

Manitoba Calling

MARCH 1946



SPRING THAW
Assiniboine Park



Pavilion, Assiniboine Park, Winnipeg

—Photo by J. Hartman.



Address all communications to Public Relations Department,
Vol. X. No. 3. CKY Radio Branch CKX March, 1946.
Single Copy Manitoba Telephone System, 20 Issues, \$1.00.
5c Winnipeg. Post Free.

Between Ourselves

TWENTY-THREE YEARS

Twenty-three years ago this month CKY was officially opened as Canada's first publicly-owned radio broadcasting station. The date of the ceremony was March 13th, 1923 and the inaugural programme was performed in an improvised studio in the Sherbrooke Telephone Exchange, Winnipeg.

Radio has made phenomenal advances since then, and CKY has kept abreast of the technical developments. The effects of six years of war upon radio broadcasting may not begin to be realized for many months to come. It took nearly two years after the peace in 1918 for radio-telephony to blossom out as broadcasting. What may emerge when some of the wonders forced by military necessity between 1939 and 1945 are transplanted to the fields of art and commerce, is a question which intrigues readers of popular science. Also, it is a matter of serious concern to everyone engaged in any branch of the radio business.

As we look back over twenty-three years of progress we are deeply conscious of the duty which is ours to ensure that CKY and its companion station CKX will continue to go forward, keeping well up with electrical equipment and improvements in programme technique and providing efficient broadcasting service to the people in Manitoba and beyond the borders of this Province.

UNIVERSITY ON THE AIR

Another twenty-third anniversary we celebrate this month is that of the inauguration of the first Canadian University lecture broadcasts. On March 23rd (another 23), 1923, Professor W. T. Allison organized a series of talks on CKY from which have developed all our present day educational features. The first agricultural college talks broadcast in Canada followed a week later.



SPORTS COLLEGE

The magnificent work done for our armed forces by the Canadian Y.M.C.A. both at home and overseas included many activities, among the most notable of which was the organization of sports which helped keep the boys physically fit and at top morale. On the Trans-Canada network of the C.B.C., Lloyd Percival, Head Coach of "Sports College", is adding much to the Y.M.C.A.'s fine record in the encouragement of clean play.



MANITOBA MEMORIES

In this issue we commence a series of stories of early Manitoba, written by Nell Macvicar. In these days of modern transport, when the north-west is being reconquered with the aid of aircraft, mechanical transport, tabloid rations, electrically warmed clothing, radio and a thousand and one marvels of modern science, it is fitting that we remember with gratitude the heroes and heroines who came west by primitive means.

Syl Apps of the Toronto Maple Leafs (right) is being interviewed by Lloyd Percival on a special broadcast of Y.M.C.A.'s "Sport's College".



Head Coach Percival interviews Keith Cruickshank of Calgary, and Bob Leadingham of Indian Head, Sask. Both lads went to Toronto as winners of a "See-the-Leafs" contest. Bill Bessey, "Sports College" announcer, is on extreme left.

Percival receives award for "The Individual Who Made the Greatest Contribution to the Welfare of Canadian Youth in 1945".

Gunnar Voight, Editor of "Young Folks", is making the presentation.





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Manitoba Memories - - 1

MARIE ANNE GABOURY

By NELL MACVICAR

No story of pioneer life excites the imagination more than that of the first white woman to settle in Western Canada, Marie Anne Gaboury. Her early life in the quiet village of Maskinonge, Quebec, gave no indication of the romance, excitement and dangerous hardships that were to be hers later in a country far from her own home. In 1806 a young voyageur, Jean Baptiste Lagimodiere, who had been living for five years in the wilds of Western Canada, returned for a visit to his home in Maskinonge and fell in love with the fair haired Marie Anne. In April of that year the two were married in the village church that still stands today and treasures the record of this historic marriage.

On discovering that her husband was determined to return to the Western prairies, Marie Anne decided to go with him, and as soon as the rivers were navigable they left with a group of voyageurs who were carrying merchandise and provisions to the various Forts on the way to the North West. Marie Anne was the only woman to make the hazardous trip. After almost two months of dangerous, strenuous travelling the Lagimodieres arrived at Fort Pembina and here the following January their first child, a girl, was born.

In the Spring of that year the young mother left with her husband and other hunters for Saskatchewan and began the wandering dangerous life that was to be hers for about twelve years. Her baby was carried in a moss bag after the Indian fashion, and her luggage reduced to a minimum; provisions for a few days being all she could take.

