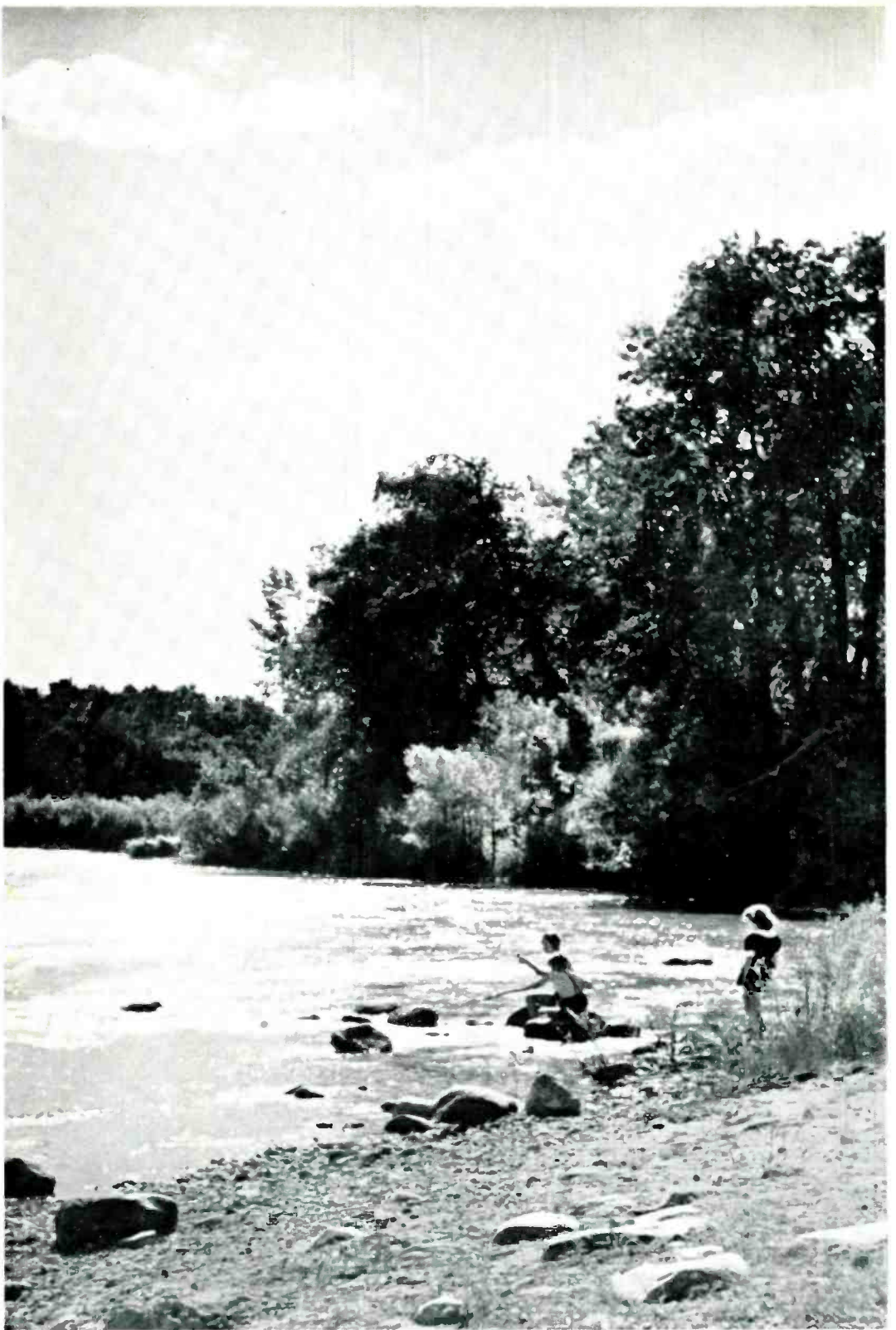


MANITOBA CALLING

July - 1946





Beside the Assiniboine, St. James, Manitoba

Photo by J. Hartman.



Address all communications to Public Relations Department,

Vol. X. No. 7.
Single Copy
5c

CKY Radio Branch CKX
Manitoba Telephone System,
Winnipeg.

July, 1946.
20 Issues, \$1.00.
Post Free.

Between Ourselves

DOMINION DAY

Our feelings concerning this day are those of justifiable pride in Canada and the achievements of her citizens, but at this time in the world's history, more than ever before, our uppermost thoughts should be thankful ones. We should be humbly grateful that in the recent conflict accident of geography and circumstance placed our continent off the direct highway of war's worst ravages.

We contributed much to victory; our sacrifices were significant. These facts are recorded to our everlasting credit. But we enjoy blessings which to millions of suffering people make this land seem heaven on earth. Thinking of those nations whose "pomp of yesterday is one with Nineveh and Tyre", well may we pray "Lord God of Hosts be with us yet, lest we forget".



OUR FRONT COVER

The sailboat on the Red River near Fort Garry was photographed by Fred Daw of Winnipeg Canoe Club and enlarged from a 35 millimeter Kodachrome.



OR REASONABLE FACSIMILE

A letter reached Winnipeg recently, mailed in Joliet, Illinois, and addressed to "Department of Public Relations or Reasonable Facsimile, Winnipeg, Mani-

toba." It was delivered to the Public Relations Department of CKY. Whether or not this proves anything of particular interest is a question, but it does suggest, perhaps, recognition of the relationship between CKY and the people of Manitoba and appreciation of a mutually friendly feeling that has endured throughout CKY's twenty-three years of service to the people of this Province.



