEIPTS 1946

	Cash Receipts	Average Per Farm Nova Scotia	Average Per Farm Dominion
Number of Farms		32,977	
Total	\$32,212	\$ 977	\$2,377.92
Grain	140	4	716.32
Livestock	10,195	309	783.62
Other Sources	21,877	664	877.98
Cultivated Acreage	812,403	25 Acres	126 Acres

MANUFACTURING 1944

	No. Est.	Empl.	Sal. & Wages	Gross Val. of Prod.	% Prov.
All Industries	1,281	37,812	\$59,940,411	\$204,421,664	100
Shipbuilding and Repairs	31	8,912	18,110,897	39,044,263	19
Primary Iron and Steel	6	5,752	10,160,736	24,733,729	12
Fish Curing and Packing	168	2,907	2,985,287	20,123,214	10
Sawmills	548	2,699	1,855,408	9,658,323	5
Bread and Other Bakery Products	101	1,580	1,858,904	8,401,773	4
Railway Rolling Stock	3	878	1,612,751	6,777,453	3
Fruit and Veg. Preparations	24	1,096	1,110,819	6,189,739	3
Others	400	13,988	22,245,609	89,493,170	44

MINERALS

Preliminary 1946

	Quantity	Production
Metals		\$ 168,384
Gold oz.	4,579	168,278
Others		106
Non-Metals		35,222,917
Total		\$35,391,301
		(1945) \$32,220,659

FISHERIES

Value of Products 1944	\$ 23,662,855
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FORESTRY

Value of Products 1943	\$ 10,207,903
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CONSTRUCTION 1945

Total Value of Work Performed	\$ 29,324,769
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BUYING POWER

RETAIL SALES

	No. Stores	Sales \$'000 1945 Nova Scotia	Per Capita Sales Dominion	Per Capita Sales
Total Sales	6,790	\$ 230,073	\$398.08	\$378.90
Food Group	3,148	57,058	98.72	91.62
Automotive Group	599	40,401	69.90	35.01
General Merchandise Group	235	35,523	61.46	59.64
Apparel Group	488	19,257	33.32	35.97
Country General Store Group	785	16,933	29.30	29.27
Building Material Group	160	10,123	17.11	23.22
Restaurant Group	437	6,856	11.86	17.37
Furn. Household and Radio Group	121	5,407	9.36	10.19
Other Retail Stores Group	817	38,515	66.65	76.61

PROVINCIAL GOVERNMENT REVENUE AND EXPENDITURES

	Revenue	Expenditures
1945-1946	\$22,546,260	\$19,249,801
1946-1947	22,370,484	21,248,809 (Budget Estimate)

STANDARD OF LIVING

	Total	No. Persons per Unit Prov.	Dom.
1944 Electric Meters	79,904	7.2	6.4
1945 Telephones	69,369	8.3	6.6
1945 Automobile Registrations	40,314	14.3	10.5
1946 Family Allowances Paid	\$13,176,997	% Dom.	5.5

NOVA SCOTIA

STATIONS

Antigonish — CJFX

FREQUENCY: 580 kcs.
POWER (day): 5000 watts
(night): 5000 watts
Channel: Cleared Regional
Modulation: 100%
FM Application: Yes
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: James L. Alexander
U.S.A.: Adam J. Young, Jr., Inc.
FOUNDED: 1943
LICENSEE: Atlantic Broadcasters Limited
OWNER: Atlantic Broadcasters Limited
OPERATOR: Atlantic Broadcasters Limited
NEWSPAPER AFFILIATION: None
STATION MANAGER: J. Clyde Nunn
COMMERCIAL MANAGER: J. Clyde Nunn
PRODUCTION MANAGER: T. C. Robertson
CHIEF ENGINEER: Gordon C. MacDougall
CONTINUITY EDITOR: Ralph J. Ricketts
PROMOTION MANAGER: Ralph J. Ricketts
SPORTS EDITOR: Bill Connolly
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: Lang-Worth, United Transcribed System
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and 33½ r.p.m.
REMOTE FACILITIES: All points served by telephone lines
OPERATING SCHEDULE: Week days, 7:25 a.m. to 12:15 a.m.;
Sundays, 9:00 a.m. to 12:15 a.m.
MEMBER B.B.M.: No
MEMBER C.A.B.: No
STUDIO ADDRESS: Broadcast Building, Antigonish, N.S.
STUDIO PHONE: 66
TRANSMITTER ADDRESS: Post Road, Antigonish County, N.S.
TRANSMITTER PHONE: 66 Transmitter
BASE RATE: \$55

Bridgewater —CKBW

FREQUENCY: 1000 kcs.
POWER (day): 1000 watts
(night): 1000 watts
Channel: 1 B
Modulation: Plate
F.M. Application: No.
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: Not established at press time
FOUNDED: 1947
LICENSEE: Acadia Broadcasting Company Ltd.
OWNER: Acadia Broadcasting Company Ltd.
OPERATOR: Acadia Broadcasting Company Ltd.
STATION MANAGER: John F. Hirtle
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: Two libraries
TRANSCRIPTION FACILITIES: Two RCA Victor portable recorders (Instantaneous)
REMOTE FACILITIES: Two RCA Victor remote amplifiers (Two Channel)
OPERATING SCHEDULE: Week days, 7 a.m. to 12:15 a.m.;
Sundays, 9 a.m. to 12:15 a.m.
MEMBER B.B.M.: No
MEMBER C.A.B.: No
STUDIO ADDRESS: King St., Bridgewater, N.S.
TRANSMITTER ADDRESS: Hebbville, N.S.
BASE RATE: \$45

Halifax — CBH

FREQUENCY: 1240 kcs.
POWER (day): 100 watts
(night): 100 watts
Channel: Local
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: CBC Commercial Division, Toronto
NETWORK AFFILIATION: CBC Trans-Canada
FOUNDED: 1944
LICENSEE: Canadian Broadcasting Corporation
OWNER: Canadian Broadcasting Corporation
OPERATOR: Canadian Broadcasting Corporation
NEWSPAPER AFFILIATION: None
STATION MANAGER: W. E. S. Briggs, Halifax, N.S.
COMMERCIAL MANAGER: E. A. Weir, Toronto, Ont.
PRODUCTION MANAGER: W. E. S. Briggs, Halifax, N.S.
CHIEF ENGINEER: H. M. Smith, Sackville, N.B.,
NEWS EDITOR: Mrs. W. MacDonald
FARM EDITOR: Keith Morrow
NEWS SERVICES: CP, BUP, Reuters
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7:30 a.m. to 12 midnight;
Sundays, 9 a.m. to 12 midnight
MEMBER B.B.M.: Yes
MEMBER C.A.B.: No
STUDIO ADDRESS: 100 Sackville St., Halifax, N.S.
STUDIO PHONE: 3-6188
TRANSMITTER ADDRESS: Sackville, N.B.
BASE RATE: \$40

Halifax — CHNS

FREQUENCY: 960 kcs.
POWER (day): 5000 watts
(night): 5000 watts
Channel: Shared Canadian
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: All-Canada Radio Facilities Ltd.
U.S.A.: Weed and Company
NETWORK AFFILIATION: CBC Dominion Basic
FOUNDED: March 12, 1926
LICENSEE: Maritime Broadcasting Co. Ltd.
OWNER: Maritime Broadcasting Co. Ltd.
OPERATOR: Maritime Broadcasting Co. Ltd.
NEWSPAPER AFFILIATION: Halifax Herald and Mail
MANAGING DIRECTOR: William C. Borrett
STATION MANAGER: Gerald J. Redmond
COMMERCIAL MANAGER: Harry Stephen
NEWS SERVICE: BUP, Press News
TRANSCRIPTION SERVICES: NBC Thesaurus; World;
Lang-Worth; U.T.S.
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and 33½ r.p.m.
REMOTE FACILITIES: Where physical lines exist
OPERATING SCHEDULE: Week days, 7:30 a.m. to 12:15 a.m.;
Sundays, 9 a.m. to 12:15 a.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: Broadcasting House, Halifax, N.S.
TRANSMITTER ADDRESS: Bedford, N.S.
BASE RATE: \$60

NOVA SCOTIA

Halifax — CJCH

FREQUENCY: 920 kcs.
POWER (day): 5000 watts
(night): 5000 watts
Channel: 920 kc. Class IIIA Regional
Modulation: Crystal Control—100% Heising Constant
Current Low Level
FM Application: Yes
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: Horace N. Stovin & Co.
U.S.A.: Joseph Hershey McGillvra, Inc.
NETWORK AFFILIATION: CBC Trans-Canada
FOUNDED: Nov. 14th, 1944
LICENSEE: The Chronicle Company
OWNER: The Chronicle Company
OPERATOR: The Chronicle Company
NEWSPAPER AFFILIATION: Halifax Chronicle and Daily Star
COMMERCIAL MANAGER: H. Girard
PRODUCTION MANAGER: C. Douglas
CHIEF ENGINEER: R. MacWilliams
SPORTS EDITOR: D. Gallivan
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: World and Standard
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
33½ r.p.m.; four Presto turn-
tables with 9A (N.E. Co.)
Reproducers; 2 6N Presto
Recorders
REMOTE FACILITIES: Two 22-D Northern Electric Co. Remote
Control
OPERATING SCHEDULE: Week days, 7 a.m. to 12 midnight;
Sundays, 9 a.m. to 12 midnight
MEMBER C.A.B.: Yes
STUDIO ADDRESS: Lord Nelson Hotel, Halifax, N.S.
STUDIO PHONE: 3-7311; 3-7312; 3-7313
TRANSMITTER ADDRESS: St. Margaret's Bay Rd., Halifax, N.S.
TRANSMITTER PHONE: 3-8700
BASE RATE: \$60

Sydney — CJCB

FREQUENCY: 1270 kcs.
POWER (day): 5000 watts
(night): 1000 watts
Channel: Cleared regional
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: All-Canada Radio Facilities Ltd.
(Toronto and Montreal)
U.S.A.: Weed and Company
NETWORK AFFILIATION: CBC Trans-Canada
FOUNDED: February 14, 1929
LICENSEE: Eastern Broadcasters Ltd.
OWNER: Eastern Broadcasters Ltd.
OPERATOR: Eastern Broadcasters Ltd.
NEWSPAPER AFFILIATION: None
STATION MANAGER: N. Nathanson
PRODUCTION MANAGER: C. J. McDougall
NEWS SERVICE: Press News
TRANSCRIPTION SERVICES: NBC Thesaurus; U.T.S.; Cele

TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
33½ r.p.m.

REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Daily, 8 a.m. to 12 midnight
MEMBER B.B.M.: No
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 318 Charlotte St., Sydney, N.S.
TRANSMITTER ADDRESS: South Bar Road, Cape Breton, N.S.
BASE RATE: \$60

Truro — CKCL

FREQUENCY: 1400 kcs.
POWER (day): 250 watts
(night): 250 watts
Channel: Cleared locally
Modulation: 100%
FM Application: No
TIME ZONE: Atlantic
FOUNDED: March 1st, 1947
LICENSEE: J. A. Manning
OWNER: Truro Broadcasting Co.
OPERATOR: Truro Broadcasting Co.
STATION MANAGER: J. A. Manning
NEWS SERVICE: Press News
TRANSCRIPTION FACILITIES: Lateral and vertical; 78 and 33½
r.p.m.
REMOTE FACILITIES: Wherever physical lines exist
OPERATING SCHEDULE: Week days, 7:30 a.m. to 11 p.m.;
Sundays, 9 a.m. to 11 p.m.
MEMBER B.B.M.: No
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 7 Pleasant St., Truro, N.S.
STUDIO PHONE: 741
TRANSMITTER ADDRESS: Onslow, N.S.
BASE RATE: \$35



NOVA SCOTIA

Windsor — CFAB

FREQUENCY: 1450 kcs.
POWER (day): 250 watts
(night): 250 watts
FM Application: No
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: James L. Alexander, Toronto
U.S.A.: Adam J. Young Jr. Inc., New York
FOUNDED: November 13, 1945
LICENSEE: Avard M. Bishop
OWNER: Avard M. Bishop
OPERATOR: Evangeline Broadcasting Co.
NEWSPAPER AFFILIATION: None
STATION MANAGER: Avard M. Bishop
COMMERCIAL MANAGER: Avard M. Bishop
PRODUCTION MANAGER: Willard A. Bishop
SPORTS EDITOR: Robert Huggins
NEWS SERVICES: Press News
TRANSCRIPTION SERVICES: M. M. Cole, U.T.S.
TRANSCRIPTION FACILITIES: Lateral and Vertical; 78 and
33 1/3 r.p.m.
REMOTE FACILITIES: Where Physical Lines Exist
OPERATING SCHEDULE: 6:55 a.m. to 9.00 p.m. Monday through
Saturday; Sunday, 10:15 a.m. to 8 p.m.
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: Pulsifer Building, Water St., Windsor, N.S.
STUDIO PHONE: 498
TRANSMITTER ADDRESS: Falmouth, N.S.
TRANSMITTER PHONE: 429
BASE RATE: \$30.00

Yarmouth — CJLS

FREQUENCY: 1340 kcs.
POWER (day): 250 watts
(night): 250 watts
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: All-Canada Radio Facilities Ltd.
U.S.A.: Weed and Company
FOUNDED: 1947
LICENSEE: Laurie L. Smith
OWNER: Gateway Broadcasting Co.
OPERATOR: Gateway Broadcasting Co.
NEWSPAPER AFFILIATION: None
STATION MANAGER: Laurie L. Smith
PRODUCTION MANAGER: Ronald C. Fraser
TRANSCRIPTION SERVICES: United; Lang-Worth; All-Canada
TRANSCRIPTION FACILITIES: Presto turntables; 78 and
33 1/3 r.p.m.
REMOTE FACILITIES: Dual channel equipment
OPERATING SCHEDULE: Week days, 8 a.m. to 12 midnight;
Sundays, 9 a.m. to 12 midnight
STUDIO ADDRESS: Radio Building, Main Street, Yarmouth, N.S.
TRANSMITTER ADDRESS: Main St., Yarmouth, N.S.
BASE RATE: \$30

PRINCE EDWARD ISLAND

Charlottetown — CFCY

FREQUENCY: 630 kcs.
POWER (day): 5000 watts
(night): 1000 watts
Increase Pending to 5000 watts full time
Date of increase: Fall, 1947
FM Application: Yes
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: All-Canada Radio Facilities
U.S.A.: Weed and Company
NETWORK AFFILIATION: CBC Dominion
FOUNDED: July, 1924
LICENSEE: Island Radio Broadcasting Co. Ltd
OWNER: Island Radio Broadcasting Co. Ltd.
OPERATOR: Island Radio Broadcasting Co. Ltd.
NEWSPAPER AFFILIATION: None
STATION MANAGER: Keith S. Rogers
PROGRAM MANAGER: Robert F. Large
CHIEF ENGINEER: R. F. Large
CONTINUITY EDITOR: M. E. Large
NEWS EDITOR: A. S. Dickson
SPORTS EDITOR: Bill Brown
NEWS SERVICE: Canadian Press
TRANSCRIPTION SERVICES: World, Standard, Lang - Worth,
Cole Folk Music
TRANSCRIPTION FACILITIES: Vertical and Lateral; 78 and
33 1/3 r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 7:25 a.m. to 12:15 midnight;
Sundays, 8:55 a.m. to 12:15 midnight
MEMBER B.B.M.: Yes
MEMBER C.A.B.: Yes
STUDIO ADDRESS: 85 Kent Street, Charlottetown, P.E.I.

STUDIO PHONE: 741, 742
TRANSMITTER ADDRESS: West Royalty, P.E.I.
TRANSMITTER PHONE: 1303
BASE RATE: \$60

Summerside — CHGS

FREQUENCY: 1480 kcs.
POWER (day): 100 watts
(night): 100 watts
Channel: Regional
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: Radio Representatives Ltd.
NETWORK AFFILIATION: CBC
FOUNDED: 1925
LICENSEE: H. T. Holman, Sr.
PRESIDENT: H. T. Holman, Sr.
OPERATOR: H. T. Holman, Sr.
NEWSPAPER AFFILIATION: None
STATION MANAGER: R. L. Mollison
PRODUCTION MANAGER: A. A. Nicholson
TRANSCRIPTION FACILITIES: Lateral, double turntables;
78 and 33 1/3 r.p.m.
REMOTE FACILITIES: Wherever physical lines exist
OPERATING SCHEDULE: Week days, 7:30 a.m. to 8:30 a.m.;
10 a.m. to 3 p.m.; 4:30 p.m. to 9 p.m.;
Sundays, 11 a.m. to 1 p.m.; 4 p.m.
to 8:15 p.m.
STUDIO ADDRESS: Holman Bldg., Summerside, P.E.I.
TRANSMITTER RATE: Holman Bldg., Summerside, P.E.I.
BASE RATE: \$25

PRINCE EDWARD ISLAND

THE MARKET

HOUSEHOLDS	% RADIO	RADIO HOMES
19,550	62.5	12,230

POPULATION

		Change	% of Dominion
1931	88,038		.8
1941	95,047	+ 7,009	.8
1951 (est.)	106,000	+10,953	
1961 (est.)	116,000	+10,000	
1971 (est.)	124,000	+ 8,000	

PRINCIPAL URBAN CENTRES

	1941 Census
Charlottetown (City)	14,821

DISTRIBUTION OF POPULATION

	1941 Census	% of Dominion
Urban	24,340	.4
Rural	70,707	1.3
Farm	51,067	1.6
Non-Farm	19,640	.9

POPULATION BY AGE GROUPS 1941

Age Groups	Number	Per Cent
0-10	19,183	20
10-20	18,674	20
20-40	26,865	28
40-60	17,911	19
60 and over	12,414	13

RACIAL ORIGIN 1941

	Number	Per Cent
British Isles	78,714	82
French	14,799	16

LANGUAGE 1941

	Number	Per Cent
English only	83,814	88
French only	955	1
Both English and French	10,262	11
Neither English nor French	16	...

HOUSEHOLDS, FAMILIES AND DWELLINGS 1941

	Total	Average No. of Persons	Av. Dominion
No. of Households	20,432	4.65	4.25
No. of Families	19,590	4.19	3.94
No. of Dwellings	20,989	4.70	4.42

GAINFULLY OCCUPIED BY OCCUPATIONS GROUP 1941

	Total	Per Cent	Male	Female
All Occupations	34,926	100	29,714	5,212
Agriculture	17,941	52	17,630	311
Service	5,203	15	1,582	3,621
Trade and Finance	2,267	6	1,763	504
Other Primary	2,138	6	2,131	7
Labourers	1,722	5	1,690	32
Manufacturing	1,721	5	1,573	148
Transportation and Communication	1,528	4	1,446	82
Construction	1,195	3	1,195	...
Clerical	1,027	3	536	491
Other Occupations	184	1	168	16

WAGE AND SALARY EARNERS 1941

	Total	Per Cent	Male	Female
Total	12,573	100	8,635	3,938
Less than \$450	7,672	61	4,721	2,951
\$450-\$949	3,033	24	2,145	887
\$950-\$1949	1,518	12	1,423	95
\$1950-\$2949	262	2	261	1
\$2950 and over	88	1	85	3

FARM CASH RECEIPTS 1946

	Number of Farms	Average Per Farm P.E.I.	Average Per Farm Dominion
Total	12,230		
		Cash Receipts \$000	
Total		\$16,776	\$1,372
Grain		204	17
Livestock		6,529	534
Other Sources		10,043	821
Cultivated Acreage	737,400	60 Acres	126 Acres

MANUFACTURING 1944

	No. Est.	Empl.	Sal. & Wages	Gross Val. of Prod.	% Prov.
All Industries	241	1,786	\$1,694,763	\$10,713,644	100
Fish Curing and Packing	70	506	284,716	2,717,806	25
Butter and Cheese	29	136	137,088	2,019,998	19
Castings, Iron	3	259	489,735	841,813	8
Fruit and Veg. Preparations	8	149	118,949	710,034	7
Sawmills	70	578	53,521	330,234	3
Others	61	578	610,754	4,093,759	38

MINERALS

Preliminary 1946
Not Available

FISHERIES

Value of Products 1944

FORESTRY

Value of Products 1943

CONSTRUCTION 1945

Total Value of Work Performed

BUYING POWER

RETAIL SALES

	No. Stores	Sales \$000 1945	Per Capita Sales P.E.I.	Per Capita Sales Dominion
Total Sales	47,055	\$1,742,409	\$460.02	\$378.90
Country General Stores Group	185	5,422	57.05	29.27
General Merchandising Group	16	3,974	41.81	59.64
Food Group	363	3,651	38.41	91.62
Automotive Group	88	2,573	27.07	35.01
Apparel Group	40	1,681	17.69	35.97
Building Materials Group	17	978	10.28	23.22
Restaurant Group	29	609	6.40	17.37
Furn. Household and Radio Group	11	202	2.12	10.19
Other Retail Stores Group	114	3,148	33.13	76.61

PROVINCIAL GOVERNMENT REVENUE AND EXPENDITURES

	Revenue	Expenditures
1945-1946	\$ 3,257,902	\$ 4,320,802
1947-1948	4,819,095	4,015,179 (Budget Estimate)

STANDARD OF LIVING

	Total	No. Persons per Unit	
		Prov.	Dom.
1944 Electric Meters	6,103	15.6	6.4
1945 Telephones	7,642	12.4	6.6
1945 Automobile Registrations	6,744	14.1	10.5
1946 Family Allowances Paid	\$2,183,638	% Dom.	.9

NEWFOUNDLAND

Corner Brook — VOWN

FREQUENCY: 790 kcs.
POWER (day): 1000 watts
(night): 1000 watts
Modulation: AM Low Level
TIME ZONE: Atlantic
FOUNDED: July 5, 1943
OWNER: Broadcasting Corp. of Newfoundland
OPERATOR: Broadcasting Corp. of Newfoundland
STATION MANAGER: Clifford Hierlihy
CHIEF ENGINEER: Clifford Hierlihy
NEWS EDITOR: Edward Byrne
SPORTS EDITOR: Jimmy Murphy
NEWS SERVICES: Gerald S. Doyle News Bulletin and Reuters
TRANSCRIPTION SERVICES: Lang-Worth and Standard
TRANSCRIPTION FACILITIES: Yes
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 10 a.m. to 2 p.m.;
Sundays, 6 p.m. to 11 p.m.
STUDIO ADDRESS: Glynmill Inn, Corner Brook, Nfld.
STUDIO PHONE: 519
TRANSMITTER ADDRESS: Pine Hill

Gander — VORG

FREQUENCY: 1450 kcs.
POWER (day): 300 watts
(night): 300 watts
TIME ZONE: Atlantic
FOUNDED: 1947

(No further information at press time)

St. John's — VONF

FREQUENCY: 640 kcs.
POWER (day): 10,000 watts
(night): 10,000 watts
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: All-Canada Radio Facilities Ltd.
U.S.A.: Weed and Company
FOUNDED: March 13, 1939
OWNER: Broadcasting Corporation of Newfoundland
OPERATOR: Broadcasting Corporation of Newfoundland
GENERAL MANAGER: W. F. Galgay
ASSISTANT MANAGER: G. D. Halley
NEWS SERVICE: Reuters
TRANSCRIPTION SERVICES: Standard; Associated
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
33½ r.p.m.

REMOTE FACILITIES: Yes

OPERATING SCHEDULE: Week days, 10 a.m. to 2 p.m.; 6 p.m. to
11:30 p.m.; Sundays, 11 a.m. to 2 p.m.;
6 p.m. to 11 p.m.

STUDIO ADDRESS: Newfoundland Hotel, St. John's, Newfoundland

TRANSMITTER ADDRESS: Newfoundland Hotel,
St. John's, Newfoundland

BASE RATE: \$18.50 for ½ hour

St. John's — VOVM

FREQUENCY: 1005 kcs.
POWER (day): 1000 watts
(night): 1000 watts
TIME ZONE: Atlantic
REPRESENTATIVE—Canada: None
FOUNDED: Oct. 19, 1936
OWNER: Colonial Broadcasting System Ltd.
OPERATOR: Colonial Broadcasting System Ltd.
STATION MANAGER: J. L. Butler
COMMERCIAL MANAGER: W. B. Williams
PRODUCTION MANAGER: J. M. Murdoch
NEWS SERVICE: Terra Nova News
TRANSCRIPTION SERVICES: NBC Thesaurus
TRANSCRIPTION FACILITIES: Vertical and lateral; 78 and
33½ r.p.m.
REMOTE FACILITIES: Yes
OPERATING SCHEDULE: Week days, 9:30 a.m. to 10:30 a.m.;
12:45 p.m. to 2 p.m.; 6 p.m. to 10 p.m.;
Sundays, 4:45 p.m. to 6 p.m.
STUDIO ADDRESS: Parade St., St. John's, Newfoundland
TRANSMITTER ADDRESS: Parade St., St. John's, Newfoundland
BASE RATE: \$25

TELEVISION LICENSES

At its September, 1946, meeting in Calgary the CBC Board of Governors announced that it would recommend to the licensing authority at Ottawa that applications for television station licenses be considered, and that the Department of Transport set up technical standards and evolve an allocation plan for frequencies available.

MEMBER STATIONS OF THE CANADIAN ASSOCIATION OF BROADCASTERS

MARITIME REGION (11)

CJCB	Sydney, N.S.
CFCY	Charlottown, P.E.I.
CJCH	Halifax, N.S.
CHNS	Halifax, N.S.
CKCL	Truro, N.S.
CFAB	Windsor, N.S.
CKCW	Moncton, N.B.
CKNB	Campbellton, N.B.
CHSJ	Saint John, N.B.
CFBC	Saint John, N.B.
CFNB	Fredericton, N.B.

QUEBEC REGION (16)

CHNC	New Carlisle
CJBR	Rimouski
CJFP	Riviere Du Loup
CHGB	Ste. Anne de la Pocatiere
CHRC	Quebec
CKCV	Quebec
CHLN	Trois Rivieres
CHEF	Granby
CHLT	Sherbrooke
CKAC	Montreal
CFCF	Montreal
CHLP	Montreal
CKCH	Hull
CKRN	Rouyn
CKVD	Val d'Or
CHAD	Amos

ONTARIO REGION (28)

(SMALLER MARKET GROUP)

CHOV	Pembroke
CKSF	Cornwall
CFJM	Brockville
CJBQ	Belleville
CKDO	Oshawa
CFOR	Orillia
CKTB	St. Catharines
CHVC	Niagara Falls
CKCR	Kitchener
CJCS	Stratford
CFOS	Owen Sound
CFCO	Chatham
CKNX	Wingham
CJIC	Sault Ste. Marie
CFPA	Port Arthur
CKPR	Fort William

(MAJOR MARKET GROUP)

CFRA	Ottawa
CKWS	Kingston
CFRB	Toronto
CKEY	Toronto
CHUM	Toronto
CHML	Hamilton
CKOC	Hamilton
CJKL	Kirkland Lake
CFCH	North Bay
CKGB	Timmins
CFPL	London
CKLW	Windsor

MANITOBA REGION (9)

CKFI	Fort Frances, Ont.
CJRL	Kenora, Ont.
CKSB	St. Boniface, Man.
CKRC	Winnipeg
CKY	Winnipeg
CJOB	Winnipeg ✓
CFAR	Flin Flon
CKX	Brandon
CJGX	Yorkton, Sask.

