

Manitoba Calling



FEBRUARY 1946



SCOUTS BUILD THEIR BRIDGES AND CROSS THEM, TOO.



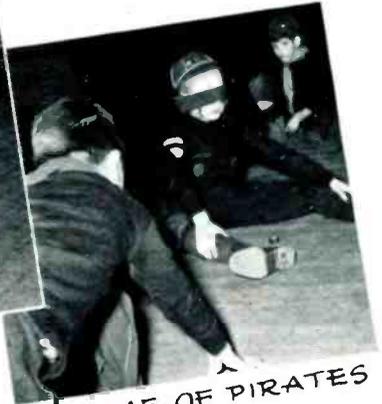
BRITISH CUBS CARRY ON.



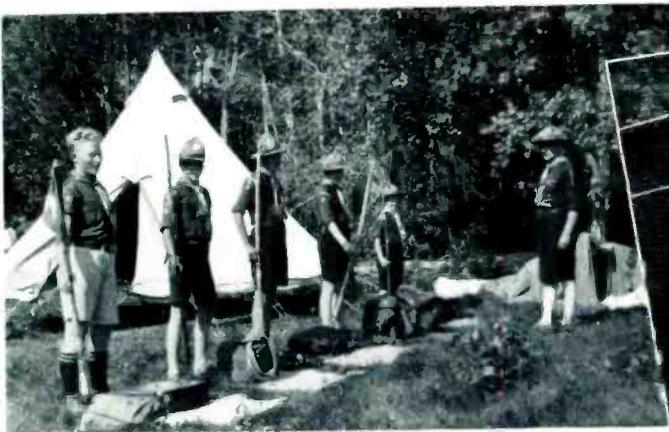
INDOOR CONSTRUCTION JOB



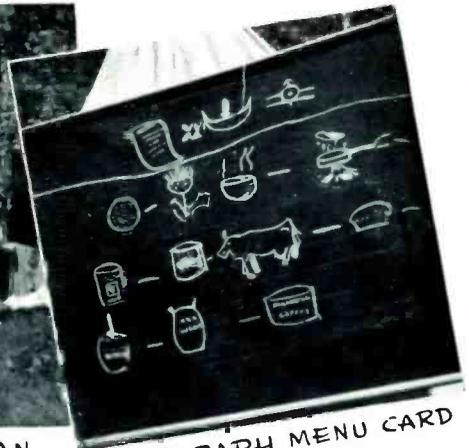
PLAYING - "FETCH IT"



A GAME OF PIRATES



CAMP SCENE, GILWELL, MAN.



DICTOGRAPH MENU CARD



Address all communications to Public Relations Department,
Vol. X. No. 2. CKY Radio Branch CKX February, 1946.
Single Copy Manitoba Telephone System, 20 Issues, \$1.00.
5c Winnipeg. Post Free.

Editorial

THE BONSPIEL

With the arrival of February each year the minds of hundreds of Manitobans turn to wondering about the weather, and the prospects for a "bonspiel thaw". What the statistics would disclose in the matter of February weather we know not, but it seems to us that a mild spell in the middle of the month must be more than legendary, for how otherwise could the term "bonspiel thaw" have become so common? In this issue, Nell Macvicar recalls some history of "the graund old roarin' game". To Bonspiel visitors we repeat Miss Macvicar's welcome: "Greetings to you, and good curling!"



SINGING STARS

We asked the representatives of York Knitting Mills to send us pictures of some of the young ladies who have already sung in the "Singing Stars of Tomorrow" series. They did, and we have published them on page five. Suggestion: Keep this number of Manitoba Calling carefully, and—perhaps a year or two from now—see which of these talented Canadians have become famous.



MANITOBA LIBRARIES

This month we commence a short series of articles on some of the libraries in the province of Manitoba. Canadian history is recorded in many old books in private possession. A few years

ago we bought for a dollar in a Winnipeg bookstore a volume of the "Scots Magazine" for the year 1760. It proved to be rich in historical allusions to Canada, including full contemporary accounts of the fall of Quebec, the complete terms of the capitulation of Montreal, regimental casualty lists, and many other interesting reports. It is most desirable that every scrap of our national and local history be preserved. Libraries are repositories for literary treasures and dispensers of books on loan. They are a very important adjunct to our educational institutions.



SCIENCE QUIZ

Mr. Norris-Elye, Director of Manitoba Museum, comes forward with a new quiz feature; this one aiming particularly at the correction of some popular fallacies.



