



### FAN MAIL

A listener, in a letter containing suggestions for the improvement of programs, writes that she knows she is wasting time, because her letter will be filed and nothing will be done to put her ideas into effect. We have already endeavored to explain to her the impossibility of arranging and timing all programs to suit each individual member of the audience, and we have assured her that, this fact notwithstanding, every letter expressing the views of listeners is of value to those whose duty it is to provide radio broadcasting service.

Broadcasters are repeatedly accused, on the one hand, of pandering to the taste of what is described as a "vociferous minority" and, on the other, of ignoring suggestions and requests. In our experience it has been found that, quite often, the firmest believers in the existence of an excessively articulate group which, by bombarding stations with letters, succeeds in getting the programs it wants, are folks who have never written a line to state their own preferences. When they are persuaded to write, the approach is apt to be made timidly and with a feeling, sometimes put into words, that it's rather foolish to bother, because it won't make the least impression. Those who believe that broadcasters take no notice of suggestions beyond sending a courteous acknowledgement usually write once or twice and then, finding that their ideas are not immediately adopted, retire with a feeling that they might as well have saved the postage. Both attitudes are mistaken, of course.

Station authorities endeavor in numerous ways to ascertain the listeners' reaction to various types of program. It is true that in some cases the actual quantity of mail received may seem to determine whether or not certain programs shall continue to be broadcast. An advertiser, for example, requires proof that his program is being heard in a sufficient number of homes to

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### RADIO PERSONALITIES



**PROF. V. W. JACKSON**

Veteran speaker at the microphone, having been broadcasting his fascinating nature study talks over CKY since the spring of 1923, Professor Jackson's contributions to the building of radio programs date back to times when CKY was developing the educational uses of radio and breaking much new ground in doing so. Born in Grimsby, Ontario, V. W. J. attended Hamilton Collegiate and Queen's University. Later, he toured Europe on a bicycle; joined Ontario Agricultural College, Guelph; was four years Director of Nature Study, New Zealand; spent a year in Australia; another year in the University of Minnesota, and has been for twenty-five years Professor of Biology in the Agricultural College and University of Manitoba. His mail from CKY listeners is voluminous and frequently includes specimens of plant and animal life sent in for investigation and comment.

## UNIVERSITY LECTURES

First university in Canada to broadcast extension lectures, and consistent user of CKY for more than fifteen years, the University of Manitoba has arranged another interesting series for the present season. The talks this year are divided into two groups: Those with a general appeal are going out from both CKY and CKX at four o'clock on Monday, Wednesday and Friday afternoons, and those more particularly directed to the rural audience are being broadcast by CKX only, at 1.25 p.m. on Tuesdays and Thursdays. We publish below the program up to and including December 15th:

### CKY—CKX

Mondays, Wednesdays and Fridays,  
4.00 p.m.

- November 14: "The University Then and Now"—Grace Gordon Hood, Director of Home Economics.
- November 16: "I Believe in Politicians"—H. McD. Clokie, Professor of Political Science.
- November 18: "The Varsity Quarter Hour"—U. of M. Students' Union.
- November 21: "The University Then and Now"—E. P. Fetherstonhaugh, Dean of the Faculty of Engineering and Architecture.
- November 23: "Winnipeg's Civic Pride"—M. S. Osborne, Professor of Architecture.
- November 25: "Toys You Can Make at Home"—Florence McLauchlin, Lecturer in Child Care and Home Economics.
- November 28: "The University Then and Now"—D. S. Woods, Dean of the Faculty of Education.
- November 30: "I believe in Canadian Unity"—R. O. MacFarlane, Assistant Professor of History.
- December 2: "The Varsity Quarter Hour"—U. of M. Students' Union.
- December 5: "The University Then and Now"—Eve Clare, Director of Music.
- December 7: "I Believe in Mankind"—H. R. Low, Assistant Professor of Education.
- December 9: "The Formation of Hail, Rain and Snow"—D. C. Archibald, Meteorologist, Dominion Department of Transport.
- December 12: "The University Then and Now"—J. M. MacDonald, Professor of Commerce.
- December 14: "I Believe in Secret Diplomacy"—H. N. Fieldhouse, Professor of History.

### CKX

Tuesdays and Thursdays, 1.25 p.m.

- November 15: "Rural Youth Training Schools"—N. C. MacKay, Director of Extension Service, Department of Agriculture.

