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BROADCASTS TO SCHOOLS

A continuous effort is made by the Provincial Department of Education to improve the valuable series of broadcasts designed for reception in schools and broadcast on week-days, except Saturday, throughout the school terms. For the purpose of ascertaining results to date, the Department is circularizing teachers with a questionnaire, asking them for their opinions on the technique, time and style of the programs and inviting them to offer criticism and suggestions. Notable advances have been made in this type of broadcasting during the past season, and CKY is constantly receiving indications that the service given by the Department in co-operation with the station is highly appreciated throughout Manitoba.

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Fully Illustrated Booklet.

Pictures of Staff, Studios and Equipment.

Explanations of
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Public Relations Dept.

CKY—Winnipeg

RADIO PERSONALITIES



Gerald F. Bourke

Born in Limerick, Ireland, educated at Stonyhurst College, Lancs., and at Rockwell College, Dublin, "Jerry" Bourke came to Canada in 1908. A cousin of Edward Martyn, original sponsor of the Abbey Players, he has been associated with the stage in various ways as long as he can remember. His many successes in producing and directing plays, organizing concert parties, etc., have been achieved as a result of long training and a sound knowledge of every branch of stagecraft. No man in Western Canada and few, if any, in the Dominion, have had longer experience than he in the development of radio drama. He has been engaged in such activities since 1922 when the play first began to displace phonograph records and when he wrote and produced "Radarios" as they were called. His intimate understanding of studio technique is attributable to his having invented not a little of it, a fact which is appreciated by veterans in the broadcasting art.

ARE YOU LISTENING?

The Answer Indicated by Mail and Telephone

We are often asked if many listeners respond to radio programs by writing letters to the station. Here are a few figures, tending to show that we do not just keep going merrily along in blissful doubt as to whether anyone is listening.

Consider the recent demands for a knitting book, resulting from announcements by a well-known soap manufacturer. 8,500 letters from knitting enthusiasts have already been received by CKY as this statement goes to press. That number will be substantially augmented by the time these lines are being read. Each letter has contained ten cents in stamps or coin of the realm, as well as a carton top.

Then there is "Dr. Query," who invites the audience to send in questions, for his weekly program. Throughout the season he brings to CKY an average of 700 letters per week. More than 1,600 enquiries came to the Industrial Development Board of Manitoba asking for particulars of products in connection with a "Made in the West" campaign.

Children's programs often draw great numbers of letters, though not all such features call for mail response. The youngsters are sometimes required to apply personally at local stores, etc., for membership cards and badges. Certain filling stations in the Winnipeg district were besieged by youthful followers of the "Jimmie Allen" series of programs to the number of 13,103 as the result of an announcement broadcast on April 13 of this year. A program for children, broadcast at 9 a.m. as a help to mothers in keeping the little ones occupied after the rest of the family had gone to business or school, rolled up a membership of 1,100 tots in a "Two to Six" Club.

The telephone also plays an important part in registering listeners' response to CKY's programs. During a series of six broadcasts by juvenile entertainers, shortly before Christmas, 1937, the members of the audience were invited to telephone in their votes for preferred performances. No fewer than 143,079 telephone calls were registered during the brief periods allowed by the rules of the contest. This result was at once a tribute to the popularity of the talent selected by the sponsors; the efficiency of the Telephone System which successfully handled the extraordinary traffic; and to CKY's place in the hearts of its listeners.

FROM THE TALKS

Excerpts from Our Radio Addresses

Facsimile:

" . . . The photo-electric cell, with its marvellous power of translating lights and shadows into electrical impulses, may provide us with a new and remarkably interesting service long before television comes west . . . Now, a number of broadcasting stations in the United States are adopting the 'facsimile' system. The home receiving outfit is simple and compact, attaching to an ordinary radio receiver . . . To receive news and pictures, all the owner has to do is to tune in the regular set, switch on the facsimile recorder and let it run. The machine holds a roll of recording paper which is automatically fed as the facsimile signals are coming over. People can set the outfit ready to be started by an incoming signal, go to bed, and awake in the morning to find the news printed in two long columns, with cartoons and comics included . . ."—"Between Ourselves."

