

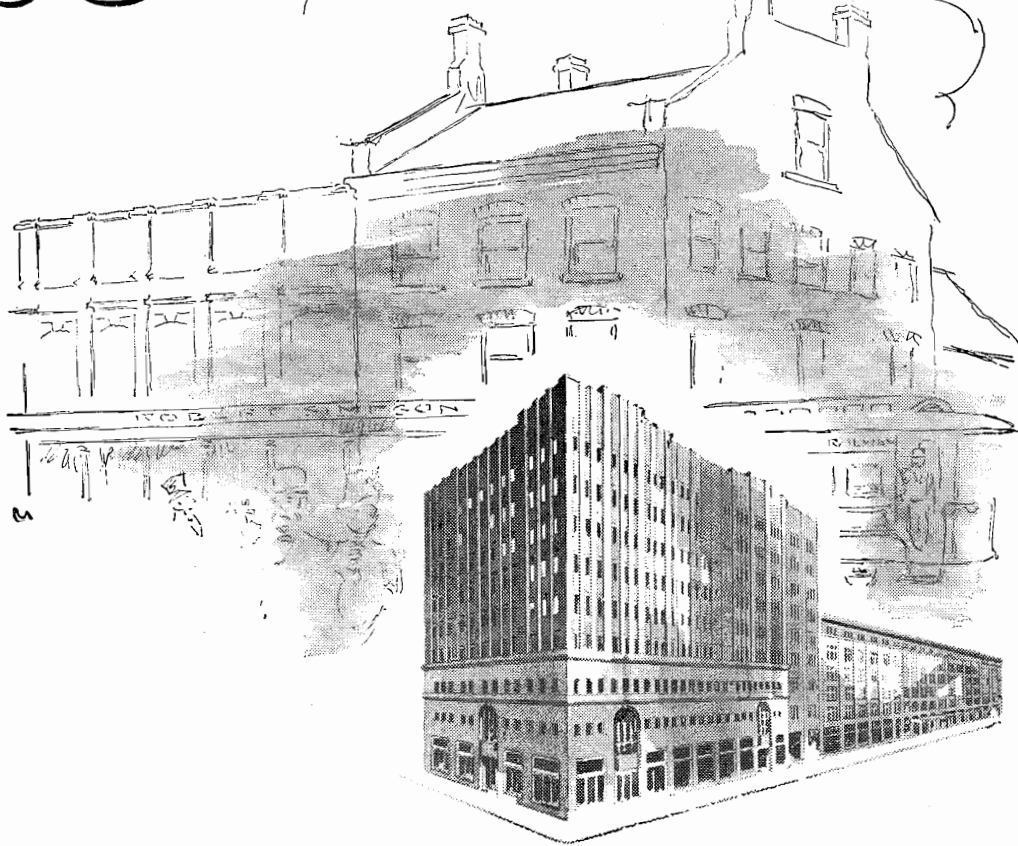
**The
CANADIAN
RADIO
YEARBOOK
1947 - 48**

**THE CANADIAN
RADIO YEARBOOK**

SIMPSON'S CELEBRATES

75

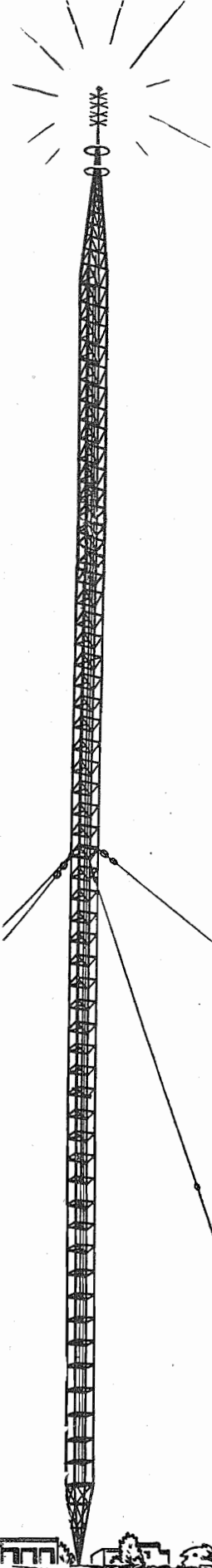
YEARS OF SERVICE



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

Simpson's

GROWING GREAT WITH CANADA



The
**CANADIAN
RADIO
YEARBOOK
1947 - 48**

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iv

FOREWORD

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

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

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

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

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

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

Our task was made much easier by such unselfish contribution.

