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Vol. III, No. 6.

Issued by the Public Relations Department,
RADIO BRANCH, MANITOBA TELEPHONE SYSTEM

June, 1939.

Congratulations C.B.C.!

IN apportioning the credit due to all those who in any way contributed to the success of Their Majesties' triumphal tour of Canada, a substantial share will, by common consent, be accorded to the Canadian Broadcasting Corporation.

Faced with a task far transcending in its difficulties anything hitherto attempted in Canadian broadcasting, the C.B.C. tackled it with courage, intelligence, and diplomatic skill.

From the first contact between H.M.C.S. "Saguenay" and the "Empress of Australia", to the most westerly point reached by Their Majesties as we go to press, the commentaries by C.B.C. announcers have been adequate, colorful, and appropriately dignified.

Switches from one observation post to another have been manipulated smoothly and so unobtrusively that the complicated nature of the operations has not been manifested to the listeners,—a fine tribute, indeed, to the engineering staff concerned.

As members of a public service institution engaged in Communication, we appreciate the magnitude and intricacy of the work involved. We raise our hats to the C.B.C. and say a respectful

WELL DONE!

EVERYMAN THEATRE

"Everyman Theatre" is the title of a new series directed by Sheila Marryat of CBC's Western Region staff, in which a dramatic cast headed by Mercer McLeod will present dramatizations from the literature of the past, including drama, prose and verse. The opening broadcast June 7th will present the old play made famous by Sir Henry Irving, "The Bells," by Erckmann-Chatrain. Mathias, Alsatian burgo-master who is haunted by the sound of bells recalling an evil deed, is the central figure of this play. The moving drama of Irving's interpretation has been retained in the radio version. Mr. McLeod, in the leading role, will be supported by a Winnipeg cast. "Everyman Theatre" will be broadcast over CKY and the CBC mid-eastern and western network at 10 p.m. C.S.T. on Wednesdays, commencing June 7th.



GARDENERS ALL

This new CBC series is designed to make a new approach to gardening and its joys. The aim is rather to discover what a garden means to the speakers, and what pleasures or comforts it has brought them, than to teach the right way to grow spinach. Speakers—real gardeners whose hearts are in the brown earth and green leaf—will be sought in each of the provinces by the specialists of CBC's talks department. For the opening broadcast, the speaker will be Hon. Irene Parlby, former M.L.A. and cabinet minister of Alberta, who has had a thriving garden at her rural home near Alix, Alberta, since the '90's—one of the first real gardens in that province. Mrs. Parlby was Minister without Portfolio in the U.F.A. government of Alberta, and was the second woman to hold cabinet rank in the British Empire, yielding place only to Mary Ellen Smith of British Columbia, whose appointment in March, 1921, preceded Mrs. Parlby's by four months. "Gardeners All" is broadcast on Fridays at 2.45 p.m. C.S.T.

THE LISTENER WRITES

CKY and CKX receive thousands of letters each month, many of them praising the programs and some offering suggestions and criticism. All are welcome. In referring to any of the letters, whether on the air or in these columns, we do not disclose the names of the writers unless they have given us special permission to do so. Correspondents are requested to sign their communications, as anonymous letters cannot be given attention.

WANTS LISTENERS' LEAGUE—"Why not form a league which could express the views of radio listeners more effectively than can the individual letters to broadcasting stations? What happens to such letters, anyway—are they not voices crying in the wilderness? . . ."—Winnipeg.

ANNOUNCERS—"I have no quarrel with staff announcers who are performing their daily routine, but could gladly smother some of those who bawl at us or who address us as if we were refractory kids. Also, I detest the 'mealy mouthed' type. . . ."—Winnipeg.

APPRECIATION—"We realize that it must be no easy task rearranging your time schedule to fit in those programs that you consider of greatest worth. . . ."—Winnipeg.

MORE MUSIC—"Wish there were more good music instead of so many dramas. . . ."—Moorhead, Minn.

SPOTS—"I believe you call short announcements 'spots'. Is radio suffering with measles? Forgive my rash question. . . ."—Winnipeg.

TOWARDS IMPROVEMENT—"If we listened to and heeded the best we hear, we would be a better people, making the most of all the good things the radio brings us. . . ."—Angusville, Man.

GOOD SERVICE—"We appreciate very much the very efficient service we get over CKY. . . ."—Elgin, Man.

MAYBE YOU HAVEN'T WRITTEN YET—"It seems to be an inherent weakness of the human race to go on enjoying life without giving praise to the people responsible for our happiness. For weeks I have had noble intentions of writing to your station and thanking the entire staff and host of entertainers for their valuable contributions to the amusement and pleasure of the listeners. . . ."—Gypsumville, Man.

REMEMBER "THE GHOST WALKER"?

Mercer McLeod, who thrilled network listeners in that famous series from Trail, B.C., has had an interesting stage career.



When nineteen years of age, Mercer McLeod obtained an engagement with Sir Frank Benson's Shakespearian company. During the two years of that connection he played more than fifty different characters. After numerous tours in England, Scotland and Wales, he joined the Regent's Theatre Repertory Company in London and played leading parts with them during another two years. Entering the Royal Academy of Dramatic Art as a student-teacher, he soon won a full-time position on the faculty and was given charge of a complete department of acting. In this capacity he remained with the Academy for another two years, at the end of which he accepted an offer which took him on a ten month's tour of the West Indies and South America, playing leading roles in London successes. Returning to the British metropolis, Mr. McLeod performed at such well-known theatres as the "Old Vic", the "Haymarket", the "Globe" and the "St. James", meanwhile conducting daytime classes at the Academy. He has played with Sir Gerald du Maurier,

Dame Sybil Thorndyke, Henry Ainley, Matheson Lang, Lewis Casson, Charles Laughton, and many others.

