

RADIO BULLETIN



No. 2

December, 1929

CJRM

Moose Jaw

CJRX

Short Wave

WINNIPEG

CJRW

Fleming, Sask.

IN response to requests from our listeners in all parts of Canada and the United States, as well as from our CJRX audiences in Great Britain, Australia, New Zealand, South Africa and other countries, we present the second number of our Radio Bulletin.

The reader will find in this issue new pictures of our stations and several features which were not included in Number One.

If this Radio Bulletin comes to you in acknowledgment of a report of your having heard one or more of our programs, it brings our thanks and the assurance that such reports are always appreciated.

JAMES RICHARDSON & SONS, LIMITED

BROADCASTING DEPARTMENT

1038 Grain Exchange Building

WINNIPEG, MAN.

-

CANADA

IMPORTANT

To Short Wave Listeners

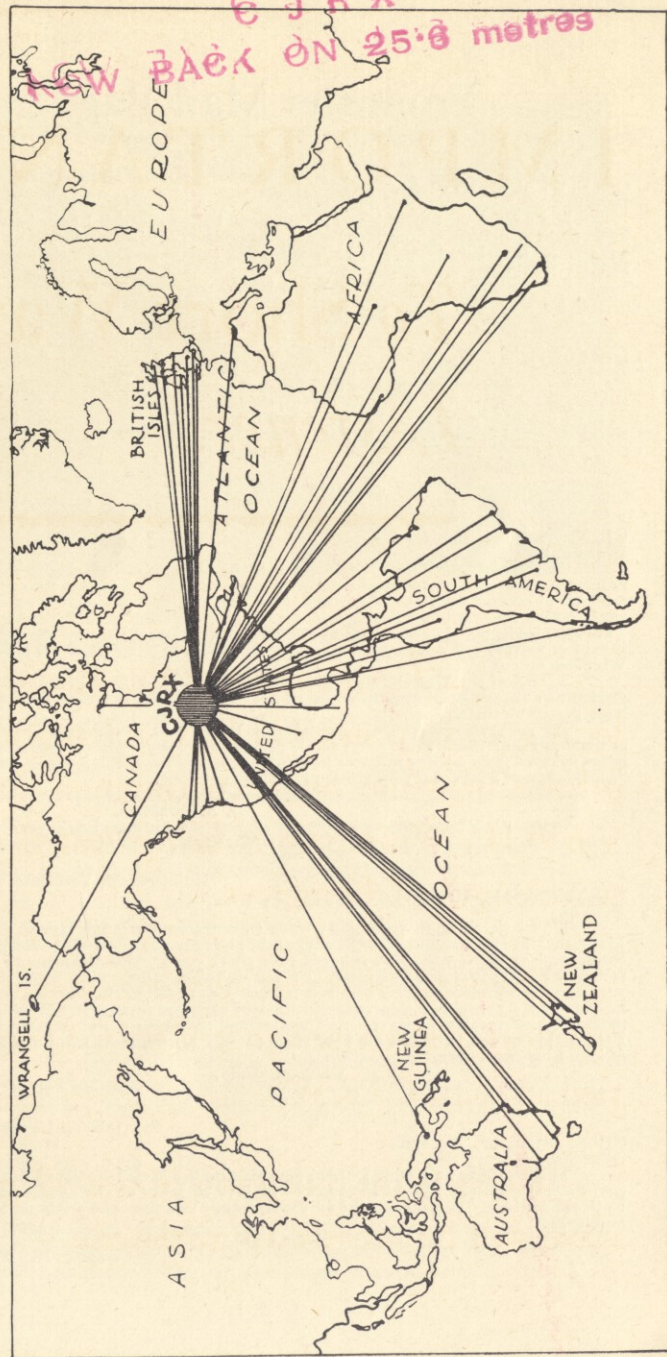
As this issue of the Radio Bulletin goes to press, CJRX is temporarily off the air while our experimental station VE9CL, Winnipeg, is being tested on a wavelength of 49 metres.

Owners of short wave receivers¹ or adaptors are advised that VE9CL is now tied in with CJRW.

Reports on reception of the 49 metre wave will be greatly appreciated.

CJRX Covers the World

While CJRW, Fleming, and CJRM, Moose Jaw, reach listeners throughout the western prairies, the short-wave station is heard practically all over the world, as shown by thousands of letters received.



From the Mail Bag

CJRX, Winnipeg, Manitoba.

Dear Sirs:

Just a few lines to thank you for the news bulletins which I have been picking up en route to Galveston from Manchester. As you no doubt know, 5SW does not send out the news, so I was delighted to find another station giving British news when I lost Daventry.

Yours truly,

M. V. Narragansett,
March 16, 1929.

V. ALWITT GASTEN.

CJRX, Winnipeg, Manitoba.

Dear Sirs:

It may interest you to know that I picked up your short wave station, CJRX, at a very good strength on April 9th and 11th, the latter being the best.

I listened from 11.30 G.M.T. to 10.00 a.m. G.M.T., the reception improving. then you closed down with the National Anthem, "God Save Our King."

Yours faithfully,

Birmingham, England,
April 12, 1929.

P. R. PRICE.

Lima, Peru, South America,
Via. Callac,
March 20th, 1929.

CJRX, Winnipeg, Manitoba.

Dear Sirs:

On the night of March the 14th I had the pleasure of listening to a very fine programme that was broadcasted from your station. The programme throughout was received in excellent shape. The remarkable part of this was that the receiving set which I picked up your broadcasting is located at La Fundicion, Peru, in the high Andes. This place is located at an elevation of 14,800. At this time of the year the entire range is subject to very severe electrical storms and one was in progress at the time we had Winnipeg on our radio.

KDKA of the Westinghouse Electric and Mfg. Co. of East Pittsburg and your station can always be picked up when we are unable to get anything from the other high power stations.

