

Miss Verna E. Weber,
BERGEN,
Alta.



NEWS
BROADCASTS
DAILY

Trans-Canada Network:
7:00, 8:00 a.m. 12:00, 5:30
8:00 p.m. 11:00 p.m.

Dominion Network:
9:00 p.m.

TRANS-CANADA
NETWORK



DOMINION
NETWORK

CBC PROGRAM SCHEDULE

CBK
WATROUS
(Trans-Canada Network)
540 Kcs.
CBC
Prairie Region
Transmitter

300 Telephone Bldg., Winnipeg, Canada

DATE OF ISSUE, APRIL 9, 1948.

PRAIRIE REGION

Week of April 18th, 1948

\$1.00 PER YEAR

Halton To Cover Italian Election

**CBC Correspondent Will Also Report
On Trieste Situation**

Toronto.—Matthew Halton, the CBC's overseas correspondent, is now in Italy to cover the forthcoming election on April 18. His reports will be sent to Canada by shortwave. During his stay in Italy, Halton will also report on the situation in the disputed city of Trieste.

An experienced correspondent, Matthew Halton has been studying and reporting international events since 1932. He joined the CBC in 1943 as a war correspondent, covered the war in the Mediterranean area and on the western front, and in 1946 was awarded an O.B.E. for his services.

Halton's reports from overseas are heard regularly on CBC News Roundup, Monday to Friday at 8:15

Adapts Richard II



LISTER SINCLAIR, Toronto playwright whose radio adaptation of Shakespeare's play *King Richard II* will be broadcast on CBC Wednesday Night, April 21, at 10:00 p.m. MST, 10:00 p.m. CST, on the Trans-Canada network. At 27 Sinclair is not only known as an author, but also as an actor, literary and music critic, and mathematician. He is one of the principal contributors to the Sunday night program *Stage 48*.

p.m. MST, and on Capital Report, broadcast Sundays at 12:03 p.m. MST, on the CBC Trans-Canada network. In addition to special reports from Matthew Halton, the CBC will also cover the Italian elections fully in regular news bulletins.

CBC Will Report 1948 Olympic Games

CBC Reporter Bill Herbert To Broadcast Commentaries, Interviews And Actualities From England

Vancouver.—Bill Herbert, special events reporter for the CBC International Service at Vancouver, is going to the United Kingdom this summer to cover the Olympic Games for the CBC. The Olympics will be held from July 29 to August 14, and Canada will have entries in most of the events.

Through the BBC, which is handling the broadcasting arrangements for all the countries represented at the games, the CBC has been allotted accommodations at Wembley stadium, where the track and field competitions will take place, and at all the other principal points for the games. Mr. Herbert and members of the CBC's London staff will have the use of broadcasting studios especially built at Wembley for the Olympics and will broadcast daily reports to Canada by shortwave.

These CBC broadcasts will cover all the highlights of the games, and especially the work of the Canadian teams taking part. They will include descriptive reports, interviews with Canadian contenders, and actualities of events in progress.

Bill Herbert is a frequent contributor to CBC News Roundup. During the war he was a CBC war correspondent with the Canadian Army and the R.C.A.F.

The Unforgotten.—I know an old man, now nearing 90, who still sweeps the gravel drive of what used to be the Manor House and is now a hotel. Not because he's paid to; he isn't. "Not," as he said to me a month ago, "for them as is there now, though they're all right; they've been good to me. But for him as is gone, God bless him."—Canon Anthony Otter, on BBC.

Wednesday Night Recitalist



MINUETA BOREK, pianist and composer, who will be the recitalist in the *Distinguished Artists* program on Wednesday, April 21, at 8:30 p.m. MST, 9:30 p.m. CST, on the CBC Trans-Canada network. She has won awards twice in the competitions sponsored by the Composers, Authors and Publishers Association of Canada.

Playing For Barbara Ann

CBC Librarian L. E. Thompson Undertook Difficult Task

It takes a good deal of argument to coax L. E. Thompson, CBC Librarian at Winnipeg, out of his retirement from professional music. Ten years have passed since his absorption in the difficult job of setting up a CBC record and score library took Mr. Thompson out of circulation as a professional pianist and organist. Nevertheless, he has kept his union ticket and union association all that time, and sometimes, if something really difficult comes along, Winnipeg impresarios still have to call on him.

Mr. Thompson learned his music the hard way, playing in the old Orpheum vaudeville theatres, reading ms. scores—and what ms.!—by dim light with no rehearsal; transposing on the spur of the moment, grinding out music through long hours of matinee and evening performances. There is not much in the way of average music that he can't read on sight.

So when Barbara Ann Scott, World, European, Olympic, North American, and Canadian ladies' figure skating champion, came to

Winnipeg last week for the final appearance of her Western tour, it was Laurie Thompson the officers of the Winnipeg Winter Club had to call upon when they learned that no music would be available until the night of the carnival, no rehearsal would be possible, and perfect timing and rhythm would be necessary for a skater whose style and rhythmic precision were recognized everywhere in the world as impeccable.

Mr. Thompson played on a wooden platform raised just one foot from the ice. It was cold out there, and he had to keep a heater blowing on the piano keys before each number so that they would not be too much like blocks of ice. Another heater on the floor warmed his feet. But he followed Miss Scott's perfect rhythm through the Schubert Ave Maria number with faultless timing, and afterwards received an autographed program from the world champion as a mark of appreciation. In a second number, done to a medley of Stephen Foster tunes, Barbara Ann lifted her audience to storms of en-

Continued on page 6

SUNDAY, April 18th, 1948

STATION CBK, WATROUS
(MST)

8:55 WEATHER FORECAST
9:00 CBC NEWS
9:02 NEIGHBOURLY NEWS
9:15 PRAIRIE GARDENER
9:30 RECITAL
10:00 BBC NEWS
10:15 CULTURE IN QUEBEC
10:30 HARMONY HARBOUR
10:59 DOMINION TIME SIGNAL
11:00 ALAN MILLS
11:15 JUST MARY
11:30 THE WAY OF THE SPIRIT
12:00 CBC NEWS
12:03 CAPITAL REPORT
12:30 RELIGIOUS PERIOD
1:00 N.Y. PHILHARMONIC
2:30 CHURCH OF THE AIR
3:00 SINGING STARS OF TOMORROW
4:00 ALAN AND ME
4:30 WEATHER FORECAST
4:35 TO BE ANNOUNCED
4:45 MUSICAL PROGRAM
5:00 MUSIC IN NATURE
5:15 MOVIE CRITIC
5:30 CONCERT HALL
6:00 BERGEN AND McCARTHY
6:30 FRED ALLEN
7:00 CBC NATIONAL NEWS
7:10 THE OLD SONGS
7:30 ALBUM OF FAMILIAR MUSIC
8:00 STAGE 48
9:00 THE READER TAKES OVER
9:30 MUSIC BY ERIC WILD
10:00 BACH FESTIVAL
11:00 CBC NEWS
11:10 WEATHER FORECAST
11:15 MARY ANN MERCER
11:30 PRELUDE TO MIDNIGHT

CENTRAL STATIONS
(CST)

9:00 CBC NEWS

CBC DOMINION NETWORK
(MST)

3:00 THEATRE HOUR
4:30 JANE FROMAN
8:00 C.F.P.L. CHORUS
8:15 GISELE
8:30 LATIN AMERICAN SERENADE
9:00 DOMINION NEWS AND COMMENTARY

Notes

ALAN MILLS (11:00 a.m. MST)

Folk Songs for children by Alan Mills, baritone. From Montreal. The Skye Boat Song; Jack Was Every Inch a Sailor, a Newfoundland sea chanty; The Old Woman and the Peddler, an old Anglo-American comic narrative; Hush Little Baby, negro plantation lullaby; and The Swopping Song. The first number, The Skye Boat Song, is a 200-year-old song commemorating the escape of Bonnie Prince Charlie following the Battle of Culloden in 1746.