SCOUTS AND GUIDES

The devotion of our cover space this month to Boy Scouts and Girl Guides is to mark Canada's observance of the week of February 17th to 23rd as a reminder of the aims and objects of Scout and Guide training. The Scout movement is rapidly reviving in countries liberated from Nazi and Fascist domination. The suppression of Scouting and Guiding by Hitler and Mussolini were tributes to the value of Scout and Guide training in a democratic world.

The Grand Old Roarin' Game

By NELL MACVICAR

It's BONSPIEL Time! The high-light of the year for curlers, and they're coming from all over the province to join in the fun. Greetings to you, and good curling!

Bir-r-r! That's the sound that charms the ear
O'callants fond o' curlin';
When o'er the ice in full career
The channel stanes are birlin'.

Most of us think the game of curling originated in Scotland, but as a matter of fact, its precise origin is not definitely known. A game something like it appeared in Flanders in 1600. Many assert that this was brought over to Scotland and gradually evolved into the pre-



sent "Roarin' game o' curlin'." Certain it is that it has been the national game of Scotland for about three centuries and owes its development to that country. At first it was played with natural whin boulders, rough channel stones in which a hole was bored through, to act as a hold for the thumb of the player. Later this rough stone was replaced by a finely shaped one made of granite, beautifully polished and with a strong handle. Have you ever noticed the loving care with which a real curler handles his stones?

On November 15th, 1838, in Scotland, the Grand Caledonia Club, now known as the Royal Caledonia Club, was formed, and Queen Victoria's husband, the Prince Consort consented to become the patron. This is now the mother of all curling clubs.

When the first curling club of Winnipeg was formed in November, 1876, it was proposed to affiliate with the Royal Caledonia Club. This proposal, however, was not consummated until December, 1888, when a provincial association was organized; the Manitoba Branch of the Royal Caledonia Club. The first president was J. B. Mather, and the secretary, J. P. Robertson; the latter holding his post for the amazing period of thirty years with indefatigable zeal and enthusiasm. There were seven rinks in this first provincial association: two from Winnipeg and one from each of the following: Morden, Portage la Prairie, Stonewall, Carberry and Stony Mountain. Today there must be 200 or possibly more.

The first game of curling in Winnipeg was played on December 11th, 1876, at the Manitoba Curling Club Rink. The prize was a truly Scottish one, a barrel of oatmeal, but it wasn't consumed by the winners. It was donated to the hospital. Matches had of necessity to be arranged between local competitors, such as Canada vs. The Old Country; Married vs. Single; Grits vs. Tories (what a roarin' game that would be!); and Macs vs. All-comers. No matter which side won, the hospital was always the recipient of the inevitable barrel of oatmeal. In March, 1889, the first Bonspiel was held in Winnipeg, sixty-two rinks competing, including two from Ontario and two from the United States.

In 1903 the first group of curlers from Scotland visited Winnipeg. There was great excitement. I wonder if the cries "Gie them breeks"; "Red the ice"; "Break an egg" were hurled about the rink as they would be in Scotland. And I wonder if any of the "Meenisters" prayed as they did there, "O Lord let the frost haud for anither day, and keep the sna awa". In this land of uncertain weather their prayer would probably close with "and keep the thaw awa".

Of course, the women couldn't keep out of the fun, and in 1925 The Manitoba

Wilf Davidson in Good Company



Above is only a portion of a large composite collection of photographs published by the B.B.C. and showing the men and women who have participated in the A.E.F. programmes from June 7th, 1944 to July 28th, 1945. Among the Canadians in the picture is CKY's own Wilf Davidson, who has worked with Canadian Army Public Relations in London and in Holland. Can you find him? Clues: A lofty forehead; dark eyes; small head of a lady who seems to be whispering into his right ear; south-east corner, about an inch-and-a-half from the right-hand edge of the photograph. Got him?

Ladies' Curling Association was formed, largely through the efforts of Mrs. R. D. Waugh, whose husband was an enthusiastic curler. Competitions among the women are held during the provincial Bonspiel, and the game has so gained in popularity that there are now about one hundred rinks entered.

A splendid gesture on the part of the Manitoba Curling Association was made about three years ago when High School students' clubs were organized, with the co-operation of the Department of Education. Mr. Ken Watson was the instigator and still is an enthusiastic supporter of these youth games. Bonspiels are held for the boys—and now, I believe there are about one hundred rinks

competing. Like golf, the game of curling used to be considered an old man's game. Today both are played by the very young and the very old.

Many of our well known citizens, past and present, are listed among the membership of the Manitoba Curling Association: R. D. Waugh, W. F. Payne, G. M. Hudson, Isaac Pitblado, Senator J. T. Haig, Cliff Hudson, Dr. Fred W. Clark and many others.

