

CJOB ON THE AIR WITH FM



The newly installed FM (Frequency Modulation) transmitter at CJOB undergoes a last-minute inspection by Station and Canadian General Electric officials . . . (L to R) — R. Durie, CJOB Engineer; J. O. Blick, President and General Manager; W. H. Holroyd, Western Representative CGE Broadcasting and Communications Equipment; and C. D. Osterland, District Manager, Canadian General Electric Co. Ltd.

Canadian General Electric joins the staff of Radio Station CJOB—FM—in extending an invitation to Winnipeg and District listeners to hear the long-awaited good listening of FM (Frequency Modulation).

As the first privately owned FM Station to go into commercial operation in Western Canada the Management of CJOB chose this

latest type General Electric FM Transmitter (250 Kilowatts).

Now that CJOB—FM is on the air we wish them every success and to the listening audience countless hours of new listening enjoyment.

See your GE Radio Dealer and have him demonstrate the moderately priced FM receiver.

CANADIAN GENERAL ELECTRIC CO., LIMITED

HEAD OFFICE

TORONTO