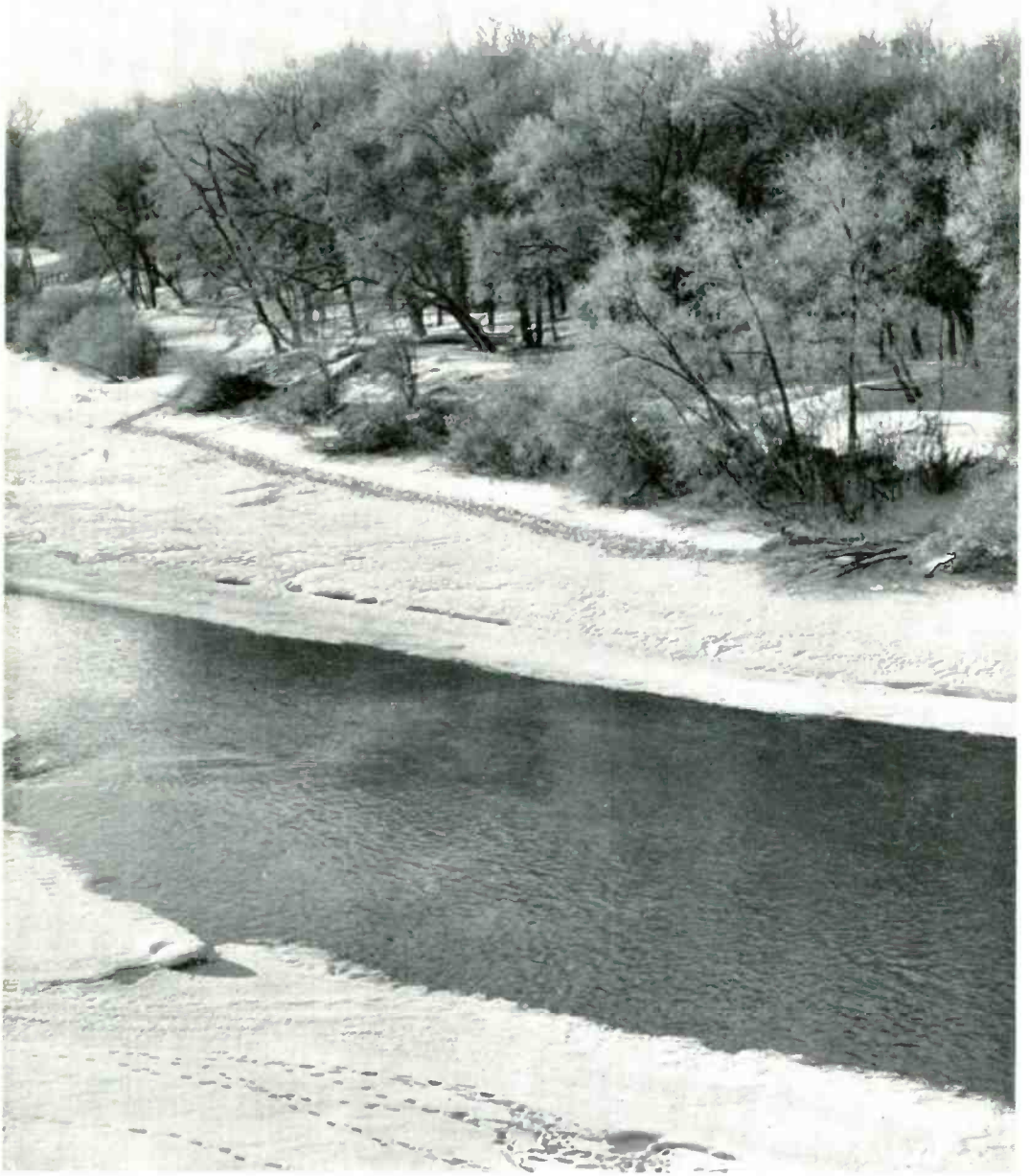


MANITOBA
CALLING

MARCH 1947



Open Water — Assiniboine River



Address all communications to Public Relations Department,
Vol. XI. No. 3. CKY Radio Branch CKX March, 1947.
Single Copy Manitoba Telephone System, 20 Issues, \$1.00.
5c Winnipeg. Post Free.

Between Ourselves

BELL CENTENARY

On March 3rd, 1847, Alexander Graham Bell was born at 16 South Charlotte Street, Edinburgh, Scotland. In 1870, he came to Canada with his parents and in August of that year settled at Tutela Heights, Brantford, Ontario. Four years later he conceived the idea of the electric telephone at Brantford. In 1875, the first instrument developed from his conception was constructed in Boston and a patent drafted. The invention was made known to the world at the Centennial Exposition in Philadelphia, on June 25th, 1876.

These, in brief, are the chronological highlights of Bell's story up to the date of his introducing to mankind in its elementary form a device which revolutionized communication by permitting the human voice to be transmitted over wires.

Thus stated, the story omits the background of researches into the science of voice production and reproduction which led to Bell's amazing achievement. On other pages in this issue of Manitoba Calling appear pictures which illustrate some interesting features related to the development of the telephone. An entire volume of this publication would fail to do justice to the accomplishments of Alexander Graham Bell, nor could it adequately trace the significance of telephony as a con-

tribution to our social amenities and as a priceless boon to industry and commerce.

All of us who are grateful for the blessings of radio-broadcasting and radio-telephony owe tribute to the telephone as having been one of the parent inventions from which these arts were born, for they owe their inception to Bell's invention no less than to those of Marconi, De Forest and numerous other experimenters.

As the first province in Canada to unite the telephone and radio-broadcasting as a public utility, Manitoba has a peculiar interest in the centenary now being celebrated.



OUR COVER

Working on the cross-arms of one of the Manitoba Telephone System's poles which carry the trans-Canada wires, are linemen John Sutherland (above) and Don Grant (below). These are two of the men whose devotion to duty in all weather conditions throughout the year contributes to the maintenance of good service for the benefit of telephone users. Their's is the task of keeping intact the conductors which are vital to wire telephone communication.

Open the DOOR - Richard!

We caught this flash of a well-known CKY announcer trying out a sound effect with CBC's perambulating gadgets used in radio plays. The script required him to open the "automobile" door, which seemed like a good opportunity to photograph Richard responding to the much-sung invitation. The announcer is John Albert RICHARD Whitehouse - better known as "Jack".

Other "doors" provided in the sound effects collection include one giving listeners impressions of an apartment door, a refrigerator door, a cupboard, and (see the rollers at the top of the picture) the sliding door of a freight car. "Richard" can thus oblige with almost any door-sound required in the script.



Norman S. McBain

VOICE OF

CKY's Morning "990 Variety" Feature

Born in Montreal, Norm. came west as a youngster, attended Laura Secord and Gordon Bell schools, St. John's College and United College. In 1940 his folks took him to Moose Jaw, where he commenced his radio career at CHAB. Joining the R.C.A.F. in 1941 and not achieving his ambition to fly, he transferred to The Royal Canadian Regiment. When discharged in 1944, he re-entered radio at CKCK, Regina. His family being in Winnipeg, Norman looked this way and came to CKY in July, 1946.