Pigeons:

" . . . CKY has served as a clearing house for lost racing pigeons for many years. During the past year over forty pigeons have been returned or reported to their owners through the nature talks and the racing pigeon clubs of Winnipeg, of which there are four. People now understand what the bird bands on the pigeons' feet mean . . . A public service is being rendered in this way . . ."—Professor V. W. Jackson.



Safety:

" . . . Mothers, teach your children never to run into the street, to look both ways, and to be sure it is safe before stepping off the curb . . . Teach them never to hitch on to wagons or other vehicles . . . Do not give children air rifles, toy pistols, sharp knives, or other dangerous playthings . . . Explain to them the danger of using wire as a cord for kites . . . Caution them about walking and playing on railroad tracks . . . Teach them not to step out from the back of a bus or car without making sure that nothing is coming from the opposite direction . . ."—Accident Prevention Branch, Dept. of Labor.

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.

APPRECIATION—"CKY is our favorite radio station. We listen in to it more than to any other. . . Radio means so much to us of the wide open spaces, thirteen miles from town and with only weekly newspapers . . . Our sincere appreciation to the staff for their good work . . ."—Swan River, Man.

CRITICISM—"If some of the music put on in your early morning programs is supposed to be 'hot,' it certainly burns me up. It might be all right for savages and morons, but there is nothing in it to satisfy civilized people . . ."—Dauphin, Man.

A LITTLE PRAISE—"This letter would not be complete without a word of appreciation for your efforts to entertain us. We seem to take it all for granted, but want you to know we thank you very much for everything . . ."—Miami, Man.

TIP TO SPONSORS—"Why don't you tell the advertisers that we are not deaf, nor are we dumb. A little advertising, in a conversational tone, is acceptable. We are inclined to buy the things announced with such good taste, but we positively will not buy anything which is made the subject of lengthy ballyhoo bellowed at us with the voice of a midway barker. Tell such announcers they don't need radio; they can just go on a roof-top and cover any fair-sized city. I won't have them in my living-room . . ."—Winnipeg.

THE VOICE OF MANITOBA—"We like CKY because it was the first radio station we ever heard, because it has always given us wholesome programs, and because, as part owners, we feel it is 'our' station . . ."—Winnipeg.

ENJOYS SCHOOL BROADCASTS—"We do want the Department of Education to keep up those broadcasts to schools. They are simply grand . . ."—Minitonas, Man.

A PROTEST—"We rural listeners have to listen to programs designed and timed for city people . . . Has it occurred to the powers that be that we want to use our radios as a means of entertainment? In this day we have had all the education we desire and if we wish for more, we mostly own cars and means to obtain any more learning we need. Oh, how I detest opera and symphonic concerts! . . ."—Souris, Man.

STAFF PORTRAITS—12

ERIC DAVIES,

Announcer, CKX-CKY



Like so many of his fellow countrymen, and like his father, who has for many years been prominently associated with the Brandon Male Voice Choir, Eric Davies is a singer. His rich baritone was frequently heard in concerts from CKX before he became Manager-Announcer of that station in December, 1934. There was considerable competition and Eric secured it on his merits, which included a good speaking voice, reading ability, musical knowledge, general education and a pleasing personality. Born in Bangor, North Wales, he came to Brandon with his folks in 1918. He took first year Arts at Brandon Collegiate, clerked in the Bank of Montreal at Oak Lake, spent three years in another commercial establishment, meanwhile developing his native vocal talent with the aid of excellent training. CKX had a power of only 100 watts when he took charge. With the increase to 1000 watts, and an enlargement of the scope of CKX as a commercial station, Eric became Chief Announcer in preparation for his transfer to CKY. Here his experience has been broadened by participation in the preparation and production of network programs. Always modest and loath to speak of his achievements, he cannot easily be persuaded to admit that he won first place, Grade A, in the Baritone Solo class, at the Western Manitoba Musical Competition Festival three years running. His favorite composer is Tschaikowski and he likes modern orchestras, especially those of Henry Bussey and Morton Gould.



