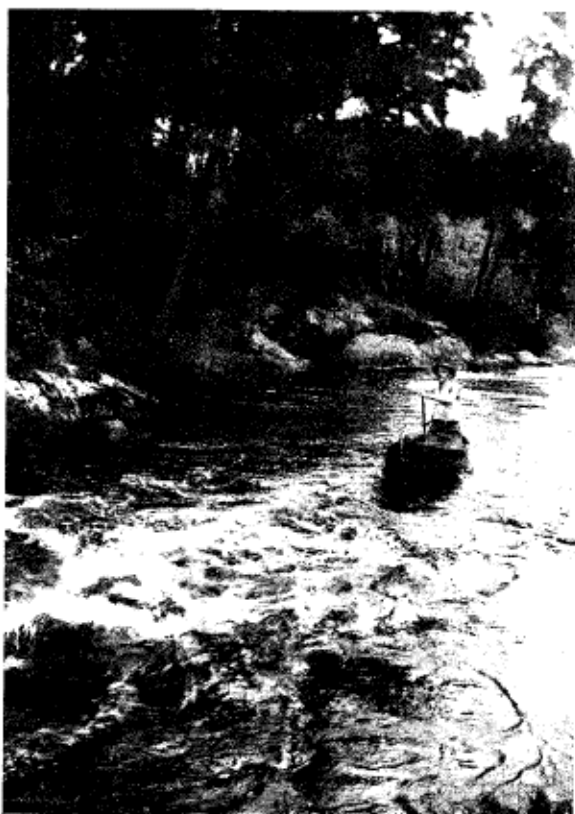


*Radio Branch, Manitoba Telephone System
Vol. V., No. 4 April 1941*

Canoeing in the Whiteshell



"A land of lakes and streams, of granite cliffs and shady valleys, of turbulent waterfalls and placid pools . . . the Whiteshell Forest Reserve beckons the tourist and sportsman. . . ."

—*"The Whiteshell"*,
a booklet issued by The Province of Manitoba,
Department of Mines and Natural Resources.



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

April, 1941.
12 Issues, 60c.
Post Free.

Invitation to Tourists

This month we devote some of our pages to descriptive material and information pertaining to the Province of Manitoba. Being received and, we hope, read by a great number of our friends throughout the United States and in distant parts of Canada, "Manitoba Calling" brings them a cordial invitation to include Manitoba in their vacation plans this summer. There is much of beauty and interest to see here, and our people are naturally good hosts. Numerous organizations, including Provincial Government departments and Boards of Trade, are co-operating with our hotels, tourist camps and stores in efforts to ensure that our visitors will enjoy their sojourn here and carry away with them happy memories which will urge them to come back again and again in future years. Canada is at war, it is true, but this imposes no inconveniences upon friendly tourists in search of scenery, sport, or rest from the cares of business. On the contrary, the visitor may be assured that his coming will be welcomed as a token of the understanding which unites us as neighbors in our respective communities. All who are of goodwill will be met at our international border by courteous officials prepared to give advice and information with a view to making the traveller feel the warmth of a Canadian welcome. Nowhere across our wide Dominion will that welcome be warmer than in this Province—in the very heart of Canada—Manitoba.



Our Tourist Bureau

With offices in the majestic Legislative Building, Winnipeg, our Tourist and Convention Bureau is so situated and equipped as to provide maximum service for the benefit of prospective and visiting tourists. Do you want to know how best to reach the most attractive spots in Manitoba? Do you require information with regard to fish and game laws, roads, railways, bus routes, airplane travel? Do you need maps, booklets, etc.? The Tourist and Convention Bureau will answer your queries promptly. When you are in Winnipeg, call at the Bureau. There you will find a busy staff who are not too preoccupied to give you personal attention and a smile of friendly greeting.

Concerts by Men of the Forces

Enterprising Activity by CKX Continues to Please the Listeners.



During the past six months, CKX has been broadcasting concerts arranged and staged by men of His Majesty's Forces stationed in and near Brandon. In our January issue we published some pictures of R.C.A.F. radio stars who were "discovered" as a result of Manager Bill Seller's enquiries among the troops. Above, is another group, made up of men from a local unit who entertained their comrades (below) while setting the radio fans toe-tapping to their rhythm. From left to right, they are:—

L/Cpl. Anderson (Rhythm Spoons)	Stanley Rose (Harmonica)	Ernest Ott (Tenor)	Nick Mozie (Piano Accordion)
Les. Richard (Guitar)	Sam Warner (Violin)	Ed. Cawker (Harmonica)	Gordon Bennett (Piano)
			Elgin Stewart (Violin)

Fourth from the right, un-named, was not on the program but a welcome visitor. On the extreme right is announcer Frank Storey.



"THE ENEMY WITHIN"

Thrilling Series on CKX

Running on Mondays, Wednesdays and Fridays at 9:30 p.m. is a new series of transcriptions taken from government records in Australia and presenting cases of enemy espionage in that Dominion. The programs tell in dramatic episodes of the underground workings of the Nazi spy ring and of how the Secret Service in Australia smashed the "Fifth Column". Sponsors of the series are Canadian Motors, Limited.

Soon to be on CKY

As soon as suitable arrangements can be made, "The Enemy Within" is to be broadcast also by CKY.

★

FOOTPRINTS IN THE SNOW



Pedestrians crossing the Elm Park bridge which joins Winnipeg with St. Vital paused recently to see "CKY" marked in huge letters in the snow on Red River. The letters had been tramped out by a CKY official who lives nearby. Made for the amusement of the two children who assisted, the letters remained for many days, a novel advertising sign.

★

CKY-CKX NOW ON NEW FREQUENCY

In accordance with the radio regulations, CKY and CKX adopted their newly assigned frequencies on March 29th. CKY now operates on 990 k.c. and CKX on 1,150 k.c.

PLAYS IN "ROAD OF LIFE"



Joan Winters, pretty young Chicago actress, is heard as Sylvia Bertram in the Columbia network "Chipso" serial "Road of Life". In private life she's the mother of two children, the owner of one of the most unusual collections of dolls in the country, an accomplished musician and an enthusiastic horse-woman.