Toronto, Ontario
December, 1947


Editor

STATION REPRESENTATIVES

PROGRAMMING SERVICE

ALL-CANADA RADIO FACILITIES
Limited

VANCOUVER

CALGARY

WINNIPEG

TORONTO

MONTREAL

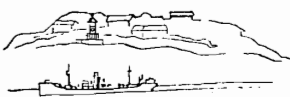
CONTENTS

	<i>Page</i>
FOREWORD.....	v
<i>Section One</i>	
LEGISLATION AND REGULATIONS.....	1
The Radio Act . . . Broadcasting Act . . . Orders-in-Council . . . Broadcasting Regulations . . . Political and Controversial Broadcasting . . . CBC Commercial Policy . . . Food and Drug . . . CBC By-Laws . . . Regulations Bulletins . . . Radio Committee . . . CAB Code of Ethics.	
<i>Section Two</i>	
STATIONS AND NETWORKS.....	55
Stations by Call Letters . . . With Newspaper Affiliation . . . By Frequencies . . . Short Wave Stations . . . Market Data . . . Stations by Provinces . . . CBC Offices . . . BBC . . . CBC Networks . . . CBC Program Summary.	
<i>Section Three</i>	
THE BUSINESS SIDE OF RADIO.....	141
Advertising Agencies . . . Radio Accounts . . . Station Representatives . . . Production Companies . . . Talent Agencies . . . Script Services . . . Transcription Companies . . . Recording Companies . . . Research Organizations . . . News Services . . . Publications . . . Radio Inspectors . . . Associations . . . Awards.	
<i>Section Four</i>	
BROADCAST EQUIPMENT AND ENGINEERING.....	189
Equipment Manufacturers and Dealers . . . Chief Engineers of Radio Stations.	
<i>Section Five</i>	
MUSIC IN RADIO.....	201
Copyright Agencies . . . Music Publishers . . . Orchestras with Air Time . . . Disc Jockeys . . . Musicians' Union Locals.	
<i>Section Six</i>	
RADIO TELEPHONE NUMBERS.....	213
Important Telephone Numbers in Toronto . . . Montreal . . . Vancouver . . . Winnipeg . . . Ottawa . . . Halifax . . . Edmonton . . . Hamilton.	
<i>Section Seven</i>	
WHO'S WHO IN CANADIAN RADIO.....	219
Biographies and Professional Records of 1,845 Men and Women in Broadcasting and its Affiliated Industries in Canada.	



COMMUNITY HALL—NEW STYLE

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exchange ideas and work out problems in free discussion



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the Voice of Canada is making friends for Canada throughout the world.

CANADIAN BROADCASTING CORPORATION

SERVES THE NATION



FROM SEA TO SEA

THE VOICE OF CANADA ABROAD

EDITORIAL INDEX

	Page
Account Executives	143, 151
Accounts, Radio	151
Advertisers, Index to	378

ADVERTISING AGENCIES

Classifications	143
Handling Radio Accounts	143
Offices and Personnel	143
Radio Accounts	151
Revenue	118
Advertising Totals, Radio	118
Agencies, Advertising	143
Agencies, Recording	171
Agencies, Script	166
Agencies, Talent	165
Agencies, Transcription	168
Airlines, Telephone Nos.	213

ALBERTA

Market	75
Population	75
Radio Homes	75
Stations	76

AMERICAN FEDERATION OF MUSICIANS

Canadian Locals	209
International Officers	209
Announcers with Record Programs	206
Associations	181

