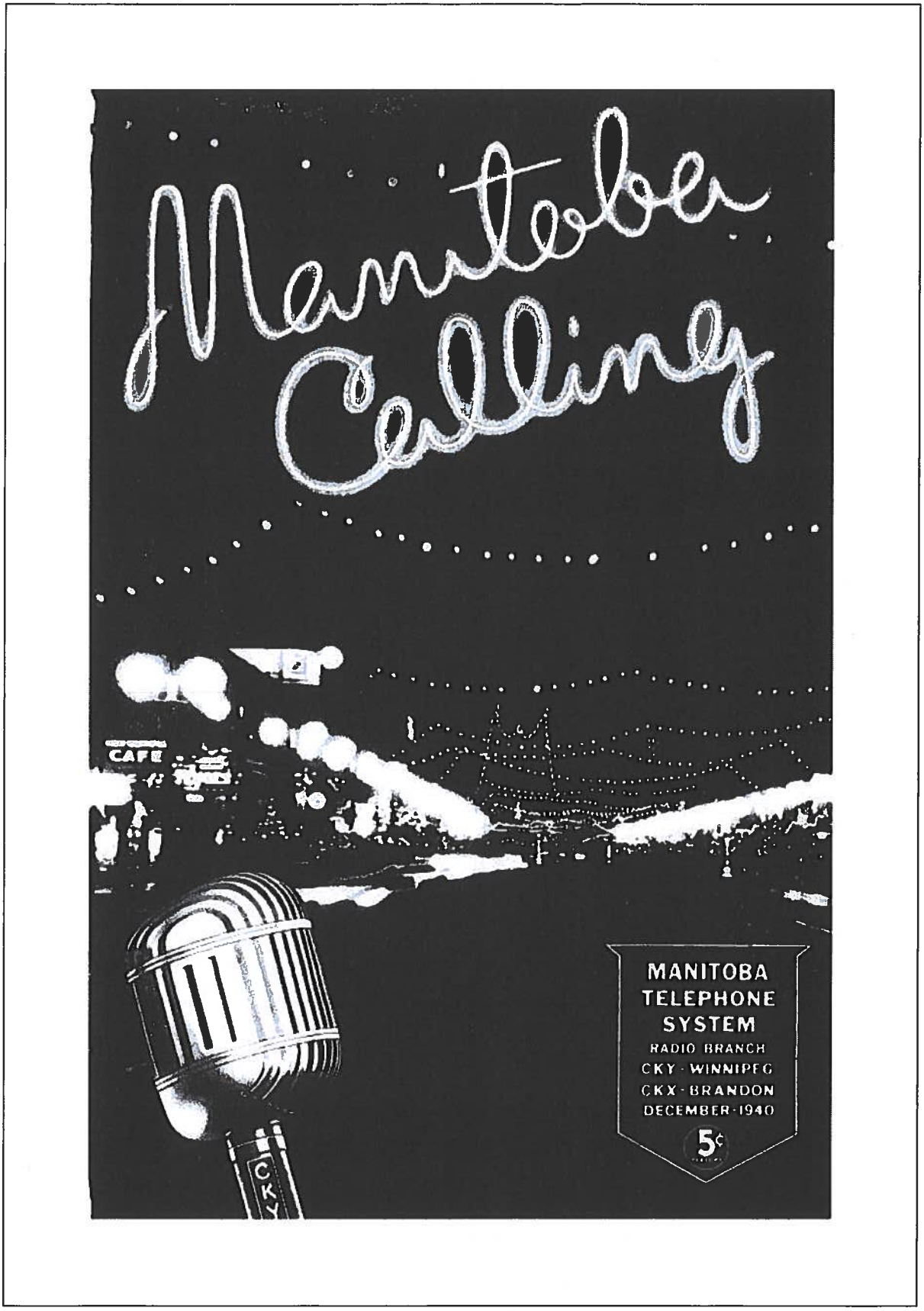
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# Winnipeg of the Wide Streets



**Portage Avenue**

Winnipeg is noted for its wide and well-paved thoroughfares, and beautiful boulevarded and residential streets. Our picture, taken from the heart of the down-town area, shows Portage Avenue, looking west. At night, the avenue is brilliant with thousands of electric lights, festooned across the highway. An impression of the effect is conveyed in our cover illustration.

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Single Copy 5c

MANITOBA CALLING

December, 1940
12 Issues, 60c. Post Free

Address all communications to Public Relations Department, Radio Branch, Manitoba Telephone System, Winnipeg

# Christmas 1940

We would wish you a "Merry Christmas", and yet we wonder if merriment in its fullest sense is quite appropriate, with so much sorrow abroad, so many needing our prayers and active help.

May we all enjoy, rather, the truer, deeper happiness of sacrifice, and may you soon share abundantly in the blessings of Peace on Earth among men of Goodwill.



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# In Manitoba's Glorious Whiteshell

**Prize-winning Essay in our "Holiday in Manitoba" Contest**

**By I. D. Blair.**

A wandering New Zealander I, whose path during 1939 and 40 passed through Cape Horn gales to the undulating green pastoral lands of Uruguay; then to the thick of war in Europe and now in the fall of this year of personal and international event, to the portal of a Canadian odyssey. With a friend I have just passed through a land of age-old granite shore-line, of outcrop and gaunt promontory; through a filigree of lakes set in a thousand square miles of that type of forest mantle known only to North America. Such is Manitoba's Whiteshell Reserve — a place of peace and calm which we explored for seven days—an area which can well be host to the summer adventurer on pleasure bent; to the sportsman and the fisherman; to the genuine student of plant and animal life or to the weary, who seek only mental relaxation and uplift of mind and spirit. To an Antipodean from a land of widely different terrain and water-way, our 140 mile canoe journey through Manitoba's Whiteshell seemed an epitome of North American romance. The storybook background of shadowy Indian and voyageur became tangible as we travelled over the lakes and rivers or through the forests of the hinterland—all of which had been known to these figures of the past.

By car we covered the Trans-Canada highway as far as Rennie, thence by secondary road leading past beautiful Brereton, Red Rock, Jessica and White Lakes, to tiny Green Lake where the canoe route began. For two active men the ensuing canoe circuit will occupy at least seven days and full camping equipment and provisions are required for that period. The short journey across Green Lake is just long enough to permit one to regain confidence in the art of management of a light canoe, and the short portage separating this from the Whiteshell Lake is of such a nature in this early stage of the journey to make out of condition muscles take the strain in readiness for greater efforts and trials ahead.



A quiet reach at the head of Crow Duck Lake

As the brilliant radiance of the western sky burnished the limpid waters of Whiteshell Lake, our first day came to an end with a camp on a rocky tree-clad islet from which we obtained our first experience of fishing in the reserve.