VISITORS ARE WELCOME

The management of CKY and CKX invite visitors to see the studios. Groups are requested to arrange for visits by appointment.

~ MANITOBA CALLING ~

The Coy Mr. Foy



Eddie Foy

Eddie is the comedy star of "Kraft Music Hall" CBC, CKY, 8.00 p.m., Thursdays.



The Listener Writes

CKY and CKX are always pleased to receive letters from their listeners. Suggestions and criticism are given careful consideration with a view to improving the broadcasting service.

MILEAGE: "I was surprised when I heard one of your announcers state that Headingly is 22 miles from Winnipeg. I thought that was settled by some military officers in 1870. They strapped a pedometer to the leg of a native son and sent him out there to measure the distance and it was definitely ascertained that the distance plus three or four journeys around a room 10 ft. by 10 ft. where Red River Jigs were being danced was 522 miles . . ." A. S., St. Vital, Man.

* * *

FROM DOWN UNDER: "Thank you for copies of Manitoba Calling. These are a welcome addition to my school

library as I find available text-books either inaccurate or incomplete or both. Your booklets will assist me in the teaching of the geography and economics of your country. . . ." C.S.C., Gisborne, New Zealand.

* * *

CHURCH BROADCASTS: "It would be difficult for a person living in the city to realize what it means to a person in the country to hear a service broadcast from a church in the city. You are really rendering us a service and we are deeply grateful and thank you. . ."—E.C., Ninette, Man.

* * *

OUCH!: "I have read that many of us listeners are morons, but why do most stations seem to assume that the percentage is highest in the breakfast hour? . . ." B. M., Winnipeg.



FAIR SONGSTRESS



Milena Miller

Lovely Milena Miller sings on the Kraft Music Hall programme.

Produces "The People Ask"



Gordon Anderson

Producer of the Dominion Department of Labour's transcribed series "The People Ask", Gordon Anderson hails from Hamilton, Ontario, where he received his early academic education which included two years law. Interested in dramatics while at school and university, Gordon decided to make the theatre his profession. His first engagement was with a Winnipeg stock company, following which he toured Canada and the United States in vaudeville. Other engagements in "stock" led to Broadway and important character

parts with George M. Cohan and Henry Miller in the popular hits "Hello Broadway!" and "The Gingham Girl". Success took him to a leading part in "The Trial of Mary Duggan", starring Ann Harding. In this he played the difficult role of the young defence lawyer. After three years' run, Gordon looked from the stage to radio and became Drama Director for the National Broadcasting Company in New York, a position which he held for more than two years, by which time he felt qualified to direct the complete operations of a radio station. He returned to Canada and accepted the managership of CKOC, then a fifty-watter with one "commercial" a week. Widened experience and increased responsibilities in the radio industry carried him to the position of Advertising Manager with a well-known food product manufacturer, where he remained until 1940 when Mr. Arthur MacNamara, Dominion Deputy Minister of Labour, called him to Ottawa as Public Relations Officer for the Department.

"The People Ask" series renders useful service in describing the operations of the Department's activities and in familiarizing the public with the application of legislation enacted for their benefit. The series is broadcast by CKY on Saturdays at 5.00 p.m. and by CKX on Wednesdays at 10.15 p.m.

PEARL, DORSEY AND LOWE

The photograph was taken while Tommy Dorsey was playing a one-night stand in Toronto. Bert Pearl of Colgate-Palmolive "Happy Gang" fame, and the popular American orchestra leader have with them Ruth Lowe, writer of the song-hit "I'll Never Smile Again" which was first played and recorded by Dorsey.



University of the Air

CKY—CKX

Mondays, Wednesdays, Fridays,
5.15 p.m.

- March 3: "Public Health Services"—
Miss M. Nix.
- March 5: "Planning the Home"—
E. M. Farnham.
- March 7: "The Shorthand of the
Emotions" -- Miss Zenella
Koester, Dept. of Music.
- March 10: "Hospital Services"—
Dr. N. R. Elliott.
- March 12: "Good Home Construction"
K. C. Stanley.
- March 14: "Better Farming" series.
- March 17: "Social Services for Chil-
dren"—Miss Grace Nichols.
- March 19: "Home Finishing, Inside
and Out"—Roy Sellers.
- March 21: "Better Farming" series.
- March 24: "Preventive Welfare Ser-
vices"—Miss Maysie Roger.
- March 26: "Bliss Carman"—
Malcolm Ross.
- March 28: "Better Farming" series.
- March 31: "Painting in the Canadian
Tradition" Miss Lillian
Allen.

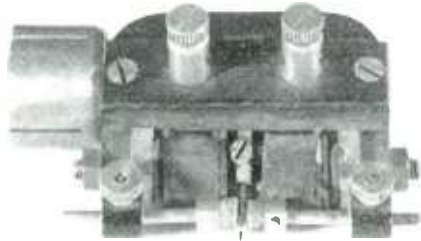
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CANADIAN WAR GRAVES

In his broadcast on Sunday evening, February 23rd, Eddie Startz, speaking from PCJ, Hilversum, Holland, announced that the Netherlands' War Graves Committee, Amsterdam, wishes to receive letters from next-of-kin of Canadians buried in Holland. The people of The Netherlands are caring for our war graves and it is felt that next-of-kin would like to be in touch with the good Dutch folks who are giving their personal attention to the graves of our gallant dead. Mr. Startz asked his listeners throughout Canada to communicate with the Editor of "Manitoba Calling" at CKY, to whom he is sending full details which we shall be pleased to forward.

CURIOSITY COLUMN

I.—CKY's First "Pick-up".



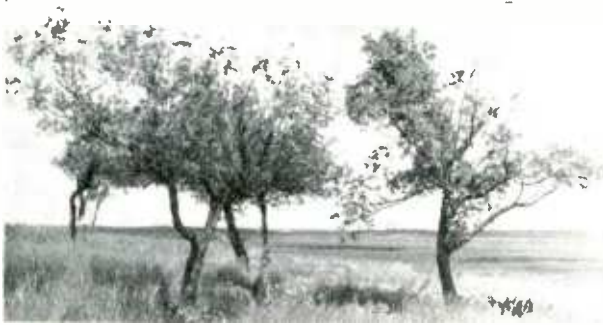
The mica diaphragm head of the old-fashioned reproducer was removed and cylindrical attachment at the left inserted in its place.

