



# CANADA



*Stations*

•

*Networks*

•

*Survey*

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*Newspaper  
Owned Stations*



**CBC IN CANADA** provides a complete Canadian radio service. With dominant key stations . . . each operating on a power of 50,000 watts . . . strategically located across Canada and linked up with other CBC and privately owned stations of wide range and influence . . . CBC gives a coverage of 1,500,000 radio homes . . . extending from the Atlantic to the Pacific Ocean.

The CBC network assures Canadian Buyer Coverage. Broadcasting in Canada is a vital force and listening competition is at a minimum. Audiences are radio-minded. They feel the pulse of the world more consistently and with an intensity known in few other places. During both day and evening hours, listeners throughout the Dominion enjoy a wide variety of the finest entertainment through the CBC.

**CANADIAN BROADCASTING CORPORATION**

1 Hayter St., Toronto - Commercial Department - 1231 St. Catherine St. W., Montreal

# NETWORKS

# OF CANADA

## Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada  
 Montreal office: 1231 St. Catherine St., West.

### DIRECTORS

Rene, Morin, Chairman; Brigadier General Victor Odum, Vice-Chairman; J. Wilfred Godfrey, N. L. Nathanson, Alan B. Plaunt, Adrien Pouliot, Canon W. Eastland Fuller.

### PERSONNEL

General Manager.....Gladstone Murray  
 Assistant General  
 Manager.....Dr. Augustin Frigon  
 Chief Executive Assistant.....Donald Manson  
 Treasurer .....Harry Baldwin  
 General Supervisor of  
 Programs.....E. L. Bushnell  
 Chief Engineer.....G. W. Olive  
 Commercial Manager-Supervisor of  
 Press and Information.....E. A. Weir  
 Commercial Manager-Quebec  
 Division.....J. A. Dupont  
 Supervisor of Station Relations...H. N. Stovin  
 Traffic Manager.....E. W. Jackson  
 Secretary.....R. P. Landry

### STATIONS

The national network of the Canadian Broadcasting Corporation is broken down into the following regional groups:

Maritime Regional Network: CJCX, Sydney; CHNS, Halifax; CFCY, Charlottetown; CBA, Sackville; KKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton.

Ontario Regional Network: CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKLW, Wind-

sor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William.

Quebec Regional Network: CHNC, New Carlisle; CJBR, Rimouski; CBJ, Chicoutimi; CBV, Quebec; CBF (French), Montreal; CBM (English), Montreal.

Prairie Regional Network: CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CBK, Watrous; CKBI, Prince Albert; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge.

British Columbia Network: CFCJ, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

## The Foothills Network

804-805 Southam Bldg., Calgary, Alta., Canada  
 Phone: R 2021

### PERSONNEL

General Manager.....H. R. Carson  
 Director (CFGP).....C. L. Berry  
 Director (CJCA).....Frank H. Elphicke  
 Director (CFAC).....G. S. Henry  
 Director (CJOC).....A. H. Nicholl

### STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

### COVERAGE

Province of Alberta.

### NATIONAL REPRESENTATIVES

All-Canada Radio Facilities Ltd.  
 Weed & Company

# CANADIAN SURVEY

## General

At the end of the fiscal year, March 31, 1939, the Department of Transport reported 1,223,502 receiving station licenses outstanding. It is estimated that the total number of sets in use at the end of 1938, including those unlicensed, was over 2,000,000, representing a 7 per cent increase during the year.

It is also estimated that 76 per cent of all Canadian families own receivers. The fall and winter seasons are the principal selling periods for sets. New models are usually announced late in the summer. In the last 5 years 40 per cent of annual sales to dealers have been made during the last quarter and 33 per cent in the third quarter.

Principal factors which handicap radio sales include the relatively high cost of receivers in Canada as compared with prices in the United States, lack of local broadcasting services in some areas, and the language handicap in Quebec where most of the listeners prefer French language programs.

## Transmitting Equipment

A large proportion of the business in Canadian-made transmitting equipment is in medium power transmitters and accessories. Much of the requirements in microphones, transmitting tubes, control apparatus, and similar adjuncts is supplied by imports. Transmitting tube requirements are the same as in the United States market for stations up to 50,000 watts. Canadian subsidiaries or affiliates of American companies are active in the broadcasting equipment market. United States jobbers of specialty radio apparatus generally cover Canada with catalogs and part of the business is on a mail order basis. Manufacturers often maintain direct agency representation. Organization of amateurs is parallel with that in the United States. Amateurs often use American receivers. Police radio has been used effectively in a number of Canadian cities and in provincial police organizations. Use of radio in aircraft is growing and there is also a market in military work, the latter supplied largely by domestic and United Kingdom manufacturers. Canadian shipping laws regarding the use of radio are similar to standard British requirements.

## Patents

Since 1927 the more important Canadian radio patents have been under the control of a patent corporation known as Canadian Radio Patents Limited. This corporation, at 159 Bay Street, Toronto, originally took over for licensing purposes numerous patents formerly held by individual concerns. It has since acquired patents and rights on its own account and has rights under foreign patents as well.

The privilege of the Canadian use of the patents controlled by Canadian Radio Patents Limited is given only to those firms which take out a license with the company and which manufacture in Canada. Even though the firm's receivers may be licensed under United States patents owned by firms also represented in Canadian Radio Pat-

ents limited, an additional license under the Canadian company is also required. Such a license gives the manufacturer the right to produce receivers only for the reception of public radio telephone broadcasting. At present, under ordinary circumstances, the corporation is not included to grant further licenses by reason of the number already in the field.

The royalty rate is 10 per cent of the sales value of the chassis plus the speaker portion of the receiver, with a minimum sales value for royalty purposes fixed as the cost to manufacture the receiver plus 50 per cent. This royalty arrangement has no effect upon the actual price at which the merchandise is sold, but is merely a minimum established for royalty purposes. In 1937 the average royalty per set amounted to \$2.17, not accounting for the products of manufacturers who contribute patents to the pool and therefore pay no royalties. The royalty on sets for export is 50 per cent of the charge for sets for domestic sale. In certain cases in granting licenses the corporation requires a deposit, the amount of which would be determined by the patent company and from which would be taken the first year's royalties. The corporation does not make it a practice to undertake numerous court cases against individuals who import sets for their own use, but asserts that it is prepared to proceed against individuals.

The position of the patent organization with respect to its control seems to be firmly entrenched and it has been successful in maintaining its patent rights.

## Television

This development is definitely in the experimental stage in the Dominion and its early practical application is discounted. Television presents a difficult geographic problem in Canada and as yet no concern has been inclined to provide television broadcasts because of the indeterminate nature of technical developments and the lack of concentrated population area large enough to warrant the installation expense. Television is not economically feasible in Canada at present.

## Facsimile

In the spring of 1939 a facsimile circuit was established with Somerton, England, in connection with the Royal visit to Canada. The circuit involved landlines between Montreal and the Marconi beam wireless station at Drummondville, Quebec. Facsimile service on news pictures has not been utilized directly by the press, so far as radio is concerned. Broadcast news facsimile has not yet been introduced, but there has been some consideration of using such a service for the "broadcasting" of a radio listener's publication of programs and discussion of broadcasts.

Tracing transmission systems have been sold to a minor degree. One firm renting machines reports that after several years of selling effort there are only 20 customers in the Dominion. These include railroads, automobile manufacturers, public utilities, but efforts to sell machines for hotel and bank use have not been successful, with one exception. One difficulty has been the relatively high valuation established for customs

purposes on imported machines placed in Canada for rental purposes. In addition, the rental revenue is itself subject to a 12½ per cent withholding tax.

### Short Wave

Canadian broadcasting on the short wave bands is chiefly confined to commercial and police work, aside from a few stations which release standard band programs on the short wave and the Broadcasting Corporation's regular stations which provide free messenger service to remote northern areas, not covered by commercial line wire service. During the winter of 1938-39, beginning in November, an average of about 300 messages per week were broadcast by friends and relatives of persons in the far North. From a reception standpoint, the increased sale of dual-wave and all-wave sets confirms the interest in such broadcasts. Short wave programs receive publicity in the radio pages of the press. The 49, 32, and 25 meter bands give best consistent reception. United States stations are picked up readily and at times when standard band reception from American outlets is unsatisfactory the short wave relays give good service.

### Broadcasting

Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on November 2, 1936, took over Government operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of the broadcasting stations reverted to the Department of Transport under the Radio-telegraph Act. The Government-owned corporation is headed by a board of 9 honorary governors and a general manager in charge of operations. The legislation charges the corporation to carry on broadcasting in Canada and authorizes it to establish, maintain, and operate stations, to acquire or make operating agreements with private stations, produce programs, and otherwise function as a government broadcasting agency.

The legislation envisages gradual extension of public ownership of radio in Canada and enlargement of coverage with Federal finances. The principal difference between the Corporation and the Canadian Broadcasting Commission which it replaced is that under the Commission authority to act in matters of policy and administration were combined in one body whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation, government-owned, rather than an activity under an administrative governmental organization. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to \$500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed \$100,000 may be advanced by order-in-council.

Prior to 1932 Canadian broadcasting developments were similar to those in the United States, except that the size of the general markets limited the amount of advertising revenue available for program and talent development. In 1929 an inquiry was made into the entire question, and as a result of recommendations, a nationalized chain of non-commercial stations under the Commission was established. Private commercial stations were provided for. The nucleus of the national chain comprised the stations formerly operated by the government-owned Canadian National Railways in principal cities throughout Canada. Although the nationalization of broadcasting is yet in a transitory stage, Government policy has consistently favored government ownership, and private licenses are issued only with the understanding that they may be taken over by

the State without value attaching to good will.

Licenses are issued by the Department of Transport after recommendation by the Corporation.

### Programs

Canadian chain and local programs follow the same general classifications as those of American stations, and cooperative interchange with American chains has reached a considerable percentage of the total broadcast time. The local programs, however, are not so elaborate on the average, due to the lower revenue from advertising to the comparatively smaller markets. There is a greater conscious effort in Canada to provide programs of a distinctly Canadian character, as in most of the populated areas of the Dominion United States stations are readily received and the more generalized programs so provided. In view of the limited funds for program development Canadian broadcasters would find it difficult to compete successfully in this field to the extent possible under the program standards adopted.

### Advertising

Radio advertising from privately owned stations and outlets controlled by the Broadcasting Corporation is conducted in the usual manner under established regulations. Station time is usually sold through advertising agencies and rates vary according to the time of broadcast and station coverage. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

### Recordings

The use of transcriptions is generally prohibited between 7:30 and 10 p.m., but at other hours they are extensively employed by the lower powered stations, particularly in the smaller population centers. Turntable speeds are 33 and 78 r.p.m.

The recording of incoming overseas broadcasts is frequently undertaken to permit more timely release, especially of direct outside broadcasts, for reception in the Canadian time zones. The broadcasting corporation has a special short wave receiving station with recording equipment for this purpose.

### Regulations

New radio regulations were published in the Canada Gazette, December 10 and 24, 1938, and January 26, 1939, and republished in a special supplement to World Radio Markets of March 28, 1939. Two minor amendments issued in 1939 concern beer and wine advertising and the operation of subsidiary network hookups of private broadcasting stations.

Under the laws of Ontario, all electrical devices, (including socket power sets) must be inspected and approved by the Inspection Department of the Ontario Hydro Electric Power Commission before being used. Hydro approval is generally accepted by inspection authorities of other Canadian provinces. The Ontario Government, however, does not make it a practice to prosecute individuals who import sets for their own use, but confines its activities to those interested in selling receivers in quantities. Part II of the Canadian Electrical Code, in specification No. 1, outlines the general minimum requirements for power operated radio devices and methods of test to be employed. A new code specification, effective June 15, 1939, provided for the manufacture and use of AC-DC sets of approved construction, a type heretofore prohibited under the Electrical Code. Under the code the approval of either the laboratory of the Hydro Electric Power Commission of Ontario, the Underwriters' Laboratories of Chicago, or a recognized Canadian Government Laboratory are acceptable. In Ontario and Quebec the Hydro Laboratory approval is required. The Canadian Electrical Code is in full effect in these two provinces, but only partially in effect in other Canadian areas. Electrical inspection is a provincial matter in Canada.

