

# Manitoba Calling



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**RADIO BRANCH**  
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**SYSTEM**

Vol. III, No. 9

October, 1939



## WHAT THE LISTENERS LIKE, AND WHY

*Our readers name their favorite programs and confide their reasons for preferring them.*

*(Continued from last issue)*

**Prof. V. W. Jackson:** "Because his Nature talks are educational and interesting. . . . to people who never had time or the opportunity to learn these things . . . The Nature talks are priceless! . . ."—Winnipeg.

**Prof. W. T. Allison:** "I'm not privileged to read the late books of interest and I enjoy to the full his reviews. . . ."—Winnipeg.

**Speed Gibson:** "It is thrilling to hear how the 'Octopus' almost reaches them with its tentacles, but never quite gets there. 'Speed' always finds a way out . . ."—St. Claude, Man.

**The Guiding Light:** "Because, when one is feeling a little depressed or discouraged, one can gain inspiration and encouragement from some of the noble characters who battle with life's problems daily in 'The Guiding Light'. . . ."—Snowflake, Man.

**The World Today:** "Because it takes in about everything that anyone would like to know of how the world is today, and lets us know just how it stands. . . ."—Winnipeg.

**Today's Programs:** "Because in that period it is possible to learn more about the business of radio than at any other time, also to know what entertainment CKY is to provide each day. . . ."—Bagot, Man.

**University Lectures:** "Because I get most out of them. . . ."—Kenora, Ont.

**Voice of Experience:** "It is worth much to be able to hear lectures by such a good psychologist. Somehow or other he seems to hit the spot every time. . . ."—St. Claude, Man.

**Wake Up and Live:** "While I'm having breakfast I enjoy the news, then some more music, the time, a serial, and—gosh, the first thing I know I'm wide awake! . . ."—Winnipeg.

**Weather Forecasts:** "Because I have a baby which I only wash for twice a week, and I like to know if it is going to be nice, or raining. . . ."—Sperling, Man.

**What Do You Know:** "Because it is entertaining, educational, and amusing . . . ."—St. Vital, Man.

## "THE FAMILY DOCTOR"

Leading Player in New Serial  
on CKY



Here he is: The Family Doctor, portrayed by J. Donald Wilson. The new serial, being broadcast by CKY on Tuesdays and Thursdays at 9.45 a.m., was written by P. S. Jerome. Mr. Jerome's father was for many years a greatly beloved and respected physician and surgeon in one of the bustling communities of the Northwest.

Apart from its being entertainment which appeals to a wide audience, The Family Doctor is a tribute to those kindly souls who practice their noble profession with unselfish devotion to duty in the cause of humanity. Sub-zero temperatures, impossible roads, balky motors, never prevent such men from answering the call of service. The Family Doctor is everybody's friend, inspiring hope and confidence wherever he goes.

The serial is sponsored by Hollingsworth & Co., of Winnipeg.

★

**Woodhouse and Hawkins:** ". . . a program that never grows stale. Their clever impersonations of so many characters are a constant source of wonder. Weariness and the doldrums vanish when listening to their quick repartee, and the thirty-minute program is all too short. . . ."—Belair, Man.

Vol. III, No. 9.

Single Copy  
5c

# MANITOBA CALLING

October, 1939.

One Year, 60c.  
Post Free

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

## RADIO IN WARTIME

War or no war, broadcasting carries on. Subject to extraordinary but very necessary regulations, especially with respect to the spoken word, most of the established programs are being resumed for the winter season and a number of new ones have already commenced or are in preparation. In the present conflict it must occur to many thoughtful people that we are fortunate in having broadcasting in Canada organized under national control to render national service.

## HOW OLD IS YOUR SET?

A timely hint to owners of obsolete radio receiving sets is contained in an article which appeared in the B.B.C.'s excellent publication "Radio Times", from which we have taken the liberty of quoting on page 10 of this issue. It is a fact that a great number of homes still depend for their radio entertainment upon sets which, because of their being of early design, are quite incapable of reproducing with fidelity much of the good music to be heard on the air today. We cannot all of us purchase a new radio whenever we feel inclined, notwithstanding present low prices, but we should make a note that the improvements which have been made in transmitting apparatus at broadcasting stations are largely wasted upon us, unless we are provided with modern listening equipment.

## SCHOOL DAYS!

### Our Announcers Are Instructed in the Pronunciation of European Names

Yes, the boys are in school. Teacher Esse Ljungh, who knows Europe like a book, is explaining to his class the principles to be remembered in overcoming the difficulties of pronouncing names in the war news.



Seated by the door, paying serious attention to the lesson, Tommy Benson is on his best behaviour. Next to him, Wilford Davidson is wishing Europe

would do something about its place names. In the corner, though not with his face to the wall, pupil Eric Davies is regretting he didn't play hookey. Brian Hodgkinson, who left his coat in the playground when the bell rang, agrees with Shakespeare or someone, "What's in a name?" Why not use sound effects instead of trying to pronounce words that mean nothing to most listeners, anyway? Maurice Burchell brought an apple for teacher and got high marks for good conduct. Next to him, on the extreme right, is Harry O'Donnell's knee. Harry is a retiring chap, and would edge out of the picture, but we'll get him soon, and you'll see him in a future number of "Manitoba Calling".

Joking aside, Mr. Ljungh, well-known radio actor and producer, delivered a most helpful lecture, illuminated by his wide knowledge of European languages.

## ADVENTURES IN RADIO - 3

By D. R. P. C.

