

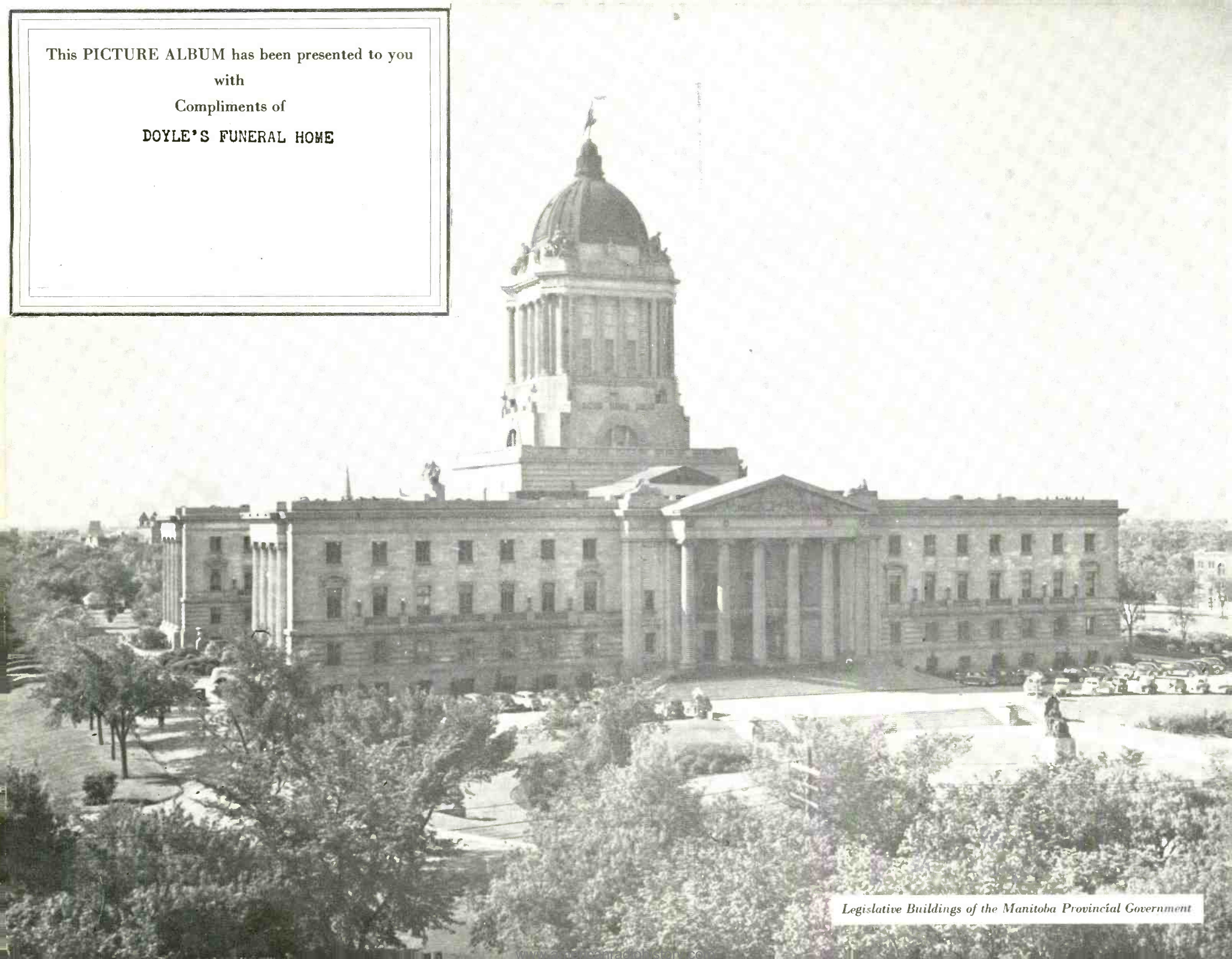


CKRC

RADIO ALBUM

5000 WATTS - 630 kc

This PICTURE ALBUM has been presented to you
with
Compliments of
DOYLE'S FUNERAL HOME



Legislative Buildings of the Manitoba Provincial Government

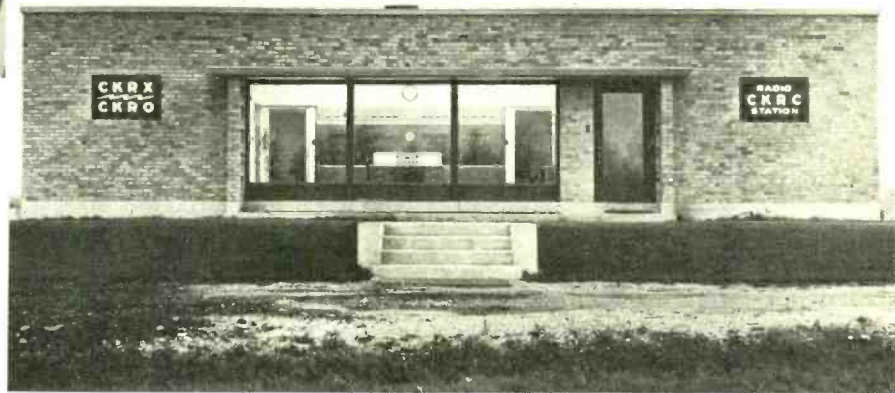
Welcome to CKRC in Winnipeg



MISS NANTON, CKRC's friendly receptionist and switchboard operator is the first to greet visitors to the studios which are located in the Free Press Building.

The transmitter and towers of CKRC, and short-wave stations CKRX and CKRO are located on St. Mary's Road in St. Vital, from which point the programs are conveyed to the people of Manitoba.

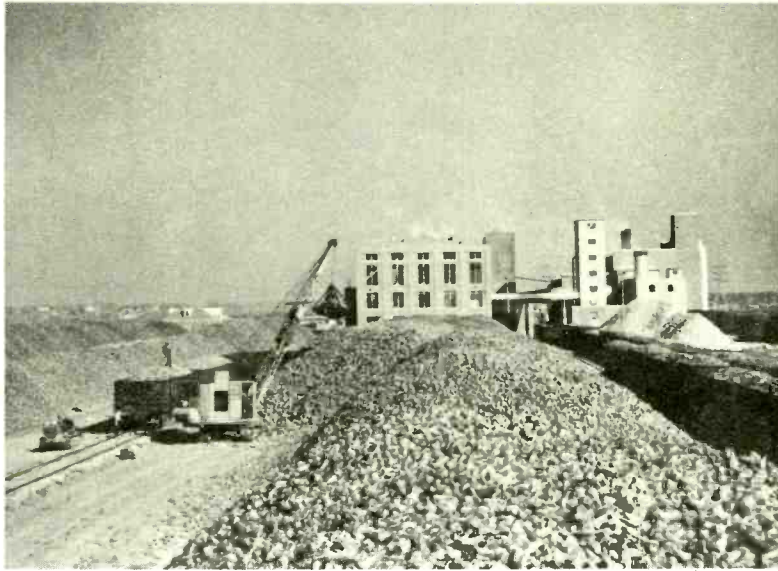
Transmitter equipment was seriously threatened and partially damaged by the raging Red River during Manitoba's flood of 1950. The high water mark can be seen on the building as the flood water recedes.