The Indians were terrifying to Marie

Anne at first. They were fascinated with her fair hair and skin, and considered her something wonderful from another world. In time, however, she became quite friendly with the dusky people, although as her family grew she sometimes had to protect them from the envious Indians. They particularly coveted the second child, a boy. A chief of the Assiniboine tribe once offered to buy him for two of his finest horses. The Lagimodieres had quite a time getting rid of him. He simply couldn't understand their refusal to give up the boy for something as valuable as two horses. The birth of this boy had almost cost Marie Anne her life. She had been riding all day on the plains. Suddenly a large herd of buffalo crossed her path and without any warning her horse galloped after them. They travelled faster and faster until the terrified woman feared she and her child would be thrown and trampled by buffalo. The race seemed to her endless, but her husband rushed to her rescue just in the nick of time. By wheeling and

cutting in front of her horse he managed to stop its flight, and the exhausted mother and child were lifted down and placed on blankets on the ground. It was mid-afternoon. That night Marie Anne's second child was born and called La Prairie in memory of his birth on the bare plains.

It is difficult for us today to realize the terrible hazards and the dangerous loneliness of the vast prairies in those early days. Once the Lagimodieres were surrounded by a savage band of Sarcee Indians on their way to avenge the killing by Crees of several of their warriors. Five of their people had gone to



"Peguis" Monument
in Kildonan Park,
Winnipeg.

a nearby Fort for help and Jean Baptiste was told that he and his family would be held prisoners until the five Indians returned safely, and killed if they didn't come back. Through the ingenuity of this French Canadian, however, he escaped during the night with his family. They travelled hard all night and next day, followed in hot pursuit by the Sarcees, and arrived at the Fort of the Prairies on the Saskatchewan River just in time to elude their pursuers. What a life for a young wife with a small family!

In the Autumn of 1815 Jean Baptiste Lagimodiere made his famous trek to Montreal with dispatches for Lord Selkirk and left his family at Fort Douglas. Again they had a near escape from death; only the help of Peguis, the Indian famous for his friendliness to the Whites, saved them. He smuggled them across the Red River to his camp and kept them there until Jean Baptiste returned over a year later. Lagimodiere was captured by Indians and held prisoner at Fort William until released by Lord Selkirk. His wife gave him up for lost and was filled with dread of the future. Imagine her joy and relief when he appeared suddenly one day in front of her tent!

Once again they took up their old life; in summer roaming the prairies with other hunters of buffalo, in winter remaining in one of the Forts. No danger or hardship seemed to break the courageous spirit, or the health of this Quebec village girl. One is glad to learn that the latter part of her life was lived in St. Boniface in comparative comfort.

In 1850 Jean Baptiste Lagimodiere died and his widow went to live with a son, Benjamin, just outside St. Boniface. Here Marie Anne Gaboury (Madame Lagimodiere) died an old woman in her late nineties. A memorial stone has been erected in front of St. Boniface Cathedral to the husband and wife, two pioneers whose inspiring story deserves to be retold many times to the children of today.

MANAGING CKY'S
COMMERCIAL DEPT.



Wilfred Carpentier

"Wilf", recently appointed Commercial Manager of CKY, brings experience and an extensive knowledge of radio techniques and practices to his new job.

Born in Oak Lake, Manitoba, he first became associated with broadcasting as a commercially sponsored pianist on CKX, Brandon, an assignment which led to his joining the announcing staff of that station in December, 1936 and his subsequent promotion to the position of Chief Announcer.

In 1940, Mr. Carpentier was transferred to CKY as newscaster and announcer handling special events. His news broadcasts have since become a regular feature on the CBC western network.

During the absence of CKY's Public Relations Manager for 2½ years in the R.C.A.F., Wilf carried on the department, among the activities of which is the editing of "Manitoba Calling". His work here brought him into close touch with advertising agencies and the commercial aspects of the broadcasting industry, adding much to the considerable qualifications which well fit him for the latest task he has undertaken.

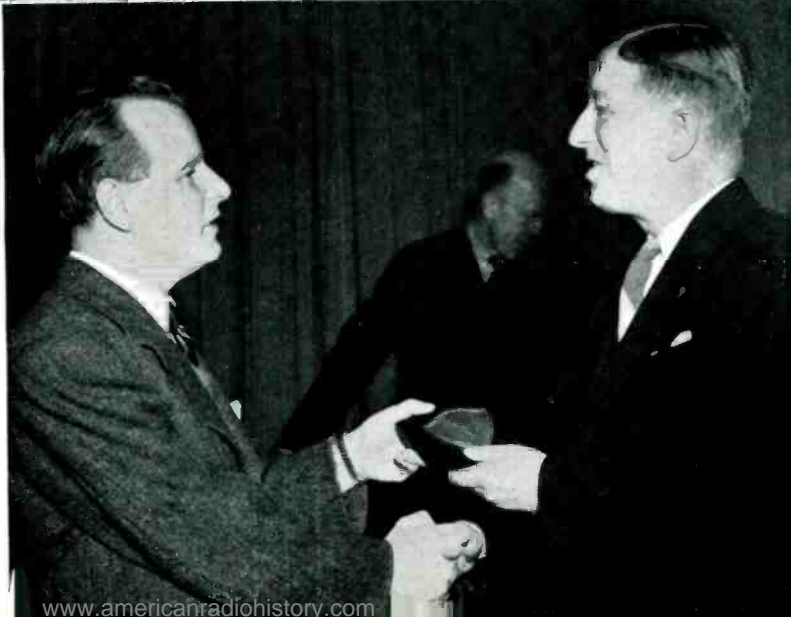
Syl Apps of the Toronto Maple Leafs (right) is being interviewed by Lloyd Percival on a special broadcast of Y.M.C.A.'s "Sport's College".



