

Manitoba Calling

THE MANITOBA TELEPHONE SYSTEM

has Pleasure in Announcing the
25th . ANNIVERSARY
of the official opening of radio station

CKY

and in expressing cordial thanks to the
great numbers of listeners within the
boundaries of Manitoba and beyond,
who, during a quarter of a century,
have encouraged the management,
staff and contributors to the programs
in their efforts to serve the public
faithfully and well.

MARCH 13th 1923

MARCH 13th 1948



Wild Geese

Photo by George Butler
(See Page 14)



Address all communications to Public Relations Department,
Vol. XII, No. 3. CKY Radio Branch CKX March, 1948.
Single Copy Manitoba Telephone System, 20 Issues, \$1.00.
5c Winnipeg. Post Free.

Between Ourselves

CKY PREPARING EXIT

It is expected that CKY, sold to the Canadian Broadcasting Corporation for \$200,000, will cease operation with the opening of the CBC's transmitter at Carman, Manitoba, on July 1st. The CBC will use the present CKY studios in the Telephone Building. Details of arrangements for taking over CKY's staff are not yet completed, so we are unable to say more at present than that the matter of placing personnel is being considered by the CBC with a view to working out mutually satisfactory arrangements all around. Lengths of service of those affected range from one to twenty-five years.

MOBILE TELEPHONE

"Mobile operator—Number please!"

CKY's Telephone Reporter had lifted the handset from its slot under the dashboard of an automobile on Portage Avenue, Winnipeg. He had pushed the "talk" button on the instrument and a signal call had been transmitted by radio to the operator at the telephone exchange. Giving the number of the Special Services Engineer, the Telephone Reporter was immediately put through to his party and there followed a conversation in which the operation and functions of the mobile telephone service were explained for the benefit of CKY listeners hearing both sides of the communication.

Broadcasting conversations between moving automobiles is no novelty to CKY. We introduced it to Winnipeg in 1935, thanks to the initiative and co-operation of Mr. Alfred Sheffield, now a Squadron Leader in the R.C.A.F.'s signals branch. Shortly after those early demonstrations of radiotelephonic contacts between automobiles we introduced "walkie-talkie" broadcasts in this area and described a Cutty Sark Club picnic from a radio-equipped nine-foot sailboat on the Red River.

Mobile radio broadcasts are an old story, but the mobile telephone service, by which a subscriber in a car on a Winnipeg street can, if desired, place a call to a distant city or to a ship on the high seas is a very recent addition to the Manitoba Telephone System's facilities. Shortages of materials and equipment are likely to retard development for the time being, just as they are delaying extensions to the regular telephone service. The mobile telephone broadcast was an interesting demonstration and a promise of things to come.

RE MANITOBA CALLING

We are receiving enquiries concerning the future of Manitoba Calling. Will it cease publication when CKY leaves the Manitoba scene? An announcement in answer to this question will appear in an early issue.

Tom Benson to CBC



Tom Benson

Tom Benson, popular commentator of "Sugar 'n' Spice," M.C. of the Tribune Quiz and announcer on many CKY and CBC shows, resigned from CKY February 23rd to accept an appointment as Prairie Regional Representative of the CBC's International Service. Tom joined CKY June 1st, 1938. His friendly personality combined with fine vocal qualities soon made him a favourite with listeners throughout Manitoba and across Canada.

In February, 1943, he entered active service with the R.C.N.V.R. as Probationary Sub-Lieutenant. Promoted to Lieutenant, he became Public Relations Officer for H.M.C.S. Chippawa at Winnipeg. After 18 months in that capacity he was made Staff Officer, Western Divisions. He returned to CKY as Chief Announcer on his retirement from the Navy in March, 1946.

On May 28th, 1947, he was awarded the "Radio World" magazine's bronze

plaque as Manitoba's most popular announcer.

Tommy's innumerable friends, including the entire staffs of the Manitoba Telephone System, CKY and CKX, unite in wishing him success in his well-merited appointment.

★

25 YEARS ON THE AIR

One of the first artists heard on CKY in 1923 was James Gowler, well-known on the CBC's network today. Jimmie, an Arts graduate of the University of Manitoba, inherited his love of old-time fiddling from his forbears who were Red River pioneers.

Jimmie has come a long way in radio entertainment since he began his broadcasting career on our 500 watt station



Jimmie Gowler

twenty-five years ago as a lone fiddler with his mother playing his piano accompaniments. Now, he has his own orchestra and his "Prairie Schooner" programmes are carried by the CBC's Trans-Canada network across Canada while the short waves of the International Service take his music to Scotland and the Caribbean.

When CKY was Young



CKY's first microphone. Of the stretched diaphragm double button carbon type, it was the best in those days.

Early days at CKY—ah, those early days! That official opening on the evening of March 13th, 1923. Here in the studio I'd like to light my pipe and imagine pictures of the past in the smoke curling upwards. But I'm forgetting—smoking in these modern studios is prohibited. In the old days people smoked in our one and only studio, within reason and so long as the air didn't become thick enough to choke the sopranos. They parked their cigarettes on the piano and burned nasty notches in it when we weren't looking. And now I mustn't smoke in the sacred precincts, which is just as well.