This year the Dominion Championship competition is to be revived after lapsing for a period during the war.

The president today of the Manitoba Curling Association is Dr. Roy Snider and the honorary secretary, S. C. Trew-hitt.

"Singing Stars of Tomorrow"

Good music—Interesting listener appeal—A commendable contribution to the encouragement of Canadian talent:

All this and more can be credited to the Sunday afternoon programme sponsored by York Knitting Mills Limited and carried by the Trans-Canada network of the C.B.C. (CKY—4.30 p.m. C.S.T.) Its conception was a happy one; it has done much to make Canadians aware of the high quality of our rising young singers; and it is, in this writer's opinion, an example of commercial broadcasting at its best.

The programme is now in its third series. The sponsors won the "Beaver Award" of 1944 with the citation "for distinguished service in the field of sponsorship", an honour well deserved. Selecting the contestants from more than 500 applicants in every part of the Dominion has involved much travelling by the auditioning board. The amount of work, the cumulative results of which culminate in each programme, can be fully appreciated only by those familiar with the procedure of auditioning and programme production. The judges, also, have no easy task.

Benefits to the contestants are not limited to the scholarships totalling \$1,750 awarded to the three winners at the end of the season. There is benefit in the experience acquired by competing in such a nation-wide programme; in the privilege of being heard by an audience from coast to coast; and benefit sometimes in such effective introduction to opportunities offered in the professional field.

Jean Isobel Hayes, who appeared on the first programme of the present series, is now featured each week on the "Parade of Songs". Claire Gagnier has made many guest appearances in commercial and Victory Loan broadcasts. Pierrette Alarie, a semi-finalist in the 1943-44 series, made her debut on December 8th, 1945, at the Metropolitan Opera. Another contestant, Joan Ryan, is now on a concert tour in Australia.

We are proud indeed of Manitoba's candidates in the series, but "Singing

Stars of Tomorrow" should not be regarded merely in the light of competition between young citizens of this or that province, one city or another. It is a national effort, doing more than many may realize for the development of Canadian cultural consciousness.

★

A Galaxy of Singing Stars

(See opposite page)

1. Gretta Jaynes, Toronto.
2. Mary Tofani, Hamilton, Ont.
3. Lohta Stewart, Halifax.
4. Muriel Niven, Calgary.
5. Patricia Huard, Sudbury and Toronto.
6. Alexandra Belugin, Newmarket, Ont.
7. Adrienne White, Medicine Hat.
8. Jean Isobel Hayes, Kitchener and Waterloo.
9. Dorothy Ann Thornton, Regina.
10. Marie Germaine Leblanc, Moncton.
11. Mary Morrison, Winnipeg.
12. Elizabeth Guy, Bridgewater, N.S.
13. Aline Dansereau, Montreal.
14. Marguerite Le Blanc, Moncton.
15. Mary Anne Vatteras, Cobalt, Ont.

★

THE VOICE OF ONE

Canadian radio, if it would save its own soul, must stop thinking about sizes of audiences, and how much money is offered as a premium for listening. Abundant life isn't to be found in size. It can only be determined in character.

The radio station and the radio programme deserving honour in the community is the station or programme that gives most. Gives, in terms of service and happiness.

I'd like to see more radio programmes planned in terms of giving something that will make for more abundant living. I'm tired of programmes appealing to the greatest number of people, and to their more ordinary desires.

—Frank Chamberlain in "Radio World".



*Singing
Stars
OF TOMORROW*



PLAYS "GINGER BARKER" IN
"WOMAN OF AMERICA"



Nancy Douglass

Nancy Douglass, who plays eighteen-year-old Ginger Barker, lovely red-haired twin daughter of Prudence Dane Barker, in "A Woman of America" (CKY, 2.00 p.m. C.S.T.—Monday through Friday)—started acting at the age of three. She followed her mother and dad to a country club dance, and the folks got the shock of their lives when they looked up and saw Nancy directing the orchestra.

They weren't surprised, therefore, when she signed up with a Chautauqua repertory company after leaving college. Road tours of six months, short runs in Broadway shows and even a musical comedy rounded out Nancy's schooling for radio.

One day during a slim season, she hummed a song as she walked into a booking agent's office. She dreaded the prospect of tapping the family funds again. Suddenly a stranger asked if she danced as well as she sang. Nancy's affirmative nod landed her a job in a chorus.

However, her musical comedy career was short-lived. When the show was in Atlantic City, Nancy spent every cent

PROGRAMME OF THE PEOPLE

"Breakfast Club", with Toastmaster Don McNeill at the helm, is a broadcast "Of the people, by the people, and for the people".