The gentleman making the announcements for your stations always "comes in" as distinctly as if in the same room as the radio. His announcing an appreciation of a letter received from a party in Porto Rico is the direct cause of this letter, as we are still "some farther" South and your station is still going strong.

Yours very truly,

D. A. ROBERTS,
Residential Engineer,
Westinghouse Electric International Co.

Huddersfield, Yorkshire, England.

CJRX, Winnipeg, Manitoba.

Dear Sirs:

Whilst listening to your short wave transmissions through station CJRX on March 30th, I happened to hear the announcer giving notice of a letter received from a correspondent in Nigeria, who receives your short wave transmissions. As I myself receive these transmissions regularly, I think my observations may be of interest to you, and am therefore sending you this letter. I can receive your station practically any time it is transmitting, generally at very good ear-phone strength, and sometimes at moderate loud speaker strength. As I understand that your power is only two K.W., I think this speaks very well for your station. My receiving set is a simple detector followed by two low-frequency stages.

Yours faithfully,

R. C. KAYE.

St. John's, Newfoundland,
March 6, 1929.

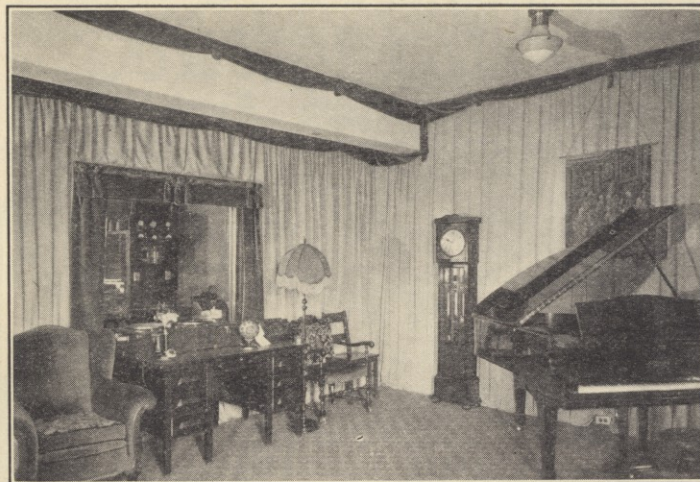
CJRX, Winnipeg, Manitoba.

Dear Sirs:

This morning at 1 a.m. I heard you playing the Welsh National Anthem and God Save the King. Thanks so much — we love to hear "our" — yours and our — National Anthem. It comes on the air too seldom. You then had a talk on Mining in Manitoba.

Yours truly,

GEORGE R. WILLIAMS.



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.

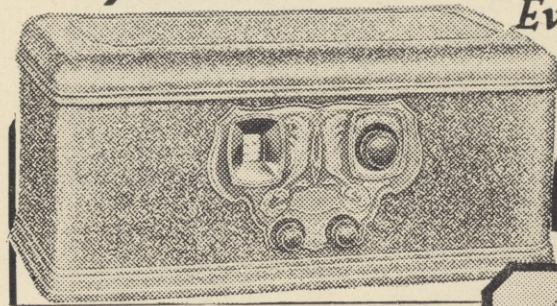
Steel towers support the antenna above the building, and these towers are equipped with meteorological instruments for determining the direction and velocity of the wind. The announcer can at any moment, by pressing a button in the studio, obtain indications enabling him to report the weather conditions, this information being of particular value to farmers listening in.

In addition to studio programs, CJRM broadcasts from a number of points in the city of Moose Jaw, including the principal churches. "Talkies" are broadcast from the Capitol Theatre and are proving very popular. Temple Gardens' dance programs are a regular weekly feature.

CJRX 'Re-broadcasts CJRM

From time to time, programs from CJRM are picked up at Fleming, about two hundred miles east, carried by special wires into Winnipeg and there re-broadcast from the shortwave station CJRX.

Here's the *Greatest*
Radio Value
 Ever Offered



**6 Tubes
 Single Dial
 Guaranteed
 Long-Distance
 Reception**

It's a New 1930 Model and the biggest Radio bargain offered anywhere; we back up this statement by guaranteeing complete satisfaction or your money refunded. Don't be misled by low prices on reclaimed, old style, out-of-date sets at low prices — these are the latest models, one illuminated dial control, guaranteed coast to coast reception.

If you are now operating an old style Radio, you are missing the best part of Radio entertainment, as the new models and improved speakers bring out a beauty of tone, clarity and distance, that older sets cannot accomplish. MACLEOD Radio Sets give you the utmost in modern entertainment.

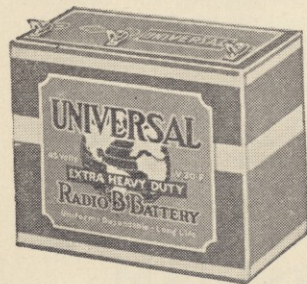
This set is complete. Nothing else to buy; beautiful crystalline finish metal case, and the following fine equipment: Six genuine "Radiotron" tubes, UX1201A; one 13-plate, 135-ampere hour "A" battery in solid rubber box; two heavy duty MACLEOD "B" batteries of 45 volts each; one 4½-volt MACLEOD "C" battery; a "Broadway" speaker; one MACLEOD special aerial equipment, including lightning arrester; book of simple instructions, and newest radio log.