\$20.00

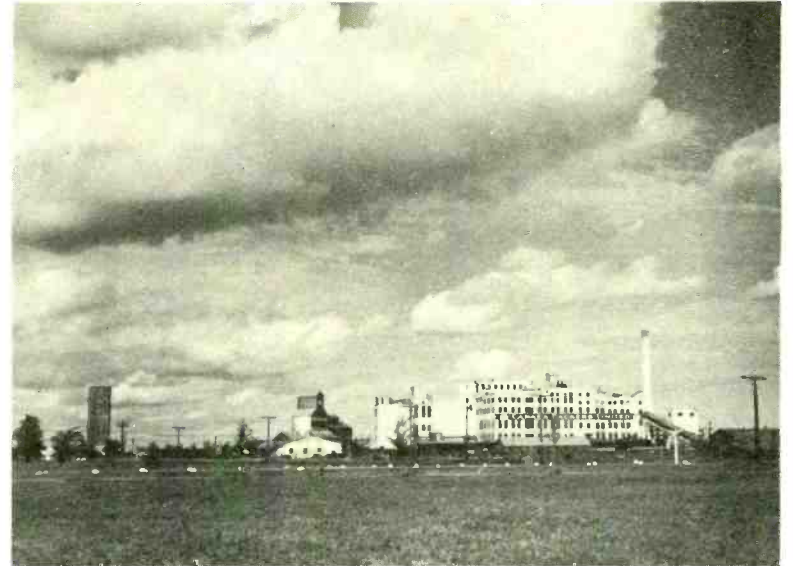
ZMB1124

I
N
D
U
S
T
R
Y



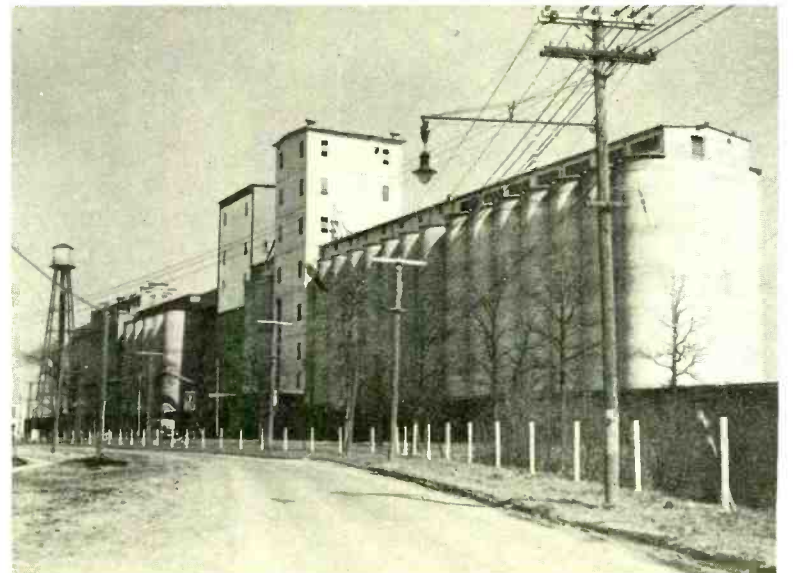
The Sugar Beet Industry in Manitoba is a growing off shoot of the Province's varied agricultural program. Shown are mountains of beets awaiting processing at the refinery in Fort Garry.

The growth of Manitoba's Agricultural Industry is reflected in the extensive development of its related industries. Christie Brown & Company Ltd., biscuit manufacturers, is one of these.



The Packing Industry with its millions of dollars invested in plants and equipment ranks first in value of production.

Manitoba, a leading producer of agricultural products, places Flour Milling as one of its foremost industries.





WILLIAM A. SPEERS

HISTORY OF CKRC

The History of CKRC goes back to August, 1928, when it operated a two-room studio in the Royal Alexandra Hotel with the call letters CJRW. Its transmitter at that time was two hundred miles away at Fleming, Saskatchewan. In 1933 the transmitter was moved to Winnipeg and licensed to operate at 100 watts with the call letters CJRC! Studio space by that time had grown from two to five hotel rooms and later occupied twelve rooms in the Royal Alexandra. The power was increased to 1000 watts in 1936 and on Boxing Day, 1941, the broadcasting studios were moved to the Free Press Building. The call letters of the station underwent a change two years later in 1943, when they became CKRC. Four years later the power was again increased, this time from 1000 to 5000 watts, with a new transmitter erected in St. Vital.

At its inception, the staff of CKRC consisted of eight people — now, twenty-three years later, the staff totals forty-three.

Mr William A. Speers, Manager of CKRC, has a radio history which almost equals that of the station! He entered the broadcasting field in 1931 as an announcer in Regina, and has been in radio ever since. In the past number of years, he has occupied executive positions in both Eastern and Western Canada. Mr. Speers has been manager of CKRC since September, 1948.

Meet the **MANAGER**

INDUSTRY and COMMERCE

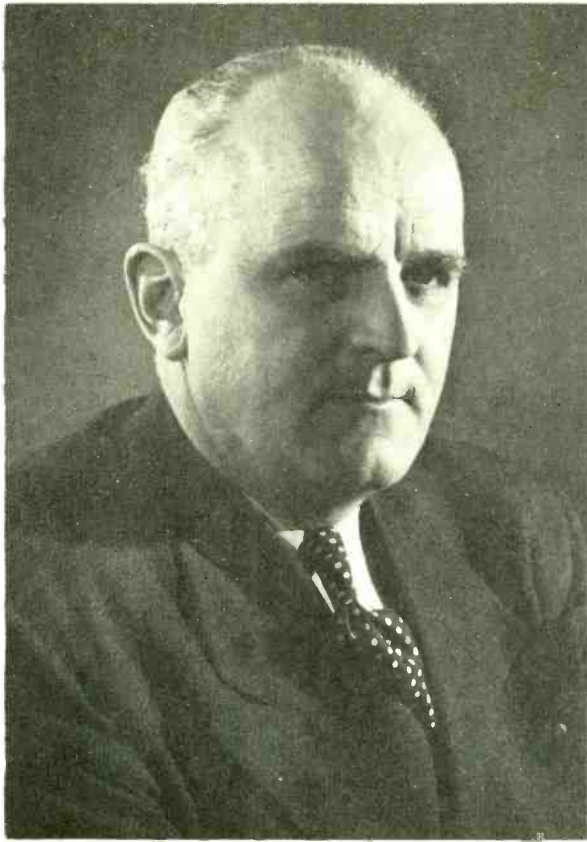


Early trappers played an important part in opening the Manitoba area and the Fur Industry became the Province's first commercial activity. The Honorable J. S. McDiarmid, centre, is shown admiring choice fox pelts.

The Clothing Industry is the Province's third largest manufacturing industry in terms of gross value of production.

Gimli, 57 Miles north of Winnipeg on the west shore of Lake Winnipeg, is typical of Manitoba fishing towns. A section of Gimli's fishing fleet is shown at dock.

Taken from the south-east, this excellent view of Portage Avenue looking westward includes much of Greater Winnipeg's large commercial section.



