

VICTORIA B.C.

CANADA'S MOST BEAUTIFUL CITY



World Radio History

1340
Radio **CKDA** *Album*

This is your city . . . VICTORIA, B.C.

This PICTURE ALBUM has been presented to you
with
Compliments of

BUCKLE SERVICE STATION

Cars washed - Polished - Vacuumed
Hot-touched

Guaranteed check chart lubrication
Batteries - recharges while you wait
Tires - repaired - retreaded - rebuilt
"Four different wheel finishes"

1000 BAY STREET - VICTORIA, B.C.
PHONE Garion 0215 - VICTORIA, B.C.

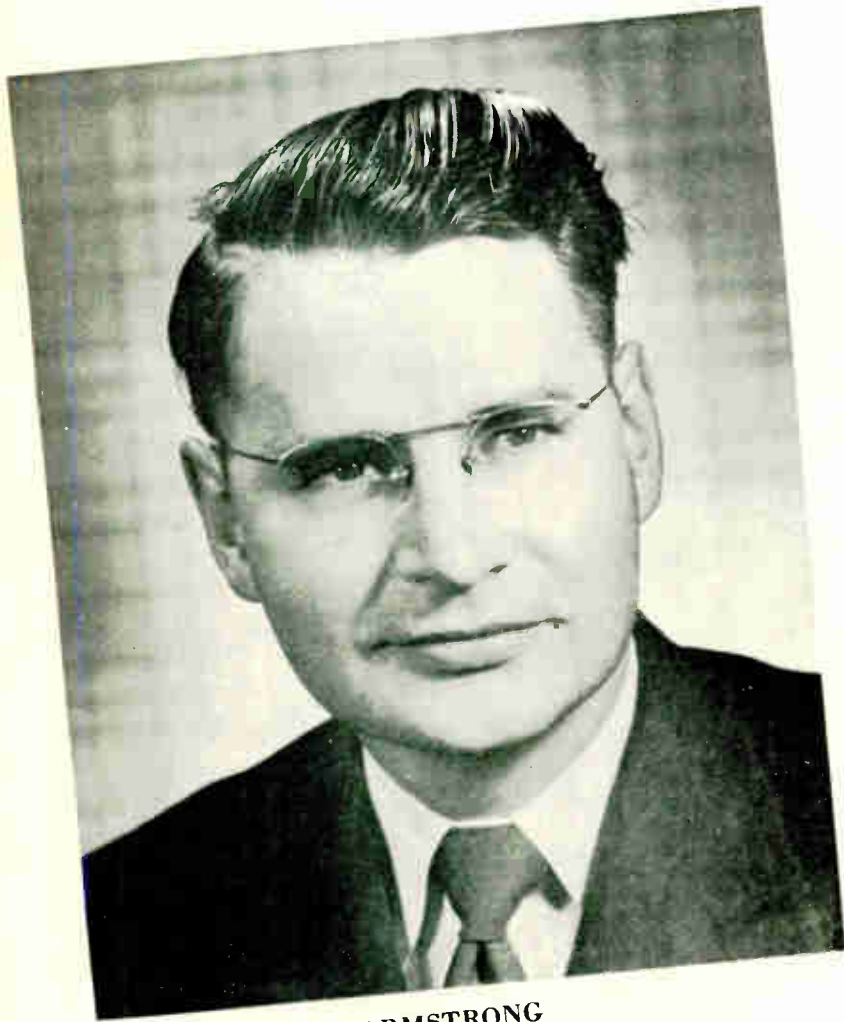


PREMIER BYRON I. JOHNSON



*The Capital Buildings of the Province of British Columbia are situated
in the scenic city of Victoria—Canada's Most Beautiful City.*

and Radio Station . . . **CKDA**



MR. DAVID M. ARMSTRONG
Owner-Manager

Vindication of Mr. Armstrong's unceasing efforts to establish a new radio station in Victoria is seen in the fact that CKDA now heads the list in public acceptance.

With a keen awareness of radio's "power as a social force," Mr. Armstrong has dedicated CKDA to a program of service to its government, its sponsors and its friends.