★

COLORED MOVIES OF CKY

"Backstage in Broadcasting" is the title of a movie in natural color now being made by the Public Relations Department of CKY-CKX for presentation at meetings of service clubs, churches, young people's groups, etc. The film shows many of the best known local artists and lecturers, and shots of the engineers and control operators at work. It will be ready early in April. Write for particulars.

★ ★ ★

Hear "B.-A. Band Wagon" on CKX, broadcast Thursdays at 7:00 p.m. A bright variety program with Ronald Deacon as M.C.



A Holiday In Manitoba

By HENRY B. BEES,
Kirkella, Man.

Keystone of the arch of Canadian provinces, Manitoba is ideally situated for travellers from the rest of Canada and the United States. Just as in the ancient world all roads led to Rome, so the all-weather highways of North America converge on Manitoba. Vacation and travel, to most people, are synonymous terms, for variety and change are essential to enjoyment and modern people are travel-conscious as never before in the world's history. That the province has much to offer in the way of geographical advantages and variety of terrain may easily be seen from the map, for it is strewn with lakes, rivers, and highlands. In view of these facts, it is little wonder that so many summer visitors head in this direction.

The vigorous, masculine type of North American who enjoys outdoor games will find in this province opportunities for these to his heart's content. Winnipeg has many fine tennis courts, and its summer competitions draw players from all parts of the continent. Minnedosa owns a number of grass courts in excellent condition, and stages an open championship during the last week in July, while Clear Lake, a few miles to the north, runs an annual tournament, increasing steadily in popularity, on its red shale courts. Baseball is in full swing in the larger centres, and Association and Rugby football attract their thousands of spectators. The numerous golf courses around Winnipeg are such that all grades of players, from the novice to the seasoned enthusiast, may find competitive and congenial society. While Manitoba's summer climate is decidedly warm, it lends itself to strenuous activity of all kinds.

Sportsman's Paradise

The immense and plentiful waterways of Northern Manitoba invite the skill of sportsmen. Lakes there, in the Fall, are crowded with wild ducks and geese, so that any possessor of a shotgun and a

license can get full bags of game. To the angler there is ample chance of good fun, for the "muskies" of the Winnipeg River District weigh up to forty pounds, and put up a real battle when hooked, while in the smaller lakes and rivers pickerel and jackfish will readily take his lure. The gold-eye fishing of the Assiniboine is first-class sport, akin to trout-fishing, and from most of the pools of this river with a light line and a few grasshoppers a pan full of delicious silver beauties may be caught in an hour or two. Do you swim? There are opportunities everywhere for aquatic sports. In the North, the waterways are so numerous that one may travel almost everywhere by motor-boat or canoe. Expert boatmen may get some real thrills shooting the rapids of the larger rivers. Along the resorts of the Winnipeg River area surf-board riding gives the ultimate in daring skill and dizzy speed.

For the group, particularly the family of varied tastes and interests, Clear Lake, in the Riding Mountain hills in the centre of the province, is an ideal place to spend a week or two. Conveniences such as tourists long for elsewhere are provided here at a cost so trifling as to be almost negligible. Wherever you may stay, in summer camp or in cottage, you will discover if you wish something to do, interesting people to meet and some of the loveliest views to appreciate. The older man may renew his youth on the golf course, drink from the clearest most sparkling water in the arched spring below the club house, and thank God that he is alive. The younger members may revel in softball, tennis, and the like, while all may enjoy the swimming, since the crystal-clear water which gives the lake its name and the sandy beach combine to make swimming here a hot-weather joy.

Possibly your ideas for holidaying are ultra-modern, and you delight in that



A View of Winnipeg River

"A popular misconception is that Manitoba is all flat prairie country. Actually, the hills and valleys of our "prairie" province provide some of the prettiest scenery in the world. The majestic valley of the Assiniboine near Virden, for instance; the rolling loveliness of the road near Birtle, La Riviere and Russell; the bolder beauty of the heavily treed Riding Mountain; the rugged glories of the Whiteshell Forest Reserve, sprinkled with jewelled lakes; the winding reaches of Winnipeg River seen from eminences along its indescribably beautiful banks; all surprise the visitor who comes expecting nothing but wide vistas of grain fields and elevators. . . ."

From a CKY talk,
"Let's Go a-Visiting."

most thrilling of pastimes, aeroplane travel. Then you should motor to Lac du Bonnet, on the Winnipeg River, charter a plane, and take a trip over the hinterland of civilized Manitoba, the mining area, with its myriad lakes, forests, waterfalls, swamps, and wild scenery of every description. Perhaps you could visit in this way a typical mining town of the North such as Bissett. If you had time you could land on the lake and, if suitable arrangements have been made, inspect an up-to-date gold mine. Donning a safety-hat, you could descend in the cage to the bottom of the shaft, and see the quartz being chiselled from its age-old bed by diamond drills. You might follow the rock in its journey through the stamp-mill, the electrolytic refiners, and finally, lift a gold brick and wonder at its weight. As you travelled home-wards over the scenic beauty of the Winnipeg River area, you would agree that Nature created this region in a prodigal mood, scattering huge boulders by thousands, and alternating hill, valley, swamp and forest in delightful confusion.

If you hail from a thickly populated district, where lumber, bricks and stucco have crowded out the natural beauties

of copse and creek, you should wander far afield in the lovely Fall weather of Manitoba, and visit Dame Nature where she distributed, with both hands, her generous bounties. Spend a day in the valley of the Birdtail River, just before it joins the Assiniboine, and gather the high-bush cranberries until you can take home a grain bag full of the yellow fruit, free for the picking. Or, amid more pastoral scenes, in mid-July, drive to some sandy ridge and return laden with wild strawberries, of a flavor that Man with all his science has never yet matched. Or travel later in the season out to a hummocky bog, where the swamp cranberries, garnish for the Thanksgiving turkey, cluster thickly on their tendril-like stems, and gather these until you are satisfied. Or visit some far-off creek where wild plums grow in abundance, waiting for the adventurous picker. Or, best of all, wander on the blueberry rocks, and find great quantities of the berries superb in flavor and color. If you are a lover of Nature, and enjoy tramping through the bush on man's most primitive and simple errand—looking for food—you will taste delights in Manitoba unequalled elsewhere.

