

Test Programme May 19/31  
12.30 - 1.45 P.M. M.S.T.

# RADIO BULLETIN



**CJRM  
CJRW**

**JAMES RICHARDSON & SONS, LIMITED**  
GRAIN - STOCKS - BONDS

**CJRX  
VE9CL**

BULLETIN No. 4

MAR.—APR., 1931

## VE9CL AND CJRX

The operation of short-wave CJRX, on a wavelength of 25.6 metres, has been temporarily suspended. The 2000-watt station at Winnipeg is now operating, on a wavelength of 48.8 metres, under call letters VE9CL. This wave, while it does not reach overseas countries so satisfactorily, is of particular value inasmuch as it covers North America more consistently.

VE9CL is heard with volume which has been described as "terrific" in New York; San Francisco; Halifax, N.S.; Montreal, Que.; Toronto, Ont.; Regina, Sask.; Moose Jaw, Sask.; Calgary, Alta.; Edmonton, Alta.; and Vancouver, B.C. An analysis of the great number of letters received indicates that *programs from VE9CL can be heard with loud-speaker volume by users of short-wave receivers or adaptors practically anywhere from the Arctic to the Equator and from the Pacific to the Atlantic.*

There are already many thousands of short-wave listeners. The number is rapidly growing with the increasing interest in short-wave programs — which are the *only* programs audible in numerous localities and at certain seasons.

From Winnipeg, the most remote corners of the North American continent can easily be reached by VE9CL. Listeners using long-wave receivers not equipped for short-wave reception are missing some of the most interesting features on the air.

JAMES RICHARDSON & SONS, LIMITED

## STATION NOTES

### CJRM—Moose Jaw, Sask.

Power—500 watts.  
Wavelength—451 metres.  
Studio—Main St., Moose Jaw.  
Transmitter—Main St., Moose Jaw.  
Range — (Average Daylight) — Covers Saskatchewan and Alberta.

### CJRW—Fleming, Sask.

Power—1000 watts.  
Wavelength—451 metres.  
Studio—Royal Alexandra Hotel, Winnipeg.  
Transmitter—Fleming, Sask.  
Range — (Average daylight) — Covers Saskatchewan and Manitoba.

### CJRX—Winnipeg, Man.

Power—2000 watts.  
Wavelength—25.6 metres.  
Studio—Royal Alexandra Hotel, Winnipeg.  
Transmitter—Middlechurch, near Winnipeg.  
Range—Skips territory within radius of about 500 miles around Winnipeg, and is practically world-wide thereafter.

### VE9CL—Winnipeg, Man.

Power—2000 watts.  
Wavelength—48.8 metres.  
Studio and Transmitter—Same as CJRX.  
Range—From Arctic to Equator, and from Pacific to Atlantic Oceans.

## C.P.R. PROGRAMS

Two notable features have recently been added to the Canadian Pacific Railway programs, broadcast by CJRW and VE9CL. These are the Saturday afternoon concerts by the Montreal Symphony Orchestra and by The Band of Princess Patricia's Canadian Light Infantry.

Mr. Douglas Clark, who conducts the Montreal Symphony, is well known in western musical circles, and Capt. T. W. James, Director of the "Pat's" Band, needs no introduction to radio listeners.

Such programs as these, representative of the best that Canada can offer, are an appropriate answer to those critics who are so busily trying to persuade Canadians that their broadcasting needs to be "saved" by nationalization.

## "TWO-LUNG" SET GETS VE9CL IN N.Z.

It is well known that the 25 metre wave, used by CJRX, is very suitable for transmitting programs to the Antipodes. We were not surprised, therefore, at receiving several hundred letters from Australia and New Zealand, reporting reception of CJRX.

The 49 metre wave of VE9CL is usually considered better for covering its home continent rather than for reaching overseas. We have, however, received numerous reports from Great Britain and Australasia, indicating that, at certain times of the day or night, VE9CL "gets across."

Mr. Hugh Millward's letter, which follows, is one of several from New Zealand:

*Wanganui, New Zealand*—"I heard your short wave station, VE9CL, broadcasting at about 6 p.m. New Zealand summer time. My set is a two-valve broadcast set with one valve short wave adaptor."

HUGH MILLWARD.

## NEW ZEALANDER REMEMBERS WINNIPEG

Away down in New Zealand, at a place called Hawkes Bay, to be precise, Mr. H. Ratcliffe listens to VE9CL with a three-tube short wave receiver.

Reporting reception on Christmas Day, Mr. Ratcliffe writes to us as follows:

*Hawkes Bay, New Zealand*—"I picked up your station on Christmas Day in New Zealand about 7 p.m. and listened for about 35 minutes, when you signed off at 2.30 a.m. your time, Christmas morning. I was using headphones and I have a small short wave set with three tubes but it was coming through very nicely indeed. I was in your City in 1906 when the Main Street was paved with stumps of trees and it was some bumpy riding in a buggy I can tell you. I would like to see it now, it would be much brighter."

H. RATCLIFFE.

## MORE REPORTS FROM VE9CL LISTENERS

*Los Angeles, Cal.*—"Your programs come in like the proverbial ton of bricks and a loudspeaker was run with only three tubes ahead of it."

—GEORGE P. FORBES.

*Scollard, Alta.*—"Your station comes in as strong and powerful and clear as our local stations."

—PHILLIP A. ANDERSON.

*Parkhill, Ont.*—"Although I have not much of a receiver, your station came in very well tonight."

