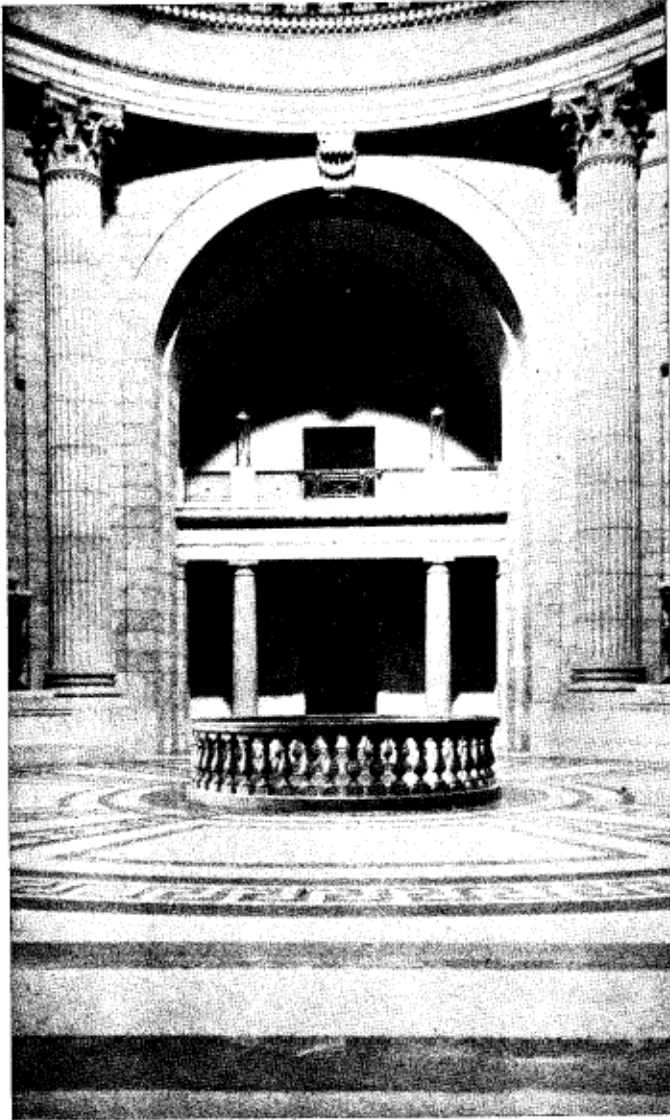


MANITOBA CALLING



RADIO BRANCH
CKY - CKX

MANITOBA
TELEPHONE SYSTEM



Dome Rotunda
Manitoba Legislative Building

Manitoba Calling

An illustration at the top of the page features a train on the left, a radio tower in the center, and a ship on the right. The title 'Manitoba Calling' is written in a large, flowing script across the top, with the radio tower's mast crossing through the word 'Calling'.

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

November, 1942.
12 Issues, 60c.
Post Free.



"This is not only a war of soldiers in uniform, it is a war of the people--of all the people--and it must be fought, not only on the battlefield, but in the cities and in the villages, in the factories and on the farms, in the home and the heart of every man, woman and child who loves freedom! This is the people's war! It is our war! We are the fighters! Fight it, then! Fight it with all that is in us! And may God defend the right."

From the motion picture "Mrs. Miniver"



The Winter Parade

The evening of Saturday, October 31st, marked the return of two favorites in the Saturday evening radio schedule.

At 8:05 p.m. (CBC—CKY—CKX) the Imperial Oil Hockey Broadcasts brought fans the first in the new winter series of play-by-play descriptions of the N.H.L. hockey games. Foster Hewitt is again presiding at the microphone and the "Hot Stove League" are handling the between-period commentaries. Missing from the regular cast is Announcer Court Benson, now Lieutenant Court Benson of the Canadian Army.

Concurrent with the opening of the N.H.L. series Wes. McKnight, of the Imperial Oil Hockey Broadcast "Hot Stove League" is again conducting his Saturday night pre-game hockey interviews. In these broadcasts Wes. brings to the microphone hockey players and officials for informal chats about hockey lore. Wes. McKnight's Hockey Interviews, sponsored by the St. Lawrence Starch Co., are heard at 6:00 p.m. Saturdays (CBC—CKY—CKX).



**Announcer Tom Benson and
M.C. George Secord**

The Red River Barn Dance took the air at ten o'clock on the same evening, October 31st, in its second season under the sponsorship of the Hudson's Bay Company. Among the "regulars" heard on the opening show were "Uncle George" Secord, Master of Ceremonies; "Cousin Tom" Gardiner, directing the orchestra; "Ebony", the dusky janitor; Baritone Freddie Smith and Announcer Tom "Sonny" Benson. Margie and her "trap-line tunesters" were a popular feature of the broadcast, and will be heard regularly on the show.

In launching another season of happy Saturday night get-togethers the "Barn Dance Gang" ask listeners to note the earlier time of the broadcasts, 10:00 - 10:30 p.m. (CBC—CKY—CKX).