EAST IS - - WEST

The "Sphinx" on our back cover is one of a pair which adorn the Manitoba Legislative Building. The figures are described officially as "paying a tribute to ancient Egypt, the cradle of Civilization".



PROGRAMME CHANGES

Midsummer has its heat-waves which may be trying to the temper. Also—as if the problems of Daylight Saving Time were not enough — it brings another flood of programme changes to worry the radio editors in their efforts to tell the listeners what is coming on the air. Among the current revisions are vacations for Lux Radio Theatre, Harmony House, John and Judy, Fibber McGee and Molly, Share the Wealth and Cashmere Bouquet House Party. Woman of America is replaced by Life Can Be Beautiful and the Wartime Prices and Trade Board's serial George's Wife is being discontinued.

Manitoba Memories - - 5

Schools and School Teachers of Early Days

By NELL MACVICAR

(Continued from our June issue)

In 1825 the Rev. Cochrane, afterwards Bishop Cochrane, arrived in Red River to assist in the work among the settlers. He was a man of tremendous energy and efficiency and became almost at once spiritual advisor, agricultural instructor, builder, school teacher and peacemaker. He established missionary schools for the Indians all along the Red River, although the travelling about was a matter of difficulty and great discomfort. His wife helped Mrs. Jones in the teaching of the girls at the St. John's School.

The Rev. Jones had by this time built a fairly large school for both boys and girls near the present site of St. John's Cathedral. While the two women looked after the girls, an additional teacher, John Macallum, arrived from Scotland to help in training the boys. Although a brilliant scholar in his own University in Scotland, John Macallum seems to have believed too thoroughly the old saying: "Spare the rod and spoil the child". His pupils appear to have remembered him more for the "birchings" they received at his hands than from knowledge gained. One old scholar told of being sent to join his brother at this Red River Academy, as it was called. When he arrived at the door of the school the first sound he heard was his brother's voice raised in a great wail. He discovered him being well birched by Mr. McCallum for not knowing his catechism. He said he entered the school a shy, shivering scholar, but admitted the teaching was "verra guid, but severe".

After the death of Mrs. Jones, matrimony seems to have played havoc for a time with the teaching of the girls. Two young widows, Mrs. Lowman and Mrs. Ingham were brought from England. After six months' teaching, Mrs. Lowman married Mr. Bird, a widower who was Hudson's Bay Factor at Brandon House. For two years Mrs. Ingham remained faithful to the school, then mar-



Miss Davis' Academy

ried Mr. Robert Logan. A Miss Armstrong took over from her, but soon decided that matrimony was to be preferred to teaching and married another widower, Mr. Pruden. These marriages were disastrous to the school as it took a year to secure another teacher from England.

A Miss Allan was induced to come out from Scotland to take charge of the school after the Armstrong-Pruden marriage, but she remained only one term and then returned to her home.

After the arrival in Red River of the Rev. John Black, the first Presbyterian minister, a parish school was opened in a house in Kildonan. Later a log school was built and served until 1864. Desks were placed around the walls facing the centre of the room and no backs were allowed to the benches for lazy scholars. The Bible was their only reader and the catechism had to be learned daily. Dr. Black himself taught Classics and French, while the others looked after the reading and writing. These teachers received a yearly salary of \$65.00, a pittance today, but equal to about three times that amount in those long-ago days. The roll of teachers contains many well known names: Inkster, Matheson, Adam, McBeth, Ross, Polson and others. This school was supported altogether by voluntary subscriptions.

Mrs. Mills, an accomplished English woman, with her two daughters opened

a girls' school in 1851, the St. Cross School. It stood just south of the present St. John's Cathedral, and later became the first St. John's College School for boys. What became of Mrs. Mills is not recorded. Matrimony again probably. In its last days the school was under the direction of Mrs. Oldershaw and apparently she relinquished the building to Bishop Anderson who started the boys' school.

Oakfield, Miss Davis' School on the banks of the Red River, was the last of the very early schools for girls. Mothers of many women in Winnipeg today attended this school and their daughters remember hearing tales of its advantages and shortcomings. Mathilda and Nancy Davis were daughters of George Davis, an officer of the Hudson's Bay Company at York Factory. They were educated in England and were women of culture and character. The Hudson's Bay Company gave a yearly grant to the school and its officers subscribed to its upkeep.

The school opened in a frame building a mile south of St. Andrew's Church while a larger stone school was being built nearby. An English woman, Miss Lane, taught everything but Music and French which were Miss Davis' subjects. It was in this school at a later date that Mrs. William Kennedy taught music. The girls learned needlework and had to make shirts for the boys and some of their own clothes. And woe betide them if the shirts were not made properly!

Miss Nancy Davis was the housekeeper and what an exhausting time she had trying to feed about eighty hungry girls in those days of food scarcity. No cakes nor puddings were allowed except on gala occasions. Soup, fish, potatoes and bread and butter were the backbone of the meals. During the grasshopper plague flour was very scarce in the settlement and for several weeks there was no bread in the school. After the death of Miss Davis, Miss Margaret Bannerman took over the school and a Miss Moore followed her.

How much is owed to these very early teachers who carried on their work un-

POPULARITY STILL WAXING



Puns are said to be a low form of humour, but who can resist use of the verb "to wax" when it so aptly applies to the popularity of "Fibber McGee and Molly" as well as reminding us of Johnson's product which their programme advertises?

Designated "Radio's Top Couple of 1946" with an award at the annual luncheon of the Father's Day Committee in New York, Jim and Marian Jordan, players of Fibber and Molly respectively, are well deserving of the honour. Incidentally, Jim is not only the father of a son and daughter. He has a granddaughter also.

der terribly difficult conditions: flood and famine, lack of books and school materials, bitter cold in winter and sticky mud in summer. Quill pens were used and these had to be sharpened carefully each morning. Caron stoves had to be stoked intermittently to combat the cold in draughty buildings, and often the teacher had to be instructor, stoker and general factotum. They were an heroic band of men and women who began our Manitoba schools.