BRUCE M. PIRIE,
Commercial Manager



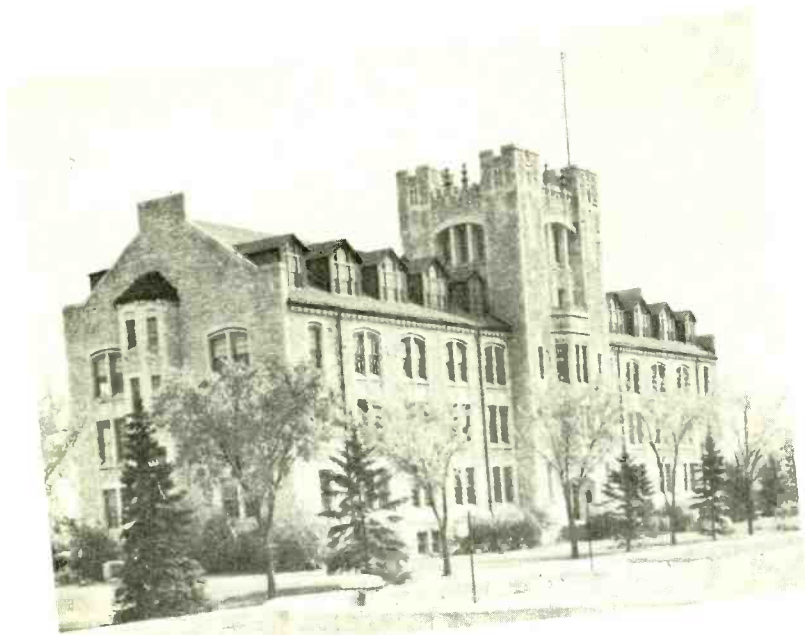
JACK M. HILL,
Production Manager



BERT HOOPER,
Chief Engineer

The Executive Staff

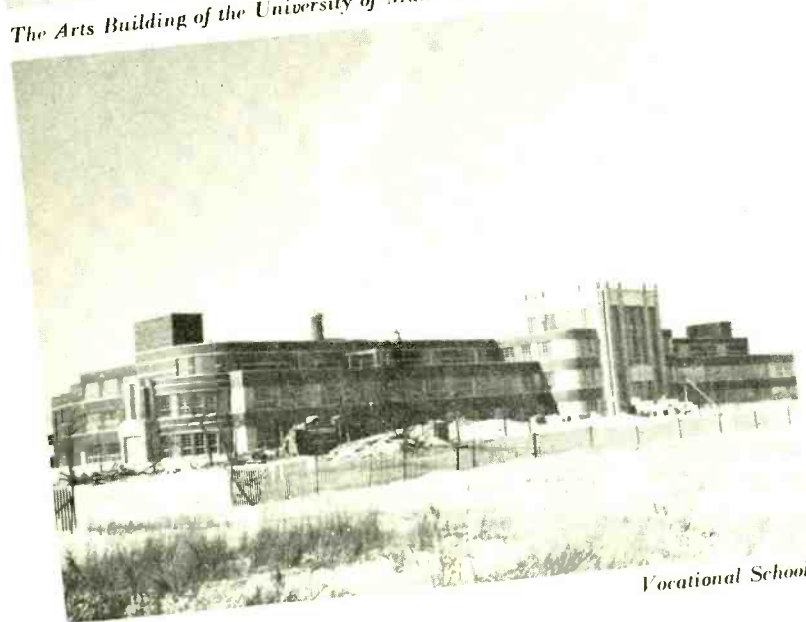
Education...



The Arts Building of the University of Manitoba



The Engineering Building of the University of Manitoba



Vocational School

Some of the finest educational facilities in all of Canada are provided by the University of Manitoba and such specialized institutes as Winnipeg's New Vocational School. The city can also boast of the same high standards in their many public and private schools.



MAURI DESOURDY — Director of Special Services, heads a department that handles CKRC's promotion, advertising and community service work.



BILL WOODFIELD — Accountant. With extensive experience in all phases of broadcasting, Bill combines efficiency and a keen sense of humor in the execution of his duties!



HERB BRITTAIN — A former Winnipeg orchestra leader, brings a wealth of musical knowledge and experience to the position of CKRC's Music Director.



Winnipeg business men have found this sales staff to be well informed and understanding of their radio needs . . . from left to right — JACK COUPER, LORNE MCLEOD and JACK MCRORY.

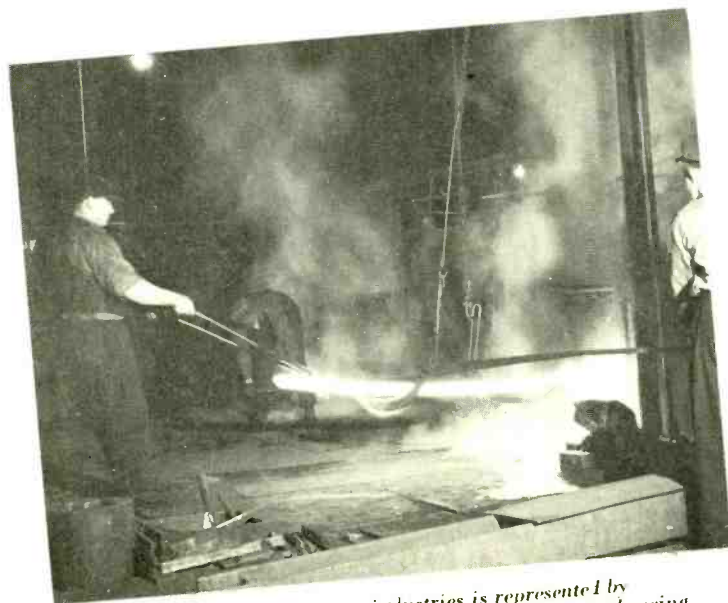
HEAVY INDUSTRY



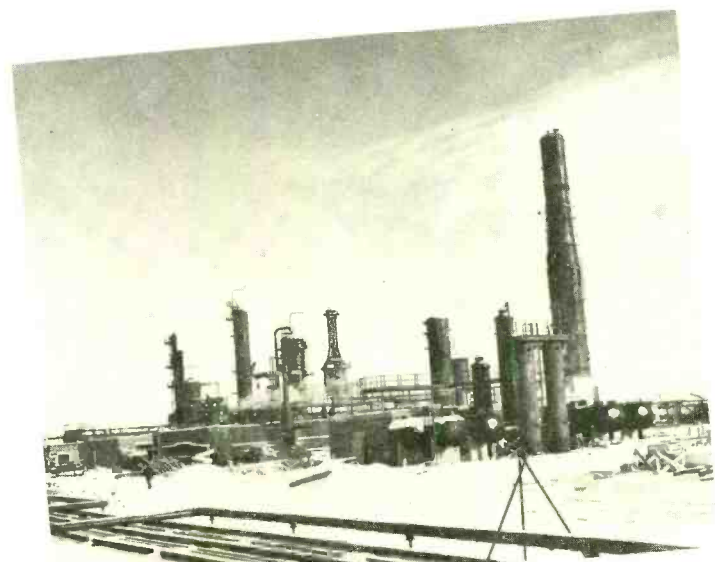
A Dominion Bridge Company heavy crane. Manitoba's heavy industry holds a leading position in the economy of the Province.



Canada Cement Company Plant at Fort Whyte. Manitoba's production of cement is important to the country's industrial picture.



Another of the Province's heavy industries is represented by the Manitoba Rolling Mill Company Limited. Workers drawing steel in this company's mill at Selkirk are shown in the photograph.



Imperial Oil Company Refinery now under construction.



KEITH McCONNELL, Chief Operator



Operators — TERRY COX, KEN GRAY and RALPH HEYWOOD.



Operators — BEV SMALL, DICK SCHOUTEN and BRUCE STEWART.

KEITH McCONNELL, Chief Operator, has been with CKRC since it began operating from its present studios in 1934, although for six of those years Keith was on active service as an Army Captain. He and his staff are responsible for the fine technical supervision of voice and music broadcast over CKRC.



DAVE COUSER, Studio Engineer — is responsible for the maintenance and constant inspection of studio equipment.



JOE GAY



JIM NOAKES



GEORGE VINCENT

Stationed at our St. Vital Transmitter are these men who operate, take readings and service the transmitter equipment which, with 5000 watts of power, carries entertainment into Manitoba homes.

www.americanradiohistory.com

TECHNICALLY SPEAKING

Transportation...



Stevenson Field — No major airport in Canada is in greater proximity to business and financial areas than Stevenson Field in Winnipeg. No other city has an airport which can be so conveniently reached by every form of transportation!