MR. GORDON M. REID
Assistant Manager

a City of GARDENS



Victoria's Daffodil Bulb Farms provide floral beauty throughout the world



Moderate climate leads to lush strawberry and other fruit crops



Hanging Flower Baskets on lamp posts lend a colorful garden atmosphere to the city



Sunken Gardens at Buchart's Garden



Victoria Spring Garden Festival Scene



C. EDWARD FAREY
Program Director



DAVID G. HILL
Production Manager



NORMAN BERGQUIST
Chief Engineer

C
K
D
A

Executive Staff

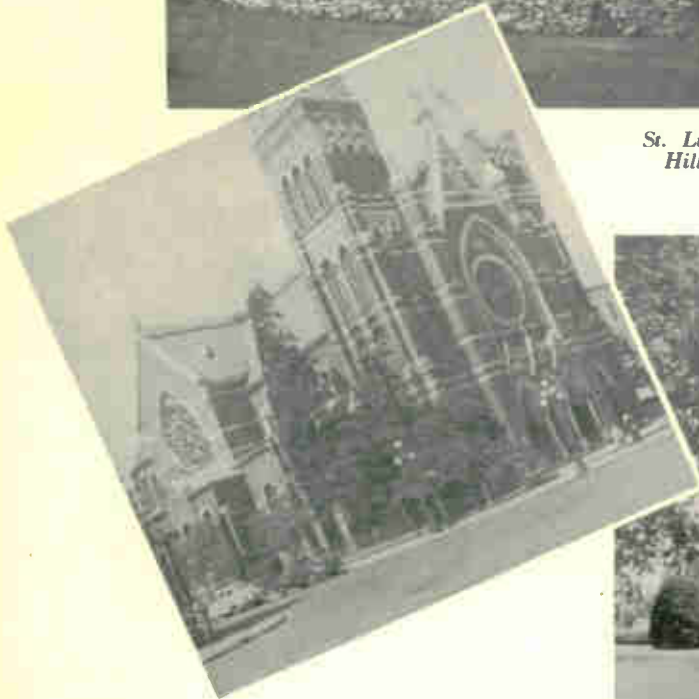
a City of CHURCHES



St. Luke's Church, Cedar Hill, constructed 1886



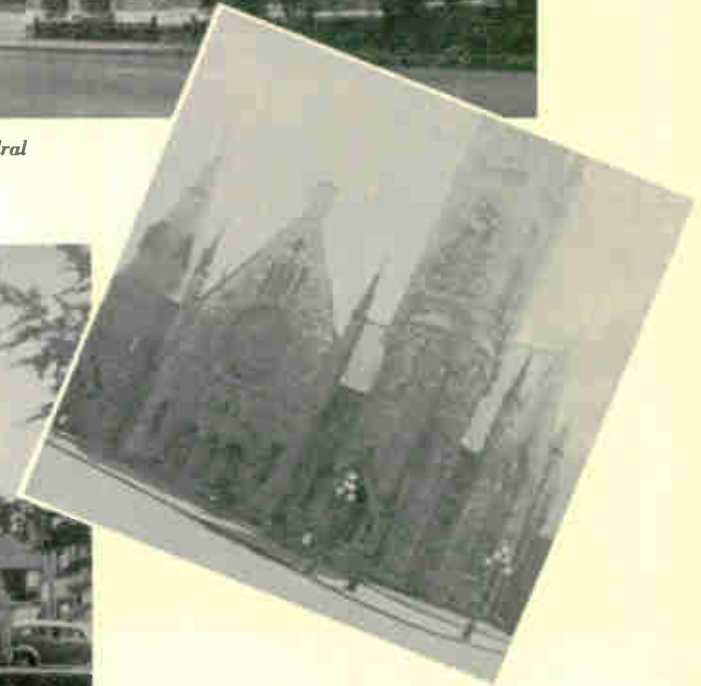
Christ Church Cathedral



St. Andrews Roman Catholic Cathedral



First Church of Christ Scientist



Metropolitan Church

The broadcast facilities of Radio Station CKDA are available to all major denominations on an equitable basis.



