



## C.B.C. PROGRAMS

From the inception of what is known as National broadcasting in Canada, first introduced under the aegis of the Canadian Radio Commission and continued with certain variations under the Canadian Broadcasting Corporation, CKY originated and produced all programs supplied to the C.R.C. or C.B.C. networks from Winnipeg. This city has, in fact, produced a substantial proportion of the National and Western Regional programs, and until quite recently the practical direction of these programs was performed by CKY officials. Now, however, the C.B.C. has established western headquarters at Winnipeg, and has its own staff, but the Winnipeg programs still originate in CKY studios, under the control of CKY's technicians. This is at once an indication of CKY's recognized efficiency and of the close and friendly co-operation between the Dominion broadcasting authorities and the Manitoba Telephone System.

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### CKX BRANDON

The Brandon station receives and broadcasts a number of programs originating at CKY, but it also functions as a western regional Manitoba station, producing its own local features and frequently broadcasting entertainment by visiting performers who come in from various surrounding towns. A number of Brandon productions are transmitted over the telephone wires to Winnipeg and there broadcast by CKY. In their services to the public, CKX and CKY are complementary to each other, the former placing rather more stress upon programs appealing to rural listeners, and the latter catering more to city residents. The peculiar distribution of population in Manitoba, with a large percentage concentrated in and about the City of Winnipeg, makes such an arrangement between the two stations very desirable.

## RADIO ARTISTS—5



### GERTRUDE NEWTON—Soprano

Gertrude Newton is a gifted Winnipeg singer who has won a very high place in the musical life of this city. Few of our Canadian sopranos have had more broadcasting experience, for she has sung at stations in Copenhagen, Oslo, and Stockholm, besides filling many engagements for the B.B.C. in London. Also, of course, Miss Newton has broadcast frequently on the national network in Canada and a great number of times on CKY. Concert and Oratorio work occupied much of her time in Great Britain. She is equally at home as soloist with the Winnipeg Symphony Orchestra, or when taking leading parts in such successful plays as "The Chocolate Soldier," "The Merry Widow," etc.

## CKY Back on 910

Following a brief experimental period on the frequency of 900 kilocycles, CKY has been given permission by the Radio Branch, Department of Transport, to return to 910 kilocycles, which appears to be much more satisfactory to western listeners. Many people are in doubt as to why the various stations operate on their respective frequencies. Who instructs station authorities as to where they shall locate on the dial? The answer is, of course, that all Canadian stations are licensed by the Department of Transport, Ottawa. Central authority is necessary, to prevent confusion. Without such authority, stations might be continually trying other frequencies in the hope of bettering their transmission, and the result would inevitably be chaos. It is admitted that practically all broadcasting stations operate under the handicap of interference due to nearby stations on the dial, the fact being that the band of broadcast frequencies is crowded. Above and below the broadcast band are frequencies extending to the very high ones of "ultra-short wave" and to the low ones of "long wave." The entire range of frequencies used in radio communication is divided into bands or sections, each being reserved for one or other of a number of different types of services, as, for instance, commercial messages, police calls, television, radiotelephone, inter-ship and ship-to-shore services, etc. The divisions are often sub-divided, also, for national uses by the various governments of the world. It will be appreciated that the allocation of the various frequencies must be not merely a matter of national but inter-national concern. It is this fact which makes it so difficult for government radio authorities to protect each of their respective operators of stations from interference caused by stations of foreign countries. International conventions have been held from time to time since the early days of wireless telegraphy, and many useful regulations have been put into effect as a result, but the science of radio moves rapidly and sometimes it is apt to get ahead of legislation. It is understood that an international conference is to be held in a year or so, and, it is possible that important changes affecting wavebands may be the outcome. In the meantime, our government, like the others, can only fit Canadian stations into the broadcast band as well as the circumstances permit. It is no use blaming local stations or the governments of any particular countries. It is an international affair.