Winnipeg is the natural converging point of all East-West traffic. One of the results of this can be seen in this aerial view of the Canadian Pacific Railway Yards — the largest individually owned and operated in the world.



Numbered among recent civic improvements are the new Trolley Buses which now provide efficient and speedy transportation for the Dominion's fourth largest city!



In relation to transportation, one always thinks of hotel accommodations and in this regard Winnipeg is fortunate in having a wide selection conveniently located throughout the city. The C.N.R. Fort Garry Hotel is one of these. Shown in the accompanying picture is CKRC's Billboard at the right of the hotel.



JOYCE MACINTYRE, secretary to the Manager.



Another member of CKRC's Accounting Department is GLADYS ROST who has been the station's bookkeeper for over ten years.



MARY MEDWAY, in charge of Traffic, prepares the station's daily program schedule and is responsible for the listing of all programs, announcements, etc., that are broadcast over CKRC.



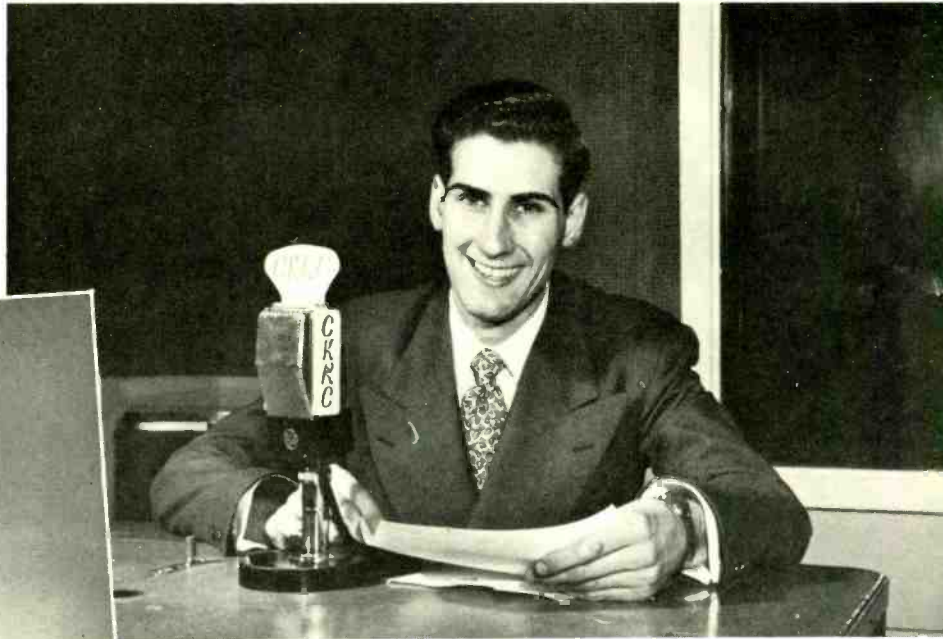
Making up CKRC's secretarial staff are Promotion's ALLISON MCVICAR, Sales' KAY PARKIN and Production's MERRILL HENDERSON.



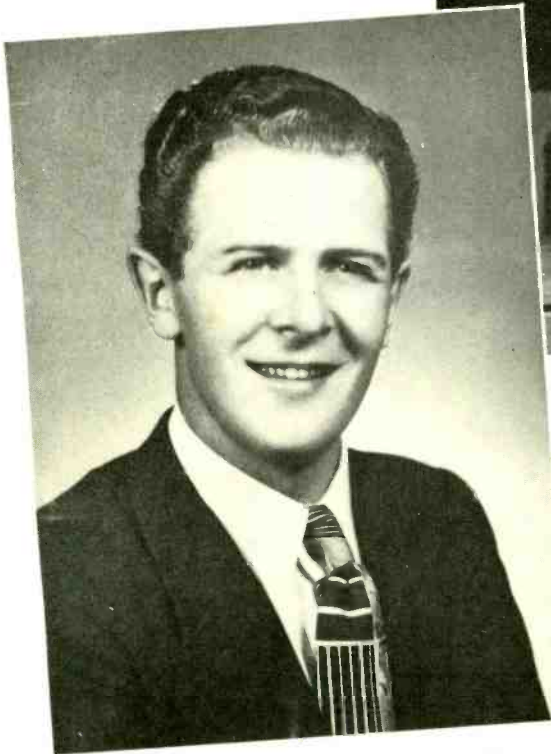
From five to ten p.m., the position of night receptionist and switchboard operator is competently filled by whimsical THELMA THORSTEINSON.

Behind the Scenes...

ANNOUNCING



GEORGE DAWES — was first introduced to radio audiences at the age of twelve on an amateur show in his home town of Saskatoon and joined the staff of CKRC in 1948. Currently heard as the Monarch Money Man, he has handled such special broadcasts as Army Week, the Bay Choir, Industrial Tours and other on-the-spot broadcasts.



AL BLONDAL — a Winnipeg product, began his radio career at CKRC in 1948. Listeners appreciate his easy announcing style each day on the Hit Parade and other programs. Besides his broadcasting abilities, Al is recognized as one of Winnipeg's finest baritone solists.



BILL GUEST — the popularity of "Guest In The House" reflects the daily and untiring efforts of announcer Bill Guest and his pal, "Chasa Chipmunk" who find novel and interesting ways of broadcasting ideas which have captured the attention of Winnipeg and district. His present duties include emcee-ing the Farmer Fiddlers, and being heard on "Pick the Hits" and the "Eddy Arnold Show."

Staff CKRC



BILL WALKER — CKRC's newest personality, recently came to Winnipeg from CKRM, Regina. Bill's early morning show "Walker's Wigwam" has gained him a wide following of enthusiastic listeners. He was twice winner of the Best Male Actor Award in the Dominion Drama Festival — 1947 through 1950 — and a five-time winner of the Best Saskatchewan Actor Award.



AL LOEWEN — a veteran of CKRC's announcing staff, has been broadcasting over Winnipeg air waves for 8 years. His wide range of experience and his pleasant voice make him a versatile and valuable member of this station. Al is heard daily on the "Western Hit Parade" and the telephone quiz "Can You Tell Me?"



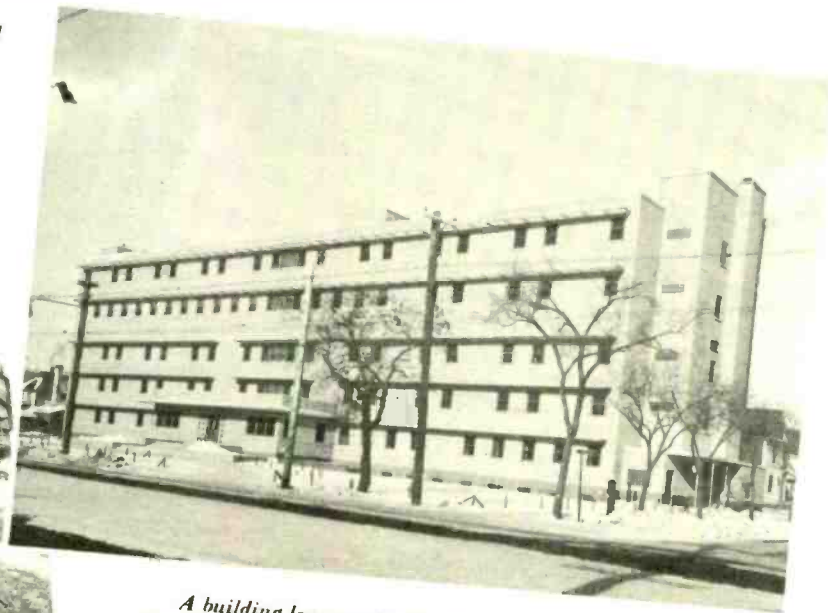
GEORGE KNIGHT — after broadcasting with CKPR, Fort William, and CKSO, Sudbury, is furthering his fine reputation as a broadcaster on such programs as "Vox Pop" and the "Paul Grosney Show." His pleasant informality on Vox Pop interviews has made him a favorite with CKRC listeners everywhere, and his outstanding announcing style is found most enjoyable with the Paul Grosney Show and other programs.



