

Manitoba Calling



RADIO BRANCH MANITOBA TELEPHONE SYSTEM

VOL. V. No. 6

JUNE, 1941.

In Winnipeg's Lovely Parks



There are 44 public parks and squares in Winnipeg, with a total area of 1,039 acres. Assiniboine Park (above) has an area of 290 acres.



Kildonan Park, situated on the bank of the Red River—a natural beauty spot which compares favorably with any in Canada.



Address all communications to Public Relations Department,
Vol. V. No. 6. Radio Branch,
Single Copy Manitoba Telephone System
5c. Winnipeg
June, 1941.
12 Issues, 60c.
Post Free.

Summer Radio

Warmer weather means less inclination to remain indoors beside the family radio set. It used to mean virtual abandonment of all interest in broadcasting. When transmitters and receivers lacked their present day efficiency the crackle of static was more than a background accompaniment to radio programs. It often made recognition of words and music quite impossible.

Today, there is still some interference, but only when an electric storm is actually in the vicinity does it make listening to local stations unbearable. No longer do we read of the summer slump in radio entertainment. We carry on, even through the dog days. In times like these we must know the latest news; we must not miss the President's chat, nor Mr. Churchill's blistering comments on the "Nar-zis", nor the speeches of our own Canadian leaders. There are serials, too, comedy and drama, that continue round the year and must be heard.

The radio must go with us in the automobile, as a neat cabinet in the canoe, or as a piece of furniture in the summer cottage. While we are at home we may increase its volume so as to hear it on the porch or in the garden. Aye, there's the rub! Our neighbors will hear it, too, whether they like it or not. We'll park our car in the picnic grounds with a hundred others, all bellowing forth a bedlam of broadcast noises. In our canoe we'll cruise the river or lake front at any hour of the day or night, letting our gratitude to Marconi and De Forest express itself at just sufficient level to annoy campers who are trying to read or sleep.

Maybe, though, we'll do nothing of the kind. Perhaps as victims of other people's radioblitzes we have suffered enough to know what nuisance we may cause. Perchance we are just thoughtful, kind, considerate folk, anyway. Let us hope so.

FOR OUR RADIO THIS SUMMER THE SLOGAN SHALL
BE "PIPE DOWN", AS THEY SAY IN THE NAVY.



Adventures in Radio - 19

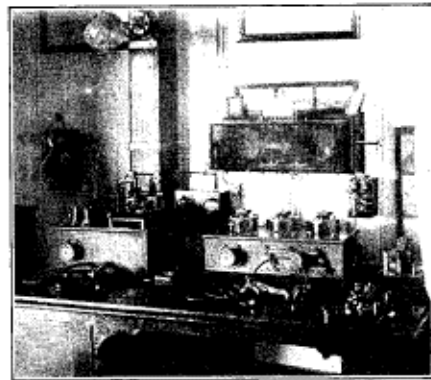
By D. R. P. COATS

(Continued from our March issue.)

In this series of recollections no attempt has been made to present incidents in chronological sequence. Originally broadcast by CKY as radio talks, with the title "Between Ourselves", the material has been based upon notes in diaries and amplified by consultation with a fairly retentive memory. As the previous articles have indicated, my experience in radio communication has been long, allowing for the youthful state in which the art may still be said to exist. In 1910, when I first began to study "wireless" with a view to adopting it as an occupation, comparatively few vessels in Britain's mighty mercantile marine had been equipped. Less than ten years earlier, the British Admiralty had agreed to use Marconi wireless "in certain of His Majesty's ships" and at a few coast stations. The contract was in the nature of a declaration of independence. It emancipated the ships from sole reliance upon visual signalling, and it was signed on July 4th, 1900. The Atlantic was crossed by radio signals in December, 1901, and limited public message service was established between the old and new worlds late in 1907. Two occurrences which influenced my decision to enter the radio profession were the loss of the steamship "Republic" in 1909, when operator Jack Binns achieved fame by remaining at his key and saving the lives of all the passengers and crew; and the Crippen case in 1910, in which the arrest of the fugitives resulted from a message to Scotland Yard wirelessed by Captain Kendall, reporting the presence of suspicious looking passengers on the S.S. "Montrose", bound for Canada. Some of the glory credited to radio in that case was attached to the wireless man, and I recall how thrilled I was on joining the wireless school in London to learn that the "Montrose" operator was a graduate.

The apparatus in use when I entered the profession included some of the earliest types employed by Marconi. The coherer—that erratic collection of metal

filings in a little glass tube—was still the detecting device in many installations. Rapidly replacing it was the magnetic detector, a belt of iron wire moved continuously by clockwork through a magnetic field. The crystal detector, later to become so popular with the rapid development of broadcasting in 1922, was then only four years old. The induction coil, practically unchanged since used in Marconi's first experiments, was still the essential part of wireless transmitters aboard ship and ashore. Its use persisted, in fact, well into the Great War years and, as battery-operated "emergency" equipment, its croaking signals could be heard when I last crossed the Atlantic as a wireless operator, in 1922.



Ship's wireless cabin, in 1913. The magnetic detector is the glass-covered instrument mounted on the bulkhead (wall) above the centre of the table.

Reference to the magnetic detector reminds me of some of the shortcomings of that instrument. First, there was the fact that it had to be wound up every hour-and-a-half. So long as the belt of iron wires continued to move, a slight hissing noise in the headphones assured the operator that the detector was in a sensitive condition. In many parts of the ocean radio signals were so rarely heard that the only sound in

the phones would be the soft hiss of the "maggie" or the crackle of static. Hour after hour of this was monotonous, but the operator, anchored by his phone cords, had to keep his ears open for faint signals—maybe the SOS which might, if promptly answered, bring him a week or two of fame, or, if neglected, might lead to his embarrassment in a subsequent court of enquiry. Judge, then, his feelings when the spring of the clockwork broke and the belt of iron wires ceased its journey past the poles of the field magnets! What a dilemma! What to do? Lacking another clock-spring (not included among the spare parts provided) he must somehow manage to keep the pulleys rotating by hand, with the arm outstretched to the limit of his reach above the table to the detector mounted high on the bulkhead. He must turn the driving pulley slowly and steadily, and do it while his feet were hooked around the table legs or whatever solid object might serve to maintain him in his seat as the ship rolled and pounded in heavy seas. In wireless then as in broadcasting now "the show must go on," with the distinction that our show more often involved such important matters as life and death, sailing and docking instructions, coaling orders, and what not.