It is the average fun-loving, star-idolizing public that gathers to see, hear, and help Don and the rest of the Breakfast Clubbers round out their programme of music, merriment, and madness, each morning, Monday through Friday. (CKY, 8.30 a.m.)

Prior to each broadcast, as the studio seats are being filled, fans have a chance to guess who's who.

As a short, stubby trumpet player rushes across the stage to his appointed place, an observant woman leans over to her husband and whispers: "I'll bet that's Sam." Her face falls as the musician picks up a shiny horn and joins the orchestra in rehearsal.

It is everyone for himself until Herb Newcomb, announcer, comes to the front of the stage to "warm up" the audience with a few Newcomb "specialties" and to introduce the cast.

"There's Nancy now," says a know-it-all boy to his doting mother, as pretty Marion Mann prepares to run through her musical selections.

The cast is introduced individually as they take their places around the "breakfast table", which is covered with delicious microphones and guest cards. The guessing game has been terminated with the introductions, but the real fun has just started.

With their laughing muscles relaxed and their hands free to applaud, the John and Mary Does settle back for the main show of entertainment and music.

she made commuting to New York hunting a dramatic role. She finally got one in Eugene O'Neill's "Ah, Wilderness". While with the show in Chicago, she began a series of successful parts on the radio.

Nancy is pretty. She is 5 feet 4 inches tall, blue eyed, and loves sports, particularly swimming, canoeing and fishing.

MANITOBA CALLING

S O S
... - - - ...

No, this isn't a distress call: It's an invitation to See Our Studios. At CKX and CKY you will be welcomed, whatever your reason for dropping in. If you wish to be shown the "doings" backstage in broadcasting and have some of their intricacies explained; if you are one of the hundreds of school students struggling with essays on the subject of radio and want some help; if you have been offended by some of those things which we have done or left undone in this complex art, trade and profession of broadcasting, and you want to have it out with us; if you are that other person who likes us and feels a desire to tell us so;—whatever it may be that prompts you to call, we'll be glad to see you. If possible, telephone and make an appointment with our Public Relations Department.



Mr. Fuller with a few Good Deeders

At CKY; Mr. E. L. J. Fuller, member of the Corps of Commissionaires, is the official guide. He delights in taking groups of people on tours of the studios and in answering their innumerable questions. On Saturday mornings he is "daddy" to the youngsters of Eaton's Good Deed Club who crowd the corridors. He meets folks from all over Manitoba and beyond. Recently, the visitors included a young soldier who brought along his parents and a brother and sister on their first visit to Winnipeg. They were particularly interested,

STARRING IN "MUSIC FOR CANADIANS"



Evelyn Gould, twenty-year-old soprano, who last year won a thousand-dollar scholarship, sings on the Tip Top Tailors' show "Music for Canadians", with Samuel Hersenhoren's orchestra. Dominion Network, CKX, Sundays, 7.30 p.m.



BALLANTYNE TAKING REHAB. COURSE

After an all-too-brief return to the staff of CKX following his release from the R.C.A.F., CKX Operator Gordon Ballantyne has resigned to go back to school. Taking advantage of the Government's facilities for rehabilitation of ex-servicemen, Gordon is now studying a course in Electrical Engineering.

because it was by radio that this soldier's family first heard of his return to Canada from overseas, and it was radio that told them of his being fit to go home after a stay in hospital. Radio is to such listeners as these something more than a source of light entertainment, and when they visit us they remind us—if reminder were necessary—that radio very intimately affects the lives of our people.

CKY ANNOUNCER



Dudley Paterson

Dudley began his radio career in Winnipeg ten years ago, moved to Yorkton, enlisted in the Winnipeg Grenadiers at the outbreak of war, served a year and was discharged on medical grounds. He came to CKY in January, 1944.

★

*CKY Welcomes
Burchell Back*

Retired from the Royal Canadian Naval Volunteer Reserve, in which he served since February, 1943, Lieutenant Maurice Burchell has returned to CKY.

Maurice spent most of his naval career on the salt sea, convoying and carrying on other important work in the North Atlantic, protecting the vital life line between Canada and Great Britain. All at CKY are delighted to have him back with us. More about Maurice next month.

Bats Use Radar

For some 60,000,000 years, the bat has found his way in the dark by using a system that bears an uncanny resemblance to one of man's recent discoveries—radar. Radar detects objects by sending out radio waves and receiving the echo that bounces back from anything in their path. The bat sends out a staccato series of high-pitched cries. These are not the squeaks you may have heard; the bat's radar signals are pitched too high for human ears to hear, or perhaps for the ears of any creature except himself.