In most of the lakes the ordinary non-specialist fisherman who seeks only a ration of fish to supplement the food supply, will have no difficulty in obtaining an abundance of pike and pickerel. Several of the lakes harbour trout and perch while at stages in the canoe journey, the royal sturgeon will be seen leaping from those deep waters where the splash of paddle blades means nothing to these denizens of the rocky depths. During the following day's paddling we continued across the tortuous forest lined bays and coves of Whiteshell Lake to the portage which leads to Crow Duck Lake—the largest in the reserve. The rocky shore line of this large winding expanse is pleasantly broken by dense wooded points and many beautiful islands add further charm to the scene. In this fine example of northern scenery a number of golden sandy beaches were a delightful surprise to us who had hitherto become accustomed to reed-infested swamp shores or precipitous rock-bound headlands.

## Wild Animal Life

At this stage of the journey the canoeist, especially if he is a newcomer to this land of Canada, will be amazed at the abundance of so many forms of

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animal life. He has not ceased to marvel at the attraction of the diversified tree and plant cover when the bird life quickly forces his attention. On the water practically all species of duck are found, these birds possessing power of numbers. But others, including geese, loon, kingfisher, hawk, turkey-vulture and all manner of small winged creatures are quite as active. Throughout the forest trails, the portage carrier straining beneath his heavy load, may pause awhile to inhale the refreshing pure scent of spruce and fir and then watch in interested silence, the antics of partridge, owl, prairie chicken, chickadee, and others unknown in name to the observer. Similarly the variety of bigger game will delight the hunter and the naturalist alike, for in any one day's journey he may see scores of red and mule deer which, comparable with the ducks on the water, dominate the forests. But moose, woodland caribou, are there and during some part of the journey, wolves, black bear, porcupine, mink, ground-hog, chipmunk, squirrel and others combine to add further life and colour to any one day of canoeing.

### Wild Rice

At the head of Crow Duck Lake a faint hearted canoeist may be inclined to abandon plans for the rest of the trip when he views that seemingly endless expanse of wild rice between him and the far distant line of forest which marks the end of the lake. But the attractions of the course we had already traversed served only to promise greater joys ahead so, in determined manner, we pushed and poled the canoe through this jungle swamp where only a few inches of water over evil treacherous mud served to assist our straining endeavours. Beyond the maze of wild rice lies the portage leading across to Boundary Lake. This is the most arduous of the portages and the longest, about a mile and a quarter, but the forest surrounding the trail is delightful. The bird life there attracts even more appreciative interest and further flavour may be added to the food box by the crop of wild raspberries and blueberries which thrive in the deciduous undergrowth, itself only a lower stratum beneath the canopy of birch, spruce, balsam, fir and tamarac.

Our passage across Boundary Lake



The Boundary rapids, where the Winnipeg river crosses the Ontario border and enters the chain of lakes.

was difficult, the water being dangerous under the influence of a strong wind, but the map guided us to Boundary Falls, at which point on the Ontario border the Winnipeg river enters the chain of lakes. Thenceforward this mighty water-course became our pathway for over fifty miles, although the river seemed to be nothing more than another series of tranquil lakes, connected by narrow gorges of faster moving water. All along the river we passed unexploited forest land, blocks of it however still revealing the partly healed scars of recent destructive forest fires. Secure in the fastness of these woods we made ideal camps on sites unchanged since they were used by La Verendrye and all those who passed by as they wove the web of western pioneer history, or we rested on portage trails which had been little disturbed since those days when the cliffs and forests echoed the rollicking songs of the coureur du bois.

Later we encountered the Lamprey falls or rapids which at present may be traversed without a portage by skilful canoeists. At Pointe du Bois where contact was made again with the news and ways of the outer world, the hydro-electric plant and dam was an obstacle demanding another overland portage of canoe and equipment. From Pointe du Bois we travelled downstream in drizzling rain, this having no dampening effect on our spirits, for by this time the rigorous life had encouraged constitutions which were impervious to chill or malady. The Slave Falls power dam had to be circuited and the end of the

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fifth day brought us to Sturgeon falls —a striking turmoil of rushing water where the Winnipeg river reaches the lower level of Jessie Lake. A comfortable camp was made below the falls but this lake proved disappointing in so far as fishing for our "daily bread" was concerned. The mouth of the Whiteshell river on the south-east shore of the lake was found without difficulty and there began a two day journey upstream. After eight portages within a short distance, Betula Lake opened out before the course. A lake which seems misnamed for there was little evidence of birch trees. The discoverer of the lake apparently considered the widely distributed poplars to be birch forest. Under mid-summer conditions, it seemed to us the least attractive of all the lakes, with very shallow water filled with a dense growth of water weed. Along one shore is a field of wild rice in which the traveller must find the continuation of the Whiteshell river — an opening completely obscured and hidden by the rice and reeds which stand six feet above the level of the water. By pushing and poling through this mass for one hundred yards, the deeper and navigable water of the river may be found, if one is fortunate enough to choose the correct point of entry into this swamp. An even greater density of wild rice awaited us as the river neared its source at White Lake. Even in this semi-stagnant area interest in the surroundings was maintained as we watched turtles sunning themselves on stones before sliding into the dark security of the swamp as their peace was disturbed. In other places, the swamp became a garden as we pushed through a covering of water-lilies, gay with their huge, delicately formed white flowers.

And so, as we suddenly pushed clear of the jungle rice into the deep open water of White Lake, it was realized with regret that the planned circuit was near its end. The final camp was made on an island in this lake. The last of the food disappeared. Somewhere from the inner pockets of rucksacs, two razors were produced and committed to a most painful duty. Then, with a dream shattered, we prepared for the world of man again. We were interested to find how it would compare with the primeval world we had come to know during an idyllic week. I returned to learn of the destruction being wrought in my beloved Britain, the land from which my ancestors had set forth for the New World and to which I in the third generation had returned on a quest. The mental picture of peace and tranquility as found in the life and atmosphere of the Whiteshell reserve clashed with the sudden jar of a radio news broadcast, creating a mental turmoil from which the thought arose — "And now, what next?"

## STANLEY HOBAN SINGS



Our wandering photographer looked into Studio 2 and found Stanley Hoban, veteran baritone of CKY, CBC and BBC, rehearsing with Pelham Richardson's orchestra.

★

E. G. Bayne, in "National Home Monthly" informs us that the words most frequently mispronounced in Hollywood are: *decadent, harass, address, rebound, research, status, strata, sacrilegious, exquisite, pretenses, acumen, formidable, hospitable, impious, contractor, alternate, abdomen, romance, detail,* and *bouquet*. Try pronouncing these as you usually do, and then refer to a dictionary.

