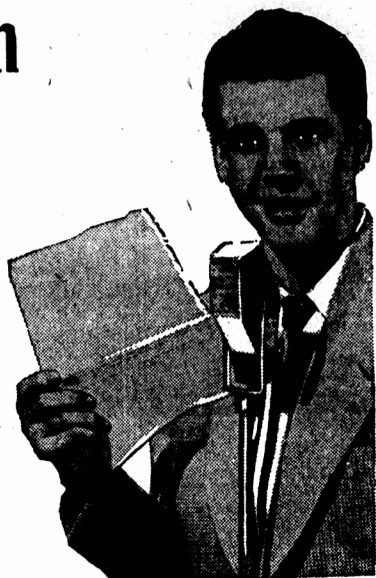


# CJRW Officially "On The Air" Tomorrow

## This Is Radio Station "CJRW"

The Gulf Broadcasting Company Ltd. cordially invite you to set your radio dial at 1240 K.C., Wednesday night for the formal opening and future listening of our broadcasting activities, serving the Maritime Provinces from Summerside, Prince Edward Island.



### GULF BROADCASTING COMPANY LIMITED

Summerside P. E. I.

#### STUDIOS AND EQUIPMENT

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Radio Library. The transcription is flexible and tough while a record is stiff and brittle. A scratch ruins a record; it doesn't dent a transcription. A dropped record is a total loss. A dropped transcription is picked up, dusted off, put on the player or back in its covering envelope as the case may be. Transcriptions are light as the proverbial feather, translucent and pleasing to the eye, tinted as they are in soft ambers and reds. Despite their 16 inch diameter, one with ten selections, five to a side, occupies less room than one phonograph record and holds as much music as five records. CJRW has a large library of transcriptions which will entertain Maritime listeners for time to come.

#### Master Control Room

In CJRW's control room all programs are carefully adjusted and monitored. The many dials, switches and plugs, indicator lights and meters, all have a special meaning to the highly qualified operator who is in charge of this nerve centre of radio broadcasting. The turntables in the control room are 16 inches in diameter and revolve at two exact speeds—78 revolutions per minute for phonograph records and 33 1-3 revolutions per minute for the larger transcriptions, which are used exclusively for radio broadcasting. These require the highest degree of accuracy in speed to faithfully reproduce the original sounds as they are recorded. Pounding through a teletype machine at the rate of 60 words per



TRANSMITTER BUILDING AND TOWER

minute news of the world from the wires of British United Press is brought to CJRW's listening audience at regular intervals. Local news too is also played up by the station's newscasters.

One of the most vital services of broadcasting organizations is to present the news fairly and truthfully, completely and in a suitable manner. A fifteen minute broadcast

requires in the vicinity of 2,000 words. Into this, for a night news-cast must be compressed the most important events of the day all over the world.

#### Official Opening

CJRW will go on the air officially this coming Wednesday. The station management is making exten-

sive plans for giving their listeners the best types of programs available. It is their intention to have programs to suit the whims and fancies of the most discriminating males and females the Maritimes over. Tune in, relax and join with CJRW's listeners in enjoying the wide range of programs presented for your listening pleasure.—S.

Our Best Wishes for successful broadcasting to  
**Radio Station CJRW**  
on the occasion of its official opening  
**CAPITOL THEATRE and BOWLING ALLEYS**

Congratulations and Best Wishes for a successful career on the air to  
**Station CJRW**  
**SIMMONS & MacFARLANE**  
Summerside

Congratulations to radio station  
**CJRW**  
on its first official birthday  
**DR. A. R. GRANT**

Congratulations to Gulf Broadcasting Co. Ltd. and  
**CJRW**  
On their first official broadcast  
**OLYMPIA ICE CREAM CO.**  
Summerside

We extend our Congratulations to the organizers of  
**CJRW**  
and  
**GULF BROADCASTING CO. LTD.**  
and we feel sure that this new station will make an important contribution to the life of the community.  
We are proud to have been associated with this achievement by having handled the plumbing installations for the studio and transmitter building.  
**R. T. MORRISON CO.**  
SUMMERSIDE CHARLOTTETOWN  
NEW GLASGOW, N. S.

Our sincere congratulations to radio station  
**CJRW**  
and to  
**Gulf Broadcasting Co. Ltd.**  
on its formal entrance to the airways of the Maritime Provinces.  
May it have a successful career.  
**MORRISON & MacRAE LTD.**  
Summerside

My compliments to station  
**CJRW**  
and to  
Gulf Broadcasting Co. Ltd.  
on their official opening  
**DR. R. L. NOONAN**  
Summerside

**WRIGHT AND BELL LTD.**  
are pleased to join in extending a welcome to  
Radio Station  
**CJRW**  
and to wish it every success as the voice of Summerside on the air. We know it will be a credit to the town and community.  
**WRIGHT AND BELL LTD.**  
are pleased to have been associated with this venture, having been responsible for the wiring and electrical installations.

A RADIO STATION WILL BE A DISTINCT ASSET TO SUMMERSIDE AND THE SURROUNDING AREA.  
We extend our Heartiest CONGRATULATIONS to Station  
**CJRW**  
The complete heating systems in both the Studio and Transmitter Building were installed by  
**THOMAS JOHNSTON CO.**  
SUMMERSIDE

CONGRATULATIONS TO  
**GULF BROADCASTING CO. LTD.**  
and  
**CJRW**  
We wish every success to this new business venture and we feel sure that success will be achieved. Summerside can be proud of the initiative and planning ability of its sponsors.  
**MARTIN-SENOUR Paints** were used throughout in the painting and decorating of the Studio and Transmitter Building and were supplied by  
**THE SUMMERSIDE. HARDWARE CO.**