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Manitoba Calling



A LISTENER LOOKS AT
RADIO

THE VOICE OF
INSPIRATION

ADVENTURES IN RADIO

BROADCASTS TO SCHOOLS

PROGRAMS

PICTURES

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RADIO BRANCH
MANITOBA TELEPHONE
SYSTEM

Vol. IV, No. 2

February, 1940



SINGER OF SACRED SONGS



John Seagle

Frequently heard on CKY in "Church in the Wildwood" and in recorded hymns and sacred songs, John Seagle is a great favorite with many listeners. He is the son of the eminent concert baritone, Oscar Seagle, who for so many years was first a pupil, then assistant teacher with the famous opera tenor, Jean de Reszke, in both Paris and Nice. He was born in Paris and was named for Jean de Reszke. Both parents, however, came from Chattanooga, Tennessee, and now John claims Tennessee as his native soil. He spoke French before he spoke English. During the first eight years of his life he was quite a globe-trotter, knowing equally well not alone France, but Germany, Italy, England and the United States. Then came the years under the artistic influence of the "De Reszke-Seagle School" at Nice, where all the branches of operatic art were taught him.

SAVE

AFTER SEVEN!

and

ALL DAY SUNDAY

Reduced rates on Long Distance Calls are in effect every night after 7 p.m. and all day Sunday.

—the most convenient times for friendly chats and family reunions by telephone.

TAKE A BARGAIN TRIP

by

TELEPHONE

MANITOBA TELEPHONE SYSTEM



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Address all communications to Public Relations Department,
Radio Branch,
Manitoba Telephone System,
Winnipeg

ELECTIONS

● With schedule upheavals due to the change from Daylight Saving to Standard Time satisfactorily disposed of in September, and such annual incidentals as the Community Chest drive and Christmas put behind us, we in the broadcasting business were feeling more or less settled down to routine. Except for occasional disturbances in the daily program attributable to war activities, we saw nothing approaching in the nature of special headaches until the end of April, when Daylight Saving Time will return. Fond hope! Now there's a general election in the offing, and that means a whirlwind campaign which will drive many regular features into the cyclone cellars until it blows over. Re-adjusting the hours, apportioning times between national and local speakers, and endeavouring to be accommodating and fair to all parties concerned, will add something to the normal worries of station managers during the next few weeks. Also, those patient souls the radio column editors will have increased difficulties in their efforts to publish accurate program listings. We bespeak for them and for ourselves the readers' kind indulgence.

CKY IN NEW ZEALAND

● Programs broadcast by CKY in the early mornings are frequently heard in New Zealand. It seems that conditions are particularly favorable to radio waves of CKY's frequency while Manitobans are at breakfast today and New Zealanders are mostly sleeping in the "wee sma' hours" of tomorrow. Following is an extract from a report received on January 29th from Frank A. Wilson, 1 Bowler Avenue, Mornington, Dunedin, N. Z.:

"It is with pleasure that I report reception of your station CKY, heard operating on 910 kcs on January 2nd, 1940

(our date), January 1st (your date). . . At 7.38 (your time) your announcer gave the time as "exactly twenty-two minutes to eight" and advertised some cigarettes "Canada's best". At 7.45 your announcer said 'From north, east, west and south', and then gave the news broadcast. . . Your signal was quite steady and very easy to read. It was raining very strong and continuously here, with no wind. . ."

AND IN ALASKA

● From the opposite end of the world has come a letter from Ira P. Farnsworth reporting clear reception of CKY on 910 kilocycles, at Fairbanks, Alaska. Mr. Farnsworth likes listening to Canadian stations because our music is of a more serious nature. Thus, he writes:—"You Canucks take your music more seriously than most of the stations in the States that I can get. Up here, we are pestered enough by coyotes howling and gnats and mosquitoes singing, without having to listen to swingeroo, the yapping of jazz hounds and the buzzing of jitterbugs. . ." We appreciate Mr. Farnsworth's compliment and hope he will continue tuning in to CKY. There is nothing new in reaching such far distant listeners, but this letter and the one from Mr. Wilson in New Zealand are reminders that in these days of networks, when so many people have forgotten the joys of "DX", there are still some who look far afield for their radio entertainment.

STUDIO VISITORS

● Readers of "Manitoba Calling" visiting Winnipeg should include CKY's studios among the points of interest to be seen. Regular tours of the studios are conducted by Mr. Calvin Pepler of the Public Relations Department each week-day afternoon between the hours of 2 and 4 o'clock. Other times can be arranged by appointment.

Manitoba "School of the Air" Broadcasts

The Provincial Department of Education's "School of the Air" broadcasts to schools are making a decided hit this season. From all parts of Manitoba are coming reports of class-rooms being equipped with radio receivers, many of the sets being loaned by public spirited citizens.

Stimulus to the venture was given by a demonstration on January 10th to hundreds of School Trustees gathered in convention at the Winnipeg Civic Auditorium. On the afternoon of that date the regular "School of the Air" program was broadcast from CKY's studios,

indicated by the sustained applause of the School Trustees, who crowded the concert hall to capacity. That they were impressed with the possibilities of radio as an aid to teachers in schools was very evident, and it is probable that the increased interest in the idea, noticeable in reports from rural districts, may be attributed to the timely presentation of the broadcast and to the explanatory remarks from the stage by Mr. Harry Hunter, Director of the School of the Air.

The broadcasts are arranged in three series, Number One of which, transmit-



"Scrubbing the Floor", to music.

the subject on this occasion being "Music and Movement for Primary Grade Pupils". In charge of the studio arrangements were Miss Beth Douglas and Miss M. E. Harris, of Aberdeen School, Winnipeg.