A Winnipeg boy, now on duty on the broad seas, writes: ". . . On arrival in port I was very pleased to see a copy of 'Manitoba Calling' amongst my mail. Really, it's swell to get the local radio station's news. Am a radio operator myself, and will visit CKY next time I'm home. Thanks again, and keep up the good job you are doing. . . ."



Foster Hewitt and son Billy

Personalities and Events ... around CKY



Upper left—CKY Transmitter Operator J. Knowles pictured with his bride (nee Lillian Stevenson). Upper right—A scene at the Commando Dagger Presentation Ceremony on the steps of the Legislative Building. The ceremony was broadcast on Sunday, October 18th. Centre left—CKY Operators Gordon Thompson and Harry Sanders. Gordon has joined the R.C.A.F. and leaves next month to commence training. Centre right—A group of R.C.A.F. Officers from No. 3 Wireless School, Tuxedo, on a tour of CKY's Transmitting Plant. Lower left—Fit/Sgt. Obs. S. C. (Sigg) Lee, member of the bomber crew which toured Canada immediately following participation in a raid over Saarbruecken. Pictured here with Mrs. Lee, he hears a recording at CKY of the broadcast of the crew's arrival at Stevenson Field, Winnipeg. Lower right—CKX Programme Director Eric Davies chats with CKY Announcer Norm. Micklewright in the Studio Library.

The Army Entertains

The first army camp broadcast in a new series of programmes originating from Shilo Camp was presented recently over CKX, Brandon, as soldiers and members of the Women's Army Corps filled the auditorium of the Salvation Army Hut to applaud the artists.

The concert was presented through courtesy of Lieutenant-Colonel J. N. Semmens, camp commandant. Through kind permission of Lieutenant-Colonel R. L. Mitchell, commandant, A15 In-

fantry Training Centre, the Band of the Princess Patricia's Canadian Light Infantry under the direction of Bandmaster G. W. Butler played selections.

The programme was released by remote control through the facilities of the Manitoba Telephone System to CKX, Brandon. A second programme was broadcast on the Wednesday evening following the original broadcast, and further programmes are to be aired on CKX at times which will be announced at a later date.



Canadian Army Photo.

Officials and artists taking part in Shilo Camp's first broadcast photographed in the Salvation Army Hut during the programme. In the foreground is Bandmaster G. W. Butler, leading the P.P.C.L.I. Band. In the front row on stage are, left to right: E. R. Collins, CKX Chief Engineer; Eric Davies, CKX Programme Director; W. F. Seller, CKX Manager; Pte. M. Roffler, C.W.A.C., assistant to Capt. C. H. Stewart, War Services Officer, Salvation Army, standing on her left; Humphrey Davies, CKX Chief Operator and Master of Ceremonies of the programme; Pte. N. Williamson and Pte. G. Burton, both of the Canadian Women's Army Corps (seated). Back row: Gunner Tom Harris; Ptes. Vern Taylor, Aaron Buhler, Jake Enns, Dave Durkson, and Eugene Johnson.

Jack Benny

Jack Benny didn't know when he entered the entertainment world as a violin soloist that he eventually would become America's favorite comedian. Before the Waukegan boy finished high school he was more interested in a career than an education and with his fiddle began to entertain the public.

At first, Jack was disappointed when people laughed at his music—but this amusement at his fiddle-playing was the start of all the comedy he was to create in later years. Instead of being discouraged, Jack took advantage of the laughs, and finally the violin became an incidental tool to punctuate his humor.

In World War I Jack was assigned to the "Great Lakes Review", a sailors' road show. Now, in World War II, he is again touring Army Camps with his whole gang of funsters.

In 1927 Jack Benny married Mary Livingstone. She was not a professional at that time, but in working with Jack she has established herself today as one of the country's leading comedienne, and is a "regular" on his Sunday night broadcasts. The couple adopted a daughter, Joan Naomi, in 1934, when the child was only four months old. To Jack and Mary she is all-important.

Since Jack became occupied with both radio and screen, he has been unable to continue writing his own gags. To help on this score, the comedian has Bill Morrow and Ed. Beloin working with him. As for rehearsals—Jack asserts that his are the worst in the world. If they were good, he claims he would be worried about the regular broadcast. And he considers one rehearsal enough for a programme—more than that and the show loses its punch.

Working with Jack on his popular Sunday night show are Mary Livingstone, Dennis Day, "Rochester", Announcer Don Wilson and Phil Harris and his orchestra. The "Jack Benny" programme is heard Sundays at 6:00 p.m. (CBC—CKY—CKX), sponsored by General Foods Limited.



