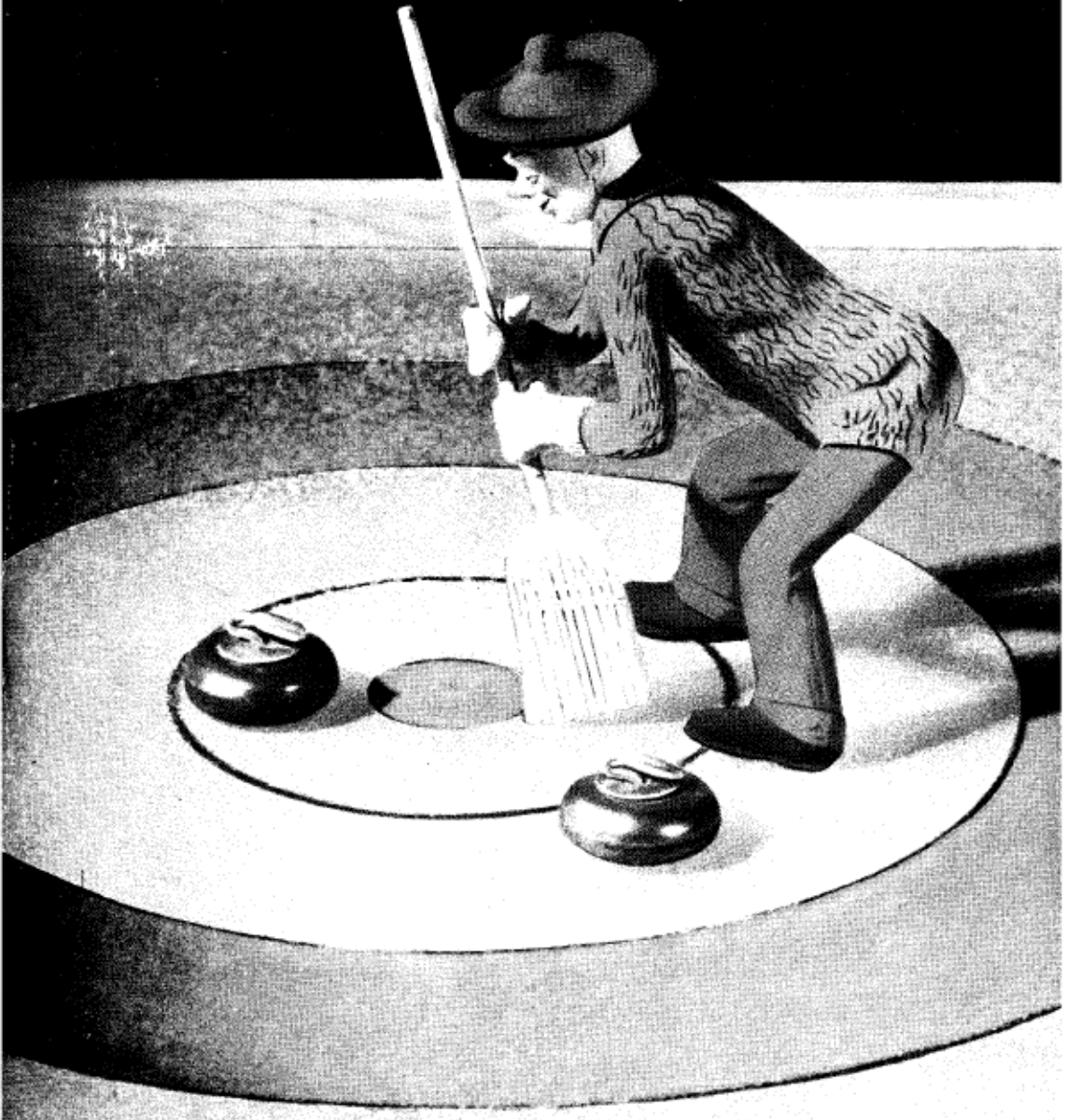


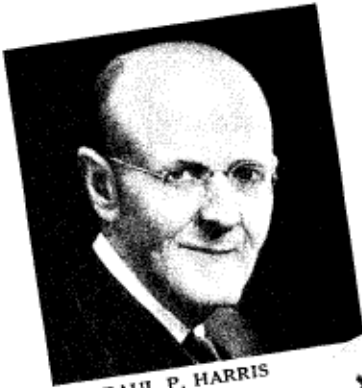
MADRID

Calling

FEBRUARY 1945



Rotarians All



PAUL P. HARRIS



G. L. WRIGHT



GEO. T. KOESTER



RICHARD H. WELLS



DR. E. LESLIE PIGEON



JOHN H. G. RUSSELL

Paul P. Harris: Founded Rotary in 1905.

G. L. Wright: President Winnipeg Rotary Club.

Geo. T. Koester: Member of Winnipeg Rotary Club since December, 1910, in which year the Winnipeg Club was formed.

Richard H. Wells: President of Rotary International.

Dr. E. Leslie Pigeon: International President of Rotary while a member of the Winnipeg Club, 1917-18.

John H. G. Russell: Charter member of Winnipeg Rotary Club, November, 1910.



Address all communications to Public Relations Department,
Vol. IX, No. 2. CKY Radio Branch CKX February, 1945.
Single Copy Manitoba Telephone System, 12 Issues, 60c.
5c Winnipeg. Post Free.