Head Coach Percival interviews Keith Cruickshank of Calgary, and Bob Leadingham of Indian Head, Sask. Both lads went to Toronto as winners of a "See-the-Leafs" contest. Bill Bessey, "Sports College" announcer, is on extreme left.

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Sports College

PROMOTING WHOLESOME PLAY

"Sports College", broadcast each Saturday over a coast-to-coast network (CKY, 11.15 a.m.), is a joint project of the C.B.C. and the National Council of Y.M.C.A.'s of Canada. Designed to help raise the standard of sports efficiency, health and physical conditioning among the youth of Canada, the "Sports College" broadcasts feature helpful hints on all phases of sport, health and physical conditioning. The Director and Head Coach, Lloyd "Ace" Percival, who originated and developed the organization, writes the show and handles the narration. Percival is now considered to be Canada's leading "Sports Instruction" expert. From time to time special guest experts are featured and many big "names" of the world of sport have been heard giving inside tips to the "Sports College" members. This list includes such "greats" as Jack Dempsey, Gil Dodds, Coleman Clark (world's greatest table tennis star), Syl Apps, "Happy" Day, Carl Bennett (coach of world's professional basketball champions), John Gottselig, and many others.

Since its inception in July, 1944, "Sports College" has signed up over 100,000 members (mostly boys between 13 and 19) and has received over half-a-million pieces of mail—as many as 35,000 in one week. Right now the weekly mail averages 8,000 to 10,000. Membership is increasing at the rate of two or three thousand per week. Mail is received from all provinces of Canada, 14 states of the U.S.A., Newfoundland, Northwest Territories and Great Britain and New Zealand.

Included in the membership services are such features as: The Question Service (any member can send in his personal sports or conditioning problem for a personal, detailed reply by mail); free crests and membership cards; free booklets and bulletins on all phases of sport and physical conditioning. Over 250,000 of these booklets and bulletins have been distributed so far! Such hockey experts as Lester Patrick, John Gottselig, Jack Adams and Syl Apps have said the

"How to Play Better Hockey" booklet is the best hockey book ever written. Jack Dempsey, said the "10 Ways To Be a Better Boxer" bulletin was the best piece of written boxing instruction he has ever seen. Other experts in all lines of sport have expressed similar high opinions of the "Sports College" literature.

Membership is free as are all the "Sports College" services and the C.B.C. and the Y.M.C.A., in co-operation with Percival, operate the project as a non-profit public service. The Y.M.C.A. handles all the costs of membership, the free crests, cards and literature and administration and office staff and the C.B.C. provides the network time and production costs. Many independent stations also contribute free time and help promote the organization.

The Manitoba

RED CROSS

needs

200,000 members

•
JOIN!

Announces . . .

"Northern Electric Hour"



Allan McFee

announcer on "The Northern Electric Hour", has been on the CBC announcing staff since 1937 with the exception of two and a half years war service as a Lieutenant with the Victoria Rifles of Canada. He is heard frequently as Canadian announcer on many leading American shows coming into Canada, such as the Bob Hope show and "The Carnation Contented Hour". (Northern Electric Hour, CKX, Mondays at 7.00 p.m.).



CHANGES AT CKY

Since the recent return of a number of CKY's personnel from active service there has been some staff reorganization. Also there have been some changes in office locations. Part of the foyer by which entrance is gained to the offices and studios has been altered to accommodate the Public Relations Department. The space formerly occupied by P.R.D. is now shared by Wilf Davidson, Supervisor of Production, and Producers Maurice Burchell and Beth Lockerbie.

CKY COVERS "MUSKOX"

When the 3,100 mile Arctic trek — known as Exercise Muskox—started on February the 15th, CKY's News Editor, Calvin Peppler, was there to see them off. He flew up to Churchill for the official send-off which started forty-seven officers, scientists and soldiers across Canada's frozen northlands, in a search of valuable information which may pave the way for the future opening of this too-little-known North Canadian area. An illustrated story prepared by our News Editor will appear in the next issue of Manitoba Calling.