When CKY commenced operations in 1923, and for several years thereafter, phonograph music was broadcast by placing the microphone in front of the phonograph, the latter being a clock-work driven machine requiring repeated winding. Records in those days were made by collecting the air vibrations directly from the source of music or speech by means of a wide-flared horn and causing them to affect a diaphragm to which the recording stylus was attached. Thus, both processes, recording and reproducing were mechanical. In 1926 or thereabouts, there began to appear on the market phonograph records greatly improved in quality and labelled "electrically recorded". There also came a device known as an "electro-magnetic pick-up," designed to be attached to the tone arm of a phonograph in place of the mica diaphragm and needle or stylus. A friend brought us one as a curiosity from Montreal. We tried it and found it so superior to the mica diaphragm reproducer that we installed it and continued using it until a succession of progressively improved types of pick-ups consigned the original, pictured above, to preservation as a museum piece. Crude as it seems today, we who remember it as an important advance in broadcasting equipment treasure it in our collection of historic radio souvenirs.

Manitoba History.

By A. Daek.

Pilot Mound



On the top
of the Mound,
from which
there is visible
a wide expanse
of surrounding
prairie.

Motoring along the La Verendrye Trail to Pilot Mound you pass down and through the scenic Pembina valley, once mighty and swollen, emptying great torrents of water through the ages; now a gentle stream far down below. In that far gone period of the Ice Age, the whole valley was filled with water flowing from areas extending to near the Rocky Mountains, merging itself finally, after a course of over one thousand miles, in the waters of Lake Agassiz.

As one goes west from the valley the Wood Bay elevator appears on the right. Straight ahead stands in lofty majesty, the sentinel of the prairies—now called "The Mound" or Pilot Mound. In earlier days it was marked on maps as Pilot Butte or Neepawaquo-mo-shin Butte. This latter being the original name; translated from the Indian it means, "Little Dance Hill".

What stories this dome might tell, could its mysterious past be unfolded! Indian ceremonies, important political debates affecting the daily life of the different tribes, religious discussions among these earlier inhabitants, and many other connected items of social and tribal importance were attended to at meetings of the different tribes who attached great reverence to the hill. These meetings were held at stated intervals and drew people from as far

south as Mandan, N.D., Turtle Mountain, Calf Mountain (Buffalo Head) and north from the Riding Mountain areas and Assiniboine river country.

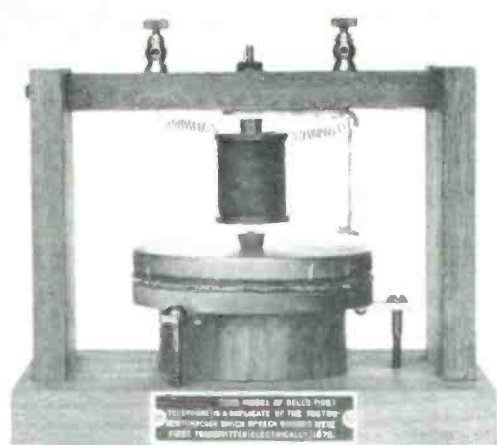
Pilot Butte or the "Mound" is not man-built. The whole mass is of natural origin by and through geological formation. The hill is millions of years old and I give great credence to *Mr. H. M. Stewart's statement that it is an oil and gas dome, thrown up by pressure from under surfaces that were laden with gases and oils. This gas or oil layer stretches throughout the plains from within Canada, south through to Oklahoma and Texas. A little thinking will demonstrate to us how this is the most plausible solution to its formation.

Near the top there was a true mound superimposed in a specially selected spot. All mounds were hand made, and top-soil was used in the prairie regions, depending upon the available conditions. The site was first chosen by the council of tribal chiefs in collaboration with their priests. Then, later on, a day would be set as ordered by this council. All the adherents of the tribe or tribes would meet then at the mound; their great leader or chief, or some other important individual who had passed away before this time, would then be interred with great tribal honors fitting to his former standing in the community.

Alexander Graham Bell

Born March 3rd, 1847

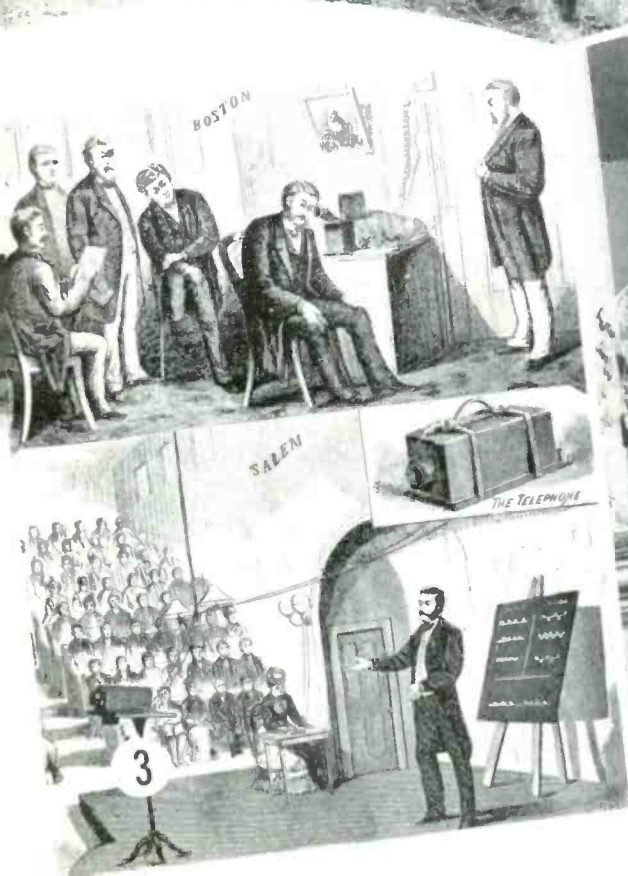
1. Bell's first telephone—by means of which speech sounds were first transmitted electrically—1875.
2. The Bell homestead at Brantford, Ontario. Here he worked out his theory for the electrical transmission of the voice.
3. Professor Bell lecturing, Salem, Mass., 1877. He spoke with Boston, 14 miles away.
4. Bell at opening of New York-Chicago telephone line, 1892.
5. Bell in later life.
6. With his grandson, Melville Bell Grosvenor, at his laboratory near Baddeck, N.S.
7. Bell's apparatus for transmitting speech over a beam of light—1880.
8. Alexander Graham Bell at the memorial to his work, Brantford, Ontario.