AWARDS

Beaver Awards	183
Radio World Awards	185

Beaver Awards	183
Biographies, Radio	220

BRITISH COLUMBIA

Market	67
Population	67
Radio Homes	65
Stations	68

Broadcasting Regulations	18
Broadcasting Stations	57
Bureau of Broadcast Measurement	173

CANADA

Households	65
Market	65
Radio Homes	65
Set Licenses	65
Stations	57

CANADIAN ASSOCIATION OF BROADCASTERS

Annual Meetings	54
Code of Ethics	53
Member Stations	125
Officers	181

	Page
CANADIAN BROADCASTING ACT, 1936, THE	
Agreements with Private Stations	9
Annual Report	13
CBC By-laws	11
CBC Chairman	8
CBC Collections	11
CBC Duties	9
CBC Expenditures	10
CBC Funds and Capital	12
CBC General Manager	8
CBC Governors	8
CBC Officers	8
CBC Regulations	13
CBC Staff	11
Definitions	7
Establishment of CBC	7
License Cancellation	10
Networks	8
Political Broadcasts	13
Private Licenses	13
Violations	13

CANADIAN BROADCASTING CORPORATION

Advertising Revenues	118
Annual Report	13, 50
Board of Governors	126
By-laws	11, 40
Chairman	8
Definitions	7
Dominion Network	131
Duties	9, 25, 32, 40
Establishment	7
Finances	10, 11, 12, 40, 42, 43
French Network	123
General Manager	8, 41
Governors	8, 40
Networks	8, 24, 25, 28, 29, 30
Powers	25
Program Summary	134
Programs	23
Regulations	13, 18, 25, 32, 37, 44
Staff	11, 41
Stations	57, 63, 129, 131, 133
Trans-Canada Network	129

CANADIAN BROADCASTING CORPORATION BY-LAWS

Advisory Councils	43
Appointments	42
Assets and Liabilities of CRBC	40
Assistant General Manager	42
Banking	43
Bonding	42
Contracts	42
Declarations	42
Documents	42
Executive Committee	43
General Manager	41
Interpretation	40
Minutes	43
Officers and Employees	41
Proceedings of Governors	40
Public Statements	42

EDITORIAL INDEX

	Page		Page
CANADIAN BROADCASTING CORPORATION COMMERCIAL POLICY AND CONTINUITY ACCEPTANCE		Liquor Advertising	21
Ad Libbing	35	MANITOBA	
Contests and Premiums	34	Market	85
Continuity Acceptance	34	Population	85
Continuity Supervision	32	Radio Homes	85
Dual Sponsorship	36	Stations	87
Good Taste	36	Manufacturers, Equipment	191
Material	34	MAPS	
Medicinal Products	33, 34	Alberta	74
Multiple Products	35	British Columbia	66
Music	34	Dominion Network	130
Mystery Programs	36	French Network	133
Policy	32, 35	Manitoba	86
Price Mention	34	New Brunswick	114
Production	35	Nova Scotia	114
Program Priority	32	Ontario	90
Quiz Programs	35	Prince Edward Island	114
Recordings	35	Quebec	106
Unacceptable Products	33	Saskatchewan	80
Unrelated Products	36	Trans-Canada Network	128
Chief Engineers, Radio Stations	68, 200	MARKETS	
Code of Ethics, C.A.B.	53	Alberta	75
Commercial Policy, CBC	32	British Columbia	67
Companies, Production	163	Canada	65
Contents	vii	Manitoba	85
Continuity	19, 32, 37, 44	New Brunswick	115
Controversial Broadcasting	25	Nova Scotia	119
Copyright Organizations, Music	202	Ontario	89
Dance Orchestras	204	Prince Edward Island	123
Dealers, Equipment	191	Quebec	105
Department of Transport	180	Saskatchewan	81
Disc Jockeys	206	Mechanical Reproductions	20, 23, 35, 49
DOMINION GOVERNMENT		Music Copyright Organizations	202
Department of Transport, Radio Division	180	Music Publishers	202
Legislation and Regulations	1	MUSICIANS' UNION	
Orders-in-Council	15	Canadian Locals	209
Dominion Network	131	International Officers	209
ENGINEERING AND EQUIPMENT		NETWORKS AND STATIONS	55
Dealers	191	Networks	8, 24, 25, 28, 29, 30, 129, 131, 133
Manufacturers	191	NEW BRUNSWICK	
Engineers, Chief	200	Market	115
FOOD AND DRUG CONTINUITY, PROCEDURE FOR HANDLING		Population	115
Appeal on Rulings	39	Radio Homes	115
Certification	38	Stations	116
Clearance	37, 38	NEWFOUNDLAND	
Definitions	37	Stations	124
Good Taste	39	Newspaper Affiliation, Stations With	59
Inspection	39	News Services	176
Originations	38	NOVA SCOTIA	
Period Valid	39	Market	119
Stock Continuities	38	Population	119
Foreword	v	Radio Homes	119
French Network, CBC	29, 133	Stations	120
Frequency Modulation Stations	73, 88, 104, 113, 118	ONTARIO	
Hotels, Telephone Nos.	213	Market	89
Index to Advertisers	378	Population	89
		Radio Homes	89
		Stations	91
		Orchestras With Air Time	204