On the stage in the Auditorium were a number of children from Glenwood School, Elmwood. Following instructions received via a loud speaker, the youngsters, under the watchful eye of Miss Frances Riddell, displayed their sense of rhythm by performing various actions in time with music which also came from CKY.

The success of the demonstration was

ted on Mondays at 3.15 p.m., deals with "The World Today". The second series, on Wednesdays at the same hour, relates to "Music and Movement for Primary Grade Pupils"; and the third, on Fridays, to "Peoples and Places Overseas".

At January 31st, the number of pupils enrolled was as shown below:

Series 1—	24 class-rooms;	685 students
Series 2—	145 " "	4,920 "
Series 3—	162 " "	4,774 "
	<hr/>	<hr/>
	331	10,379

A LISTENER LOOKS AT RADIO

Another candid correspondent tells us what she thinks of it.

(By Mrs. J. Stephen, East Kildonan, Man.)

Radio advertising educates me, befuddles me and amuses me. When television becomes a reality for us, I would mount the commercial announcers on soap-boxes before the microphones for the right effect. They would carry samples, if not too cumbersome, of their wares. They would be fine-looking chaps with wavy hair and pearly teeth. They would wear dark business suits and nose-gays in their lapels. They would be well-educated; their diction and enunciation would be flawless. They must not be lean, gaunt fellows, but robust and jolly.

I like commercial radio announcers. They sing to me, recite doggerel to me, cajole me, tease me and laugh with me. For them, there are no social strata. Women are created equal in intelligence and ability. All have the same amount of money in their purses. That is why I listen to them, like them and buy what they sell. They flatter my vanity; they realize I have the intelligence and the cash to purchase what they advertise. They become quite confidential with me; take me into their homes as an honored guest to enjoy little intimate glimpses of their lives. One announcer told me, personally, three times in one week, that he had arrived at his home to find his wife cleaning the attic and discarding an old-fashioned washboard. It is not clear to me whether he is a victim of redundancy or lack of memory; if his wife actually house-cleaned one attic, three times, and discarded one washboard three times; or if she house-cleaned three attics and discarded three washboards.

A certain speaker told me, repeatedly, of the same young man who held hands with his girl in the theatre. Her hands were so soft and dainty—a result of using his product—that he wanted to hold her hands for life. Impractical but romantic, I thought! I like the announcer who wears the shirt washed dazzling white in lasting suds. He is a clean forerunner for the man who sings hymns to me. Then there are the orators who gather round them entire families to tell the merits of their various

products. Any cereal that can make a sleepy family jump from their warm beds in our winter weather to partake of it must be good and worth trying.

Mixed Listening

One minute, Mother tells us that she has concocted a delicious cake from some never-fail shortening; self-raising flour; infallible baking powder; or a combination of all. Just when my mouth is watering greedily, a weary voice regrets to announce that Mother's delicious cake has been burnt to a cinder. Mother had a headache, backache, toothache, corn or bunion. If she had taken time out to try a popular time-proven remedy of pills, plaster, medicine, tonic or liniment, her baking would have been successful, regardless of the ingredients used.

By the time I have listened to all these statements and contradictions, I need a bit of encouragement myself. There are plenty of products publicized to help me. My problem is to select wisely so that one beverage, either hot or cold, will not counteract another. Should I alkalinize or acidify? I have wondered what would happen if I were to drink, in one week, all the beverages advertised! Would I have the world on a silver platter, or would I suffer varying degrees of flatulence, discomfort, and indigestion? Perhaps if I combined them all in one huge caldron I could brew a delicious elixir, or reach a new high in explosives. It might be worth trying. . . .

Thanks to a Spot Announcement

But I listen to more than the commercial advertising on the radio. I am a dyed-in-the-wool fan. I listen to our King and Queen whenever they speak. They are so fine. I feel that they are responsible for the unity and loyalty in this great Commonwealth of Nations. I listen to Mr. Neville Chamberlain and the Right Honorable Winston Churchill.

I like listening to my radio. The reason I have this particular one is that I wrote a literary masterpiece of a mere "twenty-five words or less" stating why I preferred a certain product, as advertised, and I won it, complete with aerial and license to operate!

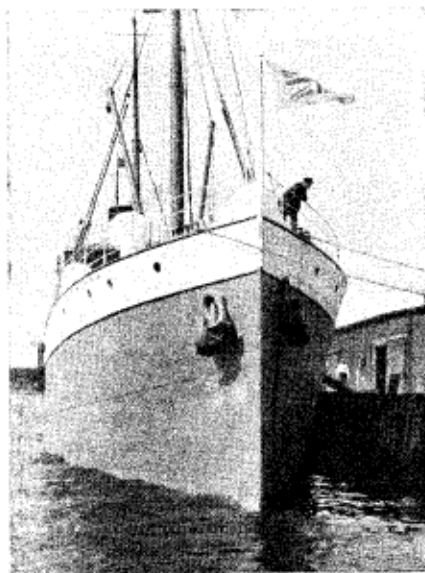
ADVENTURES IN RADIO - 7

By D. R. P. C.