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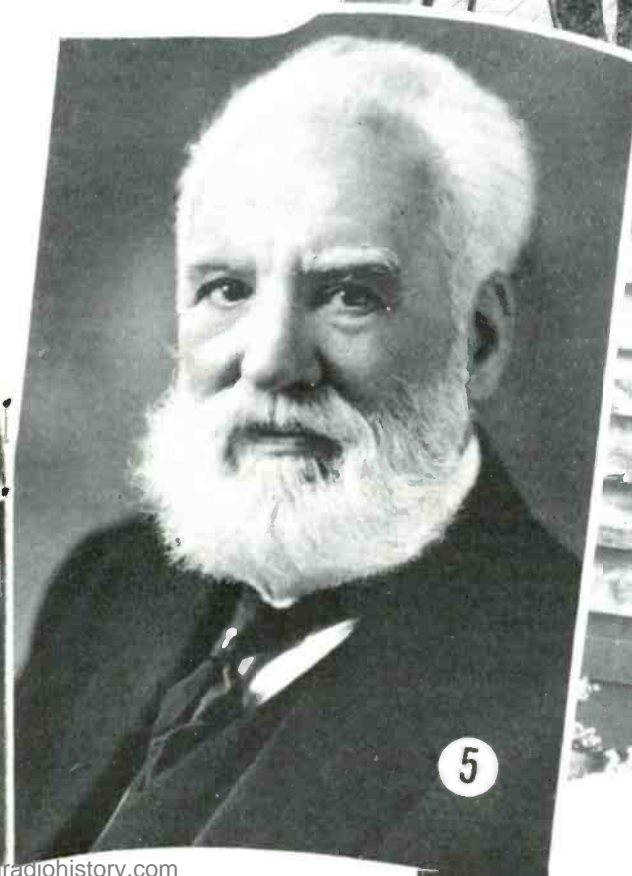
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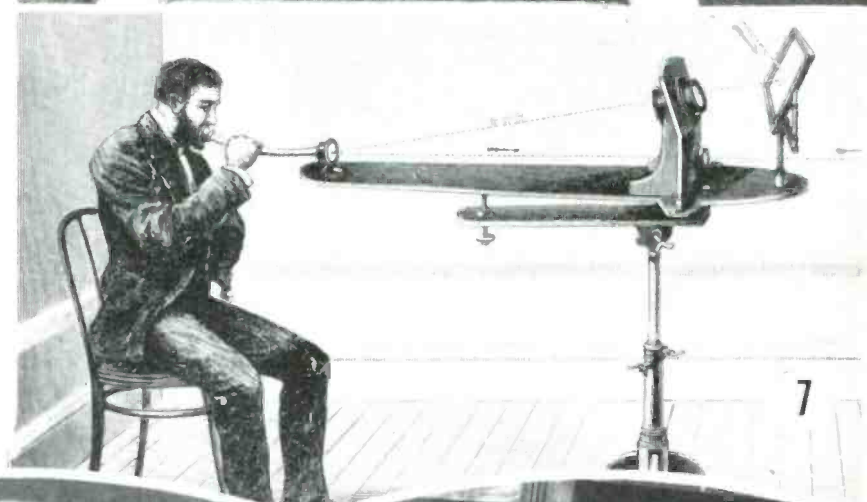
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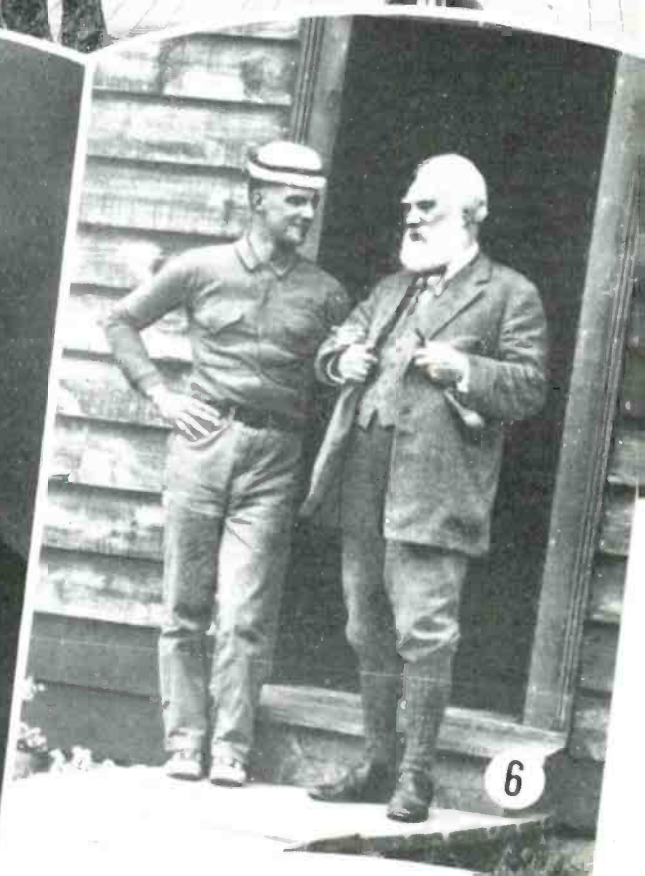
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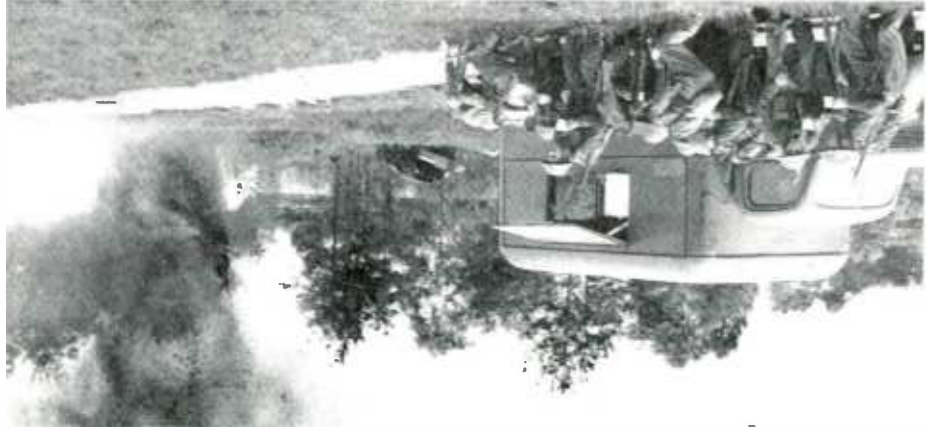


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Impressions of Europe

By D. R. P. Coats

Helpmate to the Forces



Canadian V.M.C.A. tea wagon on manoeuvres. They were under fire in real action on numerous occasions.

When Johnny and Jancy Canuck don-

ned uniforms, they left behind them much of the freedom to which they had sports, movies, hostel accommodation, been accustomed as civilians. They enjoyed an existence in which most of their doings were controlled by King's Regulations and Daily Routine Orders. Experiencing hardships and often living hands full. It was not merely a matter of dispensing coughnuts and coffee, but refreshing Johnny and Jancy in "Sport, Mind and Body"—and doing it in an admirable manner.

Typical of the work being performed by the Canadian "Y" was that which I saw at Hilversum, in Holland, where Y.M.C.A. Supervisors Harold Brown and Murray Dyden were engaged in operations long to be remembered by troops of 1st Canadian Corps. There were the usual facilities, such as I had seen in the Beaver Club, London, and in numerous Auxiliary Services establishments elsewhere: reading and writing rooms, barber shop, tailoring, pressing and cleaning shop, movie shows, etc. Hilversum's "Grand" theatre, a structure which impressed me with its simple beauty and stream-lined perfection, was under Y.M.C.A. management. In it the

After V-E Day, the task of Auxiliary Services was not lightened by the lack of westward transport and the consequent retention of Canadian troops in Europe. Increased emphasis was placed on the value of sports and entertainment for personnel whose impatience to

Canadian Y.M.C.A.