SASKATCHEWAN REGION (6)

CKBI	Prince Albert
CFQC	Saskatoon
CKRM	Regina
CKCK	Regina
CHAB	Moose Jaw
CJNB	North Battleford

ALBERTA REGION (8)

CHAT	Medicine Hat
CFAC	Calgary
CFCN	Calgary
CJCJ	Calgary
CFRN	Edmonton
CJCA	Edmonton
CJOC	Lethbridge
CFGP	Grande Prairie

BRITISH COLUMBIA REGION (12)

CJAT	Trail
CKOV	Kelowna
CJIB	Vernon
CFJC	Kamloops
CKPG	Prince George
CHWK	Chilliwack
CKNW	New Westminster
CJOR	Vancouver
CKMO	Vancouver
CKWX	Vancouver
CJVI	Victoria
CJAV	Port Alberni

TOTAL STATIONS: 90

TEAMWORK

with the

NETWORKS

Programme transmission facilities used by the Canadian Broadcasting Corporation networks are supplied by the Canadian National Telegraphs and Canadian Pacific Telegraphs.

Other Programme transmission facilities available include:—

Programme transmission loops to Radio Studios.

Transmission facilities from Studios to transmitters.

Pick-up facilities for remote control programmes.

Portable amplifiers and associate apparatus.

Teletype and Morse private line leased wire service.

Your inquiries are invited.

These swift, accurate wire services also bring important communications . . . up-to-the-minute news bulletins flashing "hot off the wire". . . they are part and parcel of the radio system . . . indispensable to the efficiency of Canadian stations and networks.

CANADIAN PACIFIC—CANADIAN NATIONAL
TELEGRAPHS

THE CANADIAN BROADCASTING CORPORATION

The Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman
René Morin, Montreal, Vice-Chairman
Howard B. Chase, Montreal, Que.
Mrs. T. W. Sutherland, Parksville, B.C.
F. J. Crawford, Toronto, Ont.

John J. Bowlen, Calgary, Alta.
Dean Adrien Pouliot, Quebec, Que.
Dr. G. Douglas Steel, Charlottetown, P.E.I.
(One vacancy)
Secretary: Hugh Palmer, 140 Wellington St., Ottawa

Administration and Offices

HEAD OFFICE — 140 WELLINGTON ST., OTTAWA

General Manager: Dr. Augustin Frigon
Assistant General Manager: Donald Manson
Director of Personnel and Administrative Services:
R. P. Landry
Asst. Director of Personnel and Administrative
Services: G. W. Richardson
Treasurer: Harry Bramah

NATIONAL PROGRAM OFFICE — 354 JARVIS ST., TORONTO

Director-General of Programs: Ernest L. Bushnell
General Supervisor of Programs: Charles Jennings
Commercial Manager: E. A. Weir
Assistant Commercial Manager: Walter E. Powell
Director of Station Relations: George R. Young
Acting Manager Broadcast Regulations: George R. Young
Program Director, Trans-Canada Network: Harry J. Boyle
Manager, Dominion Network: H. G. Walker
Manager, Personnel and Administrative Services:
D. Claringbull
Supervising Engineer (Toronto area): H. Hilliard

INTERNATIONAL SERVICE — 1236 CRESCENT ST., MONTREAL

General Supervisor: Ira Dilworth
Senior Engineer: R. D. Cahoon
Press and Information Representative: T. C. Fairley
Manager, Personnel and Administrative Services:
A. D. Monk

ENGINEERING HEADQUARTERS — KEEFER BLDG., 1440 ST. CATHERINE ST. W., MONTREAL

Chief Engineer: Gordon W. Olive
Assistant Chief Engineer: J. A. Ouimet

FRENCH NETWORK HEADQUARTERS — KING'S HALL BLDG., 1231 ST. CATHERINE ST. W., MONTREAL

Director, French Network: Marcel Ouimet
Commercial Manager: Maurice Valiquette
Supervisor of Press and Information Service: Leopold Houlé
Manager, Personnel and Administrative Services:
J. R. Samson
Supervisor of Broadcast Regulations and Station Relations: Maurice Goudrault (1440 St. Catherine St. W., Montreal)

PACIFIC REGION — 701 HORNBY ST., VANCOUVER

Program Director: Kenneth Caple
Regional Engineer: A. E. Ellis
Press and Information Representative: Patrick C. Keatley

PRAIRIE REGION — 300 MANITOBA TELEPHONE BLDG., WINNIPEG

Regional Representative: James R. Finlay
Press and Information Representative: C. E. L'Ami

MARITIME REGION — UNITED SERVICES BLDG., HALIFAX, N.S.

Program Director: W. E. S. Briggs
Regional Engineer (CBA, Sackville, N.B.): H. M. Smith

THE BRITISH BROADCASTING CORPORATION

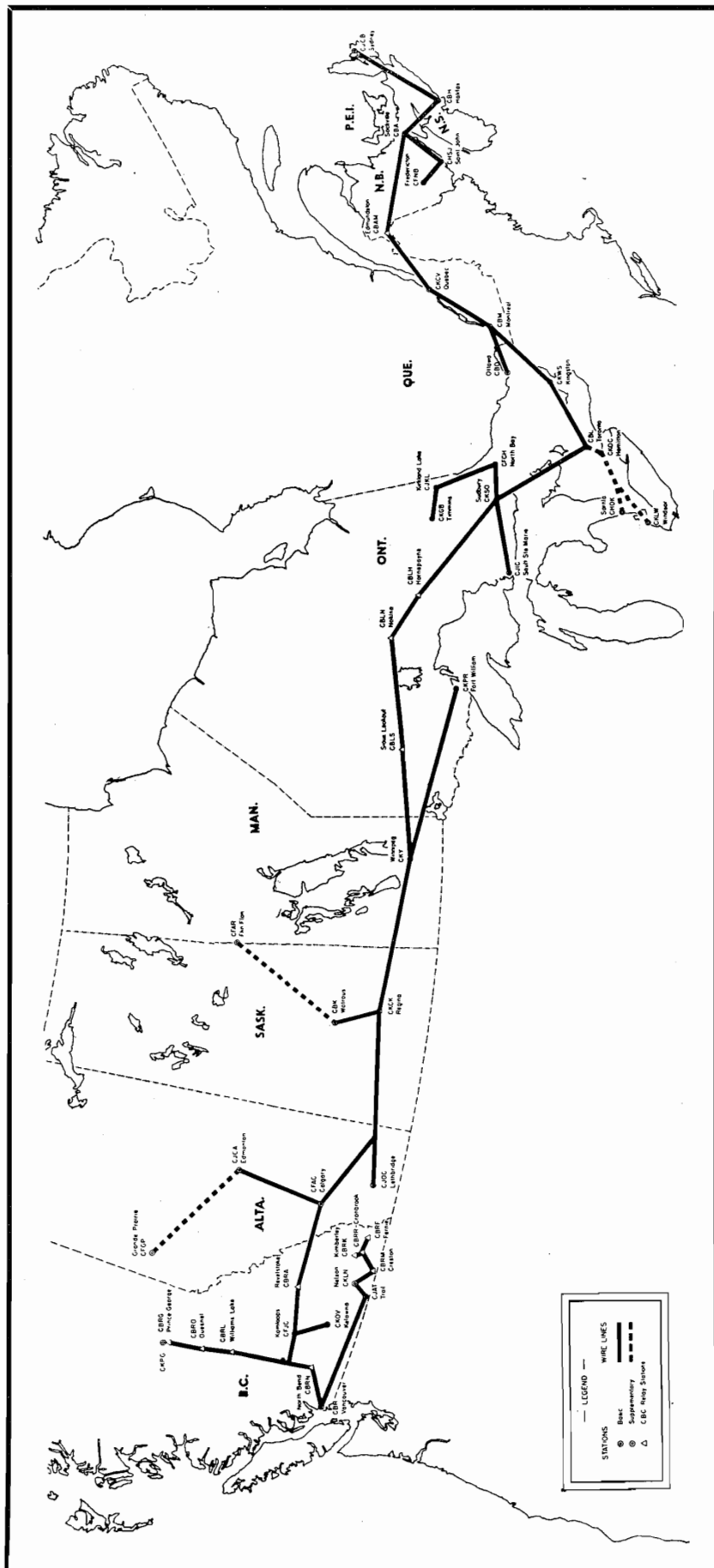
HEAD OFFICE — BROADCASTING HOUSE, W.1, LONDON, ENGLAND

Phone: Welbeck 4468
Director-General: Sir William Haley, K.C.M.G.
Deputy Director-General: Sir Noel Ashbridge
Senior Controller: B. E. Nicolls, C.B.E.
Controller (Overseas Services): J. B. Clark, C.B.E.

Television: M. A. C. Gorham
Chief Engineer: H. Bishop, C.B.E.

CANADIAN OFFICE — 354 JARVIS ST., TORONTO

Phone: Midway 5481
Canadian Representative: Michael Barkway



CBC Trans-Canada Network

CBC TRANS-CANADA NETWORK

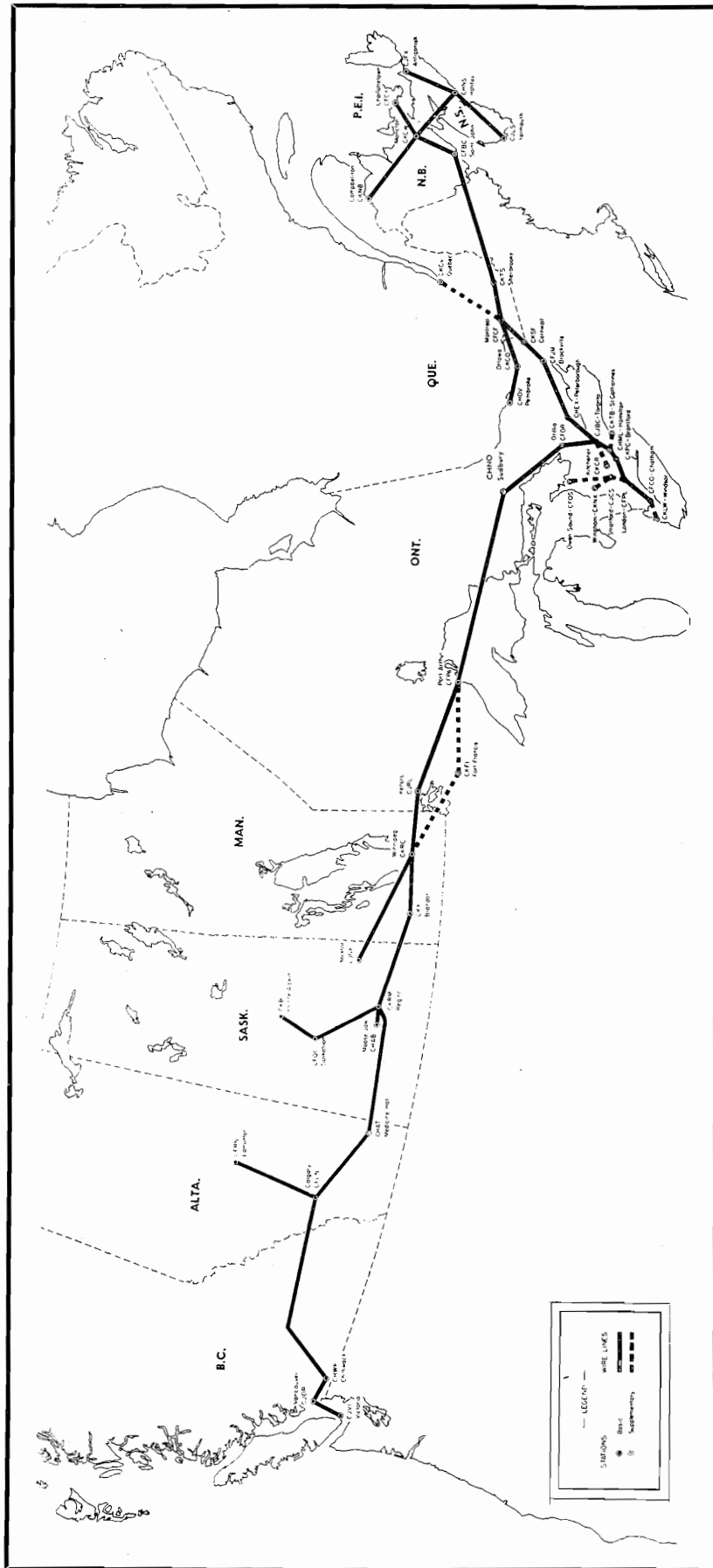
(Twenty-four Basic and Nine Supplementary Stations)

BASIC

Call	Place	Power	Frequency	Time Zone
ATLANTIC REGION				
CJCB	Sydney, N.S.	5000	1270	A
CBH	Halifax, N.S.	100	1240	A
CBA	Sackville, N.B.	50,000	1070	A
CHSJ	Saint John, N.B.	5000	1150	A
CFNB	Fredericton, N.B.	5000	550	A
MID-EASTERN REGION				
CBM	Montreal, Que.	5000	940	E
CBO	Ottawa, Ont.	1000	910	E
CKWS	Kingston, Ont.	5000	960	E
CBL	Toronto, Ont.	50,000	740	E
CKSO	Sudbury, Ont.	5000	790	E
CFCH	North Bay, Ont.	1000	600	E
CJKL	Kirkland Lake, Ont.	5000	560	E
CKGB	Timmins, Ont.	5000	680	E
CJIC	Sault Ste. Marie, Ont.	250	1490	E
CKPR	Fort William, Ont.	1000	580	E
PRAIRIE REGION				
CKY	Winnipeg, Man.	15,000	990	C
CBK	Watrous, Sask.	50,000	540	M
CJCA	Edmonton, Alta.	5000	930	M
CFAC	Calgary, Alta.	5000	960	M
CJOC	Lethbridge, Alta.	5000	1220	M
PACIFIC REGION				
CFJC	Kamloops, B.C.	1000	910	P
CKOV	Kelowna, B.C.	1000	630	P
CJAT	Trail, B.C.	1000	610	P
CBR	Vancouver, B.C.	5000	1130	P

SUPPLEMENTARY

MID-EASTERN REGION				
CKCV	Quebec City, Que.	1000	1280	E
CKOC	Hamilton, Ont.	5000	1150	E
CKLW	Windsor, Ont.	5000	800	E
CHOK	Sarnia, Ont.	5000	1070	E
PRAIRIE REGION				
CFAR	Flin Flon, Man.	250	590	C
CKCK	Regina, Sask.	5000	620	M
CFGP	Grande Prairie, Alta.	1000	1050	P
PACIFIC REGION				
CKLN	Nelson, B.C.	250	1240	P
CKPG	Prince George, B.C.	250	1230	P



CBC Dominion Network

CBC DOMINION NETWORK

Twenty-nine Basic and Fifteen Supplementary Stations)

BASIC

Call	Place	Power	Frequency	Time Zone
ATLANTIC REGION				
CJFX	Antigonish, N.S.	5000	580	A
CHNS	Halifax, N.S.	5000	960	A
CJLS	Yarmouth, N.S.	250	1340	A
CFCY	Charlottetown, P.E.I.	5000	630	A
CKCW	Moncton, N.B.	5000	1220	A
CKNB	Campbellton, N.B.	1000	950	A
MID-EASTERN REGION				
CKTS	Sherbrooke, Que.	250	1240	E
CFCF	Montreal, Que.	5000	600	E
CKCO	Ottawa, Ont.	1000	1310	E
CHOV	Pembroke, Ont.	250	1340	E
CFJM	Brockville, Ont.	250	1450	E
CJBC	Toronto, Ont.	5000	1010	E
CHEX	Peterborough, Ont.	1000	1430	E
CFPL	London, Ont.	5000	1570	E
CFCO	Chatham, Ont.	1000	630	E
CFPA	Port Arthur, Ont.	250	1230	E
PRAIRIE REGION				
CJRL	Kenora, Ont.	1000	1220	C
CKRC	Winnipeg, Man.	5000	630	C
CKX	Brandon, Man.	1000	1150	C
CJGX	Yorkton, Sask.	1000	940	C
CKRM	Regina, Sask.	5000	980	M
CHAB	Moose Jaw, Sask.	5000	800	M
CFQC	Saskatoon, Sask.	5000	600	M
CKBI	Prince Albert, Sask.	5000	900	M
CFCN	Calgary, Alta.	10,000	1010	M
CFRN	Edmonton, Alta.	5000	1260	M
PACIFIC REGION				
CHWK	Chilliwack, B.C.	250	1340	P
CJOR	Vancouver, B.C.	5000	600	P
CJVI	Victoria, B.C.	1000	900	P

SUPPLEMENTARY

ATLANTIC REGION				
CFBC	Saint John, N.B.	5000	930	A
MID-EASTERN REGION				
CKCV	Quebec City, Que.	1000	1280	E
CHML	Hamilton, Ont.	5000	900	E
CKTB	St. Catharines, Ont.	1000	1550	E
CKLW	Windsor, Ont.	5000	800	E
CKPC	Brantford, Ont.	1000	1380	E
CKSF	Cornwall, Ont.	250	1230	E
CKCR	Kitchener, Ont.	250	1490	E
CKNX	Wingham, Ont.	1000	920	E
CJCS	Stratford, Ont.	250	1240	E
CFOR	Orillia, Ont.	250	1450	E
CFOS	Owen Sound, Ont.	1000	1470	E
CHNO	Sudbury, Ont.	1000	1440	E
CKFI	Fort Frances, Ont.	250	1340	C
PRAIRIE REGION				
CHAT	Medicine Hat, Alta.	1000	1270	M

CBC NETWORKS COVER *Canada*



Serving . . .

ALL REGIONS FROM ATLANTIC TO PACIFIC

- extensive national coverage
- intensive regional coverage
- ON THREE NETWORKS
- IN TWO LANGUAGES

Yours through the facilities of the CBC whose networks bring to Canadian homes a variety of daily radio entertainment unsurpassed anywhere. MUSIC . . . DRAMA . . . NEWS . . . SPORTS . . . all the best from the national and international fields assure a sponsor on a CBC network of a large, interested and responsive audience.

CBC DOMINION NETWORK

29 basic and 14 supplementary stations. Intensive coverage of all major markets in all regions.



CBC TRANS-CANADA NETWORK

24 basic and 9 supplementary stations. Comprehensive coverage coast to coast.

CBC FRENCH NETWORK

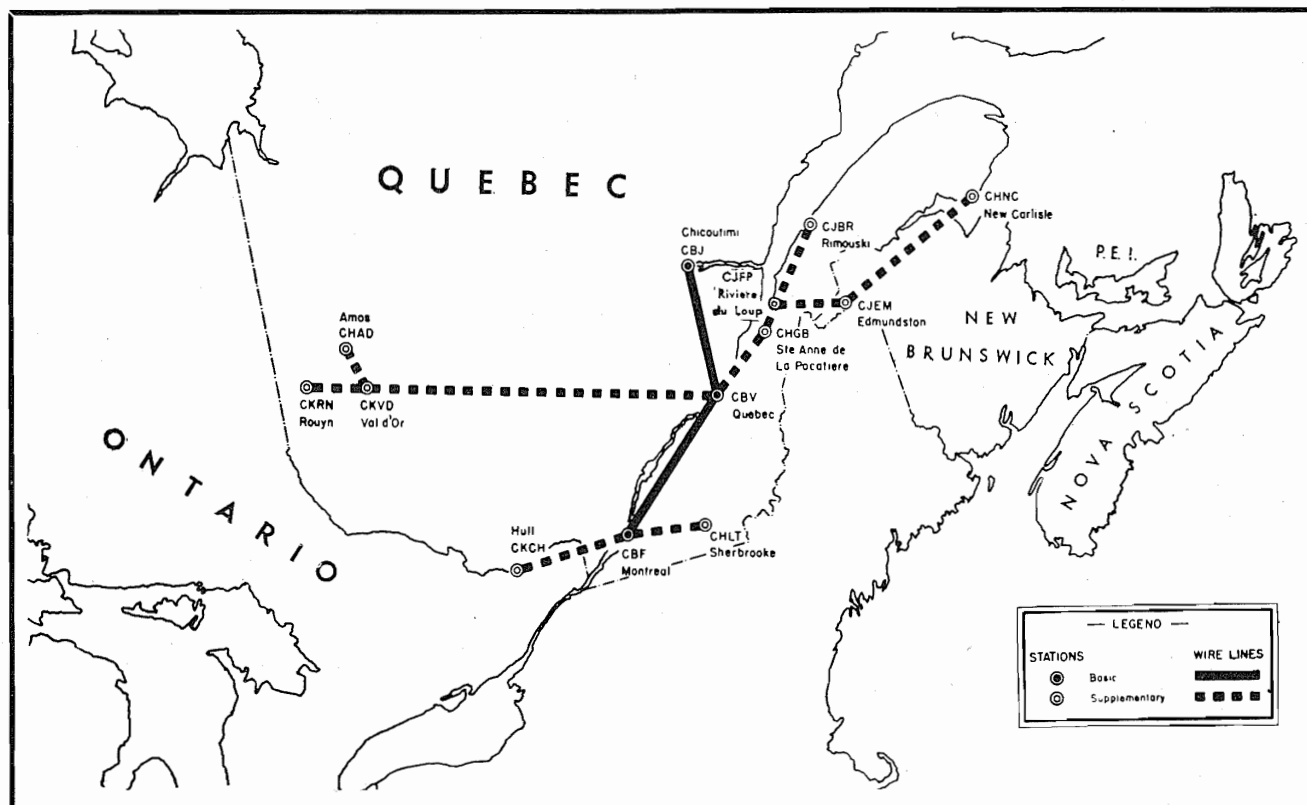
3 basic and 10 supplementary stations. Thorough coverage of French-speaking Canada. Available in conjunction with either Trans-Canada or Dominion network.

**COMMERCIAL
DIVISION**

CANADIAN BROADCASTING CORPORATION

354 JARVIS ST., TORONTO, ONT. 1231 ST. CATHERINE ST. W., MONTREAL, P.Q.

CBC FRENCH NETWORK



(Three Basic and Ten Supplementary Stations)

Call	Place	Power	Frequency	Time Zone
BASIC				
CBF	Montreal, Que.	50,000	690	E
CBV	Quebec, Que.	1000	980	E
CBJ	Chicoutimi, Que.	1000	1580	E

SUPPLEMENTARY

CKCH	Hull, Que.	250	1240	E
CHGB	Ste. Anne de la Pocatiere, Que.	1000	1350	E
CJBR	Rimouski, Que.	5000	900	E
CHNC	New Carlisle, Que.	5000	610	E
CKRN	Rouyn, Que.	250	1400	E
CKVD	Val d'Or, Que.	100	1230	E
CHAD	Amos, Que.	250	1340	E
CHLT	Sherbrooke, Que.	1000	900	E
CJFP	Riviere du Loup, Que.	250	1400	E
CJEM	Edmundston, N.B.	250	1230	A

SUMMARY OF CBC PROGRAM OPERATIONS DURING 1946

TOTAL PROGRAM PRODUCTION

During the calendar year January 1, 1946, to December 31, 1946, a total of 58,797 programs consuming 17,697:55 hours were broadcast over the CBC's Trans-Canada, Dominion and French Networks. Of this figure, 80.9% were non-commercial; the remaining 19.1% represent the total commercial hours.

In 1946, as in previous years, service to listeners has been increased. In comparison to 1945 operations, 635:30 more hours were released on CBC networks.

Contrary to the past trend this increase has developed with commercial as well as non-commercial programs. Non-commercial time was increased by 455:20 hours, with an increase of 180:10 hours of commercial.

The National Network, a combination of the Trans-Canada, Dominion and French Networks, broadcast 0.1% of the year's non-commercial program hours. In 1946, 65.1% of the year's broadcasting was scheduled on the Trans-Canada Network; 7.8% on the Dominion Network; and 27.0% on the French Network.

For the period, Dominion Network operations decreased. A total of 1,368:55 hours was released on the Dominion Network as compared to 1945's operations of 1,395:05 hours, a decrease of approximately 30 hours.

ORIGINATION OF PROGRAMS

Of the hours of broadcasting on the CBC's networks, 85.3% were originated by the CBC; 2.7% were originated by private stations; the remaining 12% consisted of exchange programs from the American networks and the BBC.

As in the past, Montreal originated the greatest number of hours of CBC programs. Of the total, 28.7% came from Montreal; Toronto followed with 17.3%; Vancouver with 14.0%; Halifax with 11.1%; Winnipeg with 8.7%, and Quebec with 1.7%.

EXCHANGE PROGRAMS

An increased number of exchange programs were imported from the United States for this period—a total of 7,971 programs representing 3,015:20 hours of broadcasting. However, in contrast to 1945 a considerably higher number of programs were sent to the American networks, a total of 70, representing 34:45 hours. The Mutual Broadcasting System received 97.2%, representing 33:45 hours.

PROGRAM CLASSIFICATION

Musical programs, as in previous years, occupied a greater portion of the CBC schedule. Of the 56.3%, musical shows, representing 8,053:10 hours, 22.4% were devoted to light music. Following in decreasing order were dance, 10.8%, representing 1,544:20 hours; semi-classical, with 1,382:35 hours; symphony, 209:15 hours; and band, old time, opera and sacred music respectively.

The remaining 6,260:30 hours of broadcasting were devoted to spoken word programs. News broadcasts occupied 2,140:15 hours, with agriculture 901:40; talks-informative 673:30; drama and feature 648:15; educational 444:10; religious 402:10; women's 316:00; children's 243:45; followed by news commentaries, sports résumé, stock quotations, news events, sports events, and prose and poetry in decreasing order.

(continued)

CBC PROGRAM SUMMARY

FRENCH NETWORK PROGRAMS

A total of 4,778:20 hours were released on the French Network exclusively. An additional 827:15 hours were fed to the French Network from either the Trans-Canada or Dominion Network. In keeping with the overall ratio of musical and spoken word programs, musical shows occupied the greater portion of broadcasting on the French Network.

SUBSIDIARY HOOK-UPS

A very slight variance can be noted in the number of hours consumed by subsidiary hookups over the past year. A total of 616:30 hours of broadcasting were presented on private station hookups in 1946, against 627:35 hours during the previous period. Of the total commercial broadcasting, 15.4% was presented on subsidiary hookups. The greater portion of this was devoted to musical programs, consuming 53.2%, with the remaining 46.8% taken up with spoken word programs.

Of the 1,550 programs representing 616:30 hours, 309:20 were devoted to French subsidiary hookups, while the remaining 307:10 hours were broadcast on English subsidiary hookups.