EDITORIAL INDEX

	Page		Page
ORDERS-IN-COUNCIL			
Minister of Supply.....	15	Secrecy	4
Minister of Transport.....	15	Seizure of Station.....	5
Overlapping Duties.....	16	Ship Station, Definition.....	3
Power of Deputies.....	16	Station Licenses.....	4
Transfer of Duties and Powers.....	15, 16, 17	Telegraph Lines.....	4
War Services Act.....	17	Radio Committee, Parliamentary, 1947.....	50
PARLIAMENTARY RADIO COMMITTEE, 1947			
Membership.....	50	Radio Inspectors.....	180
Private Station Finances.....	52	Radio Orchestras.....	204
Report.....	50	Radio Publications.....	178
Penalties.....	3, 4, 5, 13, 24	Radio Telephone Numbers.....	213
Performing Rights Organizations.....	202	Radio World Awards.....	185
Personnel.....	220	Railroads, Telephone Numbers.....	213
POLITICAL AND CONTROVERSIAL BROADCASTING			
CBC Powers.....	25	Recording Companies.....	171
Censorship.....	26	REGULATIONS, BROADCASTING 18	
Controversial Broadcasting.....	26, 31	Advertising Content.....	20
Distribution of Time.....	27, 29	Call Letters.....	19
Dramatized Broadcasts.....	26	CBC Programs.....	23
Free Network Time.....	25, 30	Charitable Appeals.....	20
Freedom of Speech.....	31	Continuity.....	19 et seq.
French Network.....	29	Contracts.....	24
Municipal Elections.....	30	Definitions.....	18
Policy.....	25	Food and Drug.....	22
Political Broadcasting.....	27	Fortune Tellers.....	20
Political Parties, National.....	13, 27	Insurance Companies.....	21
Political Parties, New.....	28	Liquor Advertising.....	21
Political Parties, Provincial.....	29	Mechanical Reproductions.....	20, 23
Prior to Election Day.....	26	Network Broadcasting.....	24
Provincial Broadcasts.....	28	Newscasts and Commentaries.....	23
Purchase of Time.....	25, 30	Political Broadcasts.....	20
Stations, Individual.....	29	Premiums.....	21
Sustaining Broadcasts.....	28	Price Mention.....	21
Price Mention.....	21, 34, 47	Program Schedules.....	19
PRINCE EDWARD ISLAND			
Market.....	123	Prohibitions.....	19
Population.....	123	Spot Announcements.....	22
Radio Homes.....	123	Station Logs.....	18
Stations.....	122	Testimonials.....	23
Production Companies.....	163	Violations.....	24
Publications.....	178	REGULATIONS BULLETINS, SUPPLEMENTARY 44	
Publishers, Music.....	202	Charitable Appeals.....	45
QUEBEC			
Market.....	105	Chick Hatcheries.....	46
Population.....	105	Food and Drug.....	48
Radio Homes.....	105	Health Broadcasts.....	45
Stations.....	107	Interpretation.....	46
Quiz Programs.....	34, 35	Mechanical Reproductions.....	49
Radio Accounts.....	151	Political Broadcasting.....	46
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	Price Mention.....	47
Crown-owned Stations.....	3	Special Clearance Required.....	44
Ministerial Regulations.....	3	Spot Announcements.....	48
Penalties.....	3, 4, 5	Station Logs.....	44
Powers of Governor-in-Council.....	3	Unlawful Broadcasting.....	45
Radio Station, Definition.....	2	REPRESENTATIVES, RADIO STATION	
Receiving Station, Definition.....	2	Canada.....	159
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	United States.....	161
Crown-owned Stations.....	3	Research Organizations.....	173
Ministerial Regulations.....	3	Reserved Time.....	29
Penalties.....	3, 4, 5	SASKATCHEWAN	
Powers of Governor-in-Council.....	3	Market.....	81
Radio Station, Definition.....	2	Population.....	81
Receiving Station, Definition.....	2	Radio Homes.....	81
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	Stations.....	82
Crown-owned Stations.....	3	Script Services.....	166
Ministerial Regulations.....	3	Shortwave Stations.....	63
Penalties.....	3, 4, 5	SECRETARY 4	
Powers of Governor-in-Council.....	3	SEIZURE OF STATION 5	
Radio Station, Definition.....	2	SHIP STATION, DEFINITION 3	
Receiving Station, Definition.....	2	STATION LICENSES 4	