WAY OF THE SPIRIT
(11:30 a.m. MST)

Biblical drama. From Montreal. The spread of Christianity to Rome will be the theme of today's broadcast. It tells the story of Paul's missionary journeys, his sufferings at the hand of his enemies and of his jour-

ney from Ceasarea to Rome when through his prayers he saved the lives of the crew when the ship on which he was sailing was lost in a storm and broke to pieces on the rocks.

CAPITAL REPORT
(12:03 p.m. MST)

Robert McKeown from Ottawa, Robert Elson from Washington, and Matthew Halton from London.

RELIGIOUS PERIOD
(12:30 p.m. MST)

Lt.-Col. William Dray, of the Salvation Army. From Toronto.

CHURCH OF THE AIR
(2:30 p.m. MST)

Rev. R. Sinclair, Innisfail Presbyterian Church. From Edmonton.

THEATRE HOUR
(Dom. 3:00 p.m. MST)

The Silver Cord, a story of over-possessive mother love, by Sidney Howard.

CONCERT HALL
(5:30 p.m. MST)

Weekly series presenting talented young Canadian singers and instrumentalists. From Toronto. Orchestra under Samuel Hershoren; Marguerite Gignac, 19-year-old soprano from LaSalle, Ont. Orchestra: Black Eyes (traditional); Salut d'Amour (Edward Elgar); Fiddle Faddle (Leroy Anderson); Blue Danube Waltz (Johann Strauss); Ave Maria (Schubert); Gypsy Dance, from Coppelia Ballet (Delibes). Marguerite Gignac: The world is Mine Tonight (George Posford); Jewel Song, from Faust (Gounod). Miss Gignac is studying for an operatic and concert career at the Royal Conservatory of Music of Toronto, and specializing in German lieder. She also plays piano and organ. Her radio experience includes a year of bi-monthly song programs for children over a Windsor station.

STAGE 48 (8:00 p.m. MST)

The Trouble With Yesterday, an autobiographical account of a boy of Russian-Jewish parentage, born in London, who suffered from the prejudices of his fellow-men through two wars. Written by a London taxi driver, Maurice Levinson, The Trouble With Yesterday is his first book and the first edition published was sold out in an hour. The paper shortage in England made a second edition impossible. The radio adaptation is by Bernard Braden who met Levinson during a visit to Britain last summer. Braden did a story about him last week on his program These English. In spite of his success, Levinson still drives a cab in London for £8 a week. He is also working on

Toiler



Few people realize the nerve-exhausting labour that may accompany the work of a CBC commentator such as JOHN FISHER, who is seen above enroute in haste from one place to another during his recent whirlwind tour of Winnipeg. Mr. Fisher fulfilled four speaking engagements during this brief visit. He was completing a 10,000-mile tour of Canada, which followed immediately upon an almost equally long and strenuous tour of Europe.

another book—about a prominent British boxer who was blinded in his last fight.

MUSIC BY ERIC WILD
(9:30 p.m. MST)

Orchestra directed by Eric Wild; Wanda Swan, contralto; George Kent, tenor. From Winnipeg. Orchestra: Who, from Sunny (Jerome Kern); La Cumparsita (Rodriguez); Blue Moon (Rodgers); Prisonero del Mer (Araucas); On the Street of Regret (Wendling). George Kent: How Deep Is the Ocean (Berlin); Believe Me If All Those Endearing Young Charms (Irish traditional). Wanda Swan: Dream (Mercer).

Rare Coin!—The position of this unit of United States currency has become so unique that one of our travelling showmen who tours the country with a small circus is exhibiting along with his bearded lady and smallest man in the world a poster saying, "Come and see, a real dollar!" Inside, there is a dollar piece lying snugly in a glass case.—Richard Dimpleby, on BBC.

The Prairie Garden.

Summary of Broadcast of April 11, 1948.

Planting Trees and Shrubs:

1. *Time to plant:* The best time to plant trees and shrubs is while they are dormant, the soil is moist and mellow, and the weather cool. This means spring or fall. Spring planting should be done as early as the ground becomes mellow enough. *Evergreens* may be planted at any time in the year except when making soft, new growth but early spring is usually the most satisfactory time.

2. *What to plant:* Nursery grown stock has a better root system close to the trunk and is therefore better adapted for transplanting than native trees and shrubs. As far as possible it is wise to purchase only from firms growing this stock in the prairie region. Imported stock may or may not be hardy. *Small sizes are better than big ones and cheaper.*

3. *Care before plantings:* When nursery stock is received it should be checked. If dry, moisten immediately. Stand the bundles in a tub of water for an hour then place in cool shade (basement), until planted. If planting is to be delayed more than a day or so heel the material in a trench. Small trees may be heeled in bundles but larger one should be unpacked. *Keep the roots moist at all times but not standing in water.*

4. *Pruning* may be done before or after planting which ever is more convenient but should not be delayed until after growth commences. The top branches must be reduced to balance damage to roots, usually about one-third. Most nurseries prune stock ready for planting before shipping except Caragana. Caraganas should be cut back to two inches above the ground immediately after planting. In pruning trees and shrubs care must be taken to preserve their natural beauty of form. Small trees require least pruning.

5. *Space to grow* to ultimate size without interfering with walks, driveways, buildings or other plants must be provided. *Permanent plantings must be carefully planned in advance.*

6. In *planting* prepare holes deep enough and wide enough to spread out roots naturally and to plant a little deeper than the material was before transplanting. Make the soil firm about the roots by tramping in the soil except for the top two inches which should be left loose. Leave a depression around the tree or shrub to catch water. Water before filling in the last layer of loose soil.

7. *After planting* water when necessary but do it thoroughly. One drenching is better than ten sprinklings.

8. *Check after wind storms* for loosening of soil around the base of the trunk. Whipping in the wind may result in an opening around the trunk through which the soil can dry out. Keep soil firm around the trunk.

Continued on page 6

MONDAY, April 19th, 1948

STATION CBK, WATROUS

(MST)

- 7:00 CBC NEWS
- 7:05 MUSICAL PROGRAM
- 7:15 BREAKFAST CLUB
- 7:45 WESTERN TIME
- 7:50 THE CLOCKWATCHER
- 8:00 CBC NEWS
- 8:10 WEATHER FORECAST
- 8:15 KINDERGARTEN OF THE AIR

- 8:30 ETHELWYN HOBBS
- 8:35 MARJORIE DUFF
- 8:45 MORNING DEVOTIONS
- 9:00 ROAD OF LIFE
- 9:15 BIG SISTER
- 9:30 WHAT'S YOUR BEEF?
- 9:45 LAURA LIMITED
- 10:00 BBC NEWS
- 10:15 LUCY LINTON
- 10:30 MORNING CONCERT
- 10:59 DOMINION TIME SIGNAL
- 11:00 R.C.M.P. BULLETINS
- 11:10 PROGRAM NEWS
- 11:15 HAPPY GANG
- 11:45 CLAIRE WALLACE
- 12:00 CBC NEWS
- 12:10 INTERLUDE
- 12:15 PLANTATION HOUSE PARTY

12:30 FARM BROADCAST, WEATHER

- 1:00 LIFE CAN BE BEAUTIFUL
- 1:15 MA PERKINS
- 1:30 PEPPER YOUNG'S FAMILY
- 1:45 RIGHT TO HAPPINESS
- 2:00 CONCERT HOUR
- 2:30 RECITAL
- 2:45 WOMEN'S NEWS COMMENT
- 2:48 HERE'S AN IDEA
- 3:00 FEATURE CONCERT
- 3:15 FAMILY FAVOURITES
- 3:30 THE WORLD OF RADIO
- 3:45 DON MESSER
- 4:00 RADIO JOURNAL
- 4:10 LA CHANSON FRANÇAISE
- 4:30 YVAN L'INTREPID
- 4:45 UN HOMME ET SON PÊCHE
- 5:00 CHICO VALLE
- 5:15 JACK SMITH
- 5:30 CBC NEWS
- 5:40 WEATHER FORECAST
- 5:45 ONE MAN SAYS