Did I mention sopranos? Remember how scared we were of those high-voiced ladies in the early days of broadcasting? Radio transmitting equipment used to amplify the higher musical notes in greater proportion than the lower ones, and when a soprano sang a top one she would make the tubes go blue and sometimes trip the circuit-breaker and throw the station off the air. So, we used to make sopranos step back from the microphone or turn their heads to reduce the blasting effect. We had no control operators riding the dials in those days and cutting down the level when it threatened to exceed the limit and produce distortion. We had the announcer in the studio, the engineer at the transmitter, which was in the next room, and we two were the staff!

The transmitter was a 500 watter, in the Sherbrooke Telephone Exchange. The studio was draped with cheese-

cloth. After a few months we invested in some heavier drapings. They were denim, of a very depressing dark blue. I brought my canary to the studio once, to liven things up between the phonograph records. He sang beautifully the first day. Then he quit and never sang again. The blue drapes discouraged him and he gave up in disgust. Maybe it was because he couldn't hear himself.

The idea in those days was to drape the walls and ceiling so as to kill all echoes. The result was, we people in the studio could hardly hear our own voices. Singers found it difficult to accustom themselves to the dead atmosphere. They used to place a hand behind one ear, to catch a little of their voices and so reassure themselves that they were pitching their voices correctly.

Catch as Catch Can

Radio scripts were unknown when broadcasting began. We had no "continuity," no fully prepared programmes. We spent a large part of the day persuading our musical friends to come to the studio and donate their services. Sometimes we would capture two or three sopranos and a marimbaphone player. Another time we would bag a baritone, a pianist and a boy elocutionist. They were a mixed company, but they included some of Winnipeg's best and some who have since become famous.

When we had gathered the artists in the studio, we piled their hats and coats on chairs and on the piano and we sat the folks, including visitors, around the wall. Then we took a slip of paper and a pencil and started a tour along the line of artists to ask them what they were going to sing or play. Maybe when we had two or three items listed it would be time to go on the air. Not that we had to be very precise about time. We didn't worry about seconds in those days—minutes were near enough for us.

So, with two or three items lined up,

we would start the programme. When we placed a singer somewhere near the microphone, we took a chance. If the singer surprised us by producing an unexpectedly strong voice, we signalled him or her to back away from the mike. We couldn't easily move the mike because it was on a heavy iron pedestal and shifting it was like moving a barrel. Placing the singer with respect to the position of the piano was pure guesswork. After some experience one could guess it fairly well.

These recollections of broadcasting in 1923 may give our younger readers the idea that everything was very crude and elementary in those days. Actually, we had already made some advances, even then. I was already a "veteran" at the microphone, able to look back three years to the birth of Canadian broadcasting in Montreal. In 1920 we used a military radio-telephone with what is known as half-wave rectification and a hum that was heard as a background to everything on the programme. In 1923, with much improved equipment which included a stretched-diaphragm double-button mike, we thought we were the last word.

Was It Here to Stay?

Almost any departure from elementary routine meant that the pioneer was doing something for the first time in his part of the world, perhaps for the first time anywhere. Nobody knew where broadcasting was going, whether it would fold up and be remembered as an interesting toy. No-one could be sure if it would continue as a medium of light entertainment or if it might become an aid to education. Very few people saw its commercial possibilities as an advertising medium.

Looking back, I feel that CKY kept well abreast of developments. Within a few weeks of our inauguration we had introduced University and Agricultural College talks, Board of Trade broadcasts, theatrical productions direct from local theatres, and a number of features which were innovations in Manitoba and sometimes in much wider territory.

Without benefit of revenue from advertising at the commencement, we

HELENE JOYAL

Helene Joyal, lyric soprano contestant in "Singing Stars" on February 8th, was born twenty-three years ago in St. Vital, Manitoba, and now lives only a few miles away in Charleswood. During childhood her musical aspirations found enthusiastic support from a family who were themselves very musical. It is therefore not surprising that this young lady made her debut at the age of eleven in a production of the operetta "Cinderella." Then came appearances at teas, banquets, concerts, and in the T. Eaton Company's Good Deed Club. Three years later she became soloist in St. Boniface Cathedral. Success followed success, and the following year saw her soloist at St. Mary's Cathedral, Winnipeg, as well as accepting a week's engagement at a local theatre. Meanwhile she had become a pupil of her present teacher, J. Roberto Wood. Under his guidance she has learned to sing in three languages from a repertoire of nearly 400 songs. Helene's one interest is singing; her one ambition, opera.

obtained some financial support from a share of the one-dollar receiving license fee collected by the Dominion Government. In time, however, we began to obtain additional revenue, first from broadcasting sponsored grain market reports and later from commercial concerts of one-hour's duration in which the advertising consisted of a modest mention of the sponsor's name.

This is the story of CKY's infancy. It does not include a review of later advances, increases of power to 5,000 watts and eventually to 15,000 watts, the discontinuance of support direct from license-fees as commercial broadcasting brought increasing revenue and expanding opportunities. Came lengthening hours of operation, fees for artists, successively modernized studios and equipment, and continually improving programmes. Of some of these landmarks in CKY's quarter-century of service we shall tell in the next few issues of Manitoba Calling.—D.R.P.C.