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Generally it would need to be practical-

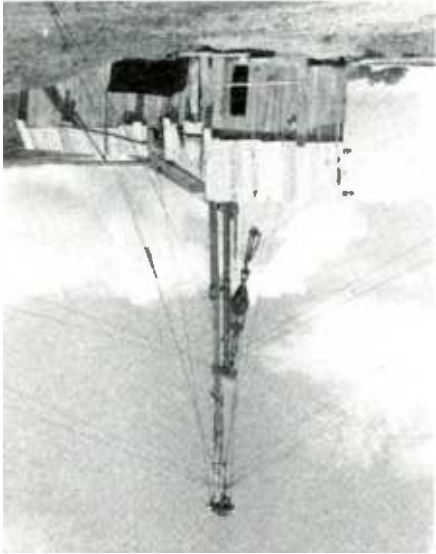
Vereudrye, romantic explorer and adventurer on his way to the Missouri River passed this way. Leaving Star Mound in the latter part of that month we can be quite sure he saw Pilot Butte. His route from Star Mound was west by northwest 24 leagues to the second mountain (Turtle Mountain). I am quoting from Vereudrye's Journal trans-

tains.

This will give us the correct impression as to the importance of this "Holy hill". These mounds compare in a sense to cathedrals and diocesan districts as used by our present culture. The larger mounds were the cathedrals, the lesser mounds the churches or communal sections. All mounds were not built in the same century. It is considered on the best authority that the mounds in Manitoba and the Dakotas were built in the period between 1400 A.D. and 1700 A.D. It could be assumed that the mound burial that was opened on Pilot Butte had been there since 1450 A.D., perhaps later. Spanish adventurers passing through the lower Mississippi regions in the seventeenth century speak of earth temples still in use at that time. The temple era of Indian civilization was a later development. Certain tribes formerly using mounds as burial places gradually used them as temples or meeting places. This applies especially to the Ohio river regime. There is ground for the theory that mound-building came to its end by the seventeenth century, perhaps before that time.

"The mound builders' culture vanished for reasons so far unknown, but presumed to have been due to invading Indians less civilized. These newer tribes resented those having a higher state of culture, even scorned them and destroyed their civilization. In the later stages of the mound-building age the few peoples left were absorbed into the different tribes such as were found in America when the first white men arrived. The exceptions to this are of course the Aztec and Inca Indians whose civilizations were in full bloom when Cortez took Mexico, and Pizarro placed Spanish power throughout Peru.

Let us go forward about 200 years. In October, 1738, Pierre Gaultier de la



For years this abandoned oil-drilling equipment attracted curious visitors to its site on Pilot Mound.

stated from the French by Lawrence J. Burpee, Canadian Historian. The route as stated would place Vereudrye about 8 or 10 miles south of the mound on his journey to the "Turtles".

In Vereudrye's time Assiniboines and Cree inhabited these areas, although generally known as "Assinipoli" or Assiniboine country. All the area from Souris River and south of the Assiniboine River to about Devils Lake, N.D., was considered Assiniboine country. South of this was Mandan Indian country, the Sioux tribes lived east of and in Minnesota at that time.

*I appreciate and hereby acknowledge the helpful information given to me by Mr. H. A. Mack.

MANITOBA CALLING

troops were given free live-talent shows, movies, and Sunday-evening concerts by a Dutch symphony orchestra conducted by Hugo de Groot. One memorable evening I heard a performance by the famous violinist, Menuhin. No high-priced audience of music patrons could have exceeded ours in appreciation of Menuhin's generous responses to our encores that night!

Murray Dryden arranged frequent tours for our boys, to Amsterdam, The Hague, and later, to the Ruhr Valley, Brussels and Paris. With native guides to describe the places of interest, the troops saw most of the sights familiar to pre-war tourists, plus some resulting from hostilities, the debris of which will largely have been cleared away before any great number of post-war visitors arrive.

Organizing sports events was, of course, an activity to which the "Y" was able to make a valuable contribution from its long and varied experience. Such smoothly-run features as the Canadian-Army-in-The-Netherlands' track-and-field finals at Nijmegen, and other notable occasions in the big Olympic stadium at Amsterdam and elsewhere, were typical examples of co-operation between "Y" Supervisors and army sports' officers.

At Enschede, near the German border, I saw some of the huge stores of canteen articles brought in by the Canadian Y.M.C.A. for distribution to all four of the organizations co-operating

in the work of Auxiliary Services. The code word of this vast undertaking was "Bronco", which covered the purchase of canteen items, shipment overseas, and warehousing in Enschede. Some idea of the operations' magnitude may be obtained by a glance at the figures showing the quantities of Bronco supplies in transit from Toronto on a certain day in June, 1945, when I visited Y.M.C.A. Force Director Art Buckley at Enschede. A few of the items were these: — Butter Scotch, 68,000 dozen cases; Chewing Gum, 6,000 cases; Chocolate Bars, 1,511,000 dozen; Cigarettes,



Maple Leaf Club at Hilversum, Holland, operated by Canadian Y.M.C.A.

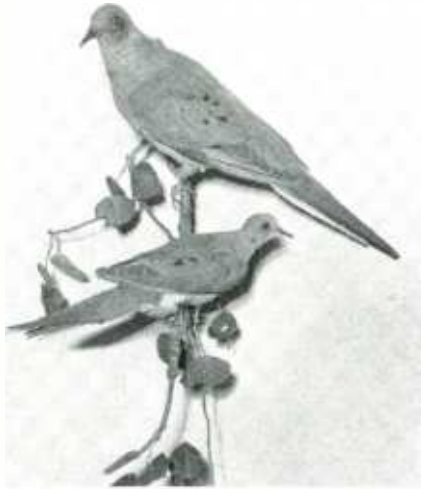
73,000,000; Razor Blades, 3,590,000. Add numerous other articles that Bronco brought to Holland for distribution to canteens, not to mention sports supplies from rugby outfits to ping-pong balls, and one can appreciate the reason for some of these things having been scarce in Canada!

What did the troops think of Auxiliary Services? One could learn much of the soldiers' views on army life while giving them a lift from camps to nearby towns in a jeep. During such rides we discussed a wide range of topics, from the "points" system and repatriation to Monty's attitude respecting fraulein fraternization. On the subject of Auxiliary Services there seemed to be general agreement that they had performed their duties well. Said Captain John Claxton, of Grenfell, Saskatchewan, when I met him in the little Dutch town of Lochem: "It's one of the best jobs done in the war, and the boys certainly appreciate it!"