Toured Many Countries

With the George Bernard Shaw Players, Mr. McLeod was leading man in a number of the best Shavian classics during a tour which included engagements in India, China, Japan and the Malay States. Back in London, he put in a season there and then went off on his travels again, this time sailing for New York with the Sir Philip Ben Greet Players. Followed several seasons in Chicago and Los Angeles, among other places, and then a stay of a couple of years or so in Hollywood, where he appeared in a number of outstanding western productions. He became guest director for a resident Canadian repertory company and, the following season, made his debut on the radio in Canada. In this country he has earned a national reputation as a radio actor, producer and director. Coming to Winnipeg about a year ago, he has shown a great interest in amateur dramatics and has made a valuable contribution here to the development of the art of acting. A recent success was his production of the stage play "Rehearsal", by Albert Maltz, which won second place in the Dominion Drama Festival at London, Ont., and brought him high praise from the distinguished adjudicator and dean of British dramatic critics, Mr. S. R. Littlewood. When interviewed for this article, Mr. McLeod was busy with the organization of the play "The Queen's Husband", by Robert E. Sherwood, for presentation at the Dominion Theatre, Winnipeg, during the week of celebrations in connection with the visit of Their Majesties the King and Queen.



"MEET THE MIKE FAMILY" CROWDED OUT THIS MONTH

Our column describing the various types of microphones used at CKY is held over this month, owing to lack of space. The series will resume in our July issue.

PEOPLE IN THE PROGRAMS



OXYDOL'S OWN "MA PERKINS"

Many have been the questions we have received concerning the appearance of "Ma Perkins," heroine of the long-established and still very popular serial of that name. Here she is at the microphone—not the little old lady you probably expected to see, but the surprisingly youthful actress near the centre of the group. Virginia Payne is her name. Others holding their scripts and apparently enjoying a good joke are, from left to right, Lillian White (Evey); G. S. Faust (John); Charles Eggleston (Shuffle); and Marjorie Hannan (Fay). How many of these are as you pictured them?

CKY MAN APPOINTED TO C.B.C. STATION

Alfred G. Sheffield, of CKY's engineering staff, has left for Watrous, Sask., having been selected by the C.B.C. as one of the technicians to operate the new 50,000 watt station at that point. Mr. Sheffield built the equipment and conducted many successful broadcasts between automobiles travelling on the streets of Winnipeg a number of years ago, both ends of the conversations being transmitted to radio listeners via

CKY. These were the first "mobile unit" broadcasts by a Manitoba station. Mr. Sheffield is a prominent radio experimenter with a high reputation among the amateur fraternity. He is also a contributor of articles to technical magazines.

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A recent visitor in Winnipeg was W. W. Grant, one of Canada's earliest pioneers in broadcasting. Mr. Grant is an engineer at the C.B.C.'s Watrous station and came to assist in setting up equipment for the King's broadcast here.

WIRES AND WIRELESS

During the recent visit of the King and Queen, numerous duties were performed by engineers and operators of the Manitoba Telephone System in providing communication facilities for Their Majesties and in ensuring the successful transmission and reception of radio broadcasts over the national network and from the local stations at Winnipeg and Brandon.

In applauding the modern marvel of broadcasting, people are apt to forget the vital links which make the most spectacular radio hook-ups possible — the lines, whether those lines be regular telephone circuits or telegraph wires adapted to carry speech and music.

Radiating entertainment into space, or "on the air" as we say with little regard for scientific accuracy, is a comparatively new achievement. Telephone lines were delivering programs from theatres to private houses more than half a century ago. Telephone lines still convey your radio entertainment

part of the way on its journey from the microphone to your home, and, in the case of network programs from distant cities, a very large part of the way.

To listeners living in Winnipeg and hearing a network program from Halifax the word "radio" is something of a misnomer. True, they use radio receiving sets to pick up the program from CKY, but the actual radio distance covered may be but the dozen or so miles between our transmitter at Headingley and their homes. The other thousands of miles were made through wire connections across the continent.

A veritable web of wiring was furnished by the Manitoba Telephone System in the circuits required for linking the numerous remote control points, public address installations, motion picture cameras to which "sound" had to be fed from the microphones, and the Royal train from which Their Majesties were able to telephone Buckingham Palace.

After **7** p.m.

and until 4.30 a.m.

Also All Day Sunday

LOW RATES ON

**Long Distance
Telephone Calls**

Use LONG DISTANCE—it is

SPEEDY, ECONOMICAL and EFFICIENT

MANITOBA TELEPHONE SYSTEM

TRUE OR FALSE?

A Very Popular "Quiz" Program



Dr. Harry Hagen

Every listener who enjoys the "True or False" programs from CKY will admit that a very large amount of the success of that feature is attributable to the personality of the master of ceremonies, Dr. Harry Hagen. His keen and rapid repartee; his bubbling humor; and his kindly management of nervous candidates at the microphone, make him outstanding among the many who are handling programs in which the general knowledge of the contestants is tested by means of unexpected questions on a variety of topics.

Adding very greatly to the interest of the feature, is the method of presenting opposing teams of men and women, professional groups, etc., and proceeding to discover the winner by a process of elimination. Dr. Hagen's "off the record" questions concerning the personal likes and dislikes of individuals competing provide many a laugh for the listeners on the air, as well as for those in the hall from which the broadcast emanates, including the contestants themselves.

As each original broadcast is performed, transcriptions are made and it is through the medium of these transcriptions that CKY sends the programs to its audience.