KRAFT MUSIC HALL



Summer
Show

Kraft Music Hall

IN NEW YORK FOR SUMMER

Moved to the eastern metropolis for the summer months, Kraft Music Hall is featuring the stars pictured on the opposite page:—

1. Edward Everett Horton: The man who has made "fuss-budget" character a popular and long-time standard for movie-goers and radio audiences is master-of-ceremonies for Kraft Music Hall this summer. It was a toss-up during the scholastic years of Edward Everett H. whether his life career would be in literature or drama. At school he wrote and produced plays and often played the leads.

Born in Brooklyn, N.Y., he passed through local grade and high schools and on to Brooklyn Polytechnic Institute, Oberlin College and Columbia University. His first professional engagement as an actor was on tour with "The Mikado".

Horton made his screen debut in 1921, in Vitagraph's "Too Much Business". Pictures and stage engagements alternated after that, with Horton finally concentrating on the movies.

2. Russ Case: The Musical Director of Kraft Music Hall was born in Hamburg, Iowa. At the age of 12 he commenced taking trumpet lessons. If he had any nearby neighbours at the time, history has not recorded any complaints. He broadcast with the staff orchestra from WOC, Davenport, and joined Frankie Trumbauer's band in 1932. In the following year he went to New York, worked in Benny Goodman's first band on the Kraft Music Hall. His other associations have been with Hal Kemp, Kostelanetz, Marc Warnow, Rubinoff and Donald Voorhees.

3. Milena Miller: Milena left her home in Mansfield, Ohio, to study at a fashion school in New York. Later, she became a Conover model. Meanwhile, she took singing lessons, striving to register her

own individual style rather than to imitate others.

A successful debut at a New York Supper club and a few guest appearances on a network programme started her off on a full-time job of singing.

4. King Cole Trio: Nat ("King") Cole is musician all the way. He writes, arranges, plays piano, and sings. He walked off with two awards in the latest "Esquire" Jazz Poll, winning a gold award for piano and a silver award for vocals.

The trio was formed in 1937 and then consisted of Cole, Oscar Moore with guitar, and Wesley Prince with bass. When Prince joined the Army, Johnny Miller took over from him in the trio, and so it remains. Oscar Moore is considered by many to be the finest guitarist on this continent and has won a number of important polls to prove it.

5. Eddy Duchin: His "Magic Piano Fingers" were originally trained for professional handling of pills and powders as a pharmacist. Arduous hours of piano practice, insisted upon by his mother, proved to be of better financial value than his diploma from the Massachusetts College of Pharmacy, so Eddy turned to music as a provider of sustenance shortly after his graduation.

We might have mentioned that Mrs. Duchin's little Eddy was born in Cambridge, Mass. The date was April 1st, 1909, so he was about twenty when he found himself playing with pick-up bands in Cambridge and, after a few months, auditioning with Leo Reisman.

In March, 1942, Eddy joined the U.S. Navy. His three years' service was spent on destroyer duty with North Atlantic convoys, participating in the invasions of Normandy, Okinawa and Iwo Jima and in the release of prisoners after the Japanese capitulation. He was discharged in December, 1945, as a Lieutenant Commander.



Veterans All

Some members of CKY's staff
returned from Active Service



Back in Civvies

On the opposite page are some candid photos showing some members of CKY's staff pursuing their various vocations in studios, control room or transmitter building following discharge from Active Service in the Armed Forces.

Number 1 catches Control Operator George Ritchie monitoring a programme and apparently enjoying a gag. George was in the R.C.A.F.

Number 2 is a glimpse of Control Operator Harry Sanders, back from the Canadian Army.

Number 3 finds Transmitter Operator Joe Knowles testing some small equipment. Joe liked the R.C.N.V.R., but thinks it's good to be ashore again.

Number 4 sees Production Supervisor Wilf Davidson at his desk after a sojourn in CMHQ, London, England, and Hilversum, Holland. Wilf knows his way about the labyrinths of B.B.C.'s Broadcasting House and he has broadcast from Dutch studios, too.

Number 5 is CKY's own winner of the Military Cross — Nelson Gardiner. His front line experiences in "Signals" with the Canadian Army overseas were more exciting than being Equipment Supervisor at CKY, but he's happy to be back.

Number 6 is a flash of Control Operator Gordon Thompson, manipulating the turntables again after service in the R.C.A.F.

Number 7 is Control Operator "Dibbs" Woods returned from the Canadian Army where we last saw him in Apeldoorn, Holland.

Number 8 shows Announcer Dudley Paterson, through with Army life and back at the microphone.

Number 9 pictures Chief Announcer Tom Benson retired from the R.C.N.V.R.

Number 10 discovers News Editor Calvin Pepler thinking of some of the fun he had as a Spitfire pilot in the

R.C.A.F. He likes to forget the time when he was wounded and a prisoner of war.

Number 11 discloses Producer Maurice Burchell retired from the R.C.N.V.R. and Atlantic convoy duty.

Number 12 is our morning programme announcer, Jeff Hogwood. His war service was in the Merchant Navy and in the R.C.A.F.

Number 13, in the south-east corner, shows Control Operator Don Robertson. Don was in the R.C.A.F.

Not quite in time to get into the picture, was Operator Peter Burgess. He will shortly be returning from the R.C.A.F.