Canadian troops at a canteen hut, near Nijmegen, Holland.

The Last of the Passenger Pigeons



Upper bird: Passenger Pigeon.
Lower: Mourning Dove.

Many people speak of the "mystery" of the disappearance of the passenger pigeon. To those familiar with a few of the facts there is no mystery about it at all.

The passenger pigeon is one of fourteen species of pigeon known in North America. Its length from beak to tail-tip was 15 to 18 inches as compared with 11 to 13 inches in the case of the mourning dove. The passenger pigeon nested in vast colonies, covering many square miles while the mourning doves' nests are solitary. Originally the passenger pigeon had a normal range from the Atlantic to northern Manitoba in summer and in winter south to central Texas, Florida and North Carolina.

To get any idea of their former numbers one must refer to the early writers. In 1687, Baron de la Houtan described the pigeons near Lake Champlain in these words:—"One would have thought that all the turtle doves on earth had chose (sic) to pass thro' this place. The trees were covered with that sort of fowl more than with leaves".

In 1866, W. Ross King described a flight at Fort Mississauga, Ontario, which "filled the air and obscured the sun for fourteen hours and continued for some days thereafter". Hinton saw roosts of thousands of acres where the trees and almost all other vegetation were killed by the droppings. Two witnesses each made independent estimates of this colony at twenty million birds. In 1870, a Pennsylvania nesting colony was 40 miles long by a half to 2 miles wide.

What did trained ornithologists say? Alex. Wilson at Shelby, Kentucky, (1806) saw a flock in flight estimated at 240 miles long by 1 mile wide, not counting those high above the main flock. He thought there could not have been less than 2200 million birds. He believed that nothing short of the diminution of the forests could reduce the birds, since their numbers quadrupled each year. Audubon, in Kentucky (1813) says "Flocks obscured the sun as by an eclipse and continued for three whole days". He estimated that every three hours, 1115 million birds went over. Professor H. B. Roney said that, at Petoskey, Mich. (1878) a nesting colony covered not less than 150,000 acres.

What reduced their numbers to eventual extinction? No species of bird is known to have existed in such numbers in the world. They were good to eat, both young and old birds, and they had a market value. Their feathers were used in feather beds. Unfortunately, these birds nested in vast colonies, often 100 nests in one tree and in the winter quarters they again roosted in huge colonies. They were hunted at all seasons, both by day and night.

To get them in numbers, hundreds and even thousands of white men and Indians were employed in shooting them, cutting down the trees to get the squabs or setting fire to birch trees to make the squabs jump to the ground; they were knocked down with poles.

or captured in nets baited with grain. Messrs. Stone and Newcomb sprung a net in 1848 and took 528 birds at one cast, but believed that three-quarters of the flock under the net escaped.

Where were the markets for such numbers? In New York, Chicago, St. Louis and Boston and other large centres. The heads, wings and skin were removed and the rest were salted in barrels. A standard barrel held 40 dozen and a sugar barrel 55 dozen. For weeks 100 barrels went to New York every day and comparable numbers to other centres. If markets were not available, hogs were turned into the roasts to fatten on the dead birds. The spread of railways enabled the birds to reach markets and also allowed large numbers of hunters to reach the roasts. E. T. Martin, a netter, estimated that at Petoskey (Mich.) alone, 500 netters took about ten million birds in 1881.

The prices increased with time. Early in the last century hunters received 3 to 6 pence per dozen; in 1850, six were sold for 75c to one dollar. In 1902 a dozen birds fetched \$2.50.

The decline in numbers dates from about 1880 and the last pigeon was taken in Massachusetts, 12th April, 1894. They were in considerable numbers in Manitoba in 1887. William Brewster and Dr. J. Dwight saw such large flocks at Cadillac (Mich.) in 1888 that they thought the pigeons were as numerous as ever. Even in 1892 and 1893 several thousands were marketed in Boston and New York. In 1894, they became scarce and in 1900 about fifty birds were reported. The last authentic wild specimen is said to have been shot by A. P. Wilbur in New York State on 14th Sept., 1898, though some doubtful later records exist. The last Manitoba record was taken by J. J. G. Rosser at Winnipegosis on 14th April, 1898. It is shown in our illustration. The last of all died in captivity in 1914.

Few men were wise enough to suspect that the passenger pigeon would become extinct. Once a species reaches really low numbers, its future existence is usually doomed. We have in Winnipeg men who have shot and trapped them here. Mr. Alex H. Logan told the writer how, as a boy, he used to trap

"PEPPER"



Mason Adams

Mason Adams, the Pepper of "Pepper Young's Family", after a ten-year courtship, recently married his childhood sweetheart in the serial drama. (CKY, Mondays through Fridays, at 2.30 p.m.)



JEFF HOGWOOD IN MONTREAL

Jeff Hogwood, formerly announcer at CKY and best known by his work on the morning "990 Variety" programme, is now on the announcing staff of the CBC station CBM, at Montreal. Jeff, a blitz-time evacuee from Britain and a veteran of the Merchant Navy and R.C.A.F., recently left Winnipeg to join his parents in Toronto.

lots of them in St. James. Dr. E. W. Montgomery, in the spring of 1880, killed two with one shot in a dead tree near Stonewall and cooked them both, never suspecting their approaching extinction. Sheriff Inkster shot one in Winnipeg, near the Red River, in 1886.

In the main gallery of the Manitoba Museum we have three mounted Manitoba specimens. Come and see them and then reflect on their former numbers.

MANITOBA CALLING

COWBOY CORONATION



Roy Rogers, acknowledged "King of the Cowboys", is crowned by Dale Evans, erstwhile stenographer who became an actress and singer. She is vocalist on Rogers' "Saturday Night Round-Up"—CBC—CKX, 8.00 p.m.

PROGRAMMES CKX Brandon

1000 WATTS—1150 K.C.

Letters following certain items are initials of days of the week on which the features are broadcast.

All times shown are Central Standard.

SUNDAY

- 9.30—Strength for the Day.
- 10.30—Living Water.
- 11.00—City Church Service.
- 12.30—Young People's Hour.
- 1.30—Can. Lutheran Hour.
- 5.00—Back to the Bible Hour.
- 6.30—Wayne King.
- 7.00—Church Service.
- 7.30—Fred Allen.
- 8.00—Hildegard.
- 8.30—Eddie Bracken.
- 9.00—Take It or Leave It.

MONDAY

- 7.30—News (Daily).
- 7.40—Victoria Feed Time (M.W.F.)
- 8.30—News (Daily).
- 12.25—Livestock Review (M.T.W.Th.F.).
- 12.45—News (Daily).
- 1.00—Rural Rhythm (Daily).
- 5.00—Superman (M.T.W.Th.F.).
- 5.15—University Lecture (M.W.F.).
- 6.00—News (Daily).
- 6.10—In the Spotlight (Daily).