★ ★ ★

Five members of CKY's staff are in the 10th District Royal Canadian Signals, N.P.A.M.

★ ★ ★

The population of Greater Winnipeg is now approximately 300,000. In 1870 it was 215.

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# THE LISTENER WRITES

*We welcome letters from our listeners at all times. Names and addresses of the writers must be given but will be treated as confidential.*

FROM THE U.S.—"CKY is popular here and I know families who leave their dials tuned to CKY continuously all day . . . "—Gilby, North Dakota.

MANITOBA IMPRESSIONS — "I do believe CKY's broadcasts of visits round and about Manitoba have made most people much more interested in their own province. . . "—North Kildonan, Man.

SINGING FLAT—"An alleged singer on a morning advertising program persistently sings flat. Can anything be done about it, or is he married to the sponsor's daughter? . . . "—Winnipeg, Man.

INFLUENCE OF SWELL PHILOSOPHY — "Your announcer ends his 'Wake Up and Live' program each morning with the slogan 'Have a swell day all day today, and worry about tomorrow, tomorrow.' The reason that we were in such a state of unpreparedness for our war effort, the cause to a great extent of the downfall of France, and the underlying cause of many of our social and economic problems today can be traced to the fact that we had a 'swell' time all day today and did not worry about the morrow. . . This slogan is not at all appropriate. Some constructive effort should be made to impress upon your listeners the seriousness of the situation and the necessity of building and planning for the future today. . . "—Winnipeg.

SEEING BACKSTAGE—"CKY is the favorite station in our house. My daughter and I recently spent a very enjoyable evening at one of Wrigley's programs, and it was very interesting to see how much work goes on 'behind the scenes' to make programs go over without a hitch. . . "—Winnipeg.

FRIENDLY VOICES—"CKY is our favorite station because the announcers have such pleasant voices and so friendly. We feel we know them. . . "—Rapid City, Man.

OPERA OR HOMICIDE—"I hope you will carry the operas again this season. They are the best programs on the air and I should feel like murdering someone if I couldn't hear them! I often get an extra copy of Manitoba Calling to send to South Africa. I have kept all my own copies since October, 1938. . . ." —Rathwell, Man.

U.S. TRIBUTE TO BBC—"I have personally been impressed with the amazing quality of calm strength in the voice of the BBC announcer who tells us 'This is London calling—Here is the news' . . " —Moorhead, Minnesota.

READER VISITS CKY — "Manitoba Calling is a very smart little journal, and educative. Since I visited your studios this past summer and saw the wonderful things of radio in operation, and also met your boys who make it work, I can easily understand why good old CKY is on the top rung of efficiency . . . "—Ninga, Man.

LISTENS ONLY TO CKY—"We enjoy the programs over CKY very much and, though we do not have our radio on all the time, we do not listen to any other station. . . "—Old Kildonan, Man.

★

## COLOR TELEVISION

"American television, always abreast of Europe in technical developments, has moved far out in front by bursting forth with color, BBC's director of television, Gerald Cock, acclaimed CBS color television as 'miraculous', cabled this to his colleagues in London, privately expressed his belief that if America can start television broadcasting with color for direct pick-up of actual events, the popularization of the new art should be advanced by leaps and bounds and public response should be multiplied many times over. . . "

—Paul W. Kesten, Vice-President, Columbia Broadcasting System.

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# Adventures in Radio - 15

By D. R. P. COATS

## EARLY DAYS IN CANADIAN BROADCASTING

Radio programs began with the addition of music to speech at the microphone. To begin with, the terse sentences of the engineers, thrilling as they were to experimenters, had little to interest the public, to whom we were trying to sell receiving sets. The engineers, too, ran out of breath and grew tired of repeating the alphabet and saying "ninety-nine". Probably personal convenience persuaded them to do less talking and fill in the intervals while testing, by playing phonograph records. In the interests of economy the company refrained from buying a phonograph. Instead, they asked the proprietor of a music store on Ste. Catherine West to lend them an instrument and records in return for suitable acknowledgments on the air. Thus, I suppose, the first "sponsored" programs from Canada went into the hitherto undefiled ether around Montreal.

The method of transmitting music from the phonograph was one which made up in simplicity for what it lacked in efficiency. Here it was that the long string which hung from a beam of the factory roof served its purpose.

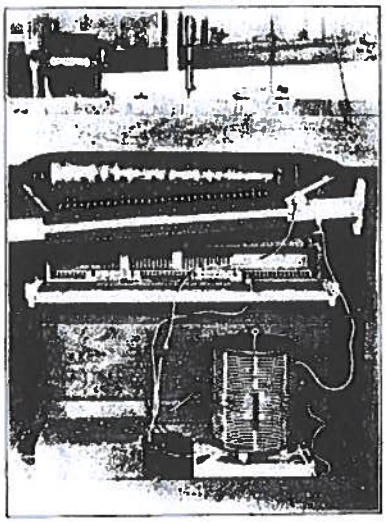
### Tin Horn Microphone

When we had said our little piece, holding the microphone in our left hand as we cranked the phonograph with our right, we placed the needle in position on the record, turned the microphone upside down, hung it on the hook at the end of the string within a foot of the phonograph horn—and gave the audience a treat. The microphone, somewhat similar in appearance to the one in our illustration,* was "improved" by the attachment of a little black tin horn, salvaged I imagine from some phonograph dealer's scrap-heap. It increased the "pick-up" properties of the microphone exactly as an ear-trumpet assists people who are hard of hearing. What the rasping vibrations of that horn did to the quality of the "music", already distorted by the phonograph of those days, must be left to the reader's imagination.

*See November "Manitoba Calling"

In 1919 and '20, when broadcasting is said to have commenced, the radiation of wireless telephony was not a new thing. Nor was music on the air an innovation at that late date. Lee de Forest and others, in the United States and elsewhere had been transmitting music for a decade or more before that. Mention should be made, also, of the Prince of Monaco, who entertained wireless operators in the Gulf of St. Lawrence and up and down the Nova Scotian coast with flute-like music broadcast

### MUSICAL SPARK TRANSMITTER



Music was broadcast by Father Desilets, Nicolet, Que., in 1913-'14. Each of the rotary spark dischargers was operated by pressure of its key on the keyboard of the organ which was thus converted into a wireless transmitter.

from a system of spark transmitters of various pitches, installed aboard his luxurious steam yacht, back in 1913-'14. In the same years, Father Desilets at Nicolet, Quebec, was using somewhat similar equipment comprising a series

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of spark dischargers — all of different diameter—rotating on a shaft built into the body of a home organ.