I shall never forget my first visit to Prince Edward Island. I sailed from Montreal as lone wireless operator of a little steamer which ran to Charlottetown, Sydney and St. John's, Newfoundland. Somewhere between Father Point and Gaspé, the spring of my magnetic detector broke, leaving me with the dismal prospect of turning the pulleys by hand throughout the journey to St. John's and back to Montreal—a matter of about twelve days! All the rest of that day and during several hours of the night, I patiently continued the slow rotation with my left hand, copying messages when they came with my right.

Fortunately, we reached Charlottetown the next morning and, although it was Sunday, I managed to secure the assistance of a watchmaker. He had no spring of the required size, but he had plenty of ingenuity, and between us we repaired the damaged spring by soften-

WINNIPEG

In 1870, its population was 215; today over 224,000 — Greater Winnipeg over 318,000. Is the capital city of Manitoba, and one of Canada's four metropolitan centres. Altitude above sea level 760 feet.

Is an important manufacturing centre, and the gateway to rich and extensive mining areas. Has become the greatest grain centre on the North American continent, the financial, commercial, wholesale and manufacturing centre of the middle west, and the educational centre of the Province. Has over sixty hotels, forty-two beautiful public parks and squares, eighteen golf courses. Has wide and well paved thoroughfares, beautiful boulevarded and residential streets. Its three main thoroughfares, 132 feet wide, are the widest on the continent. Winnipeg is noted for: largest cash grain market in the world—cheapest hydro electric light and power on the continent—largest individually owned railway yards in the world — largest Musical Festival in the British Empire — practically unlimited hydro electric power for manufacturing purposes.

The Civic Auditorium, constructed at a cost of more than a million dollars, includes a splendid art gallery and a museum which every visitor should see.

CKY's studios are, of course, in Winnipeg, located close to the business centre of the city. The transmitter is near Headingly, about 17 miles west of Winnipeg and beside Number 1 Highway.

ing the ends in a blow torch and using rivets made from a steel knitting needle commandeered from the stewardess. The job proved satisfactory and the spring held up for the remainder of the voyage. Thus it is that whenever anyone mentions Prince Edward Island to me, the nightmare of that broken spring and the generous help of that Charlottetown watchmaker—he refused to accept payment—come flying into my mind.

(To be continued)



Come Along to Manitoba!

Richly endowed by nature with enchanting and diversified scenery—clear and sparkling lakes, rushing rivers and lazy streams—majestic forests — hills and valleys — vistas of undulating prairie, and, in the more settled portions, prosperous and well-kept farms, Manitoba consequently offers many attractions for those seeking healthful recreation during the delightful summer months prevailing from May until late September.

Manitoba is situated at the very centre of the North American continent and easily accessible from everywhere by railroads, highways and air routes. On its southern border are the populous States of Minnesota and North Dakota —on the west the Province of Saskatchewan—on the east Ontario, and on the north the Northwest Territories. Manitoba is a maritime province, as over 400 miles of it borders on Hudson Bay. The waters of the province cover a large portion of its total area and comprise innumerable lakes, both large and small, and rivers and streams in almost countless number. Lake Winnipeg, 300 miles long, is one of the longest inland lakes in the world. The mighty Nelson is one of the great rivers of the continent, and the waters of the Red, the Assiniboine and the Saskatchewan flow through Manitoba on their way to the sea.

Historically, Manitoba can go back to the early seventeenth century. In 1612, Captain Thomas Button sailed along the western shores of Hudson Bay and discovered the Nelson River, where he spent that winter. Subsequently, many visits were paid to the Bay by English explorers and adventurers. In 1670 a charter was granted by King Charles the Second to a group of "gentlemen adventurers" and this was the origin of the Hudson's Bay Company. In 1688 this Company built the first fort at Churchill River mouth, calling it after the then Prince of Wales. It was afterwards partially destroyed by a French fleet, but has been restored and is one of the interesting historic mementos of

the earliest history of the province. Churchill, Manitoba's seaport, is built on the ground once trodden by these early pioneers.

In 1689, one Henry Kelsey started westerly from Fort Prince of Wales, the first known white man to explore the western interior. In 1738 the Sieur de La Verendrye came from French Canada by way of the Great Lakes and Lake of the Woods, down the Winnipeg River to Lake Winnipeg, where he built a small stronghold called Fort Maurepas near the mouth of that river. Continuing his explorations, he reached the Red and Assiniboine Rivers, where he built a small fort on the present site of Winnipeg, later penetrating as far west as the present city of Portage la Prairie, where he built Fort La Reine. From this latter point, he visited the Mandan Country in North Dakota. For the next three-quarters of a century, the fur traders held full sway and trading posts were established throughout the then known western country.

Selkirk Settlers

In 1812 Lord Selkirk brought his first settlers from Scotland by way of Hudson Bay, to hew out a settlement along the Red River, where 116,000 square miles of land had been purchased by Lord Selkirk for colonization purposes. These hardy pioneers experienced many trials and until 1821 there was constant friction, and even warfare, with the North West Company, a powerful fur-trading company with headquarters at Fort Gibraltar, near the junction of the Red and Assiniboine Rivers. In 1821 the Hudson's Bay Company and the North West Company amalgamated, and from then on the country steadily developed. In 1870 the Province of Manitoba was formed. There were no means of communication with the outside world, except by the water routes or wagon trails south to the United States. The first Lieutenant-Governor of Manitoba arrived at Fort Garry (now Winnipeg) by canoe. The first railway train in Manitoba was run from the boundary



White Mud River at Gladstone

to St. Boniface, just across the Red River from Winnipeg, in December, 1878. The first transcontinental train passed through Winnipeg in July 1886. Development proceeded rapidly from then on and the Selkirk settlement of 1812, with a sparse population of some 5,000 people in 1843, has grown from what was once known as the postage stamp province, owing to its small extent, to the great Province of Manitoba with a present population of over 720,000.