Excerpts from a Series of Talks Broadcast over CKY.

### THE SIXTH SIEGE OF QUEBEC

If you will climb up the steep grassy slope with me, I'll take you into the Citadel by the little private door through which I had access back in 1913 at various times when I was employed here as a wireless operator. Crossing the parade ground and passing the old French powder magazines, noticing the ancient cannon lining the battlements facing on the river St. Lawrence, we bear over towards that corner of the grounds from which we see rising a lofty white wooden mast supporting the antenna wires of the radio station. Rounding one of the barrack buildings we come upon the wireless shack, a compact frame building nestling within the protecting stone walls of Cape Diamond Bastion, the highest point in the Citadel. . . .

Here in this cabin I have spent many a long night, communing with the ghosts of Cartier and Champlain, Montcalm and Carleton, or communicating by means of the crashing spark with ships on the river or with other land stations along the shore. Here I have sat many an hour in solitude, listening for calls that would mean so many spells of work at the key. . . . Of all those nights I remember one most clearly. . . . It was in September, 1913, and I was assigned to Quebec for a few days while waiting to join another ship. My hours of duty were from 11 p.m. to 8 a.m., so, with only one or two ships in the river, I had plenty of time to think. The headphones brought me the day's news from Arlington, with the market and weather reports. During the night I heard the *Lusitania*, far out in the Atlantic, exchanging signals with Siasconset. The S.S. *Lake Manitoba* called me to report that she was forty miles east of Quebec. The White Star liner *Teutonic* gave me a batch of traffic. . . . And so, with alternate periods of work and meditation, the "wee sma' hours" passed and the signals from distant stations began to fade, telling me that the dawn was coming.

Through the window of the shack I

saw the time-ball apparatus beside the little look-out tower on the battlements of the Citadel, silhouetted against a blood-red sky, presenting a grim resemblance to a gibbet. It was impossible to resist the temptation to snatch a peep at the effect of that deep red herald of sunrise upon the river and city. Leaving the cabin and climbing on to the mounting of a Victorian twelve-ton gun, I stood for a few minutes on the top of the world. The scene was one of exquisite beauty. The lights of Levis on the opposite shore were not yet extinguished, and shone like gems on a cushion of purple plush. To the south of them and stretching far back as the eye could see was an archipelago of hill tops set in a sea of snow-white mist. Some stars were not yet dimmed. Orion continued his never ending combat with Taurus the Bull, and I watched where "the fiery Sirius alters hue and bickers into red and emerald". In the southern heavens the gold of a gibbous moon was fast being transmuted to silver as the day rose over the eastern hills. The blue-black curtain of night went down and the stars paled out as the dawn changed to pink and then to gray, and the yellow sunshine brought the morning. Of all the glorious views I have witnessed, this from the highest point of old Quebec was the finest. With a thankful heart I went back into the shabby little wireless shack, with its coke stove and its hard-worn furnishings, and was glad that God's architecture is more enduring. . . .

#### "Seeing Things"

On such a night as this, in September, 1759, did Wolfe and his soldiers land silently at the cove which now bears his name, and on such a morning did Montcalm see the red coated battalions drawn up on the Plains of Abraham. Striving to recall the scene from what I could remember of history learned at school, I attended to a few routine matters in preparation for the arrival of my relief and my freedom to go downtown to breakfast and to sleep. I

finished exchanging signals with one or two ships and was ruminating on the slowness of life in a shore station when I heard the deep BOOM! of a gun. Wondering if, perhaps, a foreign warship was coming in unexpectedly and firing a salute, I strolled out and climbed on to the parapet. There was no warship in sight. As I searched up and down the river, there came another BOOM! which nearly shook me off the wall, and this was followed by a succession of similar explosions.

By this time I wondered if the spirit of some warrior of Montcalm's was haunting me. Then, I looked along the face of the battlements towards the city. To my astonishment, even as my eye fell on the protruding muzzle of one of the old French guns, the muzzle disappeared for a few moments—and then came poking out again and belched a thunderous BOOM! and a cloud of smoke. Then another muzzle disappeared, and so, one after another, the battery of ancient cannon were fired—but at what? I decided it was time to climb down from the parapet and go round behind the buildings and see what was happening. I did so, and as I reached a place from which I could observe one of the guns from the rear, my amazement increased, for there in the morning sunshine was a group of men working the gun as feverishly as if the ships of Admiral Holmes were sailing past. The men were attired in the picturesque uniforms of the old regime—three-cornered hats, powdered hair in queues, long-skirted coats with lace at the neck and cuffs, white knee breeches and stockings, and shoes with silver buckles. Some of the men—those doing the dirty work of loading and cleaning the gun—were hatless and had their sleeves rolled up. Somewhere a voice shouted "FIRE!", and on this command a gunner with a flaming torch brought it down to the touch-hole of the cannon, and there followed an explosion as the gun kicked on its mounting and another cloud of smoke rose outside the battlements. Approaching closer, I was able to see the other guns in the battery, and a similar scene was being enacted at each.

It was all very thrilling. My suspicions were pretty well aroused by this  
(Continued on page 11.)