What was new when Canadian broadcasting in the modern sense came into operation in 1919, was the deliberate application of the radio transmission of music to the selling of merchandise. It began with a radio manufacturer's efforts to interest people in the purchase of receiving sets. It was extended by the inclusion of phonograph and piano dealers as joint sponsors of the programs; and, as news of the latest wonder spread, by the sale of similar transmitting installations to firms in other lines of business who sought public goodwill by providing programs to their respective communities in various parts of Canada.

Song publishers were among the first commercial sponsors. They generously sent their "pluggers" to sing at our microphone, so that their products might be rapidly popularized. In recalling the willingness of the sheet-music folk to get on the air in those days, one cannot help contrasting it with the present arrangements which compel broadcast authorities to pay substantially for the use of copyright music! But times and customs change. In the early days there were artists who might without much difficulty have been persuaded to pay us for the privilege of broadcasting. Many there were, of course, who gladly performed gratis. Now, we pay them, largely from funds derived from commercial advertisers.

### Early Artists

The first live talent I remember putting on the air in Montreal was one Gus Hill, a singer of popular ballads who brought with him the nimble pianist who played for silent pictures in the Strand Theatre on Ste. Catherine West —Willie Eckstein. I can see Gus yet, pouring out his heart at the tin-horned microphone which dangled on a string; the transmitter tubes protesting in spasms of blue brilliance, as if in a state of electrical apoplexy, whenever he took a high note. I can see Willie, bending over the keys of the light-oak piano while the music rippled from his fingers. There was no monitoring operator. I just kept an eye on the meters of the transmitter to see that we were still on the air, and that was that. The bare walls and floor suggested nothing of a studio. The doorway behind us outlined the darkness of silent machinery in the factory. The uncurtained windows looked out across the chimneys and roofs of Griffintown, one of the less picturesque sections of the city.




**William Street, Montreal, where Canadian broadcasting commenced in 1919. The transmitter and "studio" were on the top floor. To the right is the chocolate factory.**

On humid evenings, when the heat of the passing day added to the atmospheric pungency in that quarter the moist stickiness from the chocolate factory, squadrons of flies flew in to annoy us with their attentions. Taking my turn on duty I would often be alone, combining the jobs of engineer and announcer, the only other person on the premises being the janitor, somewhere in the basement. On one of these occasions, mouthing my words into the microphone as we had to mouth them in those days if they were to be distinguishable in our listeners' headphones, I observed a small crowd of men and women and children gathered in the street below. From their attitudes as they gaped up in my direction, I could see they were listening to the program. The phonograph played some popular airs and as I changed the records I could hear applause and cat-calls from the poor souls who, living in a very unrefined district, evidently found in our phonograph something of the pleasure which the barrel organ used to provide. Sometimes, carrying the microphone to the

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## HOCKEY BROADCASTS

Imperial Oil hockey broadcasts are again being carried by CKY and CKX throughout the season. Games are scheduled for Saturday nights, as follows:—

Dec. 7—Boston at Toronto.
Dec. 14—Chicago at Toronto.
Dec. 21—Americans at Toronto.
Dec. 28—Rangers at Toronto.
Jan. 4—Detroit at Toronto.

Foster Hewitt, acknowledged Dean of Canadian sports announcers, is at the microphone.

When an Imperial Oil Hockey Broadcast starts on the air from Maple Leaf Gardens, it's already two o'clock in the morning in Great Britain—too late for broadcasting. So, for the benefit of Canadian troops overseas, the CBC cuts records of the game and selects highlights for inclusion in special electrical transcriptions. The transcriptions are transmitted to the BBC by "beam wireless". The BBC records the transmissions thus received from Canada and rebroadcasts them from their stations in Great Britain. The interest of our Canadian troops in this service may be imagined, and reports indicate considerable effect, also, in making the Britishers at home increasingly" hockey-minded"'.

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window, I would lean out and wave my hand to them, which seemed to tickle those warm hearted folks so that they would respond with more cheers and whistles, reminiscent of the "gods" in an Old Country music hall. And then — the National Anthem . . . . Political feeling between Britain and one of her partners in the Empire was running somewhat high at the time. . . The sentiments of my sidewalk friends were immediately expressed in a chorus of "BOO-OO!", punctuated by the arrival of several missiles which, fortunately, caused no damage. Discretion persuaded me to delay my departure for home that evening. That was, I think, a unique example of direct action by an audience not entirely satsfied with a radio program. They threw rocks at the announcer. Few listeners today are strategically so well placed, which is not to say they wouldn't welcome the opportunity!

(To be continued)

## GOOD DEED CLUB PERFORMER



Bill Komar, accordionist, became a Gold Star Member of the T. Eaton Company's Good Deed Club in CKY's studio on Saturday morning, November 16th, by his excellent performance at the microphone. Apart from its value in encouraging children to do good turns, the Club is to be commended for the purpose it is serving in discovering new talent and for the choral instruction given under the direction of Mr. J. Roberto Wood.

★

## OUR MANITOBA STAMPS

Distribution of the colored stickers issued by CKY and CKX to advertise the Province is continuing during the winter months. New designs, appropriately depicting winter scenes, will shortly be added to the four issues, of which 150,000 were printed. The stickers are available without charge, for attachment to outgoing mail of business institutions and private individuals.

Applications for supplies of the stickers should be addressed to "Manitoba Calling," CKY, Winnipeg.

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# AN OUTLINE OF CKY's PROGRAMS

In these pages are listed programs which are usually to be heard on the days and at the times shown, during the current month. As changes are liable to be made at short notice, it is impossible to guarantee the accuracy of these listings.

ALL TIMES CENTRAL STANDARD.

## SUNDAY

9.30—The Southernaires—CBC.
10.00—BBC News—CBC.
11.00—Church Service.
12.25—B.U.P. News
12.30—And It Came to Pass—CBC.
1.00—British Bands—Burns & Co. Ltd.
1.30—Religious Period—CBC.
3.30—Church of the Air—CBC.
4.15—The Tea Musical—CBC—Thos. J. Lipton
4.45—BBC News—CBC.
5.00—Silver Theatre—CBC — International Silver Co.
5.30—Week-end Review—CBC.
5.45—B.U.P. News—CBC.
6.00—Jack Benny—CBC—Jello.
6.30—Let's Face the Facts—CBC.
7.00—Church Service.
8.00—Carry on, Canada—CBC.
8.30—American Album of Familiar Music—CBC—Bayer-Aspirin.
9.00—C. P. News—CBC.
9.15—Britain Speaks—CBC.
10.00—Tone Pictures—CBC.
10.30—What Do You Think—CBC.
11.30—Sanctuary—CBC.

