



Vol. III. No. 2. Issued by the Public Relations Department,
 RADIO BRANCH, MANITOBA TELEPHONE SYSTEM February, 1939.

"COME TO WINNIPEG"

CKY is urging all listeners within range to come to Winnipeg during the week of celebration to be held in honor of the visit of Their Majesties the King and Queen on May 24th. The reminder is to be broadcast daily until the week arrives.

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GET "MANITOBA CALLING" REGULARLY

This bulletin is published monthly and is distributed gratis through offices of the Manitoba Telephone System. Readers preferring to do so may obtain it by writing to the Public Relations Department, CKY, Winnipeg, enclosing a one-cent stamp for each copy desired. Many are sending twelve one-cent stamps and thus ensuring regular delivery for the year.

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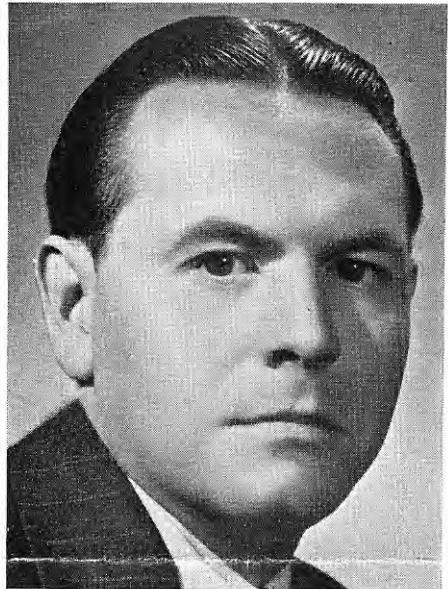
WILFORD DAVIDSON RETURNING TO CKY

Popular announcer, favorite baritone singer and capable pianist, Wilford Davidson, who left Winnipeg last March to join the C.B.C. staff at Montreal has returned to CKY.

On the network of the C.R.C. (later the C.B.C.), and in many of CKY's local and commercial network programs, he achieved distinction as the possessor of a fine voice which he could use to good purpose in singing or speaking. In the summer of 1935 he joined CKY's announcing staff and became Chief Announcer, which position he relinquished in March, 1938, to accept a call by the C.B.C. to their Montreal studios.

News of Mr. Davidson's return will be received with much satisfaction by his many friends throughout Manitoba.

RADIO PERSONALITIES



**GEOFFREY WADDINGTON,
 C.B.C. Conductor**

Mr. Waddington was born in Leicester, England. His parents brought him to Canada when he was only three years old, and settled in Lethbridge, Alberta. From the age of seven, he says, he was "an inveterate violin player". At twelve, he led an orchestra in Lethbridge, and by 1921, at the age of seventeen, he was touring Canada as a concert artist. In the intervals of this activity, he acquired three gold and four silver medals, in addition to a cup, at Alberta musical festivals. His contributions to radio, at private stations and later on C.B.C. networks, have won wide appreciation. As conductor of a C.B.C. orchestra

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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.

POINT WITH PRIDE—"Frankly speaking I believe that we Manitobans can be proud of our station and the type of programs broadcast . . ."—Macdonald, Man.

STEADY LISTENERS—"We think CKY puts on real good programs and we listen in there more than anywhere else . . ."—Ochre River, Man.

NO COMPLAINTS—"From CKY we generally get an enjoyable program. If there happens to be an opera on we can always turn it off. We do not complain, because we know we are not the only people in this troubled world . . ."—Strathclair, Man.

WE'LL KEEP TRYING—"When I try to find fault with CKY I can't remember all my grievances. You're doing very well, and I'm sure you can do better . . ."—Oakville, Man.

THE HOME TOWN CALLS—"I listen to programs on CKY that I like and, believe me, they're good. In fact, most anything from Winnipeg is good to my ears as that is my home town . . ."—Red Lake, Ont.

ON CKY ALL DAY—"We live eleven miles from town. We dial CKY at 7.30 a.m. and it is practically kept there all day long . . ."—Bowsman River, Man.

KIND WORDS—"You people do a good job anyway, as there is no other station with so good an average as CKY. Our radio is on at least ten hours a day, and all on CKY . . ."—Inwood, Man.

CKY AND CKX—"Although you broadcast some of the same programs on both stations, they are both good stations of which Manitoba people can be proud . . ."—Clanwilliam, Man.

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RADIO PERSONALITIES

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in the studios of CKY, he is adding much to the quality of the programs and to the inspiration of Winnipeg musicians, particularly those who have the good fortune to play under his baton.