CKY NEWS SCHEDULE

7.00 a.m.—B.U.P. News	Daily exc. Sun.
7.30 a.m.—B.U.P. News	" " "
8.00 a.m.—CBC News	" " "
9.00 a.m.—CBC News	Sat., Sun.
11.00 a.m.—BBC News	Daily exc. Sun.
12.25 p.m.—B.U.P. News	Sunday
1.00 p.m.—B.U.P. News	Daily
3.15 p.m.—CBC News	Mon. to Fri.
4.00 p.m.—CBC News	Sunday
5.30 p.m.—B.U.P. News	Daily exc. Sun.
5.30 p.m.—"Behind the Headlines"—	Sunday
5.45 p.m.—BBC News	Sunday
6.30 p.m.—CBC News	Mon. to Fri.
8.00 p.m.—CBC News	Saturday
9.00 p.m.—CBC News	Daily exc. Sat.
10.00 p.m.—BBC News Reel.....	Daily exc. Sat.
11.30 p.m.—B.U.P. News	Daily

★

ATTAINS MAJORITY

Our congratulations to Major C. E. (Claude) Snider, R.C.A., on his recent promotion.

Prior to enlistment Claude was Chief Operator of CKX, Brandon. Following a period of service overseas he is now stationed in Canada.

Listening in the North

Winter has come to the Northland, freezing in its icy talons the channels of communication between civilization and the far northern outposts. Mail and supply boats are safely back in winter harbours, there to await the spring thaws. Settlements are served, when conditions permit, by plane and tractor-train, but the closest of these may be many long miles across barren reaches of snow from the lonely cabins that dot the snows. For long, cold months travelling, when necessary, will be confined mostly to dog-sled and snowshoe.

But one method of communication knows no winter lay-off on its way into the north, in fact, the winter months see it at its best. This modern messenger—radio—wings its way over snow and ice to bring cheer and comfort to the lonely outposts of Canada's great Northland.

Missionaries, trappers, Mounties, doctors, nurses, fur-traders, all know the

blessings of the voices that come to them through their loudspeakers. They will tell you their radio receiver is one of their most prized possessions, because to some of them the radio voices are the only ones they will hear for weeks at a time.

During the First Great War some of our far-north residents weren't aware until the spring of 1915 that war had been declared and that Canada was involved in it. Now, in this war, a fur-trader in his lonely cabin will hear the news and the latest developments on the war-fronts at the same instant that we in urban centres hear them.

With all its wonderful advantages, radio still has to bow to atmospheric conditions at times, and this is especially true when the Aurora Borealis sweeps its rays across the horizon. However, one of radio's peculiarities is that when long wave reception is poor, short wave reception is oftentimes very good, and vice versa. Thus, the listener may usually be assured of reception at all times by either short or long wave. In the case of short wave reception, the Northern listener has his choice of both American and overseas stations, and unlike the urban listener he has no man-made interference to hinder reception.

In the domestic bands, under favorable conditions, several stations can be received in most of the regions stretching into the Arctic.

Messages to the North

CKY, with its 15,000 watt voice, is received very clearly and regularly and has become like "one of the family" to these listeners under the fringe of the Arctic. Because it reaches well into these territories a special license was applied for and has been granted to CKY for the broadcasting of messages to the north. It was back in the winter of 1925 that CKY first inaugurated this message service to our Northern listeners, a friendly service which has been a regular part of CKY schedules throughout the years since.

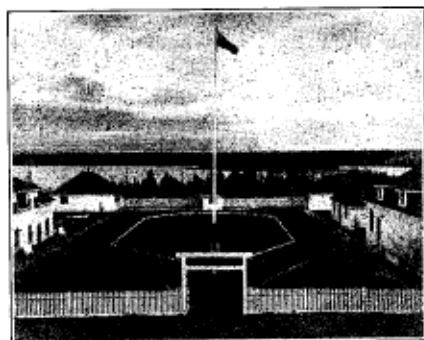
The Canadian Broadcasting Corpora-



"The sound of a familiar voice"

tion, appreciating the service radio performs in these remote areas, also inaugurated a winter series of broadcasts known as "The Northern Messenger",—little budgets of family news and greetings flashing through space to eagerly awaiting relatives and friends. At Christmas, too, personal messages are broadcast from relatives to their loved ones, and one can easily imagine how the sun must shine through the darkness of the long Arctic night at the sound of a familiar voice.

Wartime censorship regulations have restricted broadcasting of personal messages, but radio still stands ready to bring its messages of mercy, cheer and service where these regulations permit.



Hudson's Bay Company's Post at Fort Smith

A dramatic instance of the working of two modern sciences working hand-in-hand to bring succour to a northern settlement appeared in the news recently. An epidemic broke out at Telegraph Creek, a settlement in Northern British Columbia, and without medical aid at hand the whole population was endangered. A doctor once resident at Telegraph Creek had since moved to a point still farther north.

An Indian agent in the community happened to have a supply of the new Sulfa drug on hand, but was not familiar with its use. Word of the plight of these residents reached the doctor at Hazelton, 250 miles south, who radioed instructions on the use of the drug, and the care of the patients.

Almost immediately relief was apparent and the threatened peril averted.

MEET THE MCGEE'S



Pictured in this column are Marian and Jim Jordan, known to millions of radio fans as "Fibber McGee and Molly". With them is Don Quinn, author of their popular Tuesday night scripts. When the cameraman called they were opening a new file to take care of the scripts for their eighth season on the air.