## MONDAY

7.00—Reveille.
7.45—B.U.P. News.
8.25—Manitoba Calling.
9.15—The Fishermen—United Radio Advtg.
9.30—The Man I Married—CBC—Oxydol.
9.45—The Right to Happiness—CBC—Crisco.
10.00—BBC News—CBC.
10.30—Big Sister—CBC—Rinso.
10.45—Life and Love of Dr. Susan—CBC—Lux.
11.30—The Gospel Singer—Oxydol.
11.45—Refreshment Time with Singin' Sam—Coca Cola.
12.00—The Happy Gang—CBC—Colgate-Palmolive.
12.45—B.U.P. News, Messages and Weather.
1.00—Against the Storm—CBC—Ivory.
1.15—Road of Life—CBC—Chipso.
2.00—The Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guilding Light—CBC—P. & G. Soap.
3.00—School of the Air.
4.00—University Lecture.
4.15—Backstage Wife—Sterling Products.
4.30—Miss Trent's Children—Lever Bros.
4.45—BBC News—CBC.
5.00—Crown Parade—Canada Starch Co.
5.15—Wishart Campbell Sings — McLean's Stomach Powders.
5.45—B.U.P. News.
6.15—Light Up and Listen Club — Imperial Tobacco.
6.30—Marching Along Together—St. Lawrence Starch Co.
6.45—Easy Aces—Anacin Co.
7.00—With the Troops in England—CBC.
8.00—Lux Radio Theatre—CBC—Lever Bros.
9.00—C. P. News—CBC.
10.00—Woodhouse and Hawkins—CBC.
11.00—Behind the Headlines—Wpg. Tribune.
12.00—B.U.P. News.

## TUESDAY

7.00—Reveille.
7.45—B.U.P. News.
8.25—Manitoba Calling.
9.15—The Fishermen—United Radio Advtg.
9.30—The Man I Married—CBC—Oxydol.
9.45—The Right to Happiness—CBC—Crisco.
10.00—BBC News—CBC.
10.30—Big Sister—CBC—Rinso.
10.45—Life and Love of Dr. Susan—CBC—Lux.
11.00—Voice of Inspiration—Young Church.
11.15—Peggy's Point of View.
11.30—The Gospel Singer—Oxydol.
11.45—Refreshment Time with Singin' Sam—Coca Cola.
12.00—The Happy Gang—CBC.
12.45—B.U.P. News, Messages and Weather.
1.00—Against the Storm—CBC—Ivory.
1.15—Road of Life—CBC—Chipso.
2.00—The Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap.
3.00—School of the Air of the Americas—CBC
3.30—CKY Studio Strings—M.T.S.
4.00—University Lecture.
4.15—Backstage Wife—Sterling Products.
4.30—Miss Trent's Children—Lever Bros.
4.45—BBC News—CBC.
5.00—The Story Time Lady—Reliable Toy Co.
5.15—Wishart Campbell Sings — McLean's Stomach Powders.
5.45—B.U.P. News.
6.15—Light Up and Listen Club — Imperial Tobacco.
6.30—Stepping Along—Berryhills.
6.45—Tapestry of Music—City Hydro.
7.00—John and Judy—CBC—Ponds Cream.
7.30—Good Luck—CBC—Maple Leaf Milling.
8.00—Treasure Trail—CBC—Wrigley Co.
8.30—Fibber McGee and Molly—CBC—S. C. Johnson & Son.
9.00—C. P. News—CBC.
9.30—BBC Radio News Reel—CBC.
11.00—Behind the Headlines—Wpg. Tribune.
11.30—Theatre Time—CBC.
12.00—B.U.P. News.

## WEDNESDAY

7.00—Reveille.
7.45—B.U.P. News.
8.25—Manitoba Calling.
9.00—Smilin' Jack—United Radio Advtg.
9.15—Stars of the Week—United Radio Advtg.
9.30—The Man I Married—CBC—Oxydol.

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9.45—The Right to Happiness—CBC—Crisco.
10.00—BBC News—CBC.
10.30—Big Sister—CBC—Rinso.
10.45—Life and Love of Dr. Susan—CBC—Lux.
11.15—Peggy's Point of View.
11.30—The Gospel Singer—Oxydol.
11.45—Refreshment Time with Singin' Sam—Coca Cola.
12.00—The Happy Gang—CBC—Colgate-Palmolive.
12.45—B.U.P. News, Messages and Weather.
1.00—Against the Storm—CBC—Ivory.
1.15—Road of Life—CBC—Chipso.
2.00—The Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap.
3.00—School of the Air.
4.00—University Lecture.
4.15—Backstage Wife—Sterling Products.
4.30—Miss Trent's Children—Lever Bros.
4.45—BBC News—CBC.
5.00—Crown Parade—Canada Starch Co.
5.15—Wishart Campbell Sings — McLean's Stomach Powders.
5.45—B.U.P News.
6.00—Superman—Ogilvie Flour Mills.
6.15—Light Up and Listen Club — Imperial Tobacco.
6.30—Marching Along Together—St. Lawrence Starch Co.
6.45—Easy Aces—Anacin Co.
7.00—Big Town—CBC—Lever Bros.
7.30—The Family Man—CBC—Lever Bros.
8.00—Melodies for You—CBC—Western Canada Flour Mills.
9.00—C. P. News—CBC.
11.00—Behind the Headlines—Wpg. Tribune.
12.00—B.U.P. News.

## THURSDAY

7.00—Reveille.
7.15—Smilin' Ed. McConnell—Aladdin Lamps Co.
7.45—B.U.P. News.
8.25—Manitoba Calling.
9.00—Smilin' Jack—United Radio Advtg.
9.15—Voice of Memory—United Radio Advtg.
9.30—The Man I Married—CBC—Oxydol.
9.45—The Right to Happiness—CBC—Crisco.
10.00—BBC News—CBC.
10.30—Big Sister—CBC—Rinso.
10.45—Life and Love of Dr. Susan—CBC—Lux.
11.00—Voice of Inspiration—Young Church.
11.15—Peggy's Point of View.
11.30—The Gospel Singer—Oxydol.
11.45—Refreshment Time with Singin' Sam—Coca Cola.
12.00—The Happy Gang—CBC.
12.45—B.U.P. News, Messages and Weather.
1.00—Against the Storm—CBC—Ivory.
1.15—Road of Life—CBC—Chipso.
1.45—Armchair Radio Romances—Gensers Ltd.
2.00—The Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap.
3.00—School of the Air of the Americas—CBC
3.30—CKY Studio Strings—M.T.S.
4.00—University Lecture.
4.15—Backstage Wife—Sterling Products.
4.30—Miss Trent's Children—Lever Bros.
4.45—BBC News—CBC.
5.00—The Story Time Lady—Reliable Toy Co.
5.45—B.U.P. News.
6.00—On the Trapline—Sydney I. Robinson.
6.15—Light Up and Listen Club — Imperial Tobacco.
6.30—Heroes of Civilization—Public Finance.
6.45—Tapestry of Music—City Hydro.
7.00—The Shadow—Red Deer Valley Coal Co.
7.30—On Parade—CBC—Robin Hood Flour.
8.00—Kraft Music Hall—CBC—Kraft Phenix
9.00—C. P. News—CBC.
10.30—Stag Party—CBC.
11.00—Behind the Headlines—Wpg. Tribune.