WORDS ABOUT WORDS

Radio Speakers' Pronunciations Queried
By Listeners

Radio listeners render a service when they report to broadcasting authorities pronunciations which they believe to be incorrect. Sometimes it happens that the critic is wrong, but even then the report is appreciated as showing a proper interest in the betterment of speech. Among the words about which we have heard during the past month are these: LOWESTOFT, the English place name, has three syllables, not two. It should be LOW-es-TOFT, not LOWS-toft, the LOW rhyming with BLOW. INFILTRATION was incorrectly given an extra syllable, thus, IN-FIL-TER-ATION. As somebody said, "To err is human." If the announcer will omit the "ER" when next he uses the word, he will be forgiven. "CLERK", asserts a listener, should be pronounced CLARK. The listener quotes W. S. Gilbert in proof:

"As office boy I made such a mark
"That they gave me the post of junior
clerk. . ."

"H.M.S. Pinafore."

Some authorities may permit the pronunciation rhyming with WORK, but the Oxford dictionary supports our listener's contention. It may have been due to the popularity of Lawrence TIB-BETT, but it was a mistake to give that pronunciation to TIBET, the mysterious land in Asia. The accent should be on the BET. In a recent broadcast, we presume it was a dramatic production, someone was said to have obtained a cigarette from a TRUSTEE. An enquirer suggests that a TRUSTEE may, through some delinquency, land in gaol, but the provider of the smoke was most likely a TRUSTY. A FIEND, perhaps, deserves no consideration. We hope never to meet one. When we have occasion to refer to such an objectionable character, however, we must remember to pronounce him a FEEND—not a FEE-und.

It is hard to believe that an announcer in these enlightened days would be guilty of saying GEN-u-WINE instead of pronouncing it GEN-u-IN, but several listeners insist that they heard it.

OUR WANDERING CAMERA



(1) We succeeded in cornering Bill Seller, Manager of CKX. Bill is a veteran broadcaster, with considerable stage experience. He was one of Baden-Powell's first little group of Boy Scouts. (2) In Brandon recently, we caught Roy Brown's Orchestra leaving CKX after a noon broadcast. The lads will commence a season's engagement in Riding Mountain National Park on June 28th. (3) The Winnipeg Junior Musical Club deserves bouquets for its Saturday morning broadcasts during several past seasons. This group paused a moment in rehearsal to let us take a picture. From left to right they are: Eleanor Edmond, Contralto; Iris Schaumberg, Mezzo-Soprano; Peggy Kennedy, Pianist; Jean Broadfoot, Pianist; and Liia Brown Watt, Soprano. (4) Some teletypes and things in the British United Press news-room at CKY. Here the news is received by wire from the principal news-gathering centres. (5) The spider-web affair is the base of CKY's antenna at Headingly, Man. The steel tower stands on four insulators set on concrete blocks. Note the central rod which holds the tower to a buried concrete anchor. (6) The benevolent gent who has just bought a tag is Art McGregor, one half of the "Woodhouse and Hawkins" team. (7) The smile beneath the hat belongs to the other half of the inimitable pair—Frank Deville. He bought a charity tag too, but hadn't done so when photographed. (8) Alighting from the limousine is "Dibbs" Woods, control operator, CKY. Dibbs is well-known in Manitoba hockey and curling circles.

Listen to CKY's
Northern Electric Transmitter
 with a
Northern Electric Receiving Set
 for Best Results

See Your Local Radio Dealer

Northern Electric
 COMPANY LIMITED

DICKENS AT THE MICROPHONE

(Continued from Page 6.)

No writer's works are more suitable for broadcasting than are those of Dickens. His very habit of detailed description, so that each character is "scanned" from head to foot and seems to come to life and step out of the page, is just what is needed where the audience has to rely upon its ears alone. Dickens, more than any other writer, gave us literary television.

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CONTINUITY WRITER LOSES APPENDIX

Harry Randall, CKY continuity writer, is receiving congratulations on his recovery from an operation for appendicitis. Harry, whose working days are ordinarily occupied in thinking up persuasive copy for program sponsors, has been out of the hurly-burly of broadcasting for a week or two but is soon to return, after careful editing in matters of diet and with the redundant appendix deleted by the surgical censor.

NATURE AND RADIO

(Continued from Page 3.)

of-doors, and the service radio can render the public and science. On the night of April 15th, a Canadian at Cambridge saw a comet in the northwest with the naked eye; on the following night I saw it just at sunset (thanks to radio), and had I phoned in to CKY, and had it announced, all who wished might have seen it at the same time. Likewise, whether supposed passenger pigeons are a phantom or a reality will be settled by an observer phoning a radio station of the exact location, and ornithologists rushing to the spot for verification. Radio is the pulse of the nation, whose beat can be brought in unison by and through the co-operation of an understanding public.—V.W.J.

ORDER "MANITOBA CALLING"

If you have not already done so, send sixty cents to CKY and have "Manitoba Calling" mailed to you for twelve months. Address: — Public Relations Dept., CKY, Winnipeg.

CKY's RADIO QUIZ CONTEST

As quiz programs are enjoying considerable popularity just now, we have decided to conduct one of our own in these pages. The questions will all have reference to radio and particularly to the various features and performers you hear on CKY. The rules are simple: Answer as many of the questions as you can, writing or typing on one side of the paper only; place your name and address on your paper; attach the contest slip enclosed with this issue of "Manitoba Calling"; and mail to Public Relations Department, CKY, Winnipeg, so as to reach us not later than June 24th. For the best and most complete set of answers a Prize of Five Dollars will be awarded. Judges of the entries will be Mr. R. H. Roberts, Program Director of CKY; Miss Irene Graham, Public Relations Department, CKY; and the Editor of "Manitoba Calling". Entries will be accepted on the understanding that the decision of the judges will be final. People professionally employed in any branch of broadcasting are not eligible to compete.