Aiding and abetting "Fibber" and "Molly" again this season are those laugh-provoking characters Isabel Randolph as "Mrs. Uppington"; Gale Gordon as "Mayor La Trivia"; and Bill Thompson as "The Old Timer", "Wallace Wimple" and "Nick De Popolous." Billy Mills and "The King's Men" continue in the musical department and Harlow Wilcox announces. (For pictures of the cast see pages 8 and 9).

"Fibber McGee and Molly", sponsored by S. C. Johnson & Sons Ltd., is heard every Tuesday at 8.30 p.m. (CBC—CKY—CKX).

Thus, another instance of two modern sciences combining in the relief of human suffering.

Our Cover

In the warm comfort of their cabin the two men pictured on our cover are typical of many residents of our north-land. Though they may be many miles from their nearest neighbor, here, with their day's tasks accomplished, they sit by their radio to listen to the happenings in the great world "outside".



Fibber McGee and Molly



(1) Jim Jordan, "Fibber". (2) The cast, left to right: Isabel Randolph; Billy Mills; Cecil Underwood (agency representative); "Molly"; Kei Rad Robinson (King's Men); "Fibber"; Joe Dodson (King's Men); Mar Buddy Lena (King's Men); Bill Thompson and Donn Quinn (writer). (3) dan, "Molly". (4) Isabel Randolph, "Mrs. Pippington". (5) Gale Gordon, Trivia". (6) The "King's Men" must have a king, so "Fibber" is crowned borrowed finery. (7) Many-voiced Bill Thompson portrays "Wallace Wim" his several roles in the programme. (8) Social announcer Harlow Wilcox.





Fibber McGee and Molly

"Fibber". (2) The cast, left to right: Isabel Randolph; Harlow Cecil Underwood (agency representative); "Molly"; Ken Darby and the King's Men; "Fibber"; Joe Dodson (King's Men); Martha Tilton and Bill Thompson (King's Men); and Donn Quinn (writer). (3) Marian Jor-sabel Randolph, "Mrs. Wappington". (5) Gale Gordon, "Mayor La King's Men" must have a king, so "Fibber" is crowned in all his (6) Many-voiced Bill Thompson portrays "Wallace Wimple", one of the programme. (8) Social announcer Harlow Wileox.



OUR OVERSEAS PAGE

The women of Britain are proving their mettle and capabilities in many new fields, in an effort to release men for His Majesty's Forces. They have been ready to tackle any work in essential industries, whether it be in munition plants, dockyards, on farms or in radio.

The BBC has been a leader in the employment of women where manpower

upper left Jane Welsh, of the BBC staff, takes a microphone out to interview relatives of men serving in the Forces. At upper right two women operators in training are being taught by an instructor how to record programmes. Elaine Cunningham is shown at lower left. She is one of the BBC's fifteen "sound effects" girls who have been trained to replace men called up for the services.



was previously used. In almost every department of the BBC young women are "doing a job", maintaining and operating broadcast equipment, recording programmes, announcing, and planning the detail involved in a day's broadcasting.

On this page are pictured some of these radio workers as they go about their daily tasks in the BBC. At the

At lower right are seven "girl friends" of the Empire. These girls are the radio link with the forces of the Empire, each girl having her own section of the globe to which she broadcasts programmes of messages, music and cheer. Left to right they are — Jane Carr, Jane Welsh, Marjorie Skill, Margot Davies, Betty Warren, Una Marson and Joan Gilbert.

RUSSIAN PLACE NAMES

The difficulty in following the progress of the war in Russia due to the new place-names adopted in the last decade has prompted a reader to send us a list, showing the old and new names of Russian centres prominent in news despatches.

For listeners referring to old maps or atlases the following list will prove helpful in locating the theatres of war in Russia. We suggest you either copy or clip the following list to your map of Russia for ready reference:

Aldan	formerly	Nezametny
Artemovsk	"	Bakhmut
Dnieprodzerzhinsk	"	Kamenskoye
Dniepropetrovsk	"	Ekaterinoslav
Gorky	"	Nizhni-Novgorod
Jambul	"	Aulieh Ata
Kalinin	"	Tver
Kirovabad	"	Elizavetpol or Ganja
Kirovakan	"	Karaklis
Krasnodar	"	Ekaterinodar
Kuibyshev	"	Samara
Leninabad	"	Khojent
Oulianovsk	"	Simbirsk
Pavlovo	"	Koltuski
Stalingrad	"	Tzaritsin
Leningrad	"	Petrograd
Stalino	"	Youzovka
Voroshilov	"	Nikolsk-Ussuri
Voroshilovgrad	"	Lougansk
Voroshilovsk	"	Alchevsk

RECOMMENDED LISTENING

Since the days of Roger's Rangers Canada has been building a military tradition that is second to none. The history of famous Canadian regiments is presented in dramatized form in the "Badge of Honour" programmes, presented at 11.00 p.m. Wednesdays, with the compliments of City Hydro. The programmes are heard on CKX, Brandon, at 6.45 Friday evening.