Winnipeg is rapidly becoming known as one of Canada's important medical centres. Typical of many clinics which have sprung up in the city during recent years is the Winnipeg Clinic, completely modern in design and equipment.



The Princess Elizabeth Hospital for communicable diseases is another recently completed building. It was seriously damaged during the 1950 flood, but has since been restored to its original condition.



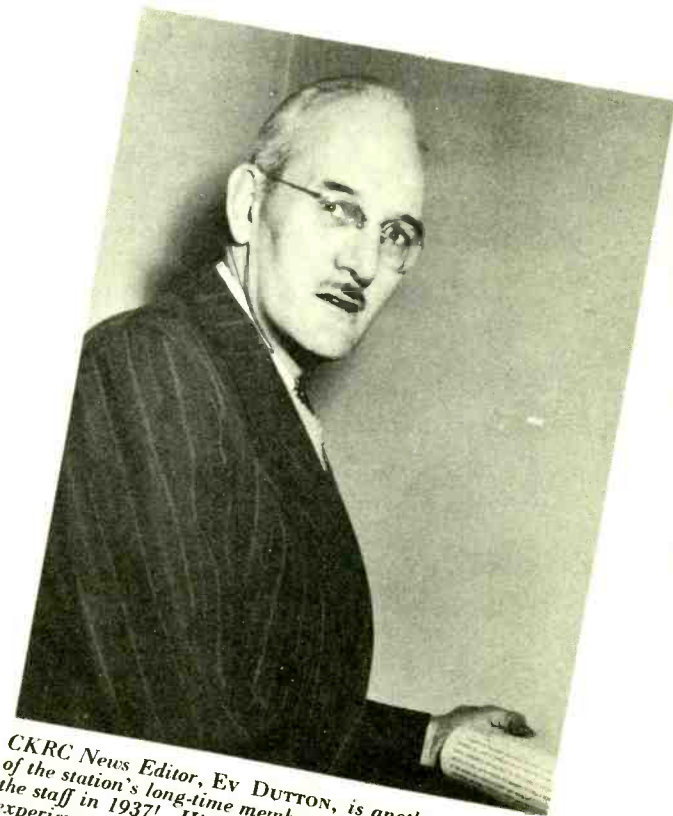
A building long awaited by Winnipeg residents was the new Maternity Pavilion of the Winnipeg General Hospital which was completed in 1950. Situated in the city's west end, this institution is a fine example of Winnipeg's modern medical facilities.



RON ALDERSON joined CKRC as staff pianist after service with the R.C.N.V.R. Soon after his ability as a newsmen was recognized and he now devotes his full time to this field with daily news and sportscasts.



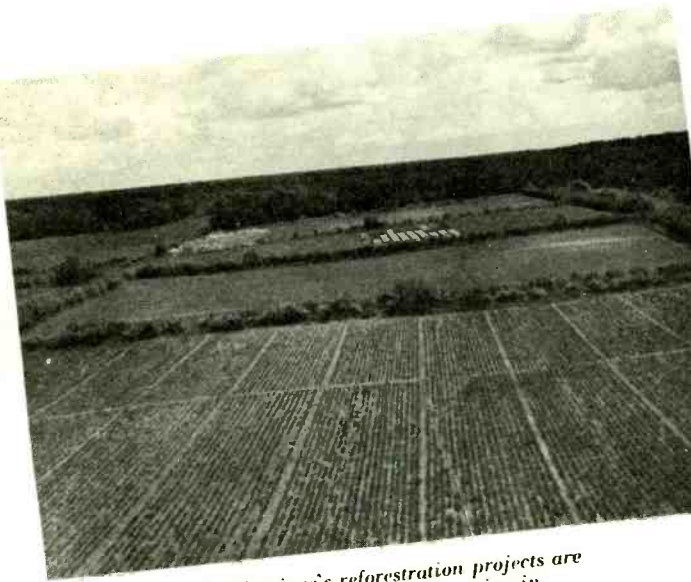
JACK WELLS, Western Canada's leading sportscaster, covers Winnipeg's most important sports events with his descriptive broadcasts and daily summaries. He is known nationally for his play-by-play account of the Grey Cup Football Finals.



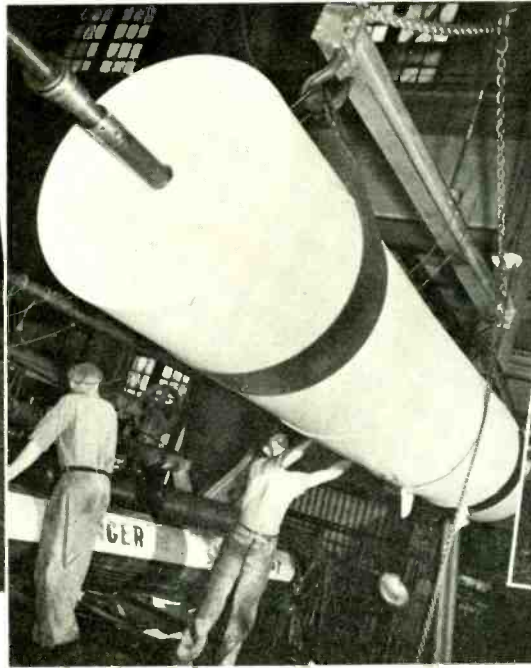
CKRC News Editor, EV DUTTON, is another of the station's long-time members, having joined the staff in 1937! His background of newspaper experience gained in New York, St. Louis and Winnipeg, fits him admirably for his work in editing and reporting the news.