DON WILSON
News Editor — Announcer



RAY NICHOL
News Editor — Announcer



MARJORIE SCHWARTZ
British United Press Representative

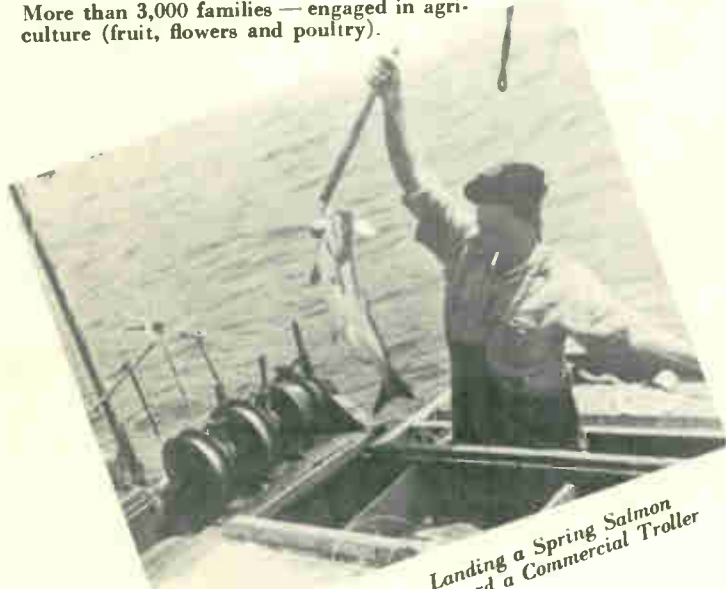
The news staff of CKDA brings you unbiased local, National & International News — on the hour every hour through the facilities of British United Press and CKDA's local news-gathering agencies.

CKDA... NEWS, Music, Sports

a City of INDUSTRY...

GREATER VICTORIA

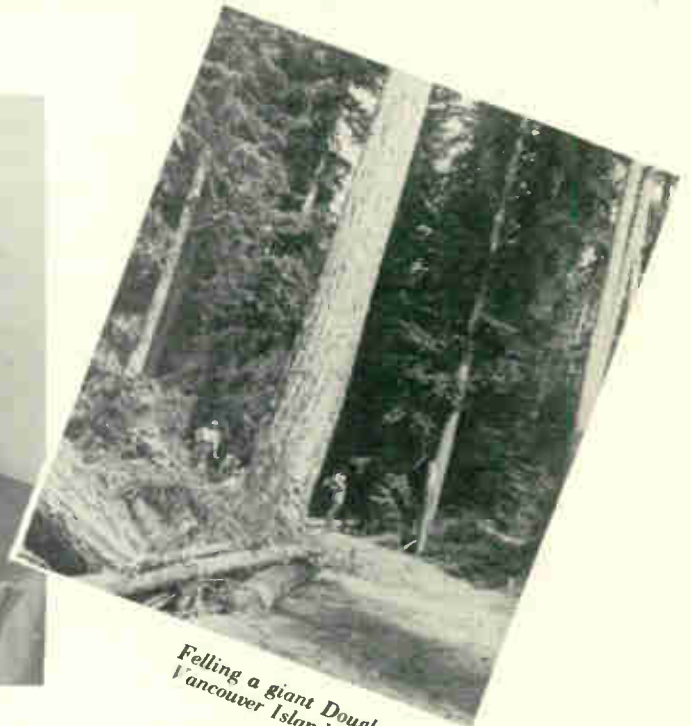
POPULATION: 116,800 (1951 Estimates).
More than 500,000 visitors annually.
650 Industries — employ 14,257 with wages at \$27,189,765.00.
14,00 Retail Stores — sales of \$90,495,000.
More than 3,000 families — engaged in agriculture (fruit, flowers and poultry).