Whereas, in those very early days of this country's history, vast distances of uninhabited country met the view on every side—where roads were non-existent—where comfortable hotels and attractive resorts were unheard of—and trains and speeding automobiles were dreams of the far distant future—today the picture offered is one which attracts and allures.

Water Ways

On the larger lakes of the province are summer resorts where the vacationist may spend delightful hours in comfortable hotels or bungalows, and where boating, swimming, fishing, golfing and other sports are provided. On Lake Winnipeg is Winnipeg Beach, Sans-Souci Park, Grand Beach, Victoria Beach, Berens River and Norway House. One of the earliest of the Hudson's Bay Company forts and trading posts is located at Norway House. On Lake Manitoba the best known resorts are Delta Beach and Laurentia Beach. With the

exception of Norway House and Berens River, these are all accessible by either railroad or highway. The exceptions are reached by steamer from Winnipeg. This boat trip, which takes six days for the return journey to Norway House, provides an enjoyable and interesting outing at reasonable cost.

Manitoba's waters contribute their offerings of good fishing and many delightful canoe trips. There are speckled trout, arctic charr and grayling (considered the best on this continent) on the Nelson River and its tributaries—lake trout, pickerel (or wall-eyed pike), great northern pike and bass in the numerous lakes in the northern and eastern portion of the province—goldeyes (famous all over North America), perch and mooneyes in other rivers and streams. The Provincial Government have done, and are doing, much in the further stocking of these waters.

Big game, such as moose, caribou, jumping deer, and bear are plentiful and provide excellent hunting for the sportsman. They are found in the northern and eastern parts of Manitoba, which are reached by railroad or highway. Wild geese and ducks are also plentiful and widely distributed, and there is no better sport shooting for these than on the marshes of Manitoba. Partridge and prairie chicken are abundant in nearly all parts of the province, and conservation measures are being carefully enforced to maintain the stock.

The great Trans-Canada Highway,



Bird Sanctuary—Shoal Lake, Man.

which will eventually cross Canada from the Atlantic to the Pacific, has been completed as an all-weather or paved road within the borders of Manitoba, a distance of 342 miles. On this road, and adjoining the Ontario boundary, the Whiteshell Forest Reserve is situated, the most beautiful of Manitoba's many forested areas. With its innumerable lakes, rivers and streams — countless acres of fragrant balsam and fir trees — wild animal life—alluring canoe trips — good beaches, and camping sites in unfrequented and unspoiled natural surroundings—the tourist will be enchanted. The Turtle Mountain Forest Reserve and the International Peace Garden, on the Manitoba-North Dakota boundary—the Duck Mountain Forest Reserve in the north, and Sandilands Forest Reserve in the southeast are other attractive points in the Province.

One of the most delightful of the numerous national playgrounds is the Riding Mountain National Park, a natural beauty spot, consisting of 1,100 square miles of undulating country, 2,200 feet above sea level, located in the heart of the province, with luxuriant forests and many lakes and streams. It is 170 miles northwest of Winnipeg, and all-weather highways converge upon it from all directions. Clear Lake is the largest body of water within the park, and upon its southern shore is the vil-

lage of Wasagaming. Summer hotels the most modern—bungalow camps — restaurants — tourist camps — garages and stores cater to the needs of the visitor. There is everything necessary for the amusement and recreation of those patronizing this delightful spot. Riding, boating, canoeing, fishing and swimming, tennis courts, commodious community hall, and one of the finest 18-hole golf courses, with club house, to be found anywhere. Excellent roads within the park area lead to the buffalo enclosure at Lake Audy, and beaver, elk (over 3 000 of them), moose, deer and other wild animal and bird life are seen in their natural surroundings.

Manitoba's summer climate commends itself to the vacationist. Days of bright sunshine without oppressive extremes of heat, cool nights for restful slumber and an absence of enervating humidity. Two of the remarkable phenomena of nature, the Northern Lights, and the Twilight Bow, present their wonders for all to see and marvel at.

North of the Riding Mountain National Park is situated the Town of The Pas, the wholesale distributing and railroad hub of Northern Manitoba, with rail lines running to the mining centres of Flin Flon and Sherridon and the prairie's only seaport at Churchill on Hudson Bay. Sportsmen will find splendid fishing for speckled and salmon

"OXYDOL'S OWN"



Ma Perkins

Here she is: the kindly, philosophical, always charitable mother of Fay and John. In her beloved Rushville Centre she meets more adventures than happen to world travellers, but her virtue repeatedly triumphs over the villainy of schemers and racketeers. When Ma survives each crisis, the question is "what next?"

trout, gold eyes, great northern and wall-eyed pike in the lakes around The Pas, and this section of Manitoba has moose, deer, caribou, bear, geese, ducks, partridge and prairie chicken for the hunter. Fully modern hotels and cafes, and an attractive tourist camp on the banks of the historic Saskatchewan River assure the visitor good accommodation. The Pas is accessible by railway and over all-weather roads.

Manitoba extends a warm welcome to visitors. The Tourist and Convention Bureau, located in the Legislative Building, Winnipeg, will gladly assist with maps, descriptive literature, or other detailed information necessary to plan a vacation in the Province of Manitoba.