Excerpts from a Series of Original "Between Ourselves" Talks on CKY
MORE ABOUT THE "MORWENNA"

In a previous talk*, I described how the Canadian steamship *Morwenna* was shelled and torpedoed by a German submarine on May 26th, 1915. I did not have time to conclude with an account of our being rescued, so here is the story

According to our Captain, we were about 90 miles from the coast of Ireland and about 160 from the nearest point of Wales. The sea was not very rough, but we were thrown about as much as we cared to be. One moment we would be down in the trough of the waves and, except for the upper parts of the *Morwenna* we would see nothing but a wall of green water all around us. Then we would be flung up on a crest, and would



Morwenna at North Sydney, N.S.

get a view of the submarine, now rapidly closing in on us, his ensign blowing in the breeze. Three of our boats were fairly close together, but number four—which had been damaged by shell fire

and in which one of our sailors had been killed—was floating with her gunwales awash and apparently having difficulty in making headway. We pulled over in her direction to see if we could give them any help, and from then on we kept pretty closely together. We could see that some of the men in her were wounded and unable to use the oars. The sides of the boat above water were riddled with jagged holes and we learned later that part of the bottom of the boat had been blown to pieces, so that the men in her were sitting up to their knees in blood and salt water; the boat being kept afloat by her water-tight tanks which were undamaged. All this time, our attention was divided between the approaching U-boat, the *Morwenna*, and our lifeboats. Now the submarine was within hailing distance, but no word was exchanged between us. He still flew flags which, according to the international code of signals, meant "Abandon your ship".

Serenading a Submarine

When I was leaving the Marconi cabin on the *Morwenna*, I gave a glance around the room to see if there was anything very portable and likely to be useful. In the loneliness of my day and night vigils in the cabin I used occasionally to break the monotony of listening and reading by playing a mouth-organ. It was lying on the table near the telegraph key, so I put it in my pocket.

Now, as we waited in the boats to see what the submarine would do next, I remembered it, and, not having to pull on an oar at this time, I struck up the chorus of "Tipperary"—for no reason at all, except that I thought it might help cheer us in our sorry plight. The audience was small and select. How the lads on the submarine enjoyed it, I don't know. At least they didn't shoot the musician, so maybe they thought I was doing my best! I have often wondered if that German U-boat commander is still alive, and if he remembers the faint strains of music from Number One boat of the *Morwenna*! . . . Presently, some-

*Published in "Manitoba Calling," July, 1939.

one in our boat said "Shut up! There's a dead man in Number Four", so I put the mouth organ away and watched the submarine which was now close beside us and moving among our boats towards the *Morwenna*. He carried two guns, one mounted forward and one abaft the conning tower. The former appeared to be of about 4.7-inch calibre and the latter about 3-inch, but I am no judge of such matters. Some of the men on his deck had rifles. Running on the surface as he was, he was burning oil fuel. I noticed little puffs of dark smoke from his exhaust. He approached closer to the *Morwenna*, which drifted on a short distance, with the "way" which she still had when we left her. . . . The actual sinking by torpedo was described briefly in my last talk. . . . I remember Captain Holmes, in whose boat I was, shouting "There goes his TAR-pedo!" (He always called them tar-pedoes.) As the sea fell away from the bow of the submarine, he had seen the cigar-shaped object leap out as it started on its journey of destruction. . . . The subsequent explosion was followed by a shower of debris which fell all around us and synchronized with the discharge of the submarine's forward gun. Captain Holmes sung out "My God, he's FIRING on us!" Of all the unpleasant moments in my life, that seems the worst when I look back on it. We had heard of atrocities committed by the enemy, and now it seemed certain to us that we were to be the victims of a policy of sinking without trace. However, we were wrong, as we were very shortly to learn. . . .

A Gallant Belgian

The *Morwenna* was now going down by the bow. Her forward deck was awash and her stern was rising. The submarine, still lying on the starboard beam of the sinking ship, fired another shell and another. There were no more splashes around us, so we knew he was not shooting at us but at some other target. His big gun seemed to be aimed in our direction, but he was evidently firing over our heads. . . . Then, as our boat rose high on a wave, I saw a picture which will remain in my memory as long as I live. Away astern of the *Morwenna*, back in the direction from which the submarine had come after us, was a little steam trawler, rolling from side to side and heading towards us. She

was, perhaps, half a mile away. I caught a glimpse of her, and then we were in the trough of a wave and a hill of green water shut out the view. Again we rose on a crest, and down we went in the trough—and so it continued. The submarine's gun kept firing at intervals, and sometimes when we saw the trawler a shell would burst and a column of white would rise in the sea beside her. How long this lasted I cannot say. It may have been a few minutes, but it seemed like an hour.

Meanwhile, the *Morwenna* was nearing her final plunge. Her stern was high in the air. I was fascinated by the sight of her propeller and rudder. Slowly, she slid forward and down. The shattered remains of the bridge were under . . . The smoke stack. . . . The little bit of deck I used to call mine . . . Her mainmast. . . . Her mizzen-mast (she was a three masted vessel) lay down and met the sea. . . . She was nearly gone now . . . Goodbye to the last stick of her. . . . The flagstaff at the stern. . . . No-one but a sailorman will understand how we felt about her. . . . But we would have plenty of time for thinking of these things later. At the moment a steady repetition of shots from the U-boat's gun served to keep us aware of our position.

If I were suddenly endowed with the gifts of an artist, the first picture I would paint would be of the trawler as she appeared heading towards us at a moment when we were lifted on a crest and I got an unforgettable view of her. She was leaning over almost on her starboard beam ends. A shell had burst in the sea near her. The white pinnacle of water rising as high as her masts was impressed so indelibly in my memory that it might have been frozen there. Bellying out to leeward of the trawler was a signal halyard on which was climbing to the mast-head a flag of red, yellow and black—the flag of Belgium. In large letters across the little vessel's bridge was the name *Jacqueline*.