Should you be a curiosity seeker look-



ing for the odd or unusual in life, you should visit the beds of wild rice, that peculiar grass-like seed which has for centuries formed the food of wild ducks and geese. A new motor road will take you past Rice Lake, or Lac du Bois, near Pointe du Bois. There you will see swamps covered with the coarse sedgy grass on which the rice heads are borne. If you time your stay aright, you may see the Ojibway tribe of Indians as they gather the rice in their birch-bark canoes. Then, as the squaws parch the grain over fires in their peculiar troughs made of sheet iron, other Indians prepare "dancing-pots" where they rhythmically tread on the grain to get rid of the husks. You will then see them toss the grain into the air to winnow it, just as their ancestors did for thousands of years before the white man came to North America. If you care to take home a sample of the rice, you can do so, for you will probably enjoy its novel wild flavor. At any rate, you will have been privileged to witness a unique Indian custom, as yet unspoiled by white man's conventions.

However, tramping through thick bush and climbing rocks in country districts, or even watching Indians, does not appeal to everyone, and there are more restful ways of spending a summer in Manitoba. Most feminine visitors find attractions in the many city stores, where gay woollen blankets and luxurious furs at moderate prices, make useful souvenirs. Even "window-shopping" is a pleasure. Within easy reach of Winnipeg, and dotted along the Winnipeg River banks, are scores of well-appointed cottages, with electric light and modern additions to comfort. Some of the best swimming water in the world runs past your door, and there are countless sandy beaches on which to lie and develop that coat of tan which is the best health insurance for the winter. Summer heat passes almost unnoticed in these tranquil surroundings.

With so much to attract them, it is little wonder that the number of pleasure-seekers finding their way here is steadily increasing. Hospitality is the tradition of Western Canada, inherited

"SOMEWHERE IN ENGLAND"



Not so well known to radio listeners are the engineers and operators who, behind the scenes in broadcasting stations, make the wheels go round and maintain regular and efficient service so that you can enjoy your favorite programs with a minimum of interruption. Captain Claude Snider, now with his unit "Somewhere in England," was formerly in charge of our CKX transmitter. Captain Snider, having devoted a number of years to training in the Non-Permanent Militia, went on active service very shortly after war was declared. He has been in England many months and has had many thrilling experiences. We wish him the best of luck and a safe return when victory is won.

from pioneer times. Sport, scenery, historic associations, good roads, conveniences, all are found here, in the oldest and best of the prairie provinces. Our warm summers are ideal for camping; our crisp and invigorating winters are suitable for outdoor sports. Yes, for variety, interest, and year-round charm, Manitoba is rapidly earning a reputation as the holiday province of Canada.

"Good Deed Club" Ends Season With Theatre Parties



Winding up another successful season, the T. Eaton Company's "Good Deed Club" had several joyous Saturday morning parties at the Metropolitan Theatre, Winnipeg. The first of these 1941 treats was held on February 22nd. More than 2,000 girls and boys were on hand. There were movies and community singing as a preliminary to the broadcast and then, at 10.30, the show went on the air with Isaac Brock School Orchestra, the Girls' and Boys' Choirs respectively, and a galaxy of talented young artists.

Great praise is due the T. Eaton Company for organizing and sponsoring the "Good Deed Club" and its contributions to radio entertainment. Not only has the Club stimulated the doing of many good turns by hundreds of youngsters; it has brought forward a considerable number of talented girls and boys who have thus been encouraged to use and improve their natural musical gifts. OKY officials pay tribute to the good behaviour of the young people while in the Telephone Building. With big crowds of them filling the corridors and studio on Saturday mornings throughout the season, there have been no incidents to spoil the Good Deed Club's conduct record. They are fine kiddies, every one of them. We shall miss them during the vacation, but shall look forward to meeting them again—plus, no doubt, some new recruits—next Fall.

RADIO NEWS BULLETINS

With reception unsuitable during the past few days for the transmission of Overseas Radio News and reature items, the tremendous value and importance of this service was brought home to everyone most forcibly.

Notwithstanding the full detail and more melodramatic presentation of world events as we can read them in our newspapers, the Radio news items form a very important forerunner to

whet the appetites of its listeners for the more complete story to be later absorbed, comfortably, and with leisurely thoughtfulness, when it later appears in our daily newspapers.

Clearly, then, the Radio does not in any way detract from the useful and more thought promoting influence of the newspaper, but rather prepares the public for an eager anticipation of the more complete details to be found therein.—"Boissevain Recorder."



AN OUTLINE OF CKY'S PROGRAMS

In these pages are listed programs which are usually to be heard on the days and at the times shown, during the current month. As changes are liable to be made at short notice, it is impossible to guarantee the accuracy of these listings.

ALL TIMES CENTRAL STANDARD.

SUNDAY

- 9.00—Quiz for the Forces—CBC.
- 9.45—Neighborhood News—CBC.
- 10.00—BBC News—CBC.
- 11.00—Church Service.
- 12.25—The News.
- 1.00—British Bands—Burns & Co. Ltd.
- 1.30—Religious Period—CBC.
- 2.00—New York Philharmonic Symphony Orchestra—CBC.
- 3.30—Church of the Air—CBC.
- 4.15—The Tea Musicale—CBC—Thos. J. Lipton.
- 4.45—BBC News—CBC.
- 5.00—Silver Theatre — CBC — International Silver Co.
- 5.30—Week-end Review—CBC.
- 5.45—CBC News—CBC.
- 6.00—Jack Benny—CBC—Jello.
- 6.30—Carry On, Canada—CBC.
- 7.00—Church Service.
- 8.30—American Album of Familiar Music — CBC—Bayer-Asperin.
- 9.00—CBC National News—CBC.
- 9.15—Britain Speaks—CBC.
- 10.30—What Did They Think?—CBC.
- 11.30—Sanctuary—CBC.

- 6.00—Lives of the Great—Can. Industries.
- 6.15—Light Up and Listen Club—Imp. Tobac.
- 6.30—Marching Along Together — Bee Hive Corn Syrup.
- 6.45—Easy Aces—Anacin Co.
- 7.00—With the Troops in England—CBC.
- 7.30—True or False—J. B. Williams.
- 8.00—Lux Radio Theatre—CBC—Lux.
- 9.00—CBC National News—CBC.
- 10.00—Woodhouse and Hawkins—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.