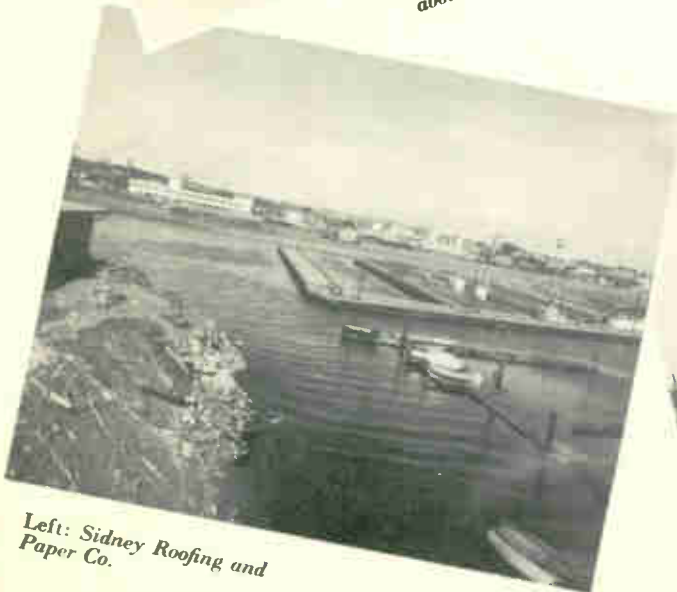
Landing a Spring Salmon
aboard a Commercial Troller



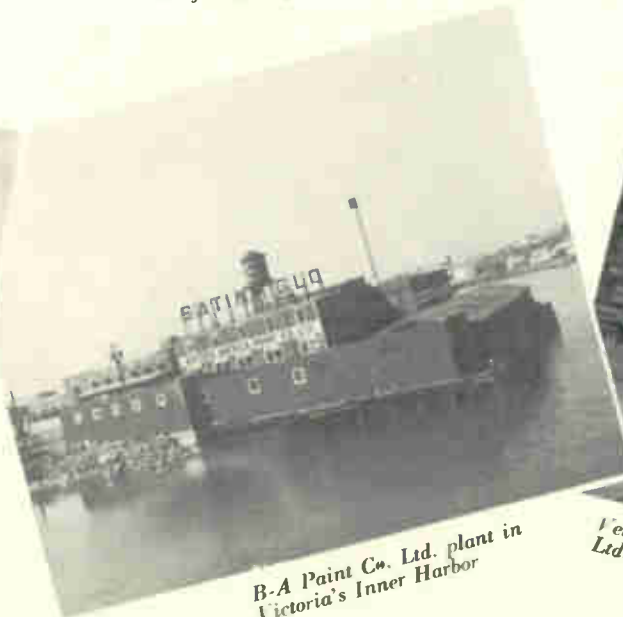
MR. R. W. MAYHEW, M.P.,
Minister of Fisheries



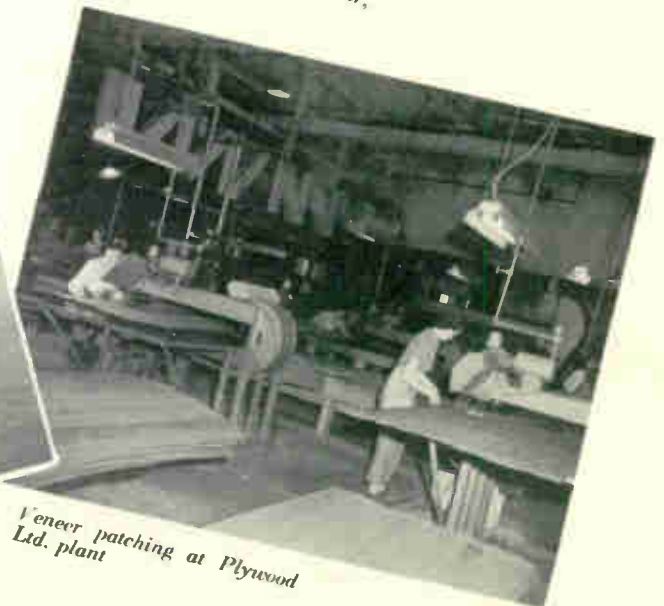
Felling a giant Douglas Fir,
Vancouver Island



Left: Sidney Roofing and
Paper Co.



B-A Paint Co. Ltd. plant in
Victoria's Inner Harbor



Veneer patching at Plywood
Ltd. plant



RAY NICHOL — *Everybody loves a mystery* — RAY offers Cash for the solution to his nightly "Cash Clues" puzzle.