CKY PROGRAMS

Radio programs are subject to change without notice. The following items are listed as a guide to some of the most popular features. For more details see Winnipeg daily newspapers. Daily programs are shown in heavy type. Those marked * run on weekdays. Those marked † are on weekdays except Saturdays.

SUNDAY

- 9.00—Auzae News Letter—CBC.
- 11.00—Church Service.
- 12.25—News.
- 1.00—British Bands—Burns & Co. Ltd.
- 1.30—C.B.S. Oreb.—CBC.
- 2.30—Church of the Air—CBC.
- 4.00—Silver Theatre—CBC—Int. Silver Co.
- 5.00—Jack Benny—CBC—Jelo.
- 5.45—CBC News—CBC.
- 6.30—Carry On, Canada—CBC.
- 7.00—"We Have Been There"—CBC.
- 7.30—American Album—CBC—Bayer Asperin

MONDAY

- * 7.00—Reveille.
- * 7.45—News.
- * 8.00—CBC News—CBC.
- * 8.25—Manitoba Calling.
- † 8.30—Woman in White—CBC—Oxydol.
- † 8.45—The Right to Happiness—CBC—Crisco.
- † 9.15—The Fisherman—United Radio Advtg.
- † 9.30—Big Sister—CBC—Rinso.
- † 9.45—Story of Dr. Susan—CBC—Lux.
- 10.00—BBC News—CBC.**
- 10.30—Peggy's Point of View.
- † 11.00—Happy Gang—CBC—Col.—Palm.
- † 11.45—Singin' Sam—CBC—Coca Cola.
- † 12.00—Story of Mary Marlin—CBC—Ivory.
- † 12.15—Road of Life—CBC—Chippo.
- * 12.45—News, Messages and Weather.
- † 1.00—Against the Storm—CBC—Ivory Bar.
- † 1.15—Ma Perkins—CBC—Oxydol.
- † 1.30—The Guiding Light—CBC—Camay.
- * 1.45—Pepper Young's Family—CBC—P. & G.
- * 2.00—CBC News—CBC.
- † 3.30—Our Family—CBC—Dom. War Savings.
- † 4.15—Backstage Wife—Sterling Products.
- 4.45—BBC News—CBC.**
- † 5.00—Orphan Annie—Quaker Oats.
- † 5.35—Steve the Painter—Stephens Co.
- * 5.45—News.
- † 6.00—Amos 'n' Andy—Campbell Soup.
- † 6.15—Light Up and Listen Club—Imp. Tobac.
- 6.30—Durham Dollar Day—Bee Hive.
- 6.45—Easy Aces—Anacin Co.
- 7.00—Lux Radio Theatre—CBC—Lux.
- 8.00—Contented Program—CBC—Carnation Milk Co.
- 8.30—With the Troops in England—CBC.
- 9.00—CBC News—CBC.**
- 9.15—Britain Speaks—CBC.**
- 9.30—BBC News Reel—CBC.**
- 10.00—Songs of Empire—CBC.
- † 11.00—Behind the Headlines—Wpg. Tribune.
- * 11.45—News.

TUESDAY

- 9.15—The Voice of Memory—United Radio Advtg.
- 10.30—Peggy's Point of View.
- 10.45—Voice of Inspiration—Young Church.
- 6.30—Durham Dollar Day—Bee Hive.
- 6.45—Easy Aces—Anacin Co.
- 7.00—John and Judy—CBC—Pond's.
- 7.30—Fibber McGee and Molly—CBC—Johnson Wax.
- 8.00—Treasure Trail—CBC—Wrigley Co.
- 8.30—CBC Strings—CBC.

(Continued on Page 9.)

Wins Forestry Broadcast Contest

Edward McGowan, of Ste. Agathe, Man., reads his winning essay on CKY



Organized by the Dominion Department of Mines and Resources, the Canadian Forestry Association and the Manitoba Department of Mines and Natural Resources, an essay contest has been held with the co-operation of a number of Canadian radio stations. CKY's winner was Edward McGowan, of Ste. Agathe, Man. CKY officials motored out to Ste. Agathe, about twenty miles from Winnipeg, to inform him of his success. They found him in school, and photographed him in the 11th grade. Later, Edward was brought in to the studio and introduced by Hon. J. S. McDiarmid, Provincial Minister of Mines and Natural Resources. Reading his essay with all the ability and assurance of an old-timer at the microphone, Edward McGowan made a very good impression on his listeners and showed that his essay well deserved its first place. Above (1) Edward McGowan (left), Hon. J. S. McDiarmid (right). (2) Edward reading his essay. (3) In school at Ste. Agathe. Edward has his application in for the R.C.A.F. and hopes soon to be accepted.



10.00—Theatre Time—CBC.
 10.30—Working for Victory—CBC—Talk by
 Allistair Grosart.
 10.45—Recital Series—CBC.

WEDNESDAY

9.15—Stars of the Week—United Radio
 Advtg.
 2.45—Drama—“The Stones Cry Out”—CBC.
 3.00—CKY Studio Strings—M.T.S.
 6.20—The Family Man—CBC—Lever Bros.
 7.00—Big Town—Lever Bros.
 7.30—True or False—J. B. Williams.
 8.00—Serenade for Strings—CBC.
 8.30—New Homes for Old—CBC.
 10.00—Music from the Pacific—CBC.
 10.30—Tales of the Plains—CBC.

THURSDAY

9.00—Eddie Allen—United Radio Advtg.
 9.15—Stars of the Week—United Radio Advtg.
 10.30—Peggy's Point of View.
 10.45—Voice of Inspiration—Young Church.
 3.45—Manitoba Impressions.
 6.30—The Aldrich Family—CBC—General
 Foods.
 7.00—Kraft Music Hall—CBC—Kraft Phenix
 8.00—Toronto Philharmonic Orch.—CBC.
 10.00—Drama—CBC.
 10.30—John Avison's Orchestra—CBC.