6:00 INSTRUMENTAL ENSEMBLE

- 6:30 MY SONGS FOR YOU
- 6:45 LYLE EVANS
- 7:00 RADIO THEATRE
- 8:00 CBC NATIONAL NEWS
- 8:15 CBC NEWS ROUNDUP
- 8:30 SUMMER FALLOW
- 9:00 RECITAL
- 9:30 HARMONY HOUSE
- 10:00 WINNIPEG DRAMA
- 10:30 STRING MELODIES
- 11:00 CBC NEWS
- 11:10 WEATHER FORECAST
- 11:15 MILTON CHARLES
- 11:30 DANCE ORCHESTRA

CENTRAL STATIONS

(CST)

- 3:00 SCHOOL BROADCAST
- 11:00 MELODIES FROM BRITISH FILMS

CBC DOMINION NETWORK

(MST)

- 5:30 CLUB 15
- 6:30 BILLY MEEK
- 6:45 SUSAN FLETCHER
- 8:00 CONTENTED HOUR
- 8:30 INFORMATION PLEASE
- 9:00 DOMINION NEWS
- 9:30 MICHAEL STROGOFF

Notes

MORNING DEVOTIONS

(8:45 a.m. MST)

Rev. C. H. Whitmore, Home Street United Church, Winnipeg. Monday to Saturday. From Winnipeg.

LYLE EVANS (6:45 p.m. MST)

Lyle Evans, vocalist; orchestral ensemble directed by Alan McIver. From Montreal. Sing to Yourself, one of Evans' own songs which was a favourite with BBC listeners during his many years on the British airways; Mary Lou; Your Dog's Come Home Again; Help Your Neighbour.

SUMMERFALLOW

(8:30 p.m. MST)

Accidents on the Farm is the theme of the next dramatized broadcast in this spring and summer series. Written by Mary Rogers Pattison of Winnipeg, author of The Jackson Family sketch heard on the Prairie Region Farm Broadcast, the play is designed to make farmers accident-conscious. From Winnipeg.

RECITAL (9:00 p.m. MST)

Recital of French music by Cecile Henderson, pianist; and Therese Deniset, soprano, accompanied at the piano by Roline Mackidd. From Winnipeg. Mrs. Henderson will play four compositions by Debussy including: Bruyeres; General Lavine; Soiree dans Granada; and Poissons d'or. Therese Deniset will devote her part of the broadcast to songs by Gabriel Faure including: Chanson du Pecheur; Le Secret; Soir; Les Berceaux; Nell.

WINNIPEG DRAMA

(10:00 p.m. MST)

Stage Coach to Fort Garry, by Walter H. Randall of Winnipeg. All the excitement and colour of a bygone age—the days of cowboys and Indians, gamblers and desperados, strong men and dance hall queens—is brought back in this week's drama. From Winnipeg.

STRING MELODIES

(10:30 p.m. MST)

String ensemble directed by Albert Steinberg. From Vancouver. Liebeslied (Fritz Kreisler, arr. by Gordon Edwards); medley of Jerome Kern song, Poinciana, Minuet in Jazz and Lonesome Road.

MELODIES FROM BRITISH FILMS

(11:00 p.m. CST)

Orchestra and choir conducted by Louis Levy; Jack Cooper and Doreen Lavender, vocalists. Today's program will include tunes from two films that were also stage successes—Noel Coward's Bitter Sweet; and Meet the Navy, the Royal Canadian Navy show. From Winnipeg through the BBC Transcription Service.

Frozen Face



Radio was no glamorous business as far as special events reporter BILL HERBERT was concerned when this picture was taken. He managed to get a frozen face in the biting temperatures at Wainwright, Alta., when he went there to arrange the recent Arctic-to-Antarctic broadcast which linked men of the Canadian Army at Aklavik and members of the Australian National Research expedition at Heard Island in the region of the South Pole. He represents the CBC's International Service at Vancouver and reports regularly for Trans-Canada network listeners on CBC News Roundup.

Accident Prevention Summerfallow Theme
CBC National Series Will Originate In Winnipeg, April 19

Every year far too many farmers are killed or maimed for life following a moment's carelessness with a tractor or farm implement. Fires, falls down wells and rickety steps, and that oldest of farm accidents—leading a "gentle" bull to water with a rope instead of a lead stick—all take their annual toll. Farm fires—around 8,000 a year—destroy farm homes and buildings and put most of their owners out of the farming business.

With these things in mind, the next Summerfallow broadcast on April 19 will be a dramatization entitled Accidents on the Farm, dealing with farm accidents—some serious and some not so serious. Written by Mary Rogers Pattison of Winnipeg, scriptwriter for The Jackson Family

series heard on the Prairie Region Farm Broadcast, the broadcast is designed to make farmers accident-conscious because farming on the peaceful countryside is the most dangerous occupation there is next to mining and lumbering.

In addition to writing Farm Broadcast scripts, Mrs. Pattison is also a regular contributor to the Winnipeg Drama series.

Summerfallow is heard on Mondays at 8:30 p.m. MST, on the CBC Trans-Canada network during the spring and summer.

What's Your Name? Here's \$5,000,000!

Quiz Programs South Of Border Give Away Millions Annually

A recent estimate by a broadcasters' association in the United States indicates that commercial firms in that country gave away \$5,000,000 in radio quiz programs during 1947. One program alone (ABC network), gave away \$550,000; another (MBS) \$500,000.

The quiz shows, according to one correspondent, are also getting to the stage where they are giveaways and nothing else—the entertainment part being strictly nil. The announcer, according to this correspondent, has only time to say, "What's your name? Here's a new furnace, a diamond-studded coffee pot, a fur bathrobe, and thank you!"

In one program, for nothing more than getting her children to write her name on a postcard, some mother-in-law is going to win \$35,000 in the form of a new car and trailer, a hair dryer, a lot in Hollywood, a complete wardrobe, a refrigerator, a houseful of food, a diamond watch and ring, a washing machine, a radio phonograph, a stove, some luggage, a trip to New York and Bermuda, and a set of tires.

Commercial companies furnish the prizes free in exchange for a "plug" on the program. The "plugs" are so numerous now, it is said, that the original sponsor of the program is lost, and no one can tell who or what is being advertised.

What effect all this is having on the business of department or other stores trying to sell goods which you can get free on the radio by just telling the announcer your name, is a question now being bandied about.

In the early quiz programs, people had to answer questions before they got prizes, but then an NBC series got rid of this bother by arranging that if someone in the studios called you on the 'phone, you got from one to 200 dollars. This went on until the United States government decided that it was a lottery and the rules had to be changed slightly.

According to the correspondent, there is no sign of the giveaways letting up, although it has been suggested that when \$5,000,000 is given away by commercial houses, somebody must be paying for it. One or two listeners are even beginning to wonder whether they may not be the goats.