# CANADA

## STATIONS—REGULATIONS—SURVEY

*The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.*

*Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.*

*Canadian network facilities covered in full on page 586.*



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA . . . .	Sackville, N. B.	1050	50000	598
CBF . . . .	Montreal, Que.	910	50000	607
CBJ . . . .	Chicoutimi, Que.	1120	100	606
CBK . . . .	Watrous, Sask.	540	50000	611
CBL . . . .	Toronto, Ont.	840	50000	604
CBM . . . .	Montreal, Que.	960	5000	607
CBO . . . .	Ottawa, Ont.	880	1000	602
CBR . . . .	Vancouver, B. C.	1100	5000	594
CBV . . . .	Quebec, Que.	950	1000	608
CBY . . . .	Toronto, Ont.	1420	100	604
CFAC . . . .	Calgary, Alta.	930	1000	591
CFAR . . . .	Flin Flon, Man.	1370	100	596
CFCF . . . .	Montreal, Que.	600	500	607
CFCH . . . .	North Bay, Ont.	930	100	602
CFCN . . . .	Calgary, Alta.	1030	10000	591
CFCO . . . .	Chatham, Ont.	630	100	600
CFCT . . . .	Victoria, B. C.	1450	500	595
CFCY . . . .	Charlottetown, P. E. I.	630	1000	606
CFGP . . . .	Grand Prairie, Alta.	1200	100	592
CFJC . . . .	Kamloops, B. C.	880	1000	593
CFLC . . . .	Prescott, Ont.	930	100	602
CFNB . . . .	Fredericton, N. B.	550	1000	597
CFOS . . . .	Owen Sound, Ont.	C.P. 1370	100	602
CFPL . . . .	London, Ont.	730	100	601
CFPR . . . .	Prince Rupert, B. C.	580	50	594
CFQC . . . .	Saskatoon, Sask.	600	1000	611
CFRB . . . .	Toronto, Ont.	690	10000	604
CFRC . . . .	Kingston, Ont.	1510	100	601
CFRN . . . .	Edmonton, Alta.	960	100	592

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAB . . . .	Moose Jaw, Sask.	1200	250 d., 100 n.	610
CHCK . . . .	Charlottetown, P. E. I.	1310	50	606
CHGB . . . .	St. Anne de la Pocatiere, Que.	1200	100	609
CHGS . . . .	Summerside, P. E. I.	1450	50	606
CHLN . . . .	Three Rivers, Que.	1420	100	610
CHLP . . . .	Montreal, Que.	1120	100	607
CHLT . . . .	Sherbrooke, Que.	1210	100	609
CHML . . . .	Hamilton, Ont.	1010	100	600
CHNB . . . .	North Battlefield, Sask.	C.P. 1420	100	610
CHNC . . . .	New Carlisle, Que.	610	1000	608
CHNS . . . .	Halifax, N. S.	930	1000	598
CHRC . . . .	Quebec, Que.	580	100	608
CHSJ . . . .	Saint John, N. B.	1120	100	598
CHWK . . . .	Chilliwack, B. C.	780	100	593
CJAT . . . .	Trail, B. C.	910	1000	594
CJBR . . . .	Rimouski, Que.	1030	1000	609
CJCA . . . .	Edmonton, Alta.	730	1000	592
CJCB-CJCX	Sydney, N. S.	1240	1000	599
CJCI . . . .	Calgary, Alta.	690	100	591
CJCS . . . .	Stratford, Ont.	1210	50	603
CJGX . . . .	Yorkton, Sask.	1430	1000	611
CJHC . . . .	Halifax, N. S.	C.P. 1420	1000	598
CJIC . . . .	Sault Ste. Marie, Ont.	1500	100	603
CJKL . . . .	Kirkland Lake, Ont.	1310	100	601
CJLS . . . .	Yamouth, N. S.	1310	100	599
CJOC . . . .	Lethbridge, Alta.	1210	100	592
CJOR . . . .	Vancouver, B. C.	600	500	594
CJRC . . . .	Winnipeg, Man.	630	1000	596
CJRM . . . .	Regina, Sask.	950	1000	611
CKAC . . . .	Montreal, Que.	730	5000	607
CKBI . . . .	Prince Albert, Sask.	1210	100	610
CKCA . . . .	Kenora, Ont.	1420	250 d., 100 n.	601
CKCD . . . .	Vancouver, B. C.	1010	100	595
CKCH . . . .	Hull, Que.	1210	100	607
CKCK . . . .	Regina, Sask.	1010	1000	611
CKCL . . . .	Toronto, Ont.	580	100	604
CKCO . . . .	Ottawa, Ont.	1010	100	602
CKCR . . . .	Kitchener, Ont. (Waterloo)	1510	100	601
CKCV . . . .	Quebec, Que.	1310	100	608
CKCW . . . .	Moncton, N. B.	1370	100	597
CKFC . . . .	Vancouver, B. C.	1410	50	595
CKGB . . . .	Timmins, Ont.	1440	100	603
CKIC . . . .	Wolfville, N. S.	1010	50	599
CKLN . . . .	Nelson, B. C.	1420	100	594
CKLW . . . .	Windsor, Ont.	1030	5000	605
CKMC . . . .	Cobalt, Ont.	1210	50	600
CKMO . . . .	Vancouver, B. C.	1410	100	595
CKNB . . . .	Campbellton, N. B.	1210	250	597
CKNX . . . .	Wingham, Ont.	1200	100	605
CKOC . . . .	Hamilton, Ont.	1120	1000 d., 500 n.	600
CKOV . . . .	Kelowna, B. C.	630	1000	593
CKPC . . . .	Brantford, Ont.	930	100	599
CKPR . . . .	Fort William, Ont.	580	1000	600
CKRN . . . .	Rouyn, Que.	1370	250	609
CKSO . . . .	Sudbury, Ont.	780	1000	603
CKTB . . . .	St. Catharines, Ont.	1200	100	602
CKUA . . . .	Edmonton, Alta.	580	500	592
CKVD . . . .	Val D'Or, Que.	1200	100	610
CKWX . . . .	Vancouver, B. C.	1010	100	595
CKX . . . .	Brandon, Man.	1120	1000	596
CKY . . . .	Winnipeg, Man.	910	15000	596

# ALBERTA

Population 789,000

Number of Families 167,872

Number of Radio Homes 124,300

Retail Sales \$152,408,000

Auto Registrations 100,434

## CFAC

"CALGARY'S FRIENDLY STATION"  
"ALL DAY—EVERY DAY THE FINEST IN  
RADIO ENTERTAINMENT"

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts.  
OWNED BY: Calgary Herald. OPERATED BY:  
Taylor Pearson & Carson. BUSINESS AD-  
DRESS: 1006 Southam Bldg. PHONE: R 1036-7.  
STUDIO ADDRESS: 1006 Southam Bldg.  
TRANSMITTER LOCATION: Forest Lawn.  
TIME ON THE AIR: 6:30 A.M. to 12:00 mid-  
night. Sunday, 9:00 A.M. to 11:30 P.M. NEWS-  
PAPER AFFILIATION: Calgary Daily Herald.  
NEWS SERVICE: Canadian Press News. TRAN-  
SCRIPTION SERVICE: NBC Thesaurus, World  
Broadcasting System.

### Personnel

President ..... H. R. Carson  
Manager ..... Gordon S. Henry  
Commercial Manager ..... F. R. Shaw  
Production Manager ..... Pat Freeman  
Publicity Director ..... John N. Hunt  
Continuity Director ..... Madeline F. Austin  
Chief Engineer ..... Earl C. Connor

### Coverage

Population—Primary ..... 470,000  
Radio Homes— " ..... 79,900  
Source: Station survey.

### Representatives

All Canada Radio Facilities  
Weed & Co.

## CFCN

"THE VOICE OF THE PRAIRIES"  
CALGARY—EST. 1922

FREQUENCY: 1030 Kc. POWER: 10,000  
Watts. OWNED BY: The Voice of the Prairies,  
Ltd. OPERATED BY: Same. BUSINESS AD-  
DRESS: Toronto Gen. Trusts Bldg. PHONE:  
M 1161. STUDIO ADDRESS: Same. TRANSMIT-  
TER LOCATION: Strathmore. TIME ON THE  
AIR: Daily, 6:30 A.M. to 12:00 midnight; Sun-  
day, 9:30 A.M. to 10:30 P.M. NEWS SERVICES:  
Transradio Press, Radio News Assn, British

United Press. TRANSCRIPTION SERVICES:  
Standard Radio, Lang-Worth, Davis & Schweg-  
ler.

### Personnel

President and Managing Director... H. G. Love  
Commercial Manager ..... E. H. McGuire  
Program Director..... Ed Maloney  
News Editor..... C. H. Stout  
Sports Editor..... Doug Smith  
Chief Engineer..... W. V. McLaughlin

### Coverage

Population—Primary ..... 917,200  
Radio Homes— " ..... 131,800  
Source: Mail response analysis.

### Representative

Jack Slatter

## CJCL

CALGARY—EST. 1922

CALGARY

CBC

FREQUENCY: 690 Kc. POWER: 100 watts.  
OWNED BY: Albertan Publishing Co., Ltd.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Ren'frew Bldg. PHONE: R 2001 — M-9966.  
STUDIO ADDRESS: Same. TRANSMITTER  
LOCATION: Grandview Heights. TIME ON  
THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday,  
10:00 A.M. to 11:00 P.M. NEWSPAPER AF-  
FILIATION: Albertan Publishing Co., Ltd. NEWS  
SERVICE: Canadian Press. TRANSCRIPTION  
SERVICES: Lang-Worth, Titan Productions.

### Personnel

President ..... Gordon Bell  
Station Manager..... J. E. Gerke  
Assistant Manager..... T. E. Snelgrove  
Sales Manager..... V. Thompson  
Chief Engineer..... M. McKenzie

### Coverage

Population—Primary ..... 172,900  
Radio Homes— " ..... 35,100  
Population—Secondary ..... 254,400  
Radio Homes— " ..... 41,200  
Source: Mail response analysis.



**CFRN**

"THE LITTLE GIANT"  
EDMONTON—EST. 1934

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts.  
OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE: 23561-267. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jasper Highway, Edmonton West. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight, daily; 9:00 A.M. to 11:30 P.M., Sundays. NEWS SERVICES: Canadian Press, Edmonton Bulletin, Ltd., British United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Station Manager.....G. R. A. Rice  
Commercial Manager.....H. F. Nielsen  
Program Director.....S. S. Lancaster  
News Editor.....G. Williamson  
Chief Engineer.....E. Makepeace

**Coverage**

Population—Primary ..... 311,232  
Radio Homes— " ..... 43,464  
Source: Station survey.

**Representatives**

Joseph Hershey McGillvra (U.S.A. and Montreal)  
Jack Slatter (Toronto)  
Inland Broadcasting Service (Winnipeg)

**CJCA**

"VOICE OF THE GREAT NORTH WEST"  
EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

FREQUENCY: 730 Kc. POWER: 1000 watts.  
OWNED BY: North Western Publishers, Ltd. "Edmonton Journal." OPERATED BY: Taylor & Pearson Broadcasting Co. Ltd. BUSINESS ADDRESS: Birk's Bldg., Jasper Ave. PHONE: 2-6131-2-3. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 8:00 A.M. to 12:00 P.M. (Sunday), 6:30 A.M. to 12:00 P.M. (weekdays), 6:30 A.M. to 2:00 A.M. (Saturday). NEWSPAPER AFFILIATION: Edmonton Journal. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

**Personnel**

Station Manager.....Frank H. Elphicke  
Assistant Manager.....Norman Botterill  
Publicity Director.....Walter Dales  
Continuity Editor.....James Allard  
Technical Director.....Hastings McMahon

**Coverage**

	Daytime	Evening
Population—Primary	110,212*	452,463
Radio Homes—(Primary		
and Secondary)	76,276	.....
*Families.		
Source: Population estimate.		

**Representatives**

All Canada Radio Facilities Ltd.  
Montreal, Toronto, Winnipeg, Calgary,  
Vancouver  
Weed & Co.  
N. Y., Detroit, Chicago, San Francisco

**CKUA**

EDMONTON—EST. 1927

CBC—ALBERTA EDUCATIONAL NETWORK  
FREQUENCY: 580 Kc. POWER: 500 watts.  
OWNED BY: University of Alberta. OPERATED BY: University of Alberta. BUSINESS ADDRESS: University of Alberta. PHONE: 3-2233-2-2131-12. STUDIO ADDRESS: Dept. of Extension, University campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:15 P.M. to 2:30 P.M., 5:00 P.M. to 8:30 P.M., Mondays to Fridays; 11:00 A.M. to 12:30 P.M., 9:15 P.M. to 11:00 P.M. Sundays.