## THE LISTENER WRITES

*We welcome letters from our listeners. Helpful criticism is especially appreciated. Complaints, or communications relating to the general policies of CKY or CKX should be addressed to The Public Relations Department, CKY, Winnipeg. All letters should bear the name and address of the sender and will be treated confidentially.*

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**MUSIC MAY BE OVERDONE**—"We can do with a little less music. I love music, but we need these days something to sooth the nerves, and it is so restful to hear Professor Allison and some other speakers . . ."—R. R. No. 1, Winnipeg.

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**LIKED "BRITISH VARIETY"** — We always looked forward to the British Variety Hour on Saturday afternoons. We were very much disappointed when we heard that this was to be discontinued . . ."—E. Kildonan.

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**SAYS SOME SOUND SILLY**—"Sorry as I am to say it, being English, I do not like the overseas programs. Some of them are so silly. All our best programs have been taken off . . ."—Winnipeg.

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**LIKES B.B.C. PROGRAMS** — "Thank goodness we can now get decent stuff from Great Britain. It is an improvement on what we were being served . . ." Carman, Man.

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**DISLIKES "COPY-CATS"**—"Why do so many broadcasting people copy each others' ideas instead of giving us something original. I must say that CKY is usually ahead . . ."—Winnipeg.

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**A PROUD MANITOBAN**—"I am glad that CKY and CKX, which are "our" stations, have not been entirely swamped by outside programs . . ."—Brandon.

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**AN ORCHID FOR CHARLES**—"Our hat is off to C. E. L'Ami, the best news commentator on the air. His "Forgotten Canadians" talks are splendidly prepared and delivered . . ."—St. James.

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**FAVOURS TRANSCRIPTIONS** — "Say what you will, some of the best programs; like 'Ports of Call,' 'Magic Island,' 'Cecil and Sally,' and 'Eb and Zeb,' are transcriptions; and I like them a lot better than live talent presented with dead showmanship . . ."—Virden, Man.

## STAFF PORTRAITS—5

William F. Seller  
Manager, CKX, Brandon

Bill Seller was born in Dorset, England. He came to Canada in 1913 and settled in Winnipeg. His foot was scarcely placed on a rung of the ladder which leads to bank management when he heard the bugles calling overseas. Preferring not to walk, he joined the Fort Garry Horse. Illness intervened and his horse went without him. He re-enlisted with the 10th Field Ambulance, went to France with the Fourth C.C.S., and eventually transferred to the Royal Air Force, in which branch he obtained his commission.

Bill has had a wide and varied experience in the world of entertainment. He organized concert parties in France. He has played in sketches opposite Reginald Denny, of movie fame. While overseas he appeared as guest artist with many well-known concert parties in London and various parts of the Old Country. Radio attracted him in 1922 and he made many appearances before the microphone at the Winnipeg Free Press and Tribune stations. His professional debut in radio was made in 1927 and he has been regularly at the microphone since that year.

Bill was the originator and author of the popular dialogue, "Ebony and White," in which he played Mr. White. This feature had five years successful run. He will also be remembered for his work as "Pat" in the radio team of "Bridget and Pat."

Commencing radio announcing for CKY in 1931, he became one of the regular staff the following year. In December, 1936, he moved to Brandon to assume the management of CKX.

Apart from broadcasting, he is interested in the Little Theatre and in the organization of concert parties, in which activities he is already prominent in Brandon. Gardening is his hobby, when weather permits. He loves sailing and spent much of his boyhood in this and in deep-sea fishing. His present location favors neither. His athletic sports are boxing and wrestling. His knowledge of wrestling helped him considerably when he broadcast several important bouts in Winnipeg. As a boy he was member of the first troop of Boy Scouts ever chartered.

Bill Seller is typical of the staffs of CKX and CKY in that his knowledge of the art of broadcasting is built upon a foundation of many years' all-round experience.