Winnipeg Made Rotary "International"

On February 24th the Winnipeg Rotary Club will hold its 21st Annual International Goodwill Meeting at the Royal Alexandra Hotel, and will celebrate the 40th anniversary of the founding of Rotary. It seems fitting that this occasion—the “coming-of-age” of an event which has done much to cement friendship between the representatives of many nations and particularly between the people of our Province and those of the neighbouring States—should receive notice in *Manitoba Calling*.

It is a matter of pride to Winnipeg Rotarians that their's was the first Rotary Club to be formed outside the borders of the United States, and therefore the club which added the second word to the name of an organization which is now world-wide—Rotary International.

Rotary has 5283 clubs of which 3446 are in the United States, 677 in Latin America, 506 in Great Britain and Ireland, 200 in Canada, and others elsewhere. In Manitoba, Rotary Clubs are located at Brandon, Dauphin, Flin Flon, Minnedosa, The Pas, and Winnipeg.

Rotary encourages the ideals of service as a basis of worthy enterprise, promoting high ethical standards in business and professions, and the advancement of international understanding, goodwill and peace.

In its 35 years of work among boys and in its leadership and support of many worthy causes, the Winnipeg Rotary Club has well exemplified those objects which relate to community service. Its pioneering record as the first Rotary Club outside the U.S. and as the holder of 21 annual International Goodwill meetings marks it as fulfilling very effectively Rotary's larger purpose which is the encouragement of friendship among the nations of the world.



Commissioner Lowry Retiring

Mr. John E. Lowry, chairman of the Manitoba Telephone Commission and directing head of the province's telephone utility since 1921, will retire on pension from the government service at the end of February, he having reached the retiring age under the Civil Service act.

The story of Mr. Lowry's unqualified success in converting the Manitoba Telephone System from a provincial liability to a valuable and highly efficient asset has been told elsewhere. It is to his remarkable foresight and leadership in establishing a publicly owned broadcasting system unique in Canada, and for the inspiration he has given to the staffs of CKY and CKX, that we wish to pay tribute here.

In 1922, a year during which private broadcasting stations were springing up in all the principal Canadian cities and few observers could see where the rapid multiplication of broadcasters might lead, Mr. Lowry visualized the new art as a potential public utility. With the most modern 500 watt radiotelephone transmitting plant in the Sherbrooke Telephone Exchange at Winnipeg established as an adjunct to the Telephone System for experimental purposes, he recommended that it be used to broadcast radio concert programmes.

At that time the Dominion Government collected fees of \$1.00 a year from the comparatively small number of licensed owners of receiving sets. It was Mr. Lowry's idea that the listening audience would increase more rapidly if the permanence of the service were guaranteed and if the programmes were improved and diversified so as to attract other types of listener than those interested in radio merely as a hobby. With this in mind, he arranged through the Provincial Government for a portion of the license fees collected in Manitoba to be allocated towards the support of CKY. His plans also provided for the use of the station by the University of Manitoba, the Agricultural College, other educational institutions, boards of trade, churches, theatres, music stores,



and numerous organizations whose premises could be connected with CKY by the wires of the Telephone System.

CKY Opened

On March 13th, 1923, the station was officially opened for public service by Premier John Bracken. Hon. F. M. Black, then Minister of Telephones, shared with Mr. Lowry the responsibility of inaugurating the new broadcasting system and it was thanks to the enthusiastic support given by Mr. Black, by subsequent Ministers, and by the staff of CKY as well as by the listeners, that Manitoba successfully launched a radio service which is not duplicated anywhere in the Dominion though many of its features have been adopted on a national scale.

The place of the Manitoba Telephone System in the history of Canadian broadcasting has been assured for all time. That history includes the establishment of a second station at Brandon, increases of CKY's power from 500 watts to 5,000 and to 15,000 watts successively, the introduction of many en-



SCHUBERT CHOIR

With frequent changes of personnel this choir has been singing for many years, delighting audiences in many parts of Manitoba with their platform concerts of light classical and popular music. The choir comprises 35 young ladies with ages ranging from 14 to 22. Many fine solo voices have been developed and high awards in musical festivals have been won, largely as the result of fine training in the choir under the direction of Dr. Stuart Schultz. Accompanist in the series of programmes now being broadcast by CKX on Tuesdays at 7.00 p.m. is Gladys Clee.



THE ATHENEUM TRIO

A new instrumental trio is broadcasting over CKX, Brandon. Comprising May Selwood, violinist, Alice Graham, pianist, and William Neale, clarinetist, the Atheneum Trio is heard each Friday evening at 8:00 p.m. in a quarter-hour of familiar light concert music.



NEW OPERATOR AT CKY

John Gibson joined the staff of CKY and commenced duties as a control operator on January 8th. John was born in Winnipeg and attended Wolseley, Isaac Brock and Gordon Bell schools.

tirely new programme features, greatly improved studio facilities, the substitution of commercial broadcasting on a sound business basis in place of direct assistance from license fees, and co-operation with first the Canadian Radio Commission and later the Canadian Broadcasting Corporation.

In the extensions of the services rendered to the public by CKY and CKX, Mr. Lowry has had the loyal support of a staff of experts to whom his enthusiasm and fairness have at all times been an inspiration. He retires with the assurance that a work of provincial and national importance has been well done. The record of public service broadcasting in Manitoba during the past 21 years is a tribute to his vision, his wise management, and his never failing faith in radio as a utility of inestimable value to the people of this province.