GENERAL SUMMARY OF CBC PROGRAMS DURING 1946

	NUMBER OF PROGRAMS	NUMBER OF HOURS	PERCENTAGE OF HOURS
SUSTAINING			
Full National	26	12:05	.1%
Trans-Canada (National)	5,281	1,740:35	9.8
Trans-Canada (Regional)	29,016	7,915:05	44.7
Dominion (National)	1,612	518:55	2.9
Dominion (Regional)	755	310:35	1.8
French	11,921	3,816:25	21.6
	48,611	14,313:40	80.9%
COMMERCIAL			
Trans-Canada (National)	1,473	687:40	3.9
Trans-Canada (Regional)	4,357	1,195:15	6.7
Dominion (National)	552	275:30	1.6
Dominion (Regional)	522	263:55	1.5
French	3,282	961:55	5.4
	10,186	3,384:15	19.1%
TOTALS	58,797	17,697:55	100.0%

CBC PROGRAM SUMMARY

SUSTAINING BROADCASTING

NETWORK	NUMBER of PROGRAMS	NUMBER of HOURS	AVERAGE HOURS BROADCASTING DAILY	PERCENTAGE of HOURS
Full National.....	26	12:05	:05	.1%
Trans-Canada (National).....	5,281	1,740:35	4:45	12.2
Trans-Canada (Regional).....	29,016	7,915:05	21:40	55.3
Dominion (National).....	1,612	518:55	1:25	3.6
Dominion (Regional).....	755	310:35	:50	2.2
French.....	11,921	3,816:25	10:25	26.6
TOTALS	48,611	14,313:40	39:10	100.0%

NATURE OF SUSTAINING PROGRAMS

MUSICAL PROGRAMS	NUMBER of PROGRAMS	NUMBER of HOURS	PERCENTAGE of HOURS
Opera	119	108:30	.8%
Symphony	229	209:15	1.5
Sacred Music	172	59:40	.4
Classical	1,645	820:45	5.7
Semi-Classical	3,903	1,382:35	9.7
Variety	976	386:15	2.7
Light	11,060	3,207:25	22.4
Dance	4,225	1,544:20	10.8
Old Time	464	142:35	1.0
Band	436	191:50	1.3
	23,229	8,053:10	56.3%

SPOKEN WORD PROGRAMS

Drama and Feature.....	1,610	648:15	4.5%
Prose and Poetry.....	49	14:30	.1
Talks—Informative	2,703	673:30	4.7
Educational	1,073	444:10	3.1
News Commentaries	774	166:40	1.2
News Events	186	59:30	.4
News Resume	12,205	2,140:15	15.0
Agriculture	2,337	901:40	6.3
Stock Quotations	294	76:40	.5
Sports Events	116	75:15	.5
Sports Résumé.....	324	98:20	.7
Women's	1,666	316:00	2.2
Children's	754	243:45	1.7
Religious	1,291	402:10	2.8
	25,382	6,260:30	43.7%
TOTALS	48,611	14,313:40	100.0%
Live	32,682	9,091:45	63.5%
Recorded	14,022	4,596:30	32.1
Delayed	1,907	625:25	4.4
TOTALS	48,611	14,313:40	100.0%

SUSTAINING PROGRAMS TO U.S. NETWORKS

TO	NUMBER of PROGRAMS	NUMBER of HOURS	PERCENTAGE of HOURS
CBS.....	1	:30	1.4%
NBC.....	1	:30	1.4
MBS.....	68	33:45	97.2
TOTALS TO U.S.A.	70	34:45	100.0%

CBC PROGRAM SUMMARY

ORIGIN OF SUSTAINING PROGRAMS BY CITIES

BY THE CBC	NUMBER of PROGRAMS	NUMBER of HOURS	PERCENTAGE of HOURS
Halifax	5,962	1,590:15	11.1%
Sackville	574	131:35	.9
Montreal	13,546	4,106:50	28.7
Quebec	790	238:30	1.7
Toronto	8,457	2,481:35	17.3
Ottawa	1,019	289:15	2.0
Winnipeg	4,743	1,246:35	8.7
Watrous	306	101:15	.7
Banff	18	6:50	.1
Vancouver	6,889	2,008:50	14.0
New York	11	3:10	
Washington	10	2:10	
Two or More Cities.....	10	2:30	
Miscellaneous	5	2:00	.1
	42,340	12,211:20	85.3%
FROM PRIVATE STATIONS			
St. John	97	25:00	.2%
Moncton	238	56:55	.4
Charlottetown	181	40:30	.3
Hamilton	80	35:55	.2
Winnipeg	122	52:05	.4
Regina	37	17:35	.1
Saskatoon	78	13:40	.1
Calgary	88	22:25	.1
Edmonton	97	26:40	.2
Vancouver	92	41:20	.3
Antigonish	16	6:10	
Fredericton	37	9:35	
Campbellton	23	5:45	
Hull	4	:40	
Sherbrooke	5	1:50	
St. Anne de la Pocatiere	8	1:25	
Kitchener	5	2:30	
Kingston	10	3:25	
London	11	3:50	
Fort William	5	1:45	
Windsor	4	2:10	
Moose Jaw	15	4:30	
Lethbridge	4	1:40	
Jasper	10	5:00	
Miscellaneous	21	7:30	.1
	1,288	389:50	2.7%
Exchange Programs from the United States.....	3,524	1,419:20	9.9%
Exchange Programs from the BBC.....	1,459	293:10	2.1
TOTALS	48,611	14,313:40	100.0%

SUSTAINING PROGRAMS FROM U.S. NETWORKS AND BBC

FROM	NUMBER of PROGRAMS	NUMBER of HOURS	PERCENTAGE of HOURS
ABC.....	996	404:45	2.8%
NBC.....	1,725	652:00	4.5
CBS.....	577	252:55	1.8
MBS.....	226	109:40	2.8
TOTALS FROM U.S.A.	3,524	1,419:20	9.9%
BBC.....	1,459	293:10	2.1
CBC.....	43,628	12,601:10	88.0
TOTALS	48,611	14,313:40	100.0%

CBC PROGRAM SUMMARY

TOTAL COMMERCIAL NETWORK BROADCASTING IN 1946

	NUMBER of PROGRAMS	NUMBER of HOURS	AVERAGE HOURS BROADCASTING DAILY	PERCENTAGE of HOURS
CBC Commercial Broadcasting	10,186	3,384:15	9:15	84.6%
Subsidiary Hookups	1,550	616:30	1:40	15.4
TOTALS	11,736	4,000:45	10:55	100.0%

CBC COMMERCIAL BROADCASTING

NETWORK	NUMBER of PROGRAMS	NUMBER of HOURS	AVERAGE HOURS BROADCASTING DAILY	PERCENTAGE of HOURS
Trans-Canada (National)	1,473	687:40	1:50	20.3%
Trans-Canada (Regional)	4,357	1,195:15	3:10	35.3
Dominion (National)	552	275:30	:50	8.2
Dominion (Regional)	522	263:55	:45	7.8
French	3,282	961:55	2:40	28.4
TOTALS	10,186	3,384:15	9:15	100.0%

NATURE OF COMMERCIAL PROGRAMS

	NUMBER of PROGRAMS	NUMBER of HOURS	PERCENTAGE of HOURS
MUSICAL PROGRAMS			
Opera	15	47:35	1.4%
Symphony	27	27:00	.8
Sacred Music	9	2:15	.1
Classical	46	23:00	.7
Semi-Classical	113	57:30	1.7
Variety	1,839	847:30	25.1
Light	640	235:00	6.9
Dance	55	24:45	.7
Old Time	62	31:00	.9
	2,806	1,295:35	38.3%
SPOKEN WORD PROGRAMS			
Drama and Feature	5,941	1,623:40	48.0%
Talks—Informative	470	167:00	4.9
News Commentaries	4	2:00	.1
Sports Events	139	177:30	5.2
Sports Résumé	34	9:45	.3
Women's	792	108:45	3.2
	7,380	2,088:40	61.7%
TOTALS	10,186	3,384:15	100.0%
Live	8,085	2,850:10	84.2%
Delayed	2,101	534:05	15.8
TOTALS	10,186	3,384:15	100.0%

CBC PROGRAM SUMMARY

ORIGIN OF COMMERCIAL PROGRAMS BY CITIES

BY THE CBC	NUMBER of PROGRAMS	NUMBER of HOURS	PERCENTAGE of HOURS
Halifax.....	9	2:15	
Verdun.....	2	1:00	
Ottawa.....	2	:30	
Swift Current.....	1	:30	.1%
Montreal.....	3,792	1,085:55	32.1
Quebec.....	10	4:00	.1
Toronto.....	1,231	484:05	14.3
Winnipeg.....	119	44:45	1.3
Vancouver.....	461	108:40	3.2
Boston.....	3	5:15	.2
Chicago.....	2	3:20	.1
	5,632	1,740:15	51.4%
FROM PRIVATE STATIONS			
Toronto.....	17	4:15	.1%
Winnipeg.....	49	24:30	.7
Saskatoon.....	4	1:00	
Vancouver.....	26	13:00	.4
Miscellaneous.....	11	5:15	.2
	107	48:00	1.4%
Exchange Programs from United States.....	4,447	1,596:00	47.2%
TOTALS	10,186	3,384:15	100.0%

COMMERCIAL PROGRAMS FROM U.S. NETWORKS

ORIGIN	NUMBER of PROGRAMS	NUMBER of HOURS	PERCENTAGE of HOURS
ABC.....	714	368:45	10.9%
NBC.....	2,265	685:00	20.2
CBS.....	1,409	502:20	14.9
MBS.....	59	39:55	1.2
TOTALS FROM U.S.A.	4,447	1,596:00	47.2%

CLASSIFICATION OF COMMERCIAL PROGRAMS FROM U.S.

MUSICAL PROGRAMS	NUMBER of PROGRAMS	NUMBER of HOURS	PERCENTAGE of HOURS
Opera.....	15	47:35	3.0%
Semi-Classical.....	46	23:00	1.0
Variety.....	1,194	518:00	32.5
Light.....	138	69:00	4.3
Dance.....	7	1:45	.1
Old Time.....	52	26:00	1.6
	1,452	685:20	42.9%
SPOKEN WORD PROGRAMS			
Drama and Feature.....	2,859	801:15	50.3%
Talks—Informative.....	68	34:00	2.1
News Commentaries.....	4	2:00	.1
Sports Events.....	63	72:55	
Sports Résumé.....	1	:30	4.6
	2,995	910:40	57.1%
TOTALS	4,447	1,596:00	100.0%



JACK DENNETT

Announcer

BUSINESS ADDRESS, CFRB, 37 BLOOR STREET WEST, TORONTO

Section Three

THE BUSINESS SIDE OF RADIO



**Advertising Agencies • Radio Accounts
• Station Representatives • Production
Companies • Talent Agencies • Script
Services • Transcription Companies
• Recording Companies • Research
Organizations • News Services • Pub-
lications • Radio Inspectors • Associ-
ations • Radio Awards.**

Ann Adam Homecrafters
 E. J. Applegath and Son Limited
 The Bell Telephone Company
 of Canada Limited
 Bromo-Seltzer Limited
 W. K. Buckley Limited
 Bulova Watch Company Limited
 Canada Packers Limited
 Canada Starch Company Limited
 Carter Products Inc.
 The Dr. A. W. Chase
 Medicine Company Limited
 Coulter Brothers
 Dodds Medicine Co. Limited
 The T. Eaton Company
 Elias Rogers Limited

THESE ADVERTISERS CAME TO CFRB IN 1936 . . .

Foster-Dack Limited
 G. T. Fulford Company
 The Globe and Mail
 Goodyear Tire & Rubber
 Company Limited
 Grove Laboratories Inc.
 Herman Fur Company
 Household Finance Corporation
 Imperial Tobacco Sales Company
 of Canada Ltd.
 Jack Fraser Limited
 J. W. Johnson Limited
 The Knox Company
 Lorie Limited
 Mason's Remedies Limited
 McCormicks Limited
 McCurdy & McCurdy Limited
 Midland Chamber of Commerce
 Miles Laboratories Limited
 National Drug and Chemical
 Company of Canada Limited
 The Pinex Company
 Procter and Gamble Company
 of Canada Limited
 Royal Canadian Tobacco
 Company
 St. Lawrence Starch Company
 Limited
 The Robert
 Simpson Company Limited
 Smith Brothers Inc.
 Sterling Distributors Limited
 Templetons Limited
 Trull Funeral Homes
 Tuckett Limited
 Vick Chemical Company
 Henry K.
 Wampole and Company Limited

ONLY SUSTAINED SALES

COULD PRODUCE THIS RECORD!

Today they're still satisfied sponsors

Nineteen thirty-six . . . to nineteen
 forty-seven . . . two years after
 World War II . . . these were not
 easy years for Canadian
 business! More significant then,
 that over all these years advertisers
 have found it *pays* to reach and
go on reaching CFRB's audience.
 Your product, too, will find
 a wider market through Ontario's
 favourite station.

CFRB

TORONTO

Planning now for another twenty years!

REPRESENTATIVES:

UNITED STATES

Adam J. Young Jr., Incorporated

CANADA

All-Canada Radio Facilities Ltd.

ADVERTISING AGENCIES

Handling Radio Accounts

ARDIEL ADVERTISING AGENCY LTD.

CLASSIFICATION: General

FRANCHISE: CDNA; CAB

HEAD OFFICE: TORONTO—371 Bay St.

Phone: WAverley 2345

President: Robert E. Ardiel

Managing Director: Robert E. Ardiel

Chairman of the Board: Lorne Ardiel

Vice-President: J. B. Ardiel

Office Manager: Clark Wright

Account Executives: I. R. Prince, M. Douglas, D. W. Innis,

G. A. MacLean, W. E. Taylor, H. B.

Parry, A. J. Thornton, W. R. Campbell,

H. S. Hull, Y. H. Lefevre, M. C. Sabine,

B. A. Mullin, E. W. Stone

BRANCH OFFICES:

HAMILTON—Bank of Toronto Chambers

Manager: S. P. Westaway

Production Manager: J. L. Henderson

Account Executives: R. Quarry, R. Evans

OAKVILLE, ONT.—1016 Colborne St.

Manager: W. A. Chant

Account Executives: F. H. Chisholm, A. S. Walker, M. M.

Kennedy, D. L. Forster, J. A. Tooke

Radio Director: J. F. Horler

Copy Director: W. E. Trimble

Research Director: H. G. Pascoe

Account Executives: W. R. Baker, H. F. Baker, R. C. Baker,

H. S. Baxter, G. H. Sloan, K. W. Jones,

C. S. Wallace

BRANCH OFFICE: MONTREAL—1557 Mackay St.

Phone: HARbor 9247

Manager: Gabriel Langlais

BENTON & BOWLES INC.

CLASSIFICATION: General

FRANCHISE: CDNA; CAB

HEAD OFFICE: NEW YORK—444 Madison Ave.

Phone: Wickersham 2-0400

Radio Director: Walter Craig

BRANCH OFFICE: TORONTO—521 Confederation Life Bldg.

Phone: ELgin 0530

Manager: H. D. Roach

BROADCAST ADVERTISING & SALES

CLASSIFICATION: Radio only

FRANCHISE: CAB

HEAD OFFICE: TORONTO—4 Albert St.

Phone: ELgin 3765

President: Don H. Copeland

General Manager: Don H. Copeland

BRANCH OFFICE: CALGARY, ALTA.—(SAVARY & COPE-

LAND) 73 Union Bldg.

Phone: M-4560

Manager: Alfred H. Savary

CANADIAN ADVERTISING AGENCY LTD.

CLASSIFICATION: General

FRANCHISE: CDNA; CAB

HEAD OFFICE: MONTREAL—958 Sun Life Building

Phone: PLateau 8046

President: Hector Fontaine

Vice-President: L. Eric Schofield

Office Manager: McCrae J. Cooper

Production Manager: Jacques Marchand

Radio Director: Michel Normandin

Copy Directors: Maurice Watier (French); Charles Prieur

Account Executives: McCrae J. Cooper, Maurice Watier, Paul

Lavallee, Charles Brindamour, W. F.

Schofield, Leo Lamothe

BRANCH OFFICES:

TORONTO 1—69 Yonge St.

Phone: ADelaide 3051

Office Manager: Stuart B. Smith

Account Executive: James M. Fraser

KELOWNA, B.C.

Manager: Dennis B. Barford

VANCOUVER—615 Province Bldg.

Phone: TAtlow 1938

Manager: R. M. Dagg

Copy Director: H. D. Madden

ASSOCIATED BROADCASTING COMPANY LTD.

CLASSIFICATION: Radio only

FRANCHISE: CAB

HEAD OFFICE: MONTREAL—348 Dominion Square Building

Phone: BELair 3325

President: Martin Maxwell

General Manager: Arthur Burns

Vice-President: V. F. Nielsen

Office Manager: Jean G. Rutledge

Production Manager: Ralph Novak

Radio Director: Arthur F. Ryan

Copy Director: M. Brunelle

Research Director: L. Martin

Account Executives: R. O. Stevenson, G. E. LeBoeuf, L. Chodos

BRANCH OFFICE: TORONTO—199 Bay St.

Phone: WAverley 8056

Manager: Murray R. Raymond

Radio Director: J. O'Neaill

Account Executive: A. MacArthur

ATHERTON & CURRIER INC.

CLASSIFICATION: General

FRANCHISE: CDNA; CAB

HEAD OFFICE: NEW YORK—420 Lexington Ave.

Phone: MOhawk 4-8795

Radio Director: John P. Atherton

BRANCH OFFICE: TORONTO—1505 Concourse Building

Phone: ADelaide 5418

Production Manager: G. C. Norris

Radio Director: M. L. Flynn

Research Manager: W. J. Flynn

BAKER ADVERTISING AGENCY LTD.

CLASSIFICATION: General

MEMBER CAAA: Yes

FRANCHISE: CDNA; CAB

HEAD OFFICE: TORONTO—522 University Ave.

Phone: ADelaide 5315

President: W. R. Baker

General Manager: W. R. Baker

Vice-President: H. F. Baker

Production Manager: E. H. Presant

Office Manager: A. M. Nisbet

CARTER, GARRY J., OF CANADA LTD.

CLASSIFICATION: Radio only

FRANCHISE: CAB

ADDRESS: TORONTO—391 Bay St.

Phone: WAverley 4635

President: Garry J. Carter

Copy Director: Bud Pike

Account Executives: A. R. Robertson, Bob Howe

ADVERTISING AGENCIES

COCKFIELD, BROWN & CO. LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: MONTREAL—Canada Cement Bldg.
 Phone: HArbor 4171
 President: G. Warren Brown
 Office Manager: G. C. Hammond
 Production Manager: F. W. Largent
 Radio Director: R. W. de L. Harwood
 Copy Directors: C. Nelson; G. Major (French)
 Research Director: H. King
 Account Executives: T. R. Haugland, D. M. Armstrong, S. D. Denman, J. M. Guthrie, F. W. Gross, H. E. Kidd, F. Wright, T. A. Read, R. H. Cooper, J. E. Birks, J. E. McDougall, A. M. Griffith, W. P. Tuttle, J. Foster, D. R. McRobie, W. A. Bush, D. N. Morris, C. Waldo

BRANCH OFFICES:

TORONTO—Metropolitan Bldg.
 Phone: ELgin 9201
 Managing Director: T. L. Anderson
 Production Manager: J. Grosart
 Radio Director: C. W. McQuillin
 Account Executives: H. J. Strong, F. T. Edds, J. C. Creighton, R. W. Booth, C. W. McLeod, A. E. Wright, J. N. Kelly, C. B. Stenning, R. O. Baker, Paul McConvey, J. M. Pretty, A. L. Whiting, King Whyte

WINNIPEG

—Electric Railway Chambers
 Phone: 9-7068
 Manager: R. M. Turner
 Radio Director: Lyall G. Holmes
 Production Manager: E. T. Birch
 Account Executive: R. P. Bingham

VANCOUVER

—Royal Bank Bldg.
 Phone: PAcific 7557
 Manager: P. M. Downes
 Radio Director: H. Cattoon
 Production Manager: A. J. McIntosh
 Account Executives: R. G. Donegani, M. Tisdale, Allan D. Black, Gordon Stephens

DANCER-FITZGERALD-SAMPLE (CANADA) LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 ADDRESS: TORONTO—403 Royal Bank Bldg.
 Phone: ADelaide 2851
 President: H. M. Dancer
 General Manager: Gilbert Nunns
 Vice-President: Gilbert Nunns
 Radio Director: John S. Crosbie
 Account Executives: G. Nunns, John S. Crosbie

D'ARCY ADVERTISING AGENCY

CLASSIFICATION: General
 FRANCHISE: CDNA; CAB
 ADDRESS: TORONTO—90 Broadview Ave.
 Phone: GLadstone 7591
 Vice-President: G. P. Altenbernd
 Radio Director: F. C. Goodman
 Production Manager: G. W. Brewer

DENNE, A. J., & CO. LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 ADDRESS: TORONTO—90 King St. W.
 Phone: ELgin 3444
 President: A. J. Denne
 General Manager: A. J. Denne
 Vice-President: R. O. McKeown
 Office Manager: Maude Bray
 Production Manager: E. R. White
 Radio Director: R. O. McKeown
 Research Director: W. M. Findlay
 Account Executives: A. J. Denne, R. O. McKeown, W. M. Findlay, F. R. White, S. G. Whaley

DOMINION BROADCASTING CO.

CLASSIFICATION: Radio only
 FRANCHISE: CAB
 ADDRESS: TORONTO—4 Albert St.
 Phone: ADelaide 3383
 President: Hal B. Williams

ERWIN, WASEY OF CANADA LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: NEW YORK—420 Lexington Ave.
 BRANCH OFFICE: TORONTO—749 Yonge St.
 Phone: RAndolph 5187
 President: Louis R. Wasey (New York)
 Managing Director: Arthur F. Jones (Toronto)
 Vice-President: Howard D. Williams (New York)
 Executive Secretary: Ralph L. Lawson (Toronto)
 Production Manager: R. H. Millard
 Radio Director: Ralph L. Lawson
 Copy Director: Ralph L. Lawson
 Research Director: Frank E. Thomas
 Account Executives: Arthur F. Jones, Ralph L. Lawson, Frank E. Thomas

FERRES ADVERTISING SERVICE

CLASSIFICATION: General
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: HAMILTON—16 James St. S.
 Phone: 7-3895
 President: Edmund Ferres
 Production Manager: Charles Dickson
 Radio Director: E. Boyd Heaven
 Account Executives: T. S. Glover, John Corfe
 BRANCH OFFICE: TORONTO—Central Building, 45 Richmond W.
 Phone: WAvlerley 7083
 Manager: E. A. Lowden

FISHER, JAMES, CO. LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: TORONTO—204 Richmond St. W.
 Phone: WAvlerley 8091
 President: Allan L. Thompson
 Vice-Presidents: Douglas C. Brace, George A. Martin
 Office Manager: P. H. Boulthbee
 Production Manager: S. Law
 Radio Director: D. M. Fenn
 Account Executives: C. Train, T. Lyle Blogg, H. C. Mason
 BRANCH OFFICE: MONTREAL—1253 McGill College Ave.
 Phone: LAncaster 1205
 Manager: Godfrey Humphrys

FOSTER, HARRY E., AGENCIES LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: TORONTO 1—King Edward Hotel
 Phone: ELgin 6373
 President: Harry E. Foster
 General Manager: Harry E. Foster
 Vice-President: D. H. Foster
 Branch Manager: W. R. T. Cory
 Production Manager: James A. Gratton
 Radio Directors: T. J. Quigley, Gordon Forsythe
 Copy Director: W. R. Cory
 Research Director: R. B. Wakeley
 Account Executives: W. R. Cory, C. H. Ralph, A. R. Tidy, W. A. Dowell, H. E. Foster, E. C. Reed, R. A. Cauley

BRANCH OFFICES:

VANCOUVER—119 W. Pender St.
 Phone: TAtlow 1171
 Manager: Leigh Webster

MONTREAL—128 Sun Life Building
 Phone: BLair 1984-5
 Manager: J. C. Nicholls
 Production Manager: C. Rayment
 Account Executives: J. C. Nicholls, F. Thompson

HALIFAX—612 Barrington St.
 Phone: 3-7301
 Manager: Ervin S. Murray

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624 DOMINION SQUARE BUILDING, MONTREAL

ADVERTISING AGENCIES

GENERAL BROADCASTING COMPANY

CLASSIFICATION: Radio only
FRANCHISE: CAB
ADDRESS: MONTREAL—1434 St. Catherine St. W.
Phone: BELair 2855
General Manager: Jack Tietolman
Radio Director: Jack Selinger
Account Executives: A. Tietolman, A. R. Wilson

GIBBONS, J. J., LTD.

HEAD OFFICE: TORONTO—200 Bay St.
Phone: ELgin 2111
President: Mrs. J. J. Gibbons
Vice-President and Managing Director: Harry M. Tedman
Radio Director: Don Bassett
Production Manager: Herb A. Wood
Research Director: R. L. Wright
Copy Director: J. G. Russell

BRANCH OFFICES:

MONTREAL—Dominion Square Bldg.
Phone: HARbor 6207
Vice-President and Manager: H. M. Reid
Production Manager: Howard Graham
Radio Director: C. W. McGibbon

WINNIPEG—Scott Bldg.

Phone: 97-373
Manager: A. Bruce Johnston
Radio Director: A. Bruce Johnston

REGINA, SASK.—Leader Bldg.

Phone: 6-141
Manager: Stan Wayte
Radio Director: Stan Wayte

CALGARY, ALTA.—Renfrew Bldg.

Phone: M-5437
Manager: R. G. Smith
Radio Director: Miss L. Hogan

EDMONTON, ALTA.—McDougall Court

Phone: 27-512
Manager: J. H. Fulton

VANCOUVER—Province Bldg.

Phone: PACific 0157
Vice-President: D. Crawford
Plans and Production Manager: Edgar T. Wilson
Radio Director: Gordon Rowntree

GRANT ADVERTISING (OF CANADA) LTD.

CLASSIFICATION: General
MEMBER CAAA: No
FRANCHISE: CDNA; CAB
ADDRESS: TORONTO—103 Church St.
Phone: ADElaide 3396
President: David McMillan, Sr.
General Manager: David McMillan, Sr.
Vice-President: David McMillan, Jr.
Office Manager: David McMillan, Sr.
Production Manager: Len Watts
Radio Director: Olive Jennings
Copy Director: Theo Logier
Research Director: Gordon Effer
Account Executives: William Algie, David McMillan, Jr., Adele Hogan, Harvey Burgess

HAYHURST, THE F. H., CO. LTD.

CLASSIFICATION: General
MEMBER CAAA: Yes
FRANCHISE: CDNA; CAB
HEAD OFFICE: TORONTO—38 King St. W.
Phone: ELgin 9263
President: W. P. Hayhurst
Vice-President: G. F. Hayhurst, H. W. E. Pepler, D. J. Leonard
Office Manager: Miss E. F. Nisbet
Production Manager: A. White
Radio Director: G. F. Keeble
Copy Director: D. J. Leonard
Account Executives: A. W. Linington, F. J. Butler, T. Gilchrist
BRANCH OFFICE: MONTREAL—1405 Peel St.
Phone: MARquette 2212
Manager: A. Morrison
Production Manager: G. A. Temple

HEAGERTY, L. J., LTD.

CLASSIFICATION: General
MEMBER CAAA: Yes
FRANCHISE: CDNA; CAB
ADDRESS: TORONTO—19 Melinda St.
Phone: ADElaide 1186
President: L. J. Heagerty
Vice-President: David Jackson
Production Manager: Helen K. Whitcombe
Radio Director: L. J. Heagerty
Research Director: W. B. Butler
Account Executives: L. J. Heagerty, David Jackson, Fred Trestrail

HUOT, J. E., LIMITEE

CLASSIFICATION: General
ADDRESS: MONTREAL—405 St. Nicholas Bldg.
Phone: PLateau 9539
President: J. E. Huot
General Manager: L. E. Girard
Production Manager: André Desmarais
Copy Director: Odilas Guay
Radio Director: André Audet
Research Directors: Jacques Berthiaume, M. M. Larose
Account Executives: L. E. Girard, Wilfrid Plamondon, A. Boschaerts, J. Hanington, J. A. Boure, M. Friedman, H. Dubois

HUTCHINS ADVERTISING CO. OF CANADA LTD.

CLASSIFICATION: Radio only
FRANCHISE: CAB
ADDRESS: TORONTO—1244 Dufferin St.
Phone: LOMBard 1146
President: M. S. Hutchins
Radio Director: W. Engwer

IMPERIAL PUBLISHING CO. LTD.

CLASSIFICATION: General
ADDRESS: HALIFAX, N.S.—612-618 Barrington St.
President: E. S. Murray
Radio Director: E. S. Murray

JARVIS, ALBERT, LTD.

CLASSIFICATION: General
FRANCHISE: CDNA; CAB
ADDRESS: TORONTO—73 Adelaide St. W.
Phone: ADElaide 2438
President: Albert Jarvis
Production Manager: D. G. Robinson
Copy Director: D. F. Philp
Research Director: R. G. Eldridge
Account Executives: Albert Jarvis, G. W. Hague, C. E. Perry, D. F. Philp

KELLEY, RUSSELL T., LTD.