20A-200
 Winnipeg price
\$67.50
 20A-200
 Saskatoon price
\$69.50



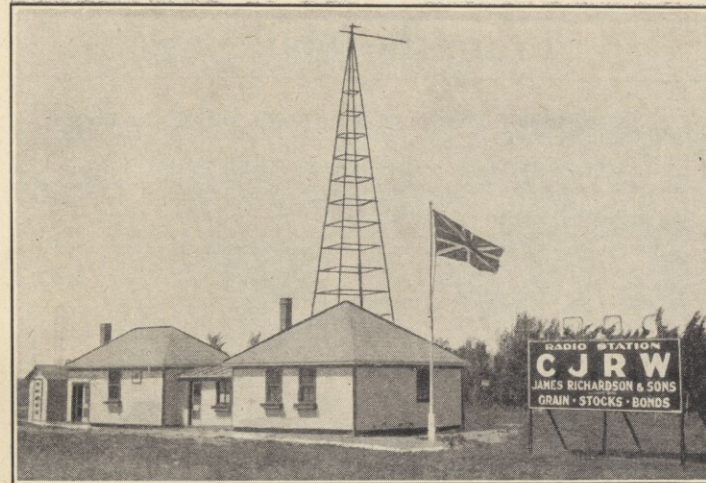
**TWO "B" BATTERIES
 for the Price of ONE**

Why pay high prices for Radio "B" Batteries when we will sell you two guaranteed Heavy Duty "B" Batteries for about the price of one. Our price is 2 for \$5.90, which includes delivery to your station, west of Fort William and east of the Rockies, only. These Batteries retail at \$5.00 each. Every Battery is full of pep and power and made for long service. Shipped fresh and fully charged to 45 volts or more. Size, 8x7x4½ inches; weight, 11½ pounds each.
 20A9-UV30F
 Price each, delivered **\$2.95**



Mail Your Order Direct at These Low Prices

MACLEOD'S LIMITED SASKATOON **MACLEOD'S LIMITED** WINNIPEG



POWER HOUSE AND TRANSMITTER BUILDING
 OF CJRW, FLEMING, SASK.

Situated three miles west of the boundary between the provinces of Manitoba and Saskatchewan and far remote from large centres of population, the Fleming station has been designed to provide reliable service to the prairie listeners while interfering as little as possible with those who desire alternative entertainment. The thousand-watt transmitter was designed and built in Canada by the Canadian Marconi Company. To avoid the possibility of interruptions through breakdown of the external source of power supply, a gas engine and generator are maintained at the station in constant readiness to be called into action. The antenna towers are eighty-five feet in height and are surmounted with powerful electric lights and with meteorological instruments.

Private wires, specially designed and built for the purpose, connect the station with the studio at Winnipeg, 200 miles east.

Royal Alexandra Studio

Programs broadcast by CJRW and CJRX are usually performed in the studio, located in the Canadian Pacific Railway's Royal Alexandra Hotel, Winnipeg. Earle Hill and his orchestra broadcast while entertaining guests in the Rotunda, Main Dining Room, or in one of the Ball Rooms. Every possible effort is made to comply with requests from radio listeners for special musical numbers.

From the Mail Bag

CJRX, Winnipeg, Man.
Dear Sirs:

I was listening in to your programme on Wednesday, February 27 (Short-wave Station) and every word was heard distinctly on loud speaker. I heard your announcer say, "This is CJRW and CJRX." CJRW the broadcasting station of Fleming, Sask.; CJRX, 25.6 metres, short-wave station of James Richardson & Sons, Winnipeg, Manitoba, continuing its programme. "The Boys" played one more musical item and then played "God Save the King." Other items heard were an organ recital from the Garrick Theatre, Winnipeg, the organist being Mr. Barney James. I also heard you calling Australia and New Zealand and asking to hear from us. You also said that Uncle Ernest of 2YA, Wellington, was up in Canada.

Yours truly,

A. SPARROW.

Roslyn, Dunedin, New Zealand,
March 10, 1929.

CJRX, Winnipeg, Manitoba.
Gentlemen:

Received your program over your 25.5M. wave for the first time last night, and enjoyed it immensely. The concert from the Royal Alexandra Hotel was magnificent. Thanking you for the entertainment afforded, I am,

Yours truly,

D. M. DUNSMORE.

San Pedro de Macoris,
Rep. of San Domingo.
November 12, 1928.

CJRX, Winnipeg, Manitoba.
Dear Sirs:

I picked up your station, using an ordinary 3 valve receiver, and had the pleasure of listening to a tenor singing "Where my Caravan has Rested". . your programme concluded with the time chime and male voices singing "God Save the King," followed by your station call, CJRX, Winnipeg, Manitoba.

Yours very truly,

MAURICE A. SIMPSON.

Methodist Mission,
Misima, via Samaria,
Papua, Br. New Guinea.
June 23, 1928.

CJRX, Winnipeg, Manitoba.
Dear Sirs:

I was very pleased to tune in on your transmission yesterday afternoon. I picked you up at 4.40 Sydney Time and held you till you closed down at 5.p.m. I should say you came in here at moderate phone strength, quite nicely audible.

Wireless means a lot to us here. We were 7 weeks without a mail during March and April last, and the average is a mail every three weeks. Thus news is of paramount importance to us.

Yours sincerely,

REV. J. B. ANDREW.

Armidale,
New South Wales, Australia,
June 23, 1928.

CJRX, Winnipeg, Manitoba.
Dear Sirs:

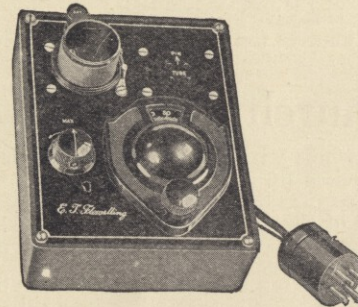
I am pleased to say I picked up your short-wave transmission on 27 metres using a power of 2000 watts. On a whole it came through remarkably well. There was not a sign of fading. The modulation was really very good. I used a four valve short-wave receiver, one stage RF, one detector and two audios. I heard everything on the speaker.

Yours faithfully,

W. A. COOPER.

"LISTEN TO CJRX"

The Genuine Flewelling Short Wave Adaptor



"LISTEN TO CJRX"

Invented over a year ago, it was widely copied; but today has lived down its imitators and stands alone as the only really satisfactory adaptor. We do not guarantee short wave reception, but we do guarantee "The Radio Products Company Flewelling Short Wave Adaptor" to the utmost limit. Not genuine unless it carries the name "Radio Products Company" moulded on the bakelite case.

Manufactured under U.S. Patents granted to E.T. Flewelling, \$22.50 in United States, plus import duties.