NEWS *and* SPORTS

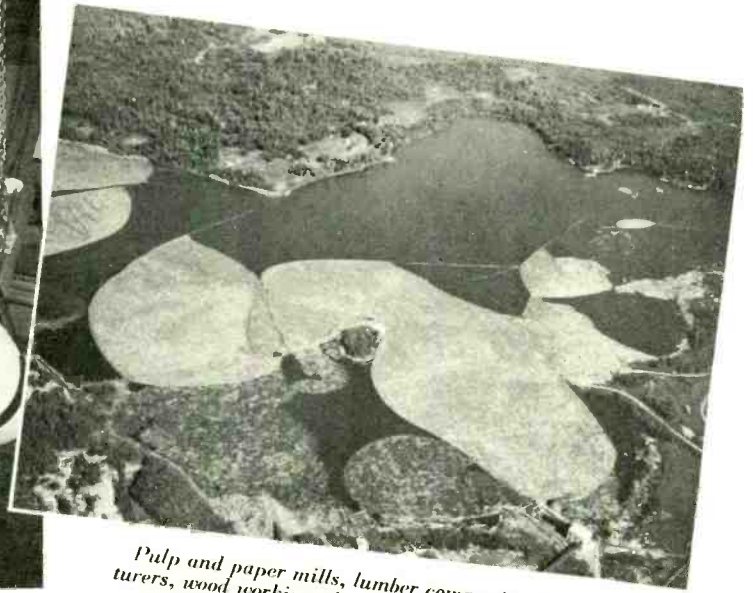
LUMBER, AGRICULTURE and MINING



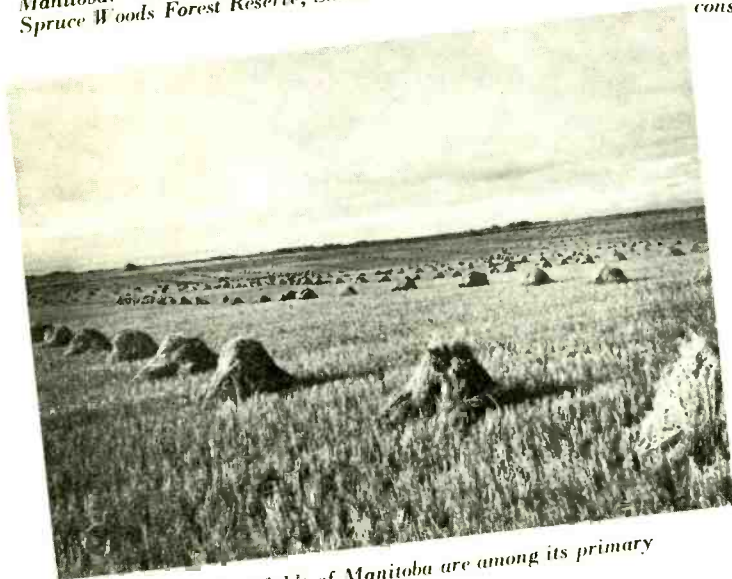
Important in the Province's reforestation projects are the four large forest tree nurseries in operation in Manitoba. An aerial view is shown of one of these at the Spruce Woods Forest Reserve, Shilo.



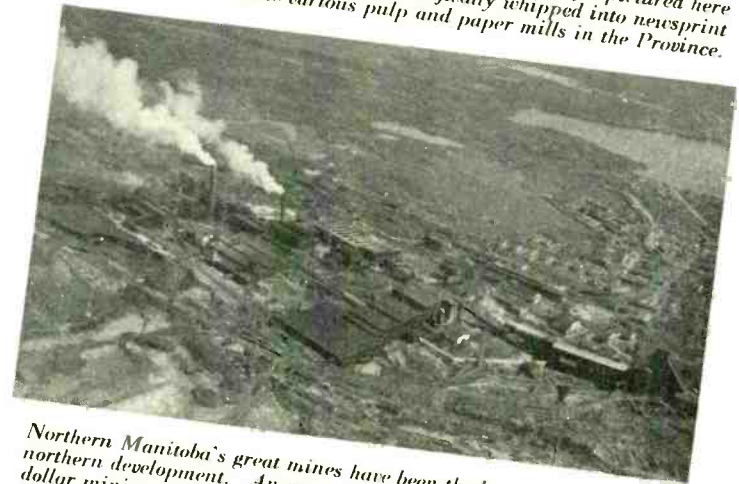
Rolls of newsprint weighing over 1600 pounds are products of our forests and used for home consumption and export.



Pulp and paper mills, lumber companies, box manufacturers, wood working plants and creosoting firms all make sound use of our timber. Pulpwood rafts pictured here from the air are soon scientifically whipped into newsprint at the various pulp and paper mills in the Province.



The golden wheat fields of Manitoba are among its primary sources of wealth.



Northern Manitoba's great mines have been the key to northern development. An example is the fifty million dollar mining plant of the Hudson's Bay Mining and Smelting Company Ltd. which produces copper, zinc, gold, silver and cadmium and supports the vigorous town of Flin Flon shown from the air in the accompanying picture.



Music Librarian TERRY CLARK's extra activities include network commercials on CKRC's daytime serials, radio dramatics and a number of air appearances on various local programs.



CKRC's staff of Continuity Writers are — left to right — RUTH GILL, GORDON WALKER, KEN BARR and RENE HARDY.



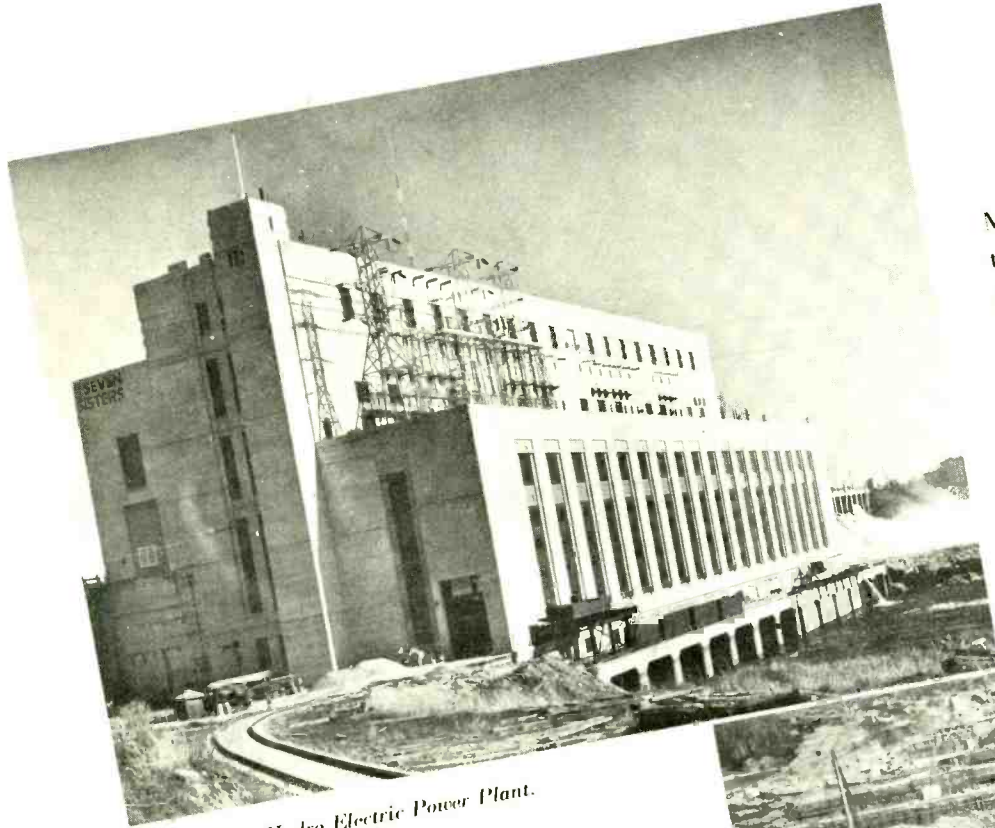
Commissionaire HARRY BROWN. "Sarge" to all the staff, is always on night duty at CKRC. Visitors are given a warm welcome and station tours are conducted in a highly competent fashion by this friendly Scots personality.



KEITH MURRAY, Canada's youngest Continuity Editor, heads a department that is responsible for producing copy that entertains and sells — copy that is fresh and pleasing to our listeners.

