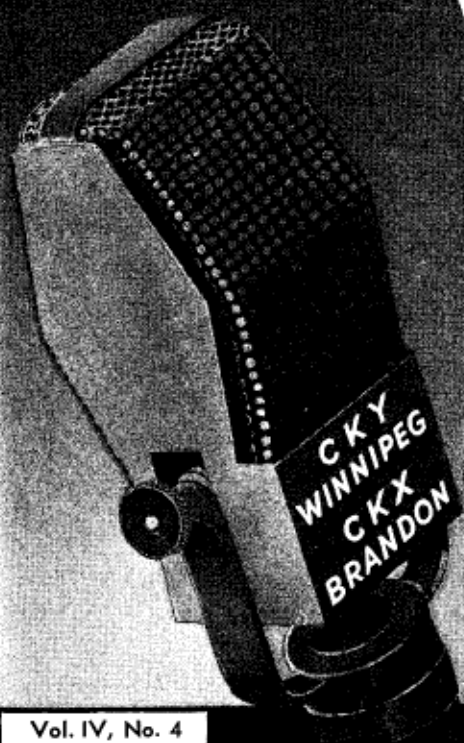


SINGLE COPY 5c ONE YEAR POST FREE 60c

# Manitoba Calling



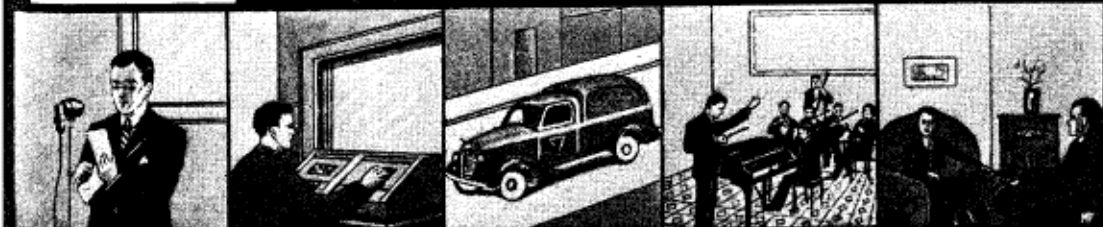
THOSE TROUBLESOME  
SUN-SPOTS  
—  
PROGRAM CONTEST  
—  
ADVENTURES IN RADIO  
—  
QUESTION BOX  
—  
PROGRAMS  
—  
PICTURES

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RADIO BRANCH  
MANITOBA TELEPHONE  
SYSTEM

Vol. IV, No. 4

April, 1940



## "MANITOBA CALLING"'s PRIZE CONTEST

### *Can You Plan the Ideal Day's Broadcasting?*

Readers of "Manitoba Calling" are invited to try their hands at designing a program menu for one day.

Have you ever imagined an ideal day of broadcasting?

How would you start the day, if it were your job to manage a broadcasting station and provide programs to suit all tastes?

When would you broadcast news bulletins?

What periods would you devote to sports?

Where would you place educational features?

Would you include old-time music?

What times would you allow for religious programs?

Would you reserve hours for items of special interest to women. If so, what would be the nature of those items?

Contestants are not required to answer these questions specifically, but merely to use them as suggestions in building the ideal day's schedule.

Study the Outline of CKY's programs, published on pages 9 and 10 of this issue, and make up a list of your own, taking one day and re-shuffling your favorite items to suit yourself. Omit features which you dislike, and insert any types of program you would like to have added to the schedule. Part of such a list might be as follows:—

7.30—Morning Devotions.

7.45—News.

8.00—Band Music.

8.15—Favorite Songs.

8.30—Dance Tunes.

Etc.

Prizes of \$5.00, \$3.00 and \$2.00 respectively will be paid for the three entries considered by the judges to be the best.

Contest closes April 30th. Address entries to "Manitoba Calling",  
CKY, Winnipeg.

### OH JOY! IT'S A BOY!

There is rejoicing at CKX. Humphrey Davies is a daddy. On March 27th, Mr. and Mrs. Davies were presented with a fine seven-pound boy. Uncle Eric at CKY passed the good word along to us and we are happy to extend congratulations.

### BOUND VOLUMES OF "MANITOBA CALLING"

We now have a limited number of copies of Volume Three, bound in stiff cloth boards. One of these will make a handsome addition to your library. Mailed to any address post free on receipt of \$1.00.

Vol. IV. No. 4.

Single Copy  
5c**MANITOBA CALLING**

April, 1940.