These supersonic cries fill the space into which the bat is flying. If they strike some object in his path, no matter whether it is as large as a hill or as small as a single strand of wire, warning signals are reflected back, enabling him to change his course.

This amazing system, antedating modern electronics by millions of years, has been revealed by two scientists working at Harvard University. Drs. Robert Galambos and Donald Griffin proved that bats do not depend on sight to dodge obstacles—blindfolded bats flew just as well as those that could see. But they blundered helplessly if their ears were plugged or their mouths taped shut.

Using elaborate sound-detection apparatus, the scientists found that the bat starts signal cries as he prepares to take off, at about a ten-per-second rate.* This rate increases to 30 as he launches into the air. But then, as a warning echo comes back to him, the cries speed up to 50 per second. The increased burst of sound apparently gives a stronger echo, telling him just where the obstacle is. He changes his course until the echo dies away. Then, as he speeds safely past the obstacle, his cries drop back to 30. —Rachel L. Carson in Collier's Magazine.

*The number of cries per second should not be confused with the pitch of each cry uttered.—Ed., Manitoba Calling.

Impressions of Europe

By D. R. P. Coats.

This German Girl was Haw Haw's Technician

She is Wilma Blumberg. I interviewed her at Augustfehn, Germany, where she was assisting Canadian Army 4 Public Relations Group as a radio technician. She studied radio in Berlin, where she met William Joyce. Later, she worked with him at stations in Bremen, Luxembourg, Hilversum, and finally at a rural hotel studio in the village of Apen, a few miles from Oldenburg. German opinions of Haw-Haw were mixed.

* * *

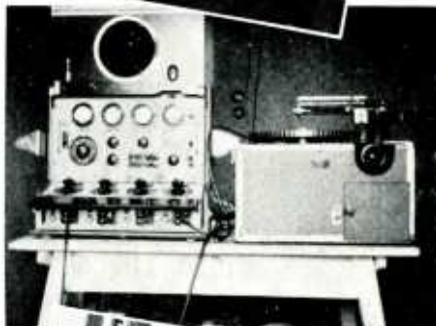
Wilma Blumberg helped in repairing and operating this recording equipment which was used by Haw-Haw at Apen towards the end of his broadcasting activities. Joyce gave his radio talks from Apen in a converted bedroom numbered 7. I met his former programme "timekeeper" who showed me the room—then unfurnished and about to be redecorated.

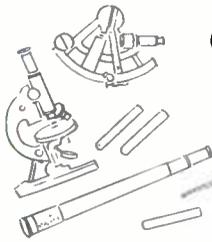
* * *

My guide said he worked for Haw-Haw because he needed the job. He spoke good English and his wife, an English woman, was living in London. Picture opposite shows the Canadian Wireless station in which Wilma worked. Operator at table was formerly a radio "ham" at Bangor, Maine.

* * *

This was our headquarters at Augustfehn—a neat villa on the main road in a country of apple orchards, grain fields and windmills. Children in the village brought us flowers every morning and—being children—knew no restrictions respecting fraternization. Maybe the odd bar of chocolate helped also! Life in Augustfehn was pleasant, except that electric power failed frequently, due to fuel shortage.





SCIENCE QUIZ



By L. T. S. NORRIS-ELYE, Director, Manitoba Museum.

1.—ASTRONOMY

Readers are offered some questions, for which all, instead of a select few, may receive a reward, and without being embarrassed by a large audience. The reward offered is an addition to the reader's fund of accurate information and correcting a few of the centuries-old mistaken guesses, politely called "folk-lore". Here are some questions with the answers given below.

Q. 1.—Is it true that when the "horns" of the moon point upward, we can expect dry weather and when they point downward we can expect wet weather?

A. The position of the "horns" has nothing to do with the weather. Its positions depend upon whether the moon is east of the sun or west of it. For a few days after new moon, the horns point a little upward until the first quarter and for a few days after full moon they point a little downward.

Q. 2. Does the moon have any effect on our weather?

A. No. There is no evidence, after 100 years of accurate records, that the moon affects the weather in any way.

Q. 3. When the stars twinkle more than usual, shall we get wet weather?

A. Twinkling of stars is entirely due to atmospheric conditions on the earth. The nearer the star is to the horizon, the more it twinkles as its light passes through several more miles of atmosphere than if it were over-head. When unsettled weather is actually present, and with an increase in moisture or with light passing through layers of air of varying densities, the twinkling is greatest. It indicates rather present weather conditions than future conditions. White stars twinkle most and red stars least.

