

Vol. II No. 10

Published by Manitoba Telephone System

October, 1938

LA VÉRENDRYE LANDS AGAIN

Historic Pageant Described by CKY

One of the most impressive spectacles yet presented to CKY's "Visiting Microphone" was the arrival of some two hundred canoes with the impersonator of La Vérendrye, at St. Boniface, on Sunday afternoon, September 11th. From an elevated position which gave an excellent view of the Red River and of the crowds along both banks, CKY was able to describe the thrilling scene as the canoes, accompanied by numerous other river craft came under the distant bridges, past the "turrets twain" of St. Boniface Cathedral and up to the landing stage specially erected to disembark "La Vérendrye" and his gallant voyageurs.

The bright colors of the canoes; the glistening of hundreds of paddles in the sunshine of a beautiful day; and, as the boats drew nearer, the painted "redskins" with their feathers— all combined to make a picture to which the most experienced commentators could scarcely do justice. CKY's help in the La Vérendrye bi-centennial celebrations, rendered as a public service on an occasion unique in the history of Manitoba, has brought appreciation which is encouraging both in its nature and quantity. Among the letters received are some from which we quote elsewhere in this issue.

Since its official opening in 1923, CKY has broadcast descriptions of countless events. In doing so, our purpose has been not only to give wide publicity to those events but also we have kept in mind the great number of people who, by distance, sickness or other handicap, have not been able to attend the functions and enjoy them visually.

RADIO PERSONALITIES



AGNES KELSEY, SOPRANO

Agnes Kelsey was born in Carlisle, near Glasgow. Very early in her life the family came to Canada, sailing on the "Empress of Ireland." At one of the ship's concerts coming over Miss Kelsey made her first public appearance, and being such a very little girl she had to be lifted up on to a special platform so that the audience could see her. Later, she studied for three years with J. Campbell McInnes and also at the Toronto Conservatory of Music. She made her debut in Toronto under the direction of Sir Ernest McMillan with the Toronto Symphony Orchestra and the Conservatory Choir. After completing her studies in the East, Miss Kelsey returned to Winnipeg. She has sung with the Vancouver Symphony Orchestra in the Malkin Memorial Bowl, Stanley Park, and is, of course, well known for her work in Canadian network and local radio programs.

APPRECIATION

Extracts from Letters Received
Following La Vérendrye Broadcasts

Sept. 17, 1938.

"CKY, Winnipeg.

Dear Sirs,

On behalf of the Board of Governors of the Winnipeg Canoe Club, I wish to express our sincere appreciation. . . . The large crowds lining the banks of the river, who watched the pageant all the way through its course, were without doubt the direct result of the publicity given this pageant by the radio.

Yours very truly,

*Winnipeg Canoe Club,
per G. W. Batty."*

"CKY, Winnipeg.

. . . The broadcasts were splendid and I feel sure that all the citizens appreciate the effort of CKY in their behalf.

Yours very truly,

*G. C. Maclean,
Mayor,
City of St. Boniface."*

"CKY, Winnipeg.

. . . From the very start, the kindness, courtesy and attention given us could not have been better. I have always been a booster for CKY, but having had the privilege and pleasure of coming in contact with you people I have nothing but the greatest admiration for the staff and the station they represent.

Yours truly,

*R. Tallock Johnson,
Chairman, Radio Committee
La Vérendrye Bi-centenary
Celebrations."*



VESPER HOUR RETURNS

Many listeners will welcome back to the air CKY's own "Vesper Hour" which was a high-light on Sunday afternoons for nearly ten years, including several seasons on the C.R.C. and C.B.C. networks. The new series commenced at 4.00 p.m. on Sunday, October 9th. Rev. Canon Henry D. Martin continues to officiate, with Arthur M. McFadyen directing the musical program. The organist is Herbert Sadler. A departure from previous practice will be made with the introduction of guest speakers from time to time.

WORDS ABOUT WORDS

We appreciate corrections from listeners who detect mispronunciations by announcers or other radio speakers.

VÉRENDRYE: The recent celebration in St. Boniface and Winnipeg provided opportunities for some interesting pronunciations of the name La Vérendrye. "Ver-END-dree" and "VER-end-dree" were used locally. In news coming over the network from Toronto it was called "Ver-end-DRYE," some listeners report.

CONNAUGHT. "Can you please tell us, writes "Radio Fan," "why an announcer calls the Duke of Connaught 'K'nought,' almost entirely eliminating the first syllable?" We regret we c'not!