PROGRAMMES

CKX Brandon

1000 Watts—1150 Kilocycles

SUNDAY

- 9.30—Strength for the Day
- 11.00—City Church Service.
- 12.00—Just Mary.
- 5.00—Radio Hall of Fame.
- 9.00—A Man With a Story.
- 10.00—CBC National News.

MONDAY

- 1.15—Rural Rhythm.
- 4.30—Listen to London.
- 6.45—Patterns in Black and White.
- 7.30—Blind Date.
- 8.30—Information Please.
- 10.00—CBC National News.

TUESDAY

- 1.15—Rural Rhythm.
- 4.30—Listen to London.
- 7.30—Alan Young.
- 9.00—Bob Hope.
- 9.30—Treasure Trail.
- 10.00—CBC National News.

WEDNESDAY

- 1.15—Rural Rhythm.
- 4.30—Listen to London.
- 7.00—Jack Carson.
- 8.00—Gospel Half Hour.
- 10.00—CBC National News.
- 10.30—The Army Speaks.

THURSDAY

- 1.15—Rural Rhythm.
- 4.30—Listen to London.
- 7.00—Frank Morgan.
- 9.00—Light Up and Listen.
- 9.30—The Cavaliers.
- 10.00—CBC National News.

FRIDAY

- 1.15—Rural Rhythm.
- 4.30—Eyes Front.
- 7.00—The Aldrich Family.
- 8.30—That Brewster Boy.
- 10.00—CBC National News

SATURDAY

- 10.00—First Piano Quartet.
- 11.30—Young People's Scrapbook.
- 6.30—Sports College of the Air.
- 6.45—Topical Talk.
- 10.00—CBC National News.



NO WIND REPORTS

Several listeners have asked that information as to the direction and velocity of the wind be included in CKY's weather reports. As we have replied to a correspondent in our "Listener Writes" column, the broadcasting of such particulars is prohibited by security regulations:—

The wind she blow from the
 North, South, East;
 The West wind she blow too;
 But which way she be a-blowing now—
 We just ain't telling you!

H.B.C. Carol Choir - CKY



Mr. C. Pearce of Winnipeg (in foreground) has attended all broadcasts by the choir since their inception.



W. Davidson Thomson has trained and conducted the choir for fourteen seasons.

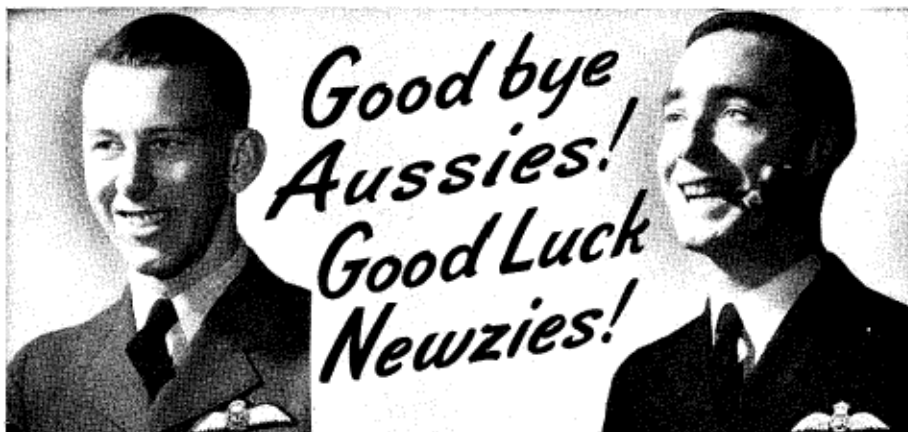


Visitors to the store joined in singing some of the popular carols.

3. Bringing in the boar's head.



CKY photographer snapped these during the last performance of the 1944 series in Hudson's Bay Store.



One of war's compensations which we in Manitoba are going to miss has been the joy of having with us so many of those clean-cut young airmen of the R.A.A.F. and R.N.Z.A.F.

Coming from away down under and bringing slants on life so different to ours, these Anzacs have reminded us very pleasantly of the vastness of the Empire beyond the broad shoulders of Canada. They have impressed us with the fact that notwithstanding geographical separation; differences of climate, topography, flora and fauna, as between their countries and ours, we and they are blood-brothers bound by the intang-

ible ties of membership in a Commonwealth.

They have marched on our streets; stayed in our homes; shopped in our stores (causing many heart-flutterings among the sales-ladies!); and wherever they have been they have behaved like the gallant gentlemen they are.

Now, with air schools closing, they are leaving us. So, it's goodbye Aussies; good luck Newzies. We've enjoyed having you with us and we hope you'll come back and visit us when it's all over.

"Goodbye, good luck to you!"

We Were Glad to Help

Following are extracts from letters received by CKY from Australian and New Zealand Air Force authorities, Ottawa:—

I would like to take this opportunity of expressing on behalf of the Department of Air and the Chief of the Air Staff, R.A.A.F., sincere appreciation of the work recently completed by your station in the recording of Christmas and New Year messages from Australian personnel.

Your assistance in this matter has made possible the production of a programme which will be reproduced in Australia over a network of the Australian Broadcasting Corporation on Christmas day and New Year's day next. The programme, we hope, will as in the past have a tremendous public appeal.

Yours faithfully,

N. C. Trescowthick, Wing Commander,
Asst. Australian Liaison Officer.

I would like to take this opportunity of expressing my sincere thanks for your co-operation in arranging the recording, particularly on such short notice.