**Personnel**

President of the University.....W. A. R. Kerr  
Station Manager.....Donald Cameron  
Studio Director.....Richard MacDonald  
Secretary.....Alice Mary Carpenter  
Chief Engineer.....John Wardlaw Porteous

**CFGP**

GRANDE PRAIRIE—EST. 1937

FOOTHILLS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: Grande Prairie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grande Prairie. TIME ON THE AIR: Sunday, 10:00 A.M. to 6:00 P.M. Weekdays, 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager.....C. L. Berry  
Chief Engineer.....S. Findlay

**Coverage**

	Daytime	Evening
Population—Primary	80,000	85,000
Radio Homes— "	8,754	10,151
Source: Station estimate.		

**Representative**

All Canada Radio Facilities, Ltd.  
Weed & Co.

**CJOC**

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.  
FREQUENCY: 1210 Kc. POWER: 100 watts.  
OWNED BY: Lethbridge Broadcasting Co. OP-

• • • **ALBERTA — BRITISH COLUMBIA** • • •

ERATED BY: H. R. Carson, Ltd. BUSINESS ADDRESS: Marquis Hotel, Fourth Ave., South. PHONE: 3871-2. STUDIO ADDRESS: Marquis Hotel. TRANSMITTER LOCATION: Marquis Hotel. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: British United Press. local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....J. G. Hutchings  
 Station Manager.....A. H. Nicholl  
 Commercial Manager.....R. Buss  
 Program Director.....F. McDowell

Publicity Director.....C. A. Perry  
 Traffic Manager.....A. Lewis  
 Chief Engineer.....G. J. Gow

**Coverage**

	Daytime	Evening
Population—Primary .....	32,500*	32,500*
Radio Homes— " .....	20,000	20,000
* Families.		
Source: Station survey.		

**Representatives**

All Canada Radio Facilities, Ltd.  
 Weed & Company

**BRITISH COLUMBIA**

Population 774,000

Number of Families 164,680

Number of Radio Homes 120,300

Retail Sales \$232,740,000

Auto Registrations 116,341

**CHWK**

"THE VOICE OF THE FRASER VALLEY"

**CHILLIWACK—EST. 1927**

CBC & BC NETWORK

FREQUENCY: 780 Kc. POWER: 100 Watts. OWNED BY: Chilliwack Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 16 Wellington Ave. PHONE: 6106. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President and Station Manager.....C. Casey Wells  
 Assistant Manager.....R. G. Wells  
 Musical Director.....Bertram Turvey  
 Chief Engineer.....Jack Dilling

**Representatives**

All Canada Radio Facilities  
 Weed & Co.

1000. STUDIO ADDRESS: 322 Victoria St. TRANSMITTER LOCATION: North Kamloops. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATIONS: Kamloops Sentinel, Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Transco and Hollywood Radio Attractions.

**Personnel**

President.....R. E. White  
 Station and Commercial Manager  
 D. Homersham  
 Publicity Director.....L. Irvine  
 Musical Director.....V. Arduini  
 Chief Engineer.....T. Smalley

**Coverage**

Population—Primary .....	97,000
Radio Homes— " .....	24,000
Source: Field strength measurements.	

**CFJC**

**KAMLOOPS—EST. 1926**

CANADIAN BROADCASTING CORP.

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Review Pub. Co. OPERATED BY: Kamloops Sentinel, Ltd. BUSINESS ADDRESS: 209 Victoria St. PHONE: 1018 and

**CKOV**

**KELOWNA—EST. 1931**

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Okanagan Broadcasters, Ltd. OPERATED BY: Okanagan Broadcasters, Ltd. BUSINESS ADDRESS: Mill Ave. STUDIO ADDRESS: Mill Ave. TRANSMITTER LOCATION: Kelowna. TIME ON THE AIR: 7:00 A.M. to

11:00 P.M. NEWS SERVICE: Canadian Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Managing Director .....J. W. B. Browne  
Women's Program Director....Mary E. Royle

**Representatives**

John E. Baldwin, Vancouver  
Dominion Broadcasting Co. (Toronto)  
Joseph Hershey McGillvra

**CKLN**

"THE KOOTENAYS' FAVORITE STATION"  
NELSON—EST. 1939

CBC

FREQUENCY: 1420 Kc. POWER: 100 watts.  
OWNED BY: The Nelson Daily News. OPERATED BY: The Nelson Daily News. BUSINESS ADDRESS: 711 Radio Avenue. STUDIO ADDRESS: 711 Radio Ave. TRANSMITTER LOCATION: 711 Radio Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, except Saturday; 7:00 A.M. to 2:00 A.M., Saturdays. NEWSPAPER AFFILIATION: Nelson Daily News. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager .....Hume A. Lethbridge  
Program Manager.....F. R. Halhed

**Coverage**

Population—Primary ..... \*8,500  
Radio Homes— " ..... 6,970  
Population—Secondary ..... \*12,500  
Radio Homes— " ..... 12,250  
\* Families.

Source: Dominion Reports; Nelson Daily News.

**Representative**

All-Canada Radio Facilities, Ltd.

**CFPR**

"VOICE OF NORTHERN BRITISH  
COLUMBIA"

**PRINCE RUPERT**

FREQUENCY: 580 Kc. POWER: 50 watts.  
OWNED BY: F. E. Batt. OPERATED BY: Northwest Broadcast & Service Co. BUSINESS ADDRESS: P. O. Box 848. STUDIO ADDRESS: 336 Second Ave. PHONE: 863. TRANSMITTER LOCATION: Prince Rupert. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Owner.....F. E. Batt  
General Manager.....C. H. Insulander  
Advertising Manager.....S. J. Anderson

**Coverage**

Population—Primary ..... 14,500\*  
\* Additional 3,000 from April to October.

Source: Station survey.

**Representative**

All-Canada Radio Facilities, Ltd.

**CJAT**

"THE VOICE OF THE KOOTENAYS"  
TRAIL—EST. 1934

CBC

FREQUENCY: 910 Kc. POWER: 1000 Watts.  
OWNED BY: Kootenay Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Victoria St. PHONE: 737. STUDIO ADDRESS: Victoria St. TRANSMITTER LOCATION: Warfield. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, daily; 9:00 A.M. to 11:30 P.M., Sundays. NEWSPAPER AFFILIATION: Trail Daily Times. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....B. A. Stimmel  
Manager.....A. J. Balfour  
Accountant.....A. D. Pettersen

**Coverage**

Population—Primary ..... 202,800  
Radio Homes— " ..... 27,800

Source: Station survey.

**Representatives**

Weed & Company  
All-Canada Radio Facilities

**CBR**

"VOICE OF BRITISH COLUMBIA AT  
VANCOUVER"

**VANCOUVER—EST. 1925**

CANADIAN BROADCASTING CORP.  
BRITISH COLUMBIA REGIONAL NETWORK  
FREQUENCY: 1100 Kc. POWER: 5000 Watts.  
OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Hotel Vancouver. PHONE: Trinity 2511. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lulu Island. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: Canadian Press.

**Personnel**

Regional Representative.....I. Dilworth  
Station Manager.....Peter Ayles  
Regional Engineer.....N. R. Olding

**Representative**

Canadian Broadcasting Corp.

**CJOR**

**VANCOUVER—EST. 1926**

FREQUENCY: 600 Kc. POWER: 500 watts.  
G. C. Chandler. BUSINESS ADDRESS: Hotel Grovesnor, Howe St. PHONE: Trinity 5321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elburne. TIME ON THE AIR: Daily, 6:30 A.M. to midnight; Sunday, 9:00 A.M. to 9:45 P.M. NEWS SERVICES: Transradio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Manager..... G. C. Chandler  
 Commercial Manager..... Don Laws  
 Publicity Director..... D. R. Baird  
 Program Director..... R. A. Diespecker  
 Accountant ..... L. Watkis

**Coverage**

Population—Primary ..... 551,000  
 Radio Homes— " ..... 140,000

Source: Mail response analysis.

**Representative**

Joseph Hershey McGillvra

**CKCD**

**VANCOUVER**

FREQUENCY: 1010 Kc. POWER: 100 Watts.  
 OWNED BY: Vancouver Daily Province. OP-  
 ERATED BY: Pacific Broadcasting Co., Ltd.  
 BUSINESS ADDRESS: 198 Hastings West.  
 PHONE: Seymour 2759-7345. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 7:30 P.M. to 11:30  
 P.M. NEWSPAPER AFFILIATION: Vancouver  
 Daily Province. NEWS SERVICE: Local and  
 national news tie-up.

**Personnel**

President and Station Manager... W. G. Hassell  
 Musical Director ..... Mabel Brown  
 Chief Engineer..... T. Derbyshire

**CKFC-CKFX**

**VANCOUVER—EST. 1921**

FREQUENCY: 1410 Kc. POWER: 50 Watts  
 (CKFX: 10 Watts on 6080 Kc.) OWNED BY:  
 Standard Broadcasting System, Ltd. OPER-  
 ATED BY: Standard Broadcasting System, Ltd.  
 BUSINESS ADDRESS: 1504-5 Sun Bldg., 500  
 Beatty St. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: North Vancouver. TIME  
 ON THE AIR: Shares time with CKMO (38  
 hours weekly). NEWSPAPER AFFILIATION:  
 Vancouver Sun. NEWS SERVICE: Vancouver  
 Sun.

**Personnel**

Manager ..... F. E. Rutland  
 Chief Technician..... A. L. Porter

**CKMO**

"THE PIONEER VOICE OF  
 BRITISH COLUMBIA"  
**VANCOUVER—EST. 1922**

**CANADIAN BROADCASTING CORP.**

FREQUENCY: 1410 Kc. POWER: 100 watts.  
 OWNED BY: British Columbia Broadcasting  
 System, Ltd. OPERATED BY: British Co-  
 lumbia Broadcasting System, Ltd. BUSI-  
 NESS ADDRESS: 812 Robson St. PHONE:  
 Sey. 8778-9. STUDIO ADDRESS: 812 Robson  
 St. TRANSMITTER LOCATION: Sun Bldg.  
 TIME ON THE AIR: 8:00 A.M. to 3:00 P.M. and

5:00 P.M. to 10:15 P.M. and 12:00 midnight to  
 2:00 A.M. NEWS SERVICE: Canadian Press;  
 News-Herald and Sun News. TRANSCRIP-  
 TION SERVICE: C. P. MacGregor.

**Personnel**

President..... R. J. Sprott  
 Vice-President..... B. A. Arundel  
 Station Manager..... H. M. Cooke  
 Program Director..... R. H. Wright  
 Commercial Manager..... J. Short  
 Office Manager-Accountant..... T. C. Stewart

**Coverage**

Population—Primary ..... 594,991  
 Radio Homes— " ..... 145,248

Source: Station survey.

**CKWX**

**VANCOUVER—EST. 1923**

**CBC (Secondary)**

FREQUENCY: 1010 Kc. POWER: 100 Watts.  
 OWNED BY: Western Broadcasting Co., Ltd.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Hotel Georgia. PHONE: Seymour 2288.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: 1220 Seymour St. TIME ON THE  
 AIR: 6:30 A.M. to 9:00 P.M. (average, 104  
 hours weekly). NEWS SERVICE: Local news  
 from Vancouver Sun. TRANSCRIPTION SER-  
 VICES: World Broadcasting System, Davis &  
 Schwegler.

**Personnel**

General Manager..... A. Holstead  
 Commercial Manager..... Reg. M. Dagg  
 Secretary ..... Vera Rumble  
 Chief Engineer..... E. Ross MacIntyre

**Coverage**

Population—Primary ..... 300,000  
 Radio Homes— " ..... 80,000  
 Population—Secondary ..... 400,000  
 Radio Homes— " ..... 100,000

Source: Survey based on licensed receivers.

**Representatives**

Weed & Company (U.S.)  
 All-Canada Radio Facilities, Ltd.

**CFCT**

**VICTORIA—EST. 1923**

FREQUENCY: 1450 Kc. POWER: 500 watts.  
 OWNED BY: Victoria Broadcasting Assn. OP-  
 ERATED BY: Victoria Broadcasting Assn. BUSI-  
 NESS ADDRESS: Radio Centre. PHONE: G-  
 2014. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Portage Inlet. TIME ON THE  
 AIR: Unlimited. NEWS SERVICE: Transradio  
 Press.

**Personnel**

General and Commercial Mgr... G. W. Deaville

**Representatives**

Associated Broadcasting Co.  
 Joseph Hershey McGillvra

# MANITOBA

Population 727,000

Number of Families 154,680

Number of Radio Homes 94,200

Retail Sales \$161,253,000

Auto Registrations 80,860

## CKX

"THE FRIENDLY STATION"  
BRANDON—EST. 1928

CBC

FREQUENCY: 1120 Kc. POWER: 1000 Watts.  
OWNED BY: Manitoba Telephone System.  
OPERATED BY: Same. BUSINESS ADDRESS:  
City Hall Sq., 8th & Princess Ave. PHONE: 4532.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Mental Hospital Grounds. TIME ON  
THE AIR: 8:00 A.M. to 11:30 P.M. (daily); 12:00  
noon to 11:30 P.M. (Sunday). NEWS SER-  
VICE: Canadian Press.