THE QUESTIONS

(Use these numbers in your replies)

1. Who sponsors "The Guiding Light" program?
2. What is Mrs. Ace's first name?
3. For what type of radio program is Dr. H. L. Stewart noted: (a) Newscasts, (b) Lectures on health, or (c) Commentaries on international affairs?
4. Name the sponsor of Fibber McGee, or the product advertised.
5. Complete (in six words) this announcement:—"The bugle calls, from".
6. Allan Caron is (a) a baritone, (b) an organist, or (c) a 'cellist?
7. Name your favorite among current programs on CKY, and state why you like it.
8. In which program do these words occur:—"Dr. Brent: Call surgery!"?
9. In what serial is there a character named Barbara Croft?
10. What program is sponsored by the makers of "Canada Dry"?

NOTE:—Every entry must be accompanied by the form supplied with each copy of this issue of "Manitoba Calling".

NATURE AND RADIO

By Professor V. W. Jackson

Broadcaster of weekly talks on CKY for more than sixteen years and still one of the most popular radio speakers, Professor Jackson, of the University of Manitoba, tells something of radio's value to the nature student.



We see so little of what happens in the great out-of-doors that only when we put together what all see does it make a picture of the truth. My listeners will remember the controversy we had ten years ago, over snakes swallowing their young. I went to see Dr. Guthrie, at Ames (Iowa), the American authority on snakes. There were snakes in cages on his desk; in his windows; on shelves, everywhere; beware the Rattlers. . . . When I asked him if snakes swallowed their young, he shook his head. . . . But when I showed him 40 letters of eye-witnesses who described in detail what they had observed, he confessed that the public had more eyes than he had, and a better chance of being on the spot at the right time. It was radio that settled this matter; a million eyes cannot be wrong.

Likewise, when our tiny scorpion was brought to the attention of radio fans, 46 specimens were sent in the following day from the three prairie provinces, showing the wide and general distribution. One was crawling over the white table cloth of a listener at the time of the radio announcement. Clippings from Mexican papers were sent

in, showing that it had been found there also. The range of the wood-tick was likewise established. Strangely enough it is limited to the range of the oak and the poplar. The Northwest Tuckahoe has only been sent in from the second steppe of the prairie, and in answer to another radio challenge, it was definitely established that there are no moles west of the Red River. Only radio could settle this matter, for it challenged thousands of observers in all parts of the west, and radio fans respond readily. Just make a false statement and see how quickly it is corrected. The day following my statement that there were no white colts, I received three photos of white colts in Saskatchewan. They were albinos with pink eyes, of course, whereas white horses have dark eyes, and are not born white. And when we stated that "white angora, blue-eyed cats are always deaf" a flood of letters confirmed it; we were right beyond expectations. And how otherwise than by radio could you get the census of the province on deaf cats,—without money and without price?

The controversy over the leaping cat-rabbit hybrid, brought to light a breed of tailless cats at Oak Point. These were brought to me as proof, and photos were taken. It seems that tailless cats have lost that organ of balance, and jump from the middle of a table rather than go near the edge; hence the rabbit illusion.

The public like a controversy; something based on individual observation. My eight hundred Nature Talks have been based entirely upon radio correspondence,—observations, inquiry or specimens. The general interest surprises me, for every Thursday for sixteen years is a lot of nature talk, and as I cannot stand talk of any kind, I cannot see how others can. However, sixty letters a week for eight hundred weeks is proof of a general interest in what is happening in the great out-

(Continued on Page 16.)

RADIO PICK-UPS

A Column of Items Heard and Seen

Broadcasts by Telephone:

"In a statement in the House of Commons on March 30, Major Tryon, Postmaster-General, said that as the result of technical research and practical experimental work in the distribution of broadcast programs, the conclusion had been reached that there was scope for the provision of services by two systems—first, a service by the relay companies, and, secondly, a Post Office service by "carrier" frequency over telephone lines for use in connection with a wireless receiving set. After full consideration the Government had decided that the public interest would be best served by the development of both these systems. In addition to the present relay services the Post Office would introduce a service for the distribution of broadcast programs over telephone lines. It would be possible to give a choice of three or four programs, including the National and the Regional; and a subscriber would be able to use his telephone simultaneously with the reception of a broadcast program. . . ."

"World Radio" (B.B.C.), London, Eng.

Television Tower:

"It is projected to build a huge television mast in London, over 1,300 feet high. This could transmit over a radius of 350 miles, bringing television to all England, Eastern Ireland, and Southern Scotland. . . ."

"Sunday Dispatch", London, Eng.

No Short-Cuts to Radio Fame:

"Those who aspire to become radio artists broadcasting over German stations must pass official examinations. To enter these examinations they must show at least two years of study in the entertainment field or have had professional experience. Of the 2,478 persons recently examined, only 1,125 passed the stringent tests. . . ."

"Radio and Television Magazine", New York.

Umbrellas and Hats:

"Some of the colored umbrellas are prettier than the hats they are protecting. . . ."

C.B.C. Commentator, Ottawa,
May 19th, 1939.