IRWIN PALMER — *with the Continental Trio. IRWIN also does other stints as a Disc Jockey and on sports reconstruction.*



TIPPY O'NEILL — "The Early Bird" — *This rousing program helps Victorians start the day off right with news, weather, music and chatter. TIPPY's "Lucky Listening" Program pulls mail by the box full.*



The ED FAREY Show — *Specializing in the old records and the old songs, it is a "must" with Victoria listeners.*



DON WILSON — "Lucky Lady Show" — *DON's personality, the music and the prizes he offers, keep ladies listening.*



a City of PARKS ...



Beautiful Beacon Hill park scene



*Dominion Astrophysical Observatory atop Saanich Mountain—
with 75" telescope which is the fifth largest in the world.*



Bowling at C.P.R. Lawn Bowling Club



The New Band Shell at Beacon Hill Park



CKDA's Sport-Caster **BILL STEPHENSON** broadcasts both home and "away" games of the Athletics — Victoria's entry in the Western International League. Home games direct from Royal Athletic Park and "away" games by telegraphic reconstruction.



Royal Athletic Park



*Direct telegraphic reports from the scene and model arena — result in realistic hockey reconstructed broadcasts by **BILL STEPHENSON**.*



An exciting moment in a game between Portland and Victoria

a City of EDUCATION...



*Entrance to Provincial Normal School and
Victoria College*



Royal Road's Joint Services College



Victoria Public School Board Offices



University School



REGINALD STONE
Staff Organist



"ROVING REPORTER" with
DAVE ARMSTRONG, meets the
public daily



"JO-JO" THE TALKING BIRD
and his cohort ED DAHLIN



"KIDDIE KAPERS SHOW" with
Uncle Ed's Birthday Book



"STUBBY TALENT QUEST" with DON
WILSON, offers scholarships to talented
youngsters.

CKDA Personality Shows...

CKDA ... *Friendly . . .*



A friendly smile and a welcome from JOAN EMERSON make business or visiting CKDA a pleasure. Telephone callers receive the same cordial and efficient service from JOAN and IOLA.



Reception Room at CKDA in the Douglas Hotel Building



You are directed this way for advertising counsel, the accountants office and other behind the scenes activities



At CKDA's gala opening January 18, 1950, were these dignitaries: L-R — DAVE ARMSTRONG, Reeve BERT THOMAS of Esquimalt, Reeve JOSEPH VASEY of Saanich, CAPT. F. J. PROUDFOOT of Victoria M.L.A. and Alderman DUNCAN McTAVISH of Victoria

... *Listening* ... CKDA



"Tippy's Scrapbook"
TIPPY O'NEILL



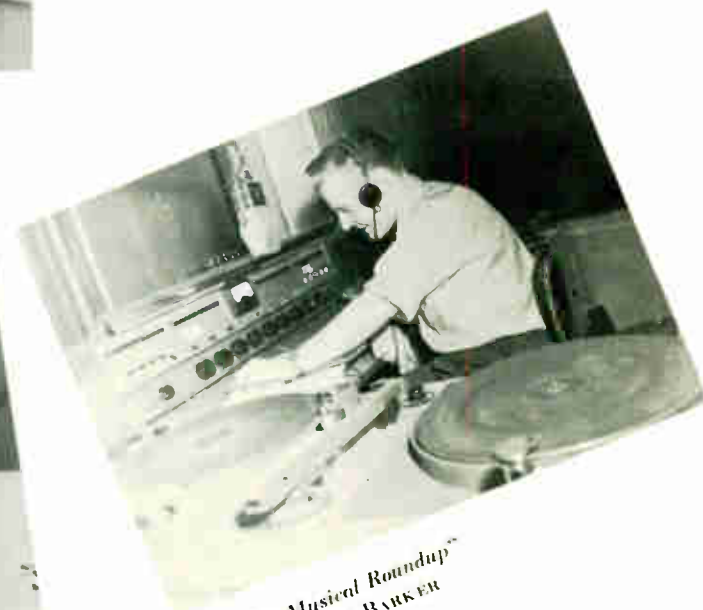
"The Island Barn Dance"
TIPPY O'NEILL



ED FAREY — "Spinner Sanctum"



The DAVE HILL Show



"The Musical Roundup"
WARREN BARKER

a City of TRANSPORTATION



Inner Harbor — Victoria, B.C.



