

Manitoba Calling



**MANITOBA
TELEPHONE
SYSTEM**

**RADIO BRANCH
CKY-WINNIPEG
CKX-BRANDON**

VOL. IV, NO. 10, NOVEMBER, 1944

5¢

NOVEMBER



The Cenotaph - Winnipeg

*"They shall not grow old
As we who are left grow old;
Age shall not weary them,
Nor the years condemn.
In the morning, and at the
going down of the sun,
We will remember them."*

Vol. IV. No. 10.

Single Copy
5c**MANITOBA CALLING**

November, 1940.

12 Issues, 60c.
Post Free

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

"Britain Speaks"

An article in the "Atlanta Constitution", inspired by the BBC programs of this title, broadcast nightly, except Saturdays, at 9.15 C.S.T. "Britain Speaks" is carried by the CBC network stations, including CKY and CKX.

* * *

Britain speaks! We tune in our radios and listen. Sometimes there is distortion to the music of their songs or the tone of their words. But there is never distortion to the inner voice that speaks so clarionlike to the inner spirit of us all.

Distance may distort the song, but we rejoice as we hear they still can sing. The words of the commentator may, at times, fade, but the courage and the morale that fills all British hearts does not fade; it grows steadily clearer and stronger, until trumpetlike, it calls in challenging tones to us of British blood on this side of the Atlantic.

Britain has spoken many times before to all the world. It has been her voice, through centuries of advancing civilization, that has so often led the way to man. It has been her voice that has called to the marching legions along the difficult road to universal brotherhood and freedom.

But never, in all man's history, has the voice of the nation spoken so compellingly, so gloriously, as now speaks the voice of Britain.

It is a still, small voice, that uses no lips nor tongue. It is a voice that sounds clear to all the world. It is a voice that comes on the broadcast of a free spirit. It is the voice that all men worthy of manhood, all women worthy of womanhood know. Sometimes it is called the voice of conscience. Sometimes it is the voice of idealism. Sometimes it is simply the voice of human courage crying out in the darkness.

From Britain today it is the voice of all these, and more.

It is the voice of indomitable will. It is the voice of freedom. It is the voice of courage and it is the voice of sacrifice. It is, perhaps, more than all these, the voice of challenge.

It is the call from the noble spirit of a free people to kindred souls the world over.

Britain speaks. And he who cannot hear must possess the craven spirit of a slave, can know nothing of the eternal aspiration to freedom that has identified brave men, of all ages, everywhere.

CKY's AIRMAN

GETS TWO STRIPES AND FLIES SOLO



- (1) Brian Hodgkinson in flying regalia.
 (2) Wireless class. Brian is fifth from left.
 (3) Brian being congratulated by Instructor Bill McFee immediately after completing his first solo flight.

Writing from somewhere in Canada, Brian Hodgkinson, former CKY announcer and now in the R.C.A.F., tells us of his initial solo flight: "I received one of the biggest thrills of my life, outside of radio, of course. After taking about ten minutes' instruction from Bill McFee and after we had made a couple of landings, he unfastened his safety belt and got out of the ship, 'O.K. Hodge, let's see what eleven hours' instruction has taught you. She's all yours!' So off I went on my first solo jaunt, and if you'll allow me to say so, I realized

the dream of every pilot making his first solo flight. I set my ship down in a perfect 3-point landing. Needless to say, for the next few hours I was almost impossible to live with, so jubilant was I at flying solo. To date I've got 16 hours and I take my 20 hour test in the middle of the week. After that we really go to work. The gentle art of snap rolls, half rolls, loops, spins, Immelman turns, figure eights, sideslips, formation flying, instrument flying, cross country flights by dead reckoning, abandonment of aircraft (nice little job

OUR COMMERCIAL REPRESENTATIVES

As from October 1st, the representative for CKY and CKX in Canada is Horace N. Stovin. Mr. Stovin commenced broadcasting with a station at Unity, Saskatchewan, became manager of a larger station in Regina, and joined the Canadian Radio Commission as Western Regional Program Director soon after the establishment of national broadcasting in this country. He continued with the CBC when that body took over from the CRC and achieved notable success as Station Relations Director until his recent entry into commercial radio business on his own account.

In the United States, our representative is Joseph Hershey McGillvra, internationally known among broadcasting authorities. Mr. McGillvra will bring many first-rate American shows to western Canadian listeners through CKY and CKX.

this!), steep turns, powered approaches, and goodness knows what else."

"I was on the air over a certain station the other night as a contestant on a musical quiz show. I won four dollars and, believe me, it certainly felt funny being on the other end of a show like that, after having been on the donating end of so many other shows—"Treasure Trail", etc."

Brian is now a Corporal. Much of his interest in aviation was stimulated by his connection with the popular "Air Adventures of Jimmie Allen" a year or two ago. He announced that series of programs on CKY and took a prominent part in the summer air-meets arranged by the sponsors for the purpose of bringing out competition among young builders of model aeroplanes.

That our airman is remembered by CKY listeners is evidenced by the great number of letters we receive from his erstwhile radio fans who wish him luck.

REQUEST FOR OUR TOURIST STAMPS

The demand for our "Manitoba Calling" tourist stickers, designed for attachment to letters, continues. About 150,000 of the stamps have now been distributed and further supplies are being obtained. Apart from their use as invitations to vacation in Manitoba, they are being collected by philatelists. The following letter has come to us from Lancaster, Pennsylvania:

Public Relations Department,
CKY,
Winnipeg.

Gentlemen,

I work in an office where we receive your publication and I enjoy it very much.

In the last issue you published two special stamps. Please send me about 10 each of the four colored stamps—the same as you sent to provincial government offices, boards of trade, business institutions, private citizens, etc.

I am a philatelist and am deeply interested in the varieties which you have designed and published. I would like very much to have these stamps for my supplementary collection. If you cannot spare 10 of each kind, please send as many of each as you can. . . .