## FRIDAY

7.00—Reveille.
7.45—B.U.P. News.
8.25—Manitoba Calling.
9.15—Stars of the Week—United Radio Advtg.
9.30—The Man I Married—CBC—Oxydol.
9.45—The Right to Happiness—CBC—Crisco.
10.00—BBC News—CBC.
10.30—Big Sister—CBC—Rinso.
10.45—Life and Love of Dr. Susan—CBC—Lux.
11.30—The Gospel Singer—Oxydol.
11.45—Refreshment Time with Singin' Sam—Coca Cola.
12.00—The Happy Gang—CBC—Col.-Palm.
12.45—B.U.P. News, Messages and Weather.
1.00—Against the Storm—CBC—Ivory.
1.15—Road of Life—CBC—Chipso.
2.00—The Story of Mary Marlin—CBC—Ivory.
2.15—Ma Perkins—CBC—Oxydol.
2.30—Pepper Young's Family—CBC—Camay.
2.45—The Guiding Light—CBC—P. & G. Soap.
3.00—School of the Air
3.45—Manitoba Impressions.
4.15—Backstage Wife—Sterling Products.
4.30—Miss Trent's Children—Lever Bros.
4.45—BBC News—CBC.
5.00—Crown Parade—Canada Starch Co.
5.45—B.U.P. News.
6.00—Superman—Ogilvie Flour Mills Co.
6.15—Light Up and Listen Club—Imp. Tobac.
6.30—Marching Along Together—St. Lawrence Starch Co.
6.45—Easy Aces—Anacin Co.
8.00—Waltz Time—CBC—Sterling Products.
8.30—The Canadian Theatre of the Air — CBC—Ironized Yeast.
9.00—C. P. News—CBC.
10.00—The Northern Messenger—CBC.
11.00—Behind the Headlines—Wpg. Tribune.

## SATURDAY

7.00—Reveille.
7.45—B.U.P. News.
8.25—Manitoba Calling.
9.15—C. P. News—CBC.
10.00—BBC News—CBC.
10.30—Good Deed Radio Club—T. Eaton Co.
11.00—Prof. V. W. Jackson—Nature Talk.
11.15—Peggy's Point of View.
12.30—Pinto Pete—Dominion Fur.
12.45—B.U.P. News, Messages and Weather.
3.00—London Calling—CBC.
4.45—BBC News—CBC.
5.15—N.H.L. Hockey Players—CBC—St. Lawrence Starch Co.
5.45—B.U.P. News.
6.00—Sweet and Swing—CBC—Col.-Palm.
6.30—Share the Wealth—CBC—Colgate-Palm.
7.00—Hockey Broadcast—CBC—Imperial Oil.
10.00—C. P. News—CBC.

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## CKX HIGHLIGHTS

Numerous programs not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

### DAILY EXCEPT SUNDAYS

7.30—Musical Eye Opener.
8.15—Wake Up and Live.
8.45—What's in the Air.
9.00—Over the Backyard Fence.
11.00—C. P. News—CBC.

### SUNDAY

11.00—Radio City Music Hall—CBC.
11.55—C.P. News—CBC.
12.00—Old Country Mail—CBC.
12.15—Just Mary—CBC.
7.00—Charlie McCarthy—CBC.
7.30—One Man's Family—CBC.

### MONDAY

11.30—Pelham Richardson's Orchestra—CBC.
1.45—Markets and Livestocks.
4.15—Mirror for Women—CBC.
6.00—Let's Go to the Music Hall—CBC.
6.55—Commentary on the News—CBC.
10.00—Light Up and Listen Club.
11.00—With the Troops in England—CBC.

### TUESDAY

7.40—Feed Talk.
11.15—Sweet Hour of Prayer—CBC.
11.30—Pelham Richardson's Orchestra—CBC.
1.45—Markets and Livestocks.
6.55—Commentary on the News—CBC.
10.00—Light Up and Listen Club.

### WEDNESDAY

11.30—B.C. Schools Broadcast—CBC.
1.45—Markets and Livestocks.
6.30—Carson Robison.
6.55—Commentary on the News—CBC.
10.00—Light Up and Listen Club.

### THURSDAY

1.45—Markets and Livestocks.
6.30—They Shall Not Pass—CBC.
6.55—Commentary on the News—CBC.
8.00—Band Music.
10.00—Light Up and Listen Club.

### FRIDAY

7.40—Feed Talk
11.30—B.C. Radio Schools—CBC.
1.30—Smilin' Ed. McConnell.
1.45—Markets and Livestocks.
3.30—Betwixt and Between.
6.30—Carson Robison.
6.55—Commentary on the News—CBC.
10.00—Light Up and Listen Club.

### SATURDAY

8.00—Bands of the Salvation Army.
9.30—Radio Train.
12.30—Closing Markets.
5.30—Recital Series—CBC.

## WESTERN DIRECTOR--CBC



John Kannawin

With the transfer of Mr. Dick Claringbull to Toronto, where he will assume the duties of Ontario Regional Director, Mr. John Kannawin, senior CBC producer at Winnipeg becomes Western Regional Director of the Canadian Broadcasting Corporation's activities. All who know Mr. Kannawin and his ability appreciate the appointment as honoring the territory whose radio development will now be largely his responsibility.

★

Manufacturing occupies a very prominent place in the industrial life of Manitoba. There are many flour and grist mills, large packing plants, steel and iron works, breweries and bakeries, clothing and confectionery factories, gypsum and asbestos plants, and manufacturers engaged in the production of beds and bedding, furniture, caps and cloaks, chemicals, paper, soap, woollen goods, shirts, shoes, and innumerable other articles.

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# WELCOMES VISITORS

Watching the Clock






The Treasure Trail Mail Box

These young ladies, pupils of Rupert's Land Girls School, Winnipeg, visited CKY recently and were conducted on a tour of the studios by our guide, A. McLean. In the upper picture, Mr. McLean is explaining the operation of the two-dialled studio clock. There was considerable interest in Wrigley's "Treasure Trail" mail box.