T.C.A. Plane and Coach at Patricia Bay Field — Serving Greater Victoria



Princess Patricia



Dry Dock, Esquimalt — permanent R.C.N. Base

Victoria, situated at the southern tip of Vancouver Island almost equi-distant between Vancouver and Seattle is provided with excellent steamer and air connections with both. The Dry Dock here is one of the largest in the world. The "Island Highway" provides — fast, scenic, auto or bus access to up-island points.



Patients of Clovelly Private Hospital making donation to Victoria's one night "Lights on" Community Chest Drive

CKDA offers its facilities for all worthwhile community endeavors in order to make Victoria a better place to live, work, and to visit.



ATHLETIC BOOSTERS CLUB booth at Ball Park



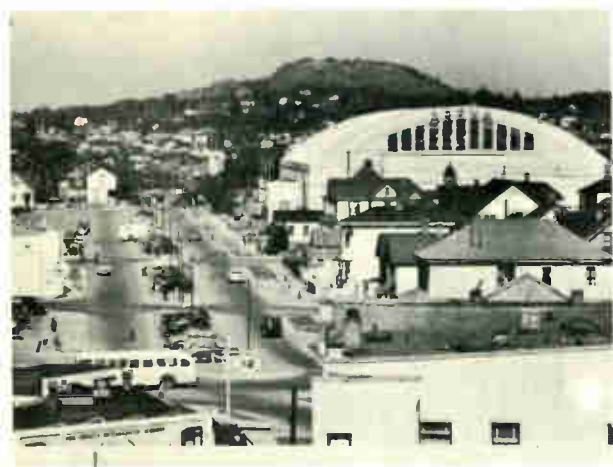
"TEL-OPINION" provides sounding board for CKDA listeners on important topics of the day



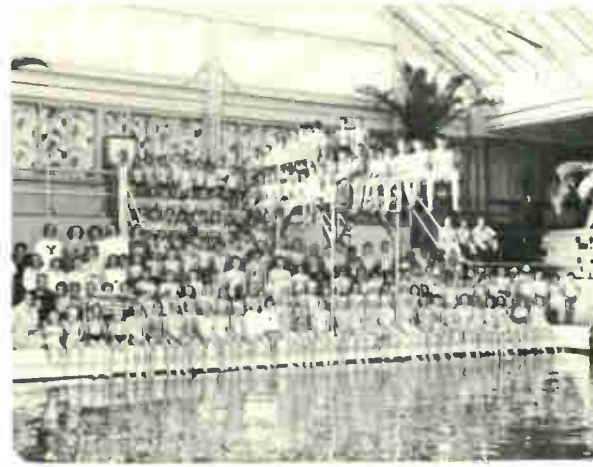
H.M.C.S. Sioux arriving from Korea. Naval Personnel spoke to families ashore from ship, hours at sea, over CKDA facilities

CKDA Community Service...

a City of SPORTS ...



Memorial Arena



Swimming Meet at the Crystal Pool



Royal Athletic Park

Parks, baseball diamonds, hockey arenas, swimming pools and beaches, tennis courts, golf courses and all types of sports are conveniently available to sport devotees in all parts of the city the year round.

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DOROTHY TUPPER
Traffic Department



WARREN BARKER
Writer



LLOYD WOOD
Music Librarian



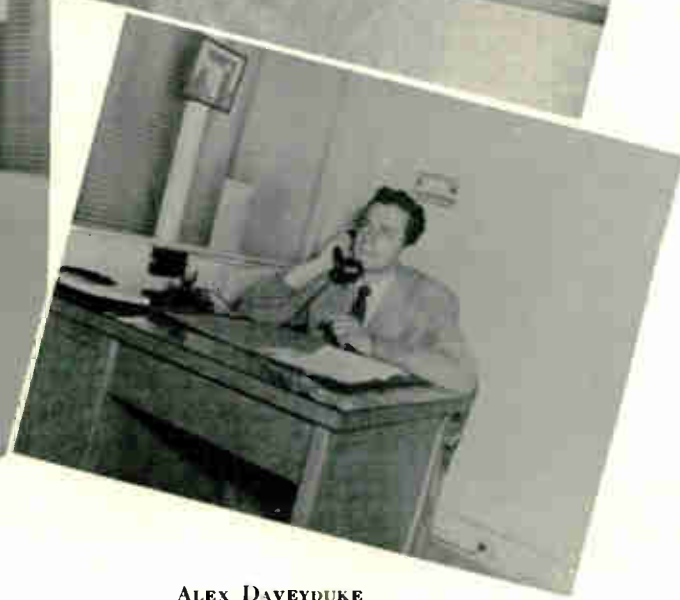
IOLA GORDON
*Afternoon and
Evening Receptionist*



ELSIE SMITH
Continuity Editor



MRS. RUBY MASTERS
Accountant



ALEX DAVEYDUKE
Sales Representative

a City of HOSPITALS...