James L. Biemesderfer,
Lancaster,
Penn., U.S.A.

Description and samples of the stamps appeared in the September issue of "Manitoba Calling".



BEE HIVE PROGRAM POPULAR

The new program of martial music, featuring marches old and new played by outstanding bands, and musical excerpts from famous old light operas, is proving very popular with a host of CKY listeners. "Marching Along Together" is heard every Monday, Wednesday and Friday at 6.30 p.m. Sponsors are the makers of "Bee Hive" corn syrup.

SCHOOL PUPILS VISIT CKY



Young ladies of Riverbend School are shown "backstage"

CKY's studios are visited by great numbers of pupils from city and suburban schools. Mr. A. McLean, our official guide, takes particular pleasure in explaining the mysteries of broadcasting to young people. The interest shown in his talks as he conducts his charges through the premises is indicated in the above picture of a group of girls from Riverbend School. Mr. McLean is addressing the party in Studio 3.

School authorities wishing to arrange for pupils to visit CKY are invited to write or telephone the Public Relations Department—92 191.

CHEERY OVERSEAS LETTERS

A feature in CKY's morning programs which seems to have "caught on" is the presentation of extracts from letters received by listeners from their friends and relatives in the Old Country. The letters show very effectively the wonderful spirit of the British people. Many of the incidents are amusing and their description indicates the value of a sense of humour as an antidote for visitations of the Blitzkrieg. Names of writers of the letters and of those who send them in are not announced, nor do we disclose the locations from which the reports originated.

Windsor School,
St. Vital, Man.
Oct. 16th, 1940.

CKY, Winnipeg.

Dear Sirs,

The grade seven class of Windsor School wish to thank the members of the CKY staff for the interesting afternoon they spent at the studios last Friday, October the eleventh. The class feels that it will appreciate more keenly from now on the tremendous amount of preparation behind every program they hear.

Yours sincerely,

Grade Seven, Windsor School,
per Mavis Langdon, Sec'y.-Treas.

THE LISTENER WRITES

We welcome letters from our listeners at all times. Names and addresses of the writers must be given but will be treated as confidential.

WE'LL CARRY ON—"You fellows are doing a good job, excellently, at CKY. Carry on, CKY, carry on! . . . —Gypsumville, Man.

NEWS READER—"I very much dislike the bullying tone of a news reader in eastern Canada who attempts a poor imitation of 'The March of Time' announcer's technique. Let all such readers listen to the easy-going conversational style of the BBC news readers. If ultra-dramatic reading of the news were in good taste, the BBC boys have far more right to do it. . . . —Winnipeg.

TOO LATE—"Many of the good programs are on too late for us here, as we tune out at 9.30. . . . —Ninette, Man.

STARTLING ANNOUNCEMENTS—"I am another listener who strongly objects to those advertising announcements which are preceded by sounds of sirens, screeching automobile brakes, shrieks, and other effects intended to catch our attention. They make me so mad that I could never bring myself to buy any of the products so advertised. . . . —Brandon, Man.

PRINCESS ELIZABETH—"We sure were glad to hear Princess Elizabeth's broadcast on Sunday. She sure sounds just like her mother, our beloved Queen. The children told me to put the Royal Family picture in the frame. They sure are making a fuss over Princess Elizabeth. We all hope and pray that Hitler will be beaten real soon, so that Brian Hodgkinson and all Canadian boys will return home to their families. . . . —Lowe Farm, Man.

OUR "MANITOBA CALLING" STICKERS—"I should very much like to receive a quantity of the 'Manitoba Calling' mail stickers you have been describing over the air. This method of advertising our fair province intrigues me, and I shall use my quota of stickers to the best possible advantage. . . . —Winnipeg.

BOMBS FOR CRITICS — "A mild bomb might do some of these unkindly critics a little good. They don't appreciate the wonderful things we do get, through one of the grandest miracles that has ever come to the people of the world. . . . —Angusville, Man.

SUNSHINE—"We're glad the 'Good Deed Club' is on again. We love the kiddies. . . . What a lot of sunshine CKY sends out over the air, bless 'em! I'm sending you a poem called 'Criticism'. Sorry I don't know who wrote it. . . . —Neepawa, Man. (The poem appears on another page. Many thanks.—Ed.)

REQUEST — "When is Tom Benson going to give us a morning hymn? We enjoy his programs, but we older people enjoy a morning hymn. . . . —Miami, Man.

FRIENDLINESS—"We always like the friendly attitude of CKY and CKX towards their listeners. You make us feel that we Manitobans are one big family and part of a still larger family in the wide area you reach. . . . —Brandon, Man.

MADRIGALS—"How people in their right minds and old enough to vote, can go on the air and sing songs of the 'La-la-tra-la-la-la' type is beyond my understanding. . . . —Winnipeg.

PROTEST—"Imagine cutting off that forum in which Dorothy Thompson and the Australian spoke, to give us drama! Surely there is something wrong with our sense of values these days. . . . —Winnipeg.

★

Our Cover

For the photograph used on our front cover this month we are indebted to the Hudson's Bay Company's excellent magazine, "The Beaver". The picture shows canoes and aircraft transferring freight at Norway House, Man.

Adventures in Radio - 14

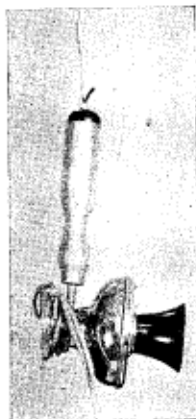
By D. R. P. COATS

EARLY DAYS IN CANADIAN BROADCASTING

(In our last issue, we described the Montreal factory in which Canada's first broadcasting station was established, in 1919. We were about to look into the equipment.)