PERSONALITY PORTRAITS - 12



HELENE JOYAL

Talented young lyric soprano, daughter of Mrs. Gedeon Joyal of Charleswood, Manitoba. Selected from among nearly 500 applicants representing all parts of Canada, Miss Joyal broadcast in the "Singing Stars of Tomorrow" series February 8th, 1948, coast to coast on the CBC's Trans-Canada Network.

They Kept CKY on the Air



C. G. Thornhill



H. E. Brockwell

Chief Engineer of the Manitoba Telephone System in 1923.

Our pictures show the late Mr. H. E. Brockwell, Chief Engineer of the Manitoba Telephone System; Mr. E. H. Williams, who later became Chief Engineer of the M.T.S., now retired, and Mr. C. G. Thornhill who is now Transmission Engineer, M.T.S. Missing from the photographs but to be published next month is one of Mr. J. Cavers, Transmission and Equipment Engineer, M.T.S. (retired). These gentlemen kept CKY on the air in the beginning of its history.



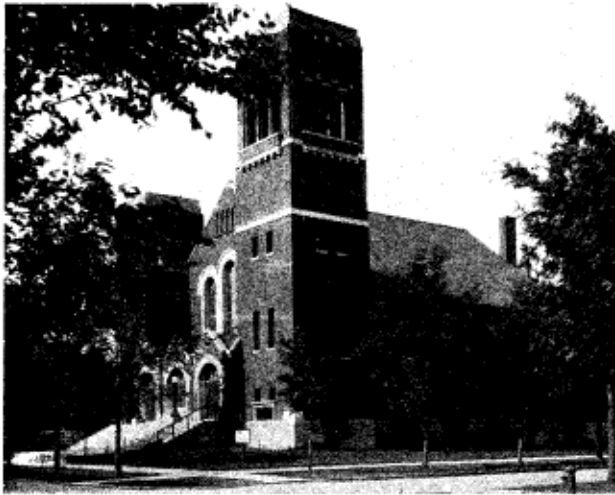
E. H. Williams

OPPOSITE PAGE

CKY's transmitter and studios were originally in the Sherbrooke Telephone Exchange. These members of the staff are still with CKY: Mr. Duffield is Manager; Miss Shaw, Secretary; Mr. Dusing, Control Operator, and Mr. Coats Manager of Public Relations and Editor of Manitoba Calling. The silver cups were awarded by the Radio Digest, Chicago, in 1925 and 1926 respectively.

From an Engraving Published in 1926





Crescent-Fort Rouge United (formerly Methodist) church, Winnipeg, from which CKY carried the first Manitoba church service broadcast. This service, on March 31st, 1923, was the commencement of a series of two broadcasts per Sunday from local churches, continued to the present day. The pastor was Rev. E. F. Church, now in Vancouver. Within a few months of this initial broadcast sixteen local churches were wired for broadcasting by CKY, a record in Canadian radio at that time.



H. P. G. Fraser, pianist, was a regular contributor to CKY programmes for many years.



Harold Needham, pianist, was a popular artist in 1923.



Professor V. W. Jackson

Within a few weeks of its opening, CKY introduced broadcasts to farmers by professors from Manitoba Agricultural College. Among the first speakers was Professor V. W. Jackson. His Nature Study talks became a regular weekly feature on CKY until his retirement in 1942. Professor Jackson broadcast a total of 853 quarter-hour periods. He is now retired and living in Grimsby, Ontario.



CKY's original one-room studio and office. The fireplace in turn to denim curtains of Oxford blue and which were sand-coloured. These furnishings were like the earlier upright piano and hard chairs. The weight had been replaced by the lighter support, but the "squirrel-cage" housing. The young lady is now N

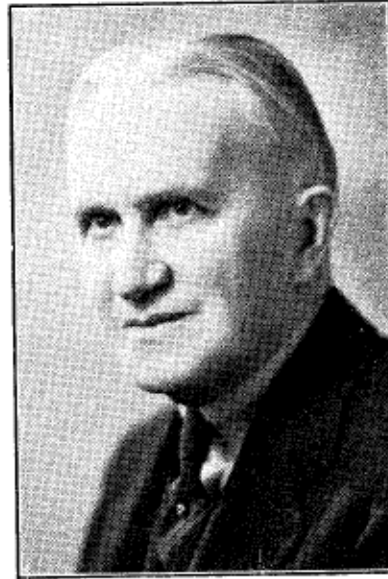


pian-
intri-
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Harold Needham, boy
soloist, was a popular
artist in 1923.



Sam Loughnan, "Reu-
ben Spinach", entertained
with his musical saw,
one-stringed fiddle and
songs of rural life.



Professor W. T. Allison

When CKY commenced broadcasting University talks, Professor W. T. Allison, then in charge of the Extension Department of the University of Manitoba, organized the series, delivering the first talk on March 15th, 1923. A gifted lecturer, he was loved by a wide circle of listeners who enjoyed his book reviews, a feature which continued until shortly before his lamented passing in 1941.