Q. 4. Why do planets usually twinkle only when near the horizon?

A. It is believed to be because a planet has an appreciable disc, being so near to us. When low in the sky, planets will often twinkle due to the light passing through uneven densities of air. When high in the sky, they rarely if ever twinkle.

Q. 5. Why do we get displays of Northern lights?

A. Northern lights originate in the sun and are due to certain rays given off from the neighbourhood of sunspots, but it is still uncertain that the sunspots are the actual source. These rays excite certain atoms in the earth's upper atmosphere at altitudes varying from 50 to 620 miles above the earth's surface. The effect is somewhat similar to our neon and argon advertising lights.

Q. 6. What are shooting stars?

A. They are not stars at all but should be called meteors while in the sky and meteorites when they are at rest on the ground. They are pieces of stone or stone and metal, swarms of which revolve round the sun at speeds of several miles a second. When they strike our upper air, the enormous friction makes them white hot and most of them go off in gas before they can reach the earth or pass out of our atmosphere again at an angle.

Q. 1. What is the difference, if any, between the sun and the stars?

A. The sun is a star, an average one in size and temperature. It is the only star near enough to us (93 million miles) for us to see it as a disc; all other stars are merely points of light to our eyes and telescopes. To show our next nearest star as a disc would re-



Ken McAdam, formerly of the R.C. A.F., now featured vocalist on "Light Up and Listen" presented over CKX Brandon every Thursday evening at 8.30 by Imperial Tobacco of Canada Limited.

quire a telescope with a mirror 240 inches in diameter—40 inches larger than the huge one now being completed.

Q. 8. Why do we see only one side of the moon?

A. The reason is that the time taken for the moon to spin on its axis is the same as the time taken for it to revolve round the earth (27 days 7 hours 43 minutes 11.5 seconds for each). Actually about .6 of the moon can be seen at various times. If you sat on the hub of a huge wheel after fixing a golf ball on the inside of the rim, you would only see about one half of the ball while it revolved and rotated around you.

Q. 9. Do the stars move across the sky once in about twenty-four hours?

A. No. The earth rotates once in about 23 hours, 56 minutes and 4 seconds, giving an apparent motion only to the stars in the same way that trees seem to be rushing past you when you are travelling by train.

**PROGRAMMES
CKX Brandon**

1000 Watts—1150 Kilocycles

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

SUNDAY

- 9.30—Strength for the Day.
- 11.00—City Church Service.
- 12.30—Young People's Hour.
- 1.30—Lutheran Hour.
- 5.00—Philco Hall of Fame.
- 7.00—Sunday Song Service.
- 7.30—Music for Canadians.
- 8.00—Request Performance.
- 8.30—Texaco Star Theatre.
- 10.00—CBC News (Daily).

MONDAY

- 7.30—News (Daily).
- 8.15—Breakfast Club (MTWTF).
- 8.30—News (Daily)
- 9.45—Church in the Wildwood (MFS).
- 10.30—Soldier's Wife (MTWTF).
- 12.45—News (Daily)
- 2.00—Music of Manhattan (MWF).
- 5.45—News (Daily).
- 6.15—In the Spotlight (MWF).
- 6.45—Patterns in Black and White (M & F).
- 7.00—Northern Electric Hour.
- 8.30—Information Please.
- 9.00—Carnation Contented Hour.
- 10.30—Mart Kenny's Orchestra.

TUESDAY

- 9.45—The Gospel Singer (TWT).
- 1.00—Rural Rhythm (Daily).
- 1.30—CBC Farm Broadcast (MTWTF).
- 2.00—CKX Concert Hall (T & T).
- 7.00—Parade of Songs.
- 7.30—Alan Young.
- 9.00—Bob Hope.
- 9.30—Treasure Trail
- 10.15—Eyes on the Future.

WEDNESDAY

- 7.45—Smilin' Ed. McConnell.
- 6.30—Ellery Queen.
- 7.00—Jack Carson.
- 7.30—Musical Telequiz.
- 8.30—Gospel Half Hour.

THURSDAY

- 7.30—Servicemen's Forum.
- 8.00—The Greatest of These.
- 8.30—Light Up and Listen.
- 9.30—Rudy Vallee.
- 10.15—The People Ask.

FRIDAY

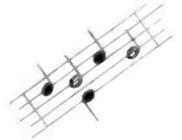
- 2.30—The Little Show.
- 7.30—Instrumental Recital.
- 8.15—Pinto Pete.
- 8.30—Those Websters.
- 9.00—Gillette Fights.