"BIG SISTER"



Alice Frost, charming blonde star of Rinso's "Big Sister" serial, was born in Minneapolis, Minn. Her early years were uneventful, but at the age of ten she made her official bow to the theatre in "Hansel and Gretel." She wanted to play the Angel, and was cast for it, but was given the Witch's part instead. At Mora (Minn.), High School, she was an honor student and took an active interest in dramatics, debating, and the glee club. Also, she edited the school magazine. From High School she passed to the University of Minnesota, but was forced to leave through the death of her father. She continued her dramatic and musical studies, however, and went on Chautauqua circuit, playing Lorelei in the famous comedy "Gentlemen Prefer Blondes." Her first radio performance was with Walter O'Keefe in 1934, and since that date broadcasting has had nearly all her professional attention, though she has managed to squeeze in two appearances with Orson Welles' Mercury Theatre. Alice is five feet seven inches tall, weighs 125 pounds, and owns a pair of sparkling gray eyes.

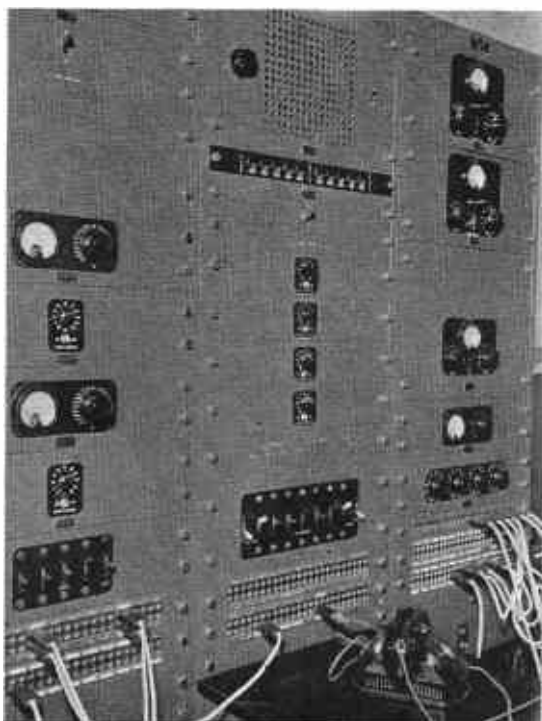
A VISIT TO CKY'S STUDIOS

The Main Control Room

The nerve centre of the studios is the main control room. Here terminate all the wires from all the individual control booths which adjoin each studio, and to the main control panel come the cables which bring in the programs from the trans-continental networks and those which carry Winnipeg programs to the transmitters of CKY at Headingly and CKX at Brandon.

There are, it will be observed in the photograph, three panels or "bays." On the front of the left-hand panel there are two meters which indicate the volume at which the music and speech are passing through. Behind the blank panel at the top of the left-hand bay are two amplifiers. One of these is in use and the other is reserved as a spare. These amplifiers are controlled by knobs beneath the volume indicators. The needle of whichever volume indicator happens to be in use jumps back and forth with variations in the strength of the music or speech signal, and it is the duty of the operator to see that the high peaks of the signal do not cause the needle to exceed a certain desired reading on the dial. Lower on the same panel is a row of key switches, each connecting with a studio control booth, so that the output of that booth may be cut in or out as required. Below these keys there are rows of telephone jacks. Cords and plugs connect with the various studios and with a number of telephone exchanges in the city.

Behind a grille in the upper part of the centre bay, is mounted a loud speaker for monitoring purposes. In the upper middle of this bay are four knobs, one above the other, controlling four line-amplifiers which boost the outgoing program levels sent to the transmitter at Headingly, CKX, Brandon, and to the local C.N. and C.P. Telegraph offices; the last two being the local outlets to the CBC networks. A row of colored signal lamps below the



line-amplifiers indicate which of the studios is on the air. Keys for switching to various points are arranged lower on the panel, and beneath these again are jacks for routing the outgoing and incoming programs.

On the upper portion of the third bay are two line-amplifiers which are available when required for special purposes and for feeding loud speakers where desired. Below these is the main amplifier and beneath this are seen the knobs of a 4-channel "mixer," which latter is used for audition purposes. Otherwise, for outgoing programs the mixing units are located in the various studio control booths. In the lower portion of the third bay are pre-amplifiers for microphones sometimes used in the sound effects room adjoining the Main Control Room. There is also a line-amplifier for feeding programs to the loud speakers which are permanently located in the observation rooms and in the business offices, etc.

DICKENS AT THE MICROPHONE

The Ideal Author for Radio Readings

A popular program on CKY fifteen years or so ago was the reading of various works of Charles Dickens in serial form. The reading was a daily feature, usually broadcast at about four o'clock in the afternoon. Delivered in dramatic form, with changes of voice to suit the different characters and often with the accompaniment of appropriate sound effects, the readings were so well received that a number of Dickens' books were read and repeated several times. Such works as "David Copperfield", "The Old Curiosity Shop", "Nicholas Nickleby" and "Pickwick Papers," for example, were each read two or three times. Occasionally, portions were omitted, but otherwise the stories were given in their entirety; that is to say, the feature was "story reading" and not merely the presentation of a few scenes.

In earlier days, of course, serial reading at the fireside was a highly appreciated diversion. Our grandfathers read Scott or Dickens to the family and the family asked for more. In these busier times the custom is not so common. With more magazines to digest, movies to see, and innumerable hobbies to occupy the hands and mind, the simple enjoyment of hearing stories read aloud seems to have passed. And yet, our venture in reviving the practice through the new medium of radio brought a surprisingly encouraging response. Many hundreds of listeners, even in those days of smaller power and comparatively small audiences, joined our "Dickens Radio Reading Circle."