The front of the box opens down to make a table for writing paper, disclosing three vacuum tubes looking like so many glass bubbles some five or six inches in diameter. In cupboards under the table are a transformer and other vital parts, connected directly or indirectly by concealed wiring with the vacuum tubes, the telegraph keys, and an intricate assembly of condensers, chokes, inductances, meters, hard-rubber knobs, and miscellaneous pieces of apparatus the names of which had not at that time won their way into the dictionary.

At the right front of the box, above the desk or table, is a radio receiving set panel along the lower face of which are arranged seven small glass tubes standing upright in a row. Those are tubes of a type which will be quite unknown to the majority of radio listeners in 1940, for they are to play their little part on the radio stage to the select handful of professional and amateur experimenters behind the scenes in 1919—to bow and make their exit very shortly after the curtain rises on the great drama, comedy, farce or burlesque, which is broadcasting. A pair of headphones is provided for the operator of the radio set, and it is evident that he can send and receive by telegraphic code with this outfit—and see!—there is something lying on the table—something resembling a telephone transmitter. Behold the microphone, not very long wedded to radio nor yet regarded as a trustworthy mate. Rather, the microphone is a sort of junior partner in this combination, capable of only short ranges as compared with the more efficient wireless telegraph operation for which this outfit was primarily designed. Actually, this installation is one of a great number developed for British military signal services during the Great War. With the cessation of hostilities the manufacturers in England found them-



Early broadcasting microphones were much like this one, which is shown inverted for suspending near the phonograph.

selves with many sets on their hands. It occurred to someone that some of them might be shipped to Canada and here, perhaps, be sold for use in various commercial enterprises, particularly in the pulp and paper industry as a means of communication in Canadian forests and between pulp mills and city offices. More of this, however, later.

This set which we are inspecting in the whitewashed room on William Street is about to be put on the air. Remember, this is 1919. An engineer comes up the stairs from the main floor of the factory where he has started a motor-generator which is to supply current to our wireless telephone. He enters this bare room which is the first Canadian radio studio, and throws a switch. The three tubes light up, not glowing dimly as most of our tubes do today, but shining with the brilliance of electric bulbs. There is a pause of a few minutes to allow the tubes to become thoroughly warmed and ready for action. Then the engineer picks up the microphone which looks so much like a common telephone. He holds it close to his lips and speaks—thus: "Hello! Hello! This is wireless telephone station XWA

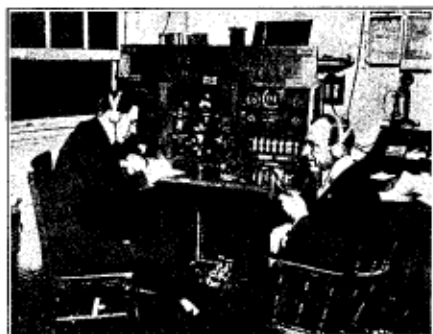
at Montreal. Hello! Hello! How are you getting this? Is it clear? Is the modulation O.K.? XWA at Montreal is changing over".

Now, you in 1940 might ask the meaning of the expression "changing over". If we today concluded a broadcast with that announcement, you would wonder why. You might think "changing over" meant a change for the better in the program sense, or maybe a change of announcers. In 1919, the few dozen people in Montreal and district able to hear the test broadcasts understood it to mean that the engineer with the microphone was standing by to receive a reply from some other station operator with whom he was conducting his experiments. Indeed we, watching the broadcast in the William Street factory, would see the engineer throw over a switch on the front panel of the set as he finished saying the words "changing over". We may not have noticed that the engineer is wearing a pair of headphones. Now, as he has thrown the switch, he is ready to receive. He turns the tuning condenser dials and makes other adjustments as he listens for the reply.

1,200 Metres

Such were the first broadcasts which went out from Montreal 21 years ago. In case you are interested in wavelengths and frequencies, it might be mentioned that the wavelength used was 1,200 metres, rather more than twice as long as the longest wave the average broadcast receiver of today is capable of tuning in. 1,200 metres is equivalent to a frequency of 250 kilocycles, which is somewhat less than half the lowest frequency included in the present day broadcast band.

In those early days, the radio listeners were almost exclusively people who could understand the radiotelegraph code. As there was rarely anything other than code to be heard, there was nothing interesting to anyone except the person who, as a professional or amateur operator, could derive some enjoyment from hearing code messages being exchanged between commercial stations on land and sea and between experimenters making a hobby of wireless telegraphy. For the most part these non-professional experimenters were boys and youths who worked in their attics with home-built apparatus, crashing out



Two of the men who conducted some of Canada's earliest broadcasts, in 1919-20. Left—Jack Argyle, radio engineer; right—J. O. G. Cann, then Chief Engineer of Canadian Marconi Co. Other members of the pioneer group were:—A. H. Morse, Managing Director and moving spirit in the venture; A. L. W. McCallum, A. Runciman, Jack Ferraris, Wm. Rose, Mr. Humphreys, George Eaton, Reg. Scantlebury, Dick Newman, Max Smyth, and the writer of this series.

messages with a telegraph key and scaring the neighbors with the flashing of blue sparks and an intermittent blinking of house lights.

When we first began broadcasting we were personally acquainted with most of our rural and, I think, all of our urban listeners in the district of Montreal. Thus we had an audience of people who were not very hard to please. The experimental tests, interrupted by the engineer's oft-repeated "changing over" were welcomed by our listeners with general satisfaction. When the speaker in his tests recited the alphabet, or, by way of variation, the numbers from one to ten, there were no complaints about the program!

One of the first historic events in which the apparatus figured was in connection with a meeting of the Royal Society of Canada at Ottawa, early in 1920, when addresses to the members were broadcast from Montreal and received at the capital city. By this time, the activities within the factory studio on William Street were beginning to interest the newspaper reporters. In this regard I must mention the valuable service which was performed by the newspapers in spreading news of the arrival of broadcasting. Looking backward to those days, I can never help feeling

(Continued on Page 13.)