SUMMARILY: We are advised that an announcer, who should know better, recently said "Sum-MAIR-ily."

PRIMARILY: We are told that the accent is frequently placed in error on the second syllable of this word, when it should be on the first.

TEMPORARILY: "Please," implores a listener. "tell those who don't know that this should be pronounced 'TEMP-orarily' and not 'Temp-o-RAR-ily.'"

DILATORY: "'Dilatory' is not pronounced 'Di-LATE-ory' but 'DILL-a-tory.' Wouldn't it help to have someone coach young Demosthenes, thus nipping these depressing gaucheries in the bud before they reach the outer air?" The metaphor may be mixed, but the sentiment seems sound.

AUTHORITATIVE: "There is no such word as 'Authoritive.' The word has five syllables, not four."



"WADE LANE'S HOME FOLKS"

Homey and unpretentious are adjectives which describe this feature but they scarcely do justice to its wholesome goodness. The fine baritone voice of Wade Lane and his simple, friendly philosophy combine to make this a program which will be kept tuned in by a legion of listeners throughout the wide territory covered by CKX. Listen Mondays, Wednesdays and Fridays at 6.30 p.m.

THE LISTENER WRITES

We are always glad to receive letters from listeners commenting on radio programs. Criticism is as acceptable as praise. Names of correspondents will be treated as confidential. No attention is given to unsigned communications. Letters should be addressed to "Public Relations Department, CKY, Winnipeg."

NOT TOO MUCH DRAMA—"I notice in 'Manitoba Calling' a remark about too much drama . . . I am an old woman nearly seventy and a great lover of drama. Any person who would take such a meaning from the serials must be rather narrow minded . . ."—Makinak, Man.

HYMNS AND PEACE—"Keep playing the beautiful hymns every morning. Don't stop playing them just because peace in the world is in sight . . ."—Winnipeg.

RISE AND SHINE—"How much longer shall we be compelled to listen to what is supposed to be a funny program between 7.30 and 9.00 a.m.? The sooner you get it off the air the better for all concerned . . ."—Roland, Man.

CHEERFUL INSOUCIANCE—"There must be many people, like myself, who are really helped on our way in the morning by the cheerful insouciance of the Rise and Shine Club . . ."—Winnipeg.

ANOTHER LISTENER'S OPINION—"Those who don't appreciate the Rise and Shine Club program in these troubled times must be back numbers indeed . . ."—Winnipeg.

A QUESTION—"What is the use of asking at the end of a program if people enjoyed it? Obviously, most of those still listening will favor it. Others will have tuned in something else . . ."—Winnipeg.

POETRY AGAIN—"I feel like reaching for my shot-gun every time I hear someone reading sloppy verses on the radio. Could you not have a close season, say from January 1st to December 31st? . . ."—Brandon, Man.

THE BIRD LADY—CKX

Miss C. I. Todd, "The Bird Lady" whose talks over CKX are such favorite radio fare with the children, is visiting many points in Manitoba, speaking to teachers and pupils in the schools. Increased interest is thus being stimulated in the CKX Radio Bird Club. The Bird Lady's talks are broadcast by CKX at nine o'clock on Saturday mornings.

STAFF PORTRAITS—16

**ED. DUSANG,
Transmitter Operator, CKY**

Edward Dusang was born in Winnipeg and has lived in this city ever since, except for a short period spent at Rice Lake, Manitoba. He attended Lord Roberts Public School and Kelvin Technical High School. Radio seized his imagination in 1920. From that time it has been responsible for many long hours of experiment



and much nocturnal "brass pounding," as the radio amateurs term the manipulation of a telegraph key. Ed's first home transmitter went on the air in 1921 with call letters 4EA. He also operated NEXY, the Kelvin school station. His professional radio career began in 1924, when he built and operated 9AD at Rice Lake, where he was employed at the American Development Company's mines. He joined the staff of CKY when our power was only 500 watts and the transmitter was located in the Sherbrooke telephone exchange. He was with us when the station was moved to the Agricultural College; when its power was increased to 5000 watts; and when the new 15,000 watt transmitter was erected at Headingly. Throughout his thirteen years of service with CKY, Ed. Dusang has demonstrated three important qualifications which are essential for success in his profession. These are: Enthusiasm, Ability and Dependability. Added to these he possesses a personality which makes him popular with his fellow employees.