## "PETER MACGREGOR" CANADIAN

Norman Field was Born in Montreal



Norman Field is a native of Montreal. His uncle was Mayor of Toronto. Mr. Field started in show business as a child and in his career of the stage he has played Montreal, Toronto, and other cities. He is a direct descendant of Nathan Field, who appeared with William Shakespeare. In addition to his work in Canada, Norman Field has played every principal city in the United States with the exception of Savannah, Georgia. Of all the roles he has taken in radio he considers that of Peter MacGregor in "The House of Peter MacGregor" his finest. One of his hobbies is yachting. Another is making miniature houses and model railroads. Mr. Field has appeared with William Powell, Gary Cooper, Edward Arnold, Claudette Colbert, and Ginger Rogers.

★

Best wishes for a speedy recovery are extended to Control Operator Bryan Bisney who is in St. Boniface Hospital following an operation. Mr. Bisney has been on CKY's staff since 1928.

## 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.*

**WANTS PICTURE**—"I should be very interested to see a photo of the 'Studio Strings' with Pelham Richardson, and a short account of the personnel. I get a great deal of pleasure out of their tuneful music. . . ."—Neepawa, Man.

**CRISIS COMMENTARIES**—"Please, no more commentaries by announcers at the ticker while a vitally important speech is being received on the wires. Taking words by a statesman a dozen at a time and making them the subject of a series of piecemeal discussions is uninteresting, and may be a dangerous precedent in news presentation. . . ."—Winnipeg. .

**CKY LISTENER**—"Our radio is tuned to CKY about 85% of the time, so you can see you rate pretty high in this home. . . ."—St. James, Man.

**SHUT IN**—"I was unfortunate in being a shut in this spring and only then realized how few programs are suitable for those poor folks. There are all kinds of dance and loud music. I wish some of these bands would lose their cornets and drums. . . ."—Eriksdale, Man.

**APPRECIATION** — "On the whole, there is very little to complain about from the programs over CKY. There is something to suit the individual tastes of us all. . . CKY does a good job in providing good entertainment for the average listener. . . ."—West Kildonan, Man.

**FROM A STUDIO VISITOR**—"I have been wanting to visit your studios for a long time and was fortunate enough to do so on September 8th. Listening to the radio now is more interesting than ever . . . I enjoyed every bit of the tour and must say that . . . CKY is a great station. . . ."—Carman, Man.

**NATIONAL MUSIC AND PORRIDGE**—"We appreciate and enjoy very much your morning broadcasts, but would like more Scotch music to accompany our porridge. . . ."—Sturgis, Sask.

## THE INIMITABLE JANE ACE



We at CKY call her "Radio's Mrs. Malaprop", after the famous character in Sheridan's "The Rivals". Like that lady, Jane Ace makes much wholesome comedy by her misuse of words. In private life the wife of Goodman Ace, writer of "Easy Aces" and player of the principal male part in that hilarious serial, Jane brings to the microphone natural gifts and several years of experience gained in continuous broadcasting via electrical transcriptions.

"Easy Aces" never palls. The humour is unique and the situations often absurd but never impossible, nor are they dragged out through too many episodes. Supported by a highly competent cast, Mr. and Mrs. Ace keep the show moving rapidly and with a technique which is considered by many experts in radio entertainment a model of successful microphone presentation. The makers of "Anacin", sponsors of "Easy Aces", are to be congratulated on their selection of a vehicle which carries to radio listeners so many hearty laughs.

By a recent extension of "Anacin's" contract with CKY, our audience is assured of a continuation of "Easy Aces" for another 52 weeks.

# 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

- 11.00—Church Service.
- 12.25—British United Press News
- 12.30—And It Came to Pass—CBC.
- 1.30—British Bands—Burns Packing Co.
- 2.00—Columbia Broadcasting Symphony—CBC
- 3.00—So You Think You Know Music—CBC
- 3.30—Tapestry Musicale.
- 4.00—The Church of the Air—CBC.
- 4.30—Ten Musical Maids—CBC.
- 5.00—Silver Theatre—CBC — International Silver Co.
- 5.30—The World Today—CBC.
- 5.45—Canadian Press News—CBC.
- 6.00—Jack Benny—CBC—Jello.
- 7.00—Church Service.
- 9.00—Campbell Playhouse—CBC — Campbell Soup Co.
- 10.00—Canadian Press News—CBC.
- 10.15—Star Dust—CBC.
- 10.30—Sweet and Low—CBC.
- 11.00—Modern Strings—CBC.
- 11.30—Sanctuary—CBC.

## MONDAY

- 7.30—Reveille.
- 7.45—British United Press News.
- 8.00—Wake Up and Live.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Allan Caron—Organist.
- 10.15—The Gospel Singer—Oxydol.
- 10.45—Getting Most Out of Life—CBC—Fleischmann's Yeast.
- 11.30—Cavalcade of Drama—Western Canada Flour Mills.
- 12.30—Road of Life—CBC—Chipso.
- 12.45—B.U.P. News.
- 1.00—Big Sister—CBC—Rinso.
- 1.15—Life and Love of Dr. Susan—CBC—Lux
- 2.00—Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G.
- 3.00—Club Matinee—CBC.
- 3.30—Vic and Sade—CBC—Crisco.
- 3.45—BBC News—CBC.
- 4.15—University Lecture.
- 4.30—CKY Studio Strings—M.T.S.
- 5.30—Jimmie Allen—B. A. O'!
- 5.45—British United Press News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Speed Gibson—Beehive Corn Syrup.
- 6.45—Easy Aces—Anacin.
- 7.00—Quaker Variety Show—Quaker Oats.
- 7.30—On the Boulevard—CBC.
- 8.00—Lux Radio Theatre—CBC—Lux.
- 9.00—Contented Hour—CBC—Carnation Milk Co.
- 9.30—Dogs in Harness—Talk—CBC.
- 10.00—C.P. News—CBC.
- 10.30—Once Upon a Time—CBC.
- 11.00—Stag Party—CBC.
- 11.30—In the Sports Editor's Office.
- 12.00—B.U.P. News.