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

- 9.30—The Southernaires—CBC.
- 10.00—B.B.C. News—CBC.
- 11.00—Church Service.
- 12.25—B.U.P. News
- 12.30—And It Came to Pass—CBC.
- 1.00—British Bands—Burns & Co. Ltd.
- 1.30—Religious Period—CBC.
- 3.30—Church of the Air—CBC.
- 4.15—The Tea Musical—CBC—Thos. J. Lipton
- 4.45—B.B.C. News—CBC.
- 5.00—Silver Theatre—CBC — International Silver Co.
- 5.30—Week-end Review—CBC.
- 5.45—B.U.P. News—CBC.
- 6.00—Jack Benny—CBC—Jello.
- 6.30—Let's Face the Facts—CBC.
- 7.00—Church Service.
- 8.00—Carry on, Canada—CBC.
- 8.30—American Album of Familiar Music—CBC—Bayer-Aspirin.
- 9.00—C. P. News—CBC.
- 9.15—Britain Speaks—CBC.
- 10.00—Tone Pictures—CBC.
- 10.30—What Do You Think—CBC.
- 11.30—Sanctuary—CBC.

MONDAY

- 7.00—Reveille.
- 7.45—B.U.P. News.
- 8.25—Manitoba Calling.
- 9.15—The Fishermen—United Radio Advtg.
- 9.30—The Man I Married—CBC—Oxydol.
- 9.45—The Right to Happiness—CBC—Crisco.
- 10.00—B.B.C. News—CBC.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.30—The Gospel Singer—Oxydol.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Happy Gang—CBC—Colgate-Palmolive.
- 12.45—B.U.P. News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory.
- 1.15—Road of Life—CBC—Chipso.
- 2.00—The 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.
- 3.30—School of the Air.
- 4.00—University Lecture.
- 4.15—Backstage Wife—Sterling Products.
- 4.30—Miss Trent's Children—Lever Bros.
- 4.45—B.B.C. News—CBC.
- 5.45—B.U.P. News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Marching Along Together—St. Lawrence Starch Co.
- 6.45—Easy Aces—Anacin Co.
- 7.00—With the Troops in England—CBC.
- 8.00—Lux Radio Theatre—CBC—Lever Bros.

- 9.00—C. P. News—CBC.
- 9.15—Britain Speaks—CBC.
- 9.30—B.B.C. Radio News Reel—CBC.
- 10.00—For Friends of Music—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.
- 12.00—B.U.P. News.

TUESDAY

- 7.00—Reveille.
- 7.45—B.U.P. News.
- 8.25—Manitoba Calling.
- 9.15—The Fishermen—United Radio Advtg.
- 9.30—The Man I Married—CBC—Oxydol.
- 9.45—The Right to Happiness—CBC—Crisco.
- 10.00—B.B.C. News—CBC.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.00—Voice of Inspiration—Young Church.
- 11.15—Peggy's Point of View.
- 11.30—The Gospel Singer—Oxydol.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Happy Gang—CBC.
- 12.45—B.U.P. News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory.
- 1.15—Road of Life—CBC—Chipso.
- 2.00—The 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—School of the Air of the Americas—CBC
- 3.30—CKY Studio Strings—M.T.S.
- 4.00—University Lecture.
- 4.15—Backstage Wife—Sterling Products.
- 4.30—Miss Trent's Children—Lever Bros.
- 4.45—B.B.C. News—CBC.
- 5.45—B.U.P. News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Stepping Along—Berryhills.
- 6.45—Tapestry of Music—City Hydro.
- 7.00—John and Judy—CBC—Ponds Cream.
- 7.30—Good Luck—CBC—Maple Leaf Milling.
- 8.00—Treasure Trail—CBC—Wrigley Co.
- 8.30—Fibber McGee and Molly—CBC—S. C. Johnson & Son.
- 9.00—C. P. News—CBC.
- 9.15—Britain Speaks—CBC.
- 9.30—B.B.C. Radio News Reel—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.
- 11.30—Theatre Time—CBC.
- 12.00—B.U.P. News.

WEDNESDAY

- 7.00—Reveille.
- 7.45—B.U.P. News.
- 8.25—Manitoba Calling.
- 9.00—Smilin' Jack—United Radio Advtg.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—The Man I Married—CBC—Oxydol.
- 9.45—The Right to Happiness—CBC—Crisco.
- 10.00—B.B.C. News—CBC.

- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.15—Peggy's Point of View.
- 11.30—The Gospel Singer—Oxydol.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Happy Gang—CBC—Colgate-Palmolive.
- 12.45—B.U.P. News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory.
- 1.15—Road of Life—CBC—Chipso.
- 2.00—The 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.
- 3.30—School of the Air.
- 4.00—University Lecture.
- 4.15—Backstage Wife—Sterling Products.
- 4.30—Miss Trent's Children—Lever Bros.
- 4.45—B.B.C. News—CBC.
- 5.45—B.U.P. News.
- 6.00—Superman—Ogilvie Flour Mills.
- 6.15—Light Up and Listen Club—Imperial Tobacco.
- 6.30—Marching Along Together—St. Lawrence Starch Co.
- 6.45—Easy Aces—Anacin Co.
- 7.00—Big Town—CBC—Lever Bros.
- 7.30—The Family Man—CBC—Lever Bros.
- 8.00—Melodies for You—CBC—Western Canada Flour Mills.
- 9.00—C. P. News—CBC.
- 9.15—Britain Speaks—CBC.
- 9.30—B.B.C. Radio News Reel—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.
- 12.00—B.U.P. News.

