

# 2 New Radio Stations Sought In Montreal

OTTAWA (CP) — The Board of Broadcast Governors Tuesday heard applications for two new radio stations in the Montreal area.

Raphael Pirro asked for a licence to operate a 10,000-watts French radio station in Montreal, at 1410 on the dial. Programming of the station would be directed specifically to women listeners.

The second application, by George S. Mooney, was for a 5,000 watts English-language station at 1570 on the dial, in the Montreal suburb of Dorval.

An existing Montreal station, CJMS, asked for a daytime power increase from 5,000 watts to 10,000 watts. Night-time power would remain at 5,000 watts.

Mr. Pirro and his group applied earlier this year for a licence to operate a station broadcasting exclusively in foreign languages.

### DROP ORIGINAL

He said he dropped his original proposal after public reaction against it and after receiving legal advice expressing doubt that such a licence could be issued under the terms of the Broadcasting Act which states that licences may be for French or English-language outlets or for bilingual stations.

Mr. Pirro's counsel, William Tetley, said his client has no intention now of broadcasting in foreign languages.

Corey Thompson, manager of CKVL Verdun, Que., expressed opposition to the application on the ground that he doubts such a station would appeal to women.

He said the proposed station is "grossly under-capitalized."

Mr. Tetley said shareholders in the company are prepared to put in \$100,000 cash the day the licence is granted.

Claude Richardson, counsel for Mr. Mooney's group, said the proposed Dorval station would serve some 125,000 residents of the lakeshore area.

### NO MERGER

Mr. Richardson referred to the fact that when the Mooney application was before the board last summer, board member Emlyn Davies of Toronto had suggested a merger with a rival applicant, Gerald Duffy, who is seeking a 1,000-watt outlet in Pointe Claire, Que., adjacent to Dorval.

Mr. Mooney had offered to discuss a merger, but Ruston B. Lamb, counsel for Mr. Duffy, said his group had no intention of merging with Mr. Mooney's.

Mr. Lamb suggested the more powerful station in Dorval would become a metropolitan, whereas the outlet in Pointe, with a lower power, would serve only the lakeshore community.

Mr. Mooney told the board he would try to serve the lakeshore only. He would not compete for the Montreal market, though he would not turn down advertising from Montreal.

Mr. Thompson said there is a

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## WELLINGTON

Mrs. Blanche McNally and daughter Diana, returned to their home in New Glasgow, N.S. after visiting Mrs. McNally's mother, Mrs. E.J. MacDonald and her brother Hubert MacDonald.

Members of the Altar Society held their monthly meeting at the home of Mrs. Irene Arsenault with 19 members in attendance.

Reports were read and new committees were chosen. Members were asked to prepare a box of clothing for the refugees. A vote of thanks was tendered Mrs. Willie Arsenault for her interesting reading. Mrs. Willie Arsenault invited the members to her home for the next meeting. The meeting then closed and a delicious chicken "fritot" served by the hostess.

Mr. and Mrs. Fidele Arsenault, Quebec, recently visited Mr. and Mrs. Joseph Saindan of Labelle, Quebec, Mrs. Aldona Lalonde, and Miss Rose Anna Arsenault of Aroca, Quebec, spent a week visiting at the home of Mr. and Mrs. Etienne Arsenault.

Mr. Armand Arsenault has returned home after visiting for some time with relatives in Arvida, Quebec, and while there he attended the wedding of his niece Miss Belle Lalonde.

Miss Tina Gallant, Summerside is visiting at the home of Mr. and Mrs. Pacific Gallant.

Miss Louise Arsenault of Valleyfield, Quebec, has returned home where she will take up her work in teaching after visiting relatives and friends here.

Mr. and Mrs. Albenie Arsenault had as recent visitors, Mr. Raphael Arsenault and Mrs. Arsenault of Moncton, also Mrs. Jacqueline Gaudet, Brachol, N.B., and Mrs. Mary Lowe of Saint John, N.B.

Mrs. Fidele Gallant, Summerside, Mr. Omer Perry, Moncton, recently visited Mr. and Mrs. William J. Arsenault, St. Gilbert.

Mr. and Ms. Felix Arsenault was visited by Mr. and Mrs. Johnny Gallant, St. Eleanors.

Mrs. Sophie Gaudet and Mr. and Mrs. Abdon Gaudet have moved to the home of Mrs. Emily Gallant and family of Richmond for the winter months.

Mrs. Madeline Gallant of Wellington again celebrated a birthday on September 8th and this time her 95th. This active elderly lady is Wellington's oldest resident. Friends and relatives called to extend good wishes.

Mr. and Mrs. Eldon Barlow, St. Eleanors, visited in this vicinity on Sunday.

Mr. and Mrs. Horace Bryanton of Kensington visited in this vicinity on Labor Day.

Mr. Burfield MacCausland of Charlottetown, recently visited his brother, Fred of this place.

Mr. Bruce Conrad spent the weekend with his wife and family, returning to his employment in Charlottetown on Monday.

Mr. and Mrs. Nelson Ryder and Mrs. John Black of Ross' B.M. and family recently visited Mr. Corner.

pressing need for a lakeshore station.

In reply to Mr. Lamb, Mr. Mooney said 5,000 watts was needed to give adequate coverage because of his choice of frequency—1570 on the dial.

### DEEP WATERS

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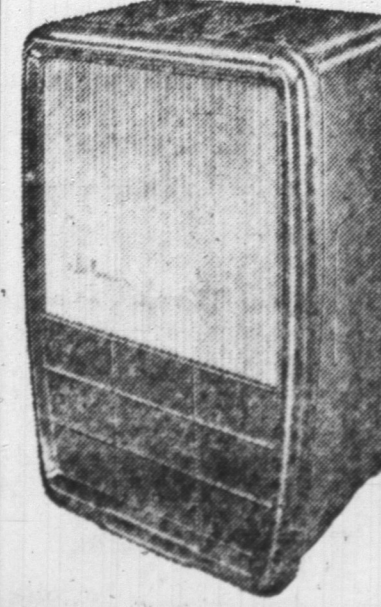
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