## Alluringly Thrilling!

ALL WAVE—  
WORLD-WIDE  
RECEPTION

Don't cheat yourself . . .  
Dispose of that obsolete,  
old, Long-wave Radio.  
TRADE NOW!

Choose from Western Canada's  
most diversified stock.

**Philco**

**General Electric**

**R.C.A. Victor**

**Westinghouse**

**Stromberg-**

**Carlson**

**Marconi**

CONVENIENT TERMS

**J.J.H. McLEAN & CO. LTD.**

329 Portage Avenue  
Winnipeg

## TUESDAY

- 7.30—Reveille.
- 7.45—British United Press News.
- 8.00—Wake Up and Live.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Allan Caron—Organist.
- 9.30—Tod Russell—United Radio Advtg.
- 9.45—The Family Doctor—Hollingsworth.
- 10.00—Peggy's Point of View.
- 10.15—The Gospel Singer—Oxydol.
- 10.45—Getting Most Out of Life—CBC—Fleischmann's Yeast.
- 11.30—Pelham Richardson's Orch.—CBC.
- 12.30—Road of Life—CBC—Chipso.
- 12.45—British U. P. News.
- 1.00—Big Sister—CBC—Rinso.
- 1.15—Life and Love of Dr. Susan—CBC—Lux
- 2.00—Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap

## SPEED GIBSON



Here, boys and girls, is Bill Wallace, who plays the dashing part of the hero in "Speed Gibson", the thrilling serial broadcast by CKY on Mondays, Wednesdays and Fridays at 6.30 p.m. by the makers of Beehive Golden Corn Syrup and Durham Corn Starch.

- 3.00—Club Matinee—CBC.
- 3.45—BBC News—CBC.
- 4.15—Prof. W. T. Allison—Book Review.
- 4.30—Yours for a Song—CBC.
- 4.55—Voice of Inspiration — Young United Church.
- 5.30—Jimmie Allen—B. A. Oil.
- 5.45—B.U.P. News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Byron Bros., Quartet.—Gensors Ltd.
- 6.45—House of Dreams—Wpg. Supply & Fuel
- 7.00—Big Town—CBC—Rinso.
- 7.30—Tuesday Night Party—CBC—Lifebuoy.
- 8.00—Appointment With Agostini—CBC.
- 8.30—Fibber McGee & Molly—CBC—Johnson Wax.
- 9.00—Treasure Trail—Wrigley Co.
- 9.30—Midweek Commentary—Talk—CBC.
- 10.00—C.P. News—CBC.
- 10.15—Star Dust—CBC.
- 10.30—Merrymakers' Revue—CBC.
- 11.00—Cathedral Singers—CBC.
- 12.00—B.U.P. News.

## WEDNESDAY

- 7.30—Reveille.
- 7.45—B.U.P. News.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Tod Russell—United Radio Advtg.
- 9.45—House of Peter MacGregor—Greyhound.
- 10.00—Radio Kitchen—Five Roses Flour.
- 10.15—The Gospel Singer—Oxydol.
- 10.30—Allan Caron—Organist.
- 10.45—Getting Most Out of Life—CBC—Fleischmann's Yeast.
- 11.30—Cavalcade of Drama—Western Canada Flour Mills.
- 12.30—Road of Life—CBC—Chipso.
- 12.45—B.U.P. News.
- 1.00—Big Sister—CBC—Rinso.
- 1.15—Life & Love of Dr. Susan—CBC—Lux.
- 2.00—Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap
- 3.00—Club Matinee—CBC.
- 3.30—Vic and Sade—CBC—Crisco.
- 3.45—BBC News—CBC.
- 4.15—University Lecture.
- 4.30—Harold Turner—Pianist—CBC.
- 5.30—Jimmie Allen—B. A. Oil.
- 5.45—B.U.P. News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Speed Gibson—Beehive Corn Syrup.
- 6.45—Easy Aces—Anacin.
- 7.00—Goodwill Hour—Ironized Yeast.
- 8.00—Serenade for Strings—CBC.
- 8.30—The Cosmopolitans—CBC.
- 9.30—Old Country Mail—CBC.
- 10.00—C.P. News—CBC.
- 10.30—Jimmy Gowler's Orch.—CBC.
- 11.00—Cello and Piano—CBC.
- 11.15—Two Englishmen—CBC.
- 12.00—B.U.P. News.

## THURSDAY

- 7.30—Reveille.
- 7.45—B.U.P. News.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Smilin' Jack—United Radio Advtg.
- 9.45—The Family Doctor—Hollingsworth.
- 10.00—Peggy's Point of View.
- 10.15—The Gospel Singer—Oxydol.
- 10.30—Allan Caron—Organist.
- 10.45—Getting Most Out of Life—CBC—Fleischmann's Yeast.
- 11.30—Pelham Richardson's Orch.—CBC.
- 12.30—Road of Life—CBC—Chipso.
- 12.45—B.U.P. News.
- 1.00—Big Sister—CBC—Rinso.
- 1.15—Life and Love of Dr. Susan—CBC—Lux
- 2.00—Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap
- 3.00—Organ Recital—CBC.
- 3.45—BBC News—CBC.
- 4.30—Prof. V. W. Jackson.
- 4.55—Voice of Inspiration — Young United Church.
- 5.30—Jimmie Allen—B. A. Oil.
- 5.45—B.U.P. News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.