As this is probably the last occasion on which Christmas greetings will be recorded in Canada by R.N.Z.A.F. personnel for rebroadcast in New Zealand, I would like to express on behalf of the Chief of the Air Staff, R.N.Z.A.F., sincere appreciation for your co-operation in the past, not only for Christmas broadcasts, but for normal messages from New Zealanders in this Dominion to their people back home.

Yours truly,

T. W. White, Group Captain,
Chief Air Liaison Officer,
New Zealand Air Mission.



The Listener Calls the Tune

By JOE ZILCH

Opinions expressed by Joe Zilch are his own and are not necessarily shared by CKY.

One thing for which I sometimes bless my radio receiver is that when some speaker comes on with one of those emphatically confident voices and shouts at me that I am to improve my complexion by using somebody's Banana Balm for Blotches, I can just say "Oh yeah?" and turn the dial to another station. There's a lot of satisfaction in that.



Joe Zilch

There was a listener once who used to stay home and hear church services on Sundays. When the time came for taking up the collection he used to switch off his set and tune the church in again while they were in the middle of the next hymn. At such times he got more pleasure from what he missed on the radio than from what he heard.

We may praise Marconi, De Forest and all the rest of those who gave us broadcasting. I've a great admiration for the engineers and designers who have made it possible for us to buy wonderfully efficient radio sets in handsome cabinets. My respect for the people whose ingenuity and industry have given us metal tubes, automatic volume control, precision tuning, life-like tone, and all the other improvements, amounts almost to adoration. They deserve our thanks and every cent of our purchase money.

But the man to whom I take off my hat—the fellow who should be awarded an O.B.E. and a generous civil pension —(I'm not sure that he shouldn't get the Nobel Peace Prize)—is that unnamed genius who thought of the idea of putting switches on our radio sets so that we can shut them off. There was a happy inspiration for you. Imagine, having invented the shutting off switch and getting no reward, not a nickel in royal-

ties, not even his picture in the papers!

You who are radio listeners can join with me in thanking that unknown benefactor for the inestimable advantage of being able to say "Pooney!" in a most effective manner to any broadcast programme which displeases you. We can thank, also, Sir Oliver Lodge whose researches some forty years ago showed the way to tuning one station in and another out at will.

For you, my readers, are masters of the broadcaster. In Canada, your license fees contribute to the service you receive, and let me mention in passing that, contrary to popular belief, your license fees do not by any means pay for ALL the service you receive—not by a large amount. The heavy balance is provided by advertisers who sponsor programmes and who cast their bread upon the aether in the hope that it will be returned to them through your purchases of their products.

In discussing broadcasting we must keep clearly in mind that on this North American continent advertising pays the entire shot in the country of our neighbours to the south, and advertising is contributing a portion of the shot in our own country, Canada. Whether or not this is as it should be is not in question at the moment, but let us not forget that these are facts. And let us remember, too, that in putting his money into broadcasting the advertiser takes a chance.

No matter what medium he uses, he takes a chance. He can't compel you to see his billboard or to read his advertisement elsewhere in print. He can't compel you to listen to his announcements on the radio. In each case he has to study a problem which is complex and extremely important as affecting returns on his investment. On the radio he has to discover what you want and when you want it, and he has to meet your wishes or lose out.

Sponsors and advertising agencies go to considerable trouble and expense in

A Musical Switch



Yes, it's Pelham Richardson's "Studio Strings", but who's playing which? Pelham usually leads with his violin, but here he's doing things to the 'cello. Ted Gaskell, who should be at the 'cello is at Pelham's stand. Across from Ted is Nestor Ivimey who has borrowed Dick Seaborn's fiddle while Dick presides at Nestor's piano bench. Let's see who else is where? Oh, yes, Sam Medson turned his viola over to Frank Simons and brought Frank's harp to the party. Bass player Paul Olynyk and violinist Emile Mignacca had left the studio when the musical mix-up occurred. Announcer Kerr Wilson sings a grand baritone but here he's zoom-zooming on the big bass viol. Soprano L.A.W. Florence Allen of the R.C.A.F. dropped in and enjoyed the fun. What are we offered to put this aggregation on the air "as is"?

efforts to ascertain the reactions of listeners to their radio programmes. Continuous surveys are conducted and their results show not only the relative popularity of programmes broadcast throughout the day and the year round, but the comparative percentages of people listening at various hours in various communities. True, there may be an interval between the introduction of a new programme and the realization that it is not "going over", but with that realization comes the inevitable discontinuance, since commercial sponsors are not sold on the idea of paying good money for the dubious privilege of giving the public what the public doesn't want.

You, then, I repeat, are masters of the broadcaster, whether at a given moment he be a preacher, a politician, a propagandist or the purveyor of something he wants you to purchase. For you control the turning of your dial and

OZZIE'S BAND HAS P. T.

Ozzie Nelson, co-star with wife Harriet Hilliard on Columbia's "The Adventures of Ozzie and Harriet", is very much interested in the physical condition of his famous band. A former star athlete, Ozzie carries around a set of regulation AAU iron lifting weights when he and his band are touring. He gets his musicians to work out on these, gradually lifting heavier and heavier weights until they become quite proficient. Ozzie says they've all discovered that musicians who keep in trim are better players.

"Ozzie and Harriet" are on CKY, Sundays at 5.00 p.m., sponsored by the International Silver Company.

that little shutting-off switch which the broadcasting people fear more than anything.

B.U.P. Newsroom at CKY



Direct telegraphic connection with prairie correspondents keeps news flowing to the desk.