TUESDAY, April 20th, 1948

**STATION CBK, WATROUS
(MST)**

- 7:00 CBC NEWS
7:05 MUSICAL PROGRAM
7:15 BREAKFAST CLUB
7:45 THE CLOCKWATCHER
8:00 CBC NEWS
8:10 WEATHER FORECAST
8:15 KINDERGARTEN OF THE AIR
8:30 ETHELWYN HOBBS
8:35 MARJORIE DUFF
8:45 MORNING DEVOTIONS
9:00 ROAD OF LIFE
9:15 BIG SISTER
9:30 WHAT'S YOUR BEEF?
9:45 LAURA LIMITED
10:00 BBC NEWS
10:15 LUCY LINTON
10:30 MORNING CONCERT
10:59 DOMINION TIME SIGNAL
11:00 R.C.M.P. BULLETINS
11:10 PROGRAM NEWS
11:15 HAPPY GANG
11:45 SINGALONG
12:00 CBC NEWS
12:10 INTERLUDE
12:15 SMOKE RINGS
12:30 FARM BROADCAST, WEATHER
1:00 LIFE CAN BE BEAUTIFUL
1:15 MA PERKINS
1:30 PEPPER YOUNG'S FAMILY
1:45 RIGHT TO HAPPINESS
2:00 CONCERT HOUR
2:30 ARTISTS OF TOMORROW
2:45 WOMEN'S NEWS COMMENT
2:48 ETHELWYN HOBBS
3:00 FEATURE CONCERT
3:15 FAMILY FAVOURITES
3:30 LET'S DANCE
3:45 WESTERN FIVE
4:00 RADIO JOURNAL
4:10 LA CHANSON FRANÇAISE
4:30 LA VIE DES QUATRE
4:45 UN HOMME ET SON PÉCHÉ
5:00 AL HARVEY
5:15 JACK SMITH
5:30 CBC NEWS
5:40 WEATHER FORECAST
5:45 SHADY BAY STORIES
6:00 LOOSE LEAF
6:30 CANADIAN CAVALCADE
7:00 AMOS 'N ANDY
7:30 FIBBER MCGEE AND MOLLY
8:00 CBC NATIONAL NEWS
8:15 CBC NEWS ROUNDUP
8:30 LEICESTER SQUARE
9:00 ALBERTA RANCH HOUSE
9:30 BIG TOWN
10:00 RECITAL
10:15 POINTS OF VIEW
10:30 HERITAGE OF MUSIC
10:55 INTERLUDE
11:00 CBC NEWS
11:10 WEATHER FORECAST
11:15 DANCE ORCHESTRA
11:30 PACIFIC PIANOFORTE

**CENTRAL STATIONS
(CST)**

- 7:00 BIG TOWN
10:30 WINNIPEG DRAMA

**CBC DOMINION NETWORK
(MST)**

- 5:30 CLUB 15
6:30 TORONTO SYMPHONY
8:00 BOB HOPE
8:30 THE CHUCKWAGON
9:00 DOMINION NEWS
9:30 CROSS SECTION
10:30 TORONTO SYMPHONY

Notes

TORONTO SYMPHONY

(Dom. 6:30 and 10:30 p.m. MST)

Toronto Symphony Orchestra conducted by Sir Ernest MacMillan; Marian Grudeff, pianist. Miss Grudeff: Concerto No. 2 in C Minor (Rachmaninoff). Orchestra: Overture to the comic opera *Così fan tutte* (Mozart); two Debussy nocturnes—*Clouds* and *Festivals*. The two nocturnes were written at the peak of the "art for art's sake" movement at the end of the last century, and are good examples of this doctrine. Debussy himself has given word descriptions of the moods he wishes to create, relating the first to "the immutable aspect of the sky and the slow, solemn motion of the clouds;" the second to "the vibrating atmosphere with sudden flashes of light." But this nocturne also describes the movement of people, an unusual departure for Debussy, picturing a procession by a motley and many-coloured throng.

LEICESTER SQUARE

(8:30 p.m. MST)

Orchestra under Harry Pryce; the Barbershop Quartet and vocalists Belle McEwan and Bill Carr; Eric Vale as the Old Stager. Waiting for the Robert E. Lee; Gaby Glide; Winter Garden Rag; In an Old Fashioned Town; Bicycle Built For Two, and selections from *Chu Chin Chow*. From Vancouver.

ALBERTA RANCH HOUSE

(9:00 p.m. MST)

Instrumental and vocal group conducted by Ameen Ganam; Dick Taylor and Percy Brown, vocalists; Vern Myers, story-teller. From Edmonton and Calgary. Instrumental: Peter Street Reel; Swing Me Round; Shine; Sebastapol Hornpipe. Vocal trio: At the End of the Lane; I Still Do. Vocal solos: By Percy Brown—Where the Prairie Meets the Sky; by Dick Taylor—When It's Roundup Time in Texas.

RECITAL (10:00 p.m. MST)

Verna Veikle, pianist. From Saskatoon. Air de Ballet (Moscowski); Nocture in E Major (Chopin); Dance of the Gnomes (Liszt); Dancing Doll (Poldini).

POINTS OF VIEW

(10:15 p.m. MST)

Topic: Freedom of the press in Canada. Speakers: Albert Shea, of the Political Economy Department, University of Manitoba, who believes freedom of the press in Canada is restricted, and George Ferguson, of Montreal, who will take the opposite point of view.

WINNIPEG DRAMA

(10:30 p.m. CST)

A Bride Comes To The Settlement, a story of pioneer days, by J. Rae

Tooke of Winnipeg. Elder Angus McBain, a straight-laced Scotsman, wasn't any too pleased with Carlotta, his son's bride—she came from outside the Settlement and he had heard it said she rode horseback straddlewise and swam in the river in a gear that showed her elbows and ankles. After a few hours in the McBain home, it became apparent to Carlotta that she wasn't to be accepted as one of the family. She was on the point of leaving when something happened to change the Elder's attitude concerning women who went swimming in rivers.

**U.N. Sessions Covered
By CBC-ISW Shortwave**

World's Radio Correspondents Prefer Canadian Stations For Signal Strength

Montreal.—World shortwave coverage of the United Nations Second General Assembly last autumn was the "greatest single enterprise undertaken by the CBC International Service," Ira Dilworth, ISW general supervisor, announced in a report published here today.

The International Service provided regular shortwave broadcasts of United Nations news in ten languages for listeners throughout Europe, the Caribbean Area, Latin America, Australia, New Zealand and the Southwest Pacific, the report showed, and special transmissions were directed to the Middle East.

The Service continued to place its 50-kilowatt transmitters at the disposal of the United Nations Radio Division for 90 minutes each week-day. This arrangement had already been in effect for a full year.

During the session the CBC's *ad hoc* staff in New York originated 446 reports, commentaries and talks for the International Service and 99 reports for the CBC's Domestic Services. These programs were produced in special studios at Flushing Meadow and Lake Success and those for overseas were carried by direct line through CBC International Service headquarters in Montreal to the transmitters in Sackville, N.B.

Many of the 19 staff members who attended sittings of the Second General Assembly acted as commentators while in New York. In addition, 15 special commentators chosen for their knowledge of international affairs were engaged to augment the service with reports in various languages.

Accredited radio correspondents from France, Sweden, Denmark, Norway and Palestine were allotted regular relay periods for commentaries rebroadcast by the domestic radio services in those countries. This assistance was requested from the International Service, in preference to other North American shortwave services, because of the strength and quality of the CBC's signal to Europe and other areas.

Mail Bag

Background Music And Ads.

I do not agree with the "grippers" but consider that in general the CBC does a difficult task in a very commendable manner. I would like to complain, however, of background music that drowns out the words of the speaker, and of advertising that insults one's intelligence. In particular I resent the endless repetition of slogans and trade names in commercials. Why not limit to two, the number of times a slogan may appear in a fifteen-minute broadcast, and the trade-names to about six times? Also, what would be the approximate cost of a radio license if you were to give us comparable service without any advertising?—Mrs. R. J. Hughes, Mendham, Sask.

Spring Is Here.

We are enjoying the most perfect Spring weather, and I feel in a good mood, so I hasten to strike while the iron is hot and tell you about three outstanding programs I hear daily. One is the Kindergarten of the Air. I think Miss Baker is simply wonderful. I shall write and tell her so someday and sign my letter "Retired School Teacher," or "Born Thirty Years Too Soon" or maybe my own name and tell her that my husband likes her, too. One morning he awoke to hear the loveliest child's voice, he thought, and he had never heard anyone sing like that for so long. I wish I had a class of tiny tots to pass the ideas on to, because I am sure they would be happy and more intelligent if taught like that.

The other two programs are Ethelwynne Hobbs and Marjorie Duff and they are both interesting and helpful. I think our Radio is worth what it costs and then some. I made Mrs. Hobbs "orange bread" last Friday for some guests and they liked it.—Mrs. Einar Nielsen, Loreburn, Sask.