- 6.30—Stepping Along—Berryhills.
- 6.45—Ink Spots—Jackson & Sons Ltd.
- 7.00—One Man's Family—CBC — Tenderleaf Tea.
- 8.00—Maxwell House Good News—CBC — Maxwell Coffee.
- 9.00—Kraft Mus:c Hall—CBC—Kraft Cheese.
- 10.00—C.P. News—CBC.
- 10.30—Everyman Theatre—CBC.
- 11.00—Adventures in Rhythm—CBC
- 11.30—People and Places in the News—CBC.
- 12.00—B.U.P. News.

**FRIDAY**

- 7.30—Reveille.
- 7.45—B. U. P. News, Weather Report.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Smilin' Jack—United Radio Advtg.
- 9.45—Allan Caron—Organist.
- 10.00—The Gospel Singer—Oxydol.
- 10.45—Getting Most Out of Life—CBC—Fleischmann's Yeast.
- 11.30—Cavalcade of Drama—Western Canada Flour Mills.
- 12.30—Road of Life—CBC—Chipso.
- 12.45—B.U.P. News.
- 1.00—Big Sister—CBC—Rinso.
- 1.15—Life and Love of Dr. Susan—CBC—Lux
- 2.00—Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap
- 3.00—Club Matinee—CBC.
- 3.30—Vic and Sade—CBC—Crisco
- 3.45—BBC News—CBC.
- 4.15—University Lecture.
- 4.30—CKY Studio Strings—M.T.S. Prog.
- 5.30—Jimmie Allen—B. A. Oil.
- 5.45—B.U.P. News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Speed Gibson—Beehive Corn Syrup.
- 6.45—Easy Aces—Anacin.
- 7.00—Drums—Listerine.
- 7.30—Moments of Melody—CBC.
- 8.00—Waltz Time—CBC—Sterling Products.
- 8.30—Symphony Moderne—CBC.
- 10.00—C.P. News—CBC.
- 10.30—Woodhouse and Hawkins—CBC.
- 11.00—Wilf Carter—Songs—CBC.
- 11.30—Remember When—CBC.
- 12.00—B.U.P. News.

**SATURDAY**

- 7.30—Reveille.
- 7.45—B. U. P. News, Weather Report.
- 10.00—Peggy's Point of View.
- 11.30—Al Gilbert's Trio—CBC.
- 12.45—B.U.P. News.
- 1.00—Ray Kinney's Orch.—CBC.
- 1.15—Under the Big Top—CBC.
- 3.00—Club Matinee—CBC.
- 3.45—BBC News—CBC.
- 5.45—B.U.P. News.
- 7.00—Count of Monte Cristo—City Hydro.
- 7.30—Wayne King's Orch.—CBC—Colgate's.
- 8.00—Canadian Scrap Book—CBC.
- 9.00—NBC Symphony Orch.—CBC.
- 10.45—C. P. News—CBC.
- 11.30—Old Time Barn Dance—CBC.
- 12.00—B.U.P. News.

**"DR. SUSAN" AND DE MILLE**

On an occasion when Cecil B. DeMille, eminent Hollywood producer and director of Lever Brothers' "Lux Radio Theatre", visited Manhattan, he called in at the C.B.S. studios and saw Eleanor Phelps, who plays the title role in "The Life and Love of Dr. Susan".



Above we see Miss Phelps waiting for Mr. DeMille to give her the "go ahead" signal as she holds the script of one day's episode in the popular serial, heard from CKY on week-days, except Saturdays, at 12.15 p.m.

Mr. DeMille's return to the air in "Lux Radio Theatre" on September 11th was welcomed by innumerable listeners who follow regularly the plays he presents on Mondays at 8 p.m.

★  
**CHURCH OF QUEEN'S  
CHRISTENING**  
Has Hammond Organ

Donated by a parishioner, a Hammond Organ is installed in the church of St. Paul's Walden, Hertfordshire. It was in this church that Her Majesty Queen Elizabeth worshipped as a little girl. Here, too, she was Christened in the year 1900. The church dates back to 792 A.D. The Hammond Organ was placed in St. Paul's and dedicated on May 12th, 1937.

★

According to a survey made by the Sanford Evans Statistical Service, CKY presents its programs to more than one million potential customers in Manitoba and Eastern Saskatchewan.

## RADIO PICK-UPS

A Page of Items Heard or Seen

### Old Receiving Sets:

"It is surprising how many listeners are still using sets too old to give the programmes a fair chance. . . . quite a lot of people regard their sets as being fairly new when in reality they have gradually got worse until the reproduction they are giving is intolerable to anybody who hears it for the first time. But if you have been listening to the same set regularly for years, your ear becomes accustomed to its deterioration, and you don't notice it yourself. . . ."

"Radio Times" (B.B.C.), London.

### O Memories!:

"Children's Hour. Long curtains drawn against the milky dusk of spring; a quiet voice reading 'Cinderella'; faint firelight painting a frock's velvet, shadows harbouring the haunting figures of fairy tale; the ticking of a grandfather clock; the breathless dreams of children. . . . Yes, this, thirty years ago, was the Children's Hour of the mothers of today. . . ."

"Radio Times".