Rescued

She was heading right for us, which was also towards the submarine. How the German's shells missed her, I could not imagine, but not one hit was scored . . . Presently, the submarine ceased firing, moved away, hauled down his flag and prepared to submerge. When we

(Continued on Page 10.)

AN OUTLINE OF CKY'S PROGRAMS

In these pages are listed programs which are usually to be heard on the days and at the times shown, during the current month. As changes are liable to be made at short notice, it is impossible to guarantee the accuracy of these listings. ALL TIMES CENTRAL STANDARD.

SUNDAY

- 11.00—Church Service.
 12.25—British United Press News
 12.30—British Bands—Burns & Co. Ltd.
 1.00—Hart House String Quartet.—CBC.
 1.30—Devotional Period—CBC.
 2.00—Philharmonic Symphony Society of New York—CBC.
 4.00—The Church of the Air—CBC.
 4.30—The Tea Musicals—CBC—Lipton Tea Co.
 5.00—Silver Theatre—CBC — International Silver Co.
 5.30—The World Today—CBC.
 5.45—Canadian Press News—CBC.
 6.00—Jack Benny—CBC—Jello.
 6.30—Appointment with Agostini—CBC.
 7.00—Church Service.
 9.00—Campbell Playhouse—CBC — Campbell Soup.
 10.00—Canadian Press News—CBC.
 10.15—Star Dust—CBC.
 10.30—Sweet and Low—CBC.
 11.00—Chamber Music—CBC.
 11.30—Sanctuary—CBC.

MONDAY

- 7.30—Reveille.
 7.45—British United Press News.
 9.00—The Man I Married—CBC—Oxydol.
 9.30—Allan Caron—Organist.
 10.30—Big Sister—CBC—Rinso.
 10.45—Life and Love of Dr. Susan—CBC—Lux.
 11.30—Victoria Regina—Western Canada Flour Mills.
 11.45—Refreshment Time with Singin' Sam — Coca Cola Co.
 12.00—The Happy Gang—CBC—Colgate-Palmolive.
 12.30—Road of Life—CBC—Chipso.
 12.45—B.U.P. News.
 1.00—The Gospel Singer—Oxydol.
 2.00—Story of Mary Marlin—CBC—Ivory.
 2.15—Ma Perkins—CBC—Oxydol.
 2.30—Pepper Young's Family—CBC—Camay.
 2.45—The Guiding Light—CBC—P. & G. Soap
 3.00—Club Matinee—CBC.
 3.15—School of the Air—Dept. of Education.
 3.30—Vic and Sade—CBC—Crisco.
 3.45—BBC News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.45—University Lecture.
 5.00—The Lone Ranger—Modern Dairies.
 5.45—British United Press News.
 6.15—Light Up and Listen Club — Imperial Tobacco.
 6.30—Speed Gibson—Beehive Corn Syrup.
 6.45—Easy Aces—Anacin.
 7.00—Quaker Variety Show—CBC — Quaker Oats Co.
 7.30—With the Troops in England—CBC.
 8.00—Lux Radio Theatre—CBC—Lux.
 9.00—Contented Hour—CBC—Carnation Milk Co.

- 10.00—C.P. News—CBC.
 10.30—Songs of Empire—CBC.
 11.00—Immortal Music—CBC.
 12.00—B.U.P. News.

TUESDAY

- 7.30—Reveille.
 7.45—British United Press News.
 9.00—The Man I Married—CBC—Oxydol.
 9.15—Stars of the Week—United Radio Advtg.
 9.30—Allan Caron—Organist.
 10.30—Big Sister—CBC—Rinso.
 10.45—Life and Love of Dr. Susan—CBC—Lux.
 11.30—Pelham Richardson's Orch.—CBC.
 11.45—Refreshment Time with Singin' Sam — Coca Cola Co.
 12.00—The Happy Gang—CBC.
 12.30—Road of Life—CBC—Chipso.
 12.45—British U. P. News.
 1.00—The Gospel Singer—Oxydol.
 1.30—Donald Novis Sings—Libby's.
 2.00—Story of Mary Marlin—CBC—Ivory.
 2.15—Ma Perkins—CBC—Oxydol.
 2.30—Pepper Young's Family—CBC—Camay.
 2.45—The Guiding Light—CBC—P. & G. Soap
 3.00—Club Matinee—CBC.
 3.45—BBC News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.45—Dr. W. T. Allison—Book Review.
 5.00—Voice of Inspiration — Young United Church.
 5.45—B.U.P. News.
 6.15—Light Up and Listen Club — Imperial Tobacco.
 6.30—Guess What?—Pub. Finance Corp.
 6.45—Count of Monte Cristo—City Hydro.
 7.00—Big Town—CBC—Rinso.
 7.30—The Family Man—CBC—Lever Bros.
 8.15—Canada's Fighting Services—CBC—Talk
 8.30—Fibber McGee and Molly—CBC—S. G. Johnson & Son.
 9.00—Treasure Trail—Wrigley Co.
 10.00—C.P. News—CBC.
 10.15—Star Dust—CBC.
 11.00—Everyman Theatre—CBC.
 11.30—Classics for Today—CBC.
 12.00—B.U.P. News.

WEDNESDAY

- 7.30—Reveille.
 7.45—B.U.P. News.
 9.00—The Man I Married—CBC—Oxydol.
 9.15—Stars of the Week—United Radio Advtg.
 9.30—Allan Caron—Organist.
 10.00—Radio Kitchen, Betty Brown — Five Roses Flour.
 10.30—Big Sister—CBC—Rinso.
 10.45—Life and Love of Dr. Susan—CBC—Lux.
 11.30—Victoria Regina—Western Canada Flour Mills.