Short Wave Adaptors

Numerous listeners enquire as to the efficiency of short wave adaptors. In some instances purchasers of adaptors experience a little trouble in receiving short wave stations, but we have found in every case that these people have been accustomed to handling ordinary receiving sets of modern type and have never really learned the art of "tuning in". They have become so used to throwing a switch and turning a single dial that they have forgotten, if they ever knew, that fine tuning was once necessary in order to enjoy radio entertainment from distant long wave stations in the early days. These are, in a sense, the early days of short wave transmission and reception. Short wave broadcasting stations are by no means numerous, as compared with those of the regular broadcasting type. Apart from this, there is the fact that the short waves are much "sharper" than the long. This sharpness is actually an advantage, as it means that two or more stations can broadcast on wavelengths of only a few tenths of a metre difference without interfering with each other. Nevertheless, according to the principle that we cannot have our cake and eat it, the very advantage of sharpness imposes upon the listener the necessity of careful and accurate tuning.

That short wave adaptors are thoroughly practicable has been amply demonstrated by letters received from South America, South Africa and other distant countries, in which the writers have mentioned that their reception was achieved by means of adaptors plugged into ordinary broadcast receiving sets.

Transmitter at CJRW

On the opposite page, we show pictures of the principal components making up the transmitting station at Fleming, Sask. The rectifier changes three-phase alternating current, supplied from an outside source or made by our own power plant, producing high voltage direct current for the plate circuits of the various tubes. The oscillator creates the steady carrier wave. The power amplifier (a rear view of which is shown) amplifies the speech and music received over the wires from the Winnipeg studio. The modulator imposes the amplified current fluctuations on the carrier wave.

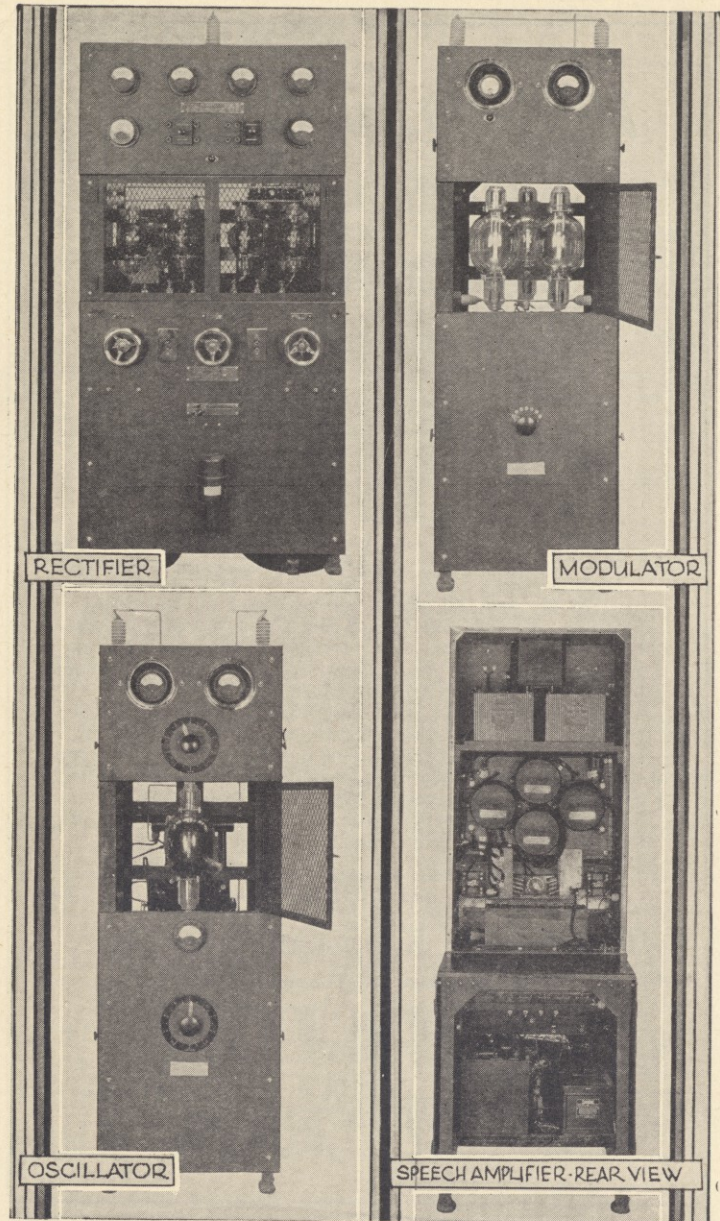
United Church Broadcasts

Under the direction of the Home Mission Board of the United Church of Canada, special radio services are now being broadcast by CJRW, CJRX and CJRM. These services are additional to those broadcast by various individual units of the United Church and are intended mainly for settlers remote from church ministries, and for folks who are shut in and unable to attend services.

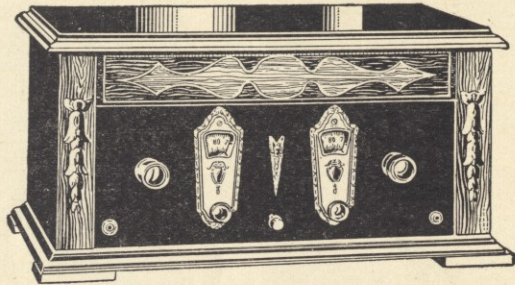
The first of the series went out from CJRW and CJRX on Sunday morning, November 17th, 1929. The service was conducted and the sermon preached by Rev. Richmond Craig. On the evening of Thursday, November 21st, a talk on the subject was broadcast from the CJRW studio by Rev. Dr. J. A. Cormie, missionary superintendent for the Province of Manitoba.