THURSDAY

- 7.00—Reveille.
- 7.45—B.U.P. News.
- 8.25—Manitoba Calling.
- 9.00—Smilin' Jack—United Radio Advtg.
- 9.15—Voice of Memory—United Radio Advtg.
- 9.30—The Man I Married—CBC—Oxydol.
- 9.45—The Right to Happiness—CBC—Crisco.
- 10.00—B.B.C. News—CBC.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.00—Voice of Inspiration—Young Church.
- 11.15—Peggy's Point of View.
- 11.30—The Gospel Singer—Oxydol.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Happy Gang—CBC.
- 12.45—B.U.P. News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory.
- 1.15—Road of Life—CBC—Chipso.
- 1.45—Armchair Radio Romances—Gensers Ltd.
- 2.00—The 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—School of the Air of the Americas—CBC
- 3.30—CKY Studio Strings—M.T.S.
- 4.00—University Lecture.
- 4.15—Backstage Wife—Sterling Products.
- 4.30—Miss Trent's Children—Lever Bros.
- 4.45—B.B.C. News—CBC.
- 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—Heroes of Civilization—Public Finance.

- 6.45—Tapestry of Music—City Hydro.
- 7.00—The Shadow—Red Deer Valley Coal Co.
- 7.30—On Parade—CBC—Robin Hood Flour.
- 8.00—Kraft Music Hall—CBC—Kraft Phenix
- 9.00—C. P. News—CBC.
- 10.30—Stag Party—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.

FRIDAY

- 7.00—Reveille.
- 7.45—B.U.P. News.
- 8.25—Manitoba Calling.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—The Man I Married—CBC—Oxydol.
- 9.45—The Right to Happiness—CBC—Crisco.
- 10.00—B.B.C. News—CBC.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.30—The Gospel Singer—Oxydol.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Happy Gang—CBC—Col.-Palm.
- 12.45—B.U.P. News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory.
- 1.15—Road of Life—CBC—Chipso.
- 2.00—The 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.
- 3.30—School of the Air.
- 3.45—Manitoba Impressions.
- 4.15—Backstage Wife—Sterling Products.
- 4.30—Miss Trent's Children—Lever Bros.
- 4.45—B.B.C. News.
- 5.45—B.U.P. News.
- 6.00—Superman—Ogilvie Flour Mills Co.
- 6.15—Light Up and Listen Club—Imp. Tobac.
- 6.30—Marching Along Together—St. Lawrence Starch Co.
- 6.45—Easy Aces—Anacin Co.
- 8.00—Waltz Time—CBC—Sterling Products.
- 8.30—The Canadian Theatre of the Air—CBC—Ironized Yeast.
- 9.00—C. P. News—CBC.
- 9.15—Britain Speaks—CBC—Wickham Steed.
- 9.30—B.B.C. Radio News Reel—CBC.
- 10.00—Woodhouse and Hawkins—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.

SATURDAY

- 7.00—Reveille.
- 7.45—B.U.P. News.
- 8.25—Manitoba Calling.
- 9.15—C. P. News—CBC.
- 10.00—B.B.C. News—CBC.
- 10.30—Good Deed Radio Club—T. Eaton Co.
- 11.00—Prof. V. W. Jackson—Nature Talk.
- 11.15—Peggy's Point of View.
- 11.30—Children's Scrapbook—CBC.
- 12.30—Pinto Pete—Dominion Fur.
- 12.45—B.U.P. News, Messages and Weather.
- 3.00—London Calling—CBC.
- 4.45—B.B.C. News—CBC.
- 5.15—N.H.L. Hockey Players—CBC—St. Lawrence Starch Co.
- 5.45—B.U.P. News.
- 6.00—Sweet and Swing—CBC—Col.-Palm.
- 6.30—Share the Wealth—CBC—Colgate-Palm.
- 7.00—Hockey Broadcast—CBC—Imperial Oil.
- 8.45—C. P. News—CBC.
- 10.30—Red River Barn Dance—CBC.
- 11.30—Musical Mirror—CBC.

CKX HIGHLIGHTS

Numerous programs not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY EXCEPT SUNDAYS

- 7.30—Musical Eye Opener.
- 8.15—Wake Up and Live.
- 8.45—What's in the Air.
- 9.00—Over the Backyard Fence.
- 11.00—C. P. News—CBC.

SUNDAY

- 11.00—Radio City Music Hall—CBC.
- 11.55—C.P. News—CBC.
- 12.00—Old Country Mail—CBC.
- 12.15—Just Mary—CBC.
- 7.00—Charlie McCarthy—CBC.
- 7.30—One Man's Family—CBC.

MONDAY

- 8.00—Toasterscrapers' Club.
- 11.30—Pelham Richardson's Orchestra—CBC.
- 1.45—Markets and Livestocks.
- 4.15—Mirror for Women—CBC.
- 6.00—Let's Go to the Music Hall—CBC.
- 10.00—Light Up and Listen Club.
- 11.00—With the Troops in England—CBC.

TUESDAY

- 7.40—Feed Talk.
- 11.15—Sweet Hour of Prayer—CBC.
- 11.30—Pelham Richardson's Orchestra—CBC.
- 1.45—Markets and Livestocks.
- 6.55—Commentary on the News—CBC.
- 10.00—Light Up and Listen Club.

WEDNESDAY

- 11.30—B.C. Schools Broadcast—CBC.
- 1.45—Markets and Livestocks.
- 5.15—Message from Sandy MacPherson—CBC
- 6.30—Carson Robison.
- 6.55—Commentary on the News—CBC.
- 10.00—Light Up and Listen Club.

THURSDAY

- 8.00—Toasterscrapers' Club.
- 1.45—Markets and Livestocks.
- 6.30—They Shall Not Pass—CBC.
- 6.55—Commentary on the News—CBC.
- 7.00—English News Letter—CBC.
- 10.00—Light Up and Listen Club.

FRIDAY

- 7.40—Feed Talk
- 11.30—B.C. Radio Schools—CBC.
- 1.30—Smilin' Ed. McConnell.
- 1.45—Markets and Livestocks.
- 6.00—Do You Remember—CBC.
- 6.30—Carson Robison.
- 10.00—Light Up and Listen Club.