- 11.45—Refreshment Time with Singin' Sam —
Coca Cola Co.
12.00—The Happy Gang—CBC—Colgate-Palm-
olive.
12.30—Road of Life—CBC—Chipso.
12.45—B.U.P. News.
1.00—The Gospel Singer—Oxydol.
1.30—Donald Novis Sings—Libby's.
2.00—Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap
3.00—Club Matinee—CBC.
3.15—School of the Air—Dept. of Education.
3.30—Vic and Sade—CBC—Crisco.
3.45—BBC News—CBC.
4.15—Backstage Wife—Sterling Products.
4.45—University Lecture.
5.00—The Lone Ranger—Modern Dairies.
5.45—B.U.P. News.
6.00—On the Trapline—Sydney I. Robinson.
6.15—Light Up and Listen Club — Imperial
Tobacco.
6.30—Speed Gibson—Beehive Corn Syrup.
6.45—Easy Aces—Anacin.
7.00—Goodwill Court—Ironized Yeast.
7.30—Serenade for Strings—CBC.
8.30—Music by Faith—CBC.
9.30—Midweek Commentary—CBC.
9.45—Visiting Microphone.
10.00—C.P. News—CBC.
10.30—Cathedral Singers—CBC.
11.30—Vancouver Theatre Time—CBC.
12.00—B.U.P. News.

THURSDAY

- 7.30—Reveille.
7.45—B.U.P. News.
9.00—The Man I Married—CBC—Oxydol.
9.15—Stars of the Week—United Radio Advtg.
9.30—Smilin' Jack—United Radio Advtg.
9.45—Allan Caron—Organist.
10.00—Peggy's Point of View.
10.30—Big Sister—CBC—Rinso.
10.45—Life and Love of Dr. Susan—CBC—Lux.
11.30—Pelham Richardson's Orch.—CBC.
11.45—Refreshment Time with Singin' Sam —
Coca Cola Co.
12.00—The Happy Gang—CBC.
12.30—Road of Life—CBC—Chipso.
12.45—B.U.P. News.
1.00—The Gospel Singer—Oxydol.
1.30—Donald Novis Sings—Libby's.
2.00—Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap
3.00—Club Matinee—CBC.
3.45—BBC News—CBC.
4.15—Backstage Wife—Sterling Products.
4.45—Public Health—Dept. of Health.
5.00—Voice of Inspiration — Young United
Church.
5.45—B.U.P. News.
6.15—Light Up and Listen Club — Imperial
Tobacco.
6.30—Stepping Along—Berryhills.
6.45—Count of Monte Cristo—City Hydro.
7.30—On Parade—CBC — Robin Hood Flour
Mills.
8.00—Good News—CBC—Maxwell Coffee.
9.00—Kraft Music Hall—CBC—Kraft Cheese.

- 10.00—C.P. News—CBC.
11.00—Memory Hour—CBC.
12.00—B.U.P. News.

FRIDAY

- 7.30—Reveille.
7.45—British United Press News.
9.00—The Man I Married—CBC—Oxydol.
9.15—Stars of the Week—United Radio Advtg.
9.30—Smilin' Jack—United Radio Advtg.
9.45—Allan Caron—Organist.
10.30—Big Sister—CBC—Rinso.
10.45—Life and Love of Dr. Susan—CBC—Lux.
11.30—Victoria Regina—Western Canada Flour
Mills.
11.45—Refreshment Time with Singin' Sam —
Coca Cola Co.
12.00—The Happy Gang—CBC—Colgate-Palm-
olive.
12.30—Road of Life—CBC—Chipso.
12.45—B.U.P. News.
1.00—The Gospel Singer—Oxydol.
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2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap
3.00—Club Matinee—CBC.
3.15—School of the Air—Dept. of Education.
3.30—Vic and Sade—CBC—Crisco.
3.45—BBC News—CBC.
4.15—Backstage Wife—Sterling Products.
4.45—University Lecture.
5.00—The Lone Ranger—Modern Dairies.
5.45—B.U.P. News.
6.15—Light Up and Listen Club — Imperial
Tobacco.
6.30—Speed Gibson—Beehive Corn Syrup.
6.45—Easy Aces—Anacin.
7.00—Charlie Chan—Listerine.
7.30—Sinfonietta—CBC.
9.00—Woodhouse and Hawkins—CBC.
9.30—Canada at War—CBC.
10.00—C.P. News—CBC.
10.30—Northern Messenger—CBC.
11.00—Wilf Carter—Songs—CBC.
11.30—Musical Programme—CBC.
12.00—B.U.P. News.

SATURDAY

- 7.30—Reveille.
7.45—B.U.P. News.
9.00—Allan Caron—Organist.
9.30—High Schools Orchestra.
10.00—Peggy's Point of View.
10.30—Good Deed Club—T. Eaton Co.
11.00—Prof. V. W. Jackson—Nature Talk.
12.30—Pinto Pete—Dominion Fur Auction.
12.45—B.U.P. News.
12.55—Metropolitan Opera—CBC.
4.30—CKY Studio Strings—Man. Tel. System.
5.15—In the Sports Editor's Office.
5.45—B.U.P. News.
6.45—Count of Monte Cristo—City Hydro.
7.00—Share the Wealth—Colgate-Palmolive.
7.30—Wayne King's Orch.—CBC—Colgate's.
8.00—Hockey Broadcast—CBC—Imperial Oil.
9.30—Canadian Press News—CBC.
9.35—NBC Symphony Orch.—CBC.
10.45—C. P. News—CBC.
11.30—Drama Series—"Happy Valley"—CBC.
12.00—B.U.P. News.