FRIDAY

9.00—Eddie Allen—United Radio Advtg.
 9.15—Voice of Memory—United Radio Advtg.
 11.30—Shamrocks—Martin & Co.
 3.00—CKY Studio Strings—M.T.S.
 6.30—Durham Dollar Day—Hec Hive.
 6.45—Easy Aces—Anacin Co.
 7.00—Waltz Time—CBC—Sterling Products.

7.30—Canadian Theatre of the Air—CBC —
 Ironized Yeast.
 8.00—Variety Hour—CBC—Dept. of Finance.
 10.00—Drama—CBC.

SATURDAY

9.15—CBC News—CBC.
 10.30—Peggy's Point of View.
 11.00—Prof. V. W. Jackson.
 12.15—Greetings from Canadian Forces Over-
 seas—CBC.
 12.30—Pinto Pete—Dom. Fur Auction Sales.
 2.02—Club Matinee—CBC.
 6.00—Sweet and Swing—CBC—Col.-Palm.
 6.30—Share the Wealth—CBC—Col.-Palm.
 7.30—NBC Summer Symphony Orch.—CBC.
 8.30—Luigi Romanelli's Orchestra—CBC.
 10.00—Musical Mirror—CBC.
 10.30—Red River Barn Dance—CBC.



SOURIS DIAMOND JUBILEE

“Souris invites you home” is the slogan calling all former residents of that pleasant Manitoba town to come back and participate in the celebration of the Souris Diamond Jubilee, to be held June 27th to June 30th, inclusive. The event, a reminder of Manitoba's history from 1881 to 1941 should attract not only one-time inhabitants of Souris, but a great number of Manitobans who, not familiar with the district, might take this opportunity of paying it a visit.

The SPOKEN WORD is the most
 intimate Method of Communication

To reach your Distant Friends
 use the VERBAL Medium

Long Distance Rates are Lower after
 7 p.m. and All Day
 Sunday.

MANITOBA TELEPHONE SYSTEM

Join the Economic Army Today

Buy Victory Bonds



The International Peace Garden



Dedication of International Peace Garden, July 14, 1932.

Writing in the Boissevain "Recorder," Henry J. Moore gives a descriptive outline of developments at the Peace Garden:—

"The International Peace Garden, located on the boundary between Canada and the United States south of Brandon, Manitoba, affords an interesting example of what two nations can do when both are genuinely interested in the spirit of the project. Apart from the purpose of the garden, namely the promotion of goodwill between Canada and the United States, international co-operation is taking place in another way. The natural tree growth is being preserved on both sides of the boundary where scrub and dead branches and trees are being removed and other trees are being planted. It is intended to make the area on the United States side a great central arboretum, where every tree and shrub hardy enough to endure will be planted; while on the Canadian side ornamental planting of trees and shrubs are being made.

Not only is the conservation of native trees and the planting of others being undertaken internationally, but water, vital to all conservation schemes in the middle west, has also been conserved in the garden. On the Canadian side a dam has been built in a ravine to trap the melting snow and to make a lake of

over fifteen acres in extent, while a lake of some four acres on the same side is now filled and capable of supplying water to all the ornamental plantings. The water is pumped by a gasoline driven pump, through pipe lines, for the purpose. On the United States side a lake thirteen acres in extent and an average of around twenty feet, has, by the damming of a ravine, been established. This lake has been filled for six or seven years.

Road Building Essential

In order to make the area accessible to the public, five miles of gravel roads, eighteen feet wide, have been constructed, with the necessary bridges on the United States side and ten miles of gravelled foot trails. On the Canadian side, three and one-half miles of gravelled roads, twenty-two feet wide, have been constructed and some foot trails. The difference in width of the roads on both sides is due to the fact that these are the standards of the National Park Bureaux of Canada and the United States.

The roads all lead to and from the entrance of the garden where shortly will be built two new Customs buildings. The port of entry, known as the Peace Garden Port on the highway passing the garden has now become the second of importance in Manitoba. The high-

RECRUITING ANNOUNCEMENTS BRING RESULTS ON CKX

Inspired by the force of recruiting appeals which they announced on CKX, two members of the station staff promptly joined the active army.

Ron Deacon and Jack Holmes, announcers at CKX, Brandon, found among the spot announcements on their programs some appeals for men to join the Royal Canadian Artillery Training Centre. With their usual efficiency in "selling" advertised wares to radio listeners, they put their hearts and souls into the job. Result: they were convinced that duty called them too, and they went.

Both popular with the CKX audience, Ron and Jack carried with them the good wishes of their listeners and colleagues. We hope shortly to publish pictures of the boys in uniform.

★ OUR LECTURE SERVICE

Lectures on various radio topics, including "The Romance of Radio" and "Backstage in Broadcasting" are offered by CKY's Public Relations Department to responsible institutions. The lectures are fully illustrated with still and motion pictures.

way runs north and south and is located on the east side of the Peace Garden. It is known as the "Canada to Canal Highway". Another highway which intersects this at the south east corner of the garden and runs east and west is known as the "Peace Garden Highway."

The Peace Garden idea was conceived first of all. The Peace Park or Garden projects and the plantings on the area are probably the first of any on an international boundary. It should not be thought for a moment, however, that the project is nearing its completion. The area is around 2,200 acres in extent and, while for the past few years an American Conservation Corps Camp of some two hundred young men under competent instructors has been established, there is still much to do. On the Canadian side, owing to the fact we have less money to spend, not so much has been done, but evidences of the vast nature of the project abound. . . ."

Protect Canada's Forests

"I will tell you a few instances in which greater care should be taken to prevent forest fires. First, there is the settler's fire, started for the purpose of burning the brush he has cleared off his land. Although the settler generally has to use fire for performing this useful work, he should be careful to obey the laws so that the fire will not get away. Second, there is the camp-fire. Thousands of fishermen, hunters and campers go to the woods each summer for their holidays. Through carelessness, their fires, which play so pleasant and important a part in camp life, are left burning instead of being thoroughly extinguished with water. Many forest fires result from this cause. . . ."—Edward McGowan, CKY's winner in the recent essay contest sponsored by the Dominion and Manitoba Departments of Mines and Natural Resources.