SATURDAY

- 8.00—Bands of the Salvation Army.
- 9.30—Radio Train.
- 12.30—Closing Markets.
- 5.30—Recital Series—CBC.

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 to "Manitoba Calling."

Our listeners continue to send us examples of mispronunciation. Our first this month is the word al-TER-nate. A network program of excellent music that preceded by the announcement that this feature would be heard on ALL-ter-nit weeks. (Spelling, of course, is phonetic). The emphasis, we are informed, should be on the second syllable, not on the first, when the word is used in the sense intended.

Listeners were mystified recently when a morning news reader stated that Sir John Reith had been "elevated from a Knighthood to a 'Bronly'." Never having heard of a Bronly, we inspected the teletype copy of the news report, and, sure enough, it appeared as Bronly. Our guess is that something slipped in the mechanical process of transmission.

Another instance of typographical error was the reading of CRATES for CRANES in a report describing an R.A.F. raid on the wharves of Hamburg. However, they were neither crates nor cranes when the R.A.F. left them.

A correspondent asks why some announcers persist in calling VICHY "VEESH-AY" when it should be VEESH-EE".

We heard COM-ment mispronounced in a news bulletin the other morning. The accent was incorrectly placed upon the second syllable. Another word which seems to be badly treated is Al-LAYED, which some announcers will persist in pronouncing AL-layed.

A "SON-orous" baritone announced in a recorded program proved to be very pleasantly son-OR-ous, as many listeners anticipated.

It was surprising to hear Vancouver's "Sanctuary" program described as a PREE-sentation.

The heroic efforts of radio announcers to avoid repeating phrases have the effect of developing a tendency to express commonplace ideas in extraordinary language. Thus, some nights ago we

Criticism

Somehow, I've always noticed and no
doubt you've noticed too,
It's a funny world to live in, and no
matter what you do,
You're criticized by many, and there's
not a single chance
Of pleasing everybody under any cir-
cumstance.

This pleasing game's a dandy, you may
try your level best
To satisfy and gratify and meet with
every test
That ever yet has been designed, and
when at last you're through,
You'll find you're always criticized, no
matter what you do.

For instance, you have seen the man
who's made a great success,
And yet he's always criticized, and cen-
sured more or less;
And then the failure you've observed. He
gets it just the same.
He's criticized and ostracized because he
lost the game.

And so it kind of seems to me the world
is rather queer;
You get it if you do or don't, the while
you're living here;
But at the journey's end there's hope if
you can only wait,
For on the day you're laid away they
all will say you're great.



WEDDING BELLS

A much congratulated CKY announcer
is Tom Benson, conductor of "Reveille"
and "Wake Up and Live", those very
popular morning programs. Tommy
married Miss Ruth Faulkner on October
12th. Many listeners have asked us to
wish the bride and groom long years of
happiness, and we at CKY add our
blessing.

were introduced to a program "featur-
ing the console artistry of . . . X . . .".
In plain English, this meant that Mr.
X was about to play the organ. Else-
where, a spade may be called a spade.
On the radio it's a long-handled agri-
cultural implement.

IN "ALBUM OF FAMILIAR MUSIC"



Frank Munn

Frank Munn, who sings on one of ra-
dio's oldest musical series, the "Album
of Familiar Music", is a real microphone
rarity. He has been on the air for
seventeen consecutive years, having
made his radio bow in 1923. In all that
period, he has never sung on a single
sustaining period nor has he made one
personal appearance off the airwaves.

Munn began his career employed on a
commercial broadcast and has never con-
tributed a sustaining broadcast of any
sort. More than that, he has never
supplemented his studio work with mo-
tion picture chores, concert dates, night
club engagements or flings at vaudeville
or Broadway revues.

At one time he was one of the highest
paid recording artists but today he
makes no records at all, an inactivity of
his own choosing—he wishes to devote
all his time to the airwaves.

CKY ANNOUNCER



Harry O'Donnell

The deep rich voice often heard reading late news reports over CKY belongs to an announcer who, being very modest and disliking publicity, has hitherto managed to escape having his photograph published in "Manitoba Calling". Harry O'Donnell is not as a rule featured as an "M.C." of the lightest and most popular programs, but in his chosen field he can be relied upon to do a good job of work. Although a Canadian by birth, having first seen the light in Winnipeg, he is perhaps CKY's most BBC-like announcer. Queried as to his hobbies and special interests, Harry gave "sailing" as his favorite sport. He likes photography, too, and riding (when a horse is available). In music he likes Handel, Haydn, Mozart and many other masters. He thinks dance music is all right for dancing, but not for arm-chair aural entertainment. Well-read and an interesting conversationalist, Harry O'Donnell brings to the microphone a "background" which can be detected, no matter what announcement he may be reading.



Announcing
THE WINNERS

in

"Manitoba Calling's"
Essay Contest

*"A Holiday in
Manitoba"*

1st Prize—\$100

I. D. BLAIR,
Winnipeg

2nd Prize—\$50

GEO. R. BELTON,
Winnipeg

3rd Prize—\$25

IDA GRACE LOKKEN,
Moorhead, Minn.

Many entries are deserving of honorable mention. Excerpts from the best contributions will appear in future issues of "Manitoba Calling".

CONGRATULATIONS!

ADVENTURES IN RADIO

(Continued from Page 7.)

grateful to the Press for the assistance they rendered in bringing broadcasting to the notice of the public, and for the many personal courtesies I received from Montreal editors and reporters. It is quite fitting that I should mention this, because my duties at that time were those of official lecturer, promoter and public relations man for the well-known radio manufacturer from whose works the broadcasts were being transmitted. It was my job to arrange public demonstrations at meetings of service clubs, at schools and church gatherings, etc., as well as to conduct many of the broadcasts, which in those days meant operating the transmitter as well as speaking into the microphone. The support of newspapers was vital to the success of our efforts just as soon as the experimental speech transmissions were augmented by the odd musical number and provided something more interesting though still not highly entertaining. One might broadcast for months or years, but until people were supplied with "ears to hear" one's efforts would be wasted on the desert air. Somehow, the general public had to be told about it. We put on demonstrations at numerous places in and around Montreal, and folks would strain to hear the feeble tinkle of music from the diminutive loud speaker. When we assured them that radio waves were penetrating their homes, they were often discouragingly skeptical and would wag their heads in doubt. Reliance upon such activities alone would have made the adoption of the new baby by the public a slow and painful process.