EDDY DUCHIN ASHORE AGAIN



Eddy Playing a Tune for Frank Morgan

"Gee, it's great to be back on the air again—but I'm scared." It was Eddy Duchin speaking.

He was discharged from the U.S. Navy recently after nearly four years as a lieutenant commander. Before the war, he thrilled millions in the top radio, hotel and night club spots as the "magic piano fingers of radio". Now he's a regular on the NBC "Kraft Music Hall" with host Frank Morgan.

After an engagement as pianist with Leo Reisman, Eddy first directed his own band in 1931 at New York's Central Park Casino. He was spotlighted at the Waldorf-Astoria Hotel in New York and appeared on many leading radio shows.

Kraft Music Hall—CKY, Thursdays, at 8.00 p.m.

CHARMING GUEST ARTIST



She is Evelyn Knight, a very popular singer in little old New York. Recently, she performed as guest artist on the "Carnation Contented Hour", the always pleasing Monday night at nine programme, via CKX.



ADVICE TO ANNOUNCERS

It is perhaps the first duty of an announcer to strive continually to perfect his speech. You may have a magnificent voice, a friendly microphone personality, a real sense of showmanship, and all the natural qualities, but unless your pronunciation and articulation are good, you will never be a first-class announcer. A high standard of pronunciation and clean articulation can only be achieved by study and practice. An announcer's work in these fields is never finished. I doubt if there is anybody whose knowledge of English is so perfect that he wouldn't be hesitant about the correct or acceptable pronunciation of some English words, let alone of foreign words that are likely to be met with in reading news or continuity for musical programs. In fact I am inclined to believe that the more a man knows, the more frequently he likely to doubt his knowledge and to go to a suitable source of information.

—W. H. Brodie, C.B.C., Supervisor of Broadcast Language.

C.B.C. Chairman Speaks at Winnipeg

A. Davidson Dunton's address to the Canadian Club in the Fort Garry Hotel, Winnipeg, on February 18th, was a sensible, down-to-earth exposition of the aims of the Canadian Broadcasting Corporation, free from flowery promises and showing a thorough grasp of the problems involved in providing programmes to a population distributed through five time zones.

Considering handicaps, due to Canada's geography and other factors, the C.B.C. has done a good job in raising the standards of Canadian broadcasting, and Mr. Dunton's address gave one confidence that under his leadership our national radio system will go forward to new and greater achievements in the interests of the listeners.



FRANK PARKER



Heard recently as guest artist in the Carnation Contented Hour (CKX), he sings also in "American Album" (CKY).

OPERA GUILD SURVEY

With the printing of 50,000 more ballots under way, total balloting in the Metropolitan Opera "primaries" to select six of next season's broadcast operas is expected soon to pass the 250,000 mark. The Guild has distributed 100,000 ballots and nearly as many more have been sent out by stations of the American Broadcasting Company, which presents the Metropolitan Opera each Saturday afternoon during the season.

Among recent requests for ballots have been some from the Virgin Islands, Manilla and Sweden. "Aida" is, so far, most popular with the voters. Next comes "Tristan und Isolde", followed by "Traviata", "Boheme" and "Carmen".

The Metropolitan Operas are broadcast by CKY on Saturdays at 1.00 p.m., sponsored by McColl-Frontenac Oil Co. Ltd.

★

OGDEN MILES



Ogden Miles, who plays John Dane Barker, a 22-year-old Army Captain, in "A Woman of America"—CKY, weekdays except Saturdays, 2.00 p.m.

KERR WILSON GOING EAST



Selected to sing duets with Mary Morrison in the Borden's Canadian Cavalcade programme on March 18th, Kerr Wilson, CKY announcer and well known Winnipeg baritone, is leaving for Toronto shortly. During a three weeks' vacation in the east, he will study with Dr. Ernesto Vinci and will fill a number of singing engagements.

★

LIKE OLD TIMES

With so many of the staff returned from active service, our premises have much of the atmosphere of the "good old days". Some of the boys are in process of being demobbed at this writing, so they divide their time between our studios and the release centres. One returned member of our personnel complains that he can't get into his civvies, while another regretfully views an equatorial shrinkage due to shortage of something or other in Europe and wonders whether to have his tailor put a pleat in his slacks or just await the expansion which should come with better living in Canada.

Otherwise, the lads are pretty well back to normal and settling down successfully to the jobs in hand.

Impressions of Europe

By D. R. P. Coats

For ingenuity it's hard to beat the Dutch. At Rijswijk, near The Hague, I saw these boys paddling boats made from some of the tin cans in which the Allies dropped food to the people of Holland. Lashed together, these cans made safe craft for cruising the canals.