DO NOT THROW BURNING MATCHES OR CIGARETTE BUTTS WHERE THEY MAY START BUSH OR GRASS FIRES. EXTINGUISH YOUR FIRE COMPLETELY BEFORE LEAVING THE PLACE WHERE YOU HAVE BEEN CAMPING.

★ HOLIDAY BOOKLETS

Handsomely illustrated booklets describing Manitoba's Whiteshell Forest Reserve and other attractions in the Province may be obtained from the Manitoba Department of Mines and Natural Resources. Other booklets, issued by the Dominion Parks Bureau, Ottawa, include "Playgrounds of the Prairies", with fine views and descriptive material relating to Riding Mountain National Park, Manitoba. These publications may be obtained by writing to the Tourist and Convention Bureau, Legislative Building, Winnipeg.

★
TO OUR FRIENDS IN THE U.S.
Obtain a free copy of an informative booklet "How to Enter Canada". Write Canadian Travel Bureau, Ottawa, or care of CKY, Winnipeg.



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.

MANITOBA SCHOOL BROADCASTS—“I find the school broadcasts very educational and interesting. We spend very few of our listening minutes away from CKY. . . .”—Pilot Mound, Man.

UBIQUE—“I had 25 sets of CKY’s winter stickers and have had very favorable comments on them from as far as Hollywood and even from the boys overseas. They think them so bright and cheery and such nice reminders of home. They have travelled to Egypt, to my cousin with the Imperial troops there, and across to Australia and South Africa. Keep up the good work. . . .”—Winnipeg.

NEWS BROADCASTS — “There is room for much improvement in the news services being given radio listeners. To hear the same news repeated over and over again, and to hear yesterday’s news dished up again the next day is not good enough. CKY gives us last night’s news first thing in the morning, another station comes on with the morning news half an hour later; then CKY broadcasts the morning news fifteen minutes later; and, just in case we haven’t quite learned the bulletins by heart, the CBC tells it all over again at 8 a.m. There is something stereotyped about it all. . . .”—Winnipeg.

APPRECIATION—“May I congratulate you on the very attractive cover of the March ‘Manitoba Calling’. The little magazine is greatly enjoyed by us all. I tell Mother it’s the very nicest birthday gift she could have given me, as I get a pleasant reminder of my birthday each month. . . .”—Pratt, Man.

FREQUENCY CHANGE AGAIN — “Now that CKY has changed its wave length, we can’t get CJRM nearly as well as we did. Other stations, too are all gummed up with each other. I can’t see that things have improved at all. . . .”—Weyburn, Sask.

LIKES “MANITOBA CALLING” — “Years ago, when ‘our Lilian’ (Miss Shaw) was at the microphone and so popular with we farm women, I wrote

in suggesting a magazine of some kind to be subscribed for by CKY listeners, with pictures of the staff, etc. I think of all those years ago when I turn over the leaves of this issue, and I never imagined I would ever receive such a fine magazine as this. Congrats and regards from one who was a listener to CKY when it first opened. . . .”—Alonsa, Man.

TERMINOLOGY—“I don’t want to be finicky, but here are two expressions which annoy me by their absurdity: (a) ‘For the past half hour you have been listening to. . . .’ and (b) ‘This address came to you over a group of Canadian stations.’ With regard to (a), what makes the announcer think I have been listening for half an hour, when I only just tuned in as he made the announcement? Also, (b), I listen to one station at a time, not to a group. . . .”—Winnipeg.

WANTS STIR UP—“I love my radio, but oh the deadly monotony of the daily programs, everything taking its turn exactly as it did the day before. A little stirring up would be very welcome, I am sure. Why not change the morning routine from time to time, instead of continuing the same old bill-of-fare? CKY is no worse than other stations in this respect, but we do need some variety. . . .”—Winnipeg.

DISCUSSIONS—“Why the Sunday evening discussions between people who don’t always seem to know what they are talking about? I could stand debates, etc., between real leaders of thought, and prominent statesmen, but listening to ordinary talkers who are not authorities on the matters they are discussing is about as enlightening as hearing back-fence gossip. . . .”—Brandon.

HOORAY FOR CBC—“Here’s hats off again to the CBC for the way they continue to provide good service during wartime conditions, and hats off to CKY, also. . . .”—Winnipeg.

On Active Service



On our left we see a gentleman in khaki and a tin hat. Business-like though it is, the military uniform is not a thing of beauty. Spring models in respirators are effective protection from war gases, but aesthetically not much to look at. For our part we are glad that our gentleman in khaki removed his equipment and allowed himself to be photographed as we see him in the lower picture. Now we know who he is—Corporal Calvin Peppler, formerly of our

Public Relations Department and Guide to many hundreds of people who have visited CKY's studios. At present, he is somewhere in Canada. Calvin seems to be thoroughly enjoying every phase of his military experience and always writes enthusiastically about it.



In the centre, we have the latest snapshot of Brian Hodgkinson, now with the R.C.A.F. in a part of England which has been much strafed by the Messerschmidts and Heinkels. Brian, whose first "flight" was made in a Link Trainer in a Winnipeg department store, is thrilled with the spirit of the people of Britain which, he writes, is "simply wonderful." He does not like the English climate and wonders why Nature gave the Old Country such large moist chunks of it. It contrasts remarkably, he informs us, with the tremendous warmth of the native's hospitality to Canadians. Brian's latest letter says:—"What with aircraft production and little old Canada turning out pilots and airmen like grains of wheat—little Adolph won't even know what hit him!"





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
- 8.00—Sunrise Serenade.
- 9.00—Morning Bulletin Board.
- 10.45—CBC News—CBC.

