

# CJCG Broadcasting Station of The Free Press is Signing Off—For Good

The last broadcast of the Free Press will be Saturday noon. Commencing next week, radio broadcasting in the city of Winnipeg will be the exclusive function of the Manitoba Government Telephones, which is now fully equipped for the work.

First intimation that the Winnipeg newspapers were closing down their broadcasting stations was given by radio on Tuesday evening. The message broadcast to the radio world told the whole story as follows:

"We have some important news for you. Some of you may not consider it good news. The Free Press will give its last radio concert next Thursday night. It will then retire permanently from the broadcasting field.

"But don't be downhearted. The news is not as bad as it looks. It does not mean that you will have to put your receiving sets in cold storage and that the good days of radio concerts are a thing of the past.

"The newspapers are going out of the broadcasting business, but the Manitoba Government Telephones are coming in. They are coming in in a big way, too. They have one of the very finest broadcasting equipments on the continent. They will give you programmes similar to those you have been getting from the newspapers. They may not pound the ether quite as hard as the newspapers have been pounding it, but their programmes will lack nothing in quality.

"Some of you may not be sorry if broadcasting is somewhat less frequent than it used to be. We have had many complaints that the Winnipeg stations 'hogged' the ether. So much so, that it has been difficult to listen in to broadcasting sta-

tions in other parts of Canada and in the United States. We believe the Manitoba Government Telephones will be more merciful. They assure us that they will provide entertaining concerts and news bulletins much along the lines that the newspapers have provided. They will make their announcements in the newspapers, informing you in advance of their concerts and other programmes.

"The newspapers felt that one high-power broadcasting station is adequate for any city. In that spirit they are retiring from the field. We feel that you will be entirely safe in the hands of the Manitoba Government Telephones, and that you will lack nothing in the way of information and entertainment by reason of the fact that you will be served by only one station instead of two.

"We do not wish to convey the impression that the Manitoba Government Telephones have forced us out of radio broadcasting. They do feel, however, that transmission via the ether wave is next door neighbor to transmission by wire; that it is a natural development of communication by telephone, and should therefore be their concern rather than that of the newspapers. In that point of view we cheerfully concur.

"We feel that we have done our duty in demonstrating to our readers the truly marvelous powers and potentialities of radio broadcasting. We have carried on this demonstration for nearly a year. While we part most reluctantly from our big family of radio friends, we feel it is the right thing to do since the Manitoba Government Telephones have assumed the responsibility of carrying on where we leave off. We will give you a final word of farewell on Saturday."