* * *

Street scene in historic Arnhem. Of 26,000 houses in the town, only 156 were undamaged. When I left there last September many streets were still cluttered with debris. Signs of battle were everywhere in the district. Strips of parachute silk still hung in the trees. Dutch boys were seen wearing the maroon berets of our dead paratroopers. Little white crosses by the roadside, in woods, orchards and gardens, were reminders of supreme sacrifice.

* * *

Dumps of wrecked armoured vehicles by the road near Meppen were playgrounds for German children. The German lad in the British tank seemed to be alone when we offered him a piece of "chocolate", but when he scrambled down for his prize, five other boys bobbed up from within the tank and came hurrying to share it.

* * *

The old Dom Kerk at Utrecht is said to be the tallest building in Holland. One can climb by steep spiral steps inside what appears to be one of the pillars of the upper tower. From the top there is, of course, a splendid view of the surrounding country. Future tourists will find a great number of autographs of Canadian soldiers scratched on the upper walls and roof of the building.





What's In It?

The contents of Fibber McGee's closet are finally revealed. N.B.C.'s sound effects man, Howard Tollefson, awaits his cue to start the bedlam heard when the closet is opened.

It's Open!

The row starts when Tollefson opens the door and pushes the washbasket and its contents from the first step of the platform.



No Secret Now!

The old shoe, metal tray, bowling pin, corn popper and basket, having gone on their way, the sound barrage builds up as Tollefson helps get things going by shoving the remainder of the items from the platforms. And so—the big secret is finally out. (CKY Tuesdays, 8.30 p.m.).



Mistaken Identity



William Morton

In our last issue we published the above cut over the name of Ken McAdam. As several of our readers have pointed out, the photograph is of another well-known singer, "Bill" Morton.



Ken McAdam

Here is Ken McAdam, vocalist on the Imperial Tobacco Company's "Light Up and Listen". CKX, Brandon, every Thursday evening at 8.30.)

The Listener Writes . . .

"MOIDER", HE SAYS—"I thought crime plays on the radio were to be restricted . . . Tonight I heard two quarter-hour plays in succession. In the first was one murder and in the second three murders. Four cases of homicide in half an hour does not suggest restriction of crime plays. I could have tuned them out, but I listened just to count the killings. . . ."—Winnipeg.



RADIO PLAYER AND ARTIST'S MODEL



Charlotte Manson

In addition to making her name in radio, Charlotte Manson, starring as "Dr. Carson McVicker" in *Road of Life*, is also coming into her own in the fashion field.

Recently at a style show, Charlotte's dark, chic beauty attracted a "Vogue" editor, who asked if she were a model. Charlotte said no, she usually made her living by being heard but not seen. Now, between assignments on *Road of Life* and other radio shows, Charlotte is posing for "Vogue" magazine fashion pictures.

Road of Life is heard over CKY, at 10.00 a.m. C.S.T., Monday through Friday.



MANITOBA LIBRARIES

2.--Brandon Opening New Library This Month

A third of a century of effort has finally brought to the City of Brandon a Civic Public Library.

In 1912 very definite steps were taken towards the establishment of a library. Previous to this attempts had been made to start such a project in a small way, but the City Council definitely took a hand in the above mentioned year. An attractive site was chosen and debentures issued to cover the cost of the property, and in those days of the "boom" the price was substantial. Negotiations with the Carnegie Foundation were begun, but, after due consideration and some time had elapsed, these plans all fell through and the property has been idle all these years.

In the interval several attempts were made and some lending libraries established wherever space could be obtained, such as the Y.M.C.A. and the City Hall. The books were not selected but were contributed voluntarily by the citizens to a great extent.

This state of affairs existed until 1944 when the Teachers' Association began further study of the problem. This led to public meetings and service clubs and other organizations were interested. Finally the City Council was approached and they agreed to submit a by-law to the ratepayers calling for the assessment of one mill for library purposes. A committee was appointed and a real campaign instituted which led to the passing of the by-law in November, 1944.

The programme was helped considerably when the Bank of Montreal offered to the City for library purposes the old Merchants Bank building, admirably

suitable to the purpose and conservatively valued at \$60,000.

In January, 1945, a Library Committee was appointed consisting of five local citizens and two representatives from the City Council. At this writing, December, 1945, the Librarian and an assistant have been appointed, the building has been completely renovated for library purposes, central heat has been installed, an attractive floor has been laid and steel shelving put in. It is hoped to have an official opening by March 15, 1946, in a building far exceeding the expectations of the most optimistic voter, and a library that will be a credit to the City of Brandon.



While it is necessary to establish the library for the City of Brandon first, the future is being kept in mind. It is hoped within a few years to have a regional library here, for which the building is so well suited and which will give a good library service to the whole area served by Brandon. This would be an area extending approximately sixty miles in each direction.