SATURDAY

- 8.05—Jazz on Parade.
- 10.30—Concert Hall of the Air.
- 11.30—Children's Scrapbook.
- 7.00—The Dick Haymes Show.
- 8.00—National Barn Dance.
- 9.30—Hayloft Hoedown.



FASOSTHETETA



" POP "

CONCERT

TORONTO SYMPHONY ORCHESTRA



Farm Folks' Favourites

"The importance of the news function of radio to rural people is demonstrated again when they are asked what kinds of programme they would miss most if they had to go without radio service. News programmes are mentioned in this connection by an overwhelming majority of rural people who now have radios; much more often than any other type. Farm men and women again exceed rural non-farm people somewhat in their emphasis on the importance of news features. Farm men also much more often emphasize the value of programmes giving market and weather reports, and talks on farming, than do non-farm men.

Like Serious Programmes

When rural people who have radios are asked to name the kinds of programmes they like best, the pattern of their tastes in radio becomes evident. In general, farm people select the more serious type programmes. News and market reports, hymns and religious music, sermons and religious broadcasts, and farm talks are given high preference by this group. Old-time music is preferred by approximately 50 per cent of the men and women of the farm group and the proportion naming it nearly doubles the proportion naming the entertainment programme next most commonly mentioned. . . ."

—Federal Communications Commission, Washington, D.C.

THEY'LL READ "M.C." IN FAR TURKEY

Manitoba Calling is being mailed to Turkey each month, at the request of Mr. L. Nezh Manyas, who is in charge of the Monitoring Service of the Turkish Press Department. Mr. Manyas saw a copy of "M.C." in one of the offices of the B.B.C. in London when he visited there recently, and found it so interesting that he has asked us to send it to him regularly, which we shall be very glad to do.



CARNATION CONTENTED HOUR

When the Carnation Contented Hour moved from Chicago to New York last month, the format of the programme was completely changed, the only personality retained being Canada's own arranger-conductor—Percy Faith. Now, instead of featuring the same cast week after week, the new Carnation Contented Hour presents two prominent guest-stars each Monday. The change of locale after 14 years of broadcasting from Chicago, has not in the least detracted from the general excellence of the programme or from the sparkling interpretation of Percy Faith's brilliant arrangements. The Carnation Contented Hour is heard over CKX Brandon each Monday evening at 9:00 p.m.—immediately following "Information Please".

Rehearsal for "Pop" Concert

(See opposite page)

Musicians of Toronto Symphony Orchestra put the finishing touches in preparation for Robert Simpson Company's Friday night broadcast.

In the upper picture are Norah Rogers, harpist, Sidney Wells and Geoffrey Barker, double basses. The double bass players in the lower picture are, left to right, Peter Finney, L. C. "Puff" Addison, Charles Greenwood and Charles Rose. "Puff" Addison has been with the Toronto Symphony for 35 years.



MANITOBA LIBRARIES

1.--Genesis of Library Service in Manitoba

"Fifty-four forty or fight," or the Oregon Boundary Dispute between Canada and the United States, was directly responsible for the establishment of the first general community library service in the Red River Settlement.

The boundary between the United States and Canada in the west during the first half of the last century was a decisive factor in the pioneer settlement process in both countries. In 1818 the 49th parallel cut through the area of the Hudson's Bay Company grant of Rupertsland to Lord Selkirk. This created problems of control for the Company with its chartered rights of fur trade monopoly, and with permanency in settlement accomplished, the growth of agriculture and free trade and smuggling of fur trade goods became a sportive and at times a lucrative interest for those members of the population not directly responsible to the Company.

Between 1818 and 1846 the intensity of the western boundary question grew rapidly and Britain and the United States came close to war, Britain in the pre-Confederation period speaking for Canada and these western territories on international questions. Two British officers arrived to spy out the land in case a military campaign developed. This intelligence survey was followed by the despatch of 347 regulars of the 6th Royal Regiment of Foot and representative groups from the Royal Engineers and Artillery. This force arrived at Fort Garry in September, 1846. Their presence made available a force for protection of the British territory, and no doubt served a useful purpose in effectively discouraging free trade in furs and smuggling of trade goods.

Isolated in the midst of this continent, the members of this British force soon took the initiative in sending for books from their homeland. The project was taken up by the Settlement and there was created the Red River Library, which consisted of the donations from the leading citizens located on the homesteads of those long "lanes" of river lots; the 500 volume collection left as a circulating library by Peter Fidler at his death in 1822; and additional new books obtained by reason of a £50 grant from the Council of Assiniboia, the government of the territory at that period.