★

"THREE-DIMENSIONAL" BROADCASTS FROM HOLLAND

Canadian troops in The Netherlands frequently found occasion to express amazement at the many examples of advanced scientific developments still visible in spite of the ravages of war. Now, notwithstanding their preoccupation with vast reconstruction problems, the Dutch are finding time and "materiel" to experiment with a view to improving radio broadcasting technique.

Recently Hollanders lucky enough to possess or borrow receiving sets were able to participate in what is believed to have been "the first radiophonic or three-dimensional broadcast in the world." The Netherlands Broadcasting Company promised that "the flat canned sound familiar to critical radio listeners" would be entirely absent and that the result would make the fans believe they were actually in the studio rather than in their own homes.

Details of the system are not to hand, but the general idea is indicated by the fact that listeners were instructed to "place the two receivers several yards apart to form a wide angle, and tune each set to a different Hilversum frequency broadcasting the same programme."

Impressions of Europe

BERLIN — BILLETS AND BUCKET BRIGADES

By D. R. P. COATS

There were more than a hundred war correspondents in Berlin, including a few lady scribes and representing the leading news agencies, newspapers and radio networks. We had our meals in a German restaurant which had been taken over by the Allied military authorities but in which native help still waited on the tables. Between meals we drifted over to the Army Public Relations camp — installed in a substantial residence a few minutes walk from the dining room—there to peruse the announcements of coming events on the notice board and to digest some of the mimeographed hand-out material supplied in generous quantities by the U. S. Army as “background dope” for the warcos. Thence we scattered in every direction in search of copy.

Two of our number—one a woman—wandered into the Tom Tiddler’s grounds of Potsdam, then being prepared for the big conference which was to settle a few matters in the interests of world peace, we hoped. The offenders quizzed some of the guards at Potsdam, which was very taboo, and were rewarded by being deprived of message filing privileges for a month. Those of us who had been considering doing a little snooping Potsdamwards on our own account were duly warned, so stuck to visiting harmless places like the Reich Chancellery and the Canadian barracks. At nights we would return to our billets in private homes wherein the German families had retreated to the basements or attics so that we warcos might sleep three-in-a-room in feather beds or on camp cots.

Our “landlord” was a decent fellow, living with his wife and little daughter and all anti-Nazi according to his repeated declarations, which I had some reason to believe, though many such protestations were questionable in Berlin. He spoke excellent English and was the inventor of a washing machine which he



Canadian Army Photo.

Downtown Berlin

was good enough to demonstrate to me. He had lost a son in the Luftwaffe — a boy who “since he was fourteen” had belonged not to his parents but to the Fuehrer. Hitler had started out well but when established in power had seized the reins and driven in unexpected directions. Too late, many people in Germany realized their mistake, but “what could we do?” Hitler had the youth on his side and he had the weapons to compel the obedience of those who disapproved. “Remember this,” said my host, “It could happen in your country too!”—a suggestion which I vigorously denied, though there have since been occasions when, recalling his words, I have thought of the possibilities of neglected ballot boxes, the dangers of depression, desperation, and the timely rise of a tub-thumper. Eternal vigilance is the price of safety!

Why Berliners were Friendly

Said I to my host one evening as we sat in the sunshine exchanging views: "Why are you Berliners so friendly to us?" He replied after a brief pause: "First, because you Canadians, British, and Americans, are more like ourselves (meaning presumably by comparison with the Russians, whom we had been discussing), and; second, because one might as well cooperate with the conqueror"—a philosophy which he illustrated by describing a good turn he had done to a Russian officer and how it had later saved his life when another group of Russians were considering his execution. It was not collaboration in the sense of aiding the invader against his own people, but rather admission of defeat and making the best of a bad job. I record his remarks as disclosing one Berliner's viewpoint.

My host had two cars in his garage, one his own and the other a run-down vehicle left by the Russians in exchange for a very modern German automobile which they annexed. Both cars, like many others in Europe, carried compressed gas cylinders mounted on their roofs. He said one was driven by coal gas and the other by sewer gas which in normal times was obtainable from sewage disposal plants. One fill of sewer gas, he informed me, would run the car for about 150 kilometers (97 miles.)

Press Conferences

The warcos turned out in force one Sunday afternoon to attend a press conference given by Brigadier General Hinde, Military Governor of the British occupied zone in Berlin. He explained some of the unsettled problems of feeding and fuelling his part of the city. The Russians were unwilling to relinquish military control of any section of Berlin until assured that their successors would take over completely. The British Governor said that apart from this dispute the Russians had been "entirely helpful in all matters".

The same evening, we had a press conference with Colonel General Howley, in command of the American zone. He gave us a very interesting analysis of the situation and of the Russians. He

reported that there were no serious epidemics. City water was polluted in many districts, due to broken sewers. Electric light and power was limited by shortage of coal where wiring and transformers were still intact. The Russians were permitting 18 trains per day to bring in coal, but stock piles were getting low. Subway lines were running where bombing had not blocked and flooded them. Few stores had merchandise of any description. The police numbered 18,000 strong in peace time. Now, the force had been combed of Nazis and constables were either young and inexperienced or over normal age. German police, by the way, were wearing green uniforms of the pre-Nazi regime. General Howley said there was little fire-fighting apparatus remaining, and added "There isn't much left to burn in Berlin, anyway!" Telephones were operating on a limited scale. From 38 exchanges, the dial equipment had been removed by the Germans or the Russians, "probably to supply military necessity". The General's appreciation of the Russians was briefly expressed thus: "They don't 'kid'." He believed they are "sincere enough, but don't always think the way we do."