Surrounded by teletype printers direct from Montreal and New York, the operator relays battlefield news to the western circuit.



Editor studies war map as bulletins flow to 16 prairie clients including CKX, Brandon.



Men In Scarlet



Rehearsing Production of "Men in Scarlet"

Although designed particularly for the younger generation, Men in Scarlet has a very large listening audience among older people, as is attested by the large number of appreciative men and women who write to the sponsors.

Presented by Lowney's Young Canada Club, these adventures of Men in Scarlet vividly depict cases of the tracking down and bringing to justice of dangerous enemies of society in many different parts of the Dominion.

In connection with each broadcast, various boys and girls throughout Canada are recognized for outstanding accomplishments either in Promotion of Safety, Personal Bravery or Assistance to the War Effort. Harry "Red" Foster, the Director of the Club, announces the names, after which each of those named receives an attractive Honour Certificate.

Men in Scarlet is heard over Station CKY on Mondays, Wednesdays and Fridays, at 5.00 p.m.

Dibbs Woods, CKY control operator well known in Manitoba hockey circles, is with the Canadian army in Holland. It has been very wet there—meteorologically speaking. Control Operator Gordon Thompson is now a corporal W.O.G. in the R.C.A.F. at Greenwood, N.S.

Flight-Lieut. Calvin Pepler of our Public Relations Department writes from his prison camp in Germany that he is well and looking forward to the day when he can return to Canada, whence he thinks he may attend to a few matters in the Far East.



By L. T. S. NORRIS-ELYE, B.A. (Cantab.), Director, Manitoba Museum.
(2nd Article)

In the January issue of "Manitoba Calling", I mentioned a number of collective terms for birds but which have long ago gone into the discard. Before enumerating similar words used for the hair-covered four-footed animals properly known as mammals, I should equip the reader to speak correctly when some of the birds appear on the dining table, lest he make the faux pas of offering to "carve" the bird. In some cases, no such prosaic term was used centuries ago. According to "The Perfect Country Gentleman", one "reves" a goose, "lyfts" a swan, and "unbraces" a mallard or duck. On the other hand, one "alays the feasand" (pheasant), "dismembers" a heron, "displays" a crane, "disfigures" a peacock and one "untakes" a curlew.

For those who wish to continue to be "The Perfect Country Gentleman" this advice may save them a lot of social embarrassment! But mind you do not offer to "untake" the mallard, as that might mean that you wished to miss your shot or did not desire to partake of the roast duck.

We are most of us familiar with technical terms that are still widely used today, such as a pack of foxhounds, harriers or beagles, a brace of pointers, a flock of sheep, a herd of cattle, a team of oxen, a flock of poultry; these are all exceedingly ancient terms and are merely the remnants of a long list that have survived, probably because they refer in every instance to domestic animals. I think that the survival is due to the fact that everyone has been continuously associated with domestic animals but only a small proportion of the population has taken part in field sports and there were not enough people to maintain the usage of the sporting terms.

It will be noticed again, that most of the terms are partly descriptive of the animals concerned. Here are some of the terms relating to numbers of mammals, again arranged alphabetically.

Apes.....	a shrewdness
Asses.....	a pace
Bears.....	a sloth
Badgers.....	a cete (pronounced "seat")
Boars.....	a singular
Cats.....	a clowder
Cats (Kittens).....	a kendal
Colts.....	a rag
Deer (any kinds).....	a herd
Ferrets.....	a fesynes
Foxes.....	a skulk
Goats.....	a tribe
Hares.....	a huske or a down
Horses.....	a harrass
Kine.....	a drove
Leopards.....	a lepe
Lions.....	a pride

The origins of some of these are known. Kendel is from the Scandinavian "kindle" a brood, and skulk is also Scandinavian, meaning sneaking away in time of danger, while huske is Anglo-Saxon, meaning shell — the worthless outside of anything—a good description of the pelt of all hares which shed the fur when handled as distinct from the rabbits which have firmly-rooted fur. A pride of lions is obviously descriptive.

Of some of the others, I can only guess. A "singular" may be from the rarity of finding more than one boar together in the sense that it is a singular (i.e. a rare) event. A rag may refer to the disorderliness of a collection of colts. Harrass is probably from the French Harass—a breeding station for horses. Drove is from driving a herd of



THE LISTENER WRITES

CKY and CKX are always pleased to receive letters from their listeners. Suggestions and criticism are given careful consideration with a view to improving the broadcasting service. Attention can be given only to correspondents who include their names and addresses.

FROM BERENS RIVER: "We people of Berens River Hospital surely enjoyed the French Christmas carols on your programme yesterday. . . CKY is my preferred station . . . We were two months without mail during the freezing up period of Lake Winnipeg. It is the same story in spring. Radio means a lot to people in the North. It is enough to say we are 115 miles from the first C.N.R. station and 155 miles from the other, with nothing else than dogs to go. . ."—E.D., Berens River, Man.

WIND DIRECTION WANTED: "Is it not policy to announce, if not the velocity, at least the direction of the wind? This is equally, if not more important, than the temperature. Today, with minus 29 degrees, it is a decidedly better morning for walking than yesterday with minus 17. . . Why not give an occasional temperature report on Sunday morning?—W. H., Winnipeg.

(Security regulations forbid the broadcasting of wind direction.—Ed.)