Brandon's new librarian is Bruce Carrick, who comes from the Fraser Valley

MAURICE BURCHELL



Recently returned to CKY following retirement from the R.C.N.V.R., Maurice Burchell is now on our staff of Programme Producers. He served in H.M.C.S. Chippawa at Winnipeg, H.M.C.S. Saskatoon (corvette), H.M.C.S. Cornwallis (Digby N.S.), the Naval Armament Depot (Halifax), H.M.C.S. Jonquiere (frigate) and was Naval Armament Supply Officer at Montreal immediately prior to his return to civilian life.

Union Library District — the first and one of the most successful regional library projects on the continent. He was born in Fort Rouge, Winnipeg, moved to British Columbia, graduated from the University of British Columbia, and followed with a library degree course from McGill University, nine years ago. Miss L. Roberta Wilson will be chief assistant with Mr. Carrick. She has specialized in children's work and has recently contributed an article to the Bulletin of the Canadian Library Council on "Work with children and young people in the Fraser Valley Union Library District."

"Operation Deloraine"

Programme Director Eric Davies, Announcer Ron Deacon and Operator Derek Nelson, all of CKX, are wondering what the personnel of "Operation Muskox" are going to get that they haven't had.

It seems that the intrepid trio went forth from Brandon on February 9th in a bus, bound for Deloraine with a party of Associated Commercial Travellers, there to stage the first of a new series of Amateur Broadcasts in aid of the A.C.T.'s Anti-Tuberculosis Fund.

B-r-r-r!

The bus stuck three times en route but they reached Deloraine and performed the broadcast in the Jubilee Theatre. Then came word that they were snow-bound, so the whole party spent the week-end in the already crowded hotel. From then on their adventures read like a page from an arctic journal, including battles with snow drifts, hours of shovelling, re-starts and repeated stops in exhausting succession. Brakes froze. feet froze, noses froze, ears ditto, and the bus froze its vitals and refused to take off. Then Ron Deacon slipped and fell on his shovel, cracking a couple of ribs. Altogether, it was a tough week-end, but for a very good cause.

During the last three months of 1945, the Associated Commercial Travellers, of Brandon, with the co-operation of CKX and such towns as Deloraine raised \$7,500 which was presented to Ninette Sanatorium. The recent expedition was another success, but might have been less arduous had the Manitoba weatherman not listened to those radio vocalists warbling "Let it snow, let it snow, let it snow."



TOM BENSON BACK

"Tommy" is in civvies, having now retired from the R.C.N.V.R. in which he was Staff Officer, Western Divisions. For the past eighteen months he was Public Relations Officer, H.M.C.S. Chippawa, at Winnipeg. Returned to CKY, he is now Chief Announcer.

PROGRAMMES

15000 Watts

CKY WINNIPEG

990 Kilocycles

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 of the Air.
- 10.00—Neighbourly News—CBC.
- 10.15—Prairie Gardener—CBC.
- 11.00—Church Service.
- 12.25—News.
- 12.30—Canadian Party—CBC.
- 1.00—CBC News—CBC.
- 1.30—Religious Period—CBC.
- 2.00—New York Philharmonic Symp.—CBC.
- 4.00—CBC News.
- 4.30—Singing Stars—CBC—York Knitting.
- 5.00—Ozzie and Harriet—CBC—Int. Silver.
- 5.30—News—CKY.
- 5.45—BBC News.
- 6.30—Stardust Serenade—Can. Marconi.
- 7.00—Church Service.
- 8.00—Stage "46"—CBC.
- 8.30—American Album—CBC—Bayer Aspirin.
- 9.00—CBC News—CBC.
- 10.00—BBC News Reel—CBC.
- 11.30—Vesper Hour.
- 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—Eight-o-Five Show.
- † 8.30—Breakfast Club—Swift's.
- † 9.45—Aunt Mary—Safeway Stores.
- † 10.00—Road of Life—CBC—Chipso.
- † 10.30—Soldier's Wife—CBC—W.P.T.B.
- † 10.45—Lucy Linton—CBC—Sunlight Soap.
- 11.00—BBC News—CBC.
- † 11.15—B-g Sister—CBC—Rinso.
- † 12.15—The Happy Gang—CBC—Colgate-Palm.
- 12.45—They Tell Me—CBC—Robin Hood Flour
- † 1.00—News and Messages.
- † 1.30—CBC Farm Broadcast—CBC.
- † 2.00—Woman of America—CBC—Ivory.
- † 2.15—Ma Perkins—CBC—Oxydol.
- † 2.30—Pepper Young's Family—CBC—Camay.
- † 2.45—Matinee Memories—CBC.
- † 3.15—CBC News—CBC.
- † 4.30—Robinson Family—CBC.
- 5.15—University on the Air.
- 5.45—Your Favourite Songs—Bee Hive.
- * 6.00—News—CKY.
- † 6.30—CBC News.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—Canadian Cavalcade—CBC—Borden.
- 8.00—Lux Radio Theatre—CBC—Lever Bros.
- † 9.15—CBC News Roundup—CBC.
- 10.00—Prairie Schooner—CBC.
- 10.30—Harmony House—CBC—Nabob.
- 11.00—Studio Strings—M.T.S.