CLASSIFICATION: General
FRANCHISE: CDNA; CAB
HEAD OFFICE: HAMILTON, ONT.—447 Main St. E.
Phone: 2-1155
President: Russell T. Kelley
Vice-Presidents: H. E. Dennison, H. P. Kelley
Office Manager: R. C. Gordon
Production Manager—A. McPherson
Radio Director: H. P. Kelley
Account Executives: H. E. Dennison, Miss S. P. Clark, Miss J. Powell, H. Graham Scaife, Roy Whitsed, T. H. Dear, Miss J. Hancox, J. E. Brittain, J. McNie
BRANCH OFFICES:
TORONTO—86 Adelaide St. E.
Phone: ELgin 6415

ADVERTISING AGENCIES

Manager: John M. Bingham
 Account Executives: F. Earl Norton, Peter D. Birgeneau
MONTREAL—480 Lagachetiere St. W.
 PHONE: PLateau 5025
 Manager: E. W. Desbarats
VANCOUVER—207 West Hastings St.
 Manager: M. J. O'Brien

KENYON & ECKHARDT LTD.

CLASSIFICATION: General
 FRANCHISE: CDNA; CAB
 ADDRESS: MONTREAL—Sun Life Bldg.
 Manager: Jack Scanlon
 Radio Director: Jack Scanlon

LOCKE, JOHNSON & CO. LTD.

CLASSIFICATION: General
 FRANCHISE: CDNA; CAB
 ADDRESS: TORONTO—Harbor Commission Bldg.
 Phone: ELgin 6271
 President: Clark E. Locke
 Radio Director: Elton Johnson
 Time Buyer: Gordon J. Hill
 Production Manager: William P. Gent

MacLAREN ADVERTISING CO., LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: TORONTO—372 Bay St.
 Phone: ELgin 0321
 President: J. A. MacLaren
 General Manager: J. A. MacLaren
 Vice-Presidents: E. V. Rechnitzer, James Ferres, I. E. Reynolds
 Office Manager: I. E. Reynolds
 Production Manager: Hugh Horler
 Radio Director: Maurice Rosenfeld; C. M. Pasmore
 Copy Director: Hugh Horler. Asst: Gail Ferriss
 Research Director: F. W. Percival
 Account Executives: C. J. Bell, H. Bellamy, B. Brooker, C. E. Brown, C. J. Chandler, G. C. Davidson, R. B. Donald, W. F. Harrison, D. Henshaw, N. R. Houston, A. E. Jenner, B. E. Legate, K. A. MacGillivray, C. A. Mayo, W. E. C. McCauley, C. H. Remy, S. Stockwell, R. L. Taylor, H. O'Connor, B. Graham

BRANCH OFFICES:

MONTREAL—410 Dominion Square Bldg.
 Phone: PLateau 9556
 Manager: F. P. Gill
 Production Manager: K. O. McLeod
 Account Executives: G. K. Cushing, E. P. Gill, M. H. Mackay, D. McCrindle, E. H. H. Smith, K. O. McLeod

WINNIPEG—911 Electric Railway Chambers
 Phone: 96-321
 Account Executive: R. E. Jefferson

VANCOUVER—305 Province Bldg.
 Phone: MARine 6268
 Manager: W. D. M. Patterson
 Account Executives: W. D. M. Patterson, J. A. McGee, J. P. E. Edwards, T. E. Hethrington

MASONS UNITED ADVERTISERS AGENCY LTD.

CLASSIFICATION: Radio only
 FRANCHISE: CAB
 ADDRESS: TORONTO—14 McCaul St.
 Phone: ADeLaide 5112
 President: George Halnan
 Radio Director: Allan Waters

McCONNELL, EASTMAN & COMPANY LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: LONDON, ONT.—Huron & Erie Bldg.
 Phone: MEtcalfe 544
 President: J. E. McConnell
 Vice-Presidents: Morgan Eastman, J. E. McConnell, Jr., W. D. Moffat

CANADIAN RADIO YEARBOOK • 1947-48

Office Manager: C. S. Bowie
 Radio Director: Eddie Gould
 Account Executives: C. W. Lankin, E. Orendorff

BRANCH OFFICES:

TORONTO—254 Bay St.
 Phone: ADeLaide 7004
 Manager: Morgan Eastman
 Production Manager: E. J. Trotter
 Radio Director: Eddie Gould
 Account Executives: D. M. Coutts, G. L. Dixon, L. O. Thompson, J. M. Eastman, Eddie Gould
 Research Director: Erland Echlin

MONTREAL—Dominion Square Building
 Phone: PLateau 1146
 Manager: J. E. McConnell, Jr.
 Production Manager: A. Drummond
 Radio Director: Eddie Gould
 Account Executives: J. E. McConnell, Jr., Keith B. Crombie, Gordon Lambert

WINNIPEG—Confederation Life Building
 Manager: G. B. McCrea
 Radio Director: Eddie Gould
 Account Executive: G. B. McCrea

VANCOUVER—Stock Exchange Building
 Manager: S. Griggs
 Production Manager: R. W. Radelet
 Radio Director: Eddie Gould
 Account Executives: C. G. Wood, C. A. Perkins

McGUIRE ADVERTISING LTD.

ADDRESS: WINDSOR, ONT.—Bank of Commerce Bldg.
 Radio Director: J. P. Walsh

McKIM ADVERTISING LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: MONTREAL—Dominion Square Building
 Phone: LAncaster 5192
 President: Major James Baxter
 Vice-Presidents: J. W. Thain, D. E. Longmore, H. R. McDougal
 Secretary-Treasurer: J. W. Thain
 Production Manager: A. Holmes
 Radio Director: F. Flint
 Account Executives: H. R. McDougal, P. D. Macarow, D. E. Longmore, R. J. Dunlevy, W. M. Mills, Miss M. E. Ball, H. L. Kennedy, P. F. Kerrigan, K. M. Muir, J. W. Richardson, H. J. Tingle

BRANCH OFFICES:

TORONTO—Canada Permanent Bldg., 320 Bay St.
 Phone: ELgin 5351
 Manager: Major James Baxter
 Production Manager: W. R. Hauch
 Radio Director: F. Flint
 Account Executives: J. W. Thain, Major James Baxter, E. W. Brodie, A. T. Gowe, L. S. McMahon, T. Reid, C. C. Wimperly, R. Cameron, E. P. Blenkarn, W. G. Angus, J. H. Bedford, L. Kelly, S. Tucker, E. S. Clements, S. G. Gillespie, W. P. Gent

WINNIPEG—Paris Building

Manager: A. A. Brown
 Production Manager: A. A. Brown
 Radio Director: F. Flint
 Account Executives: A. A. Brown, S. C. Smith, E. H. Ferguson, A. M. Lawrence

VANCOUVER—Province Bldg.

Phone: MARine 3284
 Manager: H. S. Watson
 Production Manager: H. S. Watson
 Radio Director: F. Flint
 Account Executives: H. S. Watson, H. M. Sedgwick, W. J. Sandstrom

LONDON, ENGLAND—376 Strand, London, W.C. 2
 Manager: Mr. I. S. Wallace

METROPOLITAN BROADCASTING SERVICE LTD.

CLASSIFICATION: Radio only
 MEMBER CAAA: No
 FRANCHISE: CAB
 ADDRESS: TORONTO—21 Dundas Square
 Phone: ADeLaide 0181
 General Manager: Don E. Wright

ADVERTISING AGENCIES

MURRAY, JACK, LTD.

CLASSIFICATION: Radio only
FRANCHISE: CAB
ADDRESS: TORONTO—10 King St. E.
Phone: ELgin 5600
President: Jack Murray
Radio Director: N. Pegler

MUTER AND CULINER LTD.

CLASSIFICATION: General
FRANCHISE: CDNA; CAB
HEAD OFFICE: TORONTO—74 King St. E.
Phone: Waverley 3438
President: J. W. Culiner
Managing Director: A. A. Muter
Office Manager: Miss Gloria Muter
Production Manager: A. Bell
Radio Director: Miss M. Korman
Copy Director: G. M. Frankfurter
Account Executives: A. B. May, G. M. Frankfurter,
Miss Ruth Carson

O'BRIEN-GOURLAY LTD.

CLASSIFICATION: General
FRANCHISE: CDNA; CAB
ADDRESS: VANCOUVER—601 Dominion Bldg., 207 Hastings St.
Phone: PAcific 9174
President: M. J. O'Brien
General Manager: M. J. O'Brien
Vice-President: D. M. Tyerman
Production Manager: R. M. Ferrier
Radio Director: N. M. Kerr
Copy Director: M. H. Collins
Research Director: J. F. Day
Account Executives: M. J. O'Brien, R. C. Kenmuir, P. B. Ballentine, W. A. Shilvock

ORR, WILLIAM R., & CO.

CLASSIFICATION: General
FRANCHISE: CDNA; CAB
ADDRESS: TORONTO—44 Victoria St.
Phone: ADelaide 4331
President: William R. Orr
Office Manager: Mrs. J. Loukes
Production Manager: William N. Rickett
Radio Director: Robert G. Tufts
Copy Director: Leslie Wheeler

POYNTZ, ALFORD R., ADVERTISING LTD.

CLASSIFICATION: General
FRANCHISE: CDNA; CAB
ADDRESS: TORONTO—68 King St. E.
Phone: ADelaide 8716
President: A. R. Poyntz
Production Manager: G. Birkett
Radio Director: Alford R. Poyntz
Research Director: C. W. Nash
Copy Director: J. H. Robertson

PURKIS, THORNTON, ADVERTISING AGENCY

CLASSIFICATION: General
FRANCHISE: CDNA; CAB
HEAD OFFICE: TORONTO 1—330 Bay St.
Phone: ADelaide 3762
President: Thornton Purkis
Production Manager: H. Wilson
Radio Director: Miss G. Race
Copy Director: Thornton Purkis
Account Executives: Thornton Purkis, Miss G. Race, H. Wilson
BRANCH OFFICE: MONTREAL—405 Dominion Square Bldg.
Phone: MArquette 5947
Manager: T. Marchant

REYNOLDS, E. W., & CO. LTD.

CLASSIFICATION: General
MEMBER CAAA: Yes
FRANCHISE: CDNA; CAB
ADDRESS: TORONTO—145 Yonge St.
Phone: Waverley 6157
President: E. W. Reynolds
General Manager: E. W. Reynolds
Office Manager: F. J. Banks
Production Manager: T. C. Briggs
Radio Director: Howard C. Caine
Copy Director: S. C. Walton
Account Executives: C. W. Reynolds, H. D. R. Newby,
G. F. Maccabe

RONALDS ADVERTISING AGENCY LTD.

CLASSIFICATION: General
MEMBER CAAA: Yes
FRANCHISE: CDNA; CAB
HEAD OFFICE: MONTREAL—Room 701, Keefer Building
Phone: PLateau 4803
President: Russell C. Ronalds
Vice-Presidents: E. M. Putnam, F. de B. Walker
Production Manager: Kirk Boyd
Radio Director: Frank Starr
Account Executives: Mr. John W. Teale, Mr. N. K. Vale,
Mr. J. Clement Boyd, Mr. Keith Hodgson,
Mr. E. D. Ring, Mr. Jack McBride, Mr.
Howard Putnam, Mr. R. J. Ronalds, Mr.
Glen D. Smith
BRANCH OFFICE: TORONTO—Room 701, New Wellington Bldg.
Phone: ADelaide 0237
Manager: R. J. Avery (Vice-President)
Production Manager: W. B. Gardner
Radio Director: R. J. Avery
Account Executives: Miss C. Long, Mr. W. W. McGregor,
Mr. J. G. Wallace

RUTHRAUFF & RYAN, INC.

CLASSIFICATION: General
MEMBER CAAA: No (Member AAAA)
FRANCHISE: CDNA; CAB
HEAD OFFICE: NEW YORK—405 Lexington Ave.
Phone: MURray Hill 6-6400
Radio Directors: Merritt W. Barnum, Wilson Tuttle
BRANCH OFFICE: TORONTO—80 Richmond St. W.
Phone: ADelaide 4069
Manager: G. W. Ralston
Radio Director: S. Ramsay Lees

SAVARY & CO.

CLASSIFICATION: General
FRANCHISE: CDNA; CAB
ADDRESS: CALGARY, ALTA.—1 Union Building
Phone: 4560
President: A. W. Savary
General Manager: A. W. Savary
Office Manager: L. Rhodes
Production Manager: E. Maloney
Radio Director: E. Maloney
Research Director: R. Barnes
Account Executives: A. W. Savary, G. H. McDonald,
G. B. Eaton

SMITH, R. C., & SON LTD.

CLASSIFICATION: General
MEMBER CAAA: Yes
FRANCHISE: CDNA; CAB
ADDRESS: TORONTO—80 King St. W.
Phone: ELgin 9396
President: R. C. Smith
Vice-President: Adam F. Smith
Radio Director: G. Alec Phare

ADVERTISING AGENCIES

SPITZER & MILLS LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: TORONTO—19 Richmond St. W.

Phone: WAverley 1151
 President: G. F. Mills
 General Manager: W. H. Reid
 Executive Vice-President: J. W. Spitzer
 Vice-Presidents: John Cambridge, C. W. Duncan
 Production Manager: C. R. Horsley
 Radio Director: W. D. Byles
 Research Director: D. P. Fetherston
 Account Executives: W. H. Reid, J. R. Charles, F. J. Collins,
 W. G. Wallace, B. A. Hall, John Cambridge,
 D. McCrimmon, E. A. Phillips, E. W.
 Hudson

BRANCH OFFICES:

MONTREAL—Dominion Square Bldg.
 Phone: PLateau 7924
 Manager: C. W. Duncan
 Production Manager: A. Richardson
 Account Executives: C. W. Duncan, F. M. Lalonde

VANCOUVER—Royal Bank Building
 Phone: PACific 2102
 Manager: K. Davidson
 Account Executives: K. Davidson, A. Peck

STANFIELD, HAROLD F., LTD.

CLASSIFICATION: General
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: MONTREAL—Dominion Square Bldg.

Phone: PLateau 9777
 President: Harold F. Stanfield
 Vice-President: Paul Greenberg
 Production Manager: Paul Schlachter
 Radio Director: R. H. Geary
 Copy Director: Alan Slayton
 Account Executives: Paul Greenberg, G. J. White, R. H. Geary,
 Alan Slayton, R. D. Gilpin Brown, Florence
 King, R. W. Matthews

BRANCH OFFICES:

TORONTO—311 Bay St.
 Phone: ELgin 0477
 Manager: Scott H. W. Fyfe
 Production Manager: Miss Evelyn Mundy

VANCOUVER—675 West Hastings St.
 Resident Director: Volney Irons

EDMONTON—12 Merrick Building
 Manager: D. G. Wood
 Production Manager: Trevor C. Scholfield

SAINT JOHN, N.B.—31 Royal Security Bldg.
 Manager: Victor P. Gray

LONDON, ENGLAND—10 Sackville St.
 Managing Director: William J. Fernau

STEVENSON & SCOTT, LTD.

CLASSIFICATION: General
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: MONTREAL—University Tower

Phone: HARbor 4131
 President: Frank E. Scott
 Vice-President: H. E. Smith
 Office Manager: Mrs. Madge Smith
 Production Manager: S. Rose
 Radio Director: H. E. Smith
 Account Executives: W. S. Merrell, H. W. McAllister, A. W.
 Houghton, Miss M. Young, D. M. Loader

BRANCH OFFICES:

TORONTO—100 Adelaide St. W.
 Phone: ADeelaide 1166
 Managing Director: Miss H. Kelly
 Production Manager: W. Edwards

VANCOUVER—402 West Pender St.
 Managing Director: Roy A. Hunter

STEWART, LOVICK & MACPHERSON LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: VANCOUVER—Province Bldg.

Phone: PACific 3531
 President: V. L. Stewart
 General Manager: J. E. H. Louick
 Office Manager: H. J. Newitt
 Production Manager: J. Weston
 Radio Director: F. J. McDowell
 Copy Director: A. J. Calder
 Research Director: K. B. Farris
 Account Executives: W. E. McAlister, W. D. Stokvis

BRANCH OFFICES:

MONTREAL—1516 Mountain
 Phone: HARbor 4960; MARquette 7783
 Manager: Marcel Paré
 Production Manager: Suzanne Therier
 Radio Director: Yves Bourassa
 Copy Director: Nolin Trudeau
 Account Executives: Yves Bourassa, Nolin Trudeau, Marcel Paré

CALGARY, ALTA.—337 8th Ave. W.
 Phone: M-1432
 Manager: R. McNicol
 Radio Director: Neville York
 Account Executive: A. Bell

EDMONTON, ALTA.—219 Birks Bldg.
 Manager: W. Kerr

REGINA, SASK.—Veteran Block
 Manager: A. C. Goudie

WINNIPEG—321 Somerset Block
 Manager: E. G. MacPherson

TANDY ADVERTISING AGENCY LTD.

CLASSIFICATION: General
 FRANCHISE: CDNA; CAB
 ADDRESS: TORONTO—204 Richmond St. W.

Phone: ADeelaide 6362
 President: J. P. Hamilton
 Vice-Presidents: J. A. Cooper, H. M. Tandy
 Production Manager: R. C. Morgan
 Radio Director: A. C. Haight
 Account Executives: E. V. Hammond, W. H. Wilkes, A. Collins

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ADVERTISING AGENCIES

THOMPSON, J. WALTER, CO. LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 TORONTO OFFICE—80 Richmond St. W.
 Phone: Waverley 2646
 Vice-Presidents: Mark Napier, Robert M. Campbell
 Office Manager: Stella Campbell
 Production Manager: Frank E. Spear
 Radio Director: Iris J. Alden
 Copy Director: Fred L. Bishop
 Research Director: Victor Dineen
 Account Executives: Mark Napier, Robert M. Campbell, George B. Brown, Ben H. Holdsworth, E. W. S. Reed, Howard Yeigh, Reg. F. Walsh
 MONTREAL OFFICE—602 Dominion Square Building
 Phone: MARquette 7794
 Vice-President and Managing Director: E. E. C. Jackson
 Office Manager: J. P. Tobin
 Production Manager: J. P. Tobin
 Radio Director: Miss Mariette Mineau
 Copy Director: S. J. Dear
 Research Director: Miss Mary Cardon
 Account Executives: Mr. R. Madden, Mr. J. Raymond, Mr. W. Stannard, Mr. S. J. Dear, Mr. S. Mowat, Mr. E. E. C. Jackson

VICKERS & BENSON LTD.

CLASSIFICATION: General
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: MONTREAL—Keefer Building
 Phone: PLateau 5951
 President: R. H. Vickers
 Office Manager: W. J. Thistle
 Production Manager: Geo. L. Cumine
 Radio Director: J. Berube
 Copy Director: Stan Wisdom
 Account Executives: R. R. DeLong, W. B. Dennis, G. R. Disher, R. E. Gourlay, W. R. Wonham, R. A. Johnston

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WHITEHALL BROADCASTING

LIMITED

923 Dominion Square Building, Montreal

BRANCH OFFICE: TORONTO—217 Bay St.
 Phone: Waverley 1603
 Manager: Mrs. Joy A. McGillawee
 Production Manager: W. L. Cook
 Radio Director: T. W. Kober
 Account Executives: C. M. Mutch, R. W. Ball, P. H. Iler, R. C. Warren, G. L. Wright

WALLACE ADVERTISING LTD.

CLASSIFICATION: General
 MEMBER CAAA: No
 FRANCHISE: CDNA; CAB
 ADDRESS: HALIFAX, N.S.—135-136 Roy Bldg.
 Phone: 3-7557
 President: F. R. Wallace
 General Manager: F. R. Wallace
 Vice-President: C. F. Wallace
 Office Manager: F. M. Beaubien
 Production Manager: F. M. Beaubien
 Copy Director: F. R. Wallace
 Account Executives: F. R. Wallace, Mrs. I. MacIvor

WALSH ADVERTISING CO. LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: WINDSOR, ONT.—Guaranty Trust Building
 Phone: 3-2416
 Vice-President and General Manager: K. G. Anderson
 Comptroller: James Simpson
 Production Manager: J. R. Tomlinson
 Research Director: J. S. Finn
 Account Executives: D. L. Calder, Ross Mason, A. S. Carroll, T. S. Lawton

BRANCH OFFICES:

TORONTO—Room 1304, 100 Adelaide St. W.
 Phone: ADElaide 3055
 President: W. George Akins
 Vice-President and General Manager: J. M. Bowman
 Production Manager: Miss Ruth Sweet
 Radio Director: Douglas Marshall
 Account Executives: E. G. L. Weaver, Roger Irwin, Douglas Marshall, Garfield Ryan, J. W. Peers, M. M. Walker
 MONTREAL—1448 Peel St.
 Phone: MARquette 5508
 Vice-President and Managing Director: Leo Cox
 Office Manager: Mrs. D. Warner
 Production Manager: Jean Roy
 Account Executives: E. A. Goodeve, James H. Collyer

WHITEHALL BROADCASTING LTD.

CLASSIFICATION: Radio only
 FRANCHISE: CAB
 HEAD OFFICE: MONTREAL—923 Dominion Square Building
 Phone: LANcaster 6500
 President and General Manager: William Victor George
 Assistant Manager: Wilfrid L. Charland
 Production Supervisor: Claude Sutton
 Space Buyer and Secretary-Treasurer: Mary E. Moran

YOUNG & RUBICAM, LTD.

CLASSIFICATION: General
 MEMBER CAAA: Yes
 FRANCHISE: CDNA; CAB
 HEAD OFFICE: MONTREAL—1120 University Tower Bldg.
 Phone: PLateau 4691
 President: S. S. Larmon, Young & Rubicam, Inc., New York City
 Vice-President and Managing Director: A. R. McGill
 Manager: Leland Arbuthnot
 Production Manager: Wilfred Monette
 Radio Director: R. L. Simpson
 Copy Director: Brian Devlin
 Research Director: W. H. Poole
 Account Executives: A. R. McGill, Leland Arbuthnot, George H. Poland, James Evans
 BRANCH OFFICE: TORONTO—1305 Star Bldg.
 Phone: ADElaide 5035
 Production Manager: F. Cashmore
 Radio Director: R. L. Simpson
 Account Executives: G. M. Brown, John Sharp, John Ketter, Claire Philp, Eric Choyce

RADIO ACCOUNTS AND THEIR AGENCIES

NOTE: This list, although as inclusive as it could be made, is not necessarily complete; it is intended, rather, as a handy guide for broadcasting executives throughout the trade.

SPONSOR	AGENCY	OFFICE	ACCOUNT EXECUTIVE
A			
Acme Farmers Dairies	Cockfield, Brown & Co. Ltd.		
Adam Hats (Canada) Ltd.	MacLaren Advertising Co. Ltd.	Toronto	M. Rosenfeld
Aladdin Rug Co. Ltd.	Garry J. Carter Ltd.	Toronto	Garry Carter
Alberta Government Travel Bureau	Stewart-Lovick & Macpherson Ltd.	Toronto	
Alberta Hatcheries	Mason's United Adv. Agency Ltd.		
Alberta Motor Transport Association	Mason's United Adv. Agency Ltd.		
Albert's Hardware Co.	Garry J. Carter Ltd.	Toronto	Bob Howe
Allen Electric Co. Ltd.	Alford R. Poyntz & Co.		
Allied Toiletries Ltd.	James Fisher Co. Ltd.	Toronto	D. C. Brace
American Home Products	Dancer-Fitzgerald-Sample Ltd.		
American Safety Razor Corp.	F. H. Hayhurst Co. Ltd.	Toronto	
Applegath, L. J.	Garry J. Carter Ltd.	Toronto	A. R. Robertson
Arena Recreations (Toronto) Ltd.	Garry J. Carter Ltd.	Toronto	Garry Carter
Arrowsmith Insurance	Stewart-Lovick & Macpherson Ltd.		
Association Toronto Hotel Proprietors	Savary & Co.		
Aurine	L. J. Heagerty Ltd.		
B			
Baile, Andrew, & Co. Ltd.	Canadian Advertising Agency Ltd.		
Bar-Dol Registered	McConnell, Eastman & Co. Ltd.	Montreal	Gordon Lambert
Barker's Bakeries Ltd.	McConnell, Eastman & Co. Ltd.		
Barker Biscuit Co. Ltd.	Jack Murray Ltd.		
Bell Telephone Co. Ltd. (Yellow Pages)	Spitzer & Mills Ltd.	Montreal	C. W. Duncan
Bell Telephone Co. Ltd.	Cockfield, Brown & Co. Ltd.		
Bell, Dr., Wonder Medicine	Broadcast Advertising Ltd.		
Bendix Washers	Stewart-Lovick & Macpherson Ltd.		
Best Foods (Canada) Ltd. (Rit)	F. H. Hayhurst Co. Ltd.		
Birds Eye (Canada) Foods, Ltd.	Young & Rubicam Ltd.	Toronto	C. W. Philp
Birks-Ellis-Ryrie Ltd.	Locke, Johnson & Co. Ltd.	Toronto	Crawford U. Hall
Black, Eddie, Limited	Garry J. Carter Ltd.	Toronto	Bob Howe
Blatchford Feeds Ltd.	F. H. Hayhurst Co. Ltd.	Toronto	
Borden Co. Ltd., The	Young & Rubicam Ltd.	Toronto	John Ketter Eric Choyce
Bridgeport Brass Co.	Tandy Advertising Agency Ltd.		
Bristol-Myers of Canada Ltd.	Ronalds Advertising Agency Ltd.	Montreal	
British American Oil Co.	Spitzer & Mills Ltd.		
British American Oil Co.	Stewart-Lovick & Macpherson Ltd.	Montreal	Yves Bourassa
British American Oil Co.	Stewart-Lovick & Macpherson Ltd.	Toronto	
British Ceramics & Crystal	F. H. Hayhurst Co. Ltd.	Vancouver	
British Columbia Electric Railway Co.	O'Brien-Gurlay Ltd.	Toronto	
British Columbia Federation of Trade and Industry	Stewart-Lovick & Macpherson Ltd.		
British Columbia Packers	Stewart-Lovick & Macpherson Ltd.	Vancouver	
British Columbia Tree Fruit Growers Ass'n.	Canadian Advertising Agency Ltd.		
Bromo-Seltzer Limited	F. H. Hayhurst Co. Ltd.	Toronto	
Brown's Bread Ltd.	McConnell, Eastman & Co. Ltd.	Toronto	L. O. Thompson
Bulova Watch Company	MacLaren Advertising Agency Ltd.	Toronto	B. E. Legate
Burgess Battery Co.	Stevenson & Scott Ltd.		
Burns & Co. Ltd.	Stewart-Lovick & Macpherson Ltd.	Calgary	
Bustin, P. S., Drug Co.	Garry J. Carter Ltd.	Toronto	Garry Carter