LEAVES FOR ENGLAND



John Kannawin

John M. Kannawin, Prairie Regional Representative of the CBC for the past two years and senior producer in the same region for two years previously, has left Winnipeg for CBC Programme Headquarters, Toronto, and will shortly proceed to England to take charge of the CBC's Overseas Unit at BBC, London. He will succeed H. R. Pelletier as CBC Overseas Representative. Mr. Pelletier has been seconded to the BBC for the duration.

Mr. Kannawin's advance to the head of the CBC's Overseas Unit brings him a new opportunity, of which he speaks hopefully though humbly. "Britain is a fortress now, against everything rotten in the world," he said. "To the best of my ability I'll try to tell Canada something about it, and bring some news of our soldiers abroad to the folks at home."



"ACADEMY AWARD"



Ona Munson

The time is 7:00 o'clock Friday evening,—time for "Academy Award". CKX listeners are about to hear Hollywood's Frederick Shields introduce another in the series of thirty-minute dramatic presentations, a star-studded feature worthy of the name it bears.

Universal in their appeal, the Academy Award episodes are woven around such subjects as romance, intrigue, humour, adventure and travel. Well-known Hollywood personalities cast in these productions include Ona Munson, Gale Page, Elaine Barrymore, Lurene Tuttle, Roy Rogers, Benny Rubin and others.

Ona Munson, pictured on this page, has the leading role in the "Academy Award" production on November 6th and 20th, when she will be heard in "The Evenlode" and "A Double Day for Marsha". Gale Page will play in "Manhattan Serenade", the "Academy Award" production for November 27th. The musical scores are under the direction of composer Ivan Ditmars.

Yaegers Furs Limited are the sponsors of "Academy Award", heard on CKX, Brandon, every Friday at 7:00 to 7:30 p.m.

CKX HIGHLIGHTS

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

DAILY EXCEPT SUNDAYS

- 7.45—News.
- 9.00—News.
- 9.05—Morning Bulletin Board.
- 9.15—War Commentary.
- 5.45—News.

SUNDAY

- 11.00—BBC News—CBC.
- 11.15—Between Ourselves—CBC.
- 11.30—Canada Calls from London—CBC.
- 12.00—Hello Children—CBC.
- 12.15—Just Mary—CBC.
- 7.00—Charlie McCarthy—CBC.
- 7.30—Weekend Review—CBC.
- 7.45—Mart Kenny's Orchestra—CBC.

MONDAY

- 7.00—Morning Eye Opener.
- 8.45—Happy Jack—CBC.
- 9.30—Jean Hinds—CBC.
- 10.15—Hollywood Cinderella.
- 11.30—CBS School of the Air—CBC.
- 1.45—Livestock Report.
- 6.30—Treat's on Us.
- 7.00—Dollars for Scholars.
- 7.30—B. A. Bandwagon.

TUESDAY

- 7.00—Morning Eye Opener.
- 7.40—Feed Talk.
- 8.00—Circle Bell Varieties.
- 8.45—Happy Jack—CBC.
- 9.30—Jean Hinds—CBC.
- 11.30—Prairie Schools (Jr. Music)—CBC.
- 1.30—Rural Rhythm.
- 6.15—Meditations at Eventide.
- 7.00—A4 Artillery Band.
- 9.45—Milk for Britain.

WEDNESDAY

- 7.00—Morning Eye Opener.
- 8.45—Happy Jack—CBC.
- 9.30—Jean Hinds—CBC.
- 1.30—Rural Rhythm.
- 6.30—Gospel Half-Hour.
- 7.00—Musical Telegiz.
- 11.00—Farmer Fiddlers.

THURSDAY

- 7.00—Morning Eye Opener.
- 8.00—Circle Bell Varieties.
- 8.45—Happy Jack—CBC.
- 10.15—Hollywood Cinderella.
- 11.30—School of the Air—CBC.
- 7.00—Musical Telegiz.

FRIDAY

- 7.00—Morning Eye Opener.
- 8.45—Happy Jack—CBC.
- 9.30—Jean Hinds—CBC.
- 11.30—National School Broadcast—CBC.
- 6.30—The Air Force Entertains.
- 6.45—Badge of Honour.

SATURDAY

- 10.00—Servicemen's Hop—CBC.
- 11.30—Children's Scrapbook—CBC.
- 12.30—CKX Weekend Party.

Heroes of Canada

The CBC, in co-operation with the Provincial Departments of Education, is again broadcasting a winter series of programmes designed for class-room listening.

November and December in the "Heroes of Canada" series is as follows:

Nov. 6, from Ontario—"With Axe and Flail — a story of the United Empire Loyalists";

Nov. 13, from Manitoba—"Samuel Larcombe—the 'John Bull' of the West";

Nov 20, from Quebec—"Sir Guy Carleton (Lord Dorchester)—Soldier and Peacemaker";

Dec 4, from Saskatchewan—"Angus MacKay — Protector of Wheat";

Dec. 11, from New Brunswick — "Sir Brook Watson—The 'Dick Whittington' of the Maritimes".