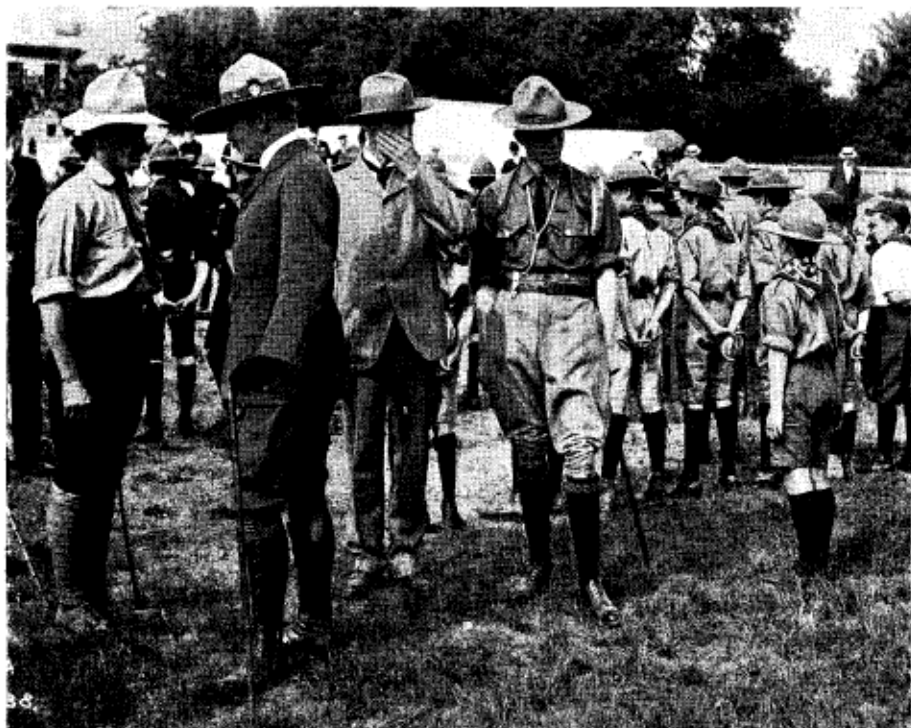
room studio and office. The first cheese-cloth drapes gave in curtains of Oxford blue and later to those shown above used. These furnishings were luxurious by comparison with piano and hard chairs. The weighty iron microphone stand by the lighter support, but the mike was still contained in using. The young lady is now Mrs. Gordon Hudson.



In 1924, the Canadian National Railways rented time on CKY and broadcast, first from our studio and later, the same year, from the Fort Garry hotel, under call letters CNRW. Here Programme Director R. Herb. Roberts (left) is seen broadcasting to passengers on radio-equipped trains.

Pictures of the Past - 3

By L. B. FOOTE, Veteran Winnipeg Photographer



"B. P." at River Park, Winnipeg, 1910

The above picture of Lord Baden Powell was taken when the beloved founder of the Boy Scout movement was inspecting Winnipeg lads in River Park. It is from one of a number of photographs taken by Mr. Foote during several visits made by B. P. to Canada. Mr. Foote remembers the famous defender of Mafeking as a genial gentleman who while never seeking publicity was always co-operative in submitting to the attentions of camera men. On one occasion our contributor caught B. P. in a serious mood. Said Mr. Foote: "Will you let me have a smile now, please?" Instantly, the man whose Scout Law enjoins Scouts to "smile" broke into a broad grin and replied: "Well, I should know how to do that, shouldn't I?"

Getting back to some of the incidents of Mr. Foote's early life, we are told that his decision to leave his native Newfoundland and come to Canada was prompted by the friendship of a certain Dr. MacDougall of Prince Edward Island.

The worthy doctor had opened a practice in Burin, Newfoundland, but found conditions so hard among poor fishermen's families that he had to give up and return to P.E.I. His kindness to Mr. Foote, then a boy, had so impressed itself upon the latter's mind that he determined to make his way to the beautiful Garden of the Gulf and find the doctor again.

The life of a cod fisherman had no appeal for fifteen-year-old Lewis Foote,

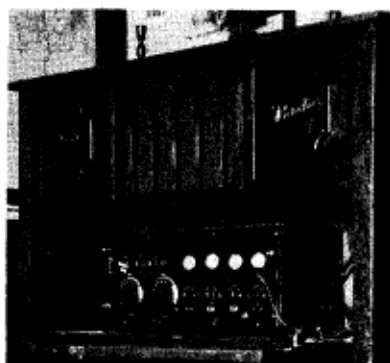
Agricultural College Speaker - 1923



Professor
M. C. Herner
added realism
to his talks
on poultry
raising.

RECEIVERS IN THOSE DAYS HAD MANY DIALS

Typical of those in use when CKY was young is that in the adjoining picture. It was built by Mr. W. J. Cooper, an enthusiastic CKY fan in Steep Rock, Manitoba.



so he stowed away on his uncle's schooner. With his heart filled with fear and gripped by an intense feeling of loneliness, young Foote remained in hiding until the pitching vessel was so far at sea that her skipper was not likely to turn back. In his dark corner with the smell of fish in his nostrils and the thunder of pounding seas and crashing timbers in his ears, the lad knew that a storm was raging "up top-side." Peeking out, he saw that his uncle was lashed to the wheel. The mountains of sea were so high that he felt sure the little craft would founder. He was seized with a longing to be back home in Burin with his mother and dad.