## "THE STORY TIME LADY"

Excellent pre-Christmas fare for young Canadian radio fans is being provided in a series of programs by "The Story Time Lady," broadcast by CKY on Tuesdays and Thursdays at 5 p.m.

The Story Time Lady takes the favorite fairy stories of the children and sets them to music. Each story is in verse form, with a musical background by the well-known Canadian accordionist and arranger, Dixie Dean, recently returned from a successful tour of concert stages in the United States.

The story-verses are written and narrated by Roxanna Bond. Other members of the cast are a talented boy and girl, playing the characters "John" and "Susan", who are entertained by The Story Time Lady at her home on Magic Island.

The programs are sponsored by the Reliable Toy Company, makers of Reliable Dolls and largest manufacturers of dolls in the British Empire. Need it be added that dolls are suggested as a hint to grown-ups who are contacting Santa Claus this season?

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## NEED FOR ORAL READING

"The literary language is one thing, and the spoken language is another thing, as most of us have yet to discover. And if broadcasting succeeds in bringing about a literary style more in accordance with speech, it will have exercised a permanent influence upon literature. If it brings about, as indeed it is bringing about, a higher general level of performance in speech, a higher regard for the technique of the spoken word, then it will have restored most of us to a proper sense of what language means, and, more important still, of what language does not mean. If it rids our public life of bad speakers, bad preachers, and bad lecturers; if it rids us of the idea that intellectual brilliance is in some mysterious way more brilliant when associated with infantile incoherence of speech; . . . then it will not have lived in vain. . . . This is the tragedy of print, that it is such a feeble substitute for the living breath; and it is the tragedy of much of our education that exercise in the feeble substitute has been encouraged at the expense of healthy instruction in the living idiom. . . . What, after all, is (oral) reading, but breathing into the dead bones that lie about the printed page the breath of life. . . ?"

—Professor A. Lloyd James,
in "The Broadcast Word."

★

## RADIO'S RESPONSIBILITY

"The point about radio is that it has a bigger responsibility than newspapers and theatres. Radio is, or ought to be, the promise and the guarantor of a better future. Programs that foster a breed of phoney contestants, that encourage thousands and perhaps millions to devote themselves to building up a story dramatic enough to pass a 'committee of well wishers' with an eye out for the listenability values rather than the human needs, is charging into the bogs of social welfare work. There will have to be a sobering up sooner or later. Radio will have to get back to entertainment. . . "

—"Variety".

## LUBA NOVAK--'CELLIST



Former member of Manitoba High Schools' orchestra and now scholarship pupil of Joseph Schuster in New York, Luba Novak was a very welcome visitor at CKY during her recent vacation in Winnipeg.

Luba was a young 'cellist in the late P. G. Padwick's High Schools' orchestra, featured in Saturday morning programs on CKY for a number of years. She played a solo in one of the orchestra's network broadcasts and was heard by Joseph Schuster, 'cello soloist of the New York Philharmonic Society's famous Symphony. Mr. Schuster wrote to Luba, offering her a scholarship, and the talented Winnipeg girl left two years ago.

Miss Novak is very modest in describing her own progress, which we are assured is excellent. She expresses continued gratitude for the start given her by Mr. Padwick, and speaks in highest terms of her teacher, Mr. Schuster, whose musicianship and generous recognition of her talent deserve all the praise she gives him.

★ ★ ★

Fort Prince of Wales, at Churchill, on Hudson Bay, is a well preserved example of European fortification dating back to the eighteenth century. Construction was begun in 1733 and finally completed in 1771.

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# The Story of CKY's Studios - 5

*(Continued from our September issue)*

*In previous articles in this series, which commenced in the May number of Manitoba Calling, we told of the barely-furnished room which served as CKY's studio in 1923; subsequent extensions, and of the opening of the present new and thoroughly modern premises, in May, 1937. We conducted our readers to the general office, two of the observation rooms, and the artists' lounge.*

## STUDIO NUMBER 4

When we, sitting in the Artists' Lounge waiting for the red light above the entrance to Number 4 Studio to be extinguished, receive that welcome "come in" signal, our guide depresses the chromium handle of the door and admits us to a little vestibule and thence, through another door, to Number 4.

Here we find a control operator seated at a sloping-panelled cabinet and with two turntables within easy reach. An announcer and a gentleman who has just concluded an address are the sole occupants until we enter. We are introduced, and it is explained to us that this is a special occasion for, it seems, this studio is available for speakers and small dramatic groups, but most of the day-time chores are performed in Studio 5 which we are to visit later. The turntables, it is explained, are made to revolve at either 78 revolutions per minute, the speed for ordinary phonograph records, or at 33 1/3 R.P.M., for electrical transcriptions. The transcription discs are usually of much larger diameter than records, thus permitting with their slower speed as much as fifteen minutes of program material to be presented without interruption.

Our guide having drawn our attention to the fact that the walls of the room are partly soft-surfaced and partly hard, and that the ceiling is covered with non-reflecting Acoustone material, he steers us out of Studio Number 4 and into another and larger room which is

## Studio Number Three

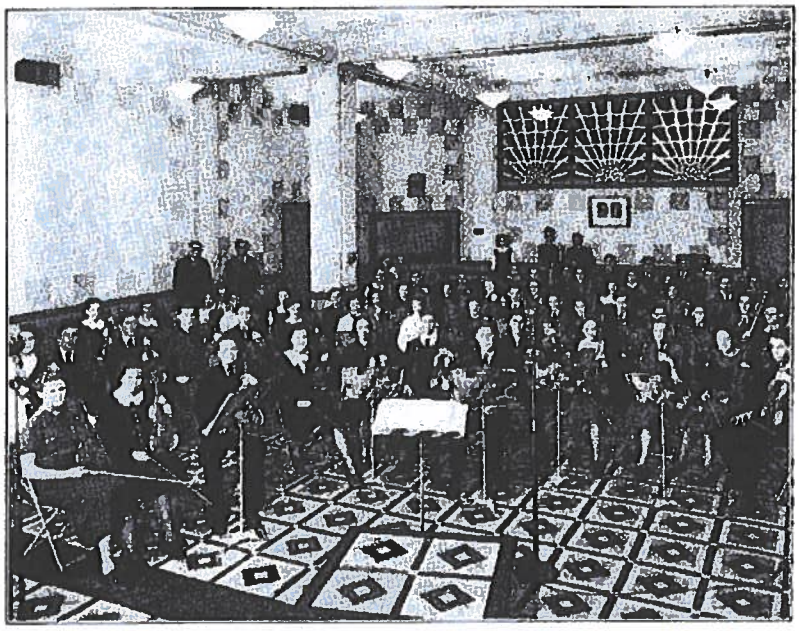
Through a triple-paned window we see the studio we have just left. Another window shows us the control room which is associated with Number 3. In there, when required, an operator can preside at the knobs of a mixer panel and control the microphone output on its way to the Main Control Room and to the transmitter at Headingly. Otherwise, the electrical control of Studio Number 3 is managed by the operator in Number 4. In this studio, as in the smaller one, the walls are partly of hard and partly of soft material, the proportions of reflecting and non-reflecting surfaces being in accordance with the calculations of acoustic engineers. The general color scheme is light and dark blue, with a floor covering of black and white checker design. Having pressed against the walls to show us how the concealed spring system permits them to be pushed outwards slightly, and having reminded us that the ceiling and floor are also spring suspended, our guide conducts us by way of two pairs of heavy doors to