MISPRONUNCIATION: "If those who prepare radio news bulletins must use the word 'climactic' to describe every second important war event, announcers on Canadian and U.S. stations might learn to pronounce it. Many of them seem to think it refers to the weather. . ."—H. J. S., Winnipeg.

animals. The word kine is the now-disused plural of cow. The names of most of the other animals are fairly obvious, except a cete, as to the origin of which I am unable to hazard a guess.

The male badger was, and still is, called a brock, while a second-year stag is still referred to as a brocket, that is one with straight, unbranched antlers.

In the next article, I propose to complete the list of terms of mammals and to deal with the terms describing their being in a state of rest or otherwise.

(To be continued)

WILF DAVIDSON OVERSEAS



Sergeant Wilf Davidson is a member of the Canadian team of broadcasters and producers on the A.E.F.P. somewhere in Britain. He is heard in "Rise and Shine", the "Canada Sing Show" and other programmes

Wilf joined the staff of CKY in 1935 after experience as a radio and concert baritone. He became CKY's Chief Announcer, and chairman of the Entertainment Committee, Greater Winnipeg Co-ordinating Council for War and Welfare Services. Enlisting in April, 1943, he went overseas in the summer of 1944 with the Army Show. Later he was transferred to Army Public Relations in which branch good use has been made of Wilf's talents not only in broadcasting on the B.B.C. but as a newsreel narrator. One of his recent thrills was seeing for the first time a traditional English pantomime.

Many of us with short wave sets are tuning in the B.B.C. whenever possible, in the hope of hearing the familiar and always welcome voice of our own Sergeant Wilf Davidson.

★ ★ ★

A welcome visitor at CKY recently was Lieut. Maurice Burchell, R.C.N.V.R., enjoying a spot of leave before reporting to H.M.C.S. Cornwallis.



This is Their Story FIBBER MCGEE AND MOLLY

Jim and Marian Jordan — as Fibber McGee and Molly—have repeatedly been voted the most popular Mr. and Mrs. in radio. And it is no longer a surprise to the trade to find the McGee programmes holding the attention of radio's largest listening audience.

While the year-by-year increase in popularity of their NBC broadcasts has been a source of wonder and satisfaction to the Jordans, it has meant more than just success and all the things money can buy. Fibber and Molly have made the Jordan's fondest dream come true—a permanent home and security for their two children, Kathryn and James Edward, Jr.

Fibber and Molly met during choir practice in their hometown of Peoria, Illinois. Jim was 17; Marian, 16; it was love at first sight. Then followed a year of courtship as Jim, having graduated from high school, worked as a clerk in a wholesale drug house, and Marian gave piano lessons. The fact that she had 23 pupils made her an awe-inspiring figure to Jim, whose salary was eight dollars a week.

But young Jordan was ambitious and anxious to cut a caper in the world. In September, 1917, his vocal teacher, E. Warren K. Howe, secured an audition for him with a quartet in Chicago. Jim became top tenor in a vaudeville act known as "A Night with the Poets".

"Believe me," recalls Jim, "I was so happy over getting that job I felt like Longfellow, Shakespeare and Whittier all wrapped up in one."

But the glamour of show-business soon wore off. Sleeper-jumps, hotel rooms, poor food, split-weeks and one-night stands soon found him lonesome for home. And Marian was still in Peoria. In May of 1918 he could bear it no longer. World War I was raging. He returned to Peoria and tried to enlist. But the army was no longer taking volunteers. He became a mail carrier and asked Marian to marry him.

Five days after their marriage (Aug.



31, 1918) Jim was on a troop train bound for Camp Forrest, Georgia. Six weeks later Private Jordan landed in Brest, France. He was flat on his back with influenza the day the Armistice was signed.

It was the war that returned Jim to show-business. Following the Armistice, he was attached to the Entertainment Division and staged shows throughout France. It wasn't until July 9, 1919, that Jim got back to Peoria and Marian, who had returned to teaching piano for a living.

Then came a succession of jobs for the restless Jordan. First, a machinist's helper; he quit before he was fired. Sold washing machines—on a commission. No commission. Next, vacuum cleaners. Still no commission. Day laboring paid a regular salary until he finally landed a job as an insurance salesman. In 1920 their fondest dream was realized—they bought their first home, a modest four-room affair. But they were happy. And there was Kathryn now.

Read more about Fibber McGee and Molly in our next issue.



Television Questions

By Cathode

With experts contradicting each other, some claiming that television is just around the corner while others insist that the bringing of radio cabinet pictures to the homes of the masses is a pipe dream not likely to become a practical reality for many long years, the public mind is confused about the whole business. Certain facts emerge from the chaos of contention:

Television has been perfected for home entertainment to a degree far exceeding the technical perfection of radio during the early years of broadcasting. Existing television receiving sets now used by some thousands of people in the United States provide a picture of about a square foot in area and with clarity and steadiness comparing well with home movies from 16 mm. film.

Problems likely to retard the extension of television service much beyond the outskirts of the larger cities relate to the difficulty that the radio frequencies most suitable for television transmission are very limited in distance range.

The preparation and staging of television programmes, involving lighting, scenery, make-up, etc. which do not bother the ordinary broadcaster, put television production in a class with motion picture making. Whereas pictures make profits from paid admissions to theatres, however, much doubt exists as to the possibility of financing television programmes exhibited on home receiving screens.