Royal Jubilee Hospital Buildings



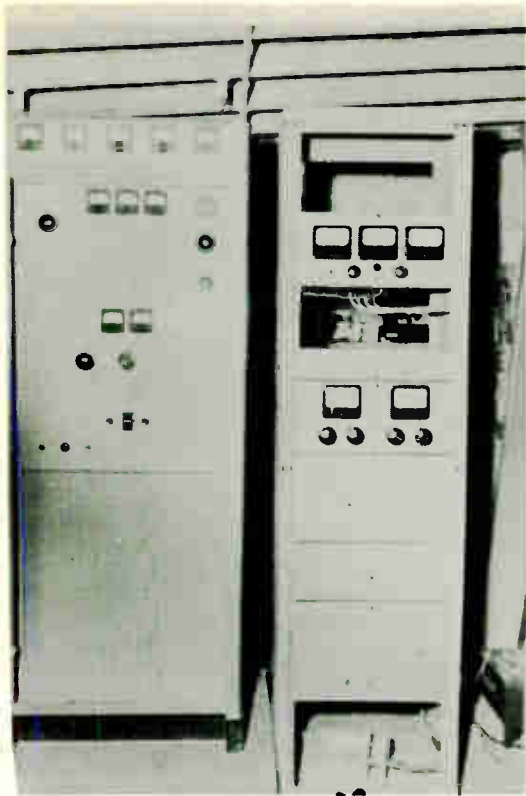
Queen Alexandra Solarium for Crippled Children



St. Joseph's Hospital



Veterans Hospital



CKDA *Automatic transmitting equipment*



DAVE CURRY — *Technician*



Studio Control Panel



*Transmitter Tower during construction —
mid-winter 1949-1950*

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a City of RECREATION...



P.I.Y.A. Regatta



Brentwood Bay—sport fishing boats



Sailing off Vancouver Island



Cycling amid a variety of scenic grandeur



Monday is "Country Store Day". (L) GEORGE MACDONALD, (R) GORDON REID, sell steak at 10¢ lb., bacon at 8¢ lb. etc.



Country Store



"Housewives Holiday" Cast. (L-R) GEORGE MACDONALD—Sponsor; BETTY WILSON—Hostess, DAPHNE—Singer, TOM O'NEILL—Announcer, GORDON REID—M.C.



With a Scotch burr accent



Friday's "Housewives Holiday" salutes a Good Neighbour, a Victorian housewife who works hard for the community.

CKDA Housewife's Holiday...

a City of RECREATION...



Steel Head fishing



*Equestrian sport on the
beaches and trails*



*Colwood Golf Course
year around play*

BING CROSBY



The LOMBARDO BROS.



JACK SMITH with MARGARET WHITING and DINAH SHORE



ROY ROGERS

CISCO KID



EVELYN KNIGHT



CKDA Recorded Favourites...

a City with Friendly Neighbours



Sooke, B.C.



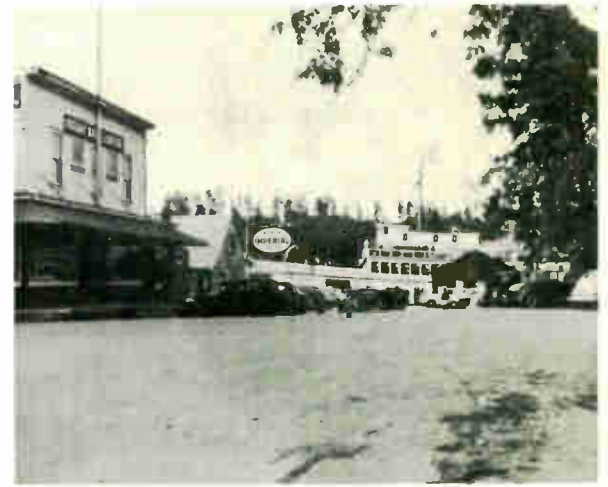
Port Angeles, U.S.A.