- 7.00—Northern Electric Hour.
- 7.30—Sons of the Pioneers.
- 7.45—The Perrin Trio.
- 9.00—Contented Hour.
- 10.00—National News (Daily).

TUESDAY

- 9.45—Presbyterian Devotions (T.Th.).
- 10.30—CKX Concert Hall (M.T.W.Th.F.).
- 11.00—BRC News (Daily).
- 6.15—Bob H. Wey, Pianist (T.Th.).
- 7.15—Moonlight Melodiers.
- 7.30—The O'Neills.
- 8.00—Toronto Symphony.
- 9.00—Bob Hope.
- 9.30—Burns' Chuckwagon.
- 10.10—Brandon Artists.

WEDNESDAY

- 7.45—Smilin' Ed, McConnell.
- 9.30—Ethelwyn Hobbes (Daily).
- 2.15—Music for Today (Daily).
- 4.45—All Aboard for Adventure.
- 7.00—Jack Carson.
- 7.30—Sons of the Pioneers.
- 7.45—Furs on Parade.
- 8.00—Duffy's Tavern.
- 8.30—Curtain Time.
- 9.00—Bing Crosby.
- 10.15—The People Ask.

COUNTER-CLOCKWISE



Alan Young

The Canadian star of the "Alan Young Show" is neither clockwise nor counter-clockwise, though he does have a dim idea that something is wrong with his time-pieces. Alan is heard on CKX each Friday at 7.30 p.m.

MANITOBA CALLING

THURSDAY

7.30—Gospel Half Hour.
8.00—Dick Haymes.
8.30—Boston Blackie.
9.00—Edmund Hoekridge.
10.15—Lean Back and Listen.

FRIDAY

12.40—Revallites (M.W.F.).
6.45—John Fisher (M.W.F.).
7.00—Kona Kani Serenaders.
7.15—Sons of the Pioneers.
7.30—Alan Young.
8.00—Light Up and Listen.
9.00—Championship Fight.
10.15—Bob Howe Entertains.

SATURDAY

10.00—Good Deed Club (3rd Sat. each mo.).
2.30—Swing Mutine.
4.45—King Cole Trio.
5.40—News.
6.00—Cuckoo Clock House.
6.30—Sports College.
7.00—Twenty Questions.
7.30—Mayor of the Town.
8.00—Sat. Night Roundup.
9.00—Mart Kenny's Orch.
9.30—Junior Hockey Bro. cast.
10.00—News.

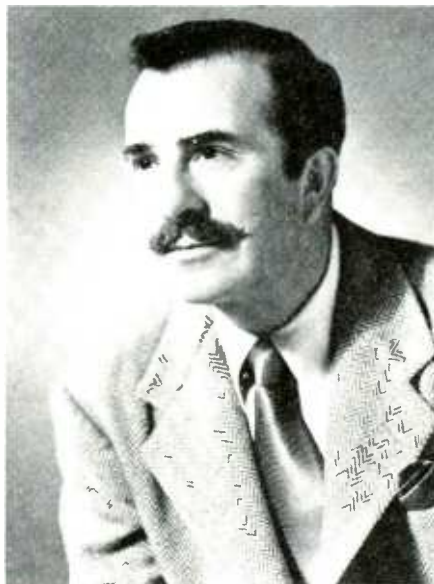
Mr. Al-len!



Portland Hoffa

Portland! Fred Allen met Portland Hoffa when she was dancing on Broadway. Married in 1927, they have refuted stories that marriage and careers don't mix. They have been on the air together since 1932. (CKX, Sundays at 7.30 p.m.).

Actor and Novelist



Murray Forbes

Forbes, a busy NBC character actor, recently published a first novel "Hollow Triumph", which has won the praise of many literary critics. He has completed work on a second novel, "Pyramid of Sand", and is at work on a third, which is to satirize life along radio row. The actor plays Willy Fitz in "Ma Perkins."

He found time to write "Hollow Triumph", a psychological novel of suspense, in eight months. It was written in radio studios between rehearsals, in restaurants, in buses, on park benches and even, says Forbes, in an elevator caught between floors, when he sat down and wrote for an hour while mechanics worked to release the trapped passengers.

"Ma Perkins"—CKY—Weekdays, except Saturdays, 2.15 p.m.



CKY'S ANNIVERSARY

March 13th will be the 24th anniversary of the official opening of CKY. How many of our readers remember the inaugural programme, broadcast on March 13th, 1923?

MANITOBA CALLING

PROGRAMMES

15,000 Watts

CKY WINNIPEG

990 Kilocycles

(All times Central Standard)

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.

SUNDAY

- 9.00—CBC News—CBC.
- 9.45—Sunday School—CBC.
- 10.00—Neighbourly News—CBC.
- 10.15—Prairie Gardener—CBC.
- 11.00—Church Service.
- 12.25—News.
- 12.30—Way of the Spirit—CBC.
- 1.00—CBC News—CBC.
- 2.00—New York Symphony—CBC.
- 4.00—CBC News.
- 4.30—Singing Stars—York Knitting.
- 5.00—Ozzie and Harriet—CBC—Int. Silver.
- 5.30—CBC News.
- 5.45—Canadian Short Stories—CBC.
- 6.30—Music for Canadians—Tip Top.
- 7.00—Church Service.
- 8.30—Album Music—Bayer Aspirin.
- 9.00—CBC News—CBC.
- 10.00—The Readers Take Over—CBC.
- 11.30—Vesper Hour—CBC.
- 12.00—News, Time and Sign Off.

MONDAY

- * 7.00—News.
- * 7.05—990 Variety.
- * 7.30—News.
- * 8.00—CBC News—CBC.
- * 8.05—990 Variety.
- † 8.15—Breakfast Club—Swift's.
- 9.05—Morning Melodies.
- 9.25—Voice of Inspiration.
- 9.45—Aunt Mary—Safeway Stores.
- † 10.00—Road of Life—Procter and Gamble.
- † 10.15—Big Sister—Procter and Gamble.
- 10.30—George's Wife—Whitchell Pharm.
- † 10.45—Laura—Lever Bros.
- 11.00—BBC News—CBC.
- † 11.15—Lucy Linton—Sunlight Soap.
- † 12.15—The Happy Gang—Colgate-Palmolive.
- 12.45—They Tell Me—Robin Hood Flour.
- † 1.00—News and Messages.
- † 1.30—CBC Farm Broadcast—CBC.
- † 2.00—Life Can Be Beautiful—Ivory.
- † 2.15—Ma Perkins—Oxydol.
- † 2.30—Pepper Young's Family—Camay.
- † 2.45—Dr. Malone—Dreft.
- † 3.00—Schools Broadcast—CBC.
- † 4.00—Gospel Singer—Templeton's.
- 5.15—University Lecture.
- 5.45—Your Favourite Songs—Bee Hive.
- * 6.00—News—CKY.
- † 6.15—Jack Smith—Procter and Gamble.
- † 6.30—CBC News.
- 7.00—Canadian Cavalcade—Borden's.
- 7.45—Rhythm and Romance—H.B. Co.
- 8.00—Lux Radio Theatre—Lever Bros.
- 9.30—Farm Forum and News—CBC.
- 10.00—Music for You
- 10.30—Harmony House—Nabob.