RADIO ACCOUNTS

SPONSOR	AGENCY	OFFICE	ACCOUNT EXECUTIVE
C			
California Fruit Growers	Spitzer & Mills Ltd.		
Campbell Finance Corp. Ltd.	Ronalds Advertising Agency Ltd.		
Campbell Soup Co. Ltd.	Cockfield, Brown & Co. Ltd.		
Canada Drug Co. Ltd.	Canadian Advertising Co. Ltd.		
Canada Dry Ginger Ale Ltd.	MacLaren Advertising Co. Ltd.	Toronto	S. Stockwell
Canada Nut Company	Stewart-Lovick & Macpherson Ltd.	Vancouver	
Canada Packers Ltd.	Cockfield, Brown & Co. Ltd.		
Canada Paint Co. Ltd.	J. J. Gibbons Co. Ltd.		
Canada Rex Spray Co. Ltd.	Ronalds Advertising Agency Ltd.	Toronto	R. J. Avery
Canada Starch Co. Ltd.	Vickers & Benson Ltd.	Toronto	
Canadian Arena Co.	Canadian Advertising Co. Ltd.		
Canadian Bakeries Ltd.	Stewart-Lovick & Macpherson Ltd.	Vancouver	
Canadian Cancer Society	Spitzer & Mills Ltd.	Toronto	B. A. Hill
Canadian Cannery Limited	F. H. Hayhurst Co. Ltd.	Toronto	
Canadian Chewing Gum Sales Ltd.	Baker Advertising Co. Ltd.		
Canadian Chinchilla Co. Ltd.	William R. Orr Co. Ltd.	Toronto	R. G. Tufts
Canadian General Electric Co.	MacLaren Advertising Co. Ltd.	Toronto	
Canadian Industries Ltd. (Paint and Varnish Division)	Ronalds Advertising Agency Ltd.	Toronto	
Canadian Marconi Ltd.	Cockfield, Brown & Co. Ltd.		
Canadian National Carbon Co. Ltd.	R. T. Kelly Co. Ltd.		
Canadian National Carbon Co. Ltd.	Locke, Johnson & Co. Ltd.	Toronto	Elton Johnson
Canadian Oil Co. Ltd.	McConnell, Eastman & Co. Ltd.	Montreal	Keith B. Crombie
Canadian Waterpaints Ltd.	J. J. Gibbons Co. Ltd.		
Carnation Company Ltd.	The Baker Advertising Agency Ltd.		
Champion Savings Corp. Ltd.	F. H. Hayhurst Co. Ltd.		
Champ Laboratories Corp.	J. J. Gibbons Co. Ltd.		
Chapman Bros. Ltd.	Garry J. Carter Ltd.	Toronto	Garry Carter
Christie Brown & Co.	Cockfield, Brown & Co. Ltd.		
Christie Brown & Co.	MacLaren Advertising Agency Ltd.	Toronto	C. H. Remy
City of Montreal	Canadian Advertising Co. Ltd.		
Colgate-Palmolive-Peet	Harry E. Foster Agencies Ltd.		
Colgate-Palmolive-Peet	L. J. Heagerty Co. Ltd.		
Colgate-Palmolive-Peet	Spitzer & Mills Ltd.		
Commercial Alcohols Ltd.	McConnell, Eastman & Co. Ltd.	Montreal	Keith B. Crombie
Comstock, A., & Sons	William R. Orr & Co.		
Comstock, W. H., Co. Ltd.	Jack Murray Ltd.		
Consumers Cordage Co. Ltd.	William R. Orr & Co.	Toronto	William R. Orr
Consumers' Gas Co.	R. T. Kelley & Co.		
Consumers' Gas Co.	Locke, Johnson & Co. Ltd.	Toronto	Rheta Danes
Continental Casualty Co.	Tandy Advertising Agency Ltd.		
Crone Storage Co. Ltd.	McConnell, Eastman & Co. Ltd.	Vancouver	R. W. Radelet
Crown Diamond Paint Co.	McConnell, Eastman & Co. Ltd.	Montreal	Keith B. Crombie
Cunningham Drug Stores	McConnell, Eastman & Co. Ltd.	Vancouver	R. W. Radelet
D			
Dad's Cookies	Stewart-Lovick & Macpherson Ltd.		
Daggett & Ramsdell	Cockfield, Brown & Co. Ltd.		
Daily Turf Sporting News	Metropolitan Broadcasting Service Ltd.		
Dalglish Chemicals Ltd.	MacLaren Advertising Co. Ltd.	Toronto	B. E. Legate
Dawes Black Horse Brewery	Stevenson & Scott Ltd.		
Dawn Publishers	Broadcast Advertising & Sales		
Dempster Staff of Life Ltd.	Garry J. Carter Ltd.	Toronto	Bobbe Howe
Department of National Defense, Canadian Government	McLaren Advertising Co. Ltd.		
Department of Veterans Affairs, Canadian Government	Stewart-Lovick & Macpherson Ltd.		
Dibble, R. G., Co. Ltd.	Garry J. Carter Ltd.	Toronto	Garry Carter
D. L. & W. Coal Co.	Vickers & Benson Ltd.		
Dodds Medicine Co. Ltd.	A. J. Denne & Co. Ltd.		
Domestic Brands Inc.	Canadian Advertising Agency Ltd.		
Dominion Corset Co.	Ronalds Advertising Agency Ltd.	Montreal	
Dominion Fur Auction Sales Ltd.	MacLaren Advertising Co. Ltd.	Winnipeg	E. P. Thomson
Dominion Seven-Up Co. Ltd.	Vickers & Benson Co. Ltd.		
Donovan Publications	Garry J. Carter Ltd.	Toronto	Bobbe Howe
Drug Trading Co.	J. J. Gibbons Ltd.		

RADIO ACCOUNTS

SPONSOR	AGENCY	OFFICE	ACCOUNT EXECUTIVE
E			
Electric Auto-Lite	Ruthrauff & Ryan Inc.	Toronto	D. G. Grant
Elias Rogers Co. Ltd.	Wm. R. Orr & Co.	Toronto	Wm. R. Orr
Elizabeth Arden of Canada Ltd.	Ronalds Advertising Agency Ltd.	Toronto	Miss C. Long
Elmhurst Dairy	Cockfield, Brown & Co. Ltd.		
J. C. Eno (Canada) Ltd.	Atherton & Currier Inc.	Toronto	
Estabrooks, T. H., Co. Ltd.	McConnell, Eastman & Co. Ltd.	Montreal	J. E. McConnell, Jr.
(Red Rose Tea and Coffee)			
Evans-Coleman-Evans	Stewart-Lovick & Macpherson Ltd.	Vancouver	
Ex-Lax Ltd.	Cockfield, Brown & Co. Ltd.		
F			
Familex Products Co.	Canadian Advertising Agency Ltd.		
Family Fair Ltd.	Spitzer & Mills Ltd.	Toronto	D. Philpott
Farm Service Force	Locke, Johnson & Co. Ltd.	Toronto	J. G. Hill
Father John's Medicine Co., Inc.	McConnell, Eastman & Co. Ltd.	Montreal	Keith B. Crombie
Ford Motor Co. of Canada Ltd.	Cockfield, Brown & Co. Ltd.	Toronto	
Fraser Labs., Ltd.	Broadcast Advertising & Sales		
Fruitatives Ltd.	Spitzer & Mills Ltd.	Montreal	C. W. Duncan
Fulford, C. E., Limited	The F. H. Hayhurst Co. Ltd.	Toronto	
Fulford, G. T., Co. Ltd.	The F. H. Hayhurst Co. Ltd.	Toronto	
G			
Garbert, Robert T., Ltd.	Mason's United Advertising Agency Ltd.		
General Dry Batteries of Canada Ltd.	McKim Advertising Ltd.	Toronto	
General Foods Ltd.	The Baker Advertising Agency Ltd.		
Gillette Safety Razor Co. of Canada	MacLaren Advertising Co. Ltd.		
Glyco-Thymolene	Ronalds Advertising Agency Ltd.	Montreal	
Gorman, Eckert & Co. Ltd.	McConnell, Eastman & Co. Ltd.	London	C. W. Lankin
Grove Laboratories Inc.	The Baker Advertising Agency Ltd.		
H			
Hambley, J. J., Hatcheries	MacLaren Advertising Co. Ltd.		
Hammond Furniture Company Limited	Stewart-Lovick & Macpherson Ltd.	Vancouver	
Harrison Brothers Ltd.	Stevenson & Scott Ltd.		
Harron Bros. Ltd.	McConnell, Eastman & Co. Ltd.	Vancouver	S. Griffis
Haugh, J. A., Manufacturing Co.	William R. Orr & Co.	Toronto	R. G. Tufts
Henderson Secretarial School	Mason's United Advertising Agency Ltd.		
Herman, E., & Co. Ltd.	McConnell, Eastman & Co. Ltd.	Toronto	Eddie Gould
Herman Furs	McConnell, Eastman & Co. Ltd.	Toronto	
Home Oil Distributors Ltd.	MacLaren Advertising Co. Ltd.	Vancouver	W. D. M. Patterson
Honey Dew Coffee Shops	McConnell, Eastman & Co. Ltd.	Toronto	
Hudnut, Richard, Ltd.	James Fisher Co. Ltd.	Toronto	D. C. Brace
Hudson's Bay Co.	Cockfield, Brown & Co. Ltd.		
Hudson's Bay Co.	F. H. Hayhurst Co. Ltd.	Toronto	
Houde, B., & Grothe Ltd.	Whitehall Broadcasting Ltd.	Montreal	
I			
Imperial Oil Limited	MacLaren Advertising Co. Ltd.	Toronto	C. M. Pasmore
Imperial Tobacco Co. of Canada Ltd.	Whitehall Broadcasting Ltd.	Montreal	
Ingersoll Cheese Co. Ltd.	MacLaren Advertising Co. Ltd.	Toronto	
Intercontinental Pork Packers Ltd.	MacLaren Advertising Co. Ltd.	Winnipeg	E. P. Thomson
International Associated Products Ltd.	Mason's United Advertising Agency Ltd.		
International Silver Co. of Canada Ltd.	Young & Rubicam	Toronto	C. W. Philp
J			
J. Lyons & Co. (Canada) Ltd.	Albert Jarvis Ltd.		
Johnson, S. C., & Son Ltd.	Vickers & Benson Ltd.	Toronto	

RADIO ACCOUNTS

SPONSOR	AGENCY	OFFICE	ACCOUNT EXECUTIVE
K			
Kayser, Julius & Co. Ltd.	Canadian Advertising Agency Ltd.		
Kellogg Co. of Canada Ltd.	J. Walter Thompson Company Limited	Toronto	Mark Napier
Kelly-Douglas & Co.	Stewart-Lovick & Macpherson Ltd.		
Kennedy Mfg. Co.	Cockfield, Brown & Co. Ltd.		
Kist (Canada) Ltd.	James Fisher Co. Ltd.	Toronto	D. C. Brace
L			
Labatt, John, Ltd.	J. Walter Thompson Company Limited	Toronto	Mark Napier
Lady Esther Ltd.	The Baker Advertising Agency Ltd.		
Lake of the Woods Milling Co. Ltd.	MacLaren Advertising Company Ltd.	Winnipeg	E. P. Thomson
Lambert Pharmacal	Jack Murray Ltd.		
Lambert, Dr. J. O., Ltd.	L. J. Heagerty Ltd.		
Larus & Brother Company Inc.	F. H. Hayhurst Co. Ltd.	Toronto	
Lavoline Cleanser Limited	F. H. Hayhurst Co. Ltd.	Toronto	
Laval Transport Ltd.	Canadian Advertising Agency Ltd.		
Laura Secord Candy Shops	Cockfield, Brown & Co. Ltd.		
Lawrason, S. F., Co. Ltd.	MacLaren Advertising Co. Ltd.	Toronto	H. Bellamy
Lektrolite Corporation of Canada Ltd.	F. H. Hayhurst Co. Ltd.	Toronto	
Lever Bros., Lifebuoy Soap	Ruthrauff & Ryan Inc.	Toronto	
Lever Bros., Pepsodent	Ruthrauff & Ryan Inc.	Toronto	G. W. Ralston
Lever Bros., Rinso	Ruthrauff & Ryan Inc.	Toronto	G. W. Ralston
Lever Bros., Sunlight Soap	Ruthrauff & Ryan Inc.	Toronto	S. R. Lees
Lever Brothers Limited	J. Walter Thompson Co. Ltd.	Toronto	Robert Campbell
Libby, McNeill & Libby of Canada Ltd.	McConnell, Eastman & Co. Ltd.	Toronto	Morgan Eastman
Liggett, L. K., Co. Ltd.	Ronalds Advertising Agency Ltd.	Toronto	R. J. Avery
Lindsay, C. W., & Co. Ltd.	Canadian Advertising Agency Ltd.		
Lipton's Teas	Ruthrauff & Ryan Inc.	Toronto	G. W. Ralston
Lipton's Teas	Vickers & Benson Ltd.		
London Life Insurance Company Limited	McConnell, Eastman & Co. Ltd.	London	C. S. Bowie
Lorrain Laboratories	Stewart-Lovick & Macpherson Ltd.	Montreal	Marcel Pare
Lowney, Walter M., Co. Ltd.	Harry E. Foster Agencies Ltd.		
Lyman Agencies Ltd. (Tintex)	Ronalds Advertising Agency Ltd.	Montreal	
Lyons Furniture Co.	Metropolitan Broadcasting Service Ltd.		
M			
Malkin, W. H., Co. Ltd.	MacLaren Advertising Co. Ltd.	Vancouver	W. D. M. Patterson
Maple Leaf Anti-Freeze	Stevenson & Scott Ltd.		
Maple Leaf Milling	Cockfield, Brown & Co. Ltd.	Toronto	
Massey-Harris Co. Ltd.	Cockfield, Brown & Co. Ltd.	Toronto	
McCull-Frontenac Oil Company Ltd.	Ronalds Advertising Agency Limited	Montreal	
McCormick's Limited	McConnell, Eastman & Co. Ltd.	Toronto	Morgan Eastman
McLeod, George, Dept. Store	Mason's United Advertising Agency Ltd.		
Medusa Products Co. of Canada Ltd.	McConnell, Eastman & Co. Ltd.	Toronto	G. L. Dixon
Met-Wo Industries Ltd.	Garry J. Carter Ltd.	Toronto	Bob Howe
Midland Chamber of Commerce	Tandy Advertising Agency Ltd.		
Miles Laboratories Ltd.	Cockfield, Brown & Co. Ltd.	Toronto	
Milk Distributors Association of P.Q.	Canadian Advertising Agency Ltd.		
Molson's Brewery Ltd.	Cockfield, Brown & Co. Ltd.		
Monarch Overall Co. Ltd.	Spitzer & Mills Ltd.	Toronto	D. Philpott
Montreal Standard	Stevenson & Scott Ltd.		
Mother Parker's Tea Co.	A. J. Denne & Co. Ltd.		
Muirheads Cafeterias	McConnell, Eastman & Co. Ltd.		
Multifax Enterprises Ltd.	Tandy Advertising Agency Ltd.		
Mulveny Remedies Ltd.	Tandy Advertising Agency Ltd.		
Murine	Cockfield, Brown & Co. Ltd.		
Mutual Benefit Health and Accident Ass'n.	Harry E. Foster Agencies Ltd.		
Mutual Street Arena	R. C. Smith & Son	Toronto	
Mvers Studios Ltd.	Metropolitan Broadcasting Service Ltd.		

RADIO ACCOUNTS

SPONSOR	AGENCY	OFFICE	ACCOUNT EXECUTIVE
N			
Nabob Food Products Ltd.	Cockfield, Brown & Co. Ltd.		
Nalley's Limited	MacLaren Advertising Company Ltd.	Vancouver	W. D. M. Patterson
National Breweries Ltd.	MacLaren Advertising Co. Ltd.		
National Breweries Ltd.	Ronalds Advertising Agency Limited	Montreal	F. P. Gill
National Cellulose of Canada	Ferres Advertising Service		
National Drug & Chemical Ltd.	Cockfield, Brown & Co. Ltd.		
National Dry Limited	McConnell, Eastman & Co. Ltd.	London	C. W. Lankin
Nelson's Laundry	Stewart-Lovick & Macpherson Ltd.	Vancouver	
Nestle's Milk Products Ltd.	Cockfield, Brown & Co. Ltd.	Toronto	
Niagara Finance Co. Ltd.	Ronalds Advertising Agency Limited	Toronto	J. G. Wallace
Noma Electric Corp.	MacLaren Advertising Co. Ltd.	Toronto	A. E. Jenner
Nova-Kelp, Marine Concentrates Ltd.	Russell T. Kelley Ltd.	Toronto	
Nutrim Company Limited	F. H. Hayhurst Co. Ltd.	Toronto	
Nyal Company, The	MacLaren Advertising Co. Ltd.	Toronto	S. Stockwell
O			
O'Cedar of Canada Ltd.	MacLaren Advertising Co. Ltd.	Toronto	H. Bellamy
Ogilvie Flour Mills Co. Ltd.	J. J. Gibbons Ltd.		
O'Hearn, Frank	Tandy Advertising Agency Ltd.		
Ontario Tobacco Co.	Metropolitan Broadcasting Service Ltd.		
Owen & Elms Ltd.	Metropolitan Broadcasting Service Ltd.		
P			
Pacquin's Hand Cream	Ronalds Advertising Agency Limited	Montreal	
Palmer's Limited	MacLaren Advertising Co. Ltd.	Vancouver	W. D. M. Patterson
Panther Rubber Co.	Stevenson & Scott Ltd.		
Parker's Dye Works Ltd.	Savary & Co.		
Patrick, W. G., & Co. Ltd.	James Fisher Co. Ltd.	Toronto	D. C. Brace
Peoples Credit Clothiers	MacLaren Advertising Company Ltd.	Toronto	M. Rosenfeld
Peoples Credit Jewellers	MacLaren Advertising Company Ltd.	Toronto	M. Rosenfeld
Pepsodent Co. of Canada	Ruthrauff & Ryan Inc.	Toronto	
Perfect Circle Co. of Canada Ltd.	McConnell, Eastman & Co. Ltd.	Toronto	L. O. Thompson
Philco Corporation of Canada Ltd.	Hutchins Advertising Co. of Canada Ltd.	Toronto	
Phono-Vision Distributing Co.	Garry J. Carter Ltd.	Toronto	Garry Carter
Pierce's Proprietaries Inc.	F. H. Hayhurst Co. Ltd.	Toronto	
Plastic Pictures Canada Ltd.	Jack Murray Ltd.		
Plymouth Cordage Co.	William R. Orr & Co. Ltd.	Toronto	William R. Orr
Pond's Extract Co. of Canada	J. Walter Thompson Co. Ltd.	Toronto	Robert Campbell
Procter & Gamble	Dancer-Fitzgerald-Sample	Toronto	
Provincial Hatcheries	Stewart-Lovick & Macpherson Ltd.	Edmonton	
Pure Gold Manufacturing Co. Ltd.	Harry E. Foster Agencies Ltd.		
Purina	James Fisher Co. Ltd.		
Q			
Quaker Oats Co. of Canada Ltd.	Spitzer & Mills Ltd.	Toronto	F. J. Collins
Quimet, J. Rene, Limitee	The Baker Advertising Agency Ltd.		
R			
Radiocrafts	Mason's United Advertising Agency Ltd.		
RCA Victor Co. Ltd.	Spitzer & Mills Ltd.	Montreal	C. W. Duncan
Reliable Toy Co. Ltd.	Ronalds Advertising Agency Limited	Toronto	J. G. Wallace
Rexall Drug Co. Ltd.	Ronalds Advertising Agency Limited	Toronto	Miss C. Long
Riverdale Garage Limited	Garry J. Carter Ltd.	Toronto	Garry Carter
Robin Hood Flour Mills Ltd.	Stewart-Lovick & Macpherson Ltd.	Vancouver	
Robin Hood Flour Mills Ltd.	Young & Rubicam Ltd.	Montreal	Leland Arbuthnot
Roe Farms Milling Co.	Ronalds Advertising Agency Limited	Toronto	R. J. Avery
Rosebud Flour Mills	Stewart-Lovick & Macpherson Ltd.	Edmonton	
Rump and Sendall Ltd.	Stewart-Lovick & Macpherson Ltd.	Vancouver	

RADIO ACCOUNTS

SPONSOR	AGENCY	OFFICE	ACCOUNT EXECUTIVE
S			
Salada Tea Co. of Canada Ltd.	Thornton Purkis Advertising Agency		
Scholl Manufacturing Co. Ltd.	F. H. Hayhurst Co. Ltd.	Toronto	
Shell Co. of Canada Ltd.	J. Walter Thompson Co. Ltd.	Toronto	Mark Napier
Sherriff's Limited	Cockfield, Brown & Co. Ltd.		
Sherwin-Williams Co. of Canada	Cockfield, Brown & Co. Ltd.		
Sherwin-Williams Co. of Canada	General Broadcasting Co.		
Shorty Beverages	Garry J. Carter of Canada Ltd.	Toronto	
Siberry's Limited	Garry J. Carter Ltd.	Toronto	Garry Carter
Sick's Capilano Brewery Ltd.	MacLaren Advertising Co. Ltd.	Winnipeg	W. D. M. Patterson
Siggner, A. J., Furniture Co.	Garry J. Carter Ltd.	Toronto	Bob Howe
Simpson, Robt. Co. Ltd.	Harry E. Foster Agencies Ltd.	Toronto	A. R. Robertson
Simpson, Robt. Co. Ltd.	Locke, Johnson & Co. Ltd.		
Sleepex Reg'd.	J. E. Huot Limited		
Smile Hat Shops Ltd.	Garry J. Carter Ltd.	Toronto	
Smith Bros. Inc.	Harry E. Foster Agencies Ltd.		
Snyder, J. M., Ltd.	General Broadcasting Co.		
Socony Vacuum	Cockfield, Brown & Co. Ltd.		
Spence Limited	Mason's United Advertising Agency Ltd.		
St. Boniface Creamery Ltd.	MacLaren Advertising Co. Ltd.	Winnipeg	E. P. Thomson
Stephens, G. F., Co. Ltd.	MacLaren Advertising Co. Ltd.		
Sterling Products	Dancer-Fitzgerald-Sample Ltd.	Toronto	
Stewart Electric Hatcheries	Mason's United Advertising Agency Ltd.		
St. Lawrence Starch Co. Ltd.	McConnell, Eastman & Co. Ltd.		
Sunland Biscuit Co.	Stewart-Lovick & Macpherson Ltd.	Edmonton	
Sun Oil Company Ltd.	Tandy Advertising Agency		
Super Pufft Popcorn	Tandy Advertising Agency		
Supertest Petroleum	Harry E. Foster Agencies Ltd.		
Sutcliffe & Bingham of Canada Ltd.	MacLaren Advertising Co. Ltd.	Toronto	H. Bellamy
Swift Canadian	McConnell, Eastman & Co. Ltd.		
Swift Canadian	J. Walter Thompson Co. Ltd.	Toronto	Mark Napier
Symington, W., & Co. Ltd.	James Fisher Co. Ltd.	Toronto	D. C. Brace
T			
Taplin Shoe Store Ltd.	Metropolitan Broadcasting Service Ltd.		
Taylor's Service Stores	Garry J. Carter Ltd.	Toronto	Garry Carter
Templeton's Limited	F. H. Hayhurst Co. Ltd.	Toronto	
Thor-Canadian Company Ltd.	Garry J. Carter Ltd.	Toronto	Garry Carter
Tip Top Tailors Ltd.	McConnell, Eastman & Co. Ltd.	Toronto	Eddie Gould
Toni Co., The	Spitzer & Mills Ltd.	Toronto	
Toronto Better Business Bureau	Jack Murray Ltd.		
Toronto Fuels Limited	Metropolitan Broadcasting Service Ltd.		
Toronto Globe & Mail	Harry E. Foster Agencies Ltd.		
Trimz Co. of Canada Ltd.	MacLaren Advertising Co. Ltd.	Toronto	
Trull Funeral Homes	William R. Orr & Co.	Toronto	William R. Orr
Tuckett Limited	MacLaren Advertising Co. Ltd.	Toronto	
Tuckett Limited	Whitehall Broadcasting Ltd.		
Twedde Chick Hatcheries	Metropolitan Broadcasting Service Ltd.		
U			
Underwood Limited	J. J. Gibbons Limited		
United Rexall Drug Company	Ronalds Advertising Agency Limited		
(Agricultural Chemicals Division)	Stewart-Lovick & Macpherson Ltd.		
V			
Valiquette Ltd.	Canadian Advertising Agency		
Vancouver Supply Co. Ltd.	McConnell, Eastman & Co. Ltd.	Vancouver	R. W. Radelet
Viau Limited	Canadian Advertising Agency		
Viking Fur Company	Stewart-Lovick & Macpherson Ltd.	Vancouver	



QUEBEC PROVINCE LISTENS TO FRENCH RADIO



Are YOU selling to the three million French-speaking Canadians in the Quebec market? Or do you concentrate your sales-efforts on other parts of Canada, because "Quebec requires individual treatment"? Quebec **does** require understanding — we **know** the market — we are in business to work with you and your Advertising Agency — as we have already been privileged to work with many of Canada's leading advertisers. Radio, in French, is a most effective way of reaching this market. French-speaking Canadians do not hear programs in their own tongue from other parts of Canada or the United States—they **depend** on their own Quebec Province stations—they **listen** to programs exclusively **theirs**. We plan and produce Radio Programmes, in either English or French. Whether your sales effort is in Quebec Province, elsewhere in Canada, or in the United States, our experience and facilities can be of value to you.



RADIO PROGRAMME PRODUCERS

MONTREAL

QUEBEC

1440 ST. CATHERINE STREET WEST
MONTREAL, P.Q.

RADIO ACCOUNTS

SPONSOR	AGENCY	OFFICE	ACCOUNT EXECUTIVE
W			
Wampole, Henry K., & Co. Ltd.	MacLaren Advertising Company Ltd.	Toronto	W. F. Harrison
Wartime Prices & Trade Board	Canadian Advertising Agency Ltd.		
Waters, Percy, Florist Ltd.	William R. Orr & Co.	Toronto	R. G. Tufts
Westfield Watch Company	MacLaren Advertising Co. Ltd.	Toronto	B. E. Legate
Westminster Paper Co. Ltd.	Stewart-Lovick & Macpherson Ltd.	Vancouver	
Weston's Bread & Cakes (Canada) Ltd.	Stewart-Lovick & Macpherson Ltd.	Winnipeg	
Whalen Insurance			
Whitehall Pharmacal (Canada) Limited	Young & Rubicam Ltd.	Toronto	J. M. Sharp
White Laboratories Inc.	The Baker Advertising Agency Ltd.		
Willards Chocolates	Cockfield, Brown & Co., Ltd.		
Wilson Limited	A. J. Denne & Co. Ltd.		
Winnipeg Milk Distributors	Stewart-Lovick & Macpherson Ltd.	Winnipeg	
World Wide Chewing Gum Co.	Canadian Advertising Agency Ltd.		
Wrigley, Wm., Jr. Co. of Canada Ltd.	Jack Murray Ltd.		
Wyeth, John, & Brother of Canada Ltd.	Young & Rubicam Ltd.	Toronto	C. G. Olsen
Y			
York Knitting Mills	Cockfield, Brown & Co., Ltd.		
Z			
Zonite Products Corp.	Cockfield, Brown & Co., Ltd.		

RADIO EXECUTIVES

*For complete radio service-
station recommendations, available
times, market data, rates, discounts,
production and transcriptions-
Consult any of our three offices.*

HORACE N. STOVIN
 & COMPANY
Radio Station Representatives
 MONTREAL TORONTO WINNIPEG

STATION REPRESENTATIVES --- CANADA

ALEXANDER, JAMES L.

HEAD OFFICE: TORONTO—100 Adelaide St. W.

Phone: ADelaide 9594
General Manager: J. L. Alexander

BRANCH OFFICE: MONTREAL—Drummond Bldg.

Phone: HArbor 6448
Manager: Frank Edwards

REPRESENTS:

CFAB	Windsor, N.S.
CHLP	Montreal, Que.
CHNO	Sudbury, Ont.
CHUM	Toronto, Ont.
CHVC	Niagara Falls, Ont.
CJCI	Calgary, Alta.
CJFX	Antigonish, N.S.
CJIC	Sault Ste. Marie, Ont.
CKFI	Fort Frances, Ont.
CKNX	Wingham, Ont.
CKPC	Brantford, Ont.

ALL-CANADA RADIO FACILITIES LTD.

HEAD OFFICE: CALGARY, ALTA.—Southam Bldg.

Phone: M-7691
President: H. R. Carson

BRANCH OFFICES:

TORONTO: (Head Office of Program Division)—80 Richmond St. W.

Phone: ELgin 2464
Manager: Guy F. Herbert
Program Division: Spence Caldwell
Station Time and Statistical: John Tregale

MONTREAL—Dominion Square Bldg.

Phone: LANcaster 6400
Manager: Burt Hall

WINNIPEG—Electric Railway Chambers

Phone: 96-861
Manager: P. H. Gayner

VANCOUVER—198 W. Hastings St.