- November 17: "University Courses for Young Farmers"—A. V. Mitchener, Dean of the Faculty of Agriculture and Home Economics.
- November 22: "The Farm Kitchen"—Grace Gordon Hood, Director of Home Economics.
- November 24: "Some Built-in Conveniences"—Florence McLauchlin, Lecturer in Child Care and Home Economics.
- November 29: "Beekeeping Suggestions for 1939"—L. T. Floyd, Provincial Apiarist, Department of Agriculture.
- December 1: "Field Crop Suggestions for 1939"—R. Whiteman, Agronomist, Department of Agriculture.
- December 6: "The Ancestry of the Soil"—J. S. DeLury, Professor of Geology.
- December 8: "The Enrichment of the Soil"—J. H. Ellis, Professor of Soils.
- December 13: "How the Plant Uses the Soil"—William Leach, Professor of Botany.
- December 15: "Man-Made Weather"—H. H. Saunderson, Assistant Professor of Chemistry.

## FAN MAIL

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justify his expenditure. Generally, the successful advertiser has evolved an effective technique which is exercised in discovering what types of programs people prefer, and why. It involves not only mail response but also personal enquiries through retail stores, telephone calls, etc. If, then, an advertiser decides that a program which we will call "Aunt Whosis" is a popular one, he is probably right. Whether its popularity is a sign of its "goodness" is a matter with which we are not dealing at the moment.

There are many programs to which such tests cannot be applied. In arranging these the broadcasters are guided by their own judgment and by opinions reaching them through the mails and otherwise. Efforts are made to maintain a proper balance between popular demands and the rights of minorities. A talk on Art, for example, might not appeal to the greatest number and yet might be of sufficient interest and value to be worthy of inclusion in the week's programs.

A letter to a broadcasting station is like a vote. It may not get the listener what he wants, but it is an opinion expressed and a duty done.

A LOYAL LISTENER—"A man said he listens to CKY more than to any other station. So do I. I have listened now so long that I feel I know every announcer as a friend . . ."—Foxwarren, Man.

THE LISTENER WRITES

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

**PADWICK'S WORK REMEMBERED--** "I hope a good conductor is going to take up the school orchestra again. We listeners can stand the broadcast as it is a splendid musical education for the children . . ."—Winnipeg.

**WANTS "TARZAN" BACK** "My grandfather used to stop ploughing and listen to 'Tarzan' . . . Please put it on the air again . . ."—Morris, Man.

**CHILDREN'S PROGRAMS** "I think children's programs could be a whole lot worse. I always try to make my little boys see the good in the story . . . The wrong is always shown up in such a way that they see it is better to do right . . ."—Winnipeg.

**SWING SONGS** "Why don't some singers confine their efforts to the garbage that Tin Pan Alley turns out in mass production, and leave songs like 'John Peel' to those who can sing them as they were meant to be sung? . . ."—Stratton, Ont.

**MANITOBA TO THE WORLD--**"I really was disgusted with the World Program on Sunday. Fancy the Prairie Provinces being represented by old time fiddling! No wonder our relatives think we live in the wilds! . . ."—Winnipeg.

NEWS

*Most popular of all radio features, according to reports of innumerable surveys, news service on CKY has been reorganized.*

CKY is now giving its listeners news bulletins supplied by British United Press. Robert Keyserlingk, General Manager of B.U.P., introduced the service in an interview at CKY's microphone, October 30th, at the same time outlining the world-wide organization which gathers news for the B.U.P. wires. Teletype machines have been installed in the offices of CKY and bulletins are being broadcast at 8.00 a.m., 12.45 noon, 5.00 p.m. and 11.45 p.m. The service will shortly be extended by the addition of broadcasts at other times during the day. Edwin E. Dowell, a native of Alberta and until recently, Manager of the B.U.P.'s Vancouver office, is directing operations in Winnipeg.