"Heroes of Canada" will be presented on the above dates at 3:30 p.m. on CKY, and at 11:30 a.m. on CKX.

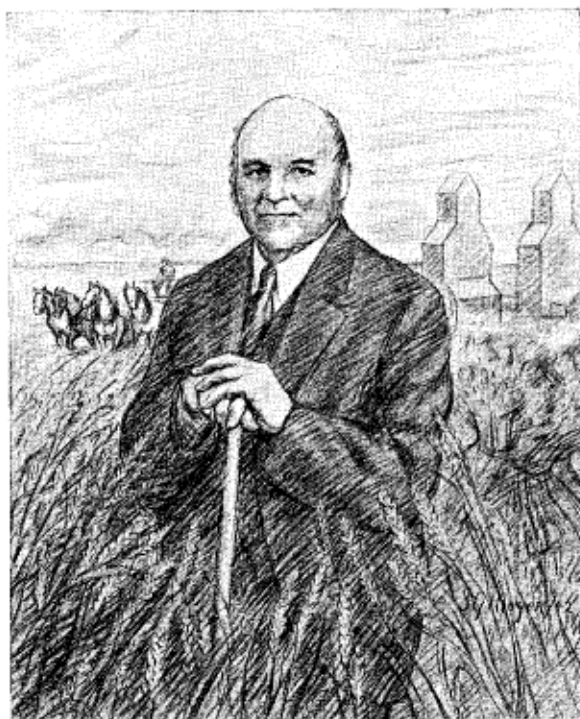
On the last Friday of each month the Canadian Broadcasting Corporation presents "Canadian Horizons", a programme depicting outstanding scenes of life in Canada.

The CBS School of the Air of the Americas broadcasts are again on

the CBC National Network on Mondays and Thursdays, the subjects being "Science at Work" on Mondays and "Tales from Far and Near" on Thursdays. Certain programmes in these series are contributed by the CBC, on behalf of Canada, to the School of the Air of the Americas.

The Tuesday School Broadcast periods are devoted to Junior Music, Grades 1 to 4. The purpose of this series is to develop natural appreciation for music.

All the above programmes are scheduled on CKY at 3:30 to 4:00 p.m., and on CKX at 11:30 to 12:00 noon.



Samuel Larcombe—"John Bull" of the West

The Friday programmes, "Heroes of Canada", are a new experiment in National School Broadcasts, in which each Provincial Department has agreed to sponsor one or more programmes in the series.

These broadcasts are of an inspirational character, presenting in dramatized form stories of achievement by men and women of Canada who overcame obstacles and contributed to the life and development of their country. Each broadcast stresses the unity of spirit among the peoples of all parts of Canada.

The schedule of programmes for



"Our Canada"

"Our Canada," a series of thirteen programmes to be broadcast over the CBC National Network on Sunday evenings commencing November 1st (9.15 p.m. CKY-CKX), is probably one of the most ambitious attempts yet undertaken to reveal this Dominion to all its people through the voice of radio.

The story to be told is a living one—a story of the people who are Canada, of what they have done and are doing to make it a nation and a democracy. A procession of ordinary Canadians, from every walk of life and every part of the country, passes before the microphone. Later on the broadcasts will show how events as well as people have shaped Canada's development and her way of thinking. The developments of our railways, wheatlands, waterways, airways, mines, industries, communications, arts, governments, philanthropies and religions have all contributed to the growth of Canada.

The scripts are written by Gerald Noxon, and Frank Willis will produce the series for the CBC. Musical scores have been composed especially for the programmes by John Weinzweig.

"Our Canada" is of interest to every Canadian and the series should mark a milestone in Canadian radio drama.



Frank Willis, producer of the new series "Our Canada", pictured in Winnipeg during his 10,000 mile tour of Canada in search of material for the programmes.

FOR YOUNG LISTENERS

The series of five-minute talks, "It Really Happened", recently inaugurated on CKY are proving a popular feature. Anne Francis, who writes and broadcasts the programmes, has many interesting facts for young listeners in her stories of the background of the big news items of the day and a clearer understanding of world events can be gained from these three-a-week commentaries. "It Really Happened" is heard on CKY every Monday, Wednesday and Friday at 5:00 p.m.

Master of Questions Wilf. Davidson reports splendid response to the contests in the "Trail of Truth" programmes, broadcast Tuesdays and Thursdays at 5:45 p.m. The series is sponsored by the makers of Sunny Boy Cereal.

CKY, in co-operation with the Provincial Department of Education, will broadcast two special half-hour programmes during Education Week. Arrangements are being completed for a broadcast of a round-table discussion from a City school at 3.30 p.m. Monday, November 9th. On Thursday, November 12th, the teacher and pupils of a rural school will participate in a broadcast at 3.30 p.m.