Phone: MARine 9542
Manager: John E. Baldwin

REPRESENTS:

CFAC	Calgary, Alta.
CFBC	Saint John, N.B.
CFCF	Montreal, Que.
CFCY	Charlottetown, P.E.I.
CFGP	Grande Prairie, Alta.
CFJC	Kamloops, B.C.
CFNB	Fredericton, N.B.
CFRA	Ottawa, Ont.
CFRB	Toronto, Ont.
CHAB	Moose Jaw, Sask.
CHAT	Medicine Hat, Alta.
CHNS	Halifax, N.S.
CHWK	Chilliwack, B.C.
CJAT	Trail, B.C.
CJCA	Edmonton, Alta.
CJCB	Sydney, N.S.
CJCS	Stratford, Ont.
CJLS	Yarmouth, N.S.
CJOC	Lethbridge, Alta.
CJVI	Victoria, B.C.
CKBI	Prince Albert, Sask.
CKCK	Regina, Sask.
CKNB	Campbellton, N.B.
CKOC	Hamilton, Ont.
CKOV	Kelowna, B.C.
CKPG	Prince George, B.C.
CKRC	Winnipeg, Man.
CKRM	Regina, Sask.
CKSO	Sudbury, Ont.
CKWX	Vancouver, B.C.
VONF	St. Johns, Newfoundland

ASSOCIATED BROADCASTING CO. LTD.

HEAD OFFICE: MONTREAL—1010 St. Catherine St. W.

Phone: BELair 3325
Manager: M. Maxwell
Production Manager: Brahm S. Vineberg
Radio Director: A. B. Maxwell

BRANCH OFFICE: TORONTO—199 Bay St.

Phone: WAverley 8056
Manager: M. Raymond
(General Canadian radio station representatives—
Non-Exclusive.)

BROADCAST REPRESENTATIVES LTD.

HEAD OFFICE: WINNIPEG—10th Floor, Lindsay Bldg.

Phone: 96-374
Manager: A. J. Messner

REPRESENTS:

(Winnipeg Only—see Radio Representatives Ltd.)

CFCN	Calgary, Alta.
CFPA	Port Arthur, Ont.
CFRC	Saskatoon, Sask.
CFRN	Edmonton, Alta.
CHEF	Granby, Que.
CHGS	Summerside, P.E.I.
CJAV	Port Alberni, B.C.
CJOB	Winnipeg, Man.
CJSO	Sorel, Que.
CKCH	Hull, Que.
CKCV	Quebec City, Que.
CKFI	Fort Frances, Ont.
CKMO	Vancouver, B.C.
CKNW	New Westminster, B.C.
CKPR	Fort William, Ont.
CKTS	Sherbrooke, Que.

CANADIAN BROADCASTING CORP.

TORONTO OFFICE: 354 Jarvis St.

Phone: Midway 5481
Commercial Manager: E. Austin Weir

MONTREAL OFFICE: 1231 St. Catherine St. W.

Phone: MARquette 8021
Acting Commercial Manager: Maurice Valiquette

REPRESENTS:

CBA	Sackville, N.B.
CBF	Montreal, Que.
CBH	Halifax, N.S.
CBJ	Chicoutimi, Que.
CBK	Watrous, Sask.
CBL	Toronto, Ont.
CBM	Montreal, Que.
CBO	Ottawa, Ont.
CBR	Vancouver, B.C.
CBV	Quebec City, Que.
CBW	Winnipeg, Man. (Under Construction)
CBX	Lacombe, Alta. (Under Construction)
CFPR	Prince Rupert, B.C.
CJBC	Toronto, Ont.

HARDY, JOS. A., & CO. LTD.

HEAD OFFICE: QUEBEC CITY, QUE.—39 St. John St.

Phone: 3-6693

BRANCH OFFICES:

MONTREAL—1405 Peel St.

Phone: HArbor 2515
Manager: B. Wells

TORONTO—80 Richmond St. W.

Phone: ADelaide 8482
Manager: C. W. Wright

REPRESENTS:

CHLN	Trois Rivières, Que.
CHLT	Sherbrooke, Que.
CHNC	New Carlisle, Que.
CHRC	Quebec City, Que.
CKRS	Jonquière, Que.

STATION REPRESENTATIVES

HUNT, JOHN N., & ASSOCIATES

HEAD OFFICE: VANCOUVER—144 West Hastings St.
 Manager: John N. Hunt

METROPOLITAN BROADCASTING CO.

HEAD OFFICE: TORONTO—21 Dundas Square
 Phone: ELgin 5600
 General Manager: Don E. Wright

REPRESENTS:

CHML Hamilton, Ont.

NATIONAL BROADCAST SALES

HEAD OFFICE: TORONTO—2320 Bank of Commerce Bldg.
 Phone: ADElaide 8895
 Manager: J. M. Davidson

BRANCH OFFICE: MONTREAL—106 Medical Arts Bldg.
 Phone: FITzroy 6388
 Manager: R. A. Leslie

REPRESENTS:

CFCH	North Bay, Ont.
CFPA	Port Arthur, Ont.
CHAD	Amos, Que.
CHEX	Peterborough, Ont.
CHGB	Ste. Anne de la Pocatiere, Que.
CHOK	Sarnia, Ont.
CJAD	Montreal, Que.
CJKL	Kirkland Lake, Ont.
CKEY	Toronto, Ont. (Montreal only)
CKGB	Timmins, Ont.
CKMO	Vancouver, B.C.
KCRN	Rouyn, Que.
CKTB	St. Catharines, Ont.
CKVD	Val d'Or, Que.
CKWS	Kingston, Ont.

RADIO REPRESENTATIVES LTD.

HEAD OFFICE: TORONTO—4 Albert St.
 Phone: WAverley 6151
 President: J. Slatter

BRANCH OFFICES:

MONTREAL—Dominion Square Bldg.
 Phone: HARbor 7811
 Manager: W. Dippied

WINNIPEG—Lindsay Bldg.
 Manager: A. J. Messner

REPRESENTS:

CFCN	Calgary, Alta.
CFQC	Saskatoon, Sask.
CFRN	Edmonton, Alta.
CHEF	Granby, Que.
CHGS	Summerside, P.E.I.
CJAV	Port Alberni, B.C.
CJOB	Winnipeg, Man.
CJSO	Sorel, Que.
CKCH	Hull, Que.
CKCV	Quebec City, Que.
CKNW	New Westminster, B.C.
CKPR	Fort William, Ont.
CKTS	Sherbrooke, Que.

STOVIN, HORACE N., & CO.

HEAD OFFICE: TORONTO—1402 Victory Bldg.
 Phone: ADElaide 9184
 President: Horace N. Stovin
 Sales Promotion Director: A. A. McDermott

BRANCH OFFICES:

MONTREAL—Keefer Bldg.

Phone: PLateau 8749
 Manager: R. F. Bowden

WINNIPEG—Manitoba Telephone Bldg.

Phone: 92-191
 Manager: W. G. Carpentier

REPRESENTS:

CFAR	Flin Flon, Man.
CFJM	Brockville, Ont.
CFOR	Orillia, Ont.
CFOS	Owen Sound, Ont.
CFPL	London, Ont. (Montreal and Winnipeg)
CFPR	Prince Rupert, B.C.
CHML	Hamilton, Ont.
CHOV	Pembroke, Ont.
CHSJ	Saint John, N.B.
CJBC	Toronto, Ont.
CJBR	Rimouski, Que.
CJBQ	Belleville, Ont.
CJCH	Halifax, N.S.
CJEM	Edmundston, N.B.
CJGX	Yorkton, Sask.
CJIB	Vernon, B.C.
CJNB	North Battleford, Sask.
CJOR	Vancouver, B.C.
CJRL	Kenora, Ont.
CKCW	Moncton, N.B.
CKLN	Nelson, B.C.
CKLW	Windsor, Ont.
CKPR	Fort William, Ont. (Winnipeg only)
CKSF	Cornwall, Ont.
CKVL	Verdun, Que.
CKX	Brandon, Man.
CKY	Winnipeg, Man.
ZBM	Bermuda

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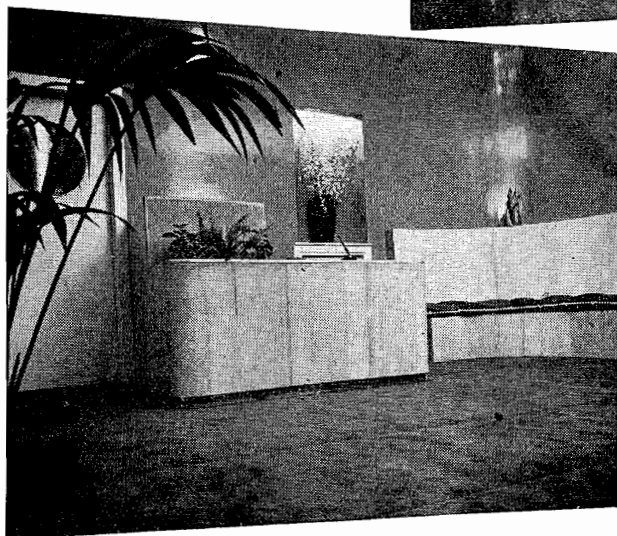
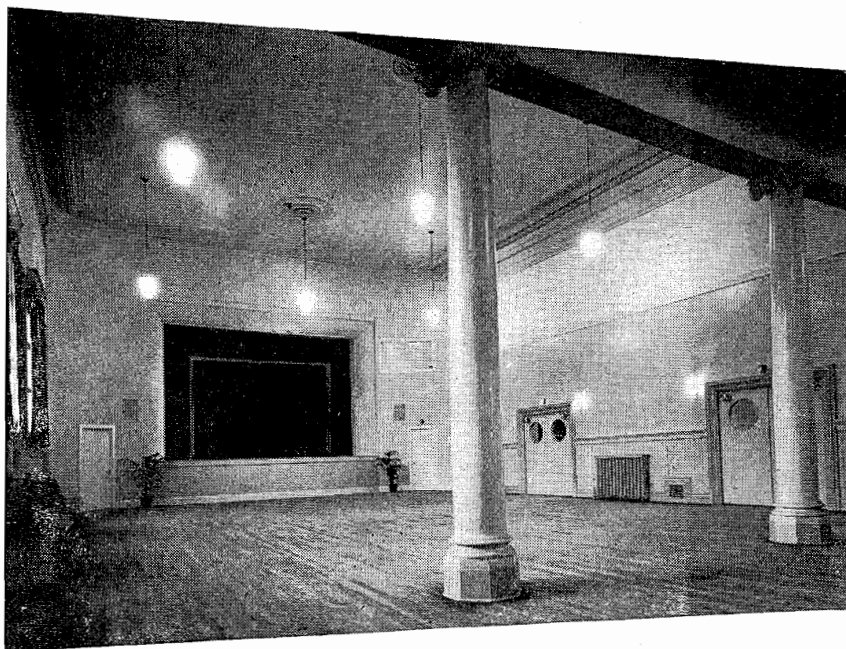
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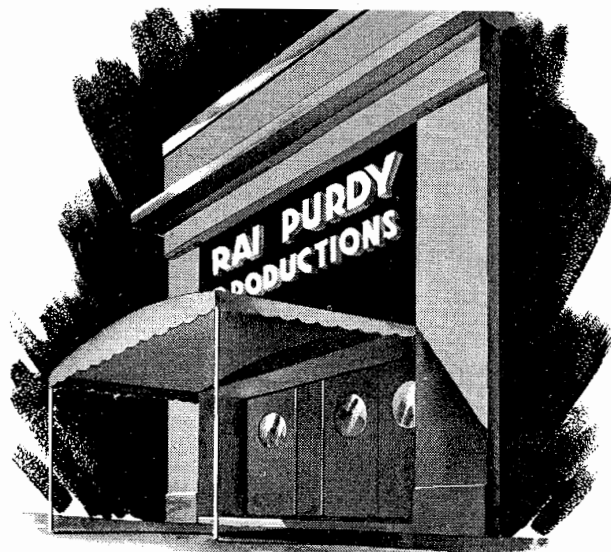
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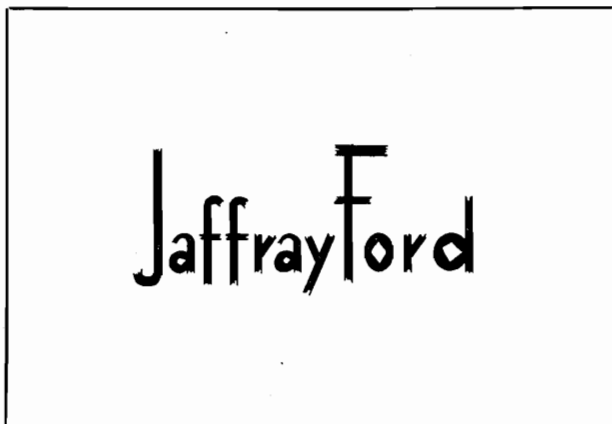
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201 Avenue Bldg.,
Third Avenue South

MOOSE JAW, SASK.

J. C. Stephen,
Radio Inspector,
4th Floor Public Bldg.

WINNIPEG, MAN.

G. Gray,
District Superintendent of Radio,
539 Dominion Public Bldg.

FORT WILLIAM, ONT.

A. C. Powley,
Radio Inspector,
Room 304, Customs Bldg.

WINDSOR, ONT.

R. G. Gooding,
Radio Inspector,
609 Dominion Public Bldg.

LONDON, ONT.

A. R. Clinchy,
Radio Inspector,
Rooms 406-408, Dominion Public Bldg.,
(P.O. Box 413)

KITCHENER, ONT.

J. A. Gervais,
Radio Inspector,
Dominion Public Bldg.,
Duke St.

HAMILTON, ONT.

A. Aveling,
Radio Inspector,
(P.O. Box 475),
47 King St. East

TORONTO, ONT.

S. J. Ellis,
District Superintendent of Radio,
Room 566, Dominion Public Bldg.,
(Corner of Bay and Front Streets)

KINGSTON, ONT.

A. G. E. Argue,
Radio Inspector,
424 Princess St.

MONTREAL, QUE.

J. M. Colton,
District Superintendent of Radio,
Room 403, 400 Youville Place

SHERBROOKE, QUE.

J. E. H. Fisher,
Radio Inspector,
Rooms 4 and 5, Whiting Block
100 Wellington Street

QUEBEC, QUE.

W. J. E. Moore,
Radio Inspector,
Pilotage Bldg.,
Champlain Market

HALIFAX, N.S.

G. F. Harris,
District Superintendent of Radio,
(P.O. Box 217),
Dominion Public Bldg.

SAINT JOHN, N.B.

H. H. Brannen,
Radio Inspector,
(P.O. Box 89),
Customs House

ASSOCIATIONS

ASSOCIATION OF CANADIAN ADVERTISERS

TORONTO—85 Richmond St. W.
 Phone: ADelaide 8047
 President: H. J. G. Jackson
 (Chrysler Corporation of Canada Ltd., Windsor)
 Vice-Presidents: George S. Bertram
 (Swift Canadian Co. Ltd., Toronto)
 Lee Trenholm
 (Underwood Ltd., Toronto)
 Muriel Whitlock Gillespie
 (Courtaulds Ltd., Montreal)
 Hedleigh T. Venning
 (Shirriff's Ltd., Toronto)
 J. C. Hagey
 (B. F. Goodrich Rubber Co. of Canada)
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 (Manufacturers Life Assurance Co.,
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 (MacLean-Hunter Publishing Co., Toronto)
 General Manager: Athol McQuarrie
 (303 Federal Bldg., Toronto 1)
 Directors: E. T. Gater
 (Sterling Products Ltd., Windsor)
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 (House of Seagram, Montreal)
 James F. Scruton
 (H. J. Heinz Co., Toronto)

ASSOCIATION OF CANADIAN RADIO ARTISTS (A.F. OF L.)

TORONTO—414 Bay St.
 Phone: WAverley 5763
 President: Earle Grey
 Vice-President: John Reid
 Secretary-Treasurer: Ernest Berry
 Recording Secretary: Alan King
 Actors' Representatives: Jean Tweed
 Frank Peddie
 Announcers' Representative: Bernard Cowan
 Singers' Representatives: William Morton
 Carl Tapscott
 Writers' Representatives: Roxana Bond
 Tommy Tweed

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

VANCOUVER, B.C.—Hotel Grosvenor
 Phone: MARine 6464
 President: George Chandler (CJOR)
 Vice-President: J. W. Browne (CKOV)
 Director: Jack Pilling (CHWK)

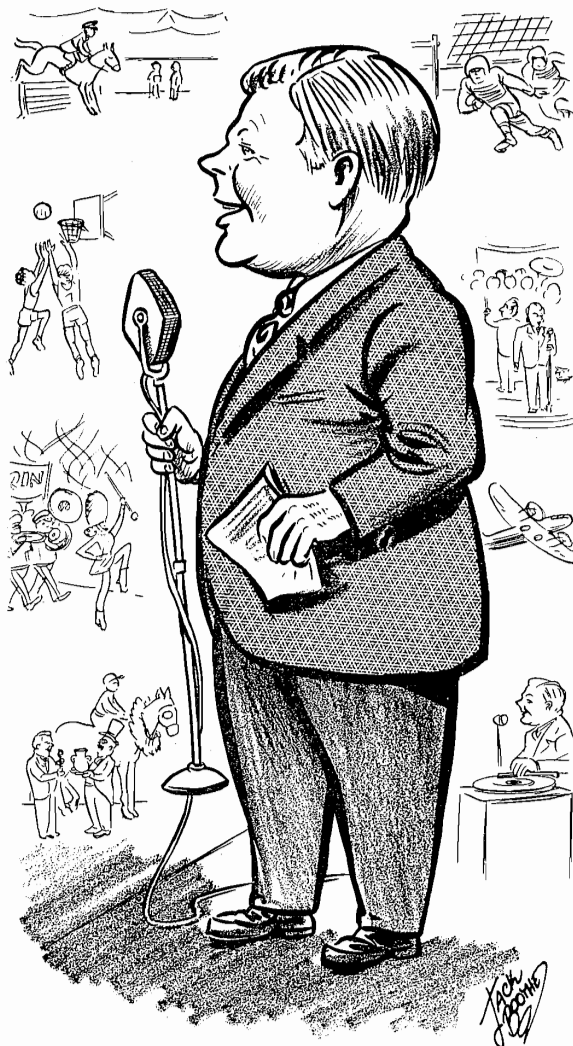
•
Bernard
Braden
 •



•
Barbara
Kelly
 •

ASSOCIATIONS

Byng Whittaker C.B.C. TORONTO



On the Air for

**C.B.C. SUSTAINERS
&
CAMPBELL SOUP CO. LTD.
FORD OF CANADA
HOUSEHOLD FINANCE CORP.**

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TORONTO—111 Avenue Road

Phone: Kingsdale 0980

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(Cockfield, Brown & Co. Ltd., Toronto)

Vice-President: Hector Fontaine

(Canadian Advertising Agency, Ltd.,
Montreal)

Secretary-Treasurer: Harry M. Tedman

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Morgan Eastman

(McConnell, Eastman & Co. Ltd., Toronto)

Adrian Head

(J. Walter Thompson Co. Ltd., Toronto)

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Russell C. Ronalds

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CANADIAN ASSOCIATION OF BROADCASTERS

TORONTO—2100 Victory Building

Phone: Adelaide 5684

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Honorary President: G. R. A. Rice

Manager and Consulting Engineer: Henry S. Dawson

Secretary-Treasurer: T. Arthur Evans

General Counsel: Joseph Sedgwick

Directors: Harry Sedgwick (CFRB, Toronto)

Ken Soble (CHML, Hamilton)

Ralph Snelgrove (CFOS, Owen Sound, Ont.)

Keith Rogers (CFCY, Charlottetown, P.E.I.)

Malcolm Neill (CFNB, Fredericton, N.B.)

Phil Lalonde (CKAC, Montreal)

Narcisse Thivierge (CHRC, Quebec City, Que.)

A. M. Cairns (CFAC, Calgary, Alta.)

Gordon Henry (CJCA, Edmonton, Alta.)

G. R. A. Rice (CFRN, Edmonton, Alta.)

A. A. Murphy (CFQC, Saskatoon, Sask.)

CANADIAN RADIO TECHNICAL PLANNING BOARD

TORONTO—Room 302, 159 Bay St.

Phone: Adelaide 1531

President: R. M. Brophy

Vice-President: R. A. Hackbush

Secretary-Treasurer: S. D. Brownlee

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TORONTO—Room 302, 159 Bay St.

Phone: Adelaide 1531

President: S. L. Capell (Philco)

Vice-President: F. R. Deakins (RCA)

Executive Secretary: S. D. Brownlee

WESTERN ASSOCIATION OF BROADCASTERS

CALGARY, ALTA.—1000 Southam Bldg.

President: A. M. Cairns

Directors: G. R. A. Rice

A. A. Murphy

William Guild

THE BEAVER AWARD



Instituted in February, 1945, by the radio trade paper Canadian Broadcaster, and presented for "Distinguished Service to Canadian Radio," the Beaver Awards are given each year to the artists, announcers, engineers, sponsors, advertising agencies and others who, in the Broadcaster's opinion, have rendered service to the industry "beyond fee or salary." For the three years of their existence the presentations have been made by Richard G. Lewis, publisher of the Broadcaster, at a dinner of the Radio Executives Club of Toronto. The presentation ceremonies have been broadcast over the CBC network on Borden's "Canadian Cavalcade." Object of the awards is "to focus attention on Canadian Radio talent, to encourage such talent to stay in Canada, and to bring the various sections of the industry together."

1944

- MART KENNEY'S ORCHESTRA (Popular Music)
("... for its individual and distinctive stylings ...")
- ERNIE AND KAY EDGE (Writing)
("... for their skill and craftsmanship ...")
- GRACE MATTHEWS (Acting)
("... for her ability ... and her intense sincerity ...")
- JACK FULLER (Announcing)
("... a valuable component of Canadian radio ...")
- YORK KNITTING MILLS LTD. (Sponsorship)
("... for discovery of talent ...")
- C. M. PASMORE (Agency Promotion)
("... his experience, craftsmanship ... tireless energy.")
- JEAN PENNY and RALPH KUYLE (Initiative)
("... on the job to keep radio on the air ...")
- THE HAPPY GANG (Programs)
("For nearly eight years it has shone out ...")
- STAGE 44 (Talent Opportunities)
("... for the development of new techniques ...")
- PAUL L'ANGLAIS (Production)
("... helped ... a nationally Canadian radio in French.")
- G. WELLS RITCHIE (Public Relations)
("His willingness to co-operate ...")
- STATION CKNX, WINGHAM (Community Service)
("... The Ontario Farm Station to all in reach.")
- STAN FRANCIS (Master of Ceremonies)
("Radio's one-man variety program ...")
- ALYS ROBI (Singing)
("Her laughing voice is the embodiment of happiness.")
- ALEX McKEE (Acting)
("... Canada's most useful radio actor ...")
- FOSTER HEWITT (Sports Broadcasting)
("... keeps interest alive in Canada's national sport.")

1945

- CLAIRE WALLACE (Women's Commentator)
("For her radio work in the public service ...")
- JOHN ADASKIN (Production)
("For his musical production of Voice of Victor ... etc.")
- SAM ROSS (News)
("For his ... news department at CKWX, Vancouver.")
- JOHN FISHER (Commentator)
("For his enthusiastic portrayal of the Canadian scene.")
- FRANK LYNCH (Special Events)
("For his work overseas ...")
- CBC OVERSEAS NEWS DEPARTMENT (Reporting)
("For distinguished service throughout World War II")
- GRACE WEBSTER (Actress)
("As a traditional trouper.")
- STATION CHAB, MOOSE JAW (Promotion)
("For program promotion.")
- THE ALOUETTE QUARTET (Singing)
("For brilliant interpretation of French-Canadian songs.")
- ELWOOD GLOVER (Announcing)
("For his quiet sincerity ... on Victory Loan programs.")
- EARLE CONNOR (Engineering)
("Eager to co-operate ... during equipment shortage.")
- HOWARD CABLE (Music)
("For his all-round musical ability ...")
- STATION CKCW, MONCTON (Service)
("For community service.")
- WAYNE AND SHUSTER (Writing)
("For ... the Johnny Home Show.")
- WALTER M. LOWNY CO. LTD. (Public Service)
("For encouragement of safety ...")
- DOROTHY DEANE (Singing)
("For her songs and personality.")
- MERCER McLEOD (Acting)
("For distinguished program 'The Man with the Story'.")

BEAVER AWARD

1946

WILLIAM C. BORRETT (CHNS, Halifax)
("For his 'Tales Told Under the Old Town Clock'.")

CJCA, EDMONTON
("For furtherance of understanding among new Canadians.")

DICK DIESPECKER (CJOR, Vancouver)
("With his program production.")

MARY GRANNAN (Writing)
("For her 'Just Mary' Program.")

CLAUDE-HENRI GRIGNON (Writing)
("For 'Un Homme et Son Peche'.")

LEN HEADLEY (RCA Victor Co. Ltd.)
("By encouragement of Canadian talent.")

EVE HENDERSON (CKRC, Winnipeg)
("By her women's programs.")

BABS HITCHMAN (Writing, Producing)
("For writing and producing the Eaton's Santa Claus Program.")

ROSS McRAE (Cockfield, Brown & Co.)
("By devotion to his work . . . during steel strike . . .")

KEN McADAM (Singing)
("For a rich voice, generously shared . . .")

ONTARIO PANORAMA (Alan Savage and Gordon Sinclair)
("By spotlighting the by-ways of Ontario.")

WAYNE and SHUSTER (Comedians)
("For their comedy program, 'The Wayne and Shuster Show'.")

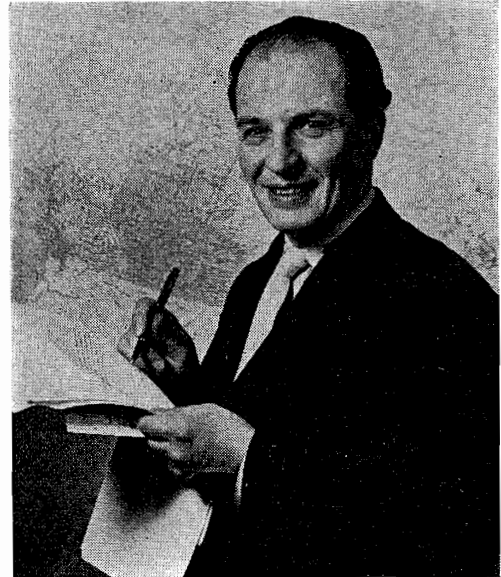
"Canada's Master Story Teller"

Programs

John Fisher Reports — CBC
Purity Flour Mills — Canada wide
Manitoba Travel Bureau —
USA - Mid-West Stations
Public Addresses
Films

Awards

Beaver Award 1945-1946
La Fleche Trophy 1945-1946
La Fleche Trophy 1946-1947



JOHN FISHER

RADIO WORLD-RADIOMONDE AWARDS

La Fleche Trophy



Instituted in 1945, the La Fleche Trophy is awarded from the results of a vote of radio-program producers from coast-to-coast in Canada. It is made to both English-speaking and French-speaking artists and to programs in English and in French.

