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RADIO BRANCH, MANITOBA TELEPHONE SYSTEM

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VOLUME THREE

With this issue, "Manitoba Calling" commences another year of publication. Unique in style, this pioneer among Canadian radio station bulletins is enjoying a demand which suggests its having attained permanence as a medium for the exchange of thought between our listeners and ourselves. It is a token of our belief in the complementary functions of radio and the printed word.

"Manitoba Calling" actually began as a monthly sheet called "Broadcasting", published by CKY during the year 1923. Having a studio and office staff of only two people in those days, we were unable to continue the project after that year. Although CKY's periods on the air were then much shorter than they are today, we were handicapped in having to depend upon voluntary talent to provide entertainment. The time involved in merely persuading artists to broadcast often exceeded the hours now devoted to rehearsing some of the finest programs. Those difficulties were productive of many a headache but were not conducive to the continuance of editorial activity. We therefore laid the publication aside to await a more favorable opportunity, which came in July, 1937.

Meanwhile, the growth of CKY from a 500 watt station to one of 15,000 watts, and the addition of CKX's 1,000 watts at Brandon justified our changing the name of our bulletin from "Broadcasting" to "Manitoba Calling". CKY and CKX, owned by the people of this province and with a background of many years of service may truly be said to represent Manitoba speaking to the world. As the basic station of the Canadian Broadcasting Corporation in this part of Canada, CKY's studios, equipment and personnel are employed in the transmission of national and regional network programs from Winnipeg, so that

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SCHOLARSHIP WON BY RADIO PERFORMANCE



Luba Novak, 15-year-old 'cellist who performed on CKY in the late P. G. Padwick's High Schools' orchestra, has been awarded a scholarship by the New York Philharmonic Society. She played a solo in one of Mr. Padwick's network broadcasts and was heard in New York. Her work in that program brought her a letter of praise from one of the leaders of the Philharmonic Society. This was followed by an offer of a course of free lessons with Joseph Schuster, leader of the 'cello section in the great symphony orchestra. Interviewed at CKY's microphone on December 10th, shortly before her departure to New York, Luba said she was grateful to Mr. Padwick for all the encouragement he had given her.

STELLA DALLAS



Here She Is!

You may often have tried to visualize the girl who plays the heroine in "Stella Dallas", the popular program broadcast from CKY at 11.15 a.m. on week days, except Saturdays.

Anne Eltsner is her name.

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ADVENTURE RUNS HIGH ON "CRIMSON TRAIL"

Thrills and adventure are plenty for Crimson Trail fans, as the story of Canada's "big moment" unfolds over Station CKY. This serial is purely Canadian in its atmosphere, and based on the running of the Can. Pac. railroad through Western Canada. Bad men, Indians, ranchers and Canadian mounties, mingle freely in the story of Canada's pioneer development. There is a special Children's Club offer on this program in which boys and girls are invited to become "Riders of the Crimson Trail." Thousands of Canadian boys and girls have already joined in this band, led by their hero Brand Emerson. But interest in this program is not limited to children, for the fascinating way in which the true story of Western Canadian history has been depicted has also attracted a large audience of men and women. The Crimson Trail is broadcast every Monday, Wednesday and Friday over Station CKY.

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SEE OUR STUDIOS

Visitors are welcomed at CKY's studios on week-day afternoons between 2 p.m. and 4 p.m. Groups wishing to be conducted through the studios and to have details of construction, etc., explained to them should write to the Public Relations Department so that suitable arrangements can be made for their reception. Those unable to visit the studios should write for a copy of our illustrated booklet "A Tour of CKY's Studios". The price is 15 cents.

TEACHERS VISIT CKY

One hundred and fifty of Winnipeg's elementary school teachers, in six groups, recently visited CKY's studios and had the construction and technical details explained to them. In a letter to the Public Relations Department, Miss Lila Warwick, Secretary of the Teachers' Club, has written: "Each one enjoyed the tour immensely and found it very educational as well as entertaining. . . . The co-operation your staff afforded us in extending our visits over six Saturdays, and the kindness, consideration and courtesy shown us in conducting the tours, were certainly outstanding and much appreciated by us . . ."