Suggestions.

We have again enjoyed the winter entertainment provided by the CBC. We often think what a different world it would be if the national institutions of many countries had served more faithfully the best interests of all the people, as the CBC is trying to do. . . .

For next winter I would like to hear something about square dances. . . . Can some competent person describe the best square dances and have the best tunes played? . . .

Another idea is community singing. This form of pleasure has suffered from the want of a good selection of songs. We sang the old ones over and over during the years, and then forgot a lot of the lines. . . . Can it be arranged that someone make a study of the nicest songs for community singing and have them sung so that the communities of the

Continued on page 6

MONDAY, April 19th, 1948

STATION CBK, WATROUS (MST)

- 7:00 CBC NEWS
- 7:05 MUSICAL PROGRAM
- 7:15 BREAKFAST CLUB
- 7:45 WESTERN TIME
- 7:50 THE CLOCKWATCHER
- 8:00 CBC NEWS
- 8:10 WEATHER FORECAST
- 8:15 KINDERGARTEN OF THE AIR
- 8:30 ETHELWYN HOBBS
- 8:35 MARJORIE DUFF
- 8:45 MORNING DEVOTIONS
- 9:00 ROAD OF LIFE
- 9:15 BIG SISTER
- 9:30 WHAT'S YOUR BEEF?
- 9:45 LAURA LIMITED
- 10:00 BBC NEWS
- 10:15 LUCY LINTON
- 10:30 MORNING CONCERT
- 10:59 DOMINION TIME SIGNAL
- 11:00 R.C.M.P. BULLETINS
- 11:10 PROGRAM NEWS
- 11:15 HAPPY GANG
- 11:45 CLAIRE WALLACE
- 12:00 CBC NEWS
- 12:10 INTERLUDE
- 12:15 PLANTATION HOUSE PARTY
- 12:30 FARM BROADCAST, WEATHER
- 1:00 LIFE CAN BE BEAUTIFUL
- 1:15 MA PERKINS
- 1:30 PEPPER YOUNG'S FAMILY
- 1:45 RIGHT TO HAPPINESS
- 2:00 CONCERT HOUR
- 2:30 RECITAL
- 2:45 WOMEN'S NEWS COMMENT
- 2:48 HERE'S AN IDEA
- 3:00 FEATURE CONCERT
- 3:15 FAMILY FAVOURITES
- 3:30 THE WORLD OF RADIO
- 3:45 DON MESSER
- 4:00 RADIO JOURNAL
- 4:10 LA CHANSON FRANÇAISE
- 4:30 YVAN L'INTRÉPIDE
- 4:45 UN HOMME ET SON PÊCHÉ
- 5:00 CHICO VALLE
- 5:15 JACK SMITH
- 5:30 CBC NEWS
- 5:40 WEATHER FORECAST
- 5:45 ONE MAN SAYS
- 6:00 INSTRUMENTAL ENSEMBLE
- 6:30 MY SONGS FOR YOU
- 6:45 LYLE EVANS
- 7:00 RADIO THEATRE
- 8:00 CBC NATIONAL NEWS
- 8:15 CBC NEWS ROUNDUP
- 8:30 SUMMER FALLOW
- 9:00 RECITAL
- 9:30 HARMONY HOUSE
- 10:00 WINNIPEG DRAMA
- 10:30 STRING MELODIES
- 11:00 CBC NEWS
- 11:10 WEATHER FORECAST
- 11:15 MILTON CHARLES
- 11:30 DANCE ORCHESTRA

CENTRAL STATIONS (CST)

- 3:00 SCHOOL BROADCAST
- 11:00 MELODIES FROM BRITISH FILMS

CBC DOMINION NETWORK (MST)

- 5:30 CLUB 15
- 6:30 BILLY MEEK
- 6:45 SUSAN FLETCHER
- 8:00 CONTENTED HOUR
- 8:30 INFORMATION PLEASE
- 9:00 DOMINION NEWS
- 9:30 MICHAEL STROGOFF

Notes

MORNING DEVOTIONS

(8:45 a.m. MST)
Rev. C. H. Whitmore, Home Street United Church, Winnipeg. Monday to Saturday. From Winnipeg.

LYLE EVANS (6:45 p.m. MST)

Lyle Evans, vocalist; orchestral ensemble directed by Alan McIver. From Montreal. Sing to Yourself, one of Evans' own songs which was a favourite with BBC listeners during his many years on the British airways; Mary Lou; Your Dog's Come Home Again; Help Your Neighbour.

SUMMERFALLOW

(8:30 p.m. MST)
Accidents on the Farm is the theme of the next dramatized broadcast in this spring and summer series. Written by Mary Rogers Pattison of Winnipeg, author of The Jackson Family sketch heard on the Prairie Region Farm Broadcast, the play is designed to make farmers accident-conscious. From Winnipeg.

RECITAL (9:00 p.m. MST)

Recital of French music by Cecile Henderson, pianist; and Therese Deniset, soprano, accompanied at the piano by Roline Mackidd. From Winnipeg. Mrs. Henderson will play four compositions by Debussy including: Bruyeres; General Lavine; Soiree dans Granada; and Poissons d'or. Therese Deniset will devote her part of the broadcast to songs by Gabriel Faure including: Chanson du Pecheur; Le Secret; Soir; Les Berceaux; Nell.

WINNIPEG DRAMA

(10:00 p.m. MST)
Stage Coach to Fort Garry, by Walter H. Randall of Winnipeg. All the excitement and colour of a by-gone age—the days of cowboys and Indians, gamblers and desperados, strong men and dance hall queens—is brought back in this week's drama. From Winnipeg.

STRING MELODIES

(10:30 p.m. MST)
String ensemble directed by Albert Steinberg. From Vancouver. Liebeslied (Fritz Kreisler, arr. by Gordon Edwards); medley of Jerome Kern song, Poinciana, Minuet in Jazz and Lonesome Road.

MELODIES FROM BRITISH FILMS

(11:00 p.m. CST)
Orchestra and choir conducted by Louis Levy; Jack Cooper and Doreen Lavender, vocalists. Today's program will include tunes from two films that were also stage successes—Noel Coward's Bitter Sweet; and Meet the Navy, the Royal Canadian Navy show. From Winnipeg through the BBC Transcription Service.

Frozen Face



Radio was no glamorous business as far as special events reporter BILL HERBERT was concerned when this picture was taken. He managed to get a frozen face in the biting temperatures at Wainwright, Alta., when he went there to arrange the recent Arctic-to-Antarctic broadcast which linked men of the Canadian Army at Aklavik and members of the Australian National Research expedition at Heard Island in the region of the South Pole. He represents the CBC's International Service at Vancouver and reports regularly for Trans-Canada network listeners on CBC News Roundup.

Accident Prevention Summerfallow Theme
CBC National Series Will Originate In Winnipeg, April 19

Every year far too many farmers are killed or maimed for life following a moment's carelessness with a tractor or farm implement. Fires, falls down wells and rickety steps, and that oldest of farm accidents—leading a "gentle" bull to water with a rope instead of a lead stick—all take their annual toll. Farm fires—around 8,000 a year—destroy farm homes and buildings and put most of their owners out of the farming business.

With these things in mind, the next Summerfallow broadcast on April 19 will be a dramatization entitled Accidents on the Farm, dealing with farm accidents—some serious and some not so serious. Written by Mary Rogers Pattison of Winnipeg, scriptwriter for The Jackson Family

series heard on the Prairie Region Farm Broadcast, the broadcast is designed to make farmers accident-conscious because farming on the peaceful countryside is the most dangerous occupation there is next to mining and lumbering.

In addition to writing Farm Broadcast scripts, Mrs. Pattison is also a regular contributor to the Winnipeg Drama series.

Summerfallow is heard on Mondays at 8:30 p.m. MST, on the CBC Trans-Canada network during the spring and summer.