### Personnel

Station Manager ..... W. F. Sellar  
Chief Engineer ..... C. E. R. Collins

### Representatives

All Canada Radio Facilities  
Weed & Company

(daily) 7:30 A.M. to 1:00 A.M.; (Sunday), 10:00  
A.M. to 11:00 P.M. NEWS SERVICE: Transradio  
Press. TRANSCRIPTION SERVICES: World  
Broadcasting System, Standard Radio, and  
Lang-Worth Features.

### Personnel

Station Manager ..... V. F. Nielsen  
Assistant Manager ..... Jack Kemp  
Program Director ..... Eddie Houston  
Chief Studio Engineer ..... Ken Cameron

### Coverage

Population—Primary ..... 527,600  
Radio Homes— " ..... 101,200  
Source: Station survey.

### Representatives

Joseph Hershey McGillvra (U.S.A. & Montreal)  
Jack Slatter (Toronto)  
Inland Broadcasting Service (Winnipeg)

## CFAR

"SERVING NORTHERN MANITOBA"  
FLIN FLON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: Arctic Radio Corp. OPERATED  
BY: Same. BUSINESS ADDRESS: 120 Main St.  
PHONE: 290. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 7:00 A.M. to 10:00 P.M., daily;  
10:30 A.M. to 7:00 P.M., Sundays. NEWS SER-  
VICE: Transradio Press. TRANSCRIPTION  
SERVICE: World Broadcasting System.

### Personnel

President ..... G. W. Bridgman  
Vice-President ..... J. M. Bridgman  
Business Manager ..... E. T. Scott  
Chief Engineer ..... Reg Durie

### Representatives

All-Canada Radio Facilities  
Weed & Company

## CKY

"THE VOICE OF MANITOBA"  
WINNIPEG—EST. 1922

DOMINION BROADCASTING CO.  
CANADIAN BROADCASTING CORP.

FREQUENCY: 910 Kc. POWER: 15000 Watts.  
OWNED BY: Manitoba Telephone System. OP-  
ERATED BY: Manitoba Telephone System.  
BUSINESS ADDRESS: Telephone Bldg. PHONE:  
92-191. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: St. Francis Xavier. TIME  
ON THE AIR: Sunday, 11:00 A.M. to 12:00  
midnight. Week Days, 7:30 A.M. to 12:00  
midnight. NEWS SERVICE: United Press, Ca-  
nadian Press. TRANSCRIPTION SERVICE:  
NBC Thesaurus, World Broadcasting System.

### Personnel

Commissioner of Telephones ..... J. E. Lowry  
Station Manager ..... William Backhouse  
Commercial Manager ..... Percy Gaynor  
Program Director ..... R. H. Roberts  
Public Relations Director ..... D. R. P. Coats

### Coverage

Population—Primary ..... 563,800  
Radio Homes— " ..... 107,800  
Population—Secondary ..... 145,500  
Radio Homes— " ..... 25,600  
Source: Station survey.

### Representatives

All-Canada Radio Facilities  
Weed & Co.

## CJRC

"MANITOBA'S FRIENDLY STATION"  
WINNIPEG

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
OWNED BY: James Richardson & Sons, Ltd.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Royal Alexandra Hotel. PHONE: 9-2266-7-8.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Middlechurch. TIME ON THE AIR:

# NEW BRUNSWICK

Population 451,000

Number of Families 95,957

Number of Radio Homes 35,700

Retail Sales \$76,656,000

Auto Registrations 36,780

## CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Dr. Charles Houde. OPERATED BY: Dr. Charles Houde. BUSINESS ADDRESS: P. O. Box 840. STUDIO ADDRESS: Chateau Restigouche. PHONE: 8. TRANSMITTER LOCATION: Campbellton. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 9:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: Transradio Press.

### Personnel

Station Manager..... C. S. Chapman

### Coverage

Population—Primary ..... 150,000

Radio Homes— " ..... 30,000

Source: Station survey.

## CFNB

FREDERICTON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: James S. Neill & Sons Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Queen St. PHONE: 209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: University of New Brunswick. TIME ON THE AIR: 8:00 A.M. to midnight, daily; 11:00 A.M. to midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus.

### Personnel

General Manager..... J. Stewart Neill

Chief Announcer..... Cleve Stillwell

Chief Engineer..... E. S. Cassidy

### Coverage

Population—Primary ..... 467,226

Radio Homes— " ..... 49,039

Population—Secondary ..... 193,491

Radio Homes— " ..... 22,184

Source: Station survey.

### Representatives

Weed & Co.

All-Canada Radio Facilities

## CKCW

MONCTON—EST. 1934

CBC—REGIONAL MARITIME

FREQUENCY: 1370 Kc. POWER: 100 Watts.

OWNED BY: Moncton Broadcasting Co., Ltd. OPERATED BY: Moncton Broadcasting Co., Ltd. BUSINESS ADDRESS: K of P Bldg. PHONE: 1302-1432. STUDIO ADDRESS: K of P Bldg. TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 11:00 A.M. to 12:00 midnight, Sundays. NEWSPAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Canadian Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

### Personnel

Station Manager..... F. A. Lynds

Program Director..... Earl McCarron

### Representative

Joseph Hershey McGillvra

BY POPULAR DEMAND!

Radio Station

# CKNB

Campbellton, N. B.

— which is —

158 AIR-LINE MILES FROM THE NEAREST MARITIME PROVINCE STATION

190 AIR-LINE MILES FROM NEAREST CBC STATION (CBA, Sackville)

• • •

A COMMUNITY STATION, serving a community's needs, CKNB enjoys the distinction of being Northern New Brunswick's most-listened-to radio station. Situated in the heart of industrial New Brunswick, CKNB carries your selling message to a prosperous, receptive audience.

SUCCESSFUL PROGRAMMING FOR SUCCESSFUL SELLING

For full particulars, write to:

Radio Station CKNB

250 P. O. Drawer 840 1210  
Watts CAMPBELLTON, N. B. Kcs.

**C B A**

**SACKVILLE—EST. 1939**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1050 Kc. POWER: 50,000 Watts.  
 OWNED BY: Canadian Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Nova Scotian Hotel, Halifax, N. S. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Sackville. TIME ON THE AIR: 8:00 A.M. to  
 12:00 midnight. NEWS SERVICE: Canadian  
 Press. TRANSCRIPTION SERVICE: Lang-  
 worth.

**Personnel**

General Manager.....Gladstone Murray  
 Acting Regional Representative, George Young  
 Regional Engineer.....James Carlisle

**Coverage**

Population—Primary .....	531,254
Radio Homes— " .....	51,391
Population—Secondary .....	511,463
Radio Homes— " .....	43,964

Source: Field intensity measurements; Do-  
 minion Reports.

**CHSJ**

**SAINT JOHN—EST. 1934**

CANADIAN BROADCASTING CORP.  
 MARITIME NETWORK

FREQUENCY: 1120 Kc. POWER: 100 Watts.  
 OWNED BY: New Brunswick Broadcasting  
 Co., Ltd. OPERATED BY: Same. BUSINESS  
 ADDRESS: Admiral Beatty Hotel. PHONE:  
 3-2307. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Same. TIME ON THE  
 AIR: 7:30 A.M. to 12:15 A.M.; Sunday, 9:00  
 A.M. to 12:15 A.M. NEWSPAPER AFFILIA-  
 TIONS: Telegraph-Journal, Times-Globe. NEWS  
 SERVICES: British United Press, Canadian Press.  
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-  
 TION SERVICE: World Broadcasting System.

**Personnel**

President.....H. P. Robinson  
 Station Manager.....L. W. Bewick  
 Chief Engineer.....J. G. Bishop

**Coverage**

Radio Homes—Primary .....

Source: Licensed Receivers.

**Representative**

Joseph Hershey McGillvra

**NOVA SCOTIA**

Population 554,000

Number of Families 117,872

Number of Radio Homes 52,500

Retail Sales \$99,336,000

Auto Registrations 50,048

**CHNS**

"THE KEY STATION OF THE MARITIMES"

**HALIFAX—EST. 1926**

CBC AND MARITIME NETWORK

FREQUENCY: 930 Kc. POWER: 1000 watts.  
 OWNED BY: Maritime Broadcasting Co., Ltd.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Lord Nelson Hotel. PHONE: B-8318. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Bedford. TIME ON THE AIR: 8:00 A.M. to 12:15  
 A.M. NEWSPAPER AFFILIATION: Halifax Her-  
 ald, Halifax Mail. NEWS SERVICE: Trans-  
 radio Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus, Standard Radio, and Lang-Worth.

**Personnel**

President.....Andrew Robb  
 General Manager.....William C. Borrett  
 Commercial Manager.....John Clare  
 Artists Bureau Head.....L. L. Shatford  
 Chief Announcer.....Fletcher Coates  
 Musical Director.....R. L. Fry  
 Chief Engineer.....A. W. Greig

**Coverage**

Population—Primary .....	290,700
Radio Homes— " .....	40,200
Population—Secondary .....	58,300
Radio Homes— " .....	5,600

Source: Field strength measurements.

**Representatives**

All-Canada Radio Facilities, Ltd.  
 Weed & Company

**C J H C \***

**HALIFAX**

FREQUENCY: 1420 Kc. POWER: 1003 Watts.  
 OWNED BY: Chronicle Co., Ltd. OPERATED  
 BY: Same. BUSINESS ADDRESS: Halifax, N. S.  
 NEWSPAPER AFFILIATION: Halifax Chronicle  
 & Star.

**Personnel**

President.....F. B. McCurdy

\*Construction permit has been granted; no  
 further information available at time of going  
 to press.

# CJCB-CJCX

"DOWN WHERE THE EAST BEGINS"  
SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 1000 watts.  
OWNED BY: Eastern Broadcasters, Ltd. OPERATED BY: Eastern Broadcasters, Ltd. BUSINESS ADDRESS: Radio Bldg. PHONE: 209-1412. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: South Bar, C.B. TIME ON THE AIR: 8:00 a.m. to midnight. NEWS SERVICE: Transradio Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Commercial-Advertising Manager,

N. Nathanson  
Chief Announcer.....T. C. Robertson  
Sales Manager.....C. H. McDougall  
Publicity Director.....C. Nunn  
Musical Director.....Mrs. A. F. McKinnon  
Chief Engineer.....Chas. Atkinson

### Coverage

	Daytime	Evening
Population—Primary	217,640	310,552
Radio Homes—"	52,865	71,224
Population—Secondary	122,746	246,850
Radio Homes—"	29,678	56,947

Source: Canadian Census Data.

### Representatives

All-Canada Radio Facilities  
Weed & Co.

# CKIC \*

WOLFVILLE

FREQUENCY: 1010 Kc. POWER: 50 Watts.  
OWNED BY: Acadia University. OPERATED

BY: Same. BUSINESS ADDRESS: Wolfville.  
PHONE: 270. STUDIO ADDRESS: Same  
TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time.

\*Station is not operating during 1939-1940.

# CJLS

"THE VOICE OF WESTERN NOVA SCOTIA"  
"GATEWAY STATION TO MARITIME SALES SUCCESS"

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.  
MARITIME NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts.  
OWNED BY: Gateway Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 684. PHONE: 500 and 316. STUDIO ADDRESS: Radio Bldg., Main St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:15 A.M. to 12:15 A.M., daily except Saturdays and Sundays; 8:15 A.M. to 1:00 A.M., Saturdays; 9:00 A.M. to 12:15 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth Programs.

### Personnel

Owner-Chief Engineer.....Laurie L. Smith  
Program Director.....Earl Jeffrey  
Commercial & Production Manager,  
Fin Hollinger

### Coverage

	Daytime	Evening
Population—Primary	87,534	87,534
Radio Homes—"	10,461	10,461
Population—Secondary	55,076	55,076
Radio Homes—"	7,968	7,968

Source: Canadian Census Data.

### Representative

Dominion Broadcasting Co.