## THE STORY OF CKY

(Continued from last issue)

## "Sound Effects"

Sound effects and their production seem to be of particular interest to listeners who visit CKY. They know, of course, that the various noises introduced into radio plays must be faked somehow, and they like to be shown what is done to create the sounds of forest fires, shipwrecks, angry mobs, crying babies, etc., which accompany the dialogue in the studio. Here, then, is the story of some early CKY sound effects. In 1923, when listeners were in the habit of turning their dials about for the purpose of picking up as many stations as possible in an evening, rather than sitting through the program of any one station, it was customary for announcers to repeat their call letters very frequently and often to use distinctive signals—such as chimes, bird calls, etc., sometimes between the program items, but especially when signing off for the night. Some broadcasters still continue the practice, using what is known as interval signals, and special signature effects for identification purposes. With low powered transmitters and the inefficient receivers of those days, reception of distant stations was more a matter of chance than it is today. This fact, no doubt, accounted for the erratic habits of listeners and for the anxiety of broadcasters that their stations should be recognized whether or not the programs were received consistently.

## CKY's First Sound Effect

CKY adopted the plan of broadcasting its call letters in imitation of the code transmitted by wireless telegraph stations. Because the announcer was also manager, remote control operator and general factotum, he had frequently to sign off at churches, theatres or dance halls. He could not say "we return you now to our studios," for the very good reason that there was no other announcer available to take over and sign off. The instrument for transmitting the calls letters in code had to be very portable, so part of an old English flageolet was used as a whistle. Wherever the announcer went, he carried the whistle in his vest pocket. When he signed off in public places, audiences used to wait behind to watch the ceremony of blowing dots and dashes on the whistle! As a producer of synthetic wireless signals, then, the whistle deserves a prominent place in our museum of "sound effects."

Perhaps the next candidate for honors would be the toy dog which "barked" for Professor V. W. Jackson in his nature study talks fourteen years ago.

(To be continued)



### ONE OF CKY'S NEW STUDIOS

Above is a photograph of CKY's new Number 1 studio, showing Isaac Mamott and His Orchestra, as seen from the public observation room.

### DEAR LISTENER

#### *Replies to letters of general interest*

V.R.: Transcriptions, if not used excessively to the exclusion of competent talent, are a valuable aid in broadcasting, often bringing programs that could not be staged locally. All radio entertainment comes to you by electro-mechanical processes, whether by transcription or from the living artist in the studio. R.S.K.: We are carrying as many C.B.C. day-time programs as can be fitted into our schedule, having regard to our obligations as operators of the two Manitoba-owned stations. Adjustments will be made from time to time according to the popularity of the new features. For the present the venture is in the nature of an experiment. Comments of our listeners are invited. J.M.: Bob Morrison is the announcer of CKY's early morning programs. T.S.F.: Two-thirds or more of the revenue supporting CKY and CKX is derived from advertising; the balance coming from rental of facilities to the C.B.C. It is not correct to say that the service is provided by listeners' license fees. P.J.: The "Visiting Microphone" is based on radio routine with which all veteran broadcasters are familiar. Little special preparation is required. We go there with a "mike," describe what we see, ask questions — and that is that.

### HEARS CKX IN B.C.

Evelyn Curiston, of North Pine, B.C., in the Peace River district, wrote to The Bird Lady, CKX, Brandon, describing the birds at North Pine. Her letter contains an interesting weather prediction and the assurance that CKX is frequently heard. Miss Curiston wrote on August 21st: "We must be going to have an early winter. The blackbirds are going south. The geese are going south too. We can get CKX when the weather is good, and enjoy the programs."