ADVENTURES IN RADIO

(Continued from Page 6.)

last saw him he was diving in a feather of foam. . . . The trawler came among us. We were hauled aboard and our boats were towed astern, all to be lost that night in some rather heavier weather. The addition of twenty-eight men to his small crew was a strain on the trawler captain's accommodation, but we managed well enough. Our dead sailor's body was covered with a tarpaulin near the winch on the forward deck. Our wounded men were given such treatment as could be provided from the medicine chest. We ran towards Milford Haven, Wales, from out of which port the *Jacqueline* was fishing while her native Ostend was closed to her. . . . Most of us slept on deck through a thunderstorm that night, with our lifeboats for pillows and the warmth of the stokehold coming up to comfort us. Next morning we approached Milford with signal flags fluttering a request for medical assistance. A launch came and brought an army doctor. Milford was the original home of our Chief Engineer, Mr. Richards, and—it's a small world—the latter's father had once been coachman to the medical officer's family! . . .

* * *

Sequel

Within a few minutes of broadcasting this talk from CKY, in May, 1935, a lady telephoned me from a house on Sherbrooke Street, Winnipeg—just a few

hundred yards from the studios—to tell me that her mother in Milford was a friend of Mrs. Blondi, wife of the *Jacqueline's* captain. My listener was a girl at the time and remembered being on her way with her mother to visit Mrs. Blondi on the morning of May 27th, 1915. Gazing down the harbour as they walked, her mother exclaimed, "Look! There's the *Jacqueline* coming in. I wonder why she is flying all those flags?" Later that day my listener saw the *Morwenna's* survivors, minus the wounded men, lined up in the street, exactly as you see them in the photograph which accompanies this story. With her father, she shook hands with us all. It's a small world, indeed!

* * *

Man Overboard!

"Adventures in Radio" published in our January issue brought us a query concerning the man who fell overboard from one of the ships in the 1st. Canadian Contingent convoy, 1914.

We stated that the man fell from the *Royal Edward* and a reader asserted that he tumbled from the ship ahead of the *Edward*.

Wondering if we had been nurturing a wrong impression all these years, we appealed to the audience via CKY's microphone. The result was a flood of letters filled with interesting reminders of that remarkable convoy, confirming our statement that the man took his plunge from the *Royal Edward*.



Survivors of *Morwenna* at Milford Haven, Wales.
Arrow points to D. R. P. C.

WORDS ABOUT WORDS

When you hear a radio announcer or other speaker use a pronunciation which seems to you to be incorrect, write the word down. Make a list, and mail it to CKY.

We certainly "started something" when we commenced this column of discussion concerning words mispronounced, or alleged to have been mispronounced, on the radio. We are turned out of our bed at the midnight hour by listeners who have placed bets regarding the proper pronunciation of some word heard in the final news bulletin, or we are delayed in our departure for the studio in the morning by other folks who are worried about something said in our breakfast account of the world's troubles. There are times when we might easily have "words" about words, in the combative sense, but our patience is fortified by the feeling that it's all in the cause of art, or something, and that if our reward is to be a nervous breakdown we must accept it cheerfully.

We had an absolutely futile argument with a gentleman recently who insisted that FU-tile is quite wrong and FU-till correct. We quoted the Oxford Dictionary at him, which allows both forms, but his conviction that FU-till is the only way to say it remained unshaken.

If you followed the pronunciations used by radio announcers, you would often find yourself saying ADD-ress for ad-DRESS and ADD-ult for ad-ULT. (Our spelling is merely phonetic). Incorrect emphasis of the ADD in these words may in time become acceptable by reason of "usage". Let a word be mispronounced by a sufficient number of people during a sufficient length of time, and, Presto! it will be admitted to the dictionaries—an example of democracy in language.

Several correspondents have asked us to assure some of our announcers that the word is HA-rassing, with the accent on the first syllable. We duly pass the word along.

A new one came prancing out of the loud speaker the other day, and we are requested to give the announcer a tip that the TIP in an-TIP-athy should re-

"OH JOHNNY!"



Bonnie Baker

That current sensation, "Oh, Johnny, Oh", sent Bonnie Baker, petite vocalist with Orrin Tucker's orchestra, skyrocketing to fame. Bonnie revived the 1917 best seller with such gusto that it was included among "Your Hit Parade's" first ten hit tunes on the Columbia Broadcasting System's networks, and recordings of her alluring performance are frequently played on CKY in response to popular demand.

Above, we see Bonnie putting over "Oh, Johnny, Oh" as only she knows how.

ceive the emphasis, not the ANT. ANT-iphathy definitely spells dislike for the offending announcer, if he continues to neglect the TIP.

Over the network recently came the word ce-REE-bral. Some who heard it have asked us to state that it should be CE-rebral.

A very famous actor shocked his listeners a few Sunday nights ago by saying HIGH-larious instead of hill-AIR-ious. His critics chuckled while his admirers blushed.

The Voice of Inspiration

"We need every bit of encouragement to keep alive the faith we thought was so strong when all was going well . . ."—A Radio Listener.

On Tuesday and Thursday afternoons at 5 o'clock comes a pause in CKY's routine occupations. For five brief minutes commercial programs, academic talks, spot announcements, swing orchestras, classical music—all are forgotten as "The Voice of Inspiration" broadcasts messages of hope and peace; encouragement to the sick and despondent; and faith for the faint-hearted.