TUESDAY

- 7.00—Reveille.
- 7.45—The News.
- 8.25—Manitoba Calling.
- 9.15—The Fishermen—United Radio Advtg.
- 9.30—The Man I Married—CBC—Oxydol.
- 9.45—The Right to Happiness—CBC—Crisco.
- 10.00—BBC News—CBC.
- 10.15—Neighbor John—Canada Starch.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—The Story of Dr. Susan—CBC—Lux.
- 11.00—Voice of Inspiration—Young Church.
- 11.15—Peggy's Point of View.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Happy Gang—CBC—Colgate-Palm-olive.
- 12.45—The News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory.
- 1.15—Road of Life—CBC—Chlpsco.
- 2.00—The Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap.
- 3.30—CKY Studio Strings—M.T.S.
- 4.00—University Lecture.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—BBC News—CBC.
- 5.00—Orphan Annie—Quaker Oats.
- 5.15—Wishart Campbell Sings — McLean's Stomach Powders.
- 5.35—Steve the Painter—Stephens Co.
- 5.45—The News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Songs at Twilight—Berkley's.
- 6.45—Tapestry of Music—City Hydro.
- 7.00—John and Judy—CBC—Ponds Cream.
- 7.30—Good Luck—CBC—Maple Leaf Milling.
- 8.00—Treasure Trail—CBC—Wrigley Co.
- 8.30—Fibber McGee and Molly—CBC—Johnson Wax.
- 9.00—CBC National News—CBC.
- 9.15—Britain Speaks—CBC.
- 10.45—Speaking of Books—Dr. G. G. Sedge-wick—CBC.
- 11.00—Behind the Headlines—Wpg. Tribune.
- 11.30—Theatre Time—CBC.

MONDAY

- 7.00—Reveille.
- 7.45—The News.
- 8.25—Manitoba Calling.
- 9.15—The Fishermen—United Radio Advtg.
- 9.30—The Man I Married—CBC—Oxydol.
- 9.45—The Right to Happiness—CBC—Crisco.
- 10.00—BBC News—CBC.
- 10.15—Neighbor John—Canada Starch.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—The Story of Dr. Susan—CBC—Lux.
- 11.15—Peggy's Point of View.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—The Happy Gang—CBC—Colgate-Palm-olive.
- 12.45—The News, Messages and Weather.
- 1.00—Against the Storm—CBC—Ivory.
- 1.15—Road of Life—CBC—Chlpsco.
- 2.00—The Story of Mary Marlin—CBC—Ivory.
- 2.15—Ma Perkins—CBC—Oxydol.
- 2.30—Pepper Young's Family—CBC—Camay.
- 2.45—The Guiding Light—CBC—P. & G. Soap.
- 4.00—University Lecture.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—BBC News—CBC.
- 5.00—Orphan Annie—Quaker Oats.
- 5.15—Wishart Campbell Sings — McLean's Stomach Powders.
- 5.35—Steve the Painter—Stephens Co.
- 5.45—The News.

WEDNESDAY

7.00—Reveille.
 7.45—The News.
 8.25—Manitoba Calling.
 9.15—Stars of the Week—United Radio Advtg.
 9.30—The Man I Married—CBC—Oxydol.
 9.45—The Right to Happiness—CBC—Crisco.
 10.00—BBC News—CBC.
 10.15—Neighbor John—Canada Starch.
 10.30—Big Sister—CBC—Rinso.
 10.45—The Story of Dr. Susan—CBC—Lux.
 11.45—Singin' Sam—Coca Cola.
 12.00—The Happy Gang—CBC—Col.-Palm.
 12.45—The News, Messages and Weather.
 1.00—Against the Storm—CBC—Ivory.
 1.15—Road of Life—CBC—Chipso.
 2.00—The Story of Mary Marlin—CBC—Ivory.
 2.15—Ma Perkins—CBC—Oxydol.
 2.30—Pepper Young's Family—CBC—Camay.
 2.45—The Guiding Light—CBC—P. & G. Soap.
 4.00—University Lecture.
 4.15—Backstage Wife—Sterling Products.
 4.45—BBC News—CBC.
 5.00—Orphan Annie—Quaker Oats.
 5.15—Wishart Campbell Sings—McLean's.
 5.35—Steve the Painter—Stephens Co.
 5.45—The News.
 6.00—Superman—Ogilvie Flour Mills.
 6.15—Light Up and Listen—Imp. Tobacco.
 6.30—Marching Along Together—Bee Hive.
 6.45—Easy Aces—Anacin Co.
 7.00—Big Town—CBC—Rinso.
 7.30—The Family Man—CBC—Lifebuoy Soap.
 8.30—Canadians All—CBC.
 9.00—CBC National News—CBC.
 11.00—Behind the Headlines—Wpg. Tribune.

THURSDAY

7.00—Reveille.
 7.45—The News.
 8.25—Manitoba Calling.
 9.00—Smilin' Jack—United Radio Advtg.
 9.15—Stars of the Week—United Radio Advtg.
 9.30—The Man I Married—CBC—Oxydol.
 9.45—The Right to Happiness—CBC—Crisco.
 10.00—BBC News—CBC.
 10.15—Neighbor John—Canada Starch.
 10.30—Big Sister—CBC—Rinso.
 10.45—The Story of Dr. Susan—CBC—Lux.
 11.00—Voice of Inspiration—Young Church.
 11.15—Peggy's Point of View.
 11.45—Singin' Sam—Coca Cola.
 12.00—The Happy Gang—CBC—Colgate-Palm-olive.
 12.45—The News, Messages and Weather.
 1.00—Against the Storm—CBC—Ivory.
 1.15—Road of Life—CBC—Chipso.
 1.45—Armchair Radio Romances—Gensers Ltd.
 2.00—The Story of Mary Marlin—CBC—Ivory.
 2.15—Ma Perkins—CBC—Oxydol.
 2.30—Pepper Young's Family—CBC—Camay.
 2.45—The Guiding Light—CBC—P. & G. Soap.
 3.30—CKY Studio Strings—M.T.S.
 4.00—University Lecture.
 4.15—Backstage Wife—Sterling Products.
 4.45—BBC News—CBC.
 5.00—Orphan Annie—Quaker Oats.
 5.35—Steve the Painter—Stephens Co.