THEY LISTENED, TOO

The broadcasts of the World Series baseball games early last month provided many thrills for fans in Canada and the United States, but more important is the fact that the men of the Armed Forces heard them, too!

Canadian and American troops in every quarter of the globe heard the play-by-play accounts of the games,—throughout the United Kingdom, in Alaska, the Middle East, New Guinea, Africa, and the Pacific Far West, —wherever it was at all possible troops gathered around radios to follow the series.

Weeks in advance the Army Signal Corps, the Red Cross and others worked to make reception available, and one can readily imagine what these broadcasts meant to our boys in strange lands.

Origins of Place Names in Manitoba

BRANDON, a contraction of Brandon House, the Hudson's Bay Company's post in the district, seems to have been named after the eighth Duke of Hamilton, the head of the House of Douglas who, in 1782 took his seat in the House of Lords as Duke of Brandon. This family were large holders of Hudson's Bay Company stock in the eighteenth century.

NELSON RIVER, one of the oldest British names in the province, was named by Admiral Sir Thomas Button who first raised the British flag in this province, during his search for the Northwest passage. Nelson was the name of his sailing master, Francis Nelson, who was buried near the mouth of the river.

WAWANESA is from the Algonquin Indian word "Wahonesi", meaning "whip-poor-will", these birds being very numerous in the region. Wawanesa is directly located on the route travelled by David Thompson during 1797 and 1798 on his trips from the Assiniboine trading posts located around the mouth of the Souris River to the Mandan country on the Missouri. A tablet erected at Wawanesa by the Historic Sites and Monuments Board of Canada is reproduced on this page.

MELITA came by its name in a strange manner indeed. The first settlement in this district was called Manchester, but upon application for a post office it was learned that there already was a Manchester in Canada. The Government sent a list of proposed names, one of which was Melita. The Sunday

School lesson of the previous week had been in reference to St. Paul's shipwreck on the island of Melita, and noting the coincidence, the settlers decided on the name Melita.

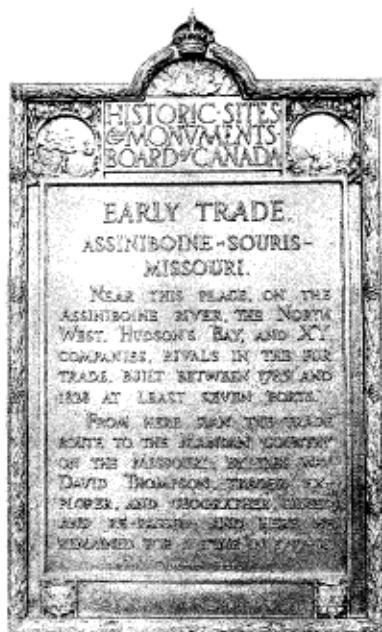
SEMPLE bears the name of Robert Semple, a British officer who arrived in Red River in 1815 as Governor in Chief of the Hudson's Bay Company territories. He lost his life in the battle of Seven Oaks in 1816. A monument commemorating the battle stands in West Kildonan, a suburb of Winnipeg.

PEGUIS post office was named after Chief Peguis, a chief of the Saulteau tribe at Red River. For befriending the Selkirk settlers Chief Peguis (William Prince) was granted an annuity of five pounds by the Hudson's Bay Company. The original name Eagle's Nest was changed to Peguis in 1876, in honour of this great Indian Chief.

GILBERT PLAINS was named by early settlers after the Indian, Gilbert Ross, who with other Indians went to the village of Dauphin to trade, and told the people there about the good land twenty miles west of Dauphin. It was known then as Gilbert Plains.

FORT CHURCHILL was named after John, Lord Churchill, who was afterwards Duke of Marlborough. This nobleman was governor of the Hudson's Bay Company from 1685 to 1691.

GARRAWAY, a station on the Hudson Bay railway, is named after Garraway's coffee house in London, England, where the first sale of furs from the Hudson Bay was held in 1671.





"Manitoba Calling"



CKY PROGRAMMES

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—Neighborhood News—CBC.
- 10.30—Joseph Marais African Trek—CBC.
- 11.00—Church Service.
- 12.25—News.
- 12.30—Chamber Music.
- 1.00—CBC News and Old Country Mail—CBC
- 1.15—Anzac News Letter—CBC.
- 1.30—Religious Period—CBC.
- 2.00—Columbia Symphony Orchestra—CBC.
- 3.30—Church of the Air—CBC.
- 4.00—CBC News—CBC.
- 4.30—Magic Carpet—CBC.
- 5.00—Lipton Tea Musicals—CBC—Lipton Tea Co.
- 5.30—Behind the Headlines.
- 5.45—BBC News—CBC.
- 6.00—Jack Benny—CBC—Gen. Foods Corp.
- 6.30—Victory Loan Show—CBC.
- 7.00—Church Service.
- 8.30—American Album—CBC—Bayer Aspirin.
- 9.15—Our Canada—CBC.
- 10.30—The Wishing Well.