### Not Bats in the Belfry, But . . . :

"A new kind of radio 'interference' was recently experienced at the KOY, Phoenix, Ariz., transmitter when a woodpecker flew down the chimney, battered off the tin cover of a stovepipe hole and winged its way around the room. It banged into delicate tubes and costly mechanism for 15 minutes before Hal Lines, operator on duty, armed with a broom, could chase it out a window from which the screen was hastily removed. A terrific smoke bomb of soot was left behind by the invader. . . ."

"Broadcasting," Washington, D.C.

### Color Television:

"First demonstration of television in natural colors was held Aug. 2 at the Baird Television Corp. laboratories at Sydenham, England, for representatives of the daily and technical press. . . . a color photograph of King George was received on a large screen with 'full color and perfect definition'. . . ."

"Broadcasting."

### The Radio License Dodger:

"It is but human to want something for nothing. Regard the beatific expression on the face of the mortal who

has not been asked for his fare on the bus. . . or the smooth look on the face of the woman who has just passed unhindered through the Customs with 75 pairs of new silk stockings in her trunk . . . With these rare joys and moments we all have sympathy, but I wonder if the same fellow feeling applies towards those who do not. . . take out a radio license and hope to get away with it. Somehow it is not the 'same thing'. We who pay our 10s. do not see why others should enjoy . . . or suffer. . . the same programmes without paying one solitary bean for the privilege. And I think we are right. . . ."

Collie Knox, "Daily Mail",

London, Eng.

### Program Production and Consumption:

"In the entertainment field, the agencies of distribution have outstripped the agencies of production. It may take six months to a year, and a million to two millions of dollars to produce a first-class moving picture, yet it can be shown in the leading theatres of the United States in less than one week. If given on a television network, when such becomes available, it can be shown in 30,000,000 homes within one hour. The whole nation can consume art simultaneously. But art cannot be created or produced instantaneously. There is the bottle neck of the future. To say this, however, is not to infer that the problem is unsolvable. Indeed it is solvable. . . ."

David Sarnoff.

### Receiving Sets Taboo in Last War:

"Our listeners might be interested to contrast the radio situation today with that of 1914-18. Then, receiving sets were practically all of the crystal variety, and only code signals were to be heard. During the Great War, the few score of Canadians who possessed such outfits were compelled to dismantle them and take down their aerials. Operation of an unauthorized crystal set made the owner liable to severe penalties, including confiscation. To display an aerial on one's house was not only to invite a visit by the police—it marked the owner as a potential enemy spy! Today, authorities seek to encourage radio listening. . . ."

"Today's Programs"

ADVENTURES IN RADIO

(Continued from page 5.)

time and were soon confirmed when I noticed a group of General Montcalm's gallant soldiers leaning against a wall and reading some type-written script. Also, they were smoking cigarettes, and one of the men used a very modern American expression. After another spell of labor at the guns, the crews and their officers stood by and smoked or chewed gum, and when they went to work again I saw a gentleman who would certainly have been a stranger to General Montcalm . . . the camera-man, cranking his moving picture machine!

The Essanay Company was shooting a movie of the siege of Quebec. Unfortunately, I had to return to sea the following day, so I saw no more of its making, nor did I ever see the picture. There was great activity around Quebec while it was being made, I believe. They built a big camp on Orleans Island; set fire to a wooden ship and sunk it at the mouth of the St. Charles River; engaged about five hundred local people as extras, and produced what must have been, in those days, a very good show. There were five sieges of Quebec. This was number six, about which you will not read in your history books. It was a bloodless affair.

CORA-JANE DOIG



A recent CKY "find" is Cora-Jane Doig, a young Winnipeg contralto who is heard from time to time with Pelham Richardson's orchestra in "Studio Strings". Miss Doig is not entirely new to the microphone, however, for she played piano solos in the old Sherbrooke Exchange studios back in 1934.

Born in Glenboro, Manitoba, Cora-Jane attended school there up to grade ten. She then came with her parents to Winnipeg and was a pupil at Gordon Bell High. She commenced singing in Young United Church choral class, under the direction of Mrs. W. W. Musgrove, with whom she has since taken private lessons.

Possessing a pleasing voice, well suited for the requirements of broadcasting, she shows excellent taste in the selection of her songs. We predict that she will be heard on the networks in the not far distant future.



In the three or four minutes between rehearsal and time to go on the air, Eleanor Phelps, who plays the title role in "The Life and Love of Dr. Susan", spends her free time drawing pencil sketches. "It's the only thing that completely relaxes me," she says.

**RADIO'S  
1940  
SENSATION**

**WATCH  
FOR IT**

**CAVALCADE  
OF  
DRAMA**

*Love, Intrigue, Romance,  
Adventure, Humor and  
Historical Facts*

**CKY**  
**MON. - WED. - FRI.**  
**11.30 - 11.45 a.m.**  
**Commencing Oct. 16th**

## THOSE WERE THE DAYS!

By H. A. Reed

*In the pioneer days of broadcasting, CKY provided its listeners with re-broadcasts from numerous distant stations. Before network facilities were available, we used to pick up programs from cities in the United States and re-transmit them on CKY. Several officials of the Manitoba Telephone System operated in their homes receiving sets which were directly connected with CKY by special telephone lines. When reception was particularly good in his part of the city, one or the other would notify the studio. Then, if the local program permitted, the re-broadcast would be substituted. Often, we would make a radio "tour" of the continent. Mr. Reed, Traffic Superintendent of M.T.S., operated one of the receivers in Fort Rouge district. In this article he recalls a few memories.*

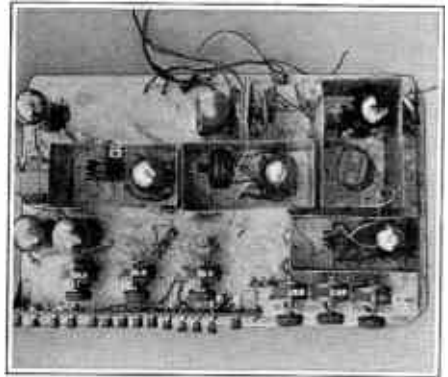
In the early days of broadcasting, enthusiastic radio fans would sit up half the night operating a home-made receiving set, endeavouring to pick up the wave of some distant station. Some were successful, while others got no further than tuning in the wave sent out by some neighboring fan whose receiving set was "oscillating".