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"EASY ACES"

"Easy Aces", known to their legion of fans as the family to whom the unexpected is always occurring, continue on their merry way over the air. Jane Ace, the wife, has become famous for her uncanny ability to turn a commonplace and ordinary occurrence into a major event, full of misunderstandings and hilarious predicaments. Her manner of speaking in explaining her various escapades enhances the merriment contained in the plot itself. Goodman Ace is the long suffering husband who is always innocently being drawn into the vortex of Jane's whirlwind activities; and he's always wondering how he got mixed up in such a mess. The truth is, however, that it's all his own fault, because he writes all the material used in the sketch. The background of this material is the normal wholesome life of the average family. The novel and unexpected twists taken in the various plots create real entertainment for listeners.

Write today
for your copy of

"A TOUR
OF CKY'S STUDIOS"

* * *

Fully Illustrated

Price 15 cents

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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. Also, when the location might make identification of the writer easy we refrain from mentioning it. Correspondents are requested to sign their communications, as anonymous letters cannot be given attention.

MARVELLOUS ANNOUNCERS — "I think our announcers are marvellous. How on earth they get their tongues around all those foreign names is always a wonder to me . . ."—Brandon, Man.

INDIAN LISTENERS — "Our Indians enjoy the radio as much as the white people. Every Saturday night I have twenty-four to thirty Indians of all ages sitting around my home, on chairs, benches and the floor. They like best the hockey games and jigs. They laugh uproariously at weeping ladies, family quarrels and excited gentlemen (in the dramas), also at animal sounds . . ."— . . . , Man. (Name of place omitted by request).

SUGGESTION TO SPONSORS—"Why do advertisers say 'Order from your store tomorrow'? It may be all right for city listeners. The announcers often omit to tell the price or the weight. I could order by mail, if only I knew whether to send fifty cents or five dollars . . ."— . . . , Man.

SERIALS—"Why don't women who like some of the serials buy a dime novel? The literary quality of many radio serials is very low . . . Some episodes are ridiculous, though apparently intended to be serious . . ."—Portage la Prairie, Man.

STAYS WITH CKY—"Our radio dial stays at CKY from early morning until late at night . . ."—St. Vital, Man.

WANTS "EB AND ZEB"—"I would like to have 'Eb and Zeb' back on the air again . . ."—Winnipeg.

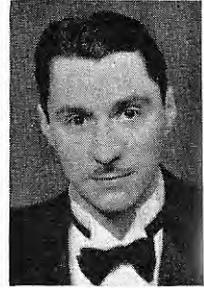
NATAL—"A prize for quaint pronunciation should go to the announcer who recently referred to a place called "NAY-tle", South Africa. Why not arrange a world tour for announcers? . . ."—Winnipeg.

FROM SASKATCHEWAN—"We have always listened to your station, from the early days of radio. You would almost think that there was not another station to hear, as our dial always goes to CKY. I think that proves a lot how satisfied we are with your station . . ."—Dubuc, Sask.

STAFF PORTRAITS—19

**WILFRED CARPENTER,
Chief Announcer, CKX**

Wilfred G. Carpenter was born at Oak Lake, Manitoba. He has since lived in Yorkton, Winnipeg and Regina, and came to Brandon in the summer of 1928. Matriculating from Oakwood High School, Oak Lake, he served his apprenticeship in the drug business while still attending school. Also, he studied piano and harmony. In Winnipeg, he worked for about two years with a well-known firm of druggists. Then he went to Yorkton, Sask. and managed the music department of a combined drug and music store. In Brandon, he has been employed in display work and sales and has played piano in a dance orchestra. He was with a dance band in Regina and he played during three summer seasons at Riding Mountain National Park.