Advertising might be the answer, as it has been the answer in the case of commercial broadcasting, but will television viewers be as tolerant of interruptions in their screen shows as they are of those in the present sound programmes? If so, perhaps the motion picture industry has been mistaken all this time in not interspersing "plugs" between the scenes of their main features. Has their omitting to do so been due to scorn of additional profits from such advertising, or is it more likely that the motion picture people are masters of good showmanship and know what not to do?

What Radio Means To Me

By Samuel B. Brown.

Radio, to the great majority of people, is used mainly as a means of amusement or entertainment, or, to a lesser degree, of education. But, to one who has been a shut-in for many years, it is much more. Yes, radio has been to me one of the greatest blessings of modern times.

In the early nineteen-twenties, many enjoyable evenings were spent by me, listening-in on a crystal set, often sharing the earphones with my little daughter. She thought her daddy was wonderful to make such a wonderful little instrument, as that first radio set of ours seemed (to her) to be. Those happy early days of radio broadcasting, how different from the easy listening of the present days, and how they linger in the memory!

As I am passionately fond of music, I find in radio my opportunity to hear the finest bands, symphony orchestras, operas, choirs, and instrumental and vocal solos, and that without leaving my room, oft while lying on a bed of sickness. What privileges we have today compared with our forefathers. Radio gives me the chance to have knowledge of all the sciences imparted to me by learned men of the universities, a course of college instruction periodically, and without fees, and being a son of "Auld Scotia", that makes me doubly appreciative of the lectures of these gentlemen.

On the Lord's day, also at other hours during the week, I look forward to church services, so kindly arranged by the different religious denominations. Spiritual food, so often neglected by mankind, is provided for the nourishment of the soul.

Were you to see a group of the sick in our nursing homes, many of them chronic cases, drawn together by some news program, or by music or sporting event, their troubles forgotten for the time being, you would begin to realize a little, what radio means to the people whose only connection with the passing events of today is their radio set.



MANITOBA CALLING

PROGRAMMES

15000 Watts

CKY WINNIPEG

990 Kilocycles

Radio programmes 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 programmes are shown in heavy type. Those marked * run on weekdays. Those marked † are on weekdays except Saturdays. All times Central Daylight.

SUNDAY

- 9.00—CBC News—CBC.
- 9.45—Sunday School of the Air.
- 10.00—Neighborhood News—CBC.
- 10.30—The Way of the Spirit.
- 11.06—Church Service.
- 12.25—News.
- 12.30—Parlow String Quartet.
- 1.00—CBC News—CBC.
- 1.15—Anzac News Letter—CBC.
- 1.30—Religious Period—CBC.
- 2.00—New York Philharmonic Orch.—CBC.
- 4.09—CBC News.
- 4.03—H.M.C.S. Chippawa Band (Alt.).
- 4.03—The Navy Reports (Alt.).
- 4.30—Singing Stars of Tomorrow—York Knitting Mills.
- 5.00—Ozzie and Harriet—International Silver.
- 5.30—B.U.P. News.
- 6.00—Serenade for Strings.
- 6.30—"L" for Lanky—Can. Marconi Co.
- 7.00—Church Service
- 8.00—Stage "45"—CBC.
- 8.30—American Album—CBC—Bayer Aspirin.
- 9.00—CBC News—CBC.
- 9.15—L. W. Brockington, K.C.
- 10.00—Choristers—CBC.
- 11.00—BBC News Reel—CBC.
- 11.30—News Time and Sign Off.

MONDAY

- * 7.00—News.
- * 7.05—The Clockwatcher.
- * 7.30—News.
- * 8.00—CBC News—CBC.
- † 8.05—Eight-o-Five Show.
- † 8.30—Breakfast Club.
- † 10.00—Road of Life—CBC—Chipso.
- † 10.30—Soldier's Wife—CBC—W.P.T.B.
- † 10.45—Lucy Linton—CBC—Sunlight Soap.
- 11.00—BBC News—CBC.
- † 11.15—Big Sister—CBC—R:nso.
- † 12.15—Happy Gang.
- † 1.00—News and Messages.
- † 1.30—CBC Farm Broadcast—CBC.
- † 2.00—Woman of America—CBC—Ivory.
- † 2.15—Ma Perkins—CBC—Oxydol.
- † 2.30—Pepper Young's Family—CBC—Camay.
- † 2.45—Right to Happiness—CBC—P. & G.
- † 3.00—The Liptonaires—Lipton Co.
- † 3.15—CBC News—CBC.
- † 4.00—Front Line Family—CBC.
- 5.00—Men in Scarlet—Lowney Co.
- 5.45—Marching Along Together.
- 6.00—B.U.P. News—Imperial Oil.
- 6.15—Recipe Tunes.
- † 6.30—CBC News.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—Coca Cola Music Club—CBC.
- 8.00—Lux Radio Theatre—Lever Bros.—CBC.
- 9.15—Canadian Roundup—CBC.
- 10.30—Harmony House.

TUESDAY

- 9.15—Peggy's Point of View.
- 9.45—The Voice of Inspiration.
- 6.00—B.U.P. News—Imperial Oil.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—Big Town—Sterling Products—CBC.
- 7.30—Of Things to Come—CBC.
- 8.00—John and Judy—Ponds.
- 8.30—Fibber McGee and Molly.
- 9.30—Make Way for Tomorrow—CBC.
- 10.00—Services Centre Swing Time.

WEDNESDAY

- 5.00—Men in Scarlet—Lowney Co.
- 5.15—University Lecture.
- 5.45—Marching Along Together.
- 6.00—B.U.P. News—Imperial Oil.
- 6.45—Ebony Jones—H.B.C.
- 7.00—Jolly Miller Time.
- 8.30—Curtain Time—Tuckett's Ltd.