Bucket Brigades

Clearing up the debris in Berlin seemed a hopeless task. One wondered if it might not be better to abandon the entire mess and build a new city nearby. The Russians had battalions of German women working on the mountains of bricks downtown. I watched a line of 120 women passing buckets of rubble from a heap two storeys high, along the sidewalk, round the corner of a block, and to a vacant lot. The women stood four or five feet apart, exchanging full buckets for empty ones, with a few Russian soldiers on guard. Occasionally they stopped work and each woman gossiped with her neighbour while the guards looked on. In ages they seemed to range from 20 to 50 and by their dress they were of all classes of society. In conformity with what I was told was the Russian policy of "work and you eat", the women were rewarded for their labours with two square meals each day.

Happy Gang's Tenth Year



Bert Pearl

On June 17th, Bert Pearl and his Happy Gang celebrated the ninth anniversary of their ever-popular programme.

It was away back in June, 1937, that a very nervous Bert Pearl launched the first "Happy Gang" broadcast from Toronto. Neither he nor the gang's originals, Kay Stokes, Blain Mathe and Producer George Temple could have foreseen the tremendous popularity the show was going to enjoy. All they wanted to do—all they still want to do—is provide good entertainment, and a lot of laughs, and remind "Everybody, everywhere, to remember to keep happy."

For nine consecutive years now they've provided a bright spot in the middle of the day. There hasn't always been a great deal to joke about, of course. Too often the present and future has seemed anything but bright, but somehow the gang always manages to dispel the gloom and plant another seed of confidence and optimism to carry listeners over to another day.

And now, in their 10th year, their popularity is unrivalled. Everybody knows and loves Eddie Allen, and his romantic ballads. Hugh Bartlett's "Joke Pot" never fails to get a laugh. Music by Cliff McKay, Bobby Gimby, Jimmy Namaro, Joe Niosi, Blain Mathe, and

THE SHUT OFF SWITCH

We have probably all had the feeling—well, anyway, as Jack Benny would say, we can go along with a gag. . . .

David Sarnoff, president of Radio Corporation of America, gave a speech in which he loudly sang the praises of almost all the inventors connected with radio.

Author Clarence Budington Kelland was present and no sooner did Sarnoff complete his address than Kelland arose and said:

"Mr. Sarnoff has made a glaring omission. He has not included the man whose name will go down to posterity for the most brilliant contribution in the field of radio—the man who invented the knob which shuts things off."



CKY LISTENING GUIDE

To provide up-to-the-minute information regarding programmes to be broadcast each day, CKY broadcasts the Listening Guide at 8:12 a.m. and 6:10 p.m. on week-days, except Saturdays. On Saturdays the morning edition of the Guide is broadcast at 8:27.

of course, friendly, informal Kay Stokes is always good listening.

Needless to say, the Gang and their sponsors, Colgate-Palmolive, were showered with well-deserved congratulations. Among these was the following tribute from CKY:—

Congratulations to our own Bert Pearl, To all his boys, and to that charming girl

Kay Stokes, and may they long be on the air

To spread their cheerful programmes ev'rywhere.

God bless the Happy Gang for all the fun

They've brought us in their long successful run;

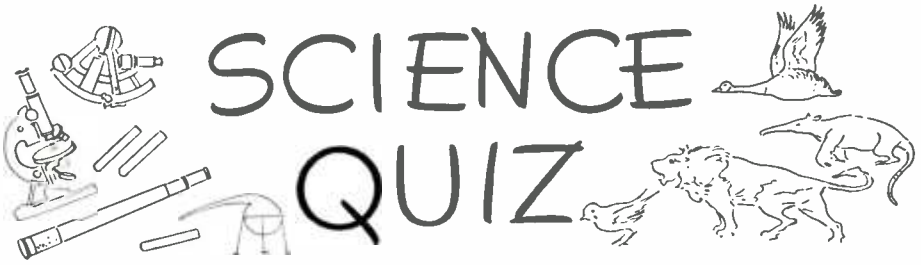
And for their sponsors may we always greet

The names of Colgate and Palmolive Peet.

CKX at Brandon Fair

"Heigh-ho, come to the Fair!" For the benefit of Manitobans who just can't make it, CKX has arranged an extensive programme of actuality broadcasts with all the sounds of the midway, and interviews covering agricultural, horticultural, industrial, manufacturing and educational exhibits. A special feature will be the CBC Farm Broadcast, part of which during the week of July 1st to 5th, will originate in the Fair instead of from the Winnipeg studios.





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

6. GEOLOGY

Q. 1. What is involved in the science of geology?

A. The name is derived from two Greek words, GE (the Earth) and LOGOS (word, study and so science). It claims as its peculiar territory the rocky framework of the globe. This necessitates an investigation of the origin of the Earth, the formations of the various rocks, both the original (igneous) and the later (sedimentary), their long history, ages and evolution. The essential study of their contents involves a considerable knowledge of other sciences, such as chemistry, physics, palaeontology and astrophysics.

Q. 2. Is anything known about the geology of the other planets?

A. Yes, a very little. Mars is one of the few planets not enveloped in clouds. Lowell and others have learned that Mars, geologically, is in a far more advanced state of evolution than the Earth. Its mountains have all been eroded, bringing the surface to a more or less level plain, a condition that will eventually occur on the Earth. Also, the reddish colour of the surface not covered with vegetation (the presence of chlorophyl, the green substance of plants has been definitely established) is due to iron oxide as shown by the spectroscope. Incidentally, Dr. J. A. Pearce, Director of the Dominion Astrophysical Observatory at Victoria, B.C., told the writer that vast dust storms have been detected on Mars.