STAFF PORTRAITS . . . 20

**MAURICE BURCHELL,
Announcer, CKY**

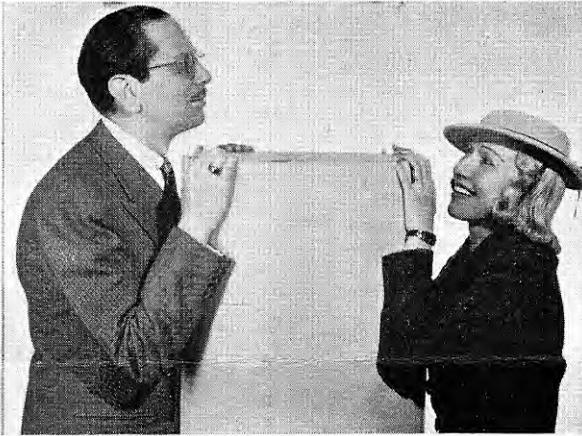
Maurice was born in Winnipeg, since which event he has dwelt in London, England, and Dublin, Ireland for brief periods. He attended various schools and was exposed to the usual assortment of facts, including many whose usefulness he has not yet had opportunities of testing. Much information of a practical kind was absorbed at Kelvin Technical High School, Winnipeg, and at a well known business college. His first job was a clerical one, with opportunities of taking frequent gulps of fresh air. He was office and messenger boy in a grain merchant's establishment. Thence he went to a brokerage house where he was amazed at the large amount of money in circulation and the small proportion that came his way.



It may have been the result of studying the market reports and observing the shortage of bulls in that year of depression, but something impelled him to leave the financial arena and obtain a job in a packing plant. Here he engaged in the labor of persuading beef into boxes with his own hands. The day came, however, when his dexterity was noticed and he was promoted to an office desk in the same institution. Although he had long possessed a good singing voice, it was not until 1936 that he was given a chance to use it at the microphone. Following an audition, he performed with credit in several programs in CKY studios. In 1937 he joined the staff as an announcer. His most important assignments have included announcing a number of C.B.C. programs, of which "Within These Walls", "Woodhouse and Hawkins", "Minstrel Jamboree", "Ventures in Citizenship" and "Geoffrey Waddington Conducts" come first to mind.

Maurice Burchell's favorite sports are boating—sail and motor—and golf. In music he likes, as he expresses it, "anything good". In this he discloses a preference most commendable in a professional broadcaster, whose ideal should be to please many tastes with many types of entertainment, all in their classifications describable as "good".

"EASY ACES"



They are Mr. and Mrs. Ace in Real Life

humorous writing and showmanship, made him dramatic critic and column conductor. He held the posts for twelve years before venturing into radio. He originated "Easy Aces" over a local Kansas City station. In 1931 the Aces went to Chicago, where they broadcast over another local station. Their sketch soon achieved wide popularity, and the following year they were being featured on a network. They have been on the air almost continuously ever since.

The "Easy Aces" broadcast over CKY on Mondays, Wednesdays and Fridays at 6.45 p.m. C.S.T.

The "Easy Aces" are another famous "Mr. and Mrs." microphone team who successfully combine their domestic and their radio careers. Both Mr. and Mrs. Ace are perfectly natural before the microphone. Jane, whose name is really that, and her husband whose real name is also used on the air, are both very real, human people; both very much in love with each other.

Ace was born in Kansas City on January 15, 1899, and Jane in the same city on October 12, 1905. While Jane was finishing high school, Ace was going to Junior college, studying journalism, later leaving it for a job as reporter on the Kansas City "Journal-Post". His editors, recognizing his flair for

ANNOUNCER'S NAMES

Should announcers of CKY and CKX announce their names or should they continue in nameless anonymity?

Since its inauguration in 1923 CKY has followed the B.B.C.'s policy of not permitting announcers to mention their names.

While announcers on most other stations throughout the continent have been terminating programs with something to this effect: "Your announcer is John Doe!", our own men have remained nameless voices.

Many listeners having requested that our announcers say who they are, we recently asked for letters on the subject. The result has been overwhelmingly in favor of identification.

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"HEROIC DOGS"

Dog lovers are advised to listen to a new series of transcribed talks now being broadcast by CKY on Fridays at 6.00 p.m. "Heroic Dogs" is the title of the series. Interesting and often thrilling stories concerning the intelligence and habits of the friend of man are told in a fascinating manner by Doc Pard. The program is appropriately framed in the theme music "The Whistler and his Dog".

NOTE FROM LOS ANGELES

Pelham Richardson has received the following appreciative comment from Mr. T. Metcalfe, 1024 Magnolia, Los Angeles:

"I am taking this means of expressing my appreciation for the beautiful music which you and your Salon Sextet send us on Tuesday and Thursday mornings by way of the C.B.C. and the Mutual network. Yours is the sort of entertainment that makes radio worth while."

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BROADCASTS TO SCHOOLS

CKY has resumed the broadcasting of special features for reception in Manitoba Schools on Mondays, Wednesdays and Fridays between 3.45 and 4.00 p.m. The Provincial Department of Education has arranged a series of programs, which for a few weeks is continuing as follows: Mondays, "Music Appreciation", by John Leamen; Wednesdays, "Studies in Poetry", by A. H. Hoole; Fridays, "Current Events", by B. Warkentin. As the season advances other subjects and speakers will be included. It is hoped also that the schools will be able to make use of some of the afternoon programs broadcast by CKY from the CBC network.