THURSDAY

- 9.15—Peggy's Point of View.
- 6.00—B.U.P. News—Imperial Oil.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—Studio Strings—M.T.S.
- 7.30—Voice of Victor—R.C.A. Victor.
- 8.00—Kraft Music Hall—CBC—Kraft Cheese.
- 9.00—CBC News—CBC.
- 10.30—Music of the New World.

FRIDAY

- 5.00—Men in Scarlet—Lowney Co.
- 5.45—Marching Along Together.
- 6.00—B.U.P. News—Imperial Oil.
- 6.15—Recipe Tunes—Bovril.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.30—Musical Mail Box.
- 8.00—Waltz Time—CBC—Sterling Products.
- 9.30—Eventide—CBC.
- 10.00—Soliloquy—CBC.
- 10.30—Vancouver Playhouse.

SATURDAY

- 9.00—CBC News—CBC.
- 9.15—Peggy's Point of View.
- 9.45—Morning Devotions—CBC.
- 10.30—The Good Deed Club—T. Eaton Co.
- 11.30—Studio Strings—Man. Tel. System.
- 12.00—Studio Party.
- 1.00—Metropolitan Opera—McCull-Fontenac.
- 6.00—B.U.P. News—Imperial Oil.
- 6.30—British Variety Show.
- 7.30—Share the Wealth—Palmolive.
- 10.00—Red River Barn Dance.
- 10.30—CKY Dance Orchestra—CBC.
- 11.00—Leicester Square—CBC.

National Barn Dance - CKX

SATURDAYS—8.00 to 8.30 p.m.



The three charming ladies on the left are the musical Dinning Sisters of the National Barn Dance, sponsored by Miles Laboratories, Ltd.

Favourites on the National Barn Dance are the tantalizingly tuneful Hoosier Hot Shots.

"Traps" appear to include everything but the kitchen sink.





Here he is . . .

Canada's Own Radio Star



The Tuesday-night airwaves are considerably brighter these days since the Alan Young Programme started on the Dominion Network and CKX Brandon. Featuring music by Peter Van Steeden and his orchestra, songs by charming Diane Courtney, the Alan Young Show is funnier, frothier and faster than ever! Sponsored by Bristol-Myers Co. of Canada, the Alan Young Show is heard at 7:30 p.m. Tuesdays on CKX Brandon.

★

JUMP-TOWN ON CKX

CKX Swing Fans are enjoying two programmes designed especially for the "jive-y" set. On Monday evenings at 10.15, Gordon Garrison conducts an imaginary tour to the several night-clubs in "Jump Town", each week featuring the music of 3 or 4 top dance bands. Then on Saturday afternoons Gordon is joined by announcer Frank Stanley, in the "Two o'Clock Jump" broadcast, at 2 p.m. It is a toss-up who enjoys the programmes more — the swing-fans or the announcers!

16

MANITOBA CURLING

Manitoba's 57th Annual Bonspiel will open in Winnipeg on February 6th. Since December, 1876, the roarin' game has been played in Manitoba and its popularity is still on the increase. In 1914 a number of ladies, having decided that they could handle brooms and rocks just as effectively as the men, organized their first Bonspiel, and in 1925 launched the Manitoba Ladies' Curling Association.

That the growth of interest in curling will continue in the future is assured by the number of juvenile rinks participating. Said commentator Bill Good in a recent talk on the C.B.C. network:—

"The greatest high school bonspiel the world has ever known opened in Winnipeg this morning, with 110 rinks in the city from all parts of the province. I've just left the Fort Garry Curling Club, where the kids are busy tossing rocks up and down the ice and I know that I was watching several future world champions in action. The youngsters are busy curling in six clubs throughout the city and there are hundreds of older men and women watching them from behind the glass, all of them probably thinking the same thing—there go Canada's future curling greats.

More than one fine curler has told me that to be a great curler, a man must start young—and these kids could not start any younger. Ken Watson, who won the Dominion title twice and who is recognized by many people as the greatest living curler, is one of the many men behind this great event, and Ken spends hours every week, late at night and early in the morning, showing school children the difference between the in-turn and the out-turn."

★

Announcer Kerr Wilson, who is very well known for his fine baritone voice, is now singing one of the feature spots on the CBC network programme Sweethearts, heard every Wednesday at 10 p.m.

★

Announcer George Robertson recently had a play of his produced by Vancouver Playhouse.

Manitoba Curling Bonspiel



1. J. Ken Watson, Strathcona Curling Club, winner of Grand Aggregate for past 3 years.
2. Members of Grain Exchange Curling Club. Left to right—Mrs. J. S. Johnson (skip), Mrs. C. L. Smith, Mrs. A. Hutchison, Mrs. J. B. McPhie, Mrs. S. M. Acheson.
3. Ab. Gowanlock, Dauphin. R. Brown, Balmoral.
4. Howard Wood, Granite Curling Club.
5. Joseph Haig, Strathcona Club, on his 92nd birthday.

Photos by Harry Steele, Winnipeg Free Press.

*Support the Urgent
Need . . .*

**for a Modern, Safe, Fireproof
Building**

Required for

**The Knowles School for
Boys**

***Do your part to help raise the
\$125,000.00
for this worthy cause***

Campaign
Sponsored by
Rotary Club of Winnipeg.