Q. 3. How does the study of fossils (Palaeontology) come into the picture?

A. In the case of original rocks which were once molten (igneous rocks) it does not help, but in respect to the sedimentary rocks, which came much later and were laid down in salt or fresh water or formed by wind on land, it is invaluable. Each individual formation in various parts of the world imprisoned and preserved remains of animal and plant life when the sedimentary rocks were laid down. Thus, the approximate ages and the order in which they were formed can be determined by identifying the various forms of life. In this way, deposits that have long since been entirely eroded away in one locality or in others turned upside down, can be readily understood.

Q. 4. What are the three main types of rocks?

A. **Igneous** (fire-formed); **metamorphic** (form changed from the original rock by heat, pressure, loss of water, and new minerals introduced); **sedimentary** (rocks mostly laid down in water).

Q. 5. What changes take place in metamorphic rocks?

A. Some of the metamorphic rocks are so different from the original as to be hardly recognizable. Both igneous and sedimentary rocks are metamorphosed. Igneous rock, such as granite or basalt may change to gneiss. Sedimentary rock, limestone, changes to crystalline limestone, commonly called marble. Another sedimentary rock, shale, changes to slate.

Breakfast Club

SHARE-A-MEAL PLAN

Really constructive help towards alleviation of the food shortage in Europe and Asia has been set in motion by the inimitable Don McNeill, Toastmaster of the Breakfast Club. With millions of people facing the stark tragedy of starvation and all the sad consequences of malnutrition, such a challenge by one of radio's most popular entertainers is most timely and commendable.

Said McNeill in introducing the plan: "I'm not going to be emotional about the tragedy of starvation. People are dying—dying simply because they don't have enough to eat. Will you send them some food?"

"I want every Breakfast Clubber listening to send food to a family abroad. Your packages should weigh not more than eleven pounds. You can send powdered whole milk, cheese packages, canned meats, dried fruits and dried vegetables."

The Share-a-Meal Plan will be stressed on each Breakfast Club broadcast throughout the existence of the current emergency. To dramatize the plan in each home, McNeill is asking listeners to set a plate at their tables for an unseen guest from famine-ridden Europe or Asia.

Swift Canadian Company, which sponsors the 8:15-8:45 a.m. portion of the Monday-through-Friday Breakfast Club, will relinquish part of its commercial time on each Tuesday programme for promotion of the Share-a-Meal Plan.

★

The Listener Writes

CKY and CKX are always pleased to receive letters from their listeners. Suggestions and criticism are given careful consideration with a view to improving the broadcasting service.

PLATTER-TUDES—"I object to the habit which some announcers have of making a juicy blurb about 'our guest today' and then giving us a phonograph record by some famous artist. Imagine inviting someone to a house party,

PLAYS "GINGER BARKER"



Nancy Douglass

Nancy as a child preferred acting to the usual little girl's delight in dolls. In the Procter and Gamble Company's "Woman of America" dramatic serial she is Ginger Barker.

promising that the guests would include some celebrity, and then playing a record of the eminent person's voice. It would be a let-down, and that's how I feel when announcers make misleading statements. . . ."—Winnipeg.

HAPPY GANG—"It was nice to hear Bert Pearl acknowledging greetings from CKY. He always seems to remember his early days in Winnipeg. . ."—Deer Lodge, Man.

LIKES COMEDY—"The amount of good comedy on the radio is surprising. It might be expected that all the jokes would be stale by now, but the radio comedians still produce new ones or revamp the old ones so they make us laugh. . ."—Winnipeg.

COVER PICTURES — "Congratulations on that beautiful photograph of St. Boniface on your June cover. The covers of Manitoba Calling are usually good, but that one pleased me most. . ."—Norwood, Man.

"WALTZ TIME" CONTRALTO



Evelyn MacGregor

Born in Pittsfield, Mass., she made her professional debut at the age of 3. Four years later, she was appearing in vaudeville with her two brothers who had organized their own troupe. When she was 17, her mother took her to Los Angeles, where Evelyn sang for the first time on the air. Encouraged by approving critics, she went to New York to study voice, sang in opera at the Brooklyn Academy of Music, and was soloist with several choral groups. "Waltz Time" features Evelyn MacGregor on Fridays at 8.30 p.m. C.D.T. (CBC—CKY).



"BRANDON ARTISTS" SERIES

Local talent is featured in a new CKX programme broadcast on Tuesdays and Thursdays at 10.15 p.m. Programme Director Eric Davies has an abundance of capable vocalists and instrumentalists listed for future productions.



STUDIO TOURS

Visitors are welcomed at CKY and conducted tours can be arranged by appointment. Write or call Public Relations Department, CKY, Telephone Building, Portage Avenue East, Winnipeg.

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

- 10.30—Concert Album.
- 12.30—Canadian Party.
- 1.30—The Lutheran Hour.
- 2.00—CBS Symphony Orchestra.
- 5.00—Music for Sunday.
- 8.00—Meet Corliss Archer.
- 9.00—Art Hallman Presents.
- 9.30—Latin American Serenade.
- 10.00—CBC News (Daily).

MONDAY

- 7.30—News (Daily).
- 8.00—Musical Clock (MTWTFSS)
- 8.30—News (Daily).
- 9.45—Morning Devotions (MTWTFSS).
- 11.00—BBC News (MTWTFSS).
- 2.30—Music of Manhattan (MWF).
- 6.00—News.
- 6.10—In the Spotlight (MTWTF).
- 7.00—Mart Kenney.
- 8.00—I Deal in Crime.
- 9.00—Contented Hour.
- 11.00—Summer Fallow.