Preferring always to remain anonymous as The Voice of Inspiration, the speaker was not easily persuaded to impart a few notes concerning his radio work and to permit us to mention his name. We believe there are many readers of "Manitoba Calling" who will be glad to learn something of the interesting personality who is introduced at the microphone as the "Voice".

He is the Rev. W. E. Donnelly, Minister of Young United Church, Winnipeg.

Mr. Donnelly surprised us with the information that he has been an ordained minister for more than twenty-five years, notwithstanding his youthful appearance. Said he, with a smile, "If I have succeeded in keeping youthful, it is because first of all I am in love with life, and secondly, because I love people. It is my privilege to meet thousands of them, and their kindly friendship has certainly enriched my life.

It was in Stratford, Ontario, that Mr. Donnelly first commenced broadcasting. There, a little station 10AK was operated by an electrician, some fifteen years ago. The power was small, but it covered a radius of fifty miles. For two years, services from Mr. Donnelly's

church were broadcast, both morning and evening.

Coming to Winnipeg over four years ago from Brockville, Ont., where he served as minister of Wall Street church for seven years, Mr. Donnelly soon discovered that there was an opportunity for a five-minute period of an inspirational character on CKY. The board of Young United Church approved of the idea, and his first radio talk was given

on Thursday afternoon, September 3rd, 1936. The subject of the address was "The Window with the Wide Outlook." "In every broadcast since," says Mr. Donnelly, "I have earnestly tried to keep my listening people looking out the window of the wide outlook."

The weekly schedule of one talk every Thursday afternoon continued for two years. Since August, 1938, the talks have been given twice a week, on Tuesday and Thursday afternoons at 5 o'clock. That means that altogether there have been two hundred of the little talks.

Asked as to the appreciation shown for the broadcasts, Mr. Donnelly said, "The reaction that has come from a wide constituency has been very fine, and has far more than justified whatever effort and time it has taken on my part. Here for instance are two characteristic letters. The first is from Ninette Sanatorium—"I appreciate very much the Voice of Inspiration talks on CKY. Quite a number of patients here, like myself, listen in at five o'clock every Tuesday and Thursday until we feel that your voice is that of someone we



Rev. W. E. Donnelly

STATION CALL LETTERS

"In announcing that it now has about 65,000 active radio call letters outstanding, the Federal Communications Commission pointed out that these designations are now issued according to a definite plan. This system was proposed at the Berlin international radio convention of 1906 and took effect in 1908. It was not, however, ratified by the United States until 1912. Prior to that time, an arbitrary method was used to determine call letters of any licensee. Under this plan, many radio stations adopted letters containing some advertising reference, an achievement which is no longer possible. The idea of securing call letters with special significance probably reached its climax when a De-

troit police department station was assigned KOP. . . ."—"Advertising Age."

Canadian Call Letters

In Canada we have numerous call letters which were selected to identify the owners of the stations. Thus, the C.B.C.'s stations commence with "CB". In the days of Canadian National Railways' broadcasting, the call letters of stations rented by the C.N.R. were changed during the rental periods to letter groups commencing with "CNR". In Winnipeg, CKY, while broadcasting programs for the C.N.R., became "CNRW", a practice which was later discouraged. Its introduction was followed by requests from a number of individual advertisers who liked the idea of using special call letters while their particular programs were on the air. In discussing the history of station call letters, it is not inappropriate to mention that they remind us of the maritime surroundings in which wireless telegraphy was cradled and nurtured. All ships have identifying letters which are registered in international shipping lists. In pre-radio days and since, vessels passing each other at sea or coming within sight of signal stations on shore have hoisted flags representing their call letters, so that their positions might be reported. As the first practical use of wireless was in communicating between ships and shore, it was natural that a similar system of call letters should be adopted, though the radio and visual signal letters were not identical. Designers of letterheads and others having occasion to print station call letters should note that the use of periods between the letters is incorrect.



BUSY PIANO TUNER

Probably America's busiest piano tuner is the gentleman who works from one to nine each morning, seven days a week, keeping in tune the thirty-eight pianos in the New York studios of the National Broadcasting Company. — By Alice Bradford, New York, in "Collier's Magazine".

have known for a long time. Thank God for radio.'

The second is from Winnipeg—

'Dear Voice of Inspiration,

Would it be at all possible for you to forward on to us a copy of the message I have just listened to over the radio a few minutes ago—about courage to go on and not quitting. At the present time my husband is going through a very heart-breaking period of re-adjustment to a condition that has changed our very living and all. We need every bit of encouragement to keep alive the faith we thought was so strong when all was going well. Am only sorry my husband was not here to benefit from your spiritual message this evening. Therefore I am so anxious to receive a copy of it and most of all the poem you read last. Thanking you in anticipation and also for the many other times when the Voice of Inspiration brought new hope and life into our home'."

Two series of the talks have been published in booklet form, the first entitled "In Love with Life", and the second "Life's Best", each one containing ten addresses. These have been widely circulated both in Winnipeg and across the prairies, and a number of urgent requests may lead to the printing of another series, or the publication of a larger booklet in the near future.

ARE YOU AMONG THESE ?



Above is a composite picture made up from snapshots sent in by members of Uncle Peter's Birthday Club, which used to broadcast on CKY. The snapshots were some of more than sixteen thousand received. If you are in this picture, write and let us know. Uncle Peter will be glad to hear from you. Quote the number of your picture when writing.

