

# New Radio Station Opens At Summerside

Congratulations to  
**CJR W**  
on its official opening  
**A. G. ROGERS**  
Summerside  
Radios and Home Appliances

Our heartiest congratulations to  
**Gulf Broadcasting Co. Ltd.**  
on the day of their first official broadcast  
and best wishes for the future  
**RALPH CALLBECK & COMPANY**  
General Merchant Central Bedeque

May we extend a sincere welcome  
to  
**CJR W**  
on its official birthday  
**DUNK RIVER DAIRYING COMPANY**  
Central Bedeque

May  
**CJR W**  
Have a successful career as the  
Voice of Summerside on the air  
**HYNDMAN & CO.**  
Allison MacLean  
District Manager Summerside

Radio Station  
**CJR W**  
makes its bow to the public tomorrow  
May it have every success  
**PRINCE EDWARD ISLAND BAG CO. LTD.**  
Summerside

We extend our  
compliments  
and best wishes for the future to  
**Station CJR W**  
**RELIABLE MOTORS**  
Water Street Summerside

Compliments to  
**Gulf Broadcasting Co. Ltd.**  
and  
**Station CJR W**  
**T. E. HICKEY, C.A.**  
Summerside

Congratulations are certainly in  
order to the promoters and man-  
agement of Summerside's new  
**Radio Station**  
**CJR W**  
I am proud to have played a part  
in the establishment of this new  
broadcasting station, having sup-  
plied most of the plumbing fix-  
tures for both buildings.  
**FRANK HUESTIS**  
SUMMERSIDE

## Studios And Equipment Are Most Modern

Ultra-modern in every respect Summerside's new radio station CJRW will officially hit the air waves Wednesday. Managed by A. G. Rogers and operating on a frequency of 1240 Kilocycles the new station has already proven that it has an excellent coverage during broadcasting tests made the past few days.

The studios located in the Lidstone Building, Water Street, are designed to meet the exacting requirements demanded for efficient transmission. The largest studio — "A" is ideally suited in respect to area and height for programs featuring orchestras and shows requiring an audience. Studio "B" is also generously proportioned and will be used for many types of broadcast. The smallest, "C" is conveniently sized for commentaries, newscasts and speeches. The studios are centered around the control room with reception room and offices adjoining.

In addition to the attention given to the detail of proper acoustics considerable time was spent on the insulating of the studios against vibration and sounds from other parts of the building.

Located in the vicinity of Reads Corner just outside the town limits is the building erected to house the transmitting facilities. A few yards distant is the transmission tower which jabs skyward some 200 feet. 12 gigantic guywires stretch from the centre to cement anchors which are planted below the surface.

All that the eye sees at CJRW's transmitter station on the broad flat land at Reads corner is only a small part of what it takes to give broadcast clarity. Eight miles of upper wire have been plowed underground, like spokes on a wheel, radiating in all the degrees of the circle and extending farther in distance than the tower rises. This wire can be compared to a mirror reflecting light, and gives stronger transmission with improved clarity.

Along with Mr. Rogers, are the following staff members: Program director — Leonard C. Dunfield; Announcer — Bob Schurman; Control operators — Lowell Huestis and Douglas Ferguson; Record Librarian — Theresa Arsenault; Traffic Superintendent — Lois McDonald; Radio News — D. C. Rogers; Transmitter operator — Vivian Dunfield.

### Frequency

The frequency on which CJRW broadcasts never changes, never varies a fraction of a point. Every broadcasting station is allotted a frequency by the Department of Transport. There are usually several stations, however, occupying the same frequency, but they are situated far enough apart that no two stations will interfere with one another.

At 1240, where CJRW is heard, for instance, there are some other stations, but most of them are a considerable distance from CJRW and do not conflict with the transmission of CJRW programs.

### Transcriptions

People accustomed to handling phonograph records would watch with amazement the casual way transcriptions are handled in a

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### Professional Cards

**T. Earle Hickey**  
Chartered Accountant  
Office at  
15 Granville Street  
Phone 575  
SUMMERSIDE

**E. E. Parkman,**  
Opt.D., R.O.  
OPTOMETRIST  
Eyes Examined  
Glasses Fitted  
Visual Training Given  
REGENT THEATRE BLDG.  
Summer St., Summerside

**B. F. Hunter, R.O.**  
OPTOMETRIST  
Complete Visual Analyses  
Glasses Fitted  
SMALLMAN'S BUILDING  
Summerside, P.E.I.  
PHONE 766

**INSURANCE**  
ALL LINES  
**RALPH MUTTART**  
Summerside



TRANSMITTER EQUIPMENT

Best Wishes for the success of  
**Station CJR W**  
On the airways  
**FOLEY'S DRUG STORE**  
Summerside

Congratulations to  
**CJR W**  
on its official opening  
**CROYDON HOUSE**  
Tourist Home Ottawa R. B. Duncan, Prop.

## M. F. SCHURMAN COMPANY LIMITED

GENERAL CONTRACTORS AND BUILDING SUPPLIES

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Prince Edward Island's  
Most Complete  
Building Service

GENERAL CONTRACTORS FOR  
TRANSMITTER BUILDING AND STUDIOS

# CJR W

SUMMERSIDE

We are proud to have had the opportunity of designing and building the new radio station.

CJR W constitutes a new milestone in the progress and development of Summerside. We congratulate the shareholders and directors of Gulf Broadcasting Co. Ltd. for their enterprise in establishing a community radio station to serve Summerside and the surrounding districts. Truly a civic project!

SERVING PRINCE EDWARD ISLAND FOR 50 YEARS