TUESDAY

- 11.00—BBC News (MTWTF).
- 1.00—Rural Rhythm (Daily).
- 1.25—Livestock Review.
- 1.30—CBC Farm Broadcast (MTWTF).
- 2.00—CBC News (MTWTF).
- 7.30—Theatre of Romance.
- 8.00—Symphony Concert.
- 9.00—The Man Called "X".
- 9.30—Treasure Trail.
- 10.15—Brandon Artists' Series.

WEDNESDAY

- 6.30—Ellery Queen.
- 7.00—Jack Carson.
- 7.45—Kona-Kani Serenaders.
- 9.30—Clary's Gazette.
- 10.30—Invitation to Music.

THURSDAY

- 12.45—B.U.P. News (Daily).
- 8.00—Dick Haymes Show.
- 9.30—Rudy Vallee.
- 10.15—Brandon Artists.
- 10.30—Poster Hewitt Reporting.

FRIDAY

- 6.30—Hawaiian Harmony.
- 7.00—CBC Concert Hour.
- 8.00—Alan Young.
- 8.30—Sweet Cap Summer Show.
- 9.00—Gillette Fights.
- 10.30—Pacific Time.

SATURDAY

- 10.30—Concert Hall of the Air.
- 11.15—Melodies for Juniors.
- 2.00—Swing Matinee.
- 3.00—Duke Ellington Entertains.
- 6.30—Sports College.
- 7.00—Twenty Questions.
- 8.00—National Barn Dance.
- 10.30—Art Hallman's Orchestra.

Mary at the B.B.C.



Remember Mary Pickford, lovely little star of the early silent movies? They called her "America's Sweetheart", and those who saw her in "Rebecca of Sunnybrook Farm", "Little Pal", "The Poor Little Rich Girl", "Daddy Long-Legs", and many other classics of the screen will never forget her. Those were the days when movie fans' principal annoyances were the big hat of the lady in front, and the young gentleman behind who persisted in reading the screen titles and dialogue aloud for the benefit of his girl friend. Music was usually provided by a pianist who varied the theme to suit the action of the picture.

Thanks to scientific developments originally applied to radio—notably the vacuum tube and the loud speaker—sound movies replaced the silent celluloid somewhere in the middle '20's. By that time Mary Pickford was firmly established as an executive in the busi-

ness side of the film industry, though she appeared in several sound pictures.

She is seen here taking part in "Here's Wishing You Well Again", with Ben Lyon (right), well known radio and screen personality, and Vernon Harris (left), producer of the programme.



KONA-KANI SERENADERS

For soft langourous music of the Hawaiian Islands, exotic visions of palm trees, dreamy lagoons, and the rest of the trimmings which make pleasant escape from the prairie summer, CKX fans are tuning in the Kona-Kani Serenaders on Wednesday nights at 8:30. Albert Johnson directs with his electric guitar, Nick Bocker plays steel guitar, Humphrey Davies the ukulele, and Cece Luce provides the bass vocals.

MANITOBA CALLING

PROGRAMMES

15000 Watts

CKY WINNIPEG

990 Kilocycles

(All times Central Daylight)

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.
- 3.00—Light Concert Music.
- 4.00—CBC News.
- 5.00—Silver Theatre—CBC—Int. Silver.
- 5.30—A Summer Tale—CBC.
- 5.45—BBC News.
- 6.30—CBC Star Time—CBC.
- 7.00—Church Service.
- 8.00—Drama—CBC.
- 8.30—Album—CBC—Bayer Aspirin.
- 9.00—CBC News—CBC.
- 10.00—BBC News Reel—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.
- † 10.00—Road of Life—CBC—P. & G.
- † 10.15—Big Sister—CBC—P. & G.
- † 10.45—Laura—CBC—Lover Bros.
- 11.00—BBC News—CBC.
- † 11.15—Lucy Linton—CBC—Sunlight Soap.
- † 11.30—Aunt Mary—Safeway Stores.
- † 12.00—The Happy Gang—CBC—Colgate-Palm.
- 12.30—A Miss and a Male—CBC.
- † 1.00—News and Messages.
- † 1.30—CBC Farm Broadcast—CBC.
- † 2.30—CKY Matinee.
- † 3.00—Life Can Be Beautiful—CBC—Ivory.
- † 3.15—Ma Perkins—CBC—Oxydol.
- † 3.30—Pepper Young's Family—CBC—Camay.
- † 4.45—Gospel Singer—Templeton's.
- 5.45—Your Favourite Songs—Bee Hive.
- * 6.00—News—CKY.
- † 6.30—CBC News.
- 6.45—I Hear the Southland Singing.
- † 9.15—CBC News Roundup—CBC.
- 10.00—Summer Fallow—CBC.
- 10.30—Hotel Pennsylvania Orchestra.
- 11.00—Music for You.

TUESDAY

- 12.30—Stars to Be—Whitehall Pharmacal.
- 5.00—Western Five—CBC.
- 6.15—Art Van Damme Quintet—Imperial Tob.
- 6.45—Lum and Abner—Alka Seltzer.

- 7.00—Big Town—Sterling Products—CBC.
- 7.45—Higgins Octette—CBC.
- 8.30—The Fred Warink Show—CBC—Johnson's Wax.
- 9.30—Leicester Square—CBC.
- 10.00—"Bleak House"—CBC.
- 10.30—Winnipeg Strings.

WEDNESDAY

- 9.25—Voice of Inspiration.
- 12.30—A Miss and a Male—CBC.
- 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—The Veteran's Show—CBC.
- 9.30—Classics for Today—CBC.
- 10.00—Let's Play Charades—CBC.
- 10.30—Invitation to Music.
- 11.00—Sports Commentary—CBC.