# ONTARIO

Population 3,752,000

Number of Families 797,872

Number of Radio Homes 574,250

Retail Sales \$1,022,068,000

Auto Registrations 623,918

# CKPC

BRANTFORD—EST. 1923

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts.  
OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glebe Property. TIME ON THE AIR:

7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICES: Canadian Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Commercial Manager.....J. D. Buchanan  
Chief Engineer.....W. H. Clark

### Representative

Joseph Hershey McGillvra



**CFCO**

"WESTERN ONTARIO'S COMMUNITY STATION"

**CHATHAM—EST. 1925**

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts. OWNED BY: Western Ontario's Community Station. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 275. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Chatham. TIME ON THE AIR: Sundays, 8:30 A.M. to 10:30 P.M.; Week Days, 7:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

Owner-Manager ..... John Beardall  
Sales & Commercial Director ..... P. A. Kirkey  
Program Director ..... Ross Wright  
Special Events Director ..... Don Copeland  
Chief Engineer ..... Gordon Brooks

**Coverage**

Population—Primary ..... 281,400  
Radio Homes— " ..... 59,700  
Population—Secondary ..... 165,700  
Radio Homes— " ..... 36,300

Source: Station survey.

**CKMC** \*  
**COBALT**

FREQUENCY: 1210 Kc. POWER: 50 watts. OWNED BY: R. L. MacAdam. OPERATED BY: Same.

\*No further information available at time of going to press.

**CKPR**

**FORT WILLIAM—PORT ARTHUR—EST. 1931**

CBC

FREQUENCY: 580 Kc. POWER: 1000 Watts. OWNED BY: Dougall Motor Car Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Radio Hall. PHONE: South 315. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 1:00 P.M. to 12:00 midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and Station Manager ..... H. F. Dougall  
Vice-President ..... R. H. Parker  
Secretary-Treasurer ..... Irma Jones  
Commercial Manager ..... Jack Penson  
Advertising and Publicity Manager ..... Gordon McClain  
Artists' Bureau Head ..... I. Jones  
Chief Announcer ..... Ralph Parker  
Sales Manager ..... H. F. Dougall  
Chief Engineer ..... T. Ross

**Coverage**

	Daytime	Evening
Population—Primary	95,000	100,000
Radio Homes— "	25,000	26,000
Population—Secondary	250,000	300,000
Radio Homes— "	62,500	75,000

Source: Mail response analysis.

**Representatives**

Jack Slatter (Toronto)  
Weed & Co. (New York and Chicago)

**CHML**

**HAMILTON—EST. 1927**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 100 watts. OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: Pigott Bldg. PHONE: 7-1539-1530. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager ..... Kenneth D. Soble  
Assistant Manager ..... F. P. Hardy  
Program Director ..... A. L. Smith  
Chief Engineer ..... C. R. Snelgrove

**CKOC**

"THE BRIGHT SPOT ON YOUR DIAL"  
**HAMILTON—EST. 1922**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Wentworth Radio Broadcasting Co., Ltd. OPERATED BY: Wentworth Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Wentworth Bldg. PHONE: 4-4661. STUDIO ADDRESS: Wentworth Bldg. TRANSMITTER LOCATION: Fruitland. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 10:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

**Personnel**

President ..... H. R. Carson  
Station Manager ..... M. V. Chestnut  
Commercial Manager ..... W. T. Cranston  
Production Manager ..... W. Guild  
Chief Engineer ..... Leslie Horton

**Coverage**

Population—Primary ..... 635,942  
Radio Homes— " ..... 100,996

Source: Mail response analysis; Dominion Bureau of Statistics.

**Representatives**

All-Canada Radio Facilities, Ltd.  
Weed & Company

**CKCA**

**KENORA—EST. 1939**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Kenora Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kenricia Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jaffray Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: via CBC. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager..... George A. Titus  
 Commercial Manager- Program Director.  
 Clinton V. Godwin  
 Secretary..... B. E. Emma  
 Chief Engineer..... Edmund Tompkins

**Coverage**

Population—Primary ..... 18,900  
 Radio Homes— " ..... 11,000  
 Population—Secondary ..... 12,000  
 Radio Homes— " ..... 4,500

Source: Station survey.

**Representative**

All-Canada Radio Facilities, Ltd.

**CFRC**

**KINGSTON—EST. 1923**

CBC

FREQUENCY: 1510 Kc. POWER: 100 Watts. OWNED BY: Queens University and Kingston Whip-Standard. OPERATED BY: Same. BUSINESS ADDRESS: Kingston. PHONE: 616. STUDIO ADDRESS: Fleming Hall. TRANSMITTER LOCATION: Queens University. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Whip-Standard. NEWS SERVICE: Canadian Press Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Business and Station Manager,  
 James Annand  
 Chief Announcer ..... Tom Warner  
 Chief Engineer ..... Prof. H. S. Steward, M.S.

**Coverage**

Population—Primary ..... 204,100  
 Radio Homes— " ..... 46,600

Source: Station survey.

**Representative**

Weed & Co.

**CJKL**

"MORE POWER TO THE GOLDEN NORTH"  
**KIRKLAND LAKE—EST. 1934**

FREQUENCY: 560 Kc. POWER: 1000 watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Sky Arcade Bldg. PHONE: 27. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dame, Ont. TIME ON THE AIR: 8:00 A.M. to

midnight. NEWSPAPER AFFILIATION: Timmins Press (Kirkland Lake edition). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President ..... R. H. Thomson  
 Station Manager ..... Brian Shellon

**Representatives**

All-Canada Radio Facilities, Ltd.

**CKCR**

**KITCHENER-WATERLOO—EST. 1926**

FREQUENCY: 1510 Kc. POWER: 100 watts. OWNED BY: Kitchener-Waterloo Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 4360—Waterloo 108. STUDIO ADDRESS: Waterloo Trust Bldg.; Kitchener, Ont. TRANSMITTER LOCATION: Waterloo. TIME ON THE AIR: 7:45 A.M. to 2:00 P.M. and 4:15 P.M. to 11:30 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

Station and Commercial Manager,  
 W. C. Mitchell  
 Sales and Advertising Manager... G. Liddle

**Coverage**

	Daytime	Evening
Population—Primary .....	100,000	174,420
Radio Homes— " .....	16,000	33,414
Population—Secondary .....	135,000	289,227
Radio Homes— " .....	27,000	49,767

Source: Department of Marine; Radio Trade Builder.

**Representative**

Dominion Broadcasting Co.

**CFPL**

**LONDON—EST. 1933 (CJGC est. 1922)**

CANADIAN BROADCASTING CORP.

FREQUENCY: 730 Kc. POWER: 100 watts. OWNED BY: Free Press Pub. Co. OPERATED BY: Free Press Pub. Co. BUSINESS ADDRESS: Free Press Bldg. PHONE: Metcalfe 5200. STUDIO ADDRESS: Free Press Bldg. TRANSMITTER LOCATION: Hotel London. TIME ON THE AIR: 8:15 A.M. to midnight. NEWSPAPER AFFILIATION: London Free Press. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station and Sales Manager... Philip H. Morris  
 Chief Engineer..... Lloyd York

**Coverage**

Population—Primary .....	436,000
Radio Homes— " .....	62,000
Population—Secondary .....	323,000
Radio Homes— " .....	49,000

Source: Mail response analysis.

**Representative**

Joseph Hershey McGillvra

**CFCH**

NORTH BAY—EST. 1931

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Capitol Theatre Bldg. PHONE: 2400-2401. STUDIO ADDRESS: Same. TORONTO OFFICE: Victory Bldg. TRANSMITTER LOCATION: Capitol Theater Bldg. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

**Personnel**

President ..... R. H. Thomson  
 Station Manager ..... Tom Darling  
 Commercial Manager ..... Cliff Pickrem  
 Advertising Manager ..... Don Bassett  
 Chief Announcer ..... Bruce McLeod  
 Publicity Director ..... J. Cooke  
 Musical Director ..... Hal Cooke  
 Chief Engineer ..... James Booke

**Representatives**

All-Canada Radio Facilities, Ltd.  
 Weed & Co.

**CBO**

"SERVES THE OTTAWA VALLEY"

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Chateau Laurier Hotel. PHONE: 2-1151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hawthorne. TIME ON THE AIR: Sundays, 8:45 A.M. to 12:00 midnight; Week days, 7:45 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

**Personnel**

Station Manager ..... W. C. Anderson

**CKCO**

"THE COMMUNITY VOICE OF CANADA'S CAPITOL"

OTTAWA—EST. 1924

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Controller G. M. Geldert, M.D. OPERATED BY: Controller G. M. Geldert, M.D. STUDIO ADDRESS: 272 Somerset St., West. TRANSMITTER LOCATION: Boone Island, Quebec. TIME ON THE AIR: Week Days, 8:00 A.M. to 11:00 P.M.; Sundays, 2:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Le Droit, Montreal Gazette. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Manager ..... G. M. Geldert  
 Secretary ..... Irene Becksted  
 Advertising Manager ..... Rolly Ford

**Representative**

Joseph Hershey McGillvra

**CFOS** \*

OWEN SOUND

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Howard Fleming. OPERATED BY: Same. BUSINESS ADDRESS: 869 Second Ave., East. PHONE: 113. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Owen Sound Sun-Times.

**Personnel**

Manager ..... Howard Fleming

\*Construction permit has been granted; no further information available at time of going to press.

**CFLC**

"THE VOICE OF THE MIGHTY ST. LAWRENCE"

PRESCOTT—EST. 1925

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Radio Association of Prescott. OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg, N. Y. STUDIO ADDRESS: Hay Bldg., 307 George St. TRANSMITTER LOCATION: Prescott, Ont. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Langworth.

**Personnel**

President ..... A. C. Halliday  
 Chief Engineer ..... Loren Knight  
 Program Director ..... A. M. Halliday

**Representative**

Joseph Hershey McGillvra

**CKTB**

ST. CATHARINES—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: The Silver Spire Broadcasting Station Ltd. OPERATED BY: The Silver Spire Broadcasting Station Ltd. BUSINESS ADDRESS: Yates and St. Paul Sts. PHONE: 3900. STUDIO ADDRESS: Yates and St. Paul Sts. R.R. 2. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 7:45 A.M. to midnight; (Sunday) 10:45 A.M. to midnight. NEWS SERVICE: Transradio Press.

**Personnel**

President ..... E. T. Sandell  
 Station Manager ..... Paul Frost  
 Assistant Manager ..... J. B. Mitchell  
 Musical Director ..... W. G. Adamson

Secretary ..... Genevieve Smith  
 Chief Engineer ..... W. H. Allen

**Coverage**

Population—Primary ..... 500,000  
 Radio Homes— " ..... 100,000  
 Population—Secondary ..... 2,000,000  
 Radio Homes— " ..... 500,000

Source: Mail response analysis; Dominion Census.

**Representatives**

Dominion Broadcasting Co., Toronto

**CJIC**

"YOUR RADIO STATION C J I C"  
 S S MARIE—EST. 1934

CBC

FREQUENCY: 1500 Kc. POWER: 100 watts.  
 OWNED BY: Hyland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P.O. Box 504. PHONE: 360-1. STUDIO ADDRESS: Windsor Hotel. MICHIGAN OFFICE: Gage Bldg. PHONE: 1212-W. TRANSMITTER LOCATION: Tarantorus. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press.

**Personnel**

General Manager ..... J. G. Hyland  
 Program Manager ..... J. C. Whitby  
 Manager, Michigan Office ..... R. L. Warne  
 Continuity Editor ..... M. F. Stonehouse  
 Chief Engineer ..... S. C. Cusack

**Representative**

Joseph Hershey McGillvra.

**CJCS**

STRATFORD—EST. 1927

FREQUENCY: 1210 Kc. POWER: 50 watts.  
 OWNED BY: F. M. Squires. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 1675-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:15 A.M. to 8:30 P.M. NEWS SERVICE: Local news and Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

**Personnel**

President Station ..... F. M. Squires  
 Commercial Manager ..... S. E. Tapley  
 Sales and Advertising Manager ..... S. E. Tapley  
 Musical Director and Artists' Bureau Head ..... C. Tretheway  
 Publicity Director ..... M. R. Dunseith  
 Chief Engineer ..... J. Camden

**Representatives**

All-Canada Radio Facilities  
 Weed & Co.

**CKSO**

"NORTHERN ONTARIO'S KEY STATION—  
 THE VOICE OF THE NORTH"  
 SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.  
 ONTARIO REGIONAL

FREQUENCY: 780 Kc. POWER: 1000 watts.  
 OWNED BY: W. E. Mason-Sudbury Star. OPERATED BY: W. E. Mason-Sudbury Star. BUSINESS ADDRESS: 21 Elgin St. PHONE: 280. STUDIO ADDRESS: 21 Elgin St. TRANSMITTER LOCATION: Neelon Township. TIME ON THE AIR: 7:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Sudbury Star (local). TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

**Personnel**

President ..... W. E. Mason  
 General Manager ..... W. J. Woodill  
 Program Director and Chief Announcer, Howard Clark  
 Publicity Director ..... C. H. Smith  
 Musical Director ..... R. T. Hill  
 Chief Engineer ..... J. McRae

**Coverage**

Population—Primary ..... 148,568  
 Radio Homes— " ..... 65,000  
 Population—Secondary ..... 348,895  
 Radio Homes— " ..... 125,000

Source: Station survey.