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	TELEGRAPH LINES 4	
Crown-owned Stations.....	3	RADIO COMMITTEE, PARLIAMENTARY, 1947 50	
Ministerial Regulations.....	3	RADIO INSPECTORS 180	
Penalties.....	3, 4, 5	RADIO ORCHESTRAS 204	
Powers of Governor-in-Council.....	3	RADIO PUBLICATIONS 178	
Radio Station, Definition.....	2	RADIO TELEPHONE NUMBERS 213	
Receiving Station, Definition.....	2	RADIO WORLD AWARDS 185	
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	RAILROADS, TELEPHONE NUMBERS 213	
Crown-owned Stations.....	3	RECORDING COMPANIES 171	
Ministerial Regulations.....	3	REGULATIONS, BROADCASTING 18	
Penalties.....	3, 4, 5	Advertising Content..... 20	
Powers of Governor-in-Council.....	3	Call Letters..... 19	
Radio Station, Definition.....	2	CBC Programs..... 23	
Receiving Station, Definition.....	2	Charitable Appeals..... 20	
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	Continuity..... 19 et seq.	
Crown-owned Stations.....	3	Contracts..... 24	
Ministerial Regulations.....	3	Definitions..... 18	
Penalties.....	3, 4, 5	Food and Drug..... 22	
Powers of Governor-in-Council.....	3	Fortune Tellers..... 20	
Radio Station, Definition.....	2	Insurance Companies..... 21	
Receiving Station, Definition.....	2	Liquor Advertising..... 21	
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	Mechanical Reproductions..... 20, 23	
Crown-owned Stations.....	3	Network Broadcasting..... 24	
Ministerial Regulations.....	3	Newscasts and Commentaries..... 23	
Penalties.....	3, 4, 5	Political Broadcasts..... 20	
Powers of Governor-in-Council.....	3	Premiums..... 21	
Radio Station, Definition.....	2	Price Mention..... 21	
Receiving Station, Definition.....	2	Program Schedules..... 19	
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	Prohibitions..... 19	
Crown-owned Stations.....	3	Spot Announcements..... 22	
Ministerial Regulations.....	3	Station Logs..... 18	
Penalties.....	3, 4, 5	Testimonials..... 23	
Powers of Governor-in-Council.....	3	Violations..... 24	
Radio Station, Definition.....	2	REGULATIONS BULLETINS, SUPPLEMENTARY 44	
Receiving Station, Definition.....	2	Charitable Appeals..... 45	
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	Chick Hatcheries..... 46	
Crown-owned Stations.....	3	Food and Drug..... 48	
Ministerial Regulations.....	3	Health Broadcasts..... 45	
Penalties.....	3, 4, 5	Interpretation..... 46	
Powers of Governor-in-Council.....	3	Mechanical Reproductions..... 49	
Radio Station, Definition.....	2	Political Broadcasting..... 46	
Receiving Station, Definition.....	2	Price Mention..... 47	
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	Special Clearance Required..... 44	
Crown-owned Stations.....	3	Spot Announcements..... 48	
Ministerial Regulations.....	3	Station Logs..... 44	
Penalties.....	3, 4, 5	Unlawful Broadcasting..... 45	
Powers of Governor-in-Council.....	3	REPRESENTATIVES, RADIO STATION	
Radio Station, Definition.....	2	Canada..... 159	
Receiving Station, Definition.....	2	United States..... 161	
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	Research Organizations..... 173	
Crown-owned Stations.....	3	Reserved Time..... 29	
Ministerial Regulations.....	3	SASKATCHEWAN	
Penalties.....	3, 4, 5	Market..... 81	
Powers of Governor-in-Council.....	3	Population..... 81	
Radio Station, Definition.....	2	Radio Homes..... 81	
Receiving Station, Definition.....	2	Stations..... 82	
RADIO ACT 1938, THE 2			
Broadcasting, Definition.....	2	Script Services..... 166	
Crown-owned Stations.....	3	Shortwave Stations..... 63	
Ministerial Regulations.....	3	SECRETARY 4	
Penalties.....	3, 4, 5	SEIZURE OF STATION 5	
Powers of Governor-in-Council.....	3	SHIP STATION, DEFINITION 3	
Radio Station, Definition.....	2	STATION LICENSES 4	
Receiving Station, Definition.....	2	TELEGRAPH LINES 4	