—R. L. WADE.

*Toronto, Ont.*—"You come in here like a local station."

—THOS. McHALE.

*Toronto, Ont.*—"I get VE9CL every night regularly from 7 o'clock on."

—ALAN DODD.

*Windsor, Ont.*—"Have heard your station many times since you started broadcasting with excellent volume."

—W. P. ANDREWS.

*Philadelphia, Pa.*—"You come in on the loudspeaker."

—DANIEL STEVENS.

*Abilene, Texas*—"I heard station VE9CL last night about 12.30 C.S.T. The music came in fine with a strong signal. I have a 3 tube set and could hear you on loud speaker."

—C. L. GENTRY

*Mayfair, Penna.*—"You mentioned that your short wave station was reaching Pennsylvania very well. I might say "And How!" like the listener in Santa Monica, for you surely do come in with a bang down here."

—HAROLD J. CHRISTMAS.

## WE APPRECIATE

The co-operation of the following organizations and individuals in our broadcasting programs and we express general thanks to many others who have helped us from time to time:

Alex. Taylor Hatcheries  
Allison, Prof. W. T.  
Birks, Henry and Sons, Ltd.  
Board of Trade, Moose Jaw  
Canadian Pacific Railway  
Canadian Pacific Steamships  
Canadian Pacific Telegraphs  
Capitol Theatre, Moose Jaw  
Cassidy's Limited  
Codville Co., Moose Jaw  
Craig, Dr.  
Dominion Broadcasting Co.  
Fryer, Rev. W. O.  
Garrick Theatre, Winnipeg  
Graham, Dr. Angus  
Hambley Electric Hatcheries  
Heintzman Co., Moose Jaw  
Imperial Oil Co.  
Imperial Tobacco Co.  
MacKinnon, H. L. Co.  
Manitoba Telephone System  
Myers, S. P. Co.  
Paulin Chambers Co.  
Quaker Oats Co.  
Red and White Stores  
Robert Simpson Western Ltd.  
Rogers Majestic Corp.  
Royal Alexandra Hotel  
Shultz, Mr. William  
Swift Canadian Co., Moose Jaw  
Tavannes Watch Co.  
Temple Gardens, Moose Jaw  
Trans-Canada Broadcasting Co.  
Western Broadcasting Bureau  
Western Canada Airways

## BROADCASTING SCHEDULE

MARCH - APRIL, 1931

(Subject to change without notice.)

### CJRM, Moose Jaw, (Mountain Time)

Daily—

8.30 to 9.00 a.m.  
9.45 to 10.30 a.m.  
Noon to 2.30 p.m.

Sundays—

11.00 a.m. to 1.30 p.m.

Evenings—

Mondays, 6.30 to 7.00 p.m.  
7.30 to 8.00 p.m.  
Tuesdays, 6.30 to 10.00 p.m.  
Wednesdays, 6.30 to 10.00 p.m.  
Fridays, 9.00 to 11.00 p.m.  
Saturdays, 9.30 p.m. to Midnight.

### CJRW, Fleming (Central Time)

Daily—

4.30 to 7.30 p.m.

Sundays—

10.30 a.m. to Noon.  
4.00 to 5.00 p.m.

Evenings—

Sundays, 8.30 to 10.00 p.m.  
Mondays, 8.00 to 8.30 p.m.  
9.00 to 10.00 p.m.  
Wednesdays, 9.00 to 10.00 p.m.  
Thursdays, 7.30 to 10.00 p.m.  
Fridays, 9.00 to 10.00 p.m.  
Saturdays, Open.

### VE9CL, Winnipeg (48.8 Metres)

Connects with CJRW at 5.30 p.m. (Central Time) daily and on Sunday evenings. See CJRW schedule.

## More Reports from VG9CL Listeners—Continued

*Cincinnati, Ohio* — "I operate amateur radio station W8CXZ in Cincinnati, Ohio, and want to tell you that you have one of the best short wave stations on the continent. I just heard your H. M. Kipp program and was astonished to note the terrific volume, the perfect absence of fading and the remarkable quality of your signals."

—ROBERT D. WEIL.

*Conneaut, Ohio*—"I would like to state that your S.W. signal comes in here stronger than the local broadcast station in Cleveland, 70 miles west of Conneaut. This station has 50,000 watts."

—ARTHUR ADAMS.

*Shelburne, Nova Scotia*—"I received your program on New Year's Eve. I have a three tube short wave receiver using two stages of audio frequency. The program came through with plenty of volume on the loud speaker."

—BYRON NESBITT.



## A Corner of CJRM Studio

On the top floor of the James Richardson & Sons' building in Moose Jaw, Sask., the studio of CJRM with the transmitter room, radio office and reception hall adjoining, is one of the finest in Western Canada.

Many hundreds of visitors from town and country call during each week to see the equipment and watch the broadcasting in operation.

The above illustration was made from a photograph of a corner of the studio, and shows a window through which can be seen part of the transmitting apparatus. The piano is by Heintzman & Company.

# JAMES RICHARDSON & SONS

LIMITED

*Established 1857*

## GRAIN MERCHANTS

STOCKS AND BONDS

*Head Office:*  
KINGSTON, ONT.

*Executive Offices:*  
WINNIPEG, MAN.

*Branches:*

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SASKATOON

TORONTO  
EDMONTON

PORT ARTHUR  
CALGARY

MOOSE JAW  
VANCOUVER