But the storm died down and the

schooner, with ripped sails and a broken mast limped into the Gut of Canso, fitted a new stick and crossed the Gulf to the port of Montague on the east shore of Prince Edward Island. The red soil of the Island and the lush grass were a revelation to young Foote, so different from the rock-bound coast of his native land. He decided he liked this country. He would repay his uncle for the trip by helping unload the fish and load with provisions. Then he would go in search of good Doctor Mac-Dougall and ask him more about opportunities in Canada for a youth with ambition and a little camera given him by his dad in 1887 and brought along by the stowaway.

The Fifth Freedom



The Beaver Club, Oldenburg

World War II may have won us the four freedoms of democracy, but demobilization deprived our fighting forces of a fifth. That last was freedom of entertainment, sub-divided into free movies, free dances, free doughnuts, free travel tours and free many other things that in civilian life cost money. I use the word "free" according to its popular meaning and without suggesting that all these amenities were not fully earned by the recipients.

Apart from the hospitality showered upon our personnel by patriotic groups and private individuals, there were the activities of "Auxiliary Services." This body was made up of four peace-time organizations, each retaining its identity but geared to a common operation, financed by the Canadian government and devoted to the welfare of men and women of our Navy, Army and Air Force.

I saw some of the work being done by "Aux. S." in Canada, Britain and Europe. My first contact was in the R.C.A.F.'s Number 3 Wireless School at Winnipeg where the Y.M.C.A. supervisor and his assistant did so much for the trainees in providing relief from the drudgery of learning Morse. Closer association gave me a deeper appreciation when at Trenton, Ontario, I shared

office space for awhile with the "Y" men and learned more of their daily duties.

In London, England, I made many visits to the Beaver Club near the Admiralty Arch. There was Canada in khaki and two shades of blue, queued up for coffee, lounging in the reading rooms, watching motion pictures, playing ping-pong and billiards, having its hair cut, pressing its pants, refreshing itself in the snack bar which was formerly the council chamber of the august L.C.C., getting first-aid from registered nurses, washing its shirts, collecting its mail. . . . Manly young Canadians having badges and buttons sewn on and being "mothered," informed, advised and generally looked after to the number of ten thousand a day.

What the Beaver Club, London, meant to our men overseas was indicated to me one day in June, 1945, when I was told that the grand total attendance to that date exceeded seven million! I saw many other institutions being run by "Aux. S." in various cities, besides the activities which were carried on by them within the military units themselves at Army camps in Holland and Germany.

Long to be remembered by the Canadian Army of Occupation was the

~ MANITOBA CALLING ~

Beaver Club of Oldenburg. It was opened as a town centre for our troops two days after the Nazis capitulated. Its inauguration followed a hectic 24 hours of clearing rubble, patching windows, cornering equipment and moving in with an initial staff of a Y.M.C.A. supervisor, six helpers and a few civilians. The task begun by this handful of workers is manifested by the fact that their number grew to more than two hundred.

Oldenburg is a neat city of rather more than 50,000 residents whose cultural tastes are shown in art galleries, theatres and pleasing architecture. There are the inevitable German inns and beer gardens; in normal times, I suppose, social centres in a sense that our Manitoba parlours are not. One of these Oldenburg establishments, the Burgerbrau hotel, became the Beaver Club. Alcoholic beverages—if any remained—were replaced, of course, by coffee and the cola drinks without which North Americans feel far from home.

Y.M.C.A. supervisor Don Kirkland had his office in the bar amid mural decorations of mounted antlers, paintings of figures in Georgian costumes and doors with panels of glass in the early Renaissance style made up of roundels like the bottoms of so many wine glasses set in leaden frames. Behind the hostelry was a large garden shaded with linden trees, shrubbed with rhododendrons and beautified with flower beds. A cleared square in the centre provided

space for tables and chairs. A German band conducted by one Herr Fridolia Heun played twice daily in uniforms of white jackets and trousers of luftwaffe blue. The bandstand had been boarded up as a storehouse for vegetables until the Y.M.C.A. took over. A concrete rectangle in the grounds felt again the scrape of dancing feet, but now they were Canadian army boots with never a fraulein's shoe since regulations forbade fraternization.

Upstairs in the hostelry was Beaver Hall, seating 300 patrons of the stage shows. A reading room on the ground floor provided rest and writing facilities for troops who visited the Club to the number of 4,500 per day. Here I observed Canadian and American magazines which I had seen packed by I.O.D.E. ladies in the Winnipeg Auditorium some months before. Free tea and biscuits were served in the canteen by Italian waiters from a nearby former P.O.W. camp.

In addition to the facilities of the Beaver Club, the Y.M.C.A. operated three local cinemas, a tailoring and pressing shop, a barber-shop and shoe-shine parlour and a sports field. There was also a down-town ice-cream parlour named the Eskimo Inn, drawing raw materials from Army stores, processing them in a requisitioned German refrigerating plant and dispensing the product gratis to Canadian soldiers who endorsed this example of the fifth freedom by consuming 4,000 helpings daily. The Beaver Club served 10,000 pastries per



Wild Geese

(See picture inside front cover)

by EFFIE BUTLER

Wild Geese! The clamour of their cry has thrilled many a voyager hoping for a tasty meal. But their loud-voiced call has touched the heart of at least one Manitoban and he provided meals for wild geese.