MONDAY

- * 7.00—Reveille—News.
- * 7.30—News.
- * 8.00—CBC News—CBC.
- * 8.05—Wake Up and Live—Tom Benson.
- † 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—Rinso.
- † 12.15—The Happy Gang—CBC—Col. Palmolive
- † 12.45—They Tell Me—Dept. of Finance—CBC.
- * 1.00—News and Messages.
- † 2.00—Story of Mary Marlin—CBC—Ivory.
- † 2.15—Ma Perkins—CBC—Oxydol.
- † 2.30—Pepper Young's Family—CBC—Camay.
- † 2.45—Mid-day Matinee—CBC.
- † 3.00—Right to Happiness—CBC—P. & G. Soap.
- † 3.15—CBC News—CBC.
- 3.30—CBS School of the Air—CBC.
- † 4.00—Front Line Family—CBC.
- 4.15—University Lecture.
- 5.00—It Really Happened—A. Francis.
- 5.05—Meet Me at 5.05 p.m.
- * 5.30—News.
- 5.45—Durham War Stamp Prog.—Bee Hive.
- 6.00—"Good Luck"—Maple Leaf Milling Co.
- 6.15—Easy Aces—Anacin Co.
- † 6.30—CBC News.
- 6.45—Lum and Abner—Alka Seltzer.
- † 7.00—Amos 'n' Andy—Campbell Soup.
- 8.00—Lux Radio Theatre—CBC—Lever Bros.
- 9.00—News—CBC.
- 9.15—Canadian Round-Up—CBC.
- 10.00—BBC Newsreel.
- 10.30—Impressions by Green—CBC.
- 11.30—News—Time and Sign Off.

TUESDAY

- 9.15—Peggy's Point of View.
- 9.45—The Voice of Inspiration.
- 1.45—Carnation Bouquet—Carnation Milk.
- 3.30—Prairie Schools Broadcast—CBC.
- 4.15—University Lecture.

- 5.00—Smilin' Ed. McConnell—Mantle Lamp Co.
- 5.45—Trail of Truth—Byers Flour Mills.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.30—Variety Show—CBC—Tuckett's Ltd.
- 8.00—John and Judy—CBC—Lamont Corliss.
- 8.30—Fibber McGee and Molly—CBC—S.C. Johnson & Sons.
- 9.15—Treasure Trail—CBC—Wm. Wrigley.
- 11.00—Dances of the Nations—CBC.

WEDNESDAY

- 2.45—Mid-day Matinee—CBC.
- 3.30—CKY Studio Strings—M.T.S.
- 4.15—University Lecture.
- 5.00—It Really Happened—A. Francis.
- 5.05—Meet Me at 5.05 p.m.
- 5.45—Durham War Stamp Prog.—Bee Hive.
- 6.00—"Good Luck"—Maple Leaf Milling Co.
- 6.15—Easy Aces—Anacin Co.
- 9.15—Baker's Dozen—CBC.
- 10.30—The Choristers.
- 11.00—Badge of Honour—City Hydro.

THURSDAY

- 9.15—Peggy's Point of View.
- 9.45—The Voice of Inspiration.
- 11.45—The King's Men—Genser and Sons.
- 1.45—Carnation Bouquet—Carnation Milk.
- 3.30—CBS Schools Broadcast—CBC.
- 4.15—University Lecture.
- 5.00—Smilin' Ed. McConnell—Mantle Lamp Co.
- 5.45—Trail of Truth—Byers Flour Mills.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.30—The Aldrich Family—CBC—Gen. Foods
- 8.00—Kraft Music Hall—CBC—Kraft Cheese.
- 9.15—Concert Hour—CBC.

FRIDAY

- 3.30—Nat. Schools Broadcast—CBC.
- 5.00—It Really Happened—A. Francis.
- 5.05—Meet Me at 5.05 p.m.
- 5.45—Durham War Stamp Prog.—Bee Hive.
- 6.00—"Good Luck"—Maple Leaf Milling Co.
- 6.15—Easy Aces—Anacin Co.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.30—Penny's Diary—CBC—Col. Palmolive.
- 8.00—Waltz Time—CBC—Sterling Products.
- 8.30—Can. Theatre—CBC—Ironized Yeast.
- 9.15—Comrades in Arms—CBC.
- 11.00—Tunes for Today—CBC.

SATURDAY

- 9.00—CBC News.
- 9.15—Peggy's Point of View.
- 9.45—Morning Devotions—CBC.
- 10.30—Good Deed Club—T. Eaton Co.
- 1.15—Symphonic Hour—CBC.
- 3.00—CKY Studio Strings—M.T.S.
- 5.00—Wings Abroad—CBC.
- 6.00—Hockey Interview—CBC—St. Lawrence Starch Co.
- 7.00—Canadian Calendar—CBC.
- 7.30—Share the Wealth—CBC—Col. Palmolive
- 8.00—CBC News—CBC.
- 8.05—N.H.L. Hockey Game—Imperial Oil.
- 9.30—Stag Party—CBC.
- 10.00—Red River Barn Dance—Hudson's Bay Co.



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