It was about this time that CKY, originally intended as an experimental station, came into existence. I was one of the privileged few to be present on the occasion of the opening broadcast, and, incidentally, it was my gramophone—hurriedly transported to the studio—that did duty during the intervals when the instrumental performers were resting or the singers were taking breath. There was no special equipment in those days for broadcasting records. The microphone was placed in front of the gramophone; that was all there was to it.

Following the experimental period, CKY was officially opened as a regular broadcasting station in March, 1923. For a time things went along fairly well, Artists of every kind came to offer their services, and it seemed that running a broadcasting station was an enviable job. Before very long, however, it was found that carefully arranged programs often had to be postponed, and sometimes cancelled, because the artists were either late or didn't turn up at all.

It was with a view to helping out during these troublesome times that the idea of re-broadcasting originated. CKY was probably one of the first radio stations—certainly one of the first in Canada—to put such an idea into practice. A receiving set was used to pick up a program from some distant station and transmit it over a telephone line to the CKY studio, at which point the line was connected to the transmitter through the

speech amplifier. Shortly after the first experiment with this idea, a special circuit was run from the studio to my residence, so that re-broadcasting could be carried on without interfering with the telephone.



View of Mr. Reed's Set

To those readers who are interested in the technical side of radio, I would say that the receiving set was a superheterodyne having eight tubes and using a loop antenna. The set was, of course, battery operated, and the tubes contained only two electrodes and a filament. The loop antenna was found to be satisfactory for re-broadcasting because, on account of its directional characteristic, it was often possible to eliminate some disturbing noise by adjusting the position of the loop. After a re-broadcast I would sometimes receive calls on the telephone from anxious enquirers asking "How did you get that station? I can't get a thing on my set!" The original equipment is still in existence, and when last operated, about two years ago, it compared favorably with many present day sets.

My services were not always confined



From \$1900 at Montreal

## THE HAMMOND *Organ*

THE HAMMOND ORGAN is the largest selling organ in the world today. Over 6,000 of them are in use—more than 2,500 of which are in churches. Some Canadian owners are: Radio Station CJRC. Thomson's Chapels, Lutheran Church at Winnipeg, United Church at Minnedosa and Fort Frances.

The Hammond Organ brings rich, dignified, reverent organ music within the reach of every church. It is easy to own—easy to play—never requires tuning—is unaffected by temperature changes or humidity—takes little space—negligible operating cost—made in Canada and guaranteed by

## *Northern Electric Company* LIMITED

Represented by The T. Eaton Co., Winnipeg

to re-broadcasting actual programs, for I remember how at Christmas time when CKY used to call Santa Claus—supposed to be somewhere in the vicinity of the North Pole, it was my radio that gave out the whistles and cat-calls that were then considered to be the correct sound effects for tuning in the white bearded gentleman prior to his long cold journey to Winnipeg.



Cecil B. DeMille referred to the broadcast of "Wuthering Heights" as "newlyweds" day in the Lux Radio Theatre. All of the principals had been married less than a year. Barbara Stanwyck married Robert Taylor last spring. Brian Aherne and Joan Fontaine were married a month ago. Ida Lupino and Louis Hayward celebrate their first anniversary in a few weeks.



It is estimated by reliable authorities that within CKY's listening area there are 200% more radio sets than were in use in the same area in 1931.

## BIG BRIAN AT "JIMMIE ALLEN" MEET



Brian Hodgkinson officiated at the public address microphone during the model aeroplane competitions at Stevenson Airport, Winnipeg, on August 12th. A young man at the lower right seems to have his eye on Brian's job!

## RADIO AT OXFORD HOUSE

Contributed by Rev. D. J. Scoates, United Church Missionary

The advent of the radio to the north has brought a new era, not only to the white man but also to the Indian. At first he regarded this new-fangled gramophone as a special conjuring box of the white man. Just as wig-wam shaking brought supernatural voices to the native medicine man, so the radio gave out voices by special manipulation. Many were afraid to listen to this eerie contraption and outrightly refused to believe that men speaking in Winnipeg could be heard from that box.



One old fellow, who stoutly declined to believe, was once listening to the noon messages from CKY. He could not understand a word of the English language, but at the end of one message there were two Cree words. Hearing his native tongue was too much for the Indian. Hastily reaching for his cap, he hurried from the house, and no amount of coaxing could persuade him to return.

On another occasion a young Hudson's Bay clerk was connecting his aerial to the lead of his radio. The old native interpreter happened to pass at the time and inquired what he was doing. Explaining as simply as possible, the clerk told how music came over the air, along the wire between the poles, and into the radio. With a snort the old man replied "It's a lie!" and walked away.