Recorded Educational Lectures

Some months prior to the publication of this number of the "Bulletin" the James Richardson and Sons' stations commenced broadcasting recorded educational lectures. These have met with much appreciative response from our audiences and it has been decided to continue the work, importing the records from England, where there have been recorded the lectures by some of the most eminent scientists, teachers, statesmen, actors, etc. Already, we have broadcast addresses by H. M. King George, the late Earl of Oxford (Mr. Asquith), Winston Churchill, Lloyd George, Stanley Baldwin, Ramsay MacDonald, Sir Johnstone Forbes Robertson, the late Sir Ernest Shackleton, Commander Peary, the late Ellen Terry, the late Sir Herbert Beerbohm Tree, Sir Oliver Lodge, Dr. Percy Buck, Dr. C. W. Saleeby, Sir Charles Oman and several others. One of the most interesting was a popular series of lectures on the Stars, by Professor Hall Turner of Oxford University. This consisted of four lectures under the respective titles "The Stars of Spring", "The Stars of Summer", "The Stars of Autumn", and "The Stars of Winter". Each lecture occupied two sides of two 12 inch Columbia records, making a total of eight records, running for one hour and twenty minutes in all. It is believed that CJRW and CJRX were the first in Canada to call records of this type into regular use for educational purposes via radio. If similar work has been done elsewhere in this country, we would like to learn of it as a matter of history. More than a hundred lectures have now been stocked for the purpose of continuing this feature which is broadcast weekly from our three stations.



New Duo Control Mercury



\$114.50

An all day, all night, all year and all wavelength receiver. By making use of the short waves you can listen-in to programs from foreign countries, Holland, England, Australia, etc. There are some sixty stations in the United States now broadcasting on short waves at stated periods. Short wave reception is one of the most thrilling features of radio entertainment. On the same set, by a simple change of coils, it is possible to receive either standard or short wave broadcasts. This interchangeable coil system is exclusively a MERCURY feature. Instead of one, you have two sets for the price of one, "Two sets in One — More Radio per Dollar."

Write us at once for further details and descriptive booklet.

The H. M. Kipp Company, Ltd.

447 Yonge St., Toronto, Ont.

MERCURY
Super-power
RADIO

From the Mail Bag

Lower Clapton, E. 5,
London, England,
March 7, 1929.

CJRX, Winnipeg, Manitoba.

Dear Sirs:

You were broadcasting what appeared to be the children's hour. A few of the items heard were as follows: An exploring story, followed by a talk on microbes; birthdays were then read out, in which a dog Spot was mentioned. Then followed a story of Grandfather Frog.

Just before 1 a.m. I heard a quartet singing "Sweet and Low." At about 1 a.m. "God Save the King" was played, and the CJRX announcer gave out the time by the studio clock as 3 minutes past seven o'clock, immediately after which you signed off.

Yours very sincerely,

WILLIAM E. TUCK.

Northland, Wellington, New Zealand,
March 10, 1929.

CJRX, Winnipeg, Manitoba.

Dear Sirs:

As you concluded your program with "Don't forget to write" after some splendid organ music from the Garrick Theatre, Winnipeg, received here till 6 p.m. on Wednesday, March 6th, 1929, I thought I would accept the invitation and tell you about it.

You were received at R8-9, very clear and steady.

Yours faithfully,

F. W. SELLENS.

CJRX, Winnipeg, Manitoba.

Dear Sirs:

We had the pleasure of listening in on Sunday night, March 31st, to your recitals and greatly appreciate same.

Bocas del Toro,
Rep. Panama, C. A.

S. BUICI SURGEON.

Bella Bella, B.C.
October, 23, 1928.

CJRX, Winnipeg, Manitoba.

Dear Sirs:

Our Hospital was the recent recipient of a "Mercury Super-Ten." Last Thursday we put on the short wave coils for the first time and, to our delight, we were able to pick up your station about three P.M. So, Friday afternoon, I tuned in again and enjoyed your concert while sitting in the dentist's chair, even though he was grinding away at my teeth.

Bella Bella is an Indian village situated on one of the Islands forming the beautiful "Inside Passage" from Vancouver to Prince Rupert, and is about three hundred miles north of Vancouver. This Hospital is of about twenty-five beds capacity and is under the auspices of the United Church of Canada. Our patients are largely Indians, though we have many Whites, as it is over two hundred miles north of the nearest Hospital, at Prince Rupert, and about 125 miles to the nearest one to the south. Just at present, a dentist who travels about in his gasoline launch, is staying here and using the office in which our radio is kept. Hence the ability to have radio music while in the chair.

Thanking you for your entertainment and hoping to hear you from time to time.

Yours truly,

GEORGE. E. DARBY.

Glasgow, Scotland, N.B.,
April 12, 1929.

CJRX, Winnipeg, Manitoba.

Dear Sirs:

It may interest you to know that I received the short-wave broadcast from CJRX, Thursday, 11th of April, a little after midnight. At first I thought it was an amateur transmission, but got a surprise when I heard the announcer say CJRW and CJRX, Winnipeg, Manitoba. I was all ears after this to catch as much of the programme as possible.

Signals were received at weak phone strength, gradually getting stronger from R3-5. Band parts were good, but songs were just a shade too weak to be comfortable. The announcer's voice was easily heard, as were all the spoken parts. Fading was not much in evidence; but, for the power you are using, altogether it was a most enjoyable broadcast.

ALEX. T. STORMONT.

Conducted
TOURS
of Great Britain and Europe

Fortunate indeed are those who take one of the Canadian Pacific tours of Europe next Summer.

A tour, embracing seven countries in Europe and including the famous Passion Play at Oberammergau, under the personal direction of Prof. W. T. Allison, M.A., Ph. D., of the Department of English of the University of Manitoba, is now being arranged.

Make reservations now and give yourself and your family a Canadian Pacific Tour of Europe.