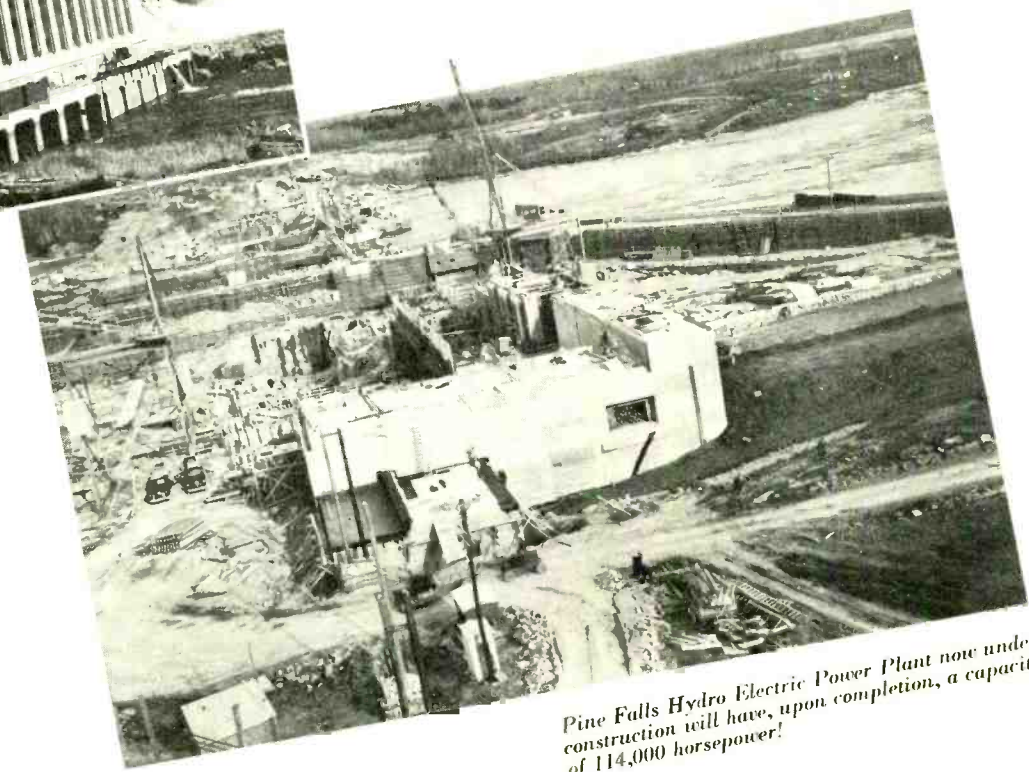
B
E
H
I
N
D
T
H
E
S
C
E
N
E
S

Hydro Electric Power



Seven Sisters Hydro Electric Power Plant.

Manitoba's scenic rivers have been harnessed to provide cheap electric power for use in homes and in industry. Plans for continued expansion of power-making facilities are always under consideration in relation to the ever-increasing needs of industry.



Pine Falls Hydro Electric Power Plant now under construction will have, upon completion, a capacity of 114,000 horsepower!



On the popular afternoon show "GUEST IN THE HOUSE", Host Bill Guest takes a real interest in the problems of the housewife. Bill is always ready and able to oblige the ladies with their favorite tunes or a solution to their house-keeping troubles.



Film comedienne Eve Arden is heard each Sunday as "OUR MISS BROOKS", a high-school English teacher with a penchant for romance!



The beautiful Gisele, Winnipeg-born radio star, is a daily visitor in the Province's radio homes! Her calling card is "Let's Start an Argument."



Originating in NBC's Hollywood studios, DOUBLE OR NOTHING, with Walter O'Keefe as master of ceremonies, is heard Monday through Friday.



George Dawes is the local "MONARCH MONEY MAN" who conducts this telephone quiz Monday thru Friday, dispensing Monarch products and cash prizes to contestants.



Big Chief Bill Walker, holds open teepee in "WALKER'S WIGWAM" each morning, Monday thru Saturday! The Big Chief has a lively early morning show with many a novel touch to start the day off right for all Winnipeggers! Got the kids to check his "Papoose Platter" every morning.

F
A
V
O
R
I
T
E
S

O
N
C
K
R
C

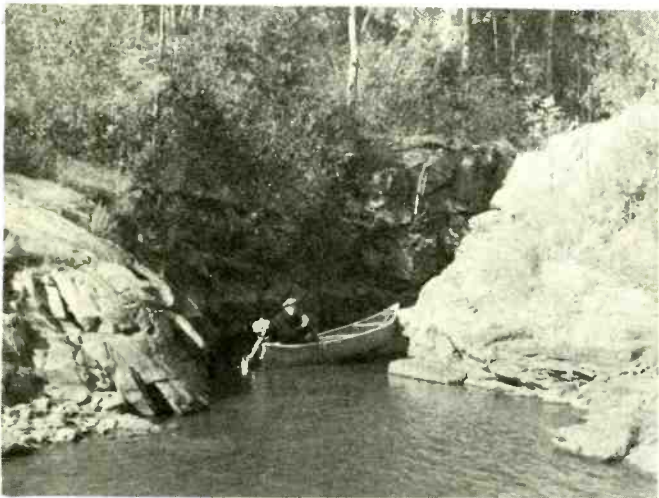
Parks and Recreation in MANITOBA



There are forty-five public parks and squares in Winnipeg, with a total area of 1,062 acres. Of these, Assiniboine Park is the largest, with an area of 290 acres.



Clear Lake Riding Mountain National Park. This park, usually described as one of Canada's prairie playgrounds, is situated in the mid-western part of Manitoba and occupies the broad undulating plateau that forms the summit of Riding Mountain, one of the highest points of the Manitoba escarpment.



In a rugged setting of forest and granite lies Manitoba's Whiteshell Provincial Park, an evergreen playground studded with over two hundred lakes and rivers. The entrance to the Canoe Tunnel at Caddy Lake in the Whiteshell area is shown.



The Seven Oaks Monument marking the spot of the famous Seven Oaks Massacre in West Kildonan.



Lower Fort Garry was a Hudson's Bay Company Trading Post, erected in 1831-39. Still intact, it was known to early Hudson's Bay Company officers, voyageurs and Indians as the Stone Fort.



Paula Stone



"LONESOME GAL" captivates all with her velvet voice and intimate charm!



Ann Sothern as "Maisie."



The increasingly popular western music is brought to rural and urban listeners on CKRC's daily "WESTERN HIT PARADE", featuring Al Loewen.

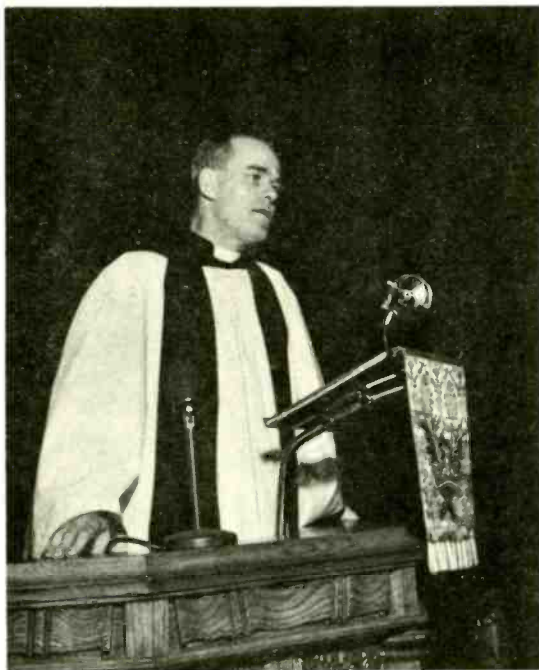


Canada's own Bernie Braden combines his talents with those of international star Gracie Fields to produce "THE GRACIE FIELDS SHOW", a popular favorite with CKRC listeners!



Bringing listeners the top ten tunes for the current week, Al Blondal is heard each Saturday night on Empire Sash and Door's "THE HIT PARADE."

FAVORITES ON CKRC



Rev. J. Burton Thomas

ST. MATTHEW'S CHURCH

It was on Easter Day in 1934 that, as a result of arrangements made by the Rev. Canon George R. Calvert, the first broadcast from St. Matthew's Anglican Church was made by Station CKRC (then CJRC). This event marked the beginning of the long and pleasant association still existing between St. Matthew's and CKRC, an association of which CKRC feels proud and honored to be a part. Since 1935, the regular Sunday morning services from St. Matthew's have continued to be broadcast without interruption. Reverend J. Burton Thomas is now rector of St. Matthew's, having taken Mr. Calvert's place in March, 1949.