SUNDAY

- 11.30—Hello Children—CBC.
- 11.55—CBC News—CBC.
- 12.15—Just Mary—CBC.
- 12.30—Religious Period—CBC.
- 6.00—Charlie McCarthy—CBC.

MONDAY

- 10.15—Neighbor John.
- 10.30—Our Family.
- 2.03—Rural Rhythm—Livestocks.
- 6.30—Marching in Swingtime—CBC.
- 6.55—Commentary—Willson Woodside—CBC.
- 9.30—The Enemy Within.
- 10.00—Light Up and Listen Club.

TUESDAY

- 10.15—Neighbor John.
- 10.30—Our Family.
- 11.30—Pelham Richardson Orchestra—CBC.
- 2.03—Rural Rhythm—Livestocks.
- 6.30—Vogue Ranch Frolic.
- 10.00—Light Up and Listen Club.

WEDNESDAY

- 10.15—Neighbor John.
- 10.30—Our Family.
- 2.03—Rural Rhythm—Livestocks.
- 9.30—The Enemy Within.
- 10.00—Light Up and Listen Club.

THURSDAY

- 10.15—Neighbor John.
- 10.30—Our Family.
- 2.03—Rural Rhythm—Livestocks.
- 8.00—B.-A. Bandwagon.
- 10.00—Light Up and Listen Club.

FRIDAY

- 10.15—Neighbor John.
- 10.30—Our Family.
- 6.45—Vogue Ranch Frolic.
- 9.30—The Enemy Within.
- 9.45—Melody Time.
- 10.00—Light Up and Listen Club.

SATURDAY

- 9.30—Radio Train.
- 12.00—CKX Week-end Party.

NEW ANNOUNCER AT CKX



Norman Micklewright

The new announcer at CKX, with the soft voice and the pleasing habit of chatting with his listeners, whether broadcasting program continuity or commercial announcements, is Norman Micklewright.

Born in Winnipeg, Norman attended public schools and matriculated from the Daniel McIntyre Collegiate Institute. He then went to business college to study typing and bookkeeping. Following that he entered radio, acquired six years' useful experience in Winnipeg studios, and then went to Toronto. There he was a free-lance radio writer providing material for numerous advertising agencies. At CJKL, Kirkland Lake, he wrote continuity and also acted as announcer and operator. His many friends are pleased to have him back in the west and his work at CKX is bringing much favorable comment.

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."

Struggles by news readers to pronounce place names in Jugo-Slavia, Ethiopia and Greece are reported by numerous listeners, but our sympathies are very much with the microphone men. Reasonable criticism is always in order, but when the critics assume a certain sort of superior air we are sometimes tempted to invite them to the studio and let them try for themselves the job of reading bulletins as they come off the teletype machines—printed entirely in capitals and without punctuation. We have given up worrying very much about foreign place names. After all, don't most of us mispronounce PARIS every day, not to mention our western treatment of such good French names as NOTRE DAME and PORTAGE? Why, then, should we feel ashamed when an announcer pronounces the name of some obscure village in Ethiopia so that no Ethiopian would recognize it? About place names, then, we refuse to argue. They are not subject to the rules and usages of the English language.

When we hear the AN-TIB-o-dees (spelling phonetic) brought to us as AN-tee-PODES, we are inclined to tear our hair, as we do also when we hear a syllable added to INFILTRATION, making it In-FILT-er-ATION.

Removal of the emphasis from OG and speaking of something as being DER-o-gatory produced laughter in one household, and the world needs laughter these days.

We still dislike the use of ADD-ult for the time-honored Ad-ULT. As a cynic suggested to us once, ADD-ult education sounds like ADDLED education, to which another added "and sometimes IS".

We recently heard DEE-portation pronounced DEP-ortation, and disliked it very much. Next, maybe, we'll be hearing of news REP-orts. Two stations read the word SCHISM the other morn-

M.C.'s "SILVER THEATRE"



Ed. Sullivan

Ed. Sullivan, noted Broadway and Hollywood columnist, serves as master of ceremonies in the "Silver Theatre Summer Show" on Columbia network (Sundays, 4.00 to 4.15 C.S.T.) A highlight of the new variety-musical series is Sullivan's late and exclusive reports on the activities of New York and Hollywood celebrities. Appearing with Will Bradley and his orchestra in the musical portion of the program are Terry Allen, featured vocalist, and Ray McKinley, drummer-comedian.

★

OUR TOURIST ACTIVITIES—"Congratulations on your splendid work! This is truly a way to help the war effort. . . ."—Winnipeg.

ing as SH-ism. We have always understood it to sound like SIZZ-ism. Nautical terms are often difficult for the tongues of landsmen. Thus, the announcer who spoke of a DINGE-y had evidently never rowed a DINGHY or he would have made the first syllable rhyme with BING, not BINGE.

"MARY LAWRENCE" OF
"JOHN AND JUDY"



Jane Mallet

Jane has been in stock with George Keppie, Vaughan Glaser, Cameron Matthews and John Holden. She's had innumerable parts in umpteen plays. She started radio in Toronto "away back when" and has been heard on "Forgotten Footsteps", "Up to the Minute", "Canadian Snapshots", "Carry on Canada", "Family Man", "The Story of Dr. Susan", "Out of the Night" and Bijou Theatre". In New York, she has appeared on "The Rudy Vallee Hour" and Ripley's "Believe it or Not". This season she has played on the "Theatre of Freedom" opposite such famous actors as Phillip Holmes, Walter Huston, Henry Hull and Herbert Marshall.

Busy as she is, Jane still finds time to entertain at soldiers' camps, and to produce her own show "The Town Tonics". In real life she is Mrs. Frederic J. Mallett.

16

Prize Essay Contest

"Manitoba Calling" offers prizes
for essays describing

*"A Holiday
in Manitoba"*

The contest is open to residents
of the Province and to visitors.