Joining the staff of CKX in December, 1936, Wilf. rapidly made himself a favorite as an announcer and program arranger, a number of his own ideas proving very popular with the listeners. Possessor of a pleasing personality, Wilf. is liked by all who know him. Music is his selected hobby, his taste preferring especially the works of modern composers. As an accompanist or soloist he is extremely useful at CKX, his ability to read at sight or to improvise in emergencies being particularly helpful on many occasions. In a recent "visual" broadcast in the City Hall, in aid of the Brandon Empty Stocking fund, a substantial portion of the amount raised resulted from his playing request numbers at the piano. In sports he likes golf, tennis and bowling. Altogether, Wilf. is a well balanced "all round" man who is always ready to co-operate in the interests of public service. CKX is rightly proud of him.

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these facilities are, in a very practical sense, the medium through which Manitoba salutes the Dominion.

We hope our readers will continue to find "Manitoba Calling" interesting as a recorder of progress in the broadcasting art and that they will continue to use its pages for the expression of their views regarding programs.

THOUSAND DOLLAR SMILES

CLIMAX RADIO CONTEST



Winner of a thousand dollars in a recent Procter and Gamble Company's "Chipso" contest, Mrs. W. H. Green of Winnipeg received the welcome cheque at CKY's microphone on November 29th. On the same occasion an award of twenty-five dollars was made to Mr. M. Shaffer, from whose store Mrs. Green made her purchases of Chipso. As many of our readers will remember, announcements were made with the Procter and Gamble Company's "Guiding Light" program, asking users of

Chipso to conclude in their own words the sentence beginning "I like Chipso because" It is sometimes said by cynics that women regard the word "because" as a clinching argument in itself, requiring no extension. Mrs. Green was among those who decided to follow it up with something which would express a housewife's satisfaction with a product of daily use. She did so. Her effort was considered the best, and she won the prize, benefiting at the same time her grocer, Mr. Shaffer.

In presenting the cheques, Mr. F. A. Bradley, Western Supervisor of the Procter and Gamble Company, congratulated the winners, who made suitable replies. The event was broadcast by CKY and our camera snapped the happy group at the microphone. In the picture, from left to right, are: Mr. P. J. Banninger (Procter and Gamble Company), Mr. M. Shaffer, Mr. W. H. Green, Mrs. Green, and Mr. F. A. Bradley (P. and G. Co.).

WELCOME GREETING FROM FAR NORTH WEST

For many years CKY has been broadcasting messages to the North. From time to time we receive reports assuring us that the messages reach their destinations. The latest is a brief radiogram from Old Crow, in the Yukon Territory, reading as follows: "Your station best ever heard here in five winters. Have received all Northern Messenger programs to date via CKY. Thanks and keep it up."—Corpl. and Mrs. E. A. Kirk.

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KEEPING TRACK OF PROGRAM CHANGES

Listeners who do not receive daily newspapers in time to make use of the published radio program schedules may find it convenient to tune in CKY at 8.55 a.m. on week-days when the Public Relations Department broadcasts chats about the day's features. In the same five-minute period letters from the radio audience and various interesting topics are discussed. Correspondence is invited.

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GREETINGS—"Why so many anniversary greetings in the old-time music programs? . . ."—Winnipeg.

"HOLLYWOOD CASTING OFFICE"

A new series of highly amusing programs provides an opportunity for the radio audience to visit the cinema capital of the world. Written and produced by men who are steeped in the atmosphere of the motion picture industry, Hollywood Casting Office is a passing parade of artists making one of the fastest moving comedy revues that have yet been produced. There are laughs galore interspersed with unusual music capably performed. Each program opens with the telephone operator, Miss Happ, answering the incessant buzzer on the switchboard, establishing the atmosphere for the action of the episode. Act after act parades through the office of Bud Jamison, casting director, and before the microphone on a carpet of rapid fire comedy and smart dialogue. Finished artists appear in the roles of ambitious claimants to fame and fortune. As the Casting Office closes for the day, a cordial invitation is given to the radio audience to join in the fun when the next call is posted, and the action closes into the musical theme, with the telephone operator saying, "Nothing today . . . call later". "Hollywood Casting Office" is broadcast by CKY on Tuesdays at 6.45 p.m.