5.45—The News.
 6.00—On the Trapline—Sydney I. Robinson.
 6.15—Light Up and Listen Club—Imp. Tobac.
 6.30—Torchbearers of History—Pub. Finance.
 6.45—Tapestry of Music—City Hydro.
 7.00—Dayton Theatre—Dayton Outfitg. Co.
 8.00—Kraft Music Hall—CBC—Kraft Phenix.
 9.00—CBC National News—CBC.
 11.00—Behind the Headlines—Wpg. Tribune.

FRIDAY

7.00—Reveille.
 7.45—The News.
 8.25—Manitoba Calling.
 9.00—Eddie Allen—United Radio Advtg.
 9.15—Voice of Memory—United Radio Advtg.
 9.30—The Man I Married—CBC—Oxydol.
 9.45—The Right to Happiness—CBC—Crisco.
 10.00—BBC News—CBC.
 10.15—Neighbor John—Canada Starch.
 10.30—Big Sister—CBC—Rinso.
 10.45—The Story of Dr. Susan—CBC—Lux.
 11.45—Singin' Sam—Coca Cola.
 12.00—The Happy Gang—CBC—Col.-Palm.
 12.45—The News, Messages and Weather.
 1.00—Against the Storm—CBC—Ivory.
 1.15—Road of Life—CBC—Chipso.
 2.00—The Story of Mary Marlin—CBC—Ivory.
 2.15—Ma Perkins—CBC—Oxydol.
 2.30—Pepper Young's Family—CBC—Camay.
 2.45—The Guiding Light—CBC—P. & G. Soap.
 3.45—Manitoba Impressions.
 4.15—Backstage Wife—Sterling Products.
 4.45—BBC News—CBC.
 5.00—Orphan Annie—Quaker Oats.
 5.35—Steve the Painter—Stephens Co.
 5.45—The News.
 6.00—Superman—Ogilvie Flour Mills Co.
 6.15—Light Up and Listen Club—Imp. Tobac.
 6.30—Marching Along Together—Bee Hive
 Corn Syrup.
 6.45—Easy Aces—Anacin Co.
 8.00—Waltz Time—CBC—Sterling Products.
 8.30—The Canadian Theatre of the Air—
 CBC—Ironized Yeast.
 9.00—CBC National News—CBC.
 10.00—The Northern Messenger—CBC.
 11.00—Behind the Headlines—Wpg. Tribune.

SATURDAY

7.00—Reveille.
 7.45—The News.
 8.25—Manitoba Calling.
 9.15—CBC News—CBC.
 10.00—BBC News—CBC.
 11.00—Prof. V. W. Jackson—Nature Talk.
 11.15—Peggy's Point of View.
 12.30—Pinto Pete—Dominion Fur.
 12.45—The News, Messages and Weather.
 4.45—BBC News—CBC.
 5.15—N.H.L. Players—CBC—St. Lawrence
 Starch Co.
 5.45—The News.
 6.00—Sweet and Swing—CBC—Col.-Palm.
 6.30—Share the Wealth—CBC—Cue.
 8.35—NBC Symphony Orchestra—CBC
 10.00—CBC National News—CBC.
 10.30—Red River Barn Dance—CBC.
 11.30—Musical Mirror—CBC.



"Manitoba Calling"



CKX HIGHLIGHTS

Numerous programs not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY EXCEPT SUNDAYS

- 7.30—Musical Eye Opener.
- 8.15—Sunrise Serenade.
- 8.45—What's in the Air
- 9.00—Morning Bulletin Board.
- 11.00—News—CBC.

SUNDAY

- 11.00—Hello Children—CBC.
- 11.30—And It Came to Pass—CBC.
- 1.00—Heritage of Song—CBC.
- 7.00—Charlie McCarthy—CBC.
- 7.30—Theatre of Freedom—CBC.

MONDAY

- 1.45—Markets and Livestocks.
- 6.00—Sweet and Low—CBC.
- 7.30—Can. Grenadier Guards' Band—CBC.
- 9.30—"The Enemy Within".
- 10.00—Light Up and Listen Club.
- 11.00—With the Troops in England—CBC.

TUESDAY

- 7.40—Feed Talk.
- 11.15—Sweet Hour of Prayer—CBC.

- 11.30—Pelham Richardson's Orchestra—CBC.
- 1.45—Markets and Livestocks.
- 6.55—Commentary on the News—CBC.
- 10.00—Light Up and Listen Club.

WEDNESDAY

- 11.30—B. C. Schools Broadcast—CBC.
- 1.45—Markets and Livestocks.
- 6.30—Vogue Ranch Frolic.
- 9.30—"The Enemy Within".
- 10.00—Light Up and Listen Club.

THURSDAY

- 11.15—Sweet Hour of Prayer—CBC.
- 1.45—Markets and Livestocks.
- 6.30—Gospel Half Hour.
- 7.30—B.-A. Band Wagon
- 10.00—Light Up and Listen Club.

FRIDAY

- 7.40—Feed Talk.
- 1.45—Markets and Livestocks.
- 6.30—Vogue Ranch Frolic.
- 6.45—At the Console.
- 7.00—Ring the Bell.
- 9.30—"The Enemy Within".
- 10.00—Light Up and Listen Club.

SATURDAY

- 9.30—Radio Train.
- 12.00—CKX Weekend Party.

The **SPOKEN WORD** is the most intimate Method of Communication

To reach your Distant Friends use the **VERBAL** Medium

Long Distance Low Rates after 7 p.m. and All Day Sunday

MANITOBA TELEPHONE SYSTEM

Donate to the Canadian War Services Fund

DAYTON THEATRE



Produced by Wilford Davidson and directed by Bob Leipsic, "Dayton Theatre" is broadcast by CKY on Thursdays at 7 p.m. Bob Leipsic (left) has had numerous parts in CBC shows during the past four years. He has studied dramatic art in Los Angeles and New York. Next in the picture is Judith Serebrin, a very capable young actress who played the lead in the University of Manitoba production of "Stage Door". Susan McCallum, enjoying a hearty laugh at the microphone, plays dialect parts, including particularly Lancashire, Yorkshire and Cockney. She was on the legitimate stage in England. Molly Rogers (right), who takes female leads in "Dayton Theatre", has had considerable radio experience. Sponsors of the programs are The Dayton Outfitting Company, Limited, of Portage Avenue, Winnipeg.