What's Your Name? Here's \$5,000,000!
Quiz Programs South Of Border Give Away Millions Annually

A recent estimate by a broadcasters' association in the United States indicates that commercial firms in that country gave away \$5,000,000 in radio quiz programs during 1947. One program alone (ABC network), gave away \$550,000; another (MBS) \$500,000.

The quiz shows, according to one correspondent, are also getting to the stage where they are giveaways and nothing else—the entertainment part being strictly nil. The announcer, according to this correspondent, has only time to say, "What's your name? Here's a new furnace, a diamond-studded coffee pot, a fur bathrobe, and thank you!"

In one program, for nothing more than getting her children to write her name on a postcard, some mother-in-law is going to win \$35,000 in the form of a new car and trailer, a hair dryer, a lot in Hollywood, a complete wardrobe, a refrigerator, a houseful of food, a diamond watch and ring, a washing machine, a radio phonograph, a stove, some luggage, a trip to New York and Bermuda, and a set of tires.

Commercial companies furnish the prizes free in exchange for a "plug" on the program. The "plugs" are so numerous now, it is said, that the original sponsor of the program is lost, and no one can tell who or what is being advertised.

What effect all this is having on the business of department or other stores trying to sell goods which you can get free on the radio by just telling the announcer your name, is a question now being bandied about.

In the early quiz programs, people had to answer questions before they got prizes, but then an NBC series got rid of this bother by arranging that if someone in the studios called you on the 'phone, you got from one to 200 dollars. This went on until the United States government decided that it was a lottery and the rules had to be changed slightly.

According to the correspondent, there is no sign of the giveaways letting up, although it has been suggested that when \$5,000,000 is given away by commercial houses, somebody must be paying for it. One or two listeners are even beginning to wonder whether they may not be the goats.

FRIDAY, April 23rd, 1948

**STATION CBK, WATROUS
(MST)**

- 7:00 CBC NEWS
- 7:05 MUSICAL PROGRAM
- 7:15 BREAKFAST CLUB
- 7:45 WESTERN TIME
- 8:00 CBC NEWS
- 8:10 WEATHER FORECAST
- 8:15 KINDERGARTEN OF THE AIR
- 8:30 ETHELWYN HOBBS
- 8:35 MARJORIE DUFF
- 8:45 MORNING DEVOTIONS
- 9:00 ROAD OF LIFE
- 9:15 BIG SISTER
- 9:30 WHAT'S YOUR BEEF?
- 9:45 LAURA LIMITED
- 10:00 BBC NEWS
- 10:15 LUCY LINTON
- 10:30 MORNING CONCERT
- 10:59 DOMINION TIME SIGNAL
- 11:00 R.C.M.P. BULLETINS
- 11:10 PROGRAM NEWS
- 11:15 HAPPY GANG
- 11:45 CLAIRE WALLACE
- 12:00 CBC NEWS
- 12:10 INTERLUDE
- 12:15 PLANTATION HOUSE PARTY
- 12:30 FARM BROADCAST, WEATHER
- 1:00 LIFE CAN BE BEAUTIFUL
- 1:15 MA PERKINS
- 1:30 PEPPER YOUNG'S FAMILY
- 1:45 RIGHT TO HAPPINESS
- 2:00 NATIONAL SCHOOL BROADCAST
- 2:30 RECITAL
- 2:45 WOMEN'S NEWS COMMENT
- 2:48 NEEDLEPOINTERS
- 3:00 FEATURE CONCERT
- 3:15 FAMILY FAVOURITES
- 3:30 SONGS TO REMEMBER
- 3:45 DON MESSER
- 4:00 RADIO JOURNAL
- 4:10 INTERMEDE MUSICAL
- 4:15 LEGENDES DE MON PAYS
- 4:45 UN HOMME ET SON PECHE
- 5:00 YVAN L'INTREPIDE
- 5:15 JACK SMITH
- 5:30 CBC NEWS
- 5:40 WEATHER FORECAST
- 5:45 SLEEPY TIME STORY TELLER
- 6:00 STRING STYLINGS
- 6:30 POPS ON PARADE
- 7:00 BEAT THE CHAMPS
- 7:30 WALTZ TIME
- 8:00 CBC NATIONAL NEWS
- 8:15 CBC NEWS ROUNDUP
- 8:30 THESE ENGLISH
- 9:00 PRAIRIE SCHOONER
- 9:30 SYMPHONY FOR STRINGS
- 10:00 DREAM TIME
- 10:30 PARKS AND BURDETT
- 11:00 CBC NEWS
- 11:10 WEATHER FORECAST
- 11:15 SPEAKING AS A LISTENER
- 11:30 DAL RICHARDS ORCHESTRA

**CENTRAL STATIONS
(CST)**

- 10:30 DANCE ORCHESTRA
- 10:45 SPEAKING AS A LISTENER

**CBC DOMINION NETWORK
(MST)**

- 5:30 CLUB 15
- 6:30 TREASURE TRAIL
- 7:00 LIGHT UP AND LISTEN
- 7:30 OZZIE AND HARRIET
- 8:00 CHAMPIONSHIP FIGHT
- 9:00 DOMINION NEWS
- 9:30 WORLD'S GREAT NOVELS

Notes

THESE ENGLISH (8:30 p.m. MST)

Tonight's interview is with Field Marshal Montgomery who will discuss some of Britain's military plans. The interview was made by Bernard Braden, CBC actor and writer, during a visit to Britain last summer, and their talk was recorded. The remainder of the program will be a dramatized story about the only British subject to survive the horrors of the Belsen concentration camp. He was a teacher on one of the Channel Islands, and kept methodical notes of his Belsen experiences, a procedure which drove him temporarily mad. From Toronto.

**PRAIRIE SCHOONER
(9:00 p.m. MST)**

Orchestra conducted by Jimmy Gowler; Rosa Vernon, Scandinavian soprano. From Winnipeg. Orchestra: Winnipeg Reel; Douglas Club Two-Step; Stick Dance (Danish); Portuguese Dance; Caller's Waltz (Norwegian); Opera Reel; The Varsoviene; Emilia Polka; Uncle Jim (jig); Boston Belles (hornpipe). Rosa Vernon: I See You Through the Window (Norwegian); Come Lassies and Lads (English maypole dance); The Bird Song (Swedish).

**SYMPHONY FOR STRINGS
(9:30 p.m. MST)**

This series begins its third 13-week season today with an orchestra under the direction of Harold Sumberg. The first broadcast includes music representing three centuries—Serenade, by a modern American composer, Samuel Barber; two elegiac melodies, by Edvard Grieg, 19th century Norwegian composer; and Concerto in B Minor by an 18th century Italian, Antonio Vivaldi. In later programs, it is planned to introduce a number of new works for string orchestra by Canadian composers. From Toronto.

**PARKS AND BURDETT
(10:30 p.m. MST)**

Mitchell Parks and Percy Burdett, duo-pianists; with songs by Denyse Guyot. From Winnipeg.

**Group Sings Way
Via Jail To Air**

There are many ways of getting into radio, but few are as unique as that used unintentionally by the Jubalaires, the vocal group featured on the "Amos 'n Andy" program. The five singers got their start by being arrested for disturbing the peace.

Back in 1933, Willie Johnson was working as a pastry baker, Ted Brooks as a truck driver, Caleb Ginyard as a taxi driver, and John Jen-

Farm Broadcast Notes

Trust a Woman Farmer!

Peter Whittall, CBC Prairie Region Farm Commentator, is a hard-bitten westerner by now, but he comes of a Yorkshire family, so it was with some relish that he quoted a remark made by Georgie Henschel in the BBC's series In Britain Today, about cattle fashions. Here it is:

"Talking of weather, we human beings are of course accustomed to dressing ourselves to suit it, not always easy when it may be mild and drizzling in the morning, sunny in the afternoon, and snowing by night-fall. But a woman farmer in Buckinghamshire doesn't see why we two-legged animals should be the only ones armed against the weather's idiosyncracies, and for two years now, she has been dressing her cows with different rugs. In wet weather, they wear waterproofs; when it's fine and cold, they wear rugs made of jute and wool, and in summer, cotton, keeping their clothes on indoors and out. She claims that her clothed cows give her a better and more regular milk supply than those left unprotected; furthermore, she says if she is not sure on any day how to dress her children, she just looks out and sees what the cowman has put on the cows."—Broadcast of April 2.