Duncan, B.C.

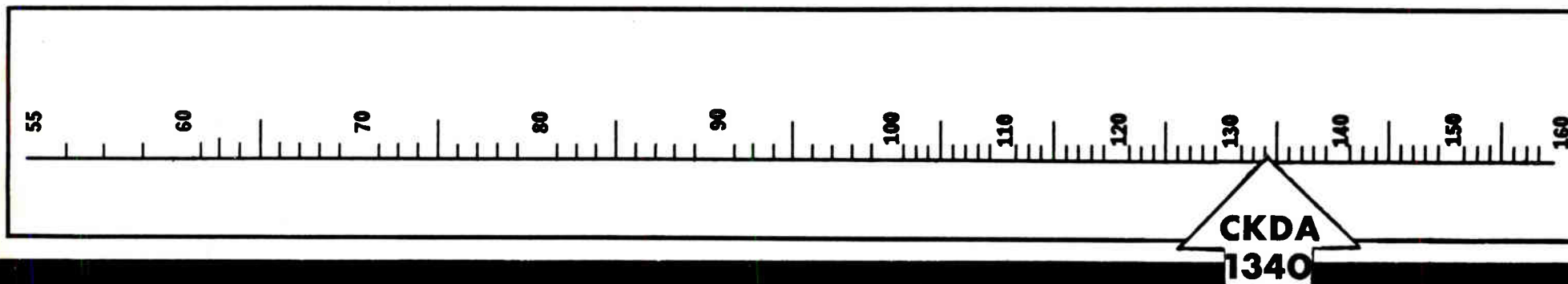


Sidney, B.C.



Ganges, Salt Spring Island, B.C.

For Capital Entertainment



TOP SHOWS ALL DAY... on CKDA!

6:00 — 8:00 a.m. — Tom O'Neill's "Early Bird Show."
8:15 — 8:45 a.m. — "Dave Hill Show."
8:45 — 9:00 a.m. — Dave Armstrong, your "Roving Reporter."
9:05 — 9:30 a.m. — "Guy Lombardo Show."
9:30 — 10:00 a.m. — Gordon Reid's "Housewives Holiday."
10:00 — 11:00 a.m. — Don Wilson's "Lucky Lady."
11:00 — 12:00 a.m. — Tom O'Neill's "Lucky Listening."
12:00 — 1:00 p.m. — "Bing Crosby Show."
1:00 — 3:00 p.m. — "Ed Farey Show."
3:00 — 3:30 p.m. — "Show and Swap" with Ray Nichol.

3:30 — 4:00 p.m. — "Your Hit Parade."
4:00 — 4:30 p.m. — Ed Dahlin and "Jo-Jo."
4:30 — 5:00 p.m. — Uncle Ed's "Kiddie Kapers."
5:00 — 6:00 p.m. — "Musical Roundup" with Warren Barker.
6:00 — 7:00 p.m. — "Tippie's Scrapbook."
7:00 — 7:30 p.m. — Ray Nichol's "Cash Clues."
8:15 — 8:30 p.m. — "Tel-Opinion" with Ed Farey.
8:30 — 9:00 p.m. — Reg Stone at the organ.
10:30 — midnite — Ed Farey's "Spinner Sanctum."

SPECIAL SUNDAY FEATURES

9:05 — 11:00 a.m. — "Sunday Requests."
11:00 — 12:00 a.m. — Church Service.

7:30 — 8:00 p.m. — "Ted Lewis Show."
9:05 — 10:00 p.m. — "Design For Living."

10:30 — 10:55 p.m. — Chortime.

Photographs — Belcher • W. Atkins—B.C. Press Agency • British Columbia Government Travel Bureau • Chamber of Commerce
We acknowledge with thanks those Hospitals, Churches and other individual sources.

Lithographer — CANADA LITHOGRAPHING CO. LTD.

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It's the Capital Broadcasting System



World Radio History