**Representatives**

All-Canada Radio Facilities, Ltd.  
 Weed & Company

**CKGB**

"THE VOICE OF THE NORTH"  
 TIMMINS—EST. 1935

CBC

FREQUENCY: 1440 Kc. POWER: 100 watts.  
 OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Sky Block. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President ..... R. H. Thomson  
 Station Manager ..... Jack Cooke  
 Commercial Manager ..... Rip Crotty  
 Advertising Manager ..... Murray Morrison  
 Chief Announcer ..... Bob Kesten  
 Musical Director ..... Tod Graham  
 Chief Engineer ..... Allan Taylor

**Coverage**

	Daytime	Evening
Population—Primary	80,000	80,000

Source: Station survey.

**Representative**

All-Canada Radio Facilities

**CBL**

"THIS IS THE CBC"  
**TORONTO—EST. 1937**

CBC—NBC  
 FREQUENCY: 840 Kc. POWER: 50,000  
 Watts. OWNED BY: Canadian Broadcasting  
 Corp. OPERATED BY: Same. BUSINESS AD-  
 DRESS: One Hayter St. PHONE: Adelaide  
 7051. STUDIO ADDRESS: 805 Davenport Rd.  
 PHONE: Lakeside 2817. TRANSMITTER LO-  
 CATION: Hornby. TIME ON THE AIR: 7:30  
 a.m. to 12:00 midnight (E.S.T.). NEWS SER-  
 VICE: CBC News Service. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

**Coverage**

Population—Primary ..... 2,489,100  
 Radio Homes— " ..... 541,700  
 Source: Field intensity measurements.

**Representative**

Canadian Broadcasting Corp.

**CBY**

**TORONTO—EST. 1936**  
 CBC

FREQUENCY: 1420 Kc. POWER: 100 watts.  
 OWNED BY: Canadian Broadcasting Corp.

*All by Ourselves We  
 Nearly Elected a Mayor*

IN THE 1940 mayoralty elections in  
 Toronto there were two candidates.  
 One was supported by all the news-  
 papers. The other's only means of  
 publicity was our radio station. Here  
 is an extract from a letter from the  
 Tandy Advertising Agency Limited:

"It is also in order for us to con-  
 gratulate you on the good work done by  
 your station. Running for the office of  
 Mayor, Major Duncan was opposing a  
 candidate who was solidly supported by  
 all Toronto daily papers. Major Duncan  
 used small newspaper advertisements to  
 call attention to his broadcasts on your  
 station. Despite the combined editorial  
 opposition of the papers together with the  
 fact that his opponent was already the  
 Mayor running for re-election, he ran neck  
 and neck for mayoralty honors and was  
 only defeated by a small majority.

"Major Duncan was indeed a 'radio  
 candidate' and as he used only CKCL  
 we wish to congratulate your station on  
 the splendid work it did for him."

When one radio station can bring a  
 candidate into a neck and neck  
 mayoralty contest and have him lose  
 by only about 3500 votes in a total  
 poll of 120,000, that station has plenty  
 of audience. You had best consider  
 CKCL for your Toronto market.

**CKCL**

TORONTO, CANADA  
 Henry S. Gooderham, President

OPERATED BY: Same. BUSINESS ADDRESS:  
 805 Davenport Rd. PHONE: Lakeside 2871.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 8:00 a.m.  
 to 12:00 midnight.

**Personnel**

Station Manager..... J. R. Radford

**CFRB**

**TORONTO—EST. 1927**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 690 Kc. POWER: 10,000  
 watts. OWNED BY: Rogers Radio Broad-  
 casting Co., Ltd. OPERATED BY: Same.  
 BUSINESS ADDRESS: 37 Bloor St. W. PHONE:  
 Mi. 3515-6—Mi. 4643-4-5. STUDIO ADDRESS:  
 87 Bloor St. and Telegram Bldg. TRANSMITTER  
 LOCATION: Aurora. TIME ON THE AIR: 7:00  
 A.M. to midnight; Sunday, 10:30 A.M. to mid-  
 night. TRANSCRIPTION SERVICE: Standard  
 Radio, Langworth.

**Personnel**

President..... E. S. Rogers  
 Managing Director..... Harry Sedgwick  
 Station Manager..... E. L. Moore  
 Chief Announcer..... Wes McKnight  
 Musical Director..... Roy Locksley  
 Chief Engineer..... Jack Sharpe

**Coverage**

Population—Primary ..... 2,123,100  
 Radio Homes— " ..... 461,700  
 Population—Secondary ..... 293,000  
 Radio Homes— " ..... 58,900

Source: Field intensity measurements and  
 mail response analysis.

**Representative**

Joseph Hershey McGillvra

**CKCL**

"CANADA'S GREATEST SPORTS STATION"  
**TORONTO—EST. 1924**

FREQUENCY: 580 Kc. POWER: 100 watts.  
 OWNED BY: Dominion Battery Co., Ltd. OP-  
 ERATED BY: Dominion Battery Co., Ltd. BUSI-  
 NESS ADDRESS: 444 University Ave. PHONE:  
 Adelaide 1014. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: 20 Trinity St. TIME  
 ON THE AIR: 7:00 a.m. to 12:00 midnight,  
 daily; 9:00 a.m. to 10:30 p.m., Sundays. MAIN-  
 TAINS ARTISTS' BUREAU. NEWS SERVICE:  
 Canadian Press, Transradio Press. TRAN-  
 SCRPTION SERVICE: Lang-Worth, World  
 Broadcasting System, Davis & Schwegler,  
 Standard Radio.

**Personnel**

President..... Henry S. Gooderham  
 Station and Commercial Manager... A. E. Leary  
 Artists Bureau Head..... M. Rapkin  
 Publicity and Musical Director Maurice Rapkin  
 Chief Engineer..... Ernest O. Swan

# CKLW

"AT YOUR SERVICE"  
**WINDSOR—EST. 1933**  
 MUTUAL—CBC

FREQUENCY: 1030 Kc. POWER: 5000 Watts.  
 OWNED BY: Western Ontario Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Union Guardian Bldg., Detroit. STUDIO AD-  
 DRESS: Guaranty Trust Bldg., Windsor. TRANS-  
 MITTER LOCATION: Sandwich South Town-  
 ship. TIME ON THE AIR: 6:00 A.M. to 4:00  
 A.M. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: World Broadcasting Sys-  
 tem.

### Personnel

General Manager.....J. E. Campeau  
 Station Manager.....William J. Carter  
 Commercial Manager.....L. J. Dumahaut  
 Publicity Director.....Val Clare  
 Chief Engineer.....William J. Carter

### Representative

Joseph Hershey McGillvra

# CKNX

**WINGHAM—EST. 1926**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts.  
 OWNED BY: W. T. Cruickshank & B. Howard  
 Bedford. OPERATED BY: Same. BUSINESS  
 ADDRESS: Fields Bldg. PHONE: 158-W, 158-J.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 8:30 a.m.  
 to 9:00 p.m. NEWS SERVICE: Transradio  
 Press, local staff. MAINTAINS ARTISTS'  
 BUREAU.

### Personnel

General Manager.....W. T. Cruickshank  
 Commercial Manager.....B. H. Bedford  
 Production Manager.....Harry J. Boyle  
 Merchandising Director.....R. G. Buckingham  
 Chief Engineer.....Scott Reid

### Coverage

	Daytime	Evening
Population—Primary	254,721	254,721
Radio Homes—	52,871	52,871
Population—Secondary	208,093	208,093
Radio Homes—	45,620	45,620

Source: Mail response analysis.

### Representative

Joseph Hershey McGillvra

*Once upon a time there  
 was an advertiser on*

# CKLW

*—but now there are more than  
 100 every day!*

**THE REASON**

**CKLW** *has a responsive audience* **IN DETROIT**

5,000 WATTS DAY & NIGHT • MUTUAL BROADCASTING SYSTEM

# PRINCE EDWARD ISLAND

Population 95,000

Number of Families 20,212

Number of Radio Homes 10,800

Retail Sales \$11,748,000

Auto Registrations 8,011

## CFCY

"THE FRIENDLY VOICE OF THE  
MARITIMES"

CHARLOTTETOWN—EST. 1924

CBC—MBS—NBC

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
OWNED BY: Island Radio Broadcasting Co.,  
Ltd. OPERATED BY: Island Radio Broadcast-  
ing Co., Ltd. BUSINESS ADDRESS: Brace Bldg.  
PHONE: 741. STUDIO ADDRESS: Brace Bldg.  
TRANSMITTER LOCATION: Charlottetown.  
TIME ON THE AIR: 8:00 A.M. to midnight.  
NEWS SERVICE: Transradio Press. MAIN-  
TAINS ARTISTS BUREAU. TRANSCRIPTION  
SERVICE: Standard Radio, Lang-Worth.

### Personnel

Managing Director.....K. S. Rogers  
Sales and Studio Manager.....L. A. McDonald

### Coverage

Population—Primary .....	275,600
Radio Homes— " .....	25,500
Population—Secondary .....	116,300
Radio Homes— " .....	3,100

Source: Mail response analysis.

### Representatives

All-Canada Radio Facilities  
Weed & Co.

## CHCK

"THE VOICE OF CANADA'S GARDEN  
PROVINCE"

CHARLOTTETOWN

FREQUENCY: 1310 Kc. POWER: 50 Watts.  
OWNED BY: CHCK Broadcasting Co., Ltd.

OPERATED BY: Island Radio Broadcasting Co.,  
Ltd. (CFCY). BUSINESS ADDRESS: 4 Brace  
Bldg. PHONE: 724. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 2:00 p.m. to 4:00 p.m.

### Personnel

Managing Director.....K. S. Rogers  
Sales & Studio Manager.....L. A. McDonald

## CHGS

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1450 Kc. POWER: 50 watts.  
OWNED BY: R. T. Holman, Ltd. OPERATED  
BY: Same. BUSINESS ADDRESS: Water St.  
PHONE: 134. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: Holman Bldgs. TIME ON  
THE AIR: 7:30 A.M. to 8:30 A.M., 10:30 A.M.  
to 2:30 P.M. and 4:00 P.M. to 9:00 P.M., daily;  
11:00 A.M. to 1:00 P.M. and 3:30 P.M. to 9:00  
P.M., Sunday. NEWS SERVICE: Christian Sci-  
ence Monitor, Canadian Press.

### Personnel

President.....H. T. Holman  
Station Manager.....R. L. Mollison  
Chief Announcer.....J. E. Millman  
Sales Manager.....J. L. Holman  
Chief Engineer.....Arthur Rogers

### Coverage

Population—Primary .....	159,000
Radio Homes— " .....	35,000

Source: Mail response analysis.

### Representative

All-Canada Radio Facilities, Ltd.

# QUEBEC

Population 3,210,000

Number of Families 428,000

Number of Radio Homes 317,800

Retail Sales \$565,921,000

Auto Registrations 197,917

## CBJ

CHICOUTIMI

CBC

FREQUENCY: 1120 Kc. POWER: 100 Watts.  
OWNED BY: Canadian Broadcasting Corp. OP-  
ERATED BY: Canadian Broadcasting Corp.  
BUSINESS ADDRESS: Chicoutimi. PHONE: 155.

STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Same. TIME ON THE AIR: 8:00 A. M.  
to 12:00 Midnight. NEWS SERVICE: Local  
news.

### Personnel

Station Manager.....Vilmond Fortin  
Chief Engineer.....J. E. Roberts

# CKCH

"BILINGUAL STATION OF THE  
OTTAWA VALLEY"  
HULL—EST. 1933

CBC (AND PROVINCIAL)

FREQUENCY: 1210 Kc. POWER: 100 watts.  
OWNED BY: Hull Broadcasting Co. OPER-  
ATED BY: Same. BUSINESS ADDRESS: 85  
Champlain. PHONE: 2-1701. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Chelsea Road. TIME ON THE AIR: 8:00  
A.M. to 11:30 P.M. NEWS SERVICE: Cana-  
dian Press. MAINTAINS ARTISTS BUREAU.  
TRANSCRIPTION SERVICE: NBC Thesaurus

## Personnel

President..... Josephat Pharand  
Station Manager..... J. Alexander Dupont  
Chief Engineer..... J. F. Champagne

## Representative

Dominion Broadcasting Co.