The Settlement, originally comprising the Lord Selkirk settlers, had grown in the forty-five years to a permanent community of retired fur-traders and their families, the colourful voyageurs of the canoe routes, and the newer population from the "outside" who were introducing stores, hotels and other services for the residential districts of Fort Garry, the area adjacent to the Portage Road, Point Douglas, St. Johns, and the river settlements north of St. Andrews. It had been, as it still remains, a tradition of the Hudson's Bay men, with Company assistance, to maintain libraries in the posts, particularly in the more permanent establishments, such as the large libraries at Athabaska and at Dunvegan, recorded in fur trade records of the early years of western history.

Books They Left Behind 'Em

From the beginning St. Andrews was the library centre, but when the larger programme developed through the needs of the troops it was divided into two sections, with one at Fort Garry and the other at the Lower Fort. When the 6th Royal Regiment of Foot left for

home in 1848 they left behind for their Red River friends the books they had obtained for their leisure moments.

Reading those books, printed with small type and little illustration, was a labour of love. Lighting was from a primitive bowl filled with grease from which hung a strip of rag. Later, candles were introduced. Much reading was before the glowing fires. Books were appreciated then only to a slightly lesser extent than the Bible and the catechism. Alexander Ross, who came from the Pacific Coast to the Red River on horseback in April, 1825, writing enroute from the height of land in the Rocky Mountains, to his brother and sister in Scotland, states—"Oh! by the bye, I had almost forgot to tell you that I have received the books you sent me, and when did I receive them, do you think—but yesterday! After a lapse of so many years, I was particularly grateful to put my hands on them."

That Red River Library had many vicissitudes in its later life. A portion was burned in the destruction of the first Legislative Building on Post Office Street (now Lombard) in 1873. Later, another portion formed a part of the Historical Society library, which was created in 1879. Housed in the basement



Part of the original Red River Library

of the City Hall, it served the citizens for many years, preceding the creation of the present Carnegie library in 1905. Some of these volumes are still to be found in the Society collection. A selection of the St. Andrews collection is now with the Manitoba Legislative Library

Sings with **"HOUSE PARTY"**



Russ Titus

Singing sensation of the Cashmere Bouquet "House Party" programme, heard each Saturday at 7.30 p.m. C.S.T. over CKY, Russ Titus is continuing to please the audience with his romantic songs. Russ hails from Saint John, New Brunswick. He is a popular recording artist and has been featured with such internationally famous dance bands as Roger Wolfe Kahn and Richard Himber.

in the Parliament Buildings on Broadway and includes many of the books purchased by Peter Fidler and carried with him on his surveying and fur-trading expeditions throughout the whole of the Western Canada of today. Very little fiction was to be found in those Red River selections.

Library services for Winnipeg were thus created. The citizens of Manitoba today are challenged by those pioneers of a century and more ago to "go thou and do likewise". Before the century expires, 1847-1948, may library service be a part of our provincial life.

—J.L.J.

MANITOBA CALLING

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—Big 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—Pappy Smith—Monarch Overalls.
- 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.
- 10.00—The Choristers—CBC.
- 11.00—Repeat 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—CBC Concert Hour—CBC.
- 8.30—Curtain Time—CBC—Tuckett's.
- 9.30—White Empire—CBC.
- 10.00—Let's Play Charades—CBC.

THURSDAY

- 9.15—Peggy's Point of View.
- 9.40—The Voice of Inspiration.
- 12.45—Pappy Smith—Monarch Overalls.
- 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—Peerless Parade—B-A Oil.
- 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—Books for the Times—CBC.
- 10.30—Vancouver Playhouse—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—Latin Americans—CBC.



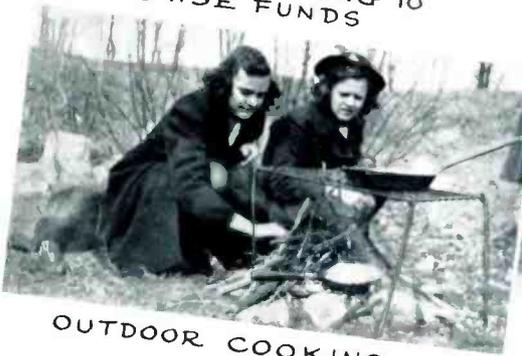
GADGET MAKING
IN CAMP



CITIZENS OF TOMORROW



SELLING COOKING TO
RAISE FUNDS



OUTDOOR COOKING



COLLECTING SALVAGE



FUN AT PONEMAH BEACH



Winter Scene - Elm Park, St. Vital

CKY PHOTO