OUR AUTO STICKERS — "I heard you now have a sticker to be used on tourists' cars. We are trying to coax some of our relatives in Salt Lake City to pay a visit to Winnipeg this summer. Some of your stickers might help to induce them to come. . . ."—Winnipeg.

MORE MUSIC, LESS TALK—"Why can't we have more 'Club Matinee' and semi-classical recordings instead of talks on 'How to build shelves in your basement' and 'The art of cultivating tulips in your back yard'. . . ."—Morden, Man.

The Listener Writes

A HAIR-RAISING SUGGESTION—"Mother suggests that all women let their hair grow for the duration of the war and use the money they would spend on hair cuts to buy War Savings Stamps. I add my own bit to this by proposing that we give up permanent waves, shampoos (professional) and manicures for the duration, using the money for Stamps"—Winnipeg.



UMPA!—"If you put that guy on again in the morning that sings (?) all the rests with an 'umpa, umpa, umpa', I'll scream!"—Winnipeg.

RESULTS—"The article in 'Manitoba Calling' by a South Dakota girl, on a boat trip to Norway House, has given a few of us down here an inspiration. We have decided to try to arrange to take the trip this summer. My friends are very interested in Canada, particularly Manitoba, and would very much like to see some of the old trading posts. Thank you, Manitoba, for the very interesting little magazine that accidentally came my way. . . ."—Crookston, Minn., U.S.A.

CAR STICKERS—"Kindly forward a copy of 'Manitoba Calling'. We would also appreciate two car stickers as we plan to visit your city in the near future. . . ."—Detroit Lakes, Minn.

"M.C." OVERSEAS — "We think 'Manitoba Calling' is a great little

magazine for a nickel. After we read it I send it over to England for my son who is serving over there. It gets passed around the boys in camp, so that by the time he gets it back again it's about 'all in', he says, and almost unrecognizable. So, you see, the nickel's worth goes a long way. . . ."—Lac du Bonnet, Man.





Manitoba Memoranda

BRANDON

On the south bank of the Assiniboine River. Noted for beautifully treed streets, boulevards and parks and for its convenient location with respect to tourist resorts. Brandon is the home of the summer and winter Provincial Exhibitions, which attract large attendances each year. *Brandon Board of Trade will gladly furnish additional information.*

BUS ROUTES

Licensed passenger buses operate over 50 schedules, daily, to serve more than 300 points, on nearly every Provincial and numerous Municipal highways. Many of these schedules either operate inter-provincially or connect directly with neighboring provincial buses to give service to all principal points in Canada and the United States. In addition to bus services between local points, there are the following:

larney, Lac du Bonnet, Kenora, West Hawk Lake, Sandy Lake.

CHURCHILL

In August, 1927, after extensive investigations, it was decided that Churchill should be the terminus of the Hudson Bay Railway, instead of Port Nelson, chiefly on account of its better harbour facilities. By April, 1929, steel had been laid all the way to Churchill, and a temporary wharf and a few other buildings were erected. In 1928, ships began to arrive with timber, coal and other supplies, also instruments, masts and equipment for a wireless station. Today it is a modern harbour port, with huge storage grain elevators, stockyards to accommodate twenty car loads of cattle, and other up-to-date improvements. From this port a goodly portion of Western Canada's grain and livestock is shipped to European markets. *There is a*



Tourist Camp, Dauphin, Man.

Inter-provincial Routes: Winnipeg, International Boundary, United States (Port of Entry, Noyes, Minn.); Winnipeg, Brandon, Points in Western Canada; Winnipeg, Souris, Western Canadian Points; Brandon, Peace Garden, United States Points; Winnipeg, Russell, Western Canadian Points; Winnipeg, Dauphin, Western Canadian Points; Swan River, Benito, Western Canadian Points; Winnipeg, Kenora, Ft. Frances, United States Points.

Principal Vacation Points Served by Bus: Clear Lake, Winnipeg Beach, Kil-

weekly train service from Winnipeg to Churchill, with a special excursion run during the month of August each year. Write to the Tourist and Convention Bureau, Winnipeg, for particulars of this wonderful trip.

DAUPHIN

At the northern portal of Riding Mountain National Park. Surrounded by rich farm lands backed by the ever-changing colors of the Duck and Riding Mountains, the town is beautifully situated and is well worth a visit and a stop en route. Write Dauphin Board of

Trade, or Tourist and Convention Bureau, Winnipeg.

LOWER FORT GARRY

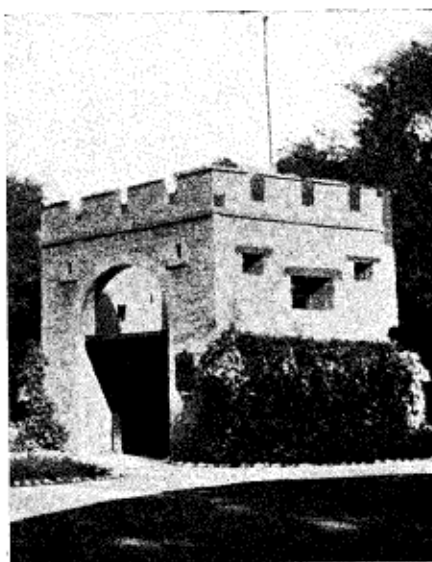
Twenty miles north of Winnipeg on the banks of the Red River. A fort whose bastions, loopholed walls, as well as many of its interior structures, are built of Manitoba stone, quarried nearby. To the Selkirk Settlers, it was known as Fort Garry, but the fur traders, Hudson's Bay Company officers and servants, the voyageurs and Indians, knew it and talked familiarly about it as the Stone Fort. *It is the only stone fort of the early fur traders in Canada still intact and in a state of perfect preservation*, and through the generosity of the Hudson's Bay Company will go down to posterity as a monument of the early Red River days. Building was commenced in 1831, and completed with walls and bastions in 1839. The Hudson's Bay Company have leased it to the Motor Country Club, and members and visitors alike enjoy its golf course and hospitality.