But the newspapers kept close track of us. For better or worse, they spread the news into the homes of their readers. They co-operated with us in promotional stunts, and in innumerable ways the Press helped the cause along, so that you who enjoy the benefits of broadcasting and we in the radio profession can thank the enterprising Press for helping the infant broadcasting through the measles and the mumps: which is not to say that the youthful subject is yet completely free from sniffles and a kind of growing pains from which, let us hope, it will some day be delivered! (To be continued.)

BACK IN "BIG TOWN"



Edward G. Robinson and Ona Munson are back in the "city room" for another season of exciting "Big Town" dramas over the Columbia and CBC networks Wednesday nights. (CKY-CKX, 7 p.m. C.S.T.) This year, the fourth for the series—Robinson is forsaking his racket-busting activities and is concentrating on stories based on actual events that have made headlines in the past. Robinson appears as Steve Wilson, managing editor, and Miss Munson again is cast as his glamorous assistant, Lorelei Kilbourne. Lever Bros. are sponsors.

★

"SUPERMAN"

Exciting Stories Starting on CKY

Favorite comic strip thriller with countless boys and girls, "Superman" as a radio series is to be heard on CKY, Wednesdays and Fridays at 6.00 p.m., sponsored by Ogilvie Flour Mills Company, Limited. The new program is being introduced in response to many requests from youngsters who, delighting in the newspaper strips, have expressed their desires to hear the radio version.

★

"ON THE TRAP LINE"

Many listeners will welcome back to CKY the series known as "On the Trap Line", sponsored by The Sydney I. Robinson Fur Company. The programs will be heard on Thursdays, at 6.00 p.m.

Listening to "Manitoba Impressions"



Audience at Graysville, Man., hear recordings made in their own community

Following a fowl supper at Orr Church, near Graysville, Manitoba, we showed a number of natural-color pictures of provincial beauty spots, and reproduced some recordings made earlier in the day on a neighboring farm. Our Public Relations Department carries on considerable activity of this kind, lecturing on numerous phases of radio and related topics, and recording local doings throughout the Province of Manitoba. The records are featured in a series of talks entitled "Manitoba Impressions", broadcast by CKY and CKX on Fridays at 3.45 p.m.

FREQUENCY CHANGES COMING

It seems a long time since we heard that the frequencies of a number of Canadian stations, including CKY and CKX, were to be changed. The announcement followed an international convention of radio authorities among whose tasks was that of untangling the troubles caused by interference between various stations on the continent. We are now advised that the frequency of CKX is to be changed from 1120 k.c. to 1150 k.c., and that of CKY from 910 k.c. to 990 k.c.

According to present information, the changes will be made early in 1941.

ANNOUNCING UNDER DIFFICULTIES

Pity the announcer who has several hours of duty to perform, a number of important programs to "M.C.", a few spot announcements to put over with "wim and wigger"—and all this with a high temperature, a sore throat, and a miserable feeling in the nose! Colds are bad enough in any occupation, but when two or three announcers have them while trying to maintain the tradition that the show must go on, there is an air of unwonted gloom about the studios. Wilf. Carpenter and Wilf. Davidson have each been recent victims, but have carried on like the good troupers they are.

WINNIPEG COMMUNITY CHEST

CKY's activities on behalf of the Community Chest this year included "Visiting Microphone" broadcasts from the Children's Home, the Children's Hospital, and St. Agnes Priory School; dramatic sketches by George Waight, and selections by Pelham Richardson's orchestra. Highlights of the campaign were the songs by the youngsters in the Children's Home and St. Agnes Priory.

★ ★ ★

DOROTHY THOMPSON

"Manitoba Calling" has its own Dorothy Thompson, the young lady who includes among her duties keeping track of our subscribers and seeing that you get your copies regularly. When you are changing your address, please let us know so that our records may be revised.

★ ★ ★

PROFESSOR ALLISON

Greatly missed by the many listeners who have enjoyed his book reviews on CKY during more than seventeen years, Dr. W. T. Allison is confined to his home by sickness. His innumerable

friends wish him a speedy recovery, coupling their expressions with congratulations on his having been presented with a new grandson, son of Dr. and Mrs. Gerard Allison, born in Winnipeg, October 24th.

★ ★ ★

"ARMCHAIR RADIO ROMANCES"

Gensers and Sons Limited, announce their sponsoring of a series of programs of the above title, to be broadcast by CKY on Thursdays at 1.45 p.m. "Armchair Radio Romances" are short, gripping, heart-stirring stories—"mystical—historical—romantic", written by dramatists of international reputation. Among the members of the cast are such names as Cy Kendall, Hanley Stafford and Jeanette Nolan, with Ralph Scott directing and John McIntyre announcing.

★ ★ ★

"PINTO PETE"

The always popular feature "Pinto Pete" is again being sponsored by the Dominion Fur Auction Sales—CKY, Saturdays at 12.30 p.m.

*You too can SERVE-
by SAVING!*

BUY

WAR SAVINGS CERTIFICATES



and contribute to Canada's War Effort

For every \$4.00 invested now you will receive \$5.00 seven and one-half years hence.

BUY WAR SAVINGS STAMPS

25c each—Sixteen stamps (value \$4.00) can be exchanged for one Certificate.