**ALL-EXPENSE TOURS
AS LOW AS**

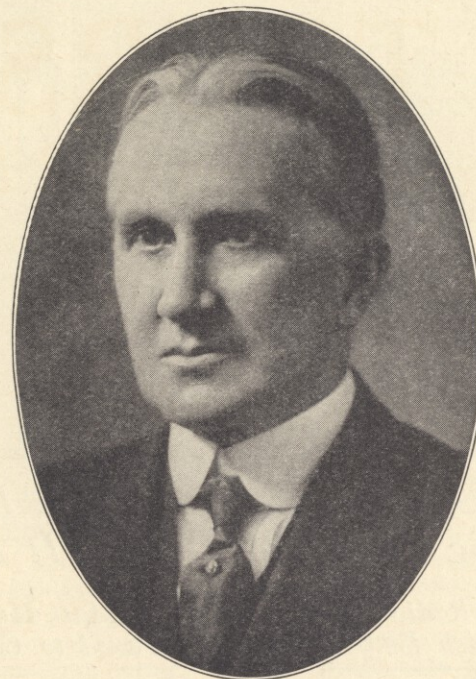
\$ 385.00 RETURN

For Complete Information See Your Local Agent, or

W. C. CASEY, General Agent, C.P.R. Bldg.
PORTAGE AND MAIN, WINNIPEG

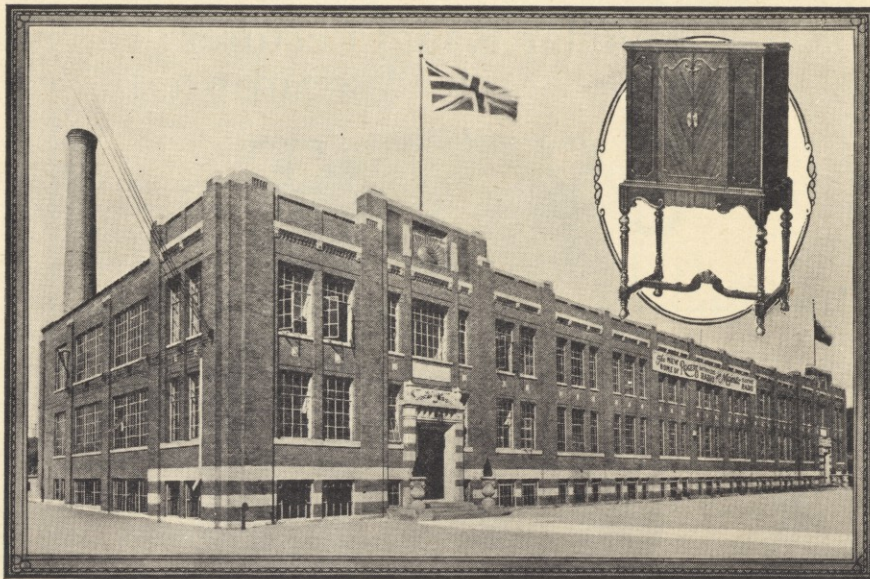
**Canadian Pacific
Steamships**

Popular Radio Lecturer



PROF. W. T. ALLISON

Professor W. T. Allison, M.A., Ph. D., Head of the English Department in the University of Manitoba, lectures frequently over CJRW and CJRX, his subjects being "Books" and "Travel." Professor Allison writes critical reviews and articles for several Canadian newspapers, over the pen name of "Ivanhoe." In his radio talks he discusses outstanding books of the day in a manner both entertaining and instructive. His descriptions of tours in Europe are always interesting and make the listener envy those lucky people who are able to accompany him in his annual journeys under the auspices of the Canadian Pacific Steamships.



Proven Performance *Built It . . .* Public Preference *Keeps It Busy*

Largest Radio Plant in Canada—Most Modern in the British Empire—Already Taxed to Capacity.

Year by Year Sales Increase

1926—86% over 1925.
1927—114% over 1926.
1928—85% over 1927.
1929—Estimated by present orders 75% to 100% over 1928.

The rapid and tremendous growth of Rogers and Majestic reads like romance—yet behind it stands a foundation of sound manufacturing and merchandising principles. To this is added the loyalty and enthusiasm of the large army of Rogers and Majestic Dealers throughout the Dominion.

Keen engineering skill and sound business foresight have placed and maintained Rogers and Majestic Radios as leaders in the Canadian market. Constant research, experiment, and planning, continue to give Canadian homes the highest type of radio reception at still greater values.

ROGERS - MAJESTIC CORPORATION LIMITED

Fleet Street at Bathurst, TORONTO

Canadian National Warehouse, WINNIPEG Place Viger Warehouse, MONTREAL

Radio Pictures



Television is sometimes confused with still-picture transmission. The former suggests "seeing" by radio or wire, the subject being transmitted, while the latter involves the sending of line or photographic reproductions of pictures. It is not exactly the difference between "movies" and still pictures, for the projection of movies is simply a matter of flashing a series of progressive still pictures on a screen in quick succession — of events which HAVE occurred, while television requires the trans-

mission of moving images of events which ARE happening. Mary Pickford, perhaps a year ago, allowed the camera to capture certain actions which she performed: various stages of those actions were recorded in rapid succession on a moving film: today, perhaps, in the "Operry" house at Pumpville, a print of the film unrolls between a powerful light and the screen. In television, Mary would face the transmitting apparatus, and you, with the necessary receiving outfit, would "see" her actions instantaneously. By one of a number of different processes, a single drawing or photograph of Mary might be broadcast and reproduced in your home.

It is believed that the first photographs transmitted by radio in Canada went out early in 1927 from CJRM, Moose Jaw. Line drawings were broadcast earlier than that by CJRM, but it was in January, 1927, that the station transmitted half-tone photographs by the Cooley Ray-Foto process. CJRW and CJRX have also broadcast photographs from phonograph discs on which the lights and shades of the pictures were recorded in sound. Special receiving apparatus is required, and it is chiefly the scarcity of receivers that discourages regular picture transmission.

The Convenience of Ordering from Simpson's Catalogue

is appreciated by hundreds of thousands
of families throughout Canada



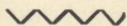
Simpson's Quality

is the foundation upon which rests our success.