UPPER FORT GARRY

What is now the City of Winnipeg had within its territory in the early Red River days many forts or fur trading posts, including Fort Rouge, Fort Gibraltar and Fort Douglas. Chief among them in point of importance and historic significance was Fort Garry, headquarters of the Hudson's Bay Company. It was erected in 1822, on the site of what was formerly Fort Gibraltar. In 1835 it was re-built, with many alterations and extensions. It was unfortunate that it occupied ground that blocked an important thoroughfare, Main Street South, which necessitated its final demolition in 1882. *All that remains is the North Gate, which stands in a small park.* Here Their Majesties King George VI and Queen Elizabeth received the Hudson's Bay Company's "rent" — beaver skin and elk heads, on May 24th, 1939.

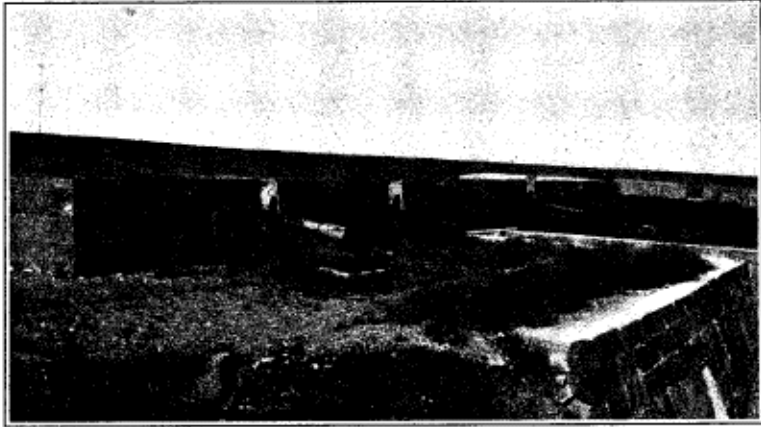
INTERNATIONAL PEACE GARDEN

The International Peace Garden of 2,200 acres sits astride the International boundary line, 15 miles south of the town of Boissevain, Man. It is unique in its concept, and seems destined to attract many visitors because of its intrinsic appeal, both because of natural



Upper Fort Garry Gate—Winnipeg

beauty and of sentiment. There are 888 acres in the United States (North Dakota) and 1,451 acres in Canada (Manitoba). In the presence of a throng estimated at 50,000, the Garden was dedicated on July 14, 1932. It contains a cairn, placed exactly on the international line, and built from stones gathered from both sides of the line. The plaque on this cairn reads: *"To God in His Glory we two nations dedicate this garden and pledge ourselves that as long as men shall live we will not take up arms against one another."* The board of directors for the garden are chosen jointly from citizens of the United States and of Canada. On the United States side of the line a lodge with dining room and lounge is complete, as well as a number of tourist cabins and picnic shelters. Cabin camps are also available at nearby Lake Killarney. The amphitheatre for meetings has been extended. There is substantial development on the Canadian side. The 3½ miles of ornamental driveway through the natural woodland, with heavy planting of conifers, ornamental trees and shrubs at both ends of the horseshoe drive and around the water supply reservoir, has made the Canadian portion distinctive.



Fort Prince of Wales—Churchill, Man.

FORT PRINCE OF WALES

Was erected of wood by the early Hudson's Bay Company traders some five miles up the Churchill River in the year 1688. A second fort, also of wood, was built in 1718, but the depredations of French rivals of the Company caused them to construct a more formidable one of stone in 1733, the materials for which were secured nearby. The walls were originally designed to be forty-two feet thick, but were reduced to twenty-five feet. In 1782, when manned by a small force, the French disembarked four hundred troops on the shore of Churchill Bay, and the Governor, being so greatly outnumbered, surrendered this great stronghold to the French without firing a shot in its defence. The Fort was looted, and for two days an attempt was made to demolish it, which was only partially successful. Some of the walls resisted every effort and are today all that is left of this historic fort. The remains of the old fort may still be visited. (See "Churchill", on page 12.)

LAKE WINNIPEG

50 miles north of Winnipeg, accessible by hard surfaced highways. Several fine resorts, including Winnipeg Beach, Sans Souci, Matlock, Grand Beach and Victoria Beach. Swimming, boating, golfing and other sports. Hotels, cabin camps and camping grounds. Weekly

boat trips on this lake from Winnipeg to historic Norway House, one of the oldest Hudson's Bay Company trading posts in the West.

LA VERENDRYE

Pierre Gaultier de la Verendrye, accompanied by two sons, arrived at the Forks of the Red and Assiniboine Rivers on September 24th, 1738, the first white men to see the site of the future City of Winnipeg. They found there only ten Cree huts and two chiefs. After a few days, they continued up the Assiniboine River to what is now Portage la Prairie, but were soon followed by one of his partners, who, in October, 1738, started the erection of Fort Rouge on the south bank of the Assiniboine River, now part of Winnipeg. La Verendrye and his party continued their explorations westward and into what is now the States of North and South Dakota and Montana, in the hope and belief that this land might contain a water route to the Pacific Ocean.

PORTAGE LA PRAIRIE

Derives its name from the portages made from Fort de la Reine (built by La Verendrye in 1738 and destroyed in 1752), to Lac des Prairies (now Lake Manitoba). Portage la Prairie is situated in the heart of one of the most fertile sections of Canada. Adjoining the city is Island Park, surrounded by Crescent Lake, a bird sanctuary upon

whose surface hundreds of wild fowl paddle about unmolested. *Portage Board of Trade will be glad to send you any information you require, or write to the Tourist and Convention Bureau, Winnipeg.*

RIDING MOUNTAIN PARK

173 miles northwest of Winnipeg, reached by all-weather highways. 2,200 feet above sea level. Luxuriant forests, crystal clear lakes, wild animal and bird life. Every facility for the comfort and enjoyment of the visitor. Hotels, lodges, cabin camps and camping grounds. Horseback riding, golf, tennis, bathing, boating and other sports.

SELKIRK SETTLERS

Lord Selkirk was one of the shareholders of the Hudson's Bay Company, and to carry out his colonization plans, he made arrangements whereby he obtained a land grant of 116,000 square miles on the banks of the Red and Assiniboine Rivers from this Company. The first party of his settlers from the north of Scotland and the Orkney Islands arrived on the banks of the Red River at what is now Kildonan on August 30th, 1812, travelling in small sailing boats to York Factory, on Hudson Bay, thence via the Hayes River, Lake Winnipeg and the Red River to their destination. The descendants of these Settlers are very proud of their heritage.