Dickens' Universal Appeal

Sometimes we glance through bundles of the fan mail which we have preserved, and when we do so we are astonished afresh at the wide variety of types of people who wrote expressing their delight in following the stories from day to day. Much of the mail came from our friends in the United States and a gratifying fact, showing

the universal appeal of Dickens, was that so many letters came from listeners whose names were evidence that their appreciation was not based upon mere national regard for an English author; that folks of non-British origin are just as enthusiastic in their love of Dickens, though they never saw the country of which he wrote. The reason for this, of course, is in the peculiar genius of the author. We never presumed to think that our amateur

efforts in reading contributed to the remarkable success of the broadcasts.

Now, with network facilities available, the finest professional readers in Canada might be brought to the microphone. We believe that our own well-tried method of presentation, with some of the more lengthy descriptions omitted but with everything vital to the story retained, would find a large audience on the network in the afternoons. Such a capable and sympathetic reader as Mercer McLeod, or others who might be found in various cities, would, we feel certain, make the feature a success. Short stories and extracts are already being read at the microphone, but there is a distinction between these and the idea of reading the books.

(Continued on Page 16.)

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

- 10.00—Dr. Charles Courboin—CBC.
- 11.00—Church Service.
- 12.25—British United Press News.
- 12.30—British Bands—Burns & Co.
- 1.00—Columbia Broadcasting Symphony—CBC
- 3.00—The Church of the Air—CBC.
- 4.00—Can. Grenadier Guards' Band—CBC
- 4.30—The World Today—CBC.
- 5.00—"Jello"—Jack Benny—CBC.
- 5.30—Melodic Strings—CBC.
- 6.00—Sunday Song Service
- 6.30—Concert Hall of the Air.
- 7.00—Church Service.
- 8.00—National Forum—CBC.
- 8.30—By the Sea—CBC.
- 9.00—Can. Press News and Weather—CBC.
- 9.15—The Art-Singer—CBC.
- 9.30—Recital Series—CBC.
- 10.00—Choristers and Strings—CBC.
- 10.30—Organ Recital—CBC.
- 11.30—Clement Q. Williams; baritone—CBC.
- 11.45—C. P. News—CBC.

MONDAY

- 7.30—Reveille.
- 7.45—B.U.P. News, Weather Report.
- 8.00—Central City—Oxydol.
- 8.55—Today's Programs.
- 9.15—Allan Caron—Organist.
- 9.30—Smilin' Jack—United Radio Advtg.
- 9.45—Getting the Most Out of Life—CBC—Fleischmann's Yeast.
- 10.30—Laff Parade—Imperial Varnish.
- 11.00—Backstage Wife—Bayer Aspirin.
- 11.15—Stella Dallas—Phillips Milk of Magnesia.
- 11.30—Road of Life—CBC—Chipso.
- 12.00—Big Sister—CBC—Rinso.
- 12.15—Life and Love of Dr. Susan—CBC—Lux
- 12.45—B. U. P. News, Weather and Messages.
- 1.00—Story of Mary Marlin—CBC—Ivory Soap
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—Pepper Young's Family—CBC—Camay Soap.
- 1.45—The Guiding Light—CBC—P. & G. Soap.
- 2.00—Voice of Experience—Lydia Pinkham.
- 2.30—Vic and Sade—CBC—Crisco.
- 3.15—Songs by Simone—CBC.
- 3.45—Closing Stock Quotations—CBC.
- 4.00—Milt Herth's Swing Trio—CBC.
- 4.15—Patricia Gilmore Sings—CBC.
- 4.30—Ray Perkins—CBC.
- 4.45—B. U. P. News.
- 5.00—Lone Ranger—Bryce Bakeries.
- 5.30—Jimmie Allen—B. A. Oil.
- 6.30—Speed Gibson—Beehive Corn Syrup.
- 6.45—Easy Aces—Anacin.

- 7.00—Lux Radio Theatre—CBC—Lever Bros. Ltd.
- 8.00—"Carnation" Contented Hour—CBC—Evaporated Milk.
- 8.30—United States Today—Raymond Gram Swing—CBC.
- 8.45—Clement Q. Williams; baritone—CBC.
- 9.00—C. P. News, Weather Report—CBC.
- 9.30—Dance Orchestra—CBC.
- 10.00—Dramatic Series—CBC.
- 10.30—In the Sports Editor's Office—Eddie Armstrong and Clem Shields.
- 10.45—Light Up and Listen Club.—Imperial Tobacco.
- 11.00—Merrymakers' Revue—CBC.
- 11.30—Avison and Robertson—CBC.
- 11.45—B. U. P. News.

TUESDAY

- 7.30—Reveille.
- 7.45—B. U. P. News, Weather Report.
- 8.00—Central City—CBC—Oxydol.
- 8.45—Church in the Wildwood.
- 8.55—Today's Programs.
- 9.15—Allan Caron—Organist.
- 9.30—Smilin' Jack—United Radio Advtg.
- 9.45—Getting the Most Out of Life—CBC.—Fleischmann's Yeast.
- 10.00—Peggy's Point of View.
- 10.30—Pelham Richardson's Orchestra—CBC.
- 11.15—Stella Dallas—Phillips Milk of Magnesia.
- 11.30—Road of Life—CBC—Chipso.
- 12.00—Big Sister—CBC—Rinso.
- 12.15—Life and Love of Dr. Susan—CBC—Lux
- 12.45—B. U. P. News, Weather, Messages.
- 1.00—Story of Mary Marlin—CBC—Ivory Soap
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—Pepper Young's Family—CBC—Camay Soap.
- 1.45—The Guiding Light—CBC—P. & G. Soap
- 2.00—Club Matinee—CBC.
- 2.45—Lend Me Your Ears—CBC.
- 3.00—Prof. W. T. Allison—Book Review.
- 3.15—Dramatic Sketch—CBC.
- 3.45—Closing Stock Quotations—CBC.
- 4.00—The Decibels—CBC.
- 4.15—Rita Rio and Her Orch.—CBC.
- 4.30—Violin Reveries—CBC.
- 4.45—B. U. P. News.
- 4.55—Voice of Inspiration—Young Church.
- 5.30—Jimmie Allen—B. A. Oil.
- 6.00—Big Town—CBC—Rinso.
- 6.30—Dick Powell—CBC—Lifebuoy.
- 7.00—True or False—Williams Shaving Cream
- 7.30—Fibber McGee—CBC—Johnson's Floor Wax.
- 8.00—Waddington Conducts—CBC.
- 8.30—The Old Gardener—CBC.