Livestock Prefer Farm Broadcast.

A. N. Pugh, of Foxdale, Sask., sent a clipping to the Farm Broadcast Department the other day which started the Farm Commentator's thinking furiously. It was from the January issue of The Country Guide, and it said:

"The article in the December Guide on the effect which certain radio programs have on farm live-

nings and George McFadden falteringly listed "singing" as their vocation. On the side, the boys sang together at social clubs, school gatherings and other functions in their home town, Jacksonville, Fla. After work the group would go off in Ginyard's cab to some secluded spot and practise new numbers.

One hot night, a policeman decided that their harmonizing constituted a breach of the peace, and escorted them to the court house. However, when the boys ran through some songs for the judge and mayor, their "sentence" was a date to sing at a civic luncheon.

Later, the mayor found the boys jobs as singing waiters at a Jacksonville hotel, and not long afterwards the Jubalaires headed north for a Philadelphia radio job. The group last fall completed a 48,000-mile, 22-state tour doing concerts and one-night stands.

The name of the group — the Jubalaires—is based on Jubal, the Biblical figure called the father of all harpists and organists. The vocalists are heard with "Amos 'n Andy" each Tuesday at 7:00 p.m. MST, on the CBC Trans-Canada network.

stock provides me with the clue for what appeared to be the strange behaviour of my brood sows and their fine litters," says a Ponteix, Sask., farmer.

"I had noticed certain days in the morning these animals, bringing their young ones along, would come close to the fence separating the house and garden from the outer yard, and would lie down by the fence so contentedly. There would be sometimes a few soft grunts at which the young ones would stand at attention with their little ears moving as though they were enjoying something. All at once for no apparent reason, the mother pigs would jump up and scamper off squealing, the young ones fleeing after them in great haste, and all of them hiding behind the barn at the far end of the yard.

"The next morning after reading The Guide article, I tuned in. A military band was on the air, playing some well-known marches. I looked out of the window, and lo and behold, along came these fine Berkshires marching with their young ones, keeping step with the band.

"After the pigs had lain down contentedly for a while, a soap opera started blasting the airwaves, and before we had time to turn the dial, as we generally do when regaled with this class of tripe, the pigs went scampering across the yard to their hide-out.

"One can only admire the consideration these sows show for the education of their young ones, especially so when I add that they came back in time to hear the Farm Broadcast."—Broadcast of April 2.

Bob Knowles on Regina Fair.

Outside the purebred bulls at Regina last week the outstanding event was the sale of the grand champion fat steer. At other sales, in the States and down east, we read reports about high-priced animals, but last week at Regina the champion steer sold for the record price of \$1.80 a pound—not for \$1.00 a pound, or \$1.08 a pound, but \$1.80 a pound, on the hoof!

This 820-pound steer was owned and shown by Sam Small of Craven. The reserve steer, a sleek, little Angus shown by Bob Gordon of Moosomin, sold for 40 cents.—Broadcast of April 5.

Planting Grass.

Farm officials (in Saskatchewan) believe hay production can be boosted by planting seed in 12-inch instead of six-inch rows. Experiments have shown that crops which would not warrant cutting in six-inch rows have produced a good harvest when sown in 12-inch rows. The wider rows permit taller grass instead of heavy bottom growth. Varieties which formerly yielded 800 pounds an acre yielded more than 1,500 pounds when sown in 12-inch rows on experimental plots. — Broadcast of April 2.

SATURDAY, April 24th, 1948

STATION CBK, WATROUS (MST)

- 7:00 CBC NEWS
- 7:05 MORNING MELODIES
- 7:30 MUSICAL PROGRAM
- 7:45 THE CLOCKWATCHER
- 8:00 CBC NEWS
- 8:10 WEATHER FORECAST
- 8:15 THE CLOCKWATCHER
- 8:30 CURTAIN CALLS
- 8:45 MORNING DEVOTIONS
- 9:00 CALLING ALL CHILDREN
- 9:30 BULLETIN DE NOUVELLES
- 9:33 LA CHANSON FRANÇAISE
- 9:45 ET PUIS APRES
- 10:00 BBC NEWS
- 10:15 RECORDS AT RANDOM
- 10:30 MELODIES FOR JUNIORS
- 10:59 DOMINION TIME SIGNAL
- 11:00 R.C.M.P. BULLETINS
- 11:10 PROGRAM NEWS
- 11:15 WORLD CHURCH NEWS
- 11:30 CALYPSO SONGS FOR CHILDREN
- 11:45 CBC NEWS
- 11:55 WEATHER FORECAST
- 12:00 MUSIC MAKES PICTURES
- 1:00 ORCHESTRAS OF NATION
- 2:00 MEMO FROM LAKE SUCCESS
- 2:30 FIRST PIANO QUARTET
- 3:00 BALLET CLUB
- 4:00 CLEARING UP THE WEATHER
- 4:15 CBC NEWS
- 4:25 MUSICAL PROGRAM
- 4:30 DIVERTIMENTO
- 4:45 WES MCKNIGHT
- 5:00 MEET GISELE
- 5:15 CANADIAN SHORT STORIES
- 5:30 SPORTS COLLEGE
- 5:45 WEATHER FORECAST
- 5:50 INTERLUDE
- 6:00 LIFE OF RILEY
- 6:30 SHARE THE WEALTH
- 7:00 CBC NATIONAL NEWS
- 7:05 NHL HOCKEY
- 8:30 ORGAN MUSIC
- 8:45 THIS WEEK
- 9:00 NORTHERN LIGHTS
- 9:30 DANCE ORCHESTRA
- 10:00 THREE MUSKETEERS
- 10:30 CHAMBER MUSIC
- 11:00 CBC NEWS
- 11:10 WEATHER FORECAST
- 11:15 DANCE ORCHESTRA
- 11:30 DANCE ORCHESTRA
- 11:45 DANCE ORCHESTRA
- 11:55 INTERLUDE

CBC DOMINION NETWORK (MST)

- 6:00 TWENTY QUESTIONS
- 8:00 CUCKOO CLOCK HOUSE
- 8:30 ART HALLMAN
- 9:00 DOMINION NEWS AND COMMENT

Notes

CUCKOO CLOCK HOUSE (Dom. 8:00 p.m. MST)

Scenes from Lewis Carroll's Alice In Wonderland presented as a special broadcast to mark Children's Book Week, April 18-24. Kenny Graham, master of ceremonies; Don Haskett, vocalist; Lou Snider, organist. From Toronto.

THE THREE MUSKETEERS (10:00 p.m. MST)

The Diamond Studs, fourth episode in this BBC serial. It tells how Constance Bonacieux appeals to

D'Artagnan and the Musketeers to recover the diamond studs that her mistress, the Queen, had given to the Duke of Buckingham. Excitement mounts as the four begin their hazardous journey from Paris to London. Ann Cullen, who plays the part of Constance Bonacieux, is one of the youngest members of the BBC Repertory Company. Before she joined the company in November, 1945, she taught speech, drama and music at a school and evening classes. From Winnipeg through the BBC Transcription Service.

CHAMBER MUSIC (10:30 p.m. MST)

Chamber music ensemble including Eileen Robertson, pianist; Cardo Smalley and Clifford Evens, violinists; Harold Hogue, violist; Audrey Piggott, cellist. Quintet for Piano and Strings (Gabriel Faure). From Vancouver.

Clock House To Do Alice In Wonderland

Scenes From Alice In Wonderland To Mark Children's Book Week

"Will you walk a little faster?" said a Whiting to a Snail, "There's a porpoise close behind us, and he's treading on my tail . . ."