DEAR LISTENER

Replies to letters of general interest

F.R.—Radio editors are not to blame for all the incorrect listings of program items, nor are we. With programs originating in so many distant cities, and innumerable difficulties to be met, it is inevitable that many changes are made too late to catch the press. In an effort to keep our listeners informed, we broadcast our program schedules at 8:45 a.m. each week-day, and again at 3:00 p.m. **R.M.**—Schedules of CKX and CKY are mailed each week to all newspapers desiring them. Ask your local editor. **E.E.B.**—It is impossible to answer your question in this limited space. You will find a detailed explanation in our booklet "A Tour of CKY's Studios."

UNCLE PETER'S COLUMN

Letters from girls and boys will be welcomed in this section

Vacation Days: Hello girls and boys! Holidays will soon be here, and many of you will be going away, to lake resorts or on journeys by automobile or train. Some of you will go camping and some, for various reasons, will stay at home. Whatever you do and wherever you go, I hope you will be very happy. Keep in mind the rules of safety. Two very important ones are that you should not go in the water less than an hour after eating and that water from rivers or other sources should be boiled for fifteen minutes before drinking, unless you are told by people you can trust that it is pure and fit to drink.

Kite Flying: The string should be attached to a box kite so that the kite slopes at an angle to the wind. For real fun, tie a second string lower down, near the bottom of the kite. Keep this string slack, letting the upper one take the strain. By pulling on the lower string you can make the kite fall rapidly. When it nearly reaches the ground, pull on the upper string again, and up will go the kite. Instructions for making a big kite will be mailed if you will write to Uncle Peter at CKY, enclosing a snapshot of yourself.

The Best Letter: Deciding which is the best letter received from our young readers is always difficult, but this month we have chosen one written by Olive Tench, of Beresford, Man. Here is part of her letter: "I noticed your Young Folks Column in the May issue of 'Manitoba Calling.' We have no radio in our school but we have one at home. We were some of Uncle Peter's 'Peterkins' when we were small. We like 'Jimmie Allen' and 'Orphan Annie' and we like listening to plays. We always listen to 'Big Sister' as soon as we get home from school at noon hour. Our best time for listening is from 4.15 to 8.30 p.m. My hobbies are collecting stamps, post marks, and picture post-cards with colored scenery. My favorite games are, 'Cops and Robbers,' 'Police,' 'Cheese It,' and 'Cross Tag' . . . Yours truly, Olive Tench." Thank you, Olive! You are being mailed a copy of our booklet "A Tour of CKY's Studios."

Who will write the best letter for this column next month?



Ask for "Manitoba Calling"

"Manitoba Calling" is published monthly by the Public Relations Department of CKY, Winnipeg. Copies are available at telephone offices, or they will be mailed to any address on receipt of postage. A large number of readers have sent stamps to cover delivery for a year, thus making sure that they will receive their copy each month.

GOOD MORNING NEIGHBOR!

When Maurice Burchell opens his 9 a.m. program each week-day with the greeting "Good Morning Neighbor!" the lady listeners may be sure that some useful household hints, a good recipe, a few aids to efficient economy and some pleasing musical numbers are to follow. Maurice seems to be well-posted in the art of removing ink stains from window curtains, stopping leaks in ice-boxes, compounding the ingredients of tasty desserts, and advising on the benefits of exercise for the modification of human architecture. Really, the profound knowledge he displays of domestic affairs is surprising in a bachelor. That he will be a treasure in a home of his own one of these days seems certain, especially if he preserves his copies of the script!



Maurice Burchell

OFF TO HOLLYWOOD!



"Woodhouse and Hawkins"

Snapped as They Boarded the Bus

Art McGregor and Frank Deaville left Winnipeg on June 2 for a well-earned vacation, most of which will be spent in Los Angeles. While countless listeners will miss these cheery C.B.C. artists, their absence will be felt even more in the corridors and studios of CKY, where their personalities have won the hearts of every member of the staff. Most likeable fellows, this talented pair, who write their own scripts and play an almost unbelievable number of characters, may truly be described as men of "parts." Their return to the C.B.C. network in the "Backstage" series on July 6 will be greatly welcomed. In the picture, Art McGregor, lapsing for a moment into the role of Uncle Andrew, is searching for a nickel with which to reward the photographer. He was saved by the announcement "All Aboard!"