Today, the Indians still regard the radio as Mamuskach (wonderful), but they no longer fear it. Their interest in the affairs of the world is becoming more pronounced. They want to know how the war is going between the Jap-anesesuk and the Chinesesuk. On summer evenings they line the fence to listen

to old time music from CKY. In the world of sport they are also interested. Joe Louis Mukatayweyas (black meat), so called by the Indian, is their favorite. When the house is filled to capacity, crowds gather outside and much excitement is shown as some Indian interprets a blow-by-blow description to his friends.

In most cases the Indian can see farther and hear noises from a greater distance than the white man. One day last winter, many were greatly surprised to see the white men gather on the ice as if waiting for a plane. They listened and looked, but could see nothing, yet in ten minutes a plane appeared and landed. This was the Indians' first introduction to the value of two-way radio, by which means, of course, the white men had been advised of the plane's approach. They speak of the short-wave transmitter as "the thing that talks". Many have already availed themselves of the service by sending messages over the air.

At Oxford House, situated about 400 miles N.E. of Winnipeg, CKY comes in exceptionally well. Its volume during the day is as good as evening reception from large American stations. On one occasion we travelled along with a party to a distant Hudson's Bay post. All day we journeyed over heavy trails. Hungry and cold, we were glad to reach the outpost. Owing to extremely cold weather, the clerk's radio battery had frozen, but with the aid of two flashlight batteries we were still able to listen to "Woodhouse and Hawkins"—our favorite program!

For the fine programs of the past, and for continued success, we say to the staff of CKY—"73".



The return of the One Man's Family radio program to Hollywood is responsible for the film and radio city's current boom in bowling. Every member of the cast is a bowling enthusiast, and each has a few friends he persuades to accompany him to the bowling alleys.

## "TREASURE TRAIL" SNAPSHOTS



CKY's Wandering Camera was on hand at our initial broadcast of the popular weekly program "Treasure Trail" from the Marlborough Hotel, Winnipeg, on Tuesday, September 12th. On the left, Brian Hodgkinson is awaiting a reply to a question drawn by a member of the audience. The lady is giving the matter serious consideration. In the centre, Tommy Benson is refereeing the blueberry pie-eating contest, highlight of the evening's entertainment. Jim Dunn, literally up to his ears in pie, was the winner. On the right, Wilford Davidson is putting a question by telephone to Phyllis Stewart, who won \$48 by giving the correct answer. "Treasure Trail", sponsored by William Wrigley Jr. Company Ltd., is broadcast by CKY on Tuesday evenings at 9 o'clock.

**OUR FACE IS RED**—"I have just been looking through my 'Manitoba Calling' again and I just want to say that it is a grand little magazine for us radio fans. A lot of very interesting material is crowded into small space, and it's always just what we want to know. . . ."—Baldur, Man.

★ ★ ★

**WAR NEWS**—"Once again, thanks to CKY's staff for the splendid service of war news. . . ."—Brandon, Man.

## HOCKEY

Reservations have been made for broadcasting the N.H.L. games again this year as in the past. Scheduled to commence on Saturday, November 4th, it is anticipated that Canada's ace hockey announcer, Foster Hewitt, will again be at the microphone, so listeners are assured of thrilling and accurate descriptions of the games. The Imperial Oil Company will sponsor the series.

*A Happy Thought . . .*

# Telephone

Renew Old Times . . . .

Plan for the Future

OR

It may be a Birthday, a Wedding Anniversary, a New Baby, or a Holiday — Events like these in lives of your loved ones or friends who live miles away, call for a personal greeting . . . .



**BY TELEPHONE**

Low Night Rates are in effect after 7 p.m. and all day Sunday

## MANITOBA TELEPHONE SYSTEM

### WORDS ABOUT WORDS

*When you hear a radio announcer or other speaker use a pronunciation which seems to you to be incorrect, write the word down. Make a list, and mail it to CKY. A year's subscription to "Manitoba Calling" will be awarded each month to the listener who reports the greatest number of such errors heard from CKY.*

A listener in Hawley, Minnesota, in which State CKY has many fans, has sent us a very gracious letter asking if we will enquire into the pronunciations of FUTILE and SCHEDULE. We have done so and have to report that our Oxford Dictionary allows both FU-tile and FU-till. The same authority also endorses both SHED-ule and SKED-ule, noting that the latter pronunciation is used in the U.S. So, it seems, our correspondent is right, our announcers are right, and everybody's happy. Would that all disputes might be as easily settled!

One of our announcers is taken to task, and rightly so, for having referred to a de-LUGE when the accepted pronunciation is DEL-uge. Which reminds us that a Canadian monthly magazine

severely criticized a Winnipeg announcer who, during the Royal Visit, spoke of the rainfall as a DELUGE, when the amount of precipitation actually measured in a rain-gauge was only so-and-so. Precision in speech is always desirable, but in this case our sympathies were with the radio man. Standing for several hours, soaked to the skin, it was a deluge as far as he was concerned, even though statistics consulted later in the comfort of an office chair declared it to have been but a drizzle!

From Dryden, Ontario, has come some criticism of Announcer Tommy Benson for his having said BIN for BEEN. Various dictionaries, however, confirm the correctness of Tommy's pronunciation of this word. It may be made to rhyme with either KIN or KEEN, according to the speaker's preference.

From Danzig, via C.B.C. on September 19th, listeners heard ADVERSARY pronounced Ad-VERS-ary. Later, the word received similar rough treatment in a local news bulletin. The accent should be on the first syllable, thus, AD-versary.