

Private commercial stations may be used only for the handling of messages relative to the private business of the licensee.

Section 3.—The Canadian Broadcasting Corporation*

The Canadian Broadcasting Corporation, operating the first nationally owned broadcasting system in North America, marked its tenth anniversary on Nov. 2, 1946. The following article gives a picture of the history and development of the CBC during those ten years, while the subsections following the article cover in more detail the administration, present operations and finances of the Corporation.

HISTORY AND DEVELOPMENT OF THE CANADIAN BROADCASTING CORPORATION

The organization of a national radio system in Canada was based on the conditioning factors of the Dominion's vast territory, its two official languages, its often widely separated communities, and the varying interests and cultural background of its people. In the early 1920's, there was a tendency to concentrate radio stations in the large urban centres, with the result that much of Canada's rural population was not able to enjoy the new medium of entertainment and information.

Established by Parliament in 1936, to succeed the Canadian Radio Broadcasting Commission formed in 1932, the Canadian Broadcasting Corporation was instructed to build a chain of high-power stations across Canada in order to serve as many Canadians as possible. The Corporation was designed to operate in the public interest, as provided for under the Canadian Broadcasting Act, 1936. The revenue is derived from an annual licence fee of \$2.50 paid by listeners, together with revenue from commercially sponsored programs.

When the CBC began operating in 1936, network broadcasting was being carried on for six hours daily, and only about 60 p.c. of the population was being reached. With instructions from Parliament to proceed as rapidly as possible with a plan for national coverage, the Board of Governors of the newly formed CBC called on its engineering staff for technical surveys and recommendations for improving national radio service. A comprehensive plan was drawn up, and the CBC began at once to expand the publicly owned broadcasting facilities. Among the projects which have been completed are the following: 50,000-watt stations at Montreal, Que., Toronto, Ont., Sackville, N.B., and Watrous, Sask.; an increase in power to 5,000 watts at CBR, Vancouver, B.C.; new 5,000-watt transmitters for CBM, Montreal, and CJBC, Toronto; and the establishment of CBC stations at Quebec city and Chicoutimi, Que., and Halifax, N.S. In addition, CBC engineers have designed special low-power relay transmitters, which operate almost automatically at isolated points along the CBC network in the interior of British Columbia, in northern Ontario and in New Brunswick. Though the work on the plan for national coverage was brought to a virtual standstill during the war years, it has since been resumed with the building of a 50,000-watt station in Alberta. Another is scheduled to be built in Manitoba. The power of CJBC, Toronto, is to be increased to 50,000 watts, and the power of stations at Halifax, N.S., Chicoutimi, Montreal and Quebec city, Que., Ottawa, Ont., and Vancouver, B.C., is also to be increased.

* Prepared under the direction of Dr. Augustin Frigon, C.M.G., General Manager, Canadian Broadcasting Corporation.