"Your Women's Editor — KATE AITKEN" is also distinguished as one of Canada's ten best dressed women!



Freeman Gosden and Charles Correll portray the old favorites, "AMOS 'N ANDY."



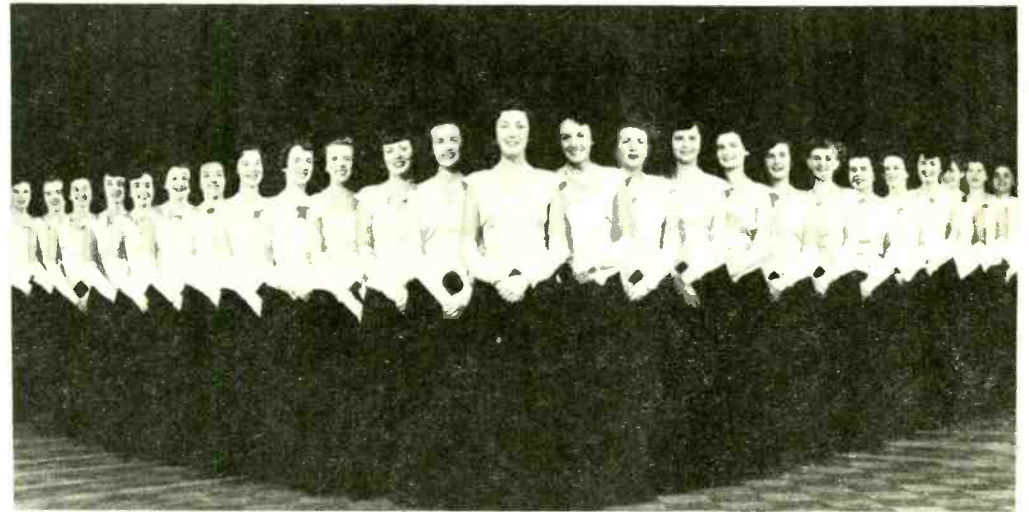
Roy Rogers and Trigger are popular favorites with everyone old and young alike!



Actor William Holden and trumpeter Ziggy Elman appeared together in the dramatic "SUSPENSE" production "Blood on the Trumpet."



"Interesting interviews with interesting people" are conducted on "FOX POP" by George Knight in the lobby of the Marlborough Hotel.



Under the direction of Dr. Leslie Bell are the charming young ladies known as "THE LESLIE BELL SINGERS", heard weekly on "Your Host — CANADIAN GENERAL ELECTRIC."

Favorites on CKRC

Winnipeg Talent



Bill Guest, emcee, joins in the fun with "ART McEWING AND HIS FARMER FIDDLERS" on their weekly broadcast from CKRC's Studios.



The PAUL GROSNEY QUINTET offers a half hour of popular music on their weekly broadcast from CKRC. This group also features vocals by Arch MacDonnell and Maxine Ware.



The Junior Musical Club, heard Saturday mornings is another of CKRC's programs of long standing. It dates its original broadcast back to 1932 and boasts of many artists who "got their start" on this show.



Under the capable direction of Mauri Desourdy, "The Drama Lab" offers excellent instruction in all phases of radio acting. These classes are held in CKRC's Playhouse Studio several nights a week.

Neighbours



City of St. Boniface



Portage La Prairie



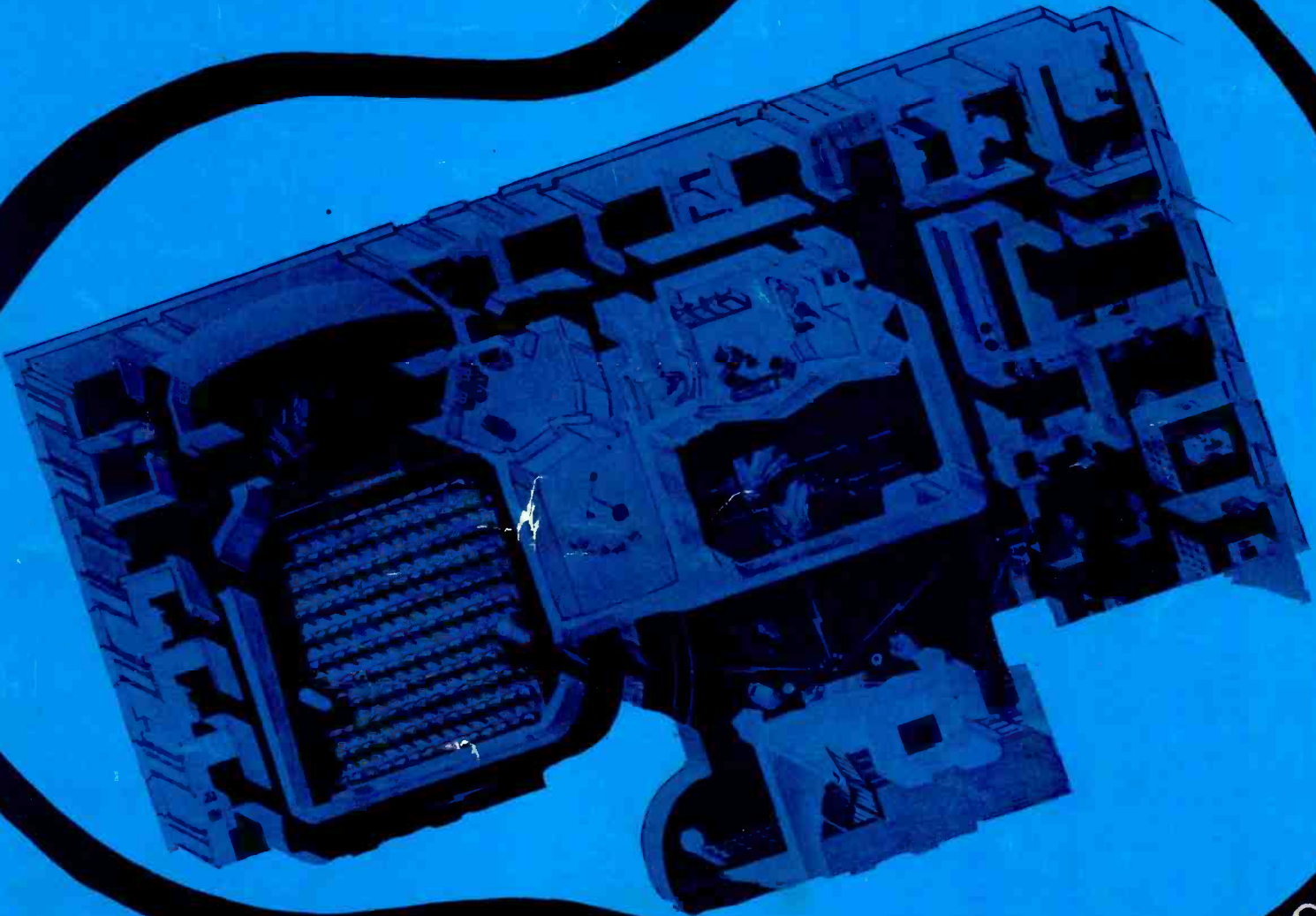
Aerial View of Steinbach



Aerial view of the Town of Teulon.

Product of: AIR ADS. INC. — Peoria, Ill. and Winnipeg, Man.

Photographic Credits: GIBSON PHOTOGRAPHERS — WINNIPEG FREE PRESS — WINNIPEG TRIBUNE — PROVINCE OF MANITOBA
(Bureau of Industrial Development, Bureau of Travel Publicity) — TRANS CANADA AIR LINES
HAROLD WHITE STUDIOS — FREDERIC PERRY PHOTOGRAPHERS



CKRC STUDIOS FLOOR PLAN