You can buy
War Savings
Stamps at principal
Telephone Offices
in Manitoba

RADIO PICK-UPS

A Page of Items Heard and Seen

Piped Music:

"About four years ago some citizens of New York were surprised and interested to hear soft, slow music seeping out of the walls of some of their favorite bars and restaurants. The music, released from concealed wall outlets, was piped in over telephone wires from the offices of the Muzak Corporation. Today, 'Music by Muzak' is installed in some 600 locations in the New York Metropolitan area and has spread to nine other Eastern and Mid-western cities. And this week service is being made available in Philadelphia for the first time. St. Louis and Los Angeles may be next. . . ."

—Brandon "Sun".

"Out of the Mouths. . .":

"A New York City school teacher has collected comments by children five to twelve years of age. If they had been made by grown-ups—yes, by widely experienced and quite 'intellectual' grown-ups—they still would have been worthy of their authors. They almost prove Sir James Barrie's contention that being an artist consists of remaining a child. . . . Examples: 'I like the country because it's so peaceful. Out there the quiet just goes sliding along.' Also, 'When you feel like getting excited you can turn on the radio, and when you feel like being sad and crying, you can turn it on, too. There are lots of sad people on the radio'. . . ."

—"Daily Graphic",
Portage la Prairie, Man.

Churchill's Plain Speech:

"What is it that gives his wireless talks so strong an appeal? Most people regard them as the best tonic of the war. He speaks with assurance, frankly, and with studied unreserve. There is an air of indiscretion combined with authority. There is no touch of self-apology. He employs oratorical skill subdued to the medium of the microphone.

But while these qualities help to make

the talks successful, what puts them in the first class is something else; throughout, there is more than is expressed in actual words, a tone of conviction, of inflexible purpose, of certainty, as though the cause were already won. . . . He utters what the ordinary man thinks, in accents that the ordinary man recognizes to be true."

—London Reader's News,
quoted in Elkhorn "Mercury".

London Calling:

When headlines are screaming sensational views

And everything seems so upsettin';
When bombers are making their daily attacks

From Land's End and Dover to Stettin;
A twist of the dial, and into the room
Comes the word which is bound to suffuse

A confident ray through the deepest of gloom—

"This is London, and here is the news."

When Goebbels is jamming the ether
with stuff

Produced by Berlin propaganda,
And Duce is giving a mighty harangue
From his fine second storey verandah,
A twist of the dial and there as of yore
Is that voice which as always imbues
A courage much greater than ever before—

"This is London, and here is the news."

When battles are ended and victory won;

When we've vanquished the foe once again,

When search as you will you could not see a Hun

From Narvik and Antwerp to Spain.

A twist of the dial and there you will find

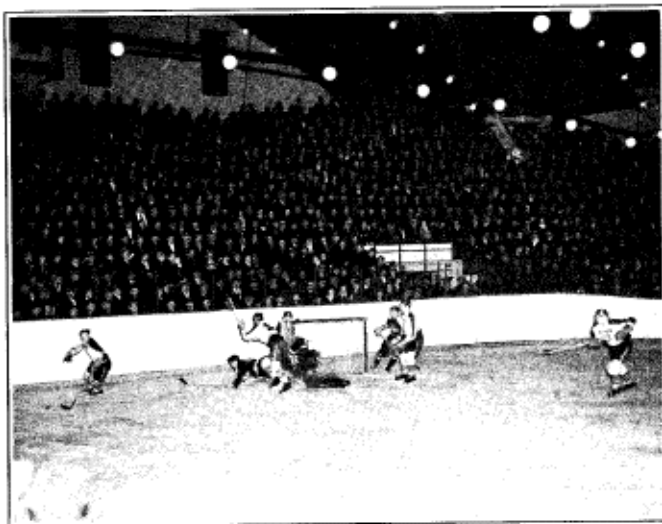
Those same words which will serve to infuse

Good courage and cheer in the hearts of mankind—

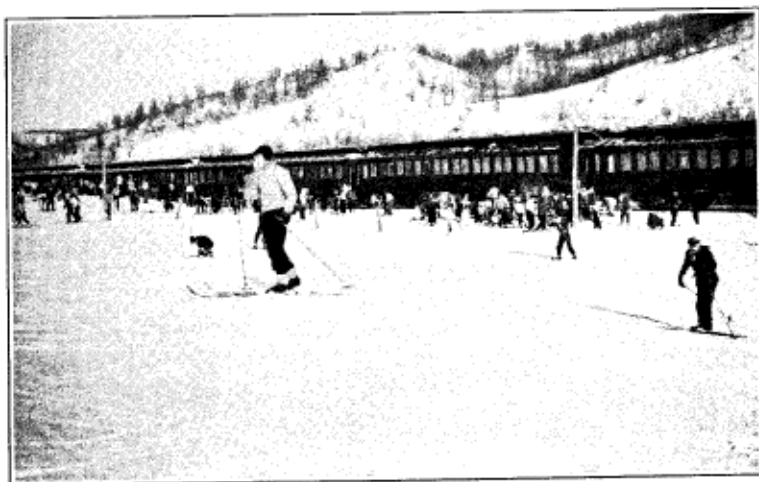
"This is London, and here is the news."

—Helen Hawthorne,
in "MacLean's Magazine".

"It won't be long now . . . !"



There is grand winter sport in Manitoba. Almost every town has its commodious rinks for ice hockey and curling.



Ski-ing among the hilly districts of the Province attracts crowds of enthusiasts. Here the ski-train is delivering its passengers at La Riviere.

“The Voice of Manitoba”

CKY is truly Manitoba's Radio Station.

Owned by the people of this province, it has rendered faithful service since the early days of broadcasting.

CKY has led and continues to lead in the introduction of new ideas in broadcasting art and technique.

15,000 watts

CKY
WINNIPEG

910 kilocycles

Established 1922



1,000 watts

CKX
BRANDON

1,120 kilocycles

WESTERN MANITOBA'S STATION



Radio Branch

MANITOBA TELEPHONE SYSTEM