Alf Hole runs the Eagle Lake Mink Ranch at Rennie some eighty miles east of Winnipeg. But Alf has more than mink on his ranch. He has established several feeding stations around the lake for wild fowl. Last spring more than fifty Canada geese folded their grey pinions and settled down at the ranch. The welcome was warm. The golden wheat provided by their host was tasty. Some remained to hatch and rear their

brood, that soon became as tame as pets, at this delightful sanctuary. Others returned to pay a long visit in the late summer.

One old gander with a wounded wing tarried late. Winter snows found him still at the ranch and he was given shelter in the hen house. Last spring he and his mate chose to do their house-keeping on a small rocky island in the lake on the ranch and brought out a brood of five downy goslings.

Alf Hole's geese are marked birds. His conservation policies have provided United States Fish and Wild Life biologists, in co-operation with officials of the Game and Fisheries Branch of the Manitoba government, an opportunity to attach aluminum leg bands to some of the Canada geese hatched at the ranch. If these marked birds are trapped by research workers or fall to a hunter's aim, it is hoped the leg bands will be returned to the Fish and Wild Life service with information as to where and when they were taken.

A wealth of goose lore has been gathered by this enthusiastic conservationist. The increasing flocks of wild geese may yet make the man-made lake on Alf Hole's mink ranch a famous sanctuary.

day, these being made by an Army catering school organized for training cooks and bakers for duty with the occupation force and for possible post-war employment in Canada.

The Club arranged free evening classes in German under the tutorship of Herr Magel. Also provided without charge were piano lessons by Professor Friedrich Hoffman, leader of the Oldenburg State Orchestra. Soldiers' watches needed cleaning and repairing, so the Y.M.C.A. hired a native watchmaker to repair erring time-pieces at no expense to the owners.

Thus one could go on enumerating the advantages available to the Canadian soldier, without strain on his pay-book, in a land where his cigarettes or a few cakes of soap would buy him astonishing luxuries in high-priced cameras and binoculars, but not the entertainment and refreshments of the Beaver Club.

One wonders how many of our returned veterans sigh for the days when so much, deservedly, was done for them and they tasted the joys of a fifth freedom fortunately brief and, after all, no desirable substitute for the privileges and responsibilities of citizenship back home in Canada.

Support the
RED CROSS
National Drive for Funds,
opening
MARCH 1st
Manitoba's Objective
\$180,000

MANITOBA CALLING

A FAVOURITE PIANIST



Herb. Armitage

Telephones jingled and fan mail poured in when Herbie Armitage played at CKY. It was all for love and a lot of fun in those days, when performers donated their services. Listeners' response was spontaneous and unstimulated by offers of prizes. Mr. Armitage is now residing near Montreal.

BRITAIN'S BROADCASTING

"No one can doubt any longer that Broadcasting has a place. At the end of twenty-five years it has established itself in almost every home in the United Kingdom. It has become part of the fabric of everyday life. It has an influence on entertainment, on culture, on politics, on social habits, on religion, and on morals. It is the greatest educational force yet known. . . ."—Sir William Haley, Director-General of the BBC, quoted in "Twenty-five Years of Broadcasting."

★

**The late Al Kilgour,
"Ace of the Air."**

**His songs were
in great demand
in 1923.**



CKX HIGHLIGHTS

SUNDAY

- 10.00—CBC News and Neighbourly News.
- 12.30—Young People's Hour.
- 1.00—CBC News.
- 3.30—Church of the Air.
- 4.00—Ford Theatre.
- 5.30—Pause that Refreshes.
- 10.00—CBC News.
- 10.30—Music by Eric Wild.

MONDAY

- 7.30—News (Daily).
- 7.40—Morning Varieties.
- 8.30—News (Daily).
- 12.55—Livestock Review (M.T.W.Th.F.).
- 1.00—News.
- 1.30—Farm Broadcast.
- 3.00—School Broadcast.
- 5.15—University on the Air.
- 6.00—News (Daily).
- 9.00—Contented Hour.
- 9.30—Information Please.
- 10.00—News—CBC.
- 10.15—Furs on Parade.

TUESDAY

- 7.30—News.
- 9.45—Morning Devotions.
- 10.00—Church in the Wildwood.
- 11.00—RBC News.
- 6.30—Club Fifteen.
- 7.30—Toronto Symphony.
- 9.00—Bob Hope.
- 9.30—Burns' Chuckwagon.

WEDNESDAY

- 7.30—News.
- 9.45—Morning Devotions.
- 3.00—School Broadcast.
- 7.00—Dennis Day.
- 8.00—Mayor of the Town.
- 8.30—Buckingham Theatre.
- 9.00—The Whistler.
- 10.00—News.

THURSDAY

- 7.00—The Gospel Half Hour.
- 8.00—Dick Haymes.
- 8.30—Boston Blackie.
- 10.00—News.
- 11.00—Let's Dance.