The Nation-Wide reputation of SIMPSON MAIL
ORDER HOUSES for fair dealing, prompt service,
and selling only that which can be honestly guaran-
teed, wins thousands of new customers each
Catalogue.

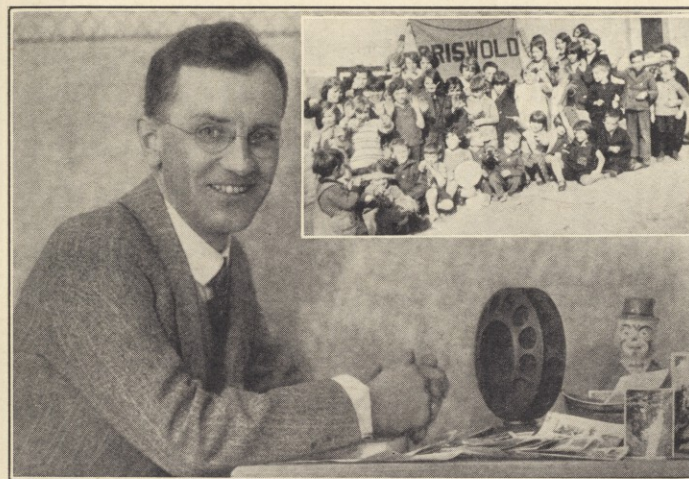


Tune in CJRW or CJRX for SIMPSON'S
"UNCLE PETER" feature — daily, except Sundays,
from 6.00 p.m. to 6.40 p.m., Central time.



THE
ROBERT **SIMPSON** WESTERN
LIMITED
REGINA

Uncle Peter's Page



Uncle Peter continues his daily flights between Winnipeg and the Regina store of the Robert Simpson Western, Limited. The Magic Ring retains its wonderful properties, notwithstanding the amount of rubbing it receives when Uncle Peter decides to say the Mystic Word ("Gee-whillikens!") and hop off. The "Peterkins", as members of the Birthday Club are called, now number many thousand in the prairies of Canada, the United States and in more distant countries.

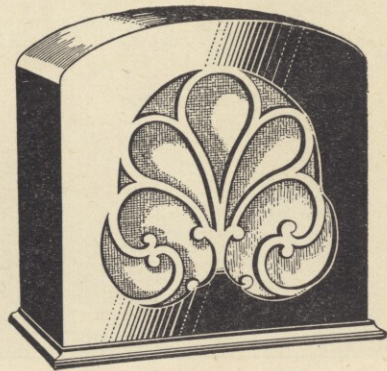
Uncle Peter is called upon to name innumerable dogs, cats, ponies, and even turkeys and pet pigeons. One Peterkin asked him recently to name a goldfish!

Wee Georgie Wood, of the pantomimes "Humpty Dumpty" and "Mother Goose", touring Canada, climbed on Uncle Peter's back one day and shared the thrill of making the Magic Flight. So greatly did he enjoy the trip, that he again came, contributing some delightful items to the program and giving the Peterkins a treat which they will long remember.

Between forty and fifty Peterkins, organized by Mrs MacDonald at Griswold, Man., stormed the train which stopped there for a few minutes with Uncle Peter on board. The Robert Simpson button was much in evidence.



Mercury *Dynamic* Speaker



Beautiful Oriental Walnut-finished Cabinet

A real DYNAMIC POWER SPEAKER for use with sets of five tubes or over. Replaces ordinary type of speaker. Works direct from set output; does not require extra battery current. Exceptionally powerful. Full ten inch cone.

Operates perfectly on either battery or electric sets. When ordering state type of tubes used in radio set. Carefully packed.

Write us re free trial offer.

\$28.00

F.O.B. Toronto

The H. M. Kipp Company, Ltd.

447 Yonge St., Toronto, Ont.

MERCURY
Super-power
RADIO



Short Wave Receiving Station

Used for picking up trans-Atlantic, Australian and American short wave programs and rebroadcasting over CJRW and CJRX.

Installed in a specially constructed hut on the outskirts of the city of Winnipeg, this receiver is coupled to telephone lines connecting with the studio of CJRW and CJRX.

Rebroadcasting is a common feature at these stations. Programs are regularly received from the Westinghouse station KDKA, Pittsburg, and quite frequently from 5SW, Chelmsford, England. Other distant stations which have been picked up and rebroadcast include PCJ, Holland, and 2ME, Sydney, Australia.