TUESDAY

- 9.15—Peggy's Point of View.
- 9.40—The Voice of Inspiration.
- 12.45—Stars to Be—Whitehall Pharmaceul.
- 5.00—Men in Scarlet—Lowney's.

- 6.15—Art Van Damme Quintet—Imperial Tob.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—Big Town—Sterling Products—CBC.
- 7.30—Citizen's Forum—CBC.
- 8.00—John and Judy—CBC—Lamont Corliss.
- 8.30—Fibber McGee—CBC—Johnson's Wax.
- 9.30—Leicester Square—CBC.
- 11.00—Repat Reporter—CBC.

WEDNESDAY

- 12.45—They Tell Me—CBC—Robin Hood Flour
- 5.15—University on the Air.
- 5.45—Your Favourite Songs—Bee Hive.
- 7.00—Jolly Miller Time—Maple Leaf Mills.
- 7.45—Sports Commentary—CBC.
- 8.00—Let There Be Music—CBC.
- 8.30—Curtain Time—CBC—Tuckett's.
- 9.30—CBC Concert Hour—CBC.
- 10.00—Let's Play Charades—CBC.

THURSDAY

- 9.15—Peggy's Point of View.
- 9.40—The Voice of Inspiration.
- 12.45—Stars To Be—Whitehall Pharmaceul.
- 5.00—Men in Scarlet—Lowney's.
- 6.15—Art Van Damme Quintet—Imperial Tob.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—Greatest of These—CBC—Can. Starch.
- 7.30—Voice of Victor—RCA Victor.
- 8.00—Kraft Music Hall—CBC—Kraft Cheese.
- 8.30—The Geoffrey Waddington Show—CBC.
- 10.00—Drama—CBC.
- 11.00—Music for You—CKY.

FRIDAY

- 12.45—They Tell Me—CBC—Robin Hood Flour
- 5.15—University on the Air.
- 5.45—Your Favourite Songs—Bee Hive.
- 6.45—The Old Corral—Soudack's.
- 7.00—"Pops" Concert—CBC—R. Simpson Co.
- 8.00—Johnny Home Show—CBC.
- 8.30—Waltz Time—CBC—Sterling Products.
- 10.00—Mart Kenny's Orchestra—CBC.
- 10.30—Pacific Time—CBC.

SATURDAY

- 9.00—CBC News—CBC.
- 9.45—Morning Devotions—CBC.
- 10.30—The Good Deed Club—T. Eaton Co.
- 11.30—Studio Strings—M.T.S.
- 12.00—Music Hall Variety.
- 1.00—Metropolitan Opera—McColl-Frontenac.
- 6.00—Wes. McKnight—St. Lawrence Co.
- 6.15—CKY News.
- 6.30—British Variety Show.
- 7.00—Share the Wealth—CBC—Colgate-Palm.
- 7.30—House Party—CBC—Colgate-Palm.
- 8.00—CBC News—CBC.
- 8.05—N.H.L. Hockey—CBC—Imperial Oil.
- 9.30—Organ Music—CBC.
- 10.00—Red River Barn Dance—H. B. Co.
- 10.30—Impressions in Ivory—CBC.
- 11.00—La Plaza—CBC.

~ MANITOBA CALLING ~

Here He is Again!



Bert Pearl of
the Happy Gang



Bert and the Gang
are back with their
top-popularity
Programme on
CBC's Trans-
Canada network
(CKY, 12.15 p.m.
C.S.T.), sponsored
by Colgate-
Palmolive

McGees Return

**Fibber and Molly
at Wistful Vista**

NBC's Fibber McGee
and Molly (Jim and
Marian Jordan) will
welcome their friends
and neighbours when
they again take up
residence at 79 Wist-
ful Vista on Tuesday,
Oct. 1. The McGees
are returning after
their summer
vacation.