- 8.45—Folk Songs—CBC.
 9.00—C. P. News, Weather Report—CBC.
 9.15—Jean de Rimanozy—CBC.
 9.30—Dance Orchestra—CBC.
 10.00—Contrasting Styles in Music—CBC.
 10.45—Light Up and Listen Club—Imperial
 Tobacco.
 11.00—Stag Party—CBC.
 11.30—Recital Series—CBC.
 11.45—B. U. P. News.

WEDNESDAY

- 7.30—Reveille.
 7.45—B. U. P. News, Weather Report.
 8.00—Central City—CBC—Oxydol.
 8.45—Church in the Wildwood.
 8.55—Today's Programs.
 9.15—Allan Caron—Organist.
 9.30—Eddie Allen—United Radio Advtg.
 9.45—Getting the Most Out of Life—CBC.—
 Fleischmann's Yeast.
 10.00—CKY Studio Strings—M.T.S.
 10.30—Laff Parade—Imperial Varnish.
 11.00—Backstage Wife—Bayer Aspirin.
 11.15—Stella Dallas—Phillips Milk of Magnesia.
 11.30—Road of Life—CBC—Chipso.
 12.00—Big Sister—CBC—Rinso.
 12.15—Life and Love of Dr. Susan—CBC—Lux.
 12.45—B. U. P. News, Weather, Messages.
 1.00—Story of Mary Marlin—CBC—Ivory Soap
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay
 Soap.
 1.45—The Guiding Light—CBC—P. & G. Soap
 2.00—Voice of Experience—Lydia Pinkham.
 2.30—Vic and Sade—CBC—Crisco.
 2.45—Plans for Vacations—CBC.
 3.45—Closing Stock Quotations—CBC.
 4.15—Adrian Rollinis Trio—CBC.
 4.45—B. U. P. News.
 5.00—Lone Ranger—Bryce Bakeries.
 5.30—Jimmie Allen—B. A. Oil.
 6.00—One Man's Family—CBC—Tenderleaf
 Tea.
 6.30—Speed Gibson—Beehive Corn Syrup.
 6.45—Easy Aces—Anacin.
 7.30—Percy Faith's Music—CBC.
 8.00—Dr. Query—CBC—Stephen's Paint.
 8.30—Gordon McLean, pianist—CBC.
 8.45—Lieder Recital—CBC.
 9.00—C. P. News, Weather Report—CBC.
 9.15—In Recital—CBC.
 9.30—Summer Symphony—CBC.
 10.00—Everyman Theatre—CBC.
 10.30—Spent Spinner—Talk—CBC.
 10.45—Light Up and Listen Club—Imperial
 Tobacco.
 11.00—Percy Harvey Orchestra—CBC.
 11.30—The Cariboo Miner—CBC.
 11.45—B. U. P. News.

THURSDAY

- 7.30—Reveille.
 7.45—B. U. P. News, Weather Report.
 8.00—Central City—CBC—Oxydol.
 8.45—Church in the Wildwood.
 8.55—Today's Programs.
 9.00—Allan Caron—Organist.

- 9.15—House of Peter MacGregor—Greyhound
 Travel Bureau.
 9.30—Eddie Allen—United Radio Advtg.
 9.45—Getting the Most Out of Life—CBC.—
 Fleischmann's Yeast.
 10.00—Peggy's Point of View.
 10.30—Pelham Richardson's Orch.—CBC.
 11.15—Stella Dallas—Phillips Milk of Magnesia.
 11.30—Road of Life—CBC—Chipso.
 12.00—Big Sister—CBC—Rinso.
 12.15—Life and Love of Dr. Susan—CBC—Lux.
 12.45—B. U. P. News, Weather, Messages.
 1.00—Story of Mary Marlin—CBC—Ivory Soap
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay
 Soap.
 1.45—The Guiding Light—CBC—P. & G. Soap
 2.00—Organ Recital—CBC.
 2.30—Rhythm Auction—CBC.
 3.00—Prof. V. W. Jackson—Nature Talk.
 3.15—Songs for Today—CBC.
 3.45—Closing Stock Quotations—CBC.
 4.15—Patricia G. Moore; Songs—CBC.
 4.45—B. U. P. News.
 4.55—Voice of Inspiration—Young Church.
 5.30—Jimmie Allen—B. A. Oil.
 6.00—That Was the Year—Sairs Tire Exch.
 8.30—Drums—Listerine.
 7.00—The Maxwell House Good News—CBC—
 Maxwell House Coffee.
 8.00—Kraft Music Hall—CBC—Kraft Cheese.
 9.00—C. P. News, Weather Report—CBC.
 9.15—Cello and Piano—CBC.
 8.30—Information Please—Canada Dry.
 10.00—Nocturne—CBC.
 10.30—Race Problems—CBC.
 10.45—Light Up and Listen Club—Imperial
 Tobacco.
 11.00—Old Tales of the Klondyke—CBC.
 11.30—Random Rhythm—CBC.
 11.45—B. U. P. News.