TUESDAY

- 5.30—Men in Scarlet—Lowney's.
- 7.00—Big Town—Ironized Yeast.

- 7.30—Citizens' Forum—CBC.
- 8.00—Amos n' Andy—Lever Bros.
- 8.30—Fibber McGee—Johnson's Wax.
- 9.00—CBC News.
- 9.30—Leicester Square—CBC.

WEDNESDAY

- 9.25—Voice of Inspiration.
- 12.45—They Tell Me—Robin Hood Flour.
- 5.15—University Lecture.
- 5.45—Your Favourite Songs—Bee Hive.
- 7.00—The M.T.S. Show—Man. Tel. System.
- 7.30—Money Makers—J. J. Lyons.
- 8.00—Tribune Quiz—Winnipeg Tribune.
- 10.30—Invitation to Music—CBC.
- 11.15—Mid-Week Review—CBC.

THURSDAY

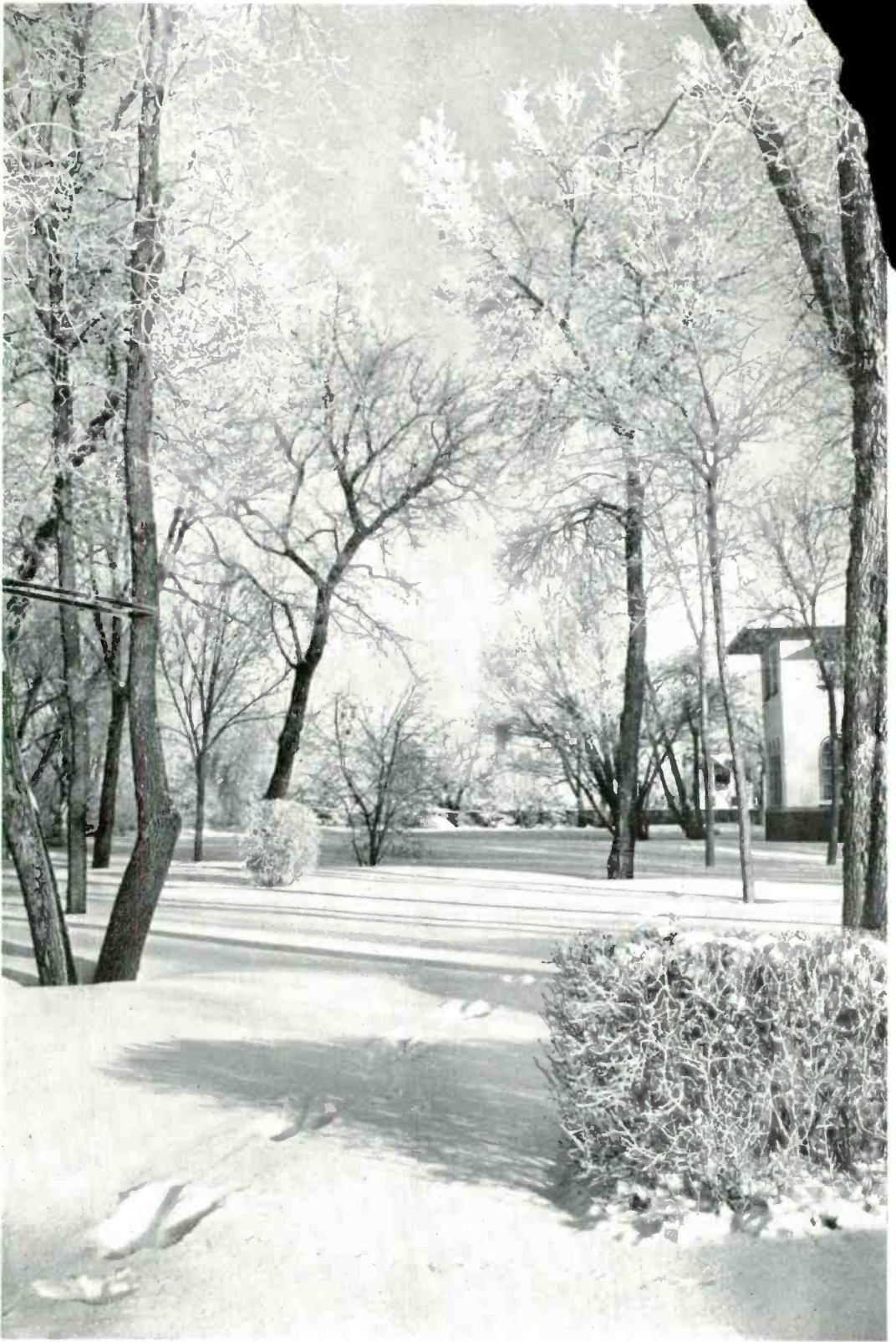
- 5.30—Men in Scarlet—Lowney's.
- 7.00—Boston Blackie—Can. Starch.
- 7.30—John and Judy—Lamont Corliss.
- 8.00—Kraft Music Hall—Kraft Cheese.
- 8.30—Wayne and Shuster—RCA Victor.
- 9.30—Eventide—CBC.
- 10.00—Vancouver Theatre—CBC.
- 11.00—Sports Review—CBC.

FRIDAY

- 9.25—Voice of Inspiration.
- 12.45—They Tell Me—Robin Hood Flour.
- 5.15—University Lecture.
- 5.45—Your Favourite Songs—Bee Hive.
- 7.00—Toronto Symphony Pops—Simpson's.
- 8.00—ChrmP Scrapbook—Champ Labs.
- 8.30—Waltz Time—Sterling Products.
- 10.30—Winnipeg Drama—CBC.
- 12.15—Northern Messenger—CBC.

SATURDAY

- 9.45—Morning Devotions—CBC.
- 10.00—Master Singers—CBC.
- 10.30—Good Deed Club—T. Eaton Co.
- 11.30—M.T.S. Show—Man. Tel. System.
- 12.00—Music Hall Variety.
- 1.00—Metropolitan Opera—McCull Frontenac
- 5.00—The People Ask—Dom. Dept. Labour.
- 5.45—Wes. McKnight—St. Lawrence Starch.
- 6.15—British Variety Hour.
- 7.30—Share the Wealth—Colgate-Palmolive.
- 8.00—CBC News—CBC.
- 8.05—N.H.L. Hockey—Imperial Oil
- 9.30—Organ Music—CBC.
- 10.00—Red River Barn Dance—CBC.
- 10.30—Art Hallman's Orch.—CBC.
- 11.00—Current and Choice—CBC.
- 11.30—Violin Sonatas—CBC.



Snow Trail — Assiniboine Park, Winnipeg



"The white and drifted snow"