ANNOUNCING TRANSCRIPTIONS

"Renewed plea for change in the rule requiring frequent radio identification of recordings and transcriptions as such has been made to the Federal Communications Commission. . . 'The public is only interested in the substance and quality of the program broadcast', the F.C.C. was told, 'and whether it comes from a transcription made by live talent or by means of mechanical devices such as a transmitter and wire lines. . . makes no difference to the listening public. . . There appears to be no good reason at this time to continue to notify the public in the beginning of all transcriptions to the effect that the following program is transcribed'. . ."—"Variety".

WINS T. EATON CO.'S "GOOD DEED CLUB" AWARD

An unexpected reward for services rendered came to David Ross, of 337 Machray Avenue, St. James, Man., at the meeting of the T. Eaton Company's "Good Deed Club", in CKY's studio on Saturday morning, February 3rd. David has been making himself generally useful about the studio during the weekly broadcasts, helping the T. Eaton Co. representatives and the regular studio staff whenever opportunities occurred. In appreciation of his voluntary efforts, in which he displayed the qualities encouraged by the rules of the Club, David was presented with a handsome wrist watch and a Good Deed Club gold star for meritorious service.

THE LISTENER WRITES

THINKS AN INFLEXION AN INFLECTION—"Can't something be done to radio speakers who inflect their voices—for all the world like little children reciting a piece? Why can't they speak normally into the microphone? This business of following a voice up and down dale is distracting and annoying. . . ."—St. Vital, Man.

LIKES LISTENERS' LETTERS — "Your publication of listeners' criticism shows a desire to please. It is much better than adopting an attitude that you broadcasting fellows think you are doing fine and listeners who don't like certain things must be mistaken. You help us to understand your difficulties in trying to please everybody. . . ."—Winnipeg.

BIG LITTLE MAGAZINE—"Received my 'Manitoba Calling' yesterday. The big little magazine gets more interesting as each month rolls along. I always keep them handy, so if anybody drops in, out comes my 'Manitoba Calling'. . . ."—East Kildonan, Man.

AMEN—"Thank goodness every radio has a turn-off button. . . ."—Quibell, Ont.

GOSPEL SINGER—"When one has listened to all the disquieting news of the war and other things, the Gospel Singer seems to be pouring oil on the troubled waters. I think 'P. and G.' are doing a splendid work. . . ."—Hartney, Man.

NOSTALGIA—"How lonesome I am for your station. Having come from Saskatchewan to B.C. on account of our health, I miss the good programs put on by CKY. . . Lonesome for CKY. . . ."—Fruitvale, B.C.

RECORDS—"How about a good recorded program late in the evening, instead of some of the 'talent' we hear? I know there is some prejudice against records, heaven knows why, and some folks would prefer hearing some guy whanging the blazes out of a Hawaiian guitar than a record of, say, John Charles Thomas singing, simply because its the 'real thing' and not reproduced.

Try it, anyway, and see what your listeners say. . . ."—Lac du Bonnet, Man.

VOICE OF MANITOBA—"I should like to thank all the members of CKY staff for the efficient way in which our daily programs are put on, and would like to say that our radio is seldom turned away from CKY. . . ."—Cartwright, Man.

UNPLEASANT NEWS — "Why do some of your announcers say 'We have PLEASURE in bringing you the news' and then go on to read of shipwrecks, explosions and slaughter? What particular pleasure is there in that? Nevertheless, we do appreciate the news. . . ."—Winnipeg.

POT-POURRI—"Present day broadcasting is a mixture of reliable information and extravagant statements. Trouble is we can't always distinguish between them. Danger is we may give up trying, and just assume the latter. . . ."—Winnipeg.

SHOUTING ANNOUNCERS—"Some of the speakers in the 'transcribed announcements' insult us listeners with their yelling about the goods they offer. Why don't they remember they are talking to us in our homes, not at a public meeting or on the midway. . . ."—Brandon.

THANKS FOR EVERYTHING—"Go ahead and broadcast what you like — swing, jazz, symphony, advertising, anything at all. We don't listen, anyway—at least we try not to. Our neighbors in this 'home suite home' own the set, and at this distance one thing sounds as bad as another. . . ."—Winnipeg.

OLD TIMERS—"We've been listening to CKY since 1925 and we are still loyal fans. We rarely tune in any other station. . . ."—Minnedosa, Man.

WANTS CLEAR WAR NEWS — "In these war times when one wishes to get the news over the radio clearly, it is very annoying and, in fact, exasperating at times, to be obliged to listen to announcers who do not speak distinctly. . . ."—Langruth, Man.

The School of the Air

CKY and CKX

Mondays, Wednesdays, Fridays

3.00 to 3.15 p.m.

Series I

THE WORLD TODAY

MONDAYS

Suitable for pupils of Junior and Senior High School levels.—Current Events will be interpreted for the pupils by the Reverend W. G. Martin and Mrs. R. F. McWilliams, who alternate weekly.

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MUSIC AND MOVEMENT FOR PRIMARY GRADE PUPILS

WEDNESDAYS

Suitable for pupils of Grades 1, 2, 3 and 4. Delightful rhythms and simple directions will be broadcast so that lower grade pupils will be able to enjoy and participate in them.

Series III

PEOPLES AND PLACES OVERSEAS

FRIDAYS

Suitable for pupils of Grades 5 to 9. This series will consist of very interesting interviews with people from other lands, teaching the pupils about life in far away countries.

Outlines of the broadcasts of Series II and Series III may be obtained by writing to the Director, School of the Air, Room 138, Legislative Building, Winnipeg.