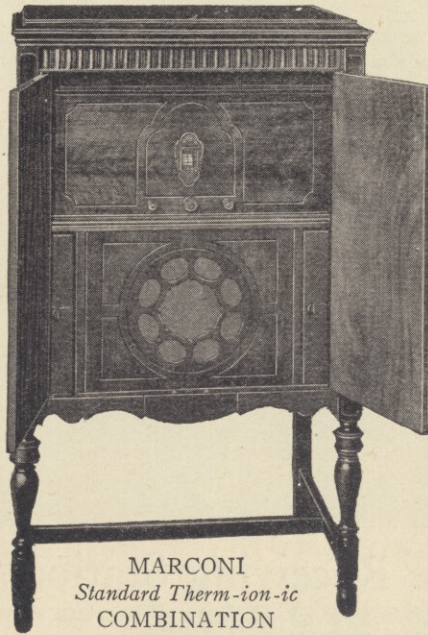


THE NEW

TRIUMPH

MARCONI

Radio



MARCONI
Standard Therm-ion-ic
COMBINATION

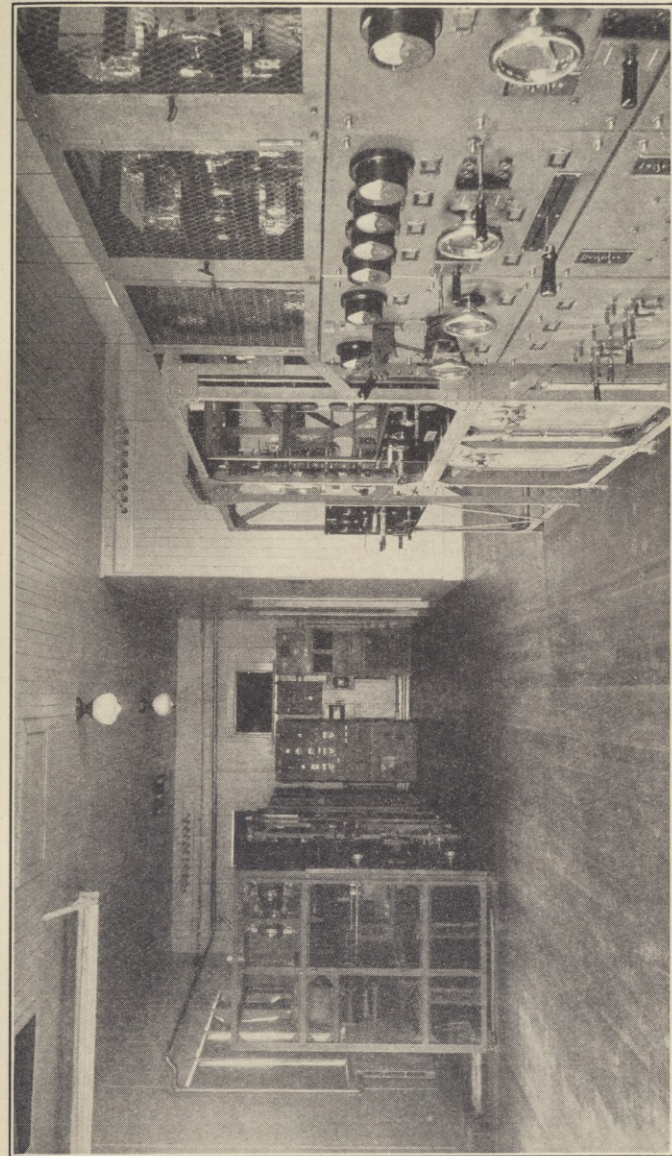
The things you expect from Marconi, the things that only Marconi design and engineering can give, are provided you in the New Triumph Marconi Radio Receivers.

Performance, Appearance and Value worthy of Marconi, worthy of the organization responsible for the design and installation of the wireless transmitting and receiving equipment and the broadcasting stations pictured on other pages of this booklet.

If you are considering the purchase of a new Radio Receiver, hear the New Triumph Marconi before you decide.

Canadian MARCONI Company

VANCOUVER TORONTO MONTREAL HALIFAX ST. JOHNS, Nfld.



CJRX TRANSMITTER (2000 Watts)

SHORT WAVE RADIOTELEGRAPH TRANSMITTER (3500 Watts)
(Built in Canada by Canadian Marconi Company)

TRAPPERS!

Get
Most
Money
for
Your
Furs!



Ship to—

"SHUBERT"

For 46 years—since 1883—"SHUBERT" has been satisfying Fur Shippers. This is your best guarantee of receiving full value for every skin you ship. Quit experimenting—your furs are too valuable. Ship all your furs to "SHUBERT"—we don't believe there is a house in the country that can pay you as much as "SHUBERT" will pay you for your furs. We guarantee TOPMOST MARKET PRICES—FAIR, LIBERAL GRADING and PROMPT RETURNS. Why take chances or sell your furs for less than their true market value—when it is so easy to deal with "SHUBERT". Don't delay another minute—ship TODAY every skin you have—Hurry in a shipment.

Write for our GUARANTEED Price List, Complete Market Report, and Shipping Tags. Sent FREE Anywhere.

The "SHUBERT" FUR MARKET BROADCASTING SERVICE

Maintained for your special benefit. Take full advantage of it. Keep posted on up-to-date Market conditions, latest trapping methods, etc. Tune in on the "SHUBERT" Fur Talks—It will pay you well.

SCHEDULE OF BROADCASTING

CJRW, Fleming, Sask. (499 Meters). Daily, except Saturday and Sunday, at 6.40 p.m. C.S.T.

CJRX, Winnipeg, Man. Short Wave Station (25 Meters). Daily, except Saturday and Sunday, at 6.40 p.m. C.S.T.

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EDMONTON
ALTA.
TORONTO
ONT.



TRANSMITTER HOUSE OF CJRX
Short-Wave Station

In the same building are a number of short-wave transmitters by means of which, on other wave-lengths, the local offices of James Richardson & Sons, Limited, carry on radiotelegraph communication with Eastern and Western branches. An interior view appears on page 21.

Short Circuits

There are mouse-traps and mink-traps, weasel-traps and wave-traps. "Ernie" Strong, in charge of CJRW at Fleming, could bait the last with exactly the right amount of inductance and capacity to catch any wave he desired. Apart from that, his knowledge of the art of trapping was based on the average husband's experience in deceiving the domestic rodent with toasted cheese. When Mr. Messner of A. B. Shubert, Limited, commenced broadcasting the fur market service and advice to trappers, Mr. Strong found something involving more walking than golf and with a higher percentage of thrills per "hole."

Acting on information received via radio, he proceeded to go after some of the destructive pests of the country-side, and with some success. A few weasels continue to lurk in the vicinity of Fleming, seeking what they may devour, but Ernie's traps are clicking right and left and local hens are now able to sleep with both eyes closed.

—o—

One of the best Spoonerisms we have heard on the radio was Mr. Messner's reference to the joys of catching winks and measles.

You Are Invited to Write
for Our *Latest*
Broadcasting Schedule



As it is subject to frequent change, with the addition of new features, the schedule has not been included in this issue of the Radio Bulletin.

Our desire in broadcasting is to earn your goodwill by the radiation of useful information and entertainment. Associated with us in this endeavor are those who sponsor various programs and services. With these associates we join in thanking our listeners for the many encouraging expressions of appreciation which we continue to receive.



James Richardson & Sons
LIMITED



THE LINK

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WATERWAYS, ALTA.
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