# CBF

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.

NBC (RED & BLUE)—For Programs With  
French Announcements.

FREQUENCY: 910 Kc. POWER: 50,000 Watts.  
OWNED BY: Canadian Broadcasting Corpora-  
tion. OPERATED BY: Canadian Broadcasting  
Corporation. BUSINESS ADDRESS: 1231 St.  
Catherine St. West. PHONE: Marquette 5211.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Vercheres, Que. TIME ON THE AIR:  
8:00 A.M. to midnight. NEWS SERVICE: Ca-  
nadian Press.

## Personnel

Station Manager..... Maurice Goudrault  
Program Director..... J. M. Beaudet  
Commercial Manager..... J. A. Dupont  
Chief Engineer..... E. D. Roberts

# CBM

MONTREAL—EST. 1933

CANADIAN BROADCASTING CORP.  
NBC—(RED)

FREQUENCY: 1060 Kc. POWER: 5000 Watts.  
OWNED BY: Canadian Broadcasting Corpora-  
tion. OPERATED BY: Canadian Broadcasting  
Corporation. BUSINESS ADDRESS: 1231 St.  
Catherine St. West, Montreal. PHONE: Mar-  
quette 5211. STUDIO ADDRESS: Same. TRAN-  
SMITTER LOCATION: Laprairie. TIME ON THE  
AIR: 8:00 A.M. to midnight. NEWS SERVICE:  
Canadian Press.

## Personnel

Station Manager..... Maurice Goudrault  
Program Director..... J. M. Beaudet  
Commercial Manager..... J. A. Dupont  
Chief Engineer..... E. D. Roberts

# CFCF

(Short Wave CFCX)  
MONTREAL—EST. 1918

NBC (Blue)

FREQUENCY: 600 Kc. POWER: 500 Watts.  
OWNED BY: Canadian Marconi Co. OPER-  
ATED BY: Canadian Marconi Co. BUSINESS  
ADDRESS: 1231 St. Catherine St., West. PHONE:  
Marquette 7086. STUDIO ADDRESS: 1231 St.  
Catherine St. W. TRANSMITTER LOCATION:  
Mt. Royal Hotel. TIME ON THE AIR: 7:45 A.M.  
to 1:00 A.M. (daily); 9:00 A.M. to 11:15 P.M.  
(Sunday). NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President..... A. H. Ginman  
Station and Commercial

Manager..... James A. Shaw  
Chief Announcer..... H. H. Hewetson  
Sales and Publicity Director... Ernest H. Smith  
Chief Engineer..... Kenneth R. Paul

## Coverage

	Daytime	Evening
Population—Primary	1,500,000	1,200,000
Radio Homes— "	213,365	186,441
Population—Secondary	300,000	
Radio Homes— "	26,924	

Source: Radio Division, Department of Trans-  
port.

## Representatives

All-Canada Radio Facilities, Ltd.  
Weed & Company (in the U. S.)

# CHLP

"THE SPORTS' STATION OF MONTREAL"  
MONTREAL—EST. 1933

FREQUENCY: 1120 Kc. POWER: 100 watts.  
OWNED BY: La Patrie Pub. Co. OPERATED  
BY: Same. BUSINESS ADDRESS: Sun Life  
Bldg. PHONE: Plateau 5225. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
180 St. Catherine St., W. TIME ON THE AIR:  
16 hours daily. NEWSPAPER AFFILI-  
ATIONS: La Patrie, La Presse, Le Canada,  
Le Devoir, L'illustration, Montreal Daily Star,  
Montreal Herald, Montreal Gazette. TRAN-  
SCRIPTION SERVICE: Standard Radio.

## Personnel

Station and Commercial  
Manager..... Marcel Lefebvre  
Publicity Director..... Armand Goulet  
Chief Engineer..... F. F. Tambling

# CKAC

"CANADA'S BUSIEST STATION"  
MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
QUEBEC NETWORK

FREQUENCY: 730 Kc. POWER: 5000 Watts.  
OWNED BY: La Presse Pub. Co., Ltd. OP-



ERATED BY: La Press Pub. Co., Ltd. BUSINESS ADDRESS: 980 St. Catherine St. West. PHONE: Marquette 3611. STUDIO ADDRESS: 980 St. Catherine St. West. TRANSMITTER LOCATION: St. Hyacinthe. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: La Presse, The Star, The Herald, La Patrie, The Gazette. NEWS SERVICE: British United Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and Parisian.

**Personnel**

Managing Director.....Phil Lalonde  
 Program Director.....Yves Bourassa  
 Musical Director.....Henri Letondal  
 Chief Engineer.....Leonard Spencer  
 Public Relations Director.....Louis Leprohon  
 Artists' Bureau Head.....Ferdinand Biondi  
 Local Sales Manager.....Paul Ouellet  
 Promotion Manager.....Andre Daveluy  
 Chief Engineer at Transmitter.....Percy Smith

**Coverage**

	Daytime	Evening
Population—Primary	2,782,065	2,641,988
Radio Homes—	254,337	227,012
Population—Secondary	655,315	722,985
Radio Homes—	40,437	44,271

Source: CBS Listening Area Study.

**Representative**

Joseph H. McGillyvra

RADIO STATION

**CHNC**

Entering its 7th Year of Broadcasting  
*announces*

increased coverage, more consistent signal, as a result of the following significant improvements:

1. 404-Foot Blaw-Knox Vertical Radiator
2. 450 - Foot Gas - Filled Transmission Line.
3. 1000-Watt Northern Electric High Fidelity Transmitter.
4. Backed-up by a LOW FREQUENCY —610 Kc.

**CHNC's audience**

- ★ Is larger than ever
- ★ Enjoys well-planned programmes
- ★ Listens, approves, and buys

LET CHNC INCREASE  
 YOUR SALES!

**CHNC**

NEW CARLISLE, QUE.

1,000 Watts ★ 610 Kc.

**CHNC**

"THE VOICE OF LA BAIE DES CHALEURS"

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 610 Kc. POWER: 1,000 Watts. OWNED BY: Gaspesia Radio Broadcasting Co. OPERATED BY: Gaspesia Radio Broadcasting Co. BUSINESS ADDRESS: Main St. PHONE: 38. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: The Commons. TIME ON THE AIR: 8:00 A.M. to 12:30 A.M., daily; 9:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, NBC Thesaurus, C. P. MacGregor.

**Personnel**

President.....Dr. Charles Dumont  
 Managing Director.....Dr. Charles Houde  
 Chief Announcer.....V. Bernard  
 Chief Engineer.....J. R. McGough

**CBV**

QUEBEC—EST. 1934

CBC

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Room 4002 Chateau Frontenac. PHONE: 5658. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charlesbourg. TIME ON THE AIR: 8:30 A.M. to 12:00 Midnight. NEWS SERVICE: Canadian Press.

**Personnel**

Station Manager.....A. H. Houde  
 Chief Engineer.....Charles Frenette

**CHRC**

"THE VOICE OF OLD QUEBEC"

QUEBEC—EST. 1926

FREQUENCY: 580 Kc. POWER: 100 Watts. OWNED BY: CHRC, Limitee. OPERATED BY: CHRC, Limitee. BUSINESS ADDRESS: Victoria Hotel. PHONE: 2-8178. STUDIO ADDRESS: Victoria Hotel. TRANSMITTER LOCATION: Victoria Hotel. TIME ON THE AIR: (daily) 7:30 A.M. to midnight; (Sundays) 11:30 A.M. to midnight. NEWS SERVICE: Own News Service, British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth and own disk library of 20,000 selections.

**Personnel**

Station Manager.....J. N. Thivierge  
 Secretary-Treasurer.....Henri Lepage  
 Sales Manager.....J. A. Hardy  
 Artists Bureau Head.....A. Pelletier  
 Chief Announcer.....T. H. Burham  
 Publicity Director.....J. D. Boudreau  
 Musical Director.....Gaston Voyer  
 Chief Engineer.....Arsene Nadeau

**Coverage**

Population—Primary .....	495,300
Radio Homes— " .....	36,700
Population—Secondary .....	189,900
Radio Homes— " .....	7,500

Source: Field intensity measurements.

**Representative**

Joseph Hershey McGillvra (U.S.A.)

**CKCV**

"LA VOIX DU CANADA FRANCAIS"  
**QUEBEC—EST. 1924**

CANADIAN BROADCASTING CORPORATION  
 FREQUENCY: 1310 Kc. POWER: 100 Watts.  
 OWNED BY: CKCV, Limited. OPERATED BY:  
 CKCV, Limited. BUSINESS ADDRESS: 142 St.  
 John St. PHONE: 2-1585. STUDIO ADDRESS:  
 142 St. John St. TRANSMITTER LOCATION:  
 254 Marguerite-Bourgeois Ave. TIME ON THE  
 AIR: 7:45 A.M. to 11:30 P.M. NEWS SERVICE:  
 Canadian Press News. TRANSCRIPTION  
 SERVICE: World Broadcasting System. MAIN-  
 TAINS ARTISTS' BUREAU.

**Personnel**

Commercial Manager..... Paul Lepage  
 Chief Announcer..... Gilles Duhamel  
 Station Manager..... Paul Lepage  
 Sales Manager..... Paul Lepage  
 Publicity Director..... Jean Nel  
 Musical Director..... Edwin Belanger  
 Chief Engineer..... Leon Baldwin

**Coverage**

	Daytime	Evening
Population—Primary .....	381,000	289,421
Radio Homes— " .....	36,300	28,200
Population—Secondary .....	450,000	.....
Radio Homes— " .....	39,000	.....

Source: Radio Division, Department of Trans-  
 port.

**CJBR**

"THE VOICE OF THE LOWER  
 ST. LAWRENCE"  
**RIMOUSKI—EST. 1937**

CANADIAN BROADCASTING CORP.  
 QUEBEC REGIONAL NETWORK

FREQUENCY: 1030 Kc. POWER: 1000 Watts.  
 OWNED AND OPERATED BY: Lower St. Law-  
 rence Power Co. BUSINESS AND STUDIO  
 ADDRESS: 1 St. John St. PHONE, 396. TRANS-  
 MITTER LOCATION: Notre-Dame du Sacre  
 Coeur. TIME ON THE AIR: Weekdays 8:00  
 A.M. to 11:30 P.M. Sundays, 12:00 noon to  
 11:30 P.M. NEWSPAPER AFFILIATION: Le  
 Progres du Golfe. NEWS SERVICE: Trans-  
 radio Press, Canadian Press (via CBC).

**Personnel**

President..... J. A. Brillant  
 Manager..... G. A. Lavoie  
 Program Director..... P. E. Corbeil  
 Office Manager..... A. Morin

**Coverage**

	Daytime	Evening
Population—Primary .....	413,483	250,910
Radio Homes— " .....	88,696	55,131
Population—Secondary .....	425,350	259,400
Radio Homes— " .....	91,200	56,700

Source: Station survey.

**Representative**

Weed & Co.

**CKRN**

"TO SERVE THE NORTHWESTERN  
 QUEBEC MINING INTERESTS"  
**ROUYN—EST. 1938**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1370 Kc. POWER: 250 Watts.  
 OWNED BY: La Cie Radiodiffusion. OPER-  
 ATED BY: Same. BUSINESS ADDRESS: Reilly's  
 Bldg. STUDIO ADDRESS: Reilly's Bldg. TRANS-  
 MITTER LOCATION: Same. TIME ON THE  
 AIR: 8:00 A. M. to 12:00 Midnight. NEWS-  
 PAPER AFFILIATION: Rouyn-Noranda Press.  
 NEWS SERVICE: Transradio Press.

**Personnel**

President..... L. Labelle  
 Vice-President..... T. Herbert  
 Vice-President..... M. P. Cuddihy  
 Secretary-Treasurer and  
 General Manager..... J. O. Tardif

**CHGB**

**SAINTE ANNE DE LA POCATIERE**  
**—EST. 1938**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: G. T. Desjardins. OPERATED  
 BY: Same. BUSINESS ADDRESS: Sainte Anne  
 de la Pocatiere. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 8:00 A. M. to 11:00 P. M., daily;  
 11:00 A. M. to 11:00 P. M. Sundays.