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### CORRESPONDENCE INVITED

"Manitoba Calling" invites CKY and CKX listeners to become regular correspondents, reporting their opinions of programs, offering criticism or suggestions regarding the service provided by these stations. We value very highly the intimate contact we have enjoyed for many years with a large number of our listeners, and all signed communications are accorded most careful consideration. It will be appreciated if, from time to time, you will list your favorite programs in order of your preference for them. Include only programs heard from either CKY or CKX. Results of the balloting will be published in these columns. Each listener submitting a list of favorite programs will receive "Manitoba Calling" post free for twelve months. Address "Public Relations Department," CKY, Winnipeg.

## THE LISTENER WRITES

*CKY and CKX receive thousands of letters each month, many of them praising the programs and some offering suggestions and criticism. All are welcome. In referring to any of the letters, whether on the air or in these columns, we do not disclose the names of the writers unless they have given us special permission to do so. Correspondents are requested to sign their communications, as anonymous letters cannot be given attention.*

**THESE GIRLS**—"Wish we could have more better music. I don't mean classic either. Would enjoy male quartets and tango programs, but to listen to some of these girls sing is enough to drive one crazy. . . ."—Moorhead, Minnesota.

**SHUT-IN**—"I listen to CKY about ten hours a day. As I am confined to my bed, and have been for over four years, it would amount to a great number of hours. I must say that I have learned a great deal about music—music that I wouldn't listen to four years ago, I now look forward to hearing. . . ."—St. Boniface, Man.

**A BOOSTER** — "I am one of your most ardent boosters for CKY. . . ."—Fort Frances, Ont.

**MANITOBA CALLING** — "I really enjoy this little paper very much. It makes a person feel on speaking terms with all your artists and staff. . . ."—Woodside, Man.

**CALL FOR BRIAN**—"We rural women would like to hear Brian Hodgkinson again in 'Good Morning Neighbor' . . ."—Poplar Point, Man.

**GOSPEL SINGING** — "It would be much nicer if you had more Gospel singing, as one gets tired of modern music all the time. . . ."—Petersfield, Man.

**APPRECIATION**—"We wish to congratulate you on the high standard of service you are rendering your listening public. We thoroughly enjoy your programs and know most of your announcers by their voices. . . ."—Shortdale, Man.

**PRAISE**—"We like 'Manitoba Calling'

very much and we read the little books from cover to cover. Then we keep them all and are putting them together with silk cord, so the children will be able to read and learn from them when they grow a little older. . . ."—Pratt P.O., Man.

**A KICK** — "Received my 'Manitoba Calling' yesterday and noticed that

'Church in the Wild-wood' was booked for 8.45 a.m., but instead some awful music came on, if you could call it that. . . What is the use of the magazine? Most of them transcribed, too. . ."—Moorhead, Minn.

**NEWS** — "Am surprised to hear that there have been complaints lodged re newscasts, as personally I have been delighted to get such excellent, frequent and accurate news accounts during these anxious times. My congratulations to all

at CKY, and thanks. . ."—St. James, Man.

**FOR BRIGHTER BAND MUSIC** — "May I suggest more thrilling band music. . ."—St. James, Man.

**LESS SWING** — "We enjoy 90% of your programs but could get along nicely with less 'swing'. When they 'swing' the grand old pieces I feel like saying 'That ain't the way I he'erd it!' It's a crime to murder such good music. . ."—Lyleton, Man.

**VOICES AND LOOKS**—"I like getting the pictures of radio actors and performers. One thing is certain, and that is, none of them ever looks as we imagined them—especially the announcers. . ."—Monominto, Man.

### OUR PRIZE LETTER

A Year's Subscription to "Manitoba Calling" has been awarded to the writer of the following:

**WHAT IS HOME WITHOUT A RADIO?**—"Our radio went on a 'sit-down strike just for one day last week. Had I been able to run away I would have done so. The house was like a graveyard. I found myself watching the clock and walking over to the radio for my pet programmes, to find it was dead. . . I would like to hear some of the old programmes, like 'The Youngbloods'. I shall never forget how once when we were waiting for that to come on, the house next door to us caught fire. The first thing my husband did was to get the radio out. . . ."—St. James, Man.