These lines from the well-loved story of Alice in Wonderland will bring back to old and young readers alike the picture of a song sung by a sad Mock Turtle while four lobsters danced a quadrille around Alice.

This and other scenes from Lewis Carroll's vivid imaginings will be set to music and sound on the next broadcast of Cuckoo Clock House, at 8:00 p.m. MST, Saturday, April 24, on the CBC Dominion network. Children living in Toronto will have a chance to see as well as hear the program, which will originate in the CBC Toronto Playhouse. This special feature in the series has been arranged to mark Children's Book Week, April 18-24, and illustrates how a children's classic can be made into a modern radio program.

The voice of the sad turtle will be supplied by Don Haskett, who will also sing the song, Soup of the Evening, Beautiful Soup. Dramatized episodes will begin with Alice falling down the rabbit hole, and follow her adventures with the Cheshire Cat, who disappeared (all but his grin) at the Mad Hatter's Tea Party.

Kenny Graham will be master of ceremonies for the program, and music will be played by Lou Snider.

Nylon Bathers Beware!—Some of the finer nylon fabrics, when photographed in a strong light, become transparent. Photographers taking pictures of models in nylon bathing outfits, have had what they call "surprising" results. — *George Henschel, on BBC.*

Late Program Notes

WEEK OF APRIL 11-17

SUNDAY, APRIL 11

1:00 p.m.—**N.Y. Philharmonic**. Orchestra directed by Bruno Walter; Vladimir Horowitz, pianist. Orchestra: Symphony in A Major, No. 2 (Gregory Mason); Prometheus Overture (Beethoven). Vladimir Horowitz: Concerto for Piano and Orchestra in B Flat Minor, No. 1 (Tchaikowsky).

Dom. 4:30 p.m.—**Jane Froman**. Percy Faith's orchestra; Jane Froman, vocalist. Orchestra: The Song Is You; I Get a Kick Out of You; Solitude; Tia Juana. Jane Froman: Spring Will Be a Little Late This Year; Hurray For Love; Pianissimo.

7:30 p.m.—**Album of Familiar Music**. Donald Dame, tenor; The Girl That I Marry; Remember, Margaret Daum, soprano, and Donald Dame: The Waltz of Long Ago. Jean Dickenson, soprano: Maria's Aria, from Donizetti's opera, Maria di Rohan. Evelyn MacGregor, contralto: I Built a Dream One Day.

11:30 p.m.—**Prelude to Midnight**. Recorded program. From Vancouver. Suite, from the ballet The Great Elopement (Handel), played by the London Philharmonic Orchestra under Sir Thomas Beecham; Sacred and Profane Dances (Debussy) performed by Marcel Grandjany, harpist, and the Victor Chamber Orchestra; Symphony in D Minor (Cesar Franck).

TUESDAY, APRIL 13

9:00 p.m.—**Alberta Ranch House**. Ameen Ganam's vocal and instrumental group; Dick Taylor, and Percy Brown, vocalists; Vern Myers, story-teller. From Edmonton and Calgary. Instrumental: Fisher's Hornpipe; Sweet Georgia Brown; Callers Waltz; Liverpool Hornpipe, Vocal trio; A Penny For Your Thoughts; Git Along Little Dogies. Vocal solos: by Percy Brown—Song of the Prairie; by Dick Taylor—Manana.

11:30 p.m.—**Pacific Pianoforte**. Eileen Robertson, pianist. From Vancouver. Miniatures (Joaquin Turina); Sonata in G Minor Opus 22 (Schumann).

WEDNESDAY, APRIL 14

Dom. 8:30 p.m.—**Provincial Affairs**. Talk by A. J. E. Liesemer, C.C.F. member, replacing Elmer E. Roper. From Calgary for Alberta only.

FRIDAY, APRIL 16

2:30 p.m.—**Recital**. Mary Lewis, pianist. From Halifax. Pastorale and Capriccio (Scarlatti); Nocturne (Debussy); Intermezzo, from Vienna Carnival Scene (Schumann).

SATURDAY, APRIL 17

10:30 p.m.—**Chamber Music**. Quartet No. 4 in G Minor for Piano and Strings. Performers include: Jean de Rimanoczy and Eugene Hudson, violinists; Smyth Humphreys, violist; Audrey Piggott, cellist; Norma Abernethy, pianist. From Vancouver.

Invitation Comes Five Years Late

Imagine your bewilderment if this happened to you! Gus Heidman, of the Department of National Health and Welfare, Ottawa, recently received an invitation from the CBC to a broadcast performance of Verdi's "Requiem" by the Mendelssohn Choir in Massey Hall, Toronto, on Sunday, April 25, at 3:00 p.m. EDT. One of the soloists was to be Oscar Natzke, New Zealand bass.

So Heidman wrote to the CBC's Toronto studios asking for two reserved seats—only to be told that the concert had been given five years ago! By a strange coincidence April 25 falls on a Sunday this year—the first time since 1943; Daylight Saving Time begins on that date; and Oscar Natzke is expected to visit Canada again this year.

Corrections

For Prairie Region Schedule Dated April 11, 1948.

TUESDAY, APRIL 13

4:10-4:30 p.m. (CBK) MST
Cancel: La Chanson Francaise.
4:10-4:15 p.m.
Schedule: Intermede Musicale.
Weekly.

4:30-4:45 p.m.
Cancel: La Vie Des Quatre.
4:15-4:45 p.m.
Schedule: Les Legendes de mon Pays.
Weekly.

THURSDAY, APRIL 15

3:30-3:45 p.m. (CBK) MST
Cancel: Prairie Comment.
Schedule: Tips on Travelling.
April 15 to May 6 Inclusive.
5:00-5:15 p.m.
Cancel: La Vie Des Quatre.
Schedule: La Chanson Francaise.
Weekly.

FRIDAY, APRIL 16

4:15-4:45 p.m. (CBK) MST
Cancel: Legendes de mon Pays.
Schedule: L'Heure Dominicale.
Weekly.

SATURDAY, APRIL 17

7:30-7:45 a.m. (CBK) MST
Cancel: Musical Program.
Schedule: Musical Comedy Time.
Weekly.

9:45-10:00 a.m.
Cancel: Et Puis Francaise.
Schedule: Notre Francaise sur le Vif.
Weekly.

11:30-11:45 a.m.
Cancel: Calypso Songs for Children.
Schedule: Melody Roundup.
Weekly.

The Strongest Man.—When we carefully examine and compare the records of the greatest strong men from 1700 on, we can arrive at but one conclusion—that a Canadian named Louis Cyr deserves to be called The Strongest Man In History.—*Martin Franklin, on CBC.*

This is how it all happened: The Ottawa Choral Union, of which Gus Heidman is a member, is presenting Verdi's "Requiem" at the Capital theatre in Ottawa on April 28. Not having musical scores of its own, the Union borrowed those used by the Toronto Mendelssohn Choir for its concert five years ago. When Mr. Heidman opened his score at the first rehearsal, the CBC's invitation dropped out, and he decided to take advantage of it—too late!

CBC OWNED STATION	
CBK WATROUS, SASK. (50,000 watts) 540 KCS.	
TRANS-CANADA NETWORK	
	KCS.
CBK, WATROUS	540
CKY, WINNIPEG	990
CJA, EDMONTON	930
CFAC, CALGARY	960
CJOC, LETHBRIDGE	1060
DOMINION NETWORK	
CKRC, WINNIPEG	630
CKX, BRANDON	1150
CJGX, YORKTON	940
CKRM, REGINA	980
CHAB, MOOSE JAW	800
CFQC, SASKATOON	600
CKBI, PRINCE ALBERT	900
CFCN, CALGARY	1010
CFRN, EDMONTON	1260
CHAP, MEDICINE HAT	1270
OTHER STATIONS	
CFAR, FLIN FLON	590
CKUA, EDMONTON	580
CJCL, CALGARY	1230
CFGP, GRANDE PRAIRIE	1050
CKCK, REGINA	620

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