PRIZES

Senior Section

(Over 16 years of age)

\$100 - - \$50 - - \$25

Junior Section

(Up to 16 years of age)

\$25 - - \$15 - - \$10

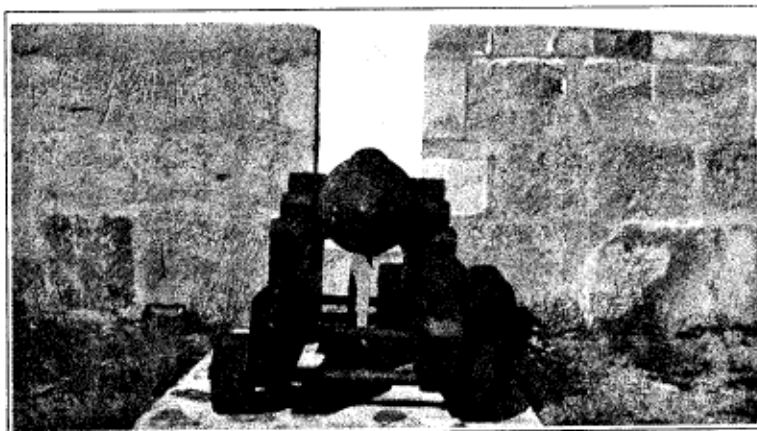
SPEND YOUR VACATION IN
MANITOBA—WRITE YOUR
EXPERIENCES

Contest closes

September 30th, 1941

Send entries to Public Relations
Dept., CKY, Winnipeg.

By Sea and Lake

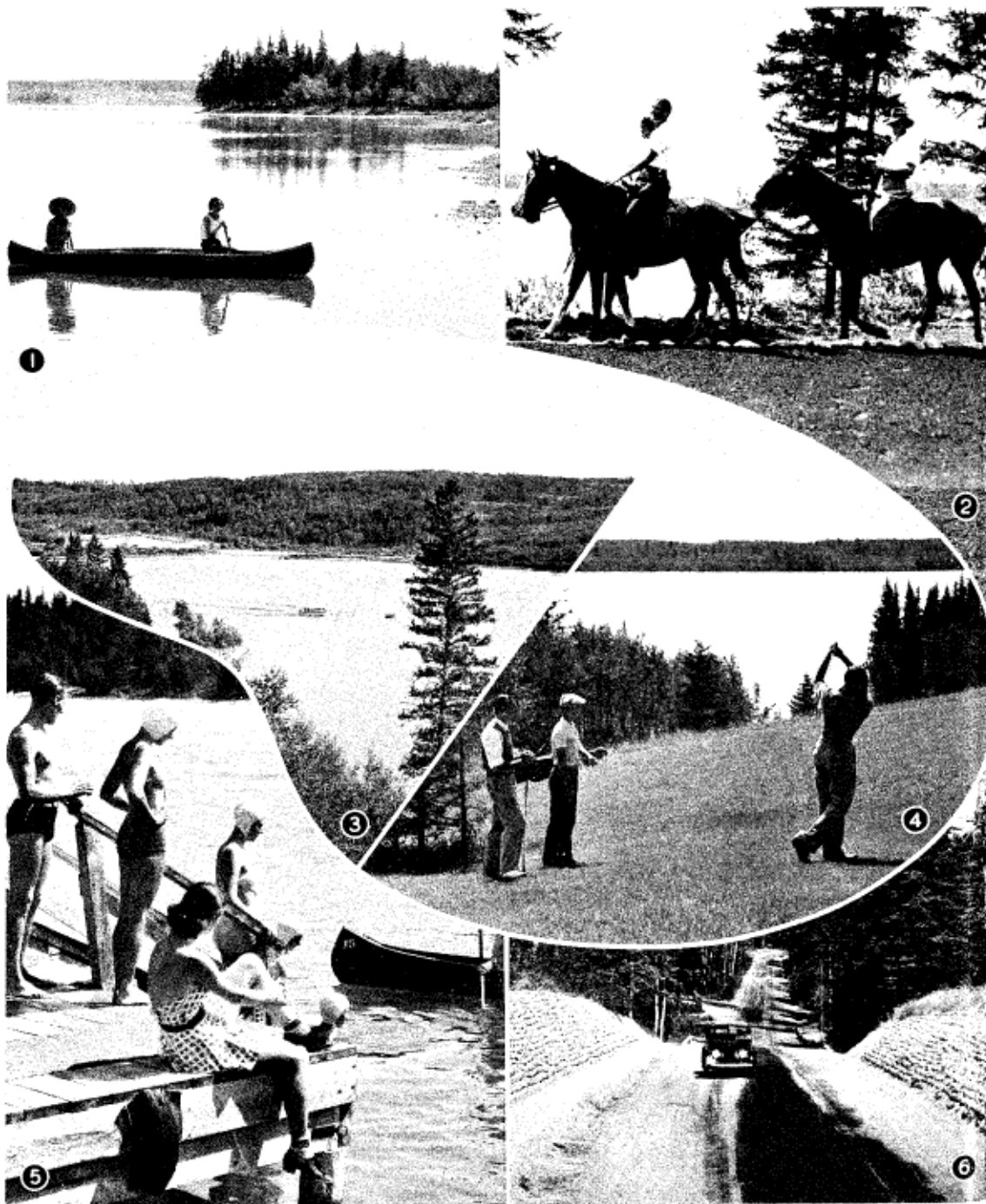


On Manitoba's sea-coast at Churchill stand the walls of old Fort Prince of Wales, the ancient guns a reminder of long ago.



One of Manitoba's innumerable lakes is Pelican, near Ninette. Our view shows Manhattan Beach at that popular resort.

RIDING MOUNTAIN NATIONAL PARK



(1) Afternoon reflections on Clear Lake. (2) Riding along the Lake-shore trail. (3) A glimpse of Clear Lake. (4) On the scenic golf course. (5) Bathers' paradise. (6) Wasagaming Drive, one of the fine roads in the Park.