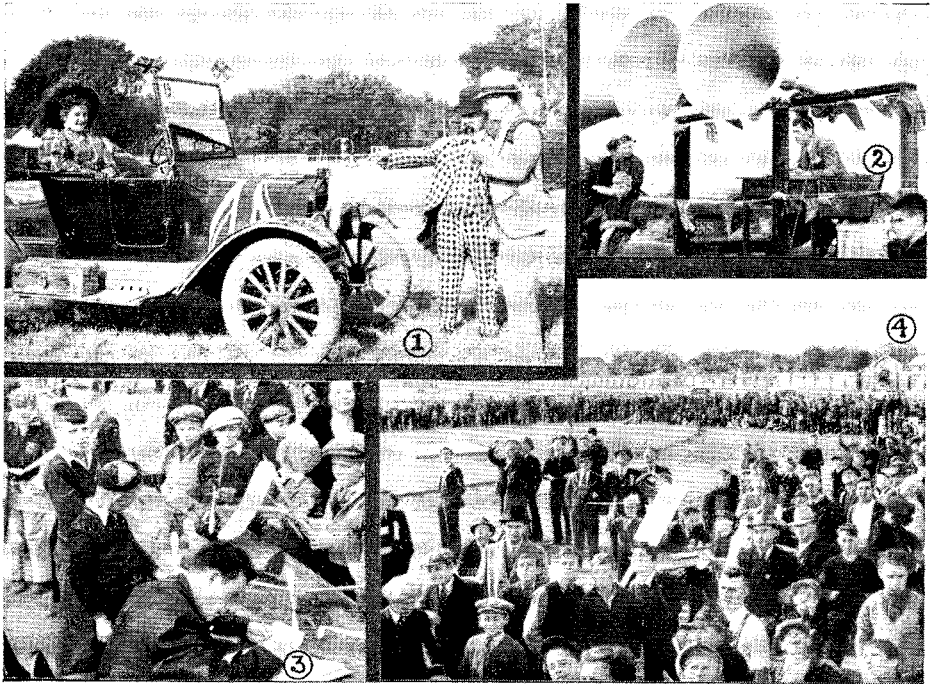
**"OVER THE BACKYARD
FENCE"**

This is a chatty, informal program of up-to-the-minute fashion notes, useful kitchen kinks, brief stories of the lives of famous women, and a variety of other interesting items interspersed with music. CKX, week-days at 10 a.m.

**"HOUSE OF PETER
MacGREGOR"**

In response to many demands, the dramatic serial "House of Peter MacGregor" returned to CKY on October 10th. Mondays, Wednesdays and Fridays are the days for this popular story, at 9.45 a.m.

OUR WANDERING CAMERA



A Page from Our Album of Pictures

(1). Well well—just look at the chariot! This antique vehicle chugged along in the street parade held in Winnipeg and St. Boniface in connection with the La Vérendrye bi-centennial celebrations. La Vérendrye couldn't have made much use of this conveyance, with roads as they were in his day, but a comparison of this with modern models helps to remind us that times and styles do change. The Ford belongs to E. B. MacPherson (wearing the checkered suit and the brown derby). He has kept it going daily, winter and summer, since 1922. Miss Minnie Stecki is the lady in the car. CKY's "Visiting Microphone" with portable broadcasting outfit is having his attention drawn to the bell which the owner has fitted to the radiator cap. When the bell can be heard the driver knows that the engine must have stopped running. (2). Brian Hodgkinson is the man behind the loud speaker horns of the public address system at a recent model aircraft meet in River Park, Winnipeg. (3). This shows a few of the youthful aviation enthusiasts registering their models for entry in the "Jimmie Allen" contests, to stage which the meet was held. (4). The crowd is watching the evolutions of one of the model planes. This picture gives an idea of the turn-out that responded to announcements of the meet made over CKY during some of the "Jimmie Allen" programs. The B-A Oil Company, sponsors of "Jimmie Allen" are to be congratulated on their good work in encouraging an interest in aviation among young people.

"TIM'S RANCHO ADVENTURES"

A cleverly produced adventure drama "written for children rather than at them" is one critic's estimate of "Tim's Rancho Adventures." Tim is all that a normal boy would like to be and his exploits provide plenty of material for youthful approval. CKX, Tuesdays and Thursdays, at 6.30 p.m.

BUSY TIMES AT CKX

Swinging into its winter schedule of broadcasting, CKX, Brandon, presents a number of new programs which are expected to win wide appreciation. Among those recently introduced are, "Over the Backyard Fence," "Wade Lane's Home Folks," "Jerry of the Circus" and "Tim's Rancho Adventures."