FRIDAY

- 7.30—Treasure Trail.
- 8.00—Light Up and Listen.
- 8.30—Ozzie and Harriet.
- 9.00—Championship Fight.

SATURDAY

- 10.00—Calling All Children.
- 12.00—Weekend Party.
- 5.15—The People Ask.
- 6.00—News.
- 7.00—Twenty Questions.
- 7.30—Barnyard Jamboree.
- 11.00—Northern Lights.
- 11.30—Sign Off.

SOME CKY PROGRAMMES

15,000 Watts—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. Programmes marked * run on weekdays. Those marked † are on weekdays except Saturdays.

SUNDAY

- 9.45—Sunday School.
- 10.15—Prairie Gardener—CBC.
- 11.00—Church Service.
- 12.25—News.
- 12.30—Way of the Spirit—CBC.
- 1.00—CBC News—CBC.
- 1.30—Religious Period—BBC.
- 2.00—New York Philharmonic—CBC.
- 3.30—Church of the Air—CBC.
- 4.00—Singing Stars of Tomorrow—York Knitting Mills.
- 4.30—News—CBC.
- 5.30—Weather Forecast—CBC.
- 6.30—Music for Canadians—Tip Top Tailors.
- 7.00—Church Service.
- 8.30—Album Music—Bayer Aspirin.
- 9.00—Stage 48—CBC.
- 10.00—Readers Take Over—CBC.
- 10.30—Music by Eric Wild—CBC.
- 11.30—Vesper Hour—CBC.
- 12.00—News, Time and Sign Off.

MONDAY

- * 7.00—News and 990 Variety.
- * 7.30—News—Winnipeg Electric.
- * 8.00—News—CBC.
- * 8.05—990 Variety.
- † 8.15—Breakfast Club—Swift's.
- 9.25—Voice of Inspiration.
- 9.45—Claudia—Coca Cola.
- † 10.00—Road of Life—Procter and Gamble.
- † 10.15—Big Sister—Procter and Gamble.
- † 10.30—What's Your Beef?—Whitehall Pharnacal.
- † 10.45—Laura Limited—Lever Bros.
- 11.00—BBC News—CBC.
- † 11.15—Lucy Linton—Sunlight Soap.
- † 11.30—Sugar 'n' Spice.
- † 12.15—Happy Gang—Colgate Palmolive.
- 12.45—Claire Wallace—Robin Hood Flour.
- † 1.00—News and Messages.
- † 1.30—Prairie Farm Broadcast—CBC.
- † 2.00—Life Can Be Beautiful—Ivory.
- † 2.15—Perkins—Oxydol.
- † 2.30—Super Young's Family—Camay.
- † 2.45—Beat to Happiness—P. & G.
- † 4.6—Gospel Singer—Templeton's.
- † 4.15—Family Favourites—CBC.
- 5.15—University on the Air.
- 5.30—Jumpin' Jacks.
- 5.45—Your Favourite Songs—Bee Hive.
- * 6.00—News—CBC.
- † 6.15—Jack Smith.
- † 6.30—CBC News.
- 6.40—Pitching Horseshoes—"Kreml."
- 7.00—Northern Electric Hour—N.E. Co.
- 7.30—Money-makers—J. J. Lyons Co.
- 8.00—Lux Radio Theatre.
- 9.00—News—CBC.
- 10.00—Stump the Professors—CBC.
- 10.30—Harmony House—Nabob Coffee.

TUESDAY

- 12.45—Singalong—Toni Inc.
- 7.00—Big Town—Ironized Yeast.

- 7.30—Canadian Cavalcade—Borden's Ltd.
- 8.00—Amos 'n' Andy—Lever Bros.
- 8.30—Fibber McGee—Johnson's Wax
- 9.30—London Playhouse—Can. Oil Co.
- 10.00—Alberta Ranch-house—CBC.
- 11.30—Concert Orchestra—CBC.

WEDNESDAY

- 9.25—Voice of Inspiration.
- 12.45—Claire Wallace—Robin Hood Flour.
- 5.15—University on the Air.
- 5.45—Your Favourite Songs—Bee Hive.
- 6.40—Pitching Horseshoes—"Kreml."
- 6.45—The M.T.S. Show—Man. Tel. System.
- 7.15—Citizens' Forum—CBC.
- 8.30—Tribune Quiz—Winnipeg Tribune
- 11.15—Listen to This!—CBC.

THURSDAY

- 12.45—Singalong—Toni Inc.
- 7.00—Boston Blackie—Canadian Sturch.
- 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.
- 10.15—Sports Review—CBC.
- 10.30—Winnipeg Concert Orchestra—CBC.
- 11.00—Vancouver Theatre—CBC.
- 11.50—Nocturne—CBC.

FRIDAY

- 9.25—Voice of Inspiration.
- 12.45—Claire Wallace—Robin Hood Flour.
- 5.15—University on the Air.
- 5.45—Your Favourite Songs—Bee Hive.
- 7.00—Toronto Symphony—R. Simpson Co.
- 8.00—Barnyard Jamboree—Quaker Flour.
- 8.30—Waltz Time—Sterling Products.
- 10.00—Prairie Schooner—CBC.
- 11.30—Talk—CBC.
- 12.15—Northern Messenger—CBC.