**Personnel**

Station Manager..... G. T. Desjardins  
 Commercial Manager..... G. H. Bouchard

**CHLT**

**SHERBROOKE—EST. 1937**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: La Tribune Ltd. OPERATED BY:  
 La Tribune Ltd. BUSINESS ADDRESS: La  
 Tribune Bldg. PHONE: 971. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Sherbrooke. TIME ON THE AIR: 7:45 A. M. to  
 12:00 Midnight. NEWSPAPER AFFILIATIONS:  
 La Tribune. NEWS SERVICE: Canadian Press.  
 TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... Hon. Jacob Nicol  
 Manager..... A. Gauthier  
 Chief Engineer..... C. Charlebois

# CHLN

THREE RIVERS

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Le Nouvelliste. BUSINESS AND STUDIO ADDRESS: Chateau de Blois. TRANSMITTER LOCATION: Three Rivers. TIME ON THE AIR: Weekdays, 8:00 A.M. to 11:30 P.M. Sundays, 12:00 noon to 11:30 P.M. NEWSPAPER AFFILIATION: Le Nouvelliste. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Director . . . . . George Bourassa

# CKVD

VAL D'OR—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting & Publishing Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Val d'Or. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M. and 4:30 P.M. to 7:30 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Representative

All-Canada Radio Facilities, Ltd.  
Weed & Co.

# SASKATCHEWAN

Population 949,000

Number of Families 201,915

Number of Radio Homes 110,051

Retail Sales \$129,166,000

Auto Registrations 105,064

# CHAB

"THE BRIGHT SPOT ON THE DIAL"  
MOOSE JAW—EST. 1922

CBC

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: CHAB, Limited. OPERATED BY: CHAB, Limited. BUSINESS ADDRESS: Grant Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO ADDRESS: Grant Hall Hotel. TRANSMITTER LOCATION: Grant Hall Hotel. TIME ON THE AIR: 7:00 A.M. to 12:00 Mid-night, daily; Sunday, 7:45 A.M. to 12:00 Mid-night. NEWS SERVICE: British United Press, Canadian Press. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

Station Manager . . . . . Carson Buchanan  
Sales Manager . . . . . L. A. Bourgeois  
Publicity Director . . . . . Louis Lewry  
Program Director . . . . . Sid Boyling  
Chief Engineer . . . . . A. E. Jacobson

## Coverage

Population—Primary . . . . . 277,294  
Radio Homes— " . . . . . 37,862  
Source: Station survey.

## Representative

All-Canada Radio Facilities, Ltd., Canada  
Weed & Company, U. S. A.

# CHNB \*

NORTH BATTLEFIELD

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: C. R. McIntosh. OPERATED BY:

Same. BUSINESS ADDRESS: North Battlefield. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

\* Construction permit has been granted; no further information available at time of going to press.

# CKBI

"SERVING CANADA'S FASTEST GROWING COMMUNITY"

PRINCE ALBERT—EST. 1924

CBC

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffatt. BUSINESS AND STUDIO ADDRESS: Sanderson Block. TRANSMITTER LOCATION: 37th St., West. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: British United Pres. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Manager . . . . . R. E. Price  
Technical Director . . . . . L. E. Moffatt

## Coverage

	Daytime	Evening
Population—Primary . . . . .	150,000	150,000
Radio Homes— " . . . . .	29,000	.....
Population—Secondary . . . . .	225,000	225,000
Radio Homes— " . . . . .	42,000	.....

Source: Radio Trade Builder.

## Representative

All Canada Radio Facilities  
Weed & Co.

# C J R M

**REGINA—EST. 1926**

**CBC—GRAIN BELT NETWORK**

**FREQUENCY:** 950 Kc. **POWER:** 1000 Watts.  
**OWNED BY:** James Richardson & Sons, Ltd.  
**OPERATED BY:** Same. **BUSINESS ADDRESS:**  
 Saskatchewan Life Bldg. **PHONE:** 8424.  
**STUDIO ADDRESS:** Same. **TRANSMITTER LO-**  
**CATION:** Pilot Butte. **TIME ON THE AIR:** 7:00  
 A.M. to 11:30 P.M.; Sundays, 9:00 A.M. to  
 10:30 P.M. **NEWS SERVICE:** Transradio Press.  
**TRANSCRIPTION SERVICE:** World Broadcasting  
 Service, Lang-Worth and Standard Radio.

### **Personnel**

President.....Mrs. James A. Richardson  
 Station Supervisor.....F. V. Scanlon  
 Chief Announcer.....D. E. (Don) Wright  
 Mgr. Radio Division.....V. F. Nielsen  
 Commercial Director.....B. Pirie  
 Publicity Director.....J. S. Horton  
 Musical Director.....S. Hillier  
 Chief Engineer.....A. W. (Bert) Hooper

### **Representative**

Joseph Hershey McGillvra  
 Jack Slatter

# CKCK

**REGINA—EST. 1922**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 1010 Kc. **POWER:** 1000 watts.  
**OWNED BY:** Leader-Post, Ltd. **OPERATED BY:**  
 Same. **BUSINESS ADDRESS:** Leader Bldg.  
**PHONE:** 8525-6. **STUDIO ADDRESS:** Same.  
**TRANSMITTER LOCATION:** Victoria Plains.  
**TIME ON THE AIR:** 6:30 A.M. to 12:00 Mid-  
 night, daily; 8:00 A.M. to 12:00 Midnight,  
 Sundays. **NEWSPAPER AFFILIATION:** Leader-  
 Post, Ltd. **NEWS SERVICES:** British United  
 Press. **TRANSCRIPTION SERVICE:** NBC The-  
 saurus, C. P. MacGregor, All-Canada Radio  
 Facilities, Ltd.

### **Personnel**

Station Manager.....G. Gaetz  
 Assistant Manager.....W. A. Speers  
 Publicity Director.....D. McMillan  
 Musical Director.....A. R. Smith  
 Chief Engineer.....E. A. Strong

### **Representative**

All-Canada Radio Facilities, Ltd. (Canada)  
 Weed & Co. (U.S.A.)

# CFQC

**"HUB CITY STATION"**

**SASKATOON—EST. 1923**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 600 Kc. **POWER:** 1000 watts.  
**OWNED BY:** A. A. Murphy & Sons, Ltd. **OP-**  
**ERATED BY:** Same. **BUSINESS ADDRESS:**  
 216 First Ave., N. **PHONE:** 5374-7282. **STUDIO**

**ADDRESS:** 216 First Ave., N. **TRANSMITTER**  
**LOCATION:** Saskatoon. **TIME ON THE AIR:**  
 7:00 A.M. to 12:00 Midnight, daily; 8:45 A.M.  
 to 11:30 P.M. Sundays. **NEWS SERVICES:**  
 British United Press, Christian Science Monitor.  
**TRANSCRIPTION SERVICE:** NBC Thesaurus,  
 Standard Radio. **Personnel**

President and Station Manager...A. A. Murphy  
 Commercial Manager.....Vernon Dallin  
 Program Director.....C. Cairns  
 Secretary.....Edna Jones  
 Chief Engineer.....S. Clifton

### **Representatives**

Joseph Hershey McGillvra (USA only)  
 Jack Slatter, Toronto & Montreal  
 Inland Broadcasting Service

# C B K

**WATROUS—EST. 1939**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 540 Kc. **POWER:** 50,000 Watts.  
**OWNED BY:** Canadian Broadcasting Corp.  
**OPERATED BY:** Same. **BUSINESS ADDRESS:**  
 Manitoba Telephone Bldg., Portage Ave., East,  
 Winnipeg, Man. **STUDIO ADDRESS:** Same.  
**TRANSMITTER LOCATION:** Watrous, Sask.  
**TIME ON THE AIR:** 7:30 A.M. to 12:00 Midnight,  
 daily; 8:00 A.M. to 12:00 Midnight, Sundays.

### **Personnel**

Regional Director.....D. Claringbull  
 Regional Engineer.....R. D. Cahoon

# C J G X

**YORKTON—EST. 1927**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 1430 Kc. **POWER:** 1000 Watts.  
**OWNED BY:** Yorkton Broadcasting Co., Ltd.  
**OPERATED BY:** Yorkton Broadcasting Co., Ltd.  
**BUSINESS ADDRESS:** 171 McDermot Ave.,  
 Winnipeg. **PHONE:** Winnipeg 9235 L. **STUDIO**  
**ADDRESS:** 171 McDermot Ave., Winnipeg and  
 Yorkton. **TRANSMITTER LOCATION:** Yorkton.  
**TIME ON THE AIR:** 7:30 A.M. to 11:00 P.M.  
**NEWS SERVICE:** British United Press. **TRAN-**  
**SCRIPTION SERVICE:** World Broadcasting Sys-  
 tem.

### **Personnel**

Station Manager.....A. L. Garside  
 Program and Publicity Director...C. F. Greene

### **Coverage**

	Daytime	Evening
Population—Primary .....	85,000	125,000
Radio Homes— " .....	20,000	30,000
Population—Secondary .....	70,000	100,000
Radio Homes— " .....	17,000	25,000

Source: Station survey.

### **Representatives**

Joseph Hershey McGillvra  
 Jack Slatter  
 Inland Broadcasting Service

# CANADIAN STATIONS ★ WITH NEWSPAPER ★ AFFILIATIONS

## ALBERTA

CFAC—Calgary. 1000 Watts; 930 Kc. Gordon S. Henry, manager. . . . . CALGARY DAILY HERALD  
CJCJ—Calgary. 100 Watts; 690 Kc. J. E. Gerke, manager. . . . . CALGARY ALBERTAN  
CJCA—Edmonton. 1000 Watts; 730 Kc. Frank H. Elphicke, manager. . . . . EDMONTON JOURNAL

## BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 880 Kc. D. Homersham, manager. . . . . KAMLOOPS SENTINEL  
CKOV—Kelowna. 1000 Watts; 630 Kc. J. W. B. Browne, manager. . . . . KELOWNA COURIER  
CKLN—Nelson. 100 Watts; 1420 Kc. H. Lethbridge, manager. . . . . NELSON DAILY NEWS  
CJAT—Trail. 1000 Watts; 910 Kc. A. J. Ballour, manager. . . . . TRAIL DAILY TIMES  
CKCD—Vancouver. 100 Watts; 1010 Kc. W. G. Hassell, manager. . . . . VANCOUVER DAILY PROVINCE  
CKFC—Vancouver. 50 Watts (temporary); 1410 Kc. F. E. Rutland, manager. . . . . VANCOUVER SUN  
CKMO—Vancouver. 100 Watts; 1410 Kc. H. M. Cooke, manager. . . . . VANCOUVER NEWS HERALD

## NEW BRUNSWICK

CKCW—Moncton. 100 Watts; 1370 Kc. F. A. Lynds, manager. . . . . MONCTON TRANSCRIPT, MONCTON TIMES  
CHSJ—Saint John. 100 Watts; 1120 Kc. L. W. Bewick, manager. . . . . SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

## NOVA SCOTIA

CJHC—Halifax. 1000 Watts; 1420 Kc. F. B. McCurdy, manager. . . . . HALIFAX CHRONICLE & STAR  
CHNS—Halifax. 1000 Watts; 930 Kc. William C. Borrett, manager. . . . . HALIFAX HERALD

## ONTARIO

CFRC—Kingston. 100 Watts; 1510 Kc. James Annand, manager. . . . . KINGSTON WHIG-STANDARD  
CJKL—Kirkland Lake. 100 Watts; 1310 Kc. Brian Shellon, manager. . . . . TIMMINS PRESS  
CFPL—London. 100 Watts; 730 Kc. Philip H. Morris, manager. . . . . LONDON FREE PRESS  
CFCH—North Bay. 100 Watts; 930 Kc. Tom Darling, manager. . . . . TIMMINS PRESS  
CFOS—Owen Sound. 100 Watts; 1370 Kc. Howard Fleming, manager. . . . . OWEN SOUND SUN-TIMES  
CKSO—Sudbury. 1000 Watts; 780 Kc. W. J. Woodill, manager. . . . . SUDBURY SUN  
CKGB—Timmins. 1000 Watts; 1440 Kc. William Wren, manager. . . . . TIMMINS DAILY PRESS

## QUEBEC

CHLP—Montreal. 100 Watts; 1120 Kc. Marcel Lefebvre, manager. . . . . MONTREAL LA PATRIE  
CKAC—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager. . . . . MONTREAL LA PRESSE  
CJBR—Rimouski. 1000 Watts; 1030 Kc. G. A. LaVoie. . . . . LE PROGRES DU GOLFE  
CHLT—Sherbrooke. 100 Watts; 1210 Kc. A. Gauthier, manager. . . . . SHERBROOKE LA TRIBUNE  
CHLN—Three Rivers. 100 Watts; 1420 Kc. George Bourassa, manager. . . . . THREE RIVERS LE NOUVELLISTE

## SASKATCHEWAN

CKCK—Regina. 1000 Watts; 1010 Kc. G. Gaetz, manager. . . . . REGINA LEADER-POST

***For Cuba, Mexico and South America Sta-  
tions Please Turn to Page 961.***