MANITOBA CALLING

PROGRAMMES

15000 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—Harmony Harbour—CBC.
- 10.00—Neighbourly News—CBC.
- 10.15—Prairie Gardener—CBC.
- 11.00—Church Service.
- 12.25—News.
- 12.30—Canadian Party—CBC.
- 1.00—CBC News—CBC.
- 1.30—Religious Period—CBC.
- 3.00—Light Concert Music.
- 4.00—CBC News.
- 5.00—Ozzie and Harriet—CBC—Int. Silver.
- 5.30—Canadian Short Stories.
- 6.00—Let's Go to the Opera—CBC.
- 6.30—Music for Canadians—CBC—Tip Top.
- 7.00—Church Service.
- 8.30—Album—CBC—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.
- 9.25—Voice of Inspiration.
- 9.45—Aunt Mary—Safeway Stores.
- † 10.00—Road of Life—CBC—P. & G.
- † 10.15—Big Sister—CBC—P. & G.
- 10.30—George's Wife—CBC—Whitehall Phar.
- † 10.45—Laura—CBC—Lever Bros.
- 11.00—BBC News—CBC.
- † 11.15—Lucy Linton—CBC—Sunlight Soap.
- † 12.15—The Happy Gang—CBC—Colg.-Palm.
- 12.45—They Tell Me—CBC—Robin Hood Flour
- † 1.00—News and Messages.
- † 1.30—CBC Farm Broadcast—CBC.
- † 2.00—Life Can Be Beautiful—CBC—Ivory.
- † 2.15—Ma Perkins—CBC—Oxydol.
- † 2.30—Pepper Young's Family—CBC—Camay
- † 3.00—Life Can Be Beautiful—CBC—Ivory.
- † 4.00—Gospel Singer—Templeton's.
- 5.45—Your Favourite Songs—Bee Hive.
- 6.00—News—CKY.
- † 6.15—Jack Smith—CBC—P. & G.
- † 6.30—CBC News.
- 7.00—Canadian Cavalcade—Bordens.
- 7.45—Rhythm and Romance—CBC—H.B. Co.
- 8.00—Lux Radio Theatre—CBC—Lever Bros.
- 9.30—Buddy Clarke's Orch.—CBC.
- 10.00—Music for You—L.S.
- 10.30—Harmony House—Nabob.

TUESDAY

- 10.30—George's Wife—CBC.
- 5.00—Music of Manhattan—L.S.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—Big Town—Sterling Products—CBC.

- 7.45—Higgins Octette—CBC.
- 8.00—Amos n' Andy—Lever Bros.
- 8.30—Fibber McGee—CBC—Johnson's Wax.
- 9.00—CBC News.
- 9.30—Leicester Square—CBC.

WEDNESDAY

- 9.25—Voice of Inspiration.
- 10.30—George's Wife—CBC—Whitehall Phar.
- 12.45—They Tell Me—CBC—Robin Hood Flour
- 5.45—Your Favourite Songs—Bee Hive.
- 7.00—The M.T.S. Show—M.T.S.
- 8.00—The Geoffrey Waddington Show—CBC.
- 8.30—Curtain Time—CBC—Tuckett's.
- 9.30—Distinguished Artists—CBC.
- 10.15—Let's Play Charades—CBC.
- 10.30—Invitation to Music.
- 11.15—Mid-Week Review—CBC.

THURSDAY

- 10.30—George's Wife—CBC.
- 5.00—Music of Manhattan—L.S.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—Boston Blackie—Can. Starch—L.S.
- 7.30—John and Judy—CBC—Lamont Corliss.
- 8.00—Kraft Music Hall—CBC—Kraft Cheese.
- 8.30—Wayne and Shuster—CBC—RCA Victor
- 9.30—Salute to Autumn—CBC.
- 11.00—Sports Review—CBC.

FRIDAY

- 9.25—Voice of Inspiration.
- 10.30—George's Wife—CBC—Whitehall Phar.
- 12.45—They Tell Me—CBC—Robin Hood Flour
- 5.45—Your Favourite Songs—Bee Hive.
- 7.00—CBC Concert—CBC.
- 8.00—Champ Scrapbook—Champ Labs.
- 8.30—Waltz Time—CBC—Sterling Products.
- 10.30—Vancouver Theatre—CBC.
- 11.00—Winnipeg Drama—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—M.T.S.
- 12.00—Music Hall Variety.
- 12.45—News and Messages—L.C.
- 4.45—World Church News—CBC.
- 6.30—British Variety Show.
- 7.30—Share the Wealth—CBC—Colg.-Palm.
- 8.00—La Plaza—CBC.
- 9.30—Hayloft Hoedown—CBC.
- 10.00—Red River Barn Dance—H.B. Co.
- 10.30—Art Hallman's Orch.—CBC.
- 11.00—Here's Juliette—CBC.
- 11.30—Three Suns Trio—CBC.



Drying Muskrat Skins

—Photo by Ducks Unlimited.



Muskrat Eating Bulrush Roots

—Photo by Ducks Unlimited.