STAFF PORTRAITS—17

MISS M. K. DAVIS,  
Office Assistant, CKY



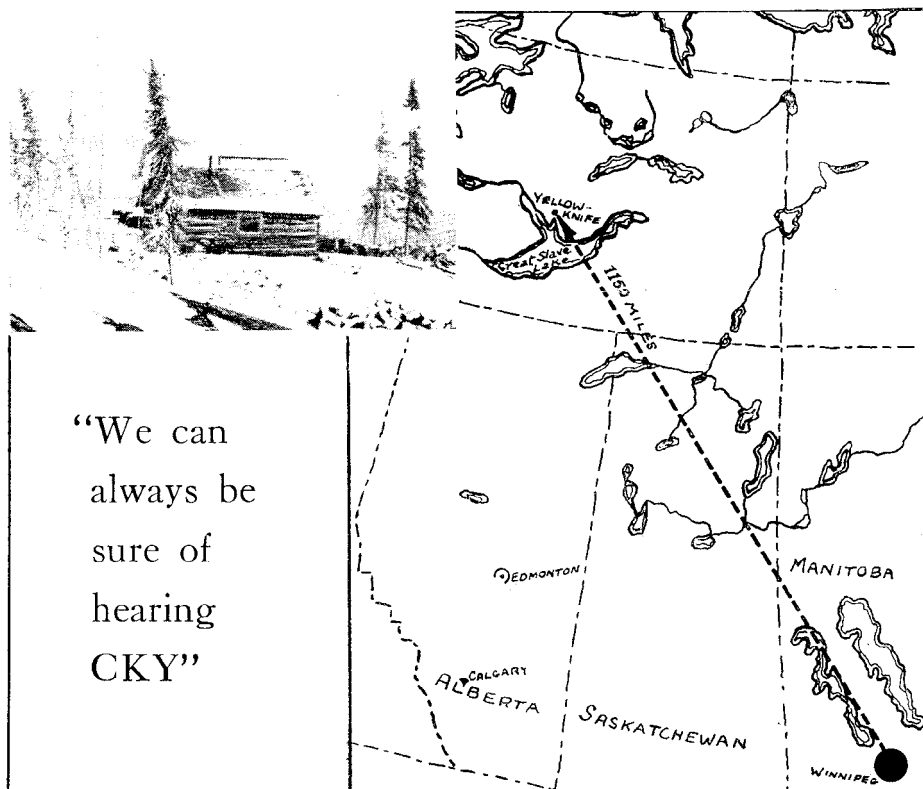
Margaret Kathleen Davis is a native of Fort Garry, Greater Winnipeg. She attended General Steele Public School and the Jön Bjarnson Academy. Then she took up a secretarial course in a commercial college and won a diploma which testifies to her having received an all-round office training. Her first job was with an insurance company. She joined the staff of CKY in May, 1937, and is here engaged in stenographic, telephone switchboard, and other important duties. Part of her daily task is to give the right answers to innumerable questions from the radio audience. Success in this requires an encyclopaedic knowledge involving such matters as what programs are in progress or contemplation; the colors of announcers' eyes; the age of the Great Pyramid of Cheops; the time of sunrise and sunset; the diameter of the planet Saturn; when will "Young Widder Jones" be back on the air; and who told the man now performing he could sing?

Miss Davis may not be completely informed on all these, especially the last, but she does her best. Her's is ever the soft answer that turneth away wrath and many are the friends she has made for CKY by her never-failing tact. Her hobbies are swimming, ski-ing, watching rugby games, and the womanly arts of needlework, etc. She has taken dancing lessons since early childhood, and she is a member of St. Pauls' dramatic club.

"UNCLE EZRA"

Uncle Ezra's Station E.Z.R.A. is back on the air. The mythical little five-watter which Canadians have been hearing for years directly from U.S. stations, when receiving conditions permitted, is now on the network of the C.B.C. There is to be no more groping for it. Uncle Ezra will be heard at a steady level on Tuesdays and Fridays at 9.45 p.m. His programs will include music by the Hot Shots, in addition to gossip by Cecelia, Si Skinner, Roseoe, Bubb, Mrs. Baker, and all the rest of the characters who contribute to the life and doings of Rosedale, a location which is described as "everybody's home town."

## CKY IN THE NORTH WEST



“We can  
always be  
sure of  
hearing  
CKY”

Harry Hardham, operator of amateur radio station VE5AIL at Yellowknife, North West Territories, 1,150 miles from Winnipeg and 700 miles north of Edmonton, reports in a recent letter to CKY as follows:

October 14th, 1938

“... CKY comes in here exceptionally well. It ranks, in signal strength and consistency, right up with the ultra-high powered American stations. In fact, when the broadcast band is open at all, we can always be sure of hearing CKY... The only other station I can bring to mind at present which is as consistent here is KNX's 50,000 watt, in Hollywood, I believe... Yellowknife is located on Yellowknife Bay, an arm of Great Slave Lake... The population is in the neighborhood of seven hundred. A few months ago, the name of Yellowknife was known only to a few pilots, traders and prospectors, but one or two rather spectacular discoveries of gold have brought hundreds of people of all trades and creeds into the area... at the present time, we have two drug stores and two major air transport companies... The temperature is still capable of observing its age old custom of dropping to seventy below zero. And seventy below is just as cold now as it was in the days of '47. The only difference is that, whereas a man used to run behind a dog team in that type of weather, he now stands by with a fire extinguisher in his hand while a gasoline torch heats up the engine of his aircraft.”

Sincerely,

Harry Hardham, VE5AIL.

Mr. Hardham's letter is typical of a number received by CKY indicating remarkably good reception in Canada's far north west. For many years CKY has been regularly used by fur-trading and mining companies for transmitting messages to their distant posts—a utility service not always remembered by those who merely associate “The Voice of Manitoba” with the broadcasting of entertainment.