THURSDAY

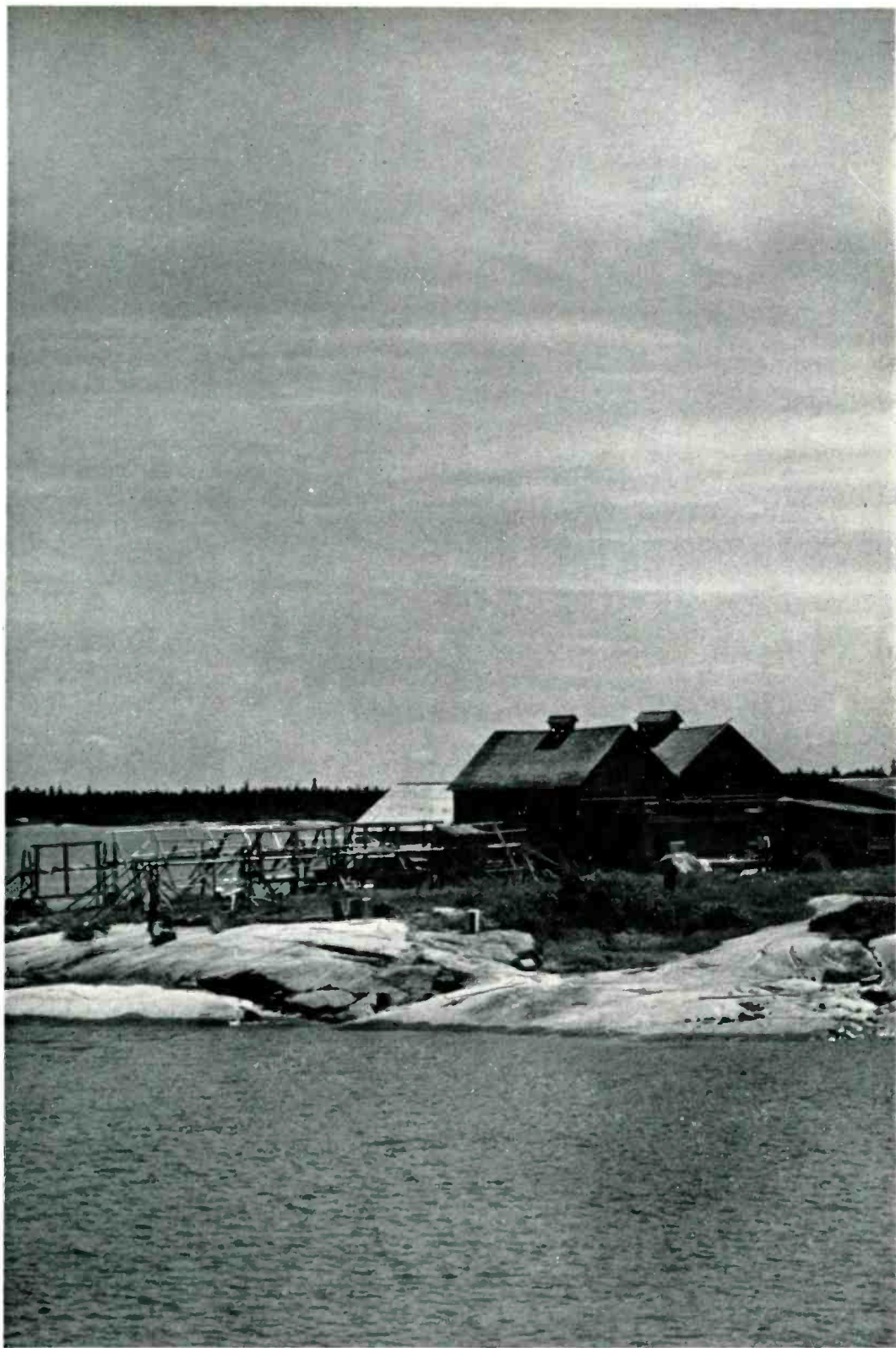
- 12.30—Stars to Be—Whitehall Pharmacal.
- 5.00—Western Five—CBC.
- 6.15—Art Van Damme Quintet—Imperial Tob.
- 6.45—Lum and Abner—Alka Seltzer.
- 7.00—Radio Repertory—CBC.
- 8.00—Kraft Music Hall—CBC—Kraft Cheese.
- 8.30—The Concert Hall—CBC.
- 9.30—Eventide—CBC.
- 11.00—George Kent and Two Pianos—CBC.

FRIDAY

- 9.25—Voice of Inspiration.
- 12.30—A Miss and a Male—CBC.
- 5.45—Your Favourite Songs—Bee Hive.
- 6.45—The Old Corral—Soudack's.
- 7.00—CBC Concert Hour—CBC.
- 8.00—Johnny Home Show—CBC.
- 8.30—Waltz Time—CBC—Sterling Products.
- 10.30—Pacific Time—CBC.
- 11.00—Soliloquy—CBC.

SATURDAY

- 9.45—Morning Devotions—CBC.
- 10.00—CBC News—CBC.
- 11.30—M.T.S. Show—M.T.S.
- 12.00—Music Hall Variety.
- 2.00—CBC News—CBC.
- 3.00—Duke Ellington Entertains—CBC.
- 6.30—British Variety Show.
- 7.30—Famous Jury Trials—CBC.
- 8.00—La Plaza—CBC.
- 9.30—Hayloft Hoedown—CBC.
- 10.00—Red River Barn Dance—H. B. Co.
- 10.30—Impressions in Ivory—CBC.
- 11.00—Hawaiian Hospitality—CBC.
- 11.30—Three Suns Trio—CBC.



Fishing Station, near Norway House, Manitoba

Photo by J. Hartman.