FRIDAY

- 7.30—Reveille.
 7.45—B. U. P. News, Weather Report.
 8.00—Central City—CBC—Oxydol.
 8.45—Church in the Wildwood.
 8.55—Today's Programs.
 9.15—Allan Caron—Organist.
 9.30—Eddie Allen—United Radio Advtg.
 9.45—Getting the Most Out of Life—CBC.—
 Fleischmann's Yeast.
 10.30—Laff Parade—Imperial Varnish.
 11.00—Backstage Wife—Bayer Aspirin.
 11.15—Stella Dallas—Phillips Milk of Magnesia.
 11.30—Road of Life—CBC—Chipso.
 12.00—Big Sister—CBC—Rinso.
 12.15—Life and Love of Dr. Susan—CBC—Lux.
 12.45—B. U. P. News, Weather, Messages.
 1.00—Story of Mary Marlin—CBC—Ivory Soap
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay
 Soap.
 1.45—The Guiding Light—CBC—P. & G. Soap
 2.00—Voice of Experience—Lydia Pinkham.
 2.30—Vic and Sade—CBC—Crisco.
 2.45—Gardeners All—CBC.
 3.15—Curley the Yodelling Cowboy—CBC.
 3.45—Closing Stock Quotations—CBC.
 4.00—Muted Music—CBC.
 4.15—Milt Herth's Swing Trio—CBC.

- 4.45—B. U. P. News.
 5.00—Lone Ranger—Bryce Bakeries.
 5.30—Jimmie Allen—B. A. Oil.
 6.30—Speed Gibson—Beehive Corn Syrup.
 6.45—Easy Aces—Anacin.
 7.30—Deep Night—CBC.
 8.00—Overseas Commentary—CBC.
 8.15—My Home Town—CBC.
 9.00—C. P. News, Weather Report—CBC.
 9.30—Mart Kenney's West. Gentlemen—CBC.
 10.00—Woodhouse and Hawkins—CBC.
 10.30—Speaking of Sport—CBC.
 10.45—Light Up and Listen Club — Imperial Tobacco.
 11.00—On Wings of Song—CBC.
 11.30—Novelettes—CBC.
 11.45—B. U. P. News,

SATURDAY

- 7.30—Reveille .
 7.45—B. U. P. News, Weather Report.
 8.55—Today's Programs.
 9.00—Allan Caron; organist.
 9.15—House of Peter MacGregor—Drewrys.
 9.45—Peggy's Point of View.
 10.00—CKY Studio Strings—M.T.S.
 11.30—Little Variety Show—CBC.
 12.30—Dealer Program—B. A. Oil.
 12.45—B. U. P. News, Weather and Messages.
 1.00—Music Hall—CBC.
 2.00—Club Matinee—CBC.
 3.00—Celtic Ceilidh—CBC.
 3.30—Benny Carter and Orch.—CBC.
 3.45—Sport Scores; Closing Stocks—CBC.
 4.30—Ici L'on Chante—CBC.
 5.00—B. U. P. News.
 6.30—What Do You Know?—Nova Kelp.
 7.00—Count of Monte Cristo—City Hydro.
 7.30—Symphonic Strings—CBC.
 9.00—C. P. News, Weather Report—CBC.
 9.15—Pianograms—CBC.
 9.30—Dance Orchestra—CBC.
 10.00—M'litary Band—CBC.
 10.30—I Cover the Waterfront—CBC.
 10.45—Artie Shaw and Orch.—CBC.
 11.00—Farmer Fiddlers—CBC.
 11.30—Random Rhythm—CBC.
 11.45—B. U. P. News.

QUICK RESULTS FOLLOW RADIO AD

When W. G. Burke, of Margaret, Man. lost a mare and colt recently, he had CKX broadcast an announcement describing them. Within ten minutes of the radio message, he received a telephone call advising that the animals had been located fifteen miles from his home.

C.B.C. SUMMER SYMPHONY SERIES

Beginning on June 7th and continuing each Wednesday until August 9th, the CBC will broadcast portions of the Summer Symphony concerts from Winnipeg.

These concerts have been arranged through community effort undertaken jointly by a local committee of public-spirited citizens, the Musicians' Union of Winnipeg and its members, and Mr. Geoffrey Waddington, conductor of the orchestra. The CBC is endeavouring to assist the venture by presenting these broadcasts to its national audience. The programs will be heard from 9.30 - 10.00 p.m. CST, and will be brought to network listeners direct from the stage of the Walker Theatre, Winnipeg, where the Summer Symphonies are to be held.

"We will confine ourselves to popular classics, in recognition of the essentially popular nature of these concerts," Mr. Waddington said, in discussing his plans. "The choice of Schubert's Unfinished Symphony for the opening concert is an example of what is meant by 'popular classics'."

Mr. Waddington will conduct an orchestra of 50 pieces, in which the instrumentation is varied and complete. His string section of 36 pieces, which includes 6 violas, 6 cellos, and 4 basses, has already won distinction in local concerts. He will have a complete woodwind section, including flutes, oboes, clarinets and bassoons, and two competent players of that rare and difficult instrument, the French horn. His percussion section will be complete with tympani. Assisting the orchestra at the opening concert will be Stanley Hoban, Winnipeg baritone and veteran CKY artist, who has come recently from remarkable successes on the stage and over the BBC in London, England.

For the broadcasting of these Summer Symphonies, the CBC has erected a special glassed-in control booth in one of the boxes at the Walker Theatre.