1945

English

JOHN DRAINIE (Dramatic Artist)
GRACE MATTHEWS (Dramatic Artist)
ALYS ROBI (Popular Singer)
ANDREW ALLAN (Producer)
STAGE 45 (Sustaining Program)
LUCIO AGOSTINI (Orchestra Leader)
SAMUEL HERSENHOREN (Orchestra Leader)

French

JACQUES AUGER (Dramatic Artist)
JULIETTE BELIVEAU (Comedienne)
ALYS ROBI (Popular Singer)
PIERRETTE ALARIE (Classical Singer)
FELIX LECLERC (Script Writer)
JEAN DESLAURIERS (Orchestra Leader)

1946

English

BERNARD BRADEN (Dramatic Artist)
GRACE WEBSTER (Dramatic Artist)
EVELYN GOULD (Classical Singer)
LAMONT TILDEN (Announcer)
STAN FRANCIS (Master of Ceremonies)
JOHN FISHER (Commentator)
ANDREW ALLAN (Producer)
NORTHERN ELECTRIC HOUR (Commercial Program)
SAMUEL HERSENHOREN (Orchestra Leader)

French

PIERRE DAGENAIS (Dramatic Artist)
JANINE SUTTO (Dramatic Artist)
JULIETTE HUOT (Comedienne)
PIERRETTE ALARIE (Classical Singer)
FRANCOIS BERTRAND (Announcer)
ROGER BAULU (Master of Ceremonies)
LUCIEN PARIZEAU (Commentator)
BERTHE LAVOIE (Producer)
RADIO-THEATRE (Sustaining Program)
QUI SUIS-JE? (Commercial Program)
YVES THERIAULT (Script Writer)
JEAN BEAUDET (Orchestra Leader)
JEAN DESLAURIERS (Orchestra Leader)

1947

English

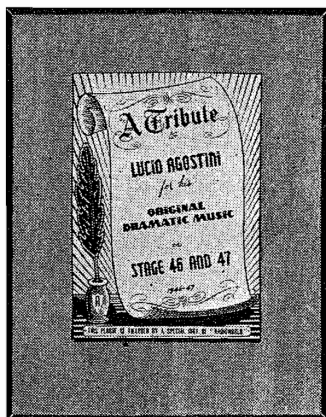
JOHN DRAINIE (Dramatic Artist)
WAYNE and SHUSTER (Comedians)
EVELYN GOULD (Classical Singer)
BERT PEARL (Master of Ceremonies)
JOHN FISHER (Commentator)
ANDREW ALLAN (Producer)
STAGE 47 (Sustaining Program)
NORTHERN ELECTRIC HOUR (Commercial Program)
SAMUEL HERSENHOREN (Orchestra Leader)

French

JEAN PIERRE MASSON (Dramatic Artist)
ROLLANDE DESORMEAUX (Popular Singer)
SIMONNE FLIBOTTE (Classical Singer)
ROGER BAULU (Master of Ceremonies)
LES SOIREES DE CHEZ NOUS (Sustaining Program)
RADIO CONCERTS MOLSON (Commercial Program)
JEAN DESLAURIERS (Orchestra Leader)

RADIO WORLD AWARDS

The Bronze Plaque



Awarded by a board selected by Radio Monde and Radio World, for "special contribution to radio."

1941

HECTOR CHARLAND (Comedian)
GEORGES BOUVIER (Comedian)

1943

PAUL L'ANGLAIS (Producer)

1944

FRED BARRY (Comedian)
HECTOR GRATTON (Orchestra Leader)
HOWARD HIGGINS (Arranger)
PAUL LEDUC (Producer)
LOUIS PELLAND (Writer)
COLETTE and ROLAND (Duet)

1945

FELIX LECLERC (Writer)
GERMAINE LEMYRE (Actress)
NARCISSE THIVIERGE (Station Manager)
MAURICE VALIQUETTE (Producer)
JEAN DESLAURIERS (Orchestra Leader)
JEAN LAFOREST (Writer)
CKAC (News Department)

1946

ROLAND BEDARD (Producer)
RUPERT CAPLAN (Producer)
MARCEL OUMET (Overseas Commentator)
MATTHEW HALTON (Overseas Commentator)
KATE AITKEN (Commentator)
ANDRE SERVAT (Producer, Actor)
ANDRE AUDET (Producer)
LES PEINTRES DE LA CHANSON (Vocal Ensemble)
LORNE GREENE (Founder of Academy of Radio Arts)

1947

LUCIO AGOSTINI (Arranger)
WES McKNIGHT (Sports Broadcaster)
RAYMOND DENHEZ (Arranger)
LOUIS BEDARD (Arranger)
ROLAND LELIEVRE (Announcer)
JACQUES THIVIERGE (Station Manager)

The Gold Medal



Awarded to the most popular male artist through a popularity poll conducted by Radio Monde and Radio World.

1939

GRATIEN GELINAS ("Fridolin")

1940

ALBERT CLOUTIER

1941

JACQUES AUGER

1942

ALBERT DUQUESNE

1943

ALFRED BRUNET
ROLAND CHENAIL

1944

1945

PHILIPPE ROBERT

1946

BERT PEARL
ROBERT L'HERBIER

1947

WAYNE and SHUSTER
FERNAND ROBIDOUX

Miss Radio

Awarded through National popularity poll.

1940

MIMI D'ESTEE

1941

MARCELLE LEFORT

1942

ESTELLE MAUFETTE

1943

YVETTE BRIND'AMOUR

1944

SITA RIDDEZ

1945

JANINE SUTTO

1946

MONA O'HEARN
NICOLE GERMAIN

1947

PEGGI LODER
LUCILLE DUMONT

RADIO WORLD AWARDS

Radio World Plaques

Awarded to Regional Announcers through a Popularity Poll conducted by Radio World

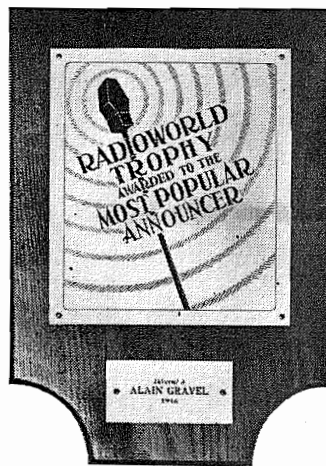
- 1947**
Maritimes
 BERK BREAN (CKCW)
Quebec
 DON HERRON (CBM)
Ontario
 JOE CRYSDALE (CKEY)
Manitoba
 TOM BENSON (CKY)

First Lady of Radio

Awarded through regional popularity polls.

- 1947**
Maritimes
 JOAN MARSHALL (CKCW)
Manitoba
 PEG DIXON (Free Lance)
Saskatchewan
 SHIRLEY GUNN (CKRM)
Alberta
 MOLLY BEARE (CFAC)
British Columbia
 SUZANNE (Free Lance)

Radio World Trophy



- 1940**
 ROGER BAULU
1941
 ALAIN GRAVEL
1942
 FRANCOIS BERTRAND
1943
 MIVILLE COUTURE
1944
 JACQUES DESBAILLETS
1945
 J. MAURICE BAILLY
1946
 HUGH BARTLETT
 ALAIN GRAVEL
1947
 BRUNO CYR
 ELWOOD GLOVER

Awarded to National announcers through a popularity poll.



Winner of

"BEAVER AWARD" for 1945
 presented by "The Canadian Broadcaster"
 "RADIO WORLD TROPHY" for 1947
 presented by "Radio World" Magazine.

and on the Air for

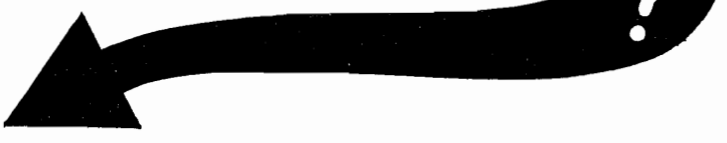
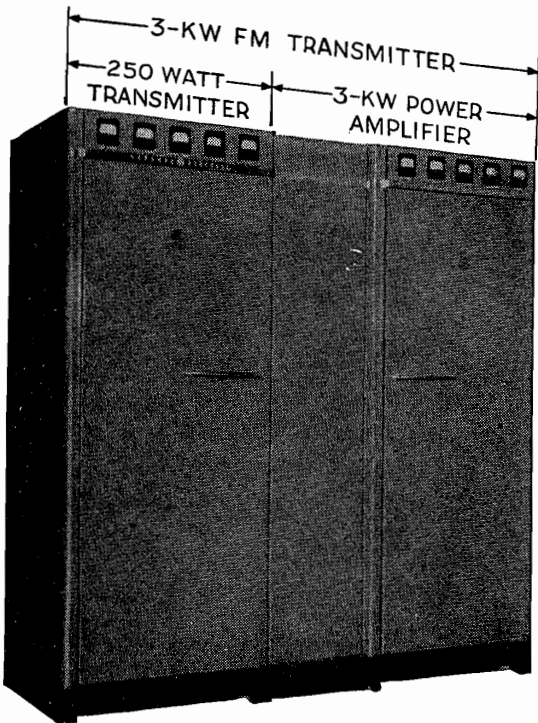
CBC's "Stage 47"
 and "Musically Yours"
 Pond's "John and Judy"
 Robin Hood's "They Tell Me"
 Robert Simpson Co.'s "Pop Concerts"
 Imperial Oil Co.'s "NHL Hockey Broadcasts"
 International Silver Co.'s "Ozzie & Harriet"
 Proctor & Gamble's "Road of Life"
 "Right to Happiness"
 "Jack Smith Show"

with sincere appreciation

Elwood Glover

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 T O R O N T O

WILL YOUR FM STATION BE EXPANDABLE?



**SAVE MONEY
REACH MORE
LISTENERS**
by block-building
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BROADCAST EQUIPMENT

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- Antennas
- Television Equipment
- Audio Equipment
- Wire and Cable
- Recorders
- Tubes
- Test Equipment

Look ahead when you buy your FM broadcast transmitters. Plan your station so you can expand from watts to kilowatts at minimum expense and small space requirements.

Start with the 250 watt General Electric FM transmitter and have a reliable, top-performing driver for the power amplifier you will add later to obtain more solid coverage—more listeners. Well over a hundred of these transmitters now in use have proven their dependability.

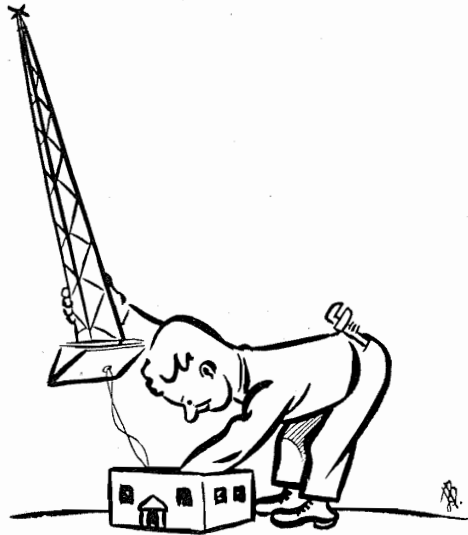
Dependable operation of all your station equipment results from your choice of General Electric—the first and greatest name in Electronics.

47-RT-2

CANADIAN GENERAL ELECTRIC  LTD
HEAD OFFICE - TORONTO

Section Four

BROADCAST EQUIPMENT AND ENGINEERING



**Equipment Manufacturers and
Dealers • Chief Engineers of
Radio Stations**

BROADCASTING...



*Everything
for your
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Station ...*

Consult Northern Electric
for all your requirements
from microphone to antenna.

Northern Electric
COMPANY LIMITED

25 BRANCHES ACROSS CANADA



A NATIONAL ELECTRICAL SERVICE.

BROADCAST EQUIPMENT MANUFACTURERS AND DEALERS

ADDISON INDUSTRIES LTD.

TORONTO—9-11 Hanna Avenue
Phone: ADelaide 6692
Sales Manager: Frank Barr
PRODUCTS: Radio receivers.

AEROVOX CANADA LTD.

HAMILTON—1551 Barton St., E.
Sales Manager: W. H. Furneaux
PRODUCTS: Fixed capacitors; test and maintenance equipment

AJAX ENGINEERS LTD.

TORONTO—328 Dupont St.
Phone: KIngsdale 1156
PRODUCTS: Radio masts and towers.

ALLIANCE TOOL & MOTOR CO. LTD.

TORONTO—Grand and Queensway
Phone: MUrray 1191
Sales Mnaager: J. C. Dolan
PRODUCTS: Records, transcriptions and playing equipment.

ALPHA AMPLIFIER CO.

TORONTO—29 Adelaide Street West
Phone: ELgin 3186
PRODUCTS: Sound systems, amplifiers.

ARMSTRONG, W. D., & CO. REGD.

MONTREAL—642 Craig St., W.
Phone: LAncaster 8330
Sales Manager: Harry S. Saltzman
PRODUCTS: Dials and parts.

ARROW RADIO CO.

TORONTO—33 Church St.
Phone: ELgin 1671
PRODUCTS: Fixed capacitors.

ATLAS RADIO CORPORATION LTD.

TORONTO—560 King St. W.
Phone: WAverley 4761
Manager: D. Lou Harris

AUTOMATIC ELECTRIC (CANADA) LTD.

HEAD OFFICE: TORONTO—28 King St. W.
Phone: ADelaide 8421
General Manager: T. A. Lindsay
BRANCH OFFICES: Hamilton, Montreal, Ottawa, Winnipeg,
Regina, Edmonton and Vancouver.
PRODUCTS: Miscellaneous parts; insulation and insulators;
switches and relays; inter-communicating systems.

BACH-SIMPSON LTD.

LONDON, ONT.—71 Carling St.
Sales Manager: J. R. Bach
PRODUCTS: Test and maintenance equipment.

BEPCO CANADA LTD.

MONTREAL—4018 St. Catherine St. W.
Phone: FIltroy 8521
Sales Manager: R. A. Yapp
PRODUCTS: Battery eliminators and power supply; measuring
instruments.

BLOOM, H. H., SOUND ENTERPRISES

OTTAWA—256 Kent St.
Phone: 2-0680
Manager: H. H. Bloom
PRODUCTS: Sound equipment.

CANADIAN RADIO YEARBOOK • 1947-48

BOYCO LTD.

TORONTO—1166 Bay St.
Phone: KIngsdale 4965
Sales Manager: Harold F. Brown
PRODUCTS: Records, transcriptions and playing equipment.

BRAND & MILLEN LTD.

LONG BRANCH, ONT.
Sales Manager: W. R. Campbell
PRODUCTS: Radio receivers; records, transcriptions and playing
equipment.

BRITISH-CANADIAN ELECTRONIC INSTRUMENTS LTD.

MONTREAL—621 Craig St., W.
Sales Manager: John S. Root
PRODUCTS: Test and maintenance equipment.

BURNETT, J. WAYNE, INC.

MONTREAL—1168 St. Catherine St. W.
Sales Manager: J. Wayne Burnett
PRODUCTS: Antennae and accessories; coils and I. F. trans-
formers; miscellaneous parts; insulation and insulators.

CAHOON, L. D., & CO.

TORONTO—2271 Danforth Ave.
Phone: OXford 1127
PRODUCTS: Automatic tuning units and parts; battery elimi-
nators and power supply; crystals; dials and parts; headphones,
inter-communication systems; measuring instruments; micro-
phones; recording equipment and blanks; records, transcriptions
and playing equipment; sound systems and amplifiers; speakers
and parts; switches and relays; test and maintenance equipment;
miscellaneous parts.

CAMPBELL MFG. CO. LTD.

LEASIDE, ONT.—Commercial Road
Phone: MOhawk 4346
PRODUCTS: Antennae and accessories; speakers and parts.

CANADA WIRE & CABLE CO. LTD.

LEASIDE, ONT.—147 Laird Drive North
Phone: MAYfair 8681
Sales Manager: Thomas A. Gass
PRODUCTS: Antennae and accessories; dials and parts; miscel-
laneous parts; microphones.

CANADIAN ADMIRAL CORP. LTD.

TORONTO—Lakeshore Road
Phone: Port Credit 594
General Manager: V. Barreca
PRODUCTS: Radio receivers; records, transcriptions and playing
equipment.

CANADIAN BRIDGE CO.

HEAD OFFICE: WALKERVILLE, ONT.—P.O. Box 157
Phone: 3-7452
General Manager: A. St. C. Ryley
Contractor: S. T. Tierney
Chief Engineer: P. E. Adams
BRANCH OFFICES:
TORONTO—903 Redford Bldg.
Dist. Contracting Engineer: R. C. Leslie
MONTREAL—552 New Birks Building
Dist. Contracting Engineer: D. M. Chadwick
PRODUCTS: Masts and antennae.

EQUIPMENT MANUFACTURERS

CANADIAN CHROMALOX CO. LTD., THE

TORONTO—251 Queen St. E.
 Phone: ADelaide 4497
 Sales Manager: W. E. Reid
PRODUCTS: Resistors, volume controls; switches and relays.

CANADIAN GENERAL ELECTRIC CO. LTD.

HEAD OFFICE: TORONTO—212 King St. W.
 Phone: ADelaide 6611
 Manager Electronics Division: W. M. Angus
 Receiver Section: H. L. Sheen
 Tube Section: W. D. Scholfield
 Transmitter and Specials: C. G. Lloyd
 Industrial Electronics: T. J. Haime

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SYDNEY, N.S.—512 George St.
 HALIFAX, N.S.—129 Hollis St.
 SAINT JOHN, N.B.—101 Germain St.
 QUEBEC, QUE.—295 Charest Blvd.
 CHICOUTIMI, QUE.—General Delivery
 TROIS RIVIERES, QUE.—2369 Rue Royale
 SHERBROOKE, QUE.—4 Wellington St. South
 MONTREAL, QUE.—1000 Beaver Hall Hill, HARbour 0281
 OTTAWA, ONT.—132 Albert St.
 HAMILTON, ONT.—102 James St. S.
 ST. CATHARINES, ONT.—9 Queen St.
 LONDON, ONT.—174 King St.
 WINDSOR, ONT.—390 Chatham St. West
 NORANDA, QUE.—Post Office Bldg.
 NEW LISKEARD, ONT.—Whitewood Ave.
 SUDBURY, ONT.—4 Durham St.
 TIMMINS, ONT.—44 Third Avenue
 FORT WILLIAM, ONT.—204 Grain Exchange Bldg.
 WINNIPEG, MAN.—265 Notre Dame Ave. West
 BRANDON, MAN.—General Delivery
 REGINA, SASK.—1861 Cornwall St.

SASKATOON, SASK.—209 Birks Bldg.
 LETHBRIDGE, ALTA.—312 9th St. S.
 EDMONTON, ALTA.—10165—104th St.
 CALGARY, ALTA.—502—11th Ave. West
 TRAIL, B.C.—P.O. Box 2103
 KELOWNA, B.C.—P.O. Box 1541
 VANCOUVER, B.C.—1065 Pender St. West
 VICTORIA, B.C.—226 Pemberton Bldg.

PRODUCTS: Antennae and accessories; battery eliminators and power supply; crystals; miscellaneous parts; insulation; insulators; measuring instruments; radio receivers; recording equipment and blanks; records, transcriptions; playing equipment; sound systems; amplifiers; speakers and parts; switches; relays; test and maintenance equipment; fixed capacitors.

CANADIAN LINE MATERIALS LTD.

TORONTO—Postal Station "H"
 Phone: HOWard 2111
 Sales Manager: E. M. Brydon
PRODUCTS: Battery eliminators and power supply; measuring instruments; switches and relays.

CANADIAN MARCONI COMPANY

HEAD OFFICE: MONTREAL—P.O. Box 1690, Place d'Armes
 Phone: MARquette 7081
 President: A. H. Ginman
 General Manager: S. M. Finlayson
 Merch. Div.: M. M. Elliott
 Asst. Gen. Manager Comm. Eqpt. Div.: W. J. Gray
 Chief Factory Engineer: E. W. Farmer

BRANCH OFFICES:

TORONTO—855 Bay St.
 Phone: MIDway 0976
 Manager: G. F. Eaton
 WINNIPEG: 145 Portage Ave. E.
 Phone: 97-255
 Manager: W. F. Souch
 VANCOUVER—550 Burrard St.
 Phone: MARine 0464
 Manager: L. S. Hawkins
 HALIFAX—572 Barrington St.
 Phone: 3-6712
 Manager: H. A. Rice
 ST. JOHN'S, NFLD.—90 New Gower St.
 Phone: 881
 Manager: W. A. Brown
PRODUCTS: Antennae and accessories; automatic tuning units; coils; I.F. transformers; crystals; inter-communication systems; microphones; radio receivers; records, transcriptions; playing equipment; etc.

CANADIAN NATIONAL CARBON CO. LTD.

HEAD OFFICE: TORONTO—805 Davenport Road
 Phone: LAKeside 4401
 Sales Manager: R. F. Tilley

BRANCH OFFICES

MONTREAL—637 Craig St., W.
 Phone: LANcaster 9217
 VANCOUVER—1226 Homer St.
 Phone: MARine 8448
 Assistant Manager: H. F. Meredith
 HALIFAX—2 Prince Street
 Phone: 3-7637
 Manager: A. E. Day
 WINNIPEG—168 Market Ave., E.
 Phone: 92-171 — 92-172
 Manager: W. F. Butters
PRODUCTS: Dials and parts.

CANADIAN RESEARCH INSTITUTE

TORONTO—46 St. George St.
 Phone: MIDway 2455
 Sales Manager: R. S. Soanes
PRODUCTS: Battery eliminators and power supply; coils and I.F. transformers; measuring instruments; recording equipment and blanks; resistors, volume controls; sound systems; amplifiers; speakers and parts; switches and relays; test and maintenance equipment.



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AJAX ENGINEERS LTD.

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EQUIPMENT MANUFACTURERS

CANADIAN TRANSFORMER LTD.

WATERLOO, ONT.—12 Cedar St. E.
Sales Manager: W. B. Brant
PRODUCTS: Coils and I.F. transformers.

CANADIAN WESTINGHOUSE CO. LTD.

HEAD OFFICE: HAMILTON, ONT.—286 Sanford St. N.
BRANCH OFFICES: In principal cities across Canada
PRODUCTS: Coils and I.F. transformers; dials; miscellaneous parts; insulation and insulators; measuring instruments; radio receivers; records, transcriptions; playing equipment; resistors, volume controls; switches and relays; test and maintenance equipment.

CANNON ELECTRIC CO. LTD.

TORONTO—2451 Danforth Ave.
Phone: GROver 1196
Sales Manager: Leonard L. Brooks
PRODUCTS: Miscellaneous parts; microphones.

CARBIDE & CARBON CHEMICALS LTD.

TORONTO—159 Bay St.
Phone: ELgin 7287
Sales Manager: W. A. Campbell
PRODUCTS: Cabinets, racks and panels; insulation and insulators.

CHAPUT, PAUL, LTD.

MONTREAL—2222 Ontario St. E.
Phone: FAlkirk 3067
Sales Manager: A. B. Jarvis
PRODUCTS: Inter-communication system; sound systems, amplifiers.

CLEVELAND CONDENSERS LTD.

TORONTO—54 Sumach St.
Phone: WAverley 6636
Sales Representative: W. G. Yerex
Manager: B. Kap
Purchasing Agent: B. Kap
PRODUCTS: Fixed capacitors.

COMPO CO. LTD., THE

LACHINE, QUE.—485—18th Ave.
Sales Manager: S. D. Roberts
PRODUCTS: Records, transcriptions and playing equipment.

CONTROLITE ENGINEERING & SALES LTD.

TORONTO—20 Bloor St. W.
Phone: RAndolph 5103
Sales Manager: H. G. Young
PRODUCTS: Antennae and accessories; dials and parts; insulation and insulators; measuring instruments; resistors, volume controls; switches and relays; test and maintenance equipment; miscellaneous parts.

COPPER WIRE PRODUCTS LTD.

HEAD OFFICE: GUELPH, ONT.—137 Oxford St.
Phone: 3880
Sales Representative: J. R. Longstaffe Limited
Manager: J. R. Longstaffe
Purchasing Agent: T. J. Prestwich
BRANCH OFFICE: TORONTO—11 King St., W.
PRODUCTS: Speakers and parts.

CYCLOGRAPH SERVICES LTD.

TORONTO—494 King St., E.
Phone: ADelaide 5077
PRODUCTS: Test and maintenance equipment.

DAVIS AUTOMATIC CONTROLS LTD.

TORONTO—5 Blackmore St.
Phone: KIngsdale 2151
Sales Manager: M. H. Wilson
PRODUCTS: Measuring instruments; resistors, volume controls; switches and relays.

DeFOREST RADIO LTD.

LEASIDE, ONT.—11-19 Brentcliffe Road
Phone: MAyfair 8621
Sales Manager: W. T. Burnham
PRODUCTS: Radio receivers; records; transcriptions; playing equipment.

DIAMOND STATE FIBRE CO. OF CANADA LTD.

HEAD OFFICE: TORONTO—356 Eastern Ave.
Phone: GLadstone 4626
Manager: A. G. Ballard
BRANCH OFFICE: MONTREAL—Canada Cement Building
Phone: BElair 3035
PRODUCTS: Insulation and insulators.

DOMINION ELECTROHOME INDUSTRIES LTD.

KITCHENER, ONT.—39 Edward St.
Sales Manager: F. G. Sims
PRODUCTS: Radio receivers; records, transcriptions and playing equipment.

DOW-KEY CO., THE

HEAD OFFICE: WINNIPEG—578 Gouling St.
Sales Manager: Paul P. Dow
BRANCH OFFICE:
ST. STEPHEN, N.B.
PRODUCTS: Microphones.

DOWNES, WALTER P., LTD.

MONTREAL—633 Dominion Square Building
Phone: MARquette 6368
Manager: W. P. Downes

DUPLATE CANADA LTD.

OSHAWA, ONT.
Sales Manager: L. B. Koenig
PRODUCTS: Cabinets, racks and panels coils; I.F. transformers; dials and parts; miscellaneous part.

ELECTRICAL INDICATORS (CANADA) LTD.

GEORGETOWN, ONT.—Box 50
Sales Manager: Arthur Booth
PRODUCTS: Measuring instruments.

ELECTRICAL PRODUCTS MFG. CO. LTD.

MONTREAL—3570 Louis Veuillot St.
Phone: WELLington 1363
Sales Manager: M. F. Pollock
PRODUCTS: Cabinets, racks and panels; inter-communication systems; microphones; radio receivers; recording equipment and blanks; records, transcriptions; playing equipment; speakers and parts.

ELECTROLABS REGD.

LONGUEUIL, QUE.—21 Monk St.
Sales Manager: C. A. Rosen
PRODUCTS: Inter-communicating systems; sound systems, amplifiers.

ELECTRONIC DEVICES CO. LTD.

TORONTO—778 St. Clair Ave., W.
Phone: KENwood 7971
Sales Manager: A. H. Tuxworth
PRODUCTS: Test and maintenance equipment.

ELECTRONIC INDUSTRIES LTD.

EDMONTON—8534 109th St.
Sales Manager: George C. Reid
PRODUCTS: Sound systems; amplifiers; inter-communication systems; sound systems, amplifiers.

ELECTRO-VOX INC.

MONTREAL—2222 Ontario St., E.
Phone: FAlkirk 3067
Sales Manager: A. B. Jarvis
PRODUCTS: Sound systems; amplifiers; inter-communication systems.

EQUIPMENT MANUFACTURERS

ERIE RESISTOR OF CANADA LTD.

TORONTO—128 Peter St.
Phone: WAverley 6869
Sales Manager: J. T. Pfeiffer

PRODUCTS: Fixed capacitors; variable capacitors; resistors; volume controls; test and maintenance equipment.

ETLIN, H. B., MFG. CO.

TORONTO—41 Golden Ave.
Phone: KENwood 4664
Sales Manager: H. B. Etlin

PRODUCTS: Miscellaneous parts.

FARLEY, T. S., LTD.

HAMILTON, ONT.—426 Cannon St. E.
Sales Manager: L. R. Harris

PRODUCTS: Coils and I.F. transformers.

FEDERAL ELECTRIC MFG. CO. LTD.

MONTREAL—9600 St. Lawrence Blvd.
Phone: WALnut 2757

PRODUCTS: Antennae and accessories; battery eliminators; power supply; coils and I.F. transformers; crystals; measuring instruments; recording equipment and blanks; records, transcriptions and playing equipment; etc.