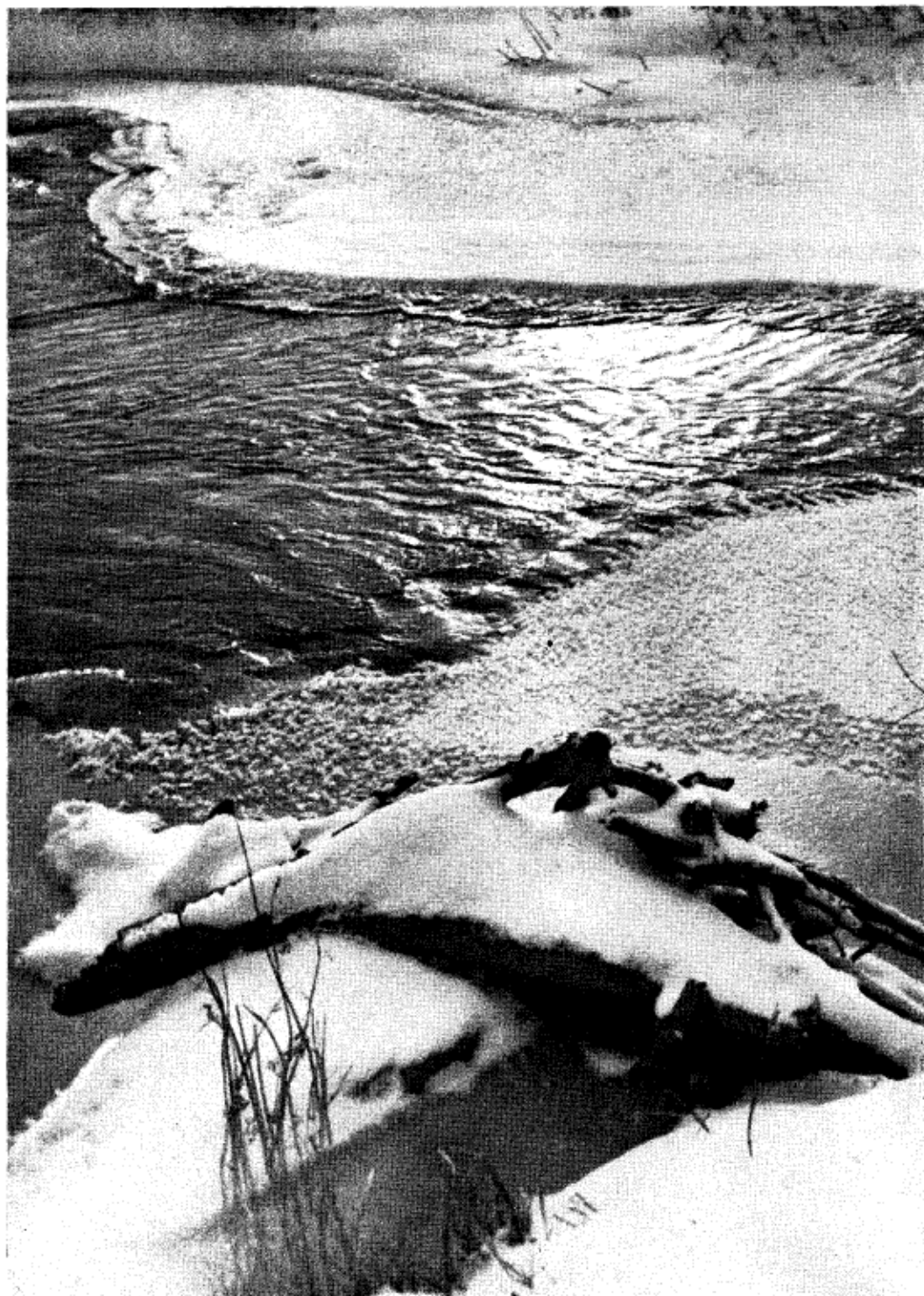
SATURDAY

- 9.45—Morning Devotions—CBC.
- 10.00—Crossroads Jamboree—LS.
- 10.30—Good Deed Club—T. Eaton Co.
- 11.15—Y.M.C.A. Sports College—CBC
- 11.30—M.T.S. Show—Man. Tel. System.
- 12.00—Music Hall Variety.
- 1.00—Metropolitan Opera—McColl Frontenac.
- 5.00—The People Ask.
- 5.45—Wes McKnight—St. Lawrence Starch.
- 6.15—British Variety.
- 7.00—Life of Riley—P. & G.
- 7.30—Share the Wealth—Colgate Palmolive.
- 8.05—N.H.L. Hockey—Imperial Oil Co.
- 10.00—Red River Barn Dance—H.B.C.
- 10.30—Dance Orchestra—CBC.
- 11.00—Northern Lights—CBC.
- 11.30—Chamber Music—CBC.



Cleaning the Golden Boy
on the Dome of the Manitoba
Legislative Building.

Photo by E. A. Davidson.



Open Water

Photo by E. A. Davidson.