EDITORIAL INDEX

	<i>Page</i>		<i>Page</i>
STATIONS		Talent Agencies	165
Broadcasting	2, 4, 9, 13, 29, 52	TELEPHONE NUMBERS, RADIO	213
Chief Engineers	68, 200	Advertising Agencies	143, 213
Crown-owned	3	Airlines	213
Licenses	4, 10, 13, 50	Associations	181
Receiving	2	Edmonton	218
Seizure	5	Equipment Manufacturers	191
Ship	3	Halifax	218
Stations and Networks	55	Hamilton	218
STATIONS, BROADCASTING		Hotels	213
Advertising Revenues	118	Montreal	216
Alberta	76	Music Publishers	202
British Columbia	68	Musicians' Union Locals	209, 213
By Call Letters	57	Networks	127, 213
By Frequency	61	News Services	176, 213
By Provinces	65	Ottawa	218
Frequency Modulation	73, 88, 104, 113, 118	Personnel	220
Licensing Period	83	Production Companies	163, 213
Manitoba	87	Publications	178, 213
Members of C.A.B.	125	Radio Stations	68, 213
Newfoundland	124	Railroads	213
New Brunswick	116	Recording Companies	171, 213
Nova Scotia	120	Research Organizations	173, 213
Of the CBC	57, 63, 129, 131, 133	Script Services	166, 213
Ontario	91	Station Representatives	161, 213
Power Increases	83	Talent Agencies	165, 213
Prince Edward Island	122	Toronto	214
Quebec	107	Transcription Companies	168, 213
Saskatchewan	82	Vancouver	217
Shortwave	63	Winnipeg	217
With Newspaper Affiliation	59	Television Licenses	124
STATION REPRESENTATIVES		Trans-Canada Network	129
Canada	159	Transcription Companies	168
United States	161	War Services Act, The	17
Supplies, Broadcast	191	"White Paper, The"	25
		WHO'S WHO IN CANADIAN RADIO	220

Maps and Market Data
by
Sanford Evans Statistical Service