FIBERGLAS CANADA LTD.

TORONTO—1200 Bay St.
Phone: MIDway 8421
Sales Manager: G. C. Book

PRODUCTS: Insulation and insulators.

GENERAL RADIONICS LTD.

TORONTO—465 Church St.
Phone: RANDolph 8947
Sales Manager: R. W. Allen

PRODUCTS: Cabinets, racks and panels; inter-communication systems; measuring instruments; records, transcriptions; playing equipment; sound systems and amplifiers; speakers and parts; test and maintenance equipment.

GOBLIN ELECTRIC CLEANER CO. LTD.

TORONTO—69 Prescott Ave.
Phone: LYNdhurst 3188
Sales Manager: M. G. Langlois

PRODUCTS: Sound systems, amplifiers.

HALLMAN, J. C., MFG. LTD.

WATERLOO, ONT.—41 John St. W.
Sales Manager: E. Gerber

PRODUCTS: Coils and I.F. transformers.

HAMMOND MFG. CO. LTD.

GUELPH, ONT.—Wellington St. W.
Sales Manager: L. M. Hammond

PRODUCTS: Fixed capacitors.

HART MFG. (CANADA) LTD.

TORONTO—512 King St. E.
Phone: WAverley 7077
Sales Manager: W. B. Elmer

PRODUCTS: Dials and parts; switches and relays.

HERMAC RADIO LTD.

MONTREAL—7139 St. Hubert St.
Sales Manager: C. I. Hercy

PRODUCTS: Radio receivers.

INTERNATIONAL RESISTANCE CO. LTD.

TORONTO—349 Carlaw Ave.
Phone: GLadstone 5491
Manager: J. R. Longstaffe

Purchasing Agent: Miss D. Harrison
PRODUCTS: Resistors, volume controls.

INTERPHONE CO. OF CANADA

HAMILTON, ONT.—1325 Main St. E.
Sales Manager: R. Pryde

PRODUCTS: Inter-communicating systems; sound systems; amplifiers.

IRVINGTON VARNISH & INSULATOR CO. OF CANADA LTD.

HAMILTON, ONT.—1390 Burlington St. E.
Sales Manager: Robert T. Todd

PRODUCTS: Insulation and insulators.

LOVATT ENGINEERING LTD.

TORONTO—3545 Danforth Ave.
Phone: OXFord 1145
Sales Manager: D. M. Lovatt

PRODUCTS: Battery eliminators and power supply; coils and I.F. transformers.

LUCKNOW INDUSTRIES LTD.

LUCKNOW, ONT.
Sales Manager: T. J. Bell

PRODUCTS: Records, transcriptions and playing equipment.

MANNING RADIO LTD.

TORONTO—9 New St.
Phone: MIDway 0743
Sales Manager: E. M. Manning

PRODUCTS: Radio receivers.

MARSLAND ENGINEERING CO.

KITCHENER, ONT.—154 Victoria St. S.
Sales Manager: William Linge

PRODUCTS: Variable capacitors; microphones; resistors, volume controls; speakers and parts; switches; relays.

McQUEEN (A. A.) LTD.

TORONTO—37 Hanna Ave.
Phone: ELgin 4915
Manager: A. A. McQueen

MEASUREMENT ENGINEERING LTD.

TORONTO—61 Duke St.
Phone: ELgin 2881
Sales Manager: W. C. Ward

PRODUCTS: Cabinets, racks and panels; crystals; dials and parts; measuring instruments; radio receivers; recording equipment and blanks; resistors, volume controls; speakers and parts; switches and relays; test and maintenance equipment; miscellaneous parts.

MEREDITH, C. C., & CO. LTD.

HEAD OFFICE:
STREETSVILLE, ONT.—Queen North and Elgin Streets
Phone: 56
Sales Manager: C. C. Meredith

BRANCH OFFICE: MONTREAL

PRODUCTS: Resistors, volume controls; switches and relays.

MOFFATS LTD.

WESTON, ONT.—23 Denison Road East
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PRODUCTS: Radio receivers; records, transcriptions and playing equipment.

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A newly developed Federal "FREQUEMATIC" FM Modulator attains improved high-quality and noise-free transmission.

All-electronic, simple circuits maintain the center frequency stable to within 1000 cycles of its assigned frequency as compared with the present FCC requirement of ± 2000 cycles.

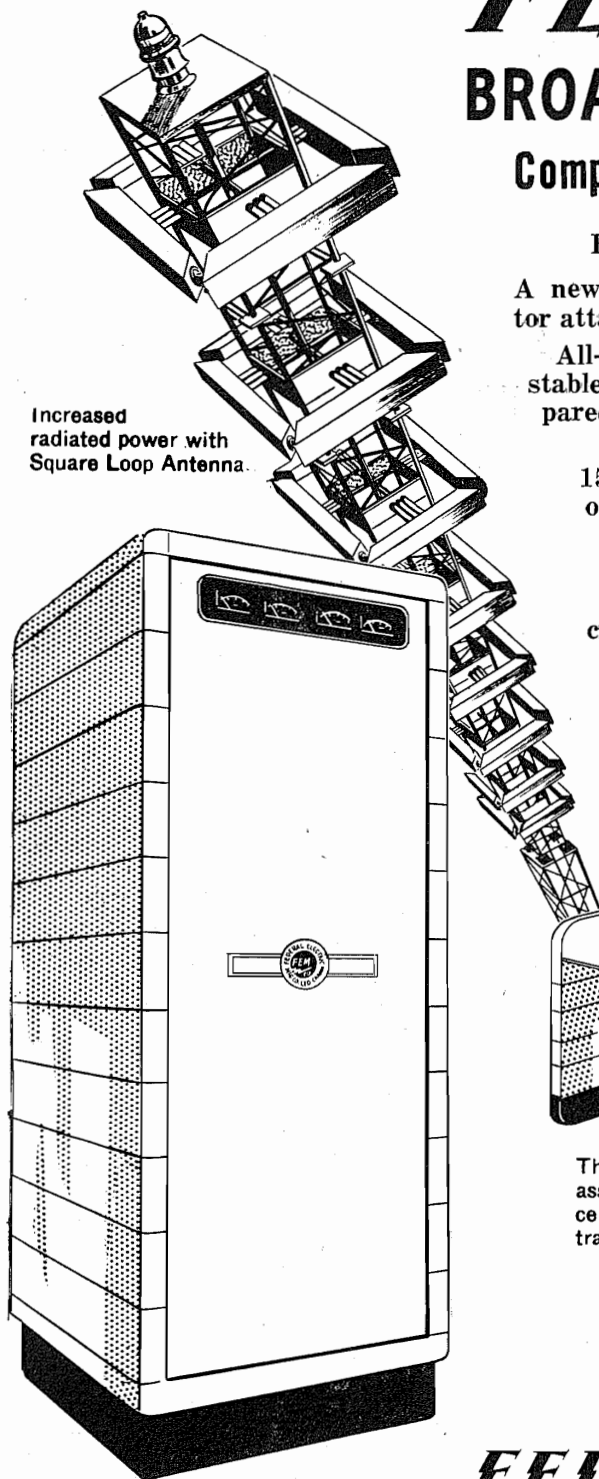
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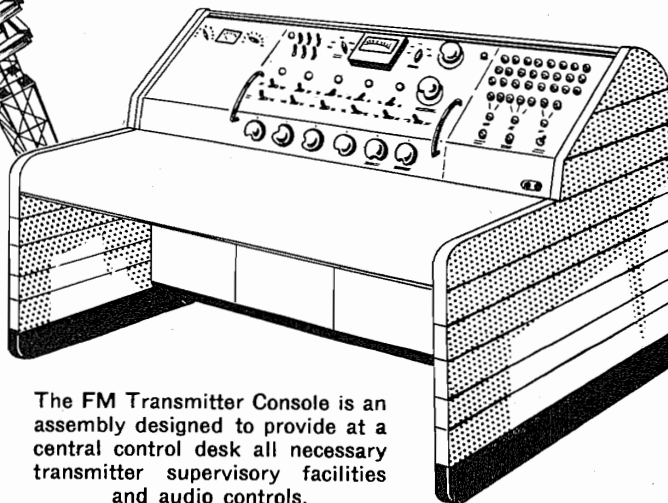
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Increased radiated power with Square Loop Antenna.



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In U.S.A.: Federal Telephone & Radio Corporation, 100 Kingsland Road, Clifton, N.J.



EQUIPMENT MANUFACTURERS

MONARCH RADIO MFG. CO.

MONTREAL—3839 Arcade St.
Phone: Arbour 1540
Sales Manager: J. Horlick

PRODUCTS: Radio receivers; records, transcriptions and playing equipment.

NATIONAL FIBRE CO. OF CANADA LTD.

TORONTO—Atlantic and Hanna Avenues
Phone: LAkeside 3303
Sales Manager: H. A. Frankel

PRODUCTS: Coils and I.F. transformers; miscellaneous parts; insulation and insulators.

NICHOLS & ROE ELECTRICAL LABORATORIES LTD.

TORONTO—778 St. Clair Ave. W.
Phone: KENwood 7971
Sales Manager: A. H. Tuxworth

PRODUCTS: Dials and parts; measuring instruments; test and maintenance equipment.

NORTHERN ELECTRIC CO. LTD.

HEAD OFFICE: MONTREAL—(Production) 1261 Shearer St.;
(Sales) 1620 Notre Dame St. W.
Phone: WILbank 4181
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Vice-President and General Manager: R. D. Harkness
Manager, Electronics Division: A. B. Hunt
Chief Electronics Engineer: F. F. Fulton
Electronics Manager, General Sales: D. K. Atkinson

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OTTAWA, ONT.: W. R. Sandison
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HAMILTON, ONT.: M. M. Cockburn
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LONDON, ONT.: E. F. Carson
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EDMONTON, ALTA.: A. McCulloch
CALGARY, ALTA.: F. A. Porter
LETHBRIDGE, ALTA.: G. E. Little
VANCOUVER, B.C.—150 Robson
Phone: MARine 1211
Manager: T. C. Clarke
VICTORIA, B.C.: G. H. Brisco
VERNON, B.C.: A. F. Baragon

PRODUCTS: Antennas and accessories; cabinets, racks and panels; crystals; headphones; inter-communication systems; measuring instruments; microphones; radio receivers; recording equipment and blanks; records, transcriptions and playing equipment; sound systems and amplifiers; and speakers and parts; test and maintenance equipment, etc.

NORTHLAND RADIO INDUSTRIES

HEAD OFFICE: CALGARY, ALTA.—810A 1st Ave. W.
BRANCH OFFICES: Montreal, Toronto, Winnipeg, Regina, Vancouver and Victoria.

PRODUCTS: Records, transcriptions and playing equipment.

OPAL MFG. CO. LTD.

TORONTO—526 Bay St.
Phone: ADElaide 8466
Sales Manager: J. Munz

PRODUCTS: Cabinet, racks and panels; miscellaneous parts.

PEACOCK BROS. LTD.

MONTREAL,—P.O. Box 6070
Phone: WALnut 5671
Sales Manager: F. R. McDonald

PRODUCTS: Cabinets, racks and panels; measuring instruments.

PHILCO CORP. OF CANADA LTD.

HEAD OFFICE: TORONTO—1244 Dufferin St.
Phone: LOmbard 1146
Sales Managers: George Bain and C. O. Baldwin
BRANCH OFFICE: MONTREAL—622 Craig St. W.
Phone: PLateau 4634

PRODUCTS: Antennae and accessories; fixed capacitors; dials and parts; microphones; radio receivers; recording equipment and blanks; resistors; volume controls; speakers and parts; test and maintenance equipment.

PHILLIPS ELECTRICAL WORKS LTD.

BROCKVILLE, ONT.—Kingston Road
PRODUCTS: Switches and relays.

POLYTRONICS CO.

TORONTO—582 Bathurst St.
Phone: RANDolph 8767
Sales Manager: John Herring

PRODUCTS: Measuring instruments; resistors, volume controls; switches and relays; test and maintenance equipment.

PRECISION COIL WINDING SERVICE

GALT, ONT.—2 Bruce St.

PRODUCTS: Coils and I.F. transformers; resistors, volume controls; speakers and parts.

PRESTO ELECTRIC CO. OF CANADA LTD.

VERDUN, QUE.—425 River St.
Sales Manager: David Abramowitz

PRODUCTS: Resistors, volume controls.

PRESTO RECORDING CORPORATION

MONTREAL—Dominion Square Bldg.
Phone: MARquette 6368
Manager: Walter P. Downs

PRODUCTS: Recording equipment.

RADIO COMPONENTS LTD.

TORONTO—1131 Bloor St. W.
Phone: WAverley 4761
President: Dave Bierstock
General Manager: D. Lou Harris
Production Manager: Henry Gurau

PRODUCTS: Variable capacitors; records, transcriptions; playing equipment; switches and relays.

RADIO CONDENSER COMPANY LTD.

TORONTO—1131 Bloor St., W.
Phone: MELrose 5707
Sales Representative: R. R. Randall
Manager: R. R. Randall
Purchasing Agent: R. R. Randall

PRODUCTS: Variable capacitors.

RADIO VALVE COMPANY OF CANADA LTD.

TORONTO—189 Dufferin St.
Phone: LAkeside 4423
Manager: W. E. Davison

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Today RCA Victor offers Canadian broadcasters the services of a special research and engineering group for technical consulting advice . . . with complete facilities for supply and installation anywhere in Canada. This special service is fully supported by the vast scientific resources of RCA Victor, plus wide experience in radio techniques over long years of development and progress.

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- CKMO VANCOUVER
- CKNW NEW WESTMINSTER
- CHWK CHILLIWACK
- CJAT TRAIL
- CJIB VERNON
- CKLN NELSON
- CFAC CALGARY
- CFCN CALGARY
- CFRN EDMONTON
- CKUA EDMONTON
- CHAT MEDICINE HAT
- CKCK REGINA
- CKRM REGINA
- CBK WATROUS
- CKRC WINNIPEG
- CFAR FLIN FLON
- CKPR FORT WILLIAM
- CFPA PORT ARTHUR
- CFCH NORTH BAY
- CHNO SUDBURY
- CHOK SARNIA
- CFOS OWEN SOUND
- CFPL LONDON
- CKDO OSHAWA
- CKTB ST. CATHARINES
- CHML HAMILTON
- CFVC NIAGARA FALLS
- CKWS KINGSTON
- CHEX PETERBOROUGH
- CJKL KIRKLAND LAKE
- CKGB TIMMINS
- CKNX WINGHAM
- CKCO OTTAWA
- CFRA OTTAWA
- CKCR KITCHENER
- CFRB TORONTO
- CHOV PEMBROKE
- CBM MONTREAL
- CKAC MONTREAL
- CBFX MONTREAL
- CJFP RIVIERE DU LOUP
- CBJ CHICOUTIMI
- CKEX SACKVILLE
- CHTA SACKVILLE
- CBA SACKVILLE
- CKCW MONCTON
- CFBC ST. JOHN
- CJFX ANTIGONISH
- CKBW BRIDGEWATER

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RCA VICTOR COMPANY LTD.

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Manager General Sales Department: N. J. Sims
Manager Engineering Products Sales Department: K. R. Patrick
Manager Brand Line Sales Department: J. C. E. Mitchell

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Phone: 3-6186

Manager: C. C. Bowers
MONTREAL—976 Lacasse St.

Phone: WELLington 3671
Manager: J. A. Bayard

OTTAWA—18 Rideau St.
Phone: 3-7344

Manager: G. H. Brennand
TORONTO—1140 Yonge St.

Phone: MIDway 5421
Manager: F. A. Boyle

WINNIPEG—168 Market St. E.
Phone: 97-201

Manager: E. P. Burns
CALGARY—523 Eighth Ave. W.

Phone: MA 3928
Manager: C. W. Smith

VANCOUVER—1206 Homer St.
Phone: MARine 4241

Manager: F. T. Myles

PRODUCTS: Antennae and accessories; cabinets, racks and panels; fixed capacitors; crystals; inter-communication systems; measuring instruments; microphones; radio receivers; recording equipment and blanks; records, transcriptions; playing equipment; sound systems, amplifiers; speakers and parts; test and maintenance equipment, etc.

ROGERS MAJESTIC LTD.

HEAD OFFICE AND FACTORY: LEASIDE, ONT.—11-10 Brentcliffe Road

Phone: MAYfair 8621

President: R. M. Brophy

Vice-President: W. G. Robertson

Secretary-Treasurer: W. W. Richardson

General Sales Manager: W. T. Burnham

Manager Communications Division: S. G. Paterson

Electrical Design Engineer: G. Kahan

Mechanical Design Engineer: H. Finch

BRANCH OFFICES

MONTREAL—760 St. Antoine St.

Phone: MARquette 4561

Manager: R. D. Sutherland

WINNIPEG—58 Victoria St.

Phone: 98-211

Manager: S. Scott

PRODUCTS: Cabinets, racks and panel coils and I.F. transformers; radio receivers; records, transcriptions and playing equipment; miscellaneous parts.

ROLLER-SMITH MARSLAND LTD.

KITCHENER, ONT.—Dunker Building

Sales Manager: William H. Linge

PRODUCTS: Switches and relays; test and maintenance equipment.

SANGAMO CO. LTD. (ELECTRONIC DIVISION)

LEASIDE, ONT.—Laird Drive N.

Phone: HYland 2141

PRODUCTS: Fixed capacitors.

SCHINDLER CO. OF CANADA LTD., THE

MIMICO, ONT.—Newcastle and Audley Streets

Sales Manager: Harry Schacter

PRODUCTS: Dials and parts.

SCHROTER ELECTRONICS LTD.

VERNON, B.C.—P.O. Box 760

Sales Manager: Bernard H. Schroter

PRODUCTS: Radio receivers; recording equipment and blanks.

SLATER, N., COMPANY LTD.

HAMILTON, ONT.—20 Sydney St.

Phone: 2-3551

Manager: C. W. Cassels

SMALLWOOD, S. G., LTD.

KITCHENER, ONT.—397 King St. E.

Sales Manager: S. G. Smallwood

PRODUCTS: Coils and I.F. transformers.

SOUND APPLIANCE CO. LTD.

TORONTO—38 Yonge St.

Phone: ELgin 4937

Sales Manager: Jack R. Irwin

PRODUCTS: Inter-communicating systems; sound systems, amplifiers.

SPARTON OF CANADA LTD.

LONDON, ONT.—Elm St.

Sales Manager: H. S. Smith

PRODUCTS: Radio receivers; records, transcriptions and playing equipment.

SPEIGHT, N. H., LABORATORIES

TORONTO—145 Wellington St., W.

Phone: WAverley 6516

Sales Manager: C. E. Little

PRODUCTS: Battery eliminators and power supply; cabinets, racks and panels; crystals; headphones; inter-communication systems; microphones; recording equipment and blanks; sound systems and amplifiers; speakers and parts; records, transcriptions and playing equipment.

STANDARD RADIO PRODUCTS

KITCHENER—25 Gaukel St.

Phone: 5-5425

Managers: N. H. Futher; H. J. Parker

PRODUCTS: Battery eliminators and power supply; cabinets, racks and panels; coils and I.F. transformers; miscellaneous parts; speakers and parts.

STARK ELECTRONIC INSTRUMENTS LTD.

TORONTO—37 Hanna Ave.

Phone: ADElaide 8565

Manager: Milton J. Stark

PRODUCTS: Measuring instruments; test and maintenance equipment.

STEEL CO. OF CANADA LTD., THE

HEAD OFFICE: HAMILTON, ONT.

Sales Manager: D. B. McCoy

BRANCH OFFICES: Halifax, Saint John, Montreal, Ottawa, Toronto, London, Windsor, Winnipeg and Vancouver.

PRODUCTS: Miscellaneous parts.

STEWART-WARNER-ALEMITE CORP. OF CANADA LTD.

BELLEVILLE, ONT.

Sales Manager: S. D. Hagerman

PRODUCTS: Radio receivers.

STROMBERG-CARLSON CO. LTD.

TORONTO—211-219 Geary Ave.

Phone: MELrose 2453

President: L. L. Spencer

Vice-President: R. A. Hackbusch

General Manager: R. A. Hackbusch

General Sales Manager: T. P. Hord

Production Manager: L. W. Johnson

Chief Engineer: F. H. R. Pounsett

PRODUCTS: Antennae and accessories; battery eliminators; power supply; crystals; insulation and insulators; inter-communication systems; measuring instruments; microphones; radio receivers; recording equipment and blanks; sound systems and amplifiers; speakers and parts; switches and relays; test and maintenance equipment.

SUPERB ELECTRIC INDUSTRIES LTD.

TORONTO—86 Richmond St. E.

Phone: ELgin 5514

Sales Manager: L. Detsky

PRODUCTS: Inter-communication systems; recording equipment and blanks; records, transcriptions and playing equipment.

EQUIPMENT MANUFACTURERS

UNITED-CARR FASTENER CO. OF CANADA

HEAD OFFICE: HAMILTON—Gage Ave. and Beach Road
 Sales Manager: H. S. Beddoe
 BRANCH OFFICES:
 TORONTO—137 Wellington St. W.
 Phone: ADelaide 6291
 MONTREAL—660 St. Catherine St. W.
 Phone: MArquette 8609
 PRODUCTS: Dials and parts, miscellaneous parts.

UNIVERSAL MICROPHONE CO.

TORONTO—560 King St. W.
 Phone: WAverley 4761
 PRODUCTS: Microphones; records, transcriptions and playing equipment.

UNIVERSAL SPEAKER SERVICE

TORONTO—668 Annette St.
 Phone: MUrray 3839
 Sales Manager: C. R. Jarvis
 PRODUCTS: Speakers and parts.

UTAH ELECTRONICS (CANADA) LTD.

LONGUEUIL, QUE.—300 Chambly Road
 Sales Manager: H. G. Wong
 PRODUCTS: Recording equipment and blanks; sound systems, amplifiers.

VANCOUVER RADIO LABORATORIES LTD.

VANCOUVER—4515 Main St.
 Phone: FAirmont 5400
 PRODUCTS: Coils and I.F. transformers; radio receivers.

WHITE RADIO LTD.

HAMILTON, ONT.—41 West Avenue North
 Sales Manager: R. H. White
 PRODUCTS: Automatic tuning units and parts; variable capacitors; coils and I.F. transformers; miscellaneous parts.

WILSON MFG. CO.

TORONTO—80 Richmond St. E.
 Phone: WAverley 8510
 Sales Manager: J. C. Wilson
 PRODUCTS: Miscellaneous parts; switches and relays.

ZENITH RADIO CORP. OF CANADA LTD.

WINDSOR, ONT.—Guaranty Trust Building
 Manager: P. B. H. Smith
 PRODUCTS: Headphones.

Chris Wahlroth sews
 for a lot of swell Joes
 in Radio

Chris Wahlroth

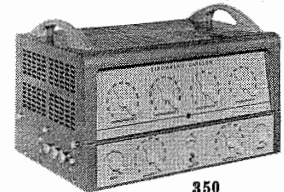
CLOTHES

24 King St. W.
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For Communications STROMBERG-CARLSON Presents

AMPLIFIERS

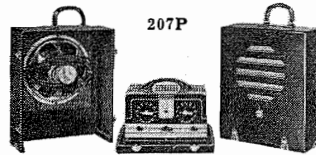
- #207—25 Watt
- #207P—25 Watt, Portable
 with Stromberg-Carlson
 Alnico V Speakers
- #207M—25 Watt Mobile
- #350—50 Watt Amplifier



350

SPEAKERS

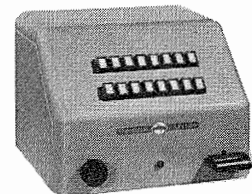
- Alnico V
- #46878—
 12" Heavy 17 Watts
- #46877—
 12" Light 14 Watts
- #46876—
 8" Heavy 10 Watts
- #46875—
 8" Light 8 Watts



207P

INTER-COM

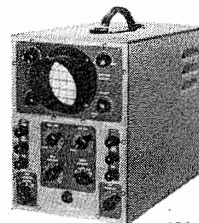
- #514—14 station amplified
 Inter-com
- #507—7 station amplified
 Inter-com
- #1RC—Substation for above
 Intercommunicating tele-
 phones in all styles from
 one to 24 stations
- #102C—Master Utiliphone—
 Master and one sub-station



514

SYLVANIA TEST EQUIPMENT

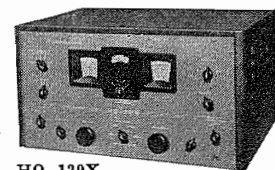
- #131 3" C.R. Oscilloscope
- #134 Polymeter
- #139 Counter Tube Tester
- #140 Portable Tube Tester
- X-7018 Modulation Meter
- Germanium and Silicon Crys-
 tals and special purpose
 electronic tubes



131

HAMMARLUND

- Communication Receivers
- HQ-129-X 11 Tubes 25/60
 cycles
- SPC-400-X
 Super-Pro 18 Tubes 25/60
 cycles



HQ 129X

and

ELECTRONIC LABS Converters, Inverters, Frequency Chang-
 ers, Auto Replacement Vibrators

TACO Folded Dipole, Doublet, L and T-type Antennae for
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211 Geary Ave. - Toronto 4, Ont.

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 Blanchett, George—CKDO, Oshawa, Ont.
 Boisvert, Aurel—CHUM, Toronto, Ont.
 Brooks, Gordon D.—CFCO, Chatham, Ont.
 Brown, J. H. B.—CKOK, Penticton, B.C.;
 CKOV, Kelowna, B.C.
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 Carter, W. J.—CKLW, Windsor, Ont.
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 Coleman, Gordon S.—CHNC, New Carlisle, Que.
 Collins, William—CKNW, New Westminster, B.C.
 Connor, E. C.—CFAC, Calgary, Alta.
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 Coy, Burt—CKWS, Kingston, Ont.
 Crump, A. E. (Bert)—CHEX, Peterborough, Ont.
 Cusack, S. C.—CHLT, Sherbrooke, Que.;
 CKTS, Sherbrooke, Que.

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 DuBerger, Paul—CJBR, Rimouski, Que.
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 Ellis, J. M.—CHAT, Medicine Hat, Alta.

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 Gettenby, John—CFCF, Montreal, Que.
 Gilbert, Maxted—CBO, Ottawa, Ont.
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Hartman, Ion—CKCR, Kitchener, Ont.
 Henderson, George—CFJC, Kamloops, B.C.
 Henderson, George—CKY, Winnipeg, Man.
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 Holloway, Hugh—CJAV, Port Alberni, B.C.
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 Horton, Les—CKOC, Hamilton, Ont.
 Hoskins, Len—CFQC, Saskatoon, Sask.

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MacDougall, Gordon C.—CJFX, Antigonish, N.S.
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Nadeau, Arsene—CHRC, Quebec City, Que.

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 Roberts, E. D.—CBF, Montreal, Que.;
 CBM, Montreal, Que.
 Roberts, J. E.—CBI, Chicoutimi, Que.
 Robinson, A. J.—CHNO, Sudbury, Ont.
 Ross, W. T.—CKPR, Fort William, Ont.

Sharpe, Jack—CFRB, Toronto, Ont.
 Smith, Ford—CHML, Hamilton, Ont.
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 Swan, Ernest—CKEY, Toronto, Ont.

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 Taylor, A. K.—CJAD, Montreal, Que.
 Teague, Alfred—CKPC, Brantford, Ont.
 Thomson, D. R.—CKSB, Saint Boniface, Man.

Vallins, William—CFOS, Owen Sound, Ont.
 Van Nes, T.—CKBI, Prince Albert, Sask.
 Villeneuve, J. A.—CJSO, Sorel, Que.

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 Watson, Thomas G.—CJKL, Kirkland Lake, Ont.
 White, A. J.—CKCW, Moncton, N.B.
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 Williams, R. H.—CFGP, Grande Prairie, Alta.
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