## Studio Number Two

Much as we admired the two smaller studios, this one strikes a higher note in beauty. The tubular ceiling lights bring out the neat design of the green and white wall covering. On three sides of the room are horizontal panels of white Acoustone tiles interspersed with narrow strips of hard green wall, the soft white tiles being an inch in thickness. The design is continued on the fourth and entirely hard surfaced wall in paint work so cleverly executed as to deceive the visitor into thinking that this wall, also, has tiles upon it. The floor of this studio is of inlaid sections of black, green, and pale yellow "marble" linoleum, radiating from a four pointed star, each section having been separately cut to shape and fitted into place. Through two large sound-proof windows we see the audition and observation lounge which we visited at the commencement of our tour. Studio Number 2 is sufficiently spacious to accommodate a small orchestra. It is the favorite room for dramatic groups. Ad-

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**High Schools Orchestra in Studio I.**

joining it, and entered by a separate door opening from the vestibule, is a control room equipped with mixing panel, etc. Here, the program director and the control operator can observe the performers and listen to the program by means of a loud speaker and headphones. We pay a brief visit to this room, and then our guide takes us along the vestibule and pauses at a door. "Now," he says, "we shall see our finest studio."

### Studio Number One

The door swings open and we enter. "Oh!" escapes us as we see a large and beautifully lighted room, with walls of snow white and sand-colored Acoustone panels, arranged checker board fashion in neat designs. The process of covering the walls with these tiles, which are soft and porous so as not to reflect sound, is very simple, our guide tells us. A daub of glue is applied to the back of the tile at each of its four corners, and the tile is pressed against the wall. In this manner large areas are treated in a remarkably short time. In Studio Number 1 the "live" wall, as the hard surfaced one is called, is painted in imitation of the tile design.

The illumination is particularly effective, the inverted shades throwing the light against the soft white tiled ceiling whence it is reflected uniformly so that no shadows are cast. Musicians can be seated in any desired position, with their music pages always perfectly lighted.

With a peep into Number 1 Control Room, we are led through a doorway which opens into the Artists' Lounge, where we sat watching the red light at the beginning of this part of our tour. From the lounge, we cross the corridor and enter the Main Control Room, which, our guide observes, is the "nerve centre" of the studio system. Here we are shown the main control panel and, that we may grasp something of the meaning of this and the various electrical devices we have seen during our tour, our guide gives us some semi-technical explanations with the aid of a chart.

*(To be continued)*

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## *Farewell to Miss Mackay*



On the afternoon of November 15th, all members of CKY's staff who could leave their duties for a few moments foregathered in Studio Two to bid goodbye to "Kay" Mackay. Miss Mackay, who presided in CKY's outer office, resigned to take up nursing in the Royal Victoria Hospital, Montreal. Always very popular with her fellow employees, "Kay" was on this occasion the recipient of appropriate gifts and expressions of regret at her departure. In the group caught by our camera are, from left to right:—

Dorothy Thompson, Margaret Davis, Irene Graham, Kay Mackay, Lilian Shaw and Georgina Chase.

*Christmas and New Year's*

**Greetings**



Low Week-End Rates will be in effect from 7 p.m. Tuesday till 4:30 a.m. Thursday for XMAS and NEW YEAR'S Long Distance Telephone Calls.

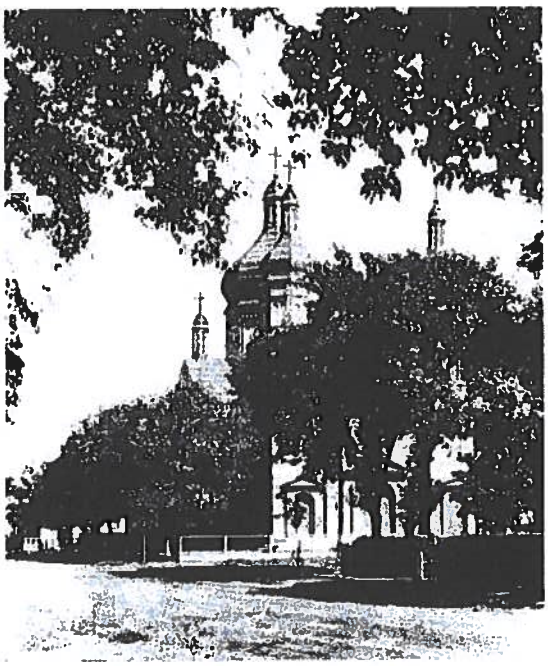
**Telephone Your Greetings**

**MANITOBA TELEPHONE SYSTEM**

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## Church at Portage la Prairie



A picturesque landmark, visible for many miles to travellers on highways number 1 and number 4, is the Church of Assumption, Portage la Prairie. Place of worship for those of the Greek Catholic faith, the building was erected in 1926, all the labor and materials being voluntarily contributed by the congregation. The impressive beauty of the exterior is more than matched by elaborate interior murals depicting Biblical scenes. The parishioners are pleased to welcome visitors at any time, and the Parish Priest, Rev. Father Schwed, asks that the public of all denominations feel free to inspect both the outside and inside at will.

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## A POPULAR ARTIST

A program currently bringing many favorable comments from listeners is that in which 'Wishart Campbell Sings', heard from CKY at 5.15 p.m. on Mondays, Tuesdays and Wednesdays.

★ ★ ★

## FOR FRIENDS OVERSEAS

A subscription to "Manitoba Calling" will make an acceptable Christmas gift for our boys with the Canadian forces and our girls in nursing and other services, wherever they may be.

★ ★ ★

The power plants already constructed and operated by the City of Winnipeg Hydro Electric and the Winnipeg Electric Company have an ultimate capacity of 650,000 horsepower. The undeveloped power resources in the Province of Manitoba amount approximately to 6,000,000 horsepower.

## WISHART CAMPBELL



15,000 watts **CKY** 910 kilocycles
WINNIPEG
Established 1922
1,000 watts **CKX** 1,120 kilocycles
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