SUMMER RESORTS

Manitoba has numerous lakeshore summer resorts. Those on Lake Winnipeg include Winnipeg Beach, Grand Beach, Victoria Beach, Sans-Souci, Berens River and Norway House. Others include Clear Lake (Wasagaming), in the beautiful Riding Mountain National Park; a number in the Whiteshell Provincial Park; Dauphin Beach on Lake Dauphin; Lake Killarney; Rock Lake; Oak Lake; Shoal Lake; Gull Lake; and Lac du Bonnet.

THE PAS

"North of 53," The Pas is easily reached by a fine gravel highway, part of which, on account of the difficulty in its construction, represents an engineering feat of considerable magnitude. The Pas has modern hotels and a remarkably well equipped tourist camp.

SEVENOAKS MEMORIAL



On the northern outskirts of Winnipeg, close beside the highway, is a stone monument commemorating the Battle of Sevenoaks, fought here in 1816 between the Selkirk Settlers and Hudson Bay traders on one side and the traders of the North West Company on the other.

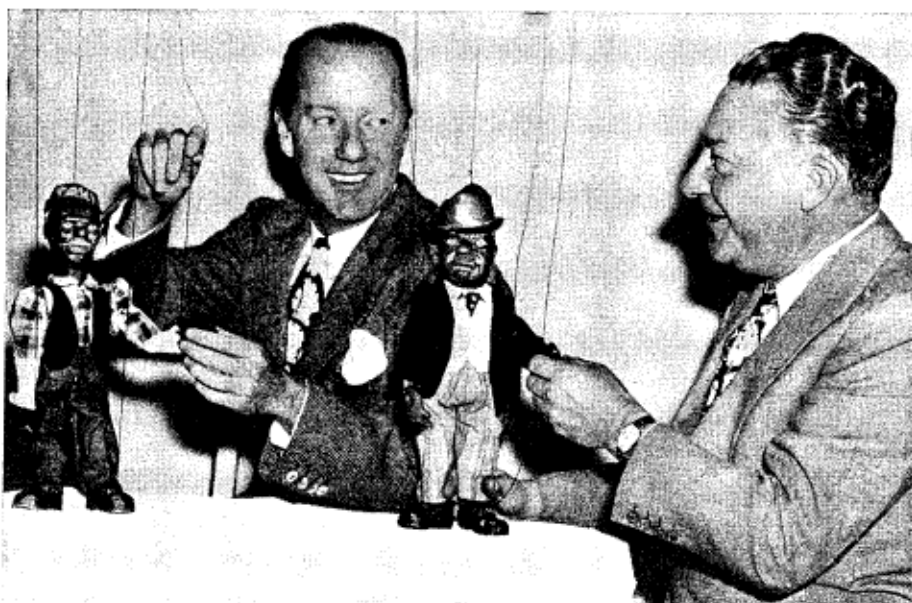
ST. BONIFACE

Situated across the Red River from Winnipeg, to which it is connected by several large bridges. The city has many points of interest, including a museum in the crypt of the magnificent Cathedral. Some of the largest industrial establishments in Canada are located in St. Boniface. Tourists find here much to remind them of Quebec and old France. St. Boniface is a modern and progressive city.

THE WHITESHELL PARK

100 miles east of Winnipeg over hard surfaced highways. Over one thousand square miles of natural scenic beauty. Contains some two hundred lakes and numerous streams of crystal clearness. Good fishing, hunting, and canoe trips. Cabin camps and camping grounds. Write Manitoba Department of Mines and Natural Resources, or Tourist Bureau, Winnipeg, for a handsomely illustrated booklet.

Amos 'n' Andy Coming on CKY

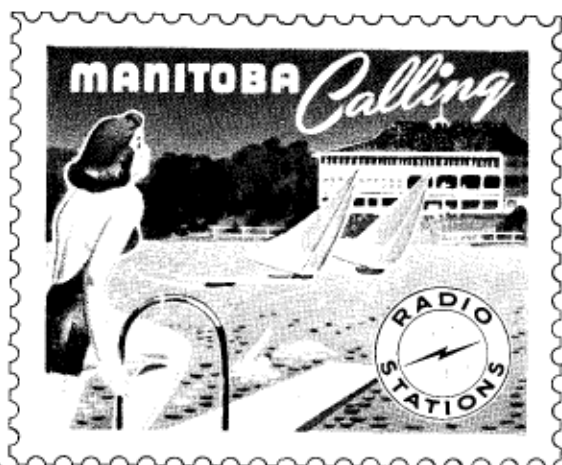


Yes, folks, here they are in the flesh—"Amos (left) 'n' Andy" (right). The wooden counterparts were carved by Jack Hoins, who writes publicity for the show. Amos is Freeman Gosden, and Andy is Charles Coriell.

Arrangements have been made for bringing to CKY listeners the veteran and ever popular "Amos 'n' Andy," commencing May 5th. The exploits of these two comedians have continued to bring laughs from millions of fans since the early days of broadcasting. Many have been the regrets expressed by folks in central Canada that uncertainty of reception from American network stations from time to time has prevented consistent following of the five-nights-a-week show, and there will now be much rejoicing at the news of its coming to CKY. The sponsors are, of course, The Campbell Soup Company, to whom thanks are due. It is expected that Amos 'n' Andy will have a fifteen minute period beginning at 6 p.m., but we must wait and see how the Daylight Saving tangle is unravelled before hazarding a prediction.

Our New Mail Stickers

On our inside back cover we reproduce the new set of summer mail stickers just issued by CKY-CKX to advertise Manitoba's attractions for tourists. More than 200,000 of our previous issues have been distributed. Write for your supply without delay, stating the number required. The stickers will be mailed without charge.



Prize Essay Contest

Seniors:

More than
16 years
of age.



Juniors:

Up to 16
years of
age.

**"Manitoba Calling" offers prizes for essays
on the subject:**

"A Holiday in Manitoba"

The Contest is open to residents of the Province
and to visitors.

PRIZES

Senior Group: \$100 — \$50 — \$25

Junior Group: \$ 25 — \$15 — \$10

Entries may be sent in at any time up to midnight
September 30th, when the contest closes.

IT IS YOUR CHANCE THIS YEAR IN
MANITOBA TO WIN YOUR EXPERIENCES

Entry Forms and Rules obtainable from
Public Relations Department, CKY, Winnipeg.