One Year, 60c.  
Post FreeAddress all communications to Public Relations Department,  
Radio Branch,  
Manitoba Telephone System,  
Winnipeg**THOSE TROUBLESOME SUN-SPOTS**

By a CKY Staff Observer

A British United Press report on Sunday afternoon, March 24th, to the effect that news was scarce owing to electrical disturbances on the telegraph wires, set us wondering if sunspots might be the cause. For our solar observations we used two pieces of polarized glass which, when held together in the required manner, serve to cut down the light sufficiently to permit safe and comfortable examination of the sun's surface. We were rewarded with the sight of a very distinct spot located about midway between the centre of the sun's disc and his upper edge, or "limb" as the astronomers say.

When a sunspot is thus visible without magnification provided by field glasses or telescope, it must be of considerable size, with a diameter of 30,000 miles or more. Also, when a spot is so placed as to be projecting its energy in the direction of the earth, it is very likely to produce effects which are manifested by aurora borealis or "northern lights"; by interference with radio reception; interruption of telegraph services; erratic movements of the magnetic compass; and other phenomena of which we have yet probably much to learn.

It is disconcerting to folks who rejoice in establishing connections between cause and effect, as well as embarrassing to prophets, that the appearance of large sunspots does not always coincide

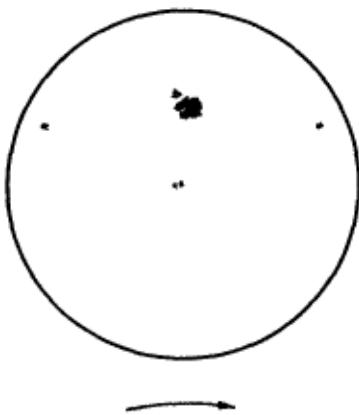
with the production of such disturbances as have been experienced in this instance. Also, it is true that electrical troubles on telegraph lines, auroral displays, etc., sometimes occur when no

spots of considerable size are to be seen. It is known, however, that there are invisible sunspots — magnetic storms on the solar surface which are not observable as the familiar dark patches which we call "spots".

On March 24th we enjoyed the thrill of locating a huge sunspot in confirmation of suspicions aroused by the statement regarding bad telegraphic conditions. At 8.55 the following morning, we broadcast over CKY a report of our observations and advised our listeners where to look for the spot. We gave

our listeners also first-hand descriptions of this and a number of other spots seen with the aid of field glasses, a two-inch refractor, and a 6-inch reflecting telescope. So far as we are aware, this was the first information concerning the sunspot broadcast in this part of Canada by an actual observer.

The sun's rotation has now carried the spot to the right and out of sight. Reappearance at the left edge should occur about April 13th, but by that date the wound in the solar surface may have healed. We must wait and see.



Sun-spots sketched by CKY's observer at 12.30 p.m. on March 24th. The arrow indicates the direction of the sun's rotation. It is probable, but not certain, that the effects of the large spot's return will be noticeable on or about the 19th of April.

## THE ACES AND "MARGE"



As regular listeners to "Easy Aces", broadcast on Mondays, Wednesdays and Fridays at 6.45 p.m., we have often wondered what Jane Ace's friend "Marge" looks like. Our curiosity persuaded us to ask the representatives of "Anacin" to send us a photograph—and here it is. From left to right:—Goodman Ace, writer of the script and player of "Mr. Ace"; Mary Hunter as "Marge"; and the inimitable Jane of the mixed vocabulary.

### PROGRAMS FOR CHILDREN

"It is important to realize that there is 'blood and thunder' (good) and 'blood and thunder' (bad), and to try to distinguish between them. Radio is trying desperately hard to tread the middle ground between parents and children in this serious matter of material. Some improvements have been made already, and the future should show even greater strides. This business of delivering what the public wants is a bread-and-butter matter to radio people. They are grateful for any co-operation that parents and children can give them."

Vernon Crane, in  
"Parents' Magazine."

### STORY BEHIND THE SONG

An excellent transcribed program is a new one entitled "The Story Behind the Song", now being broadcast by CKY on Tuesdays, Thursdays and Saturdays for City Hydro at 6.45 p.m. The first episode described the circumstances surrounding the writing of Sir Arthur Sullivan's "The Lost Chord". This was followed by interesting episodes concerning "The Star Spangled Banner" and "Blest be the Tie that Binds".

★

Tribute to Emily Post:

"You're a vulture for culture. . . ."

Charlie McCarthy.

## WORDS ABOUT WORDS

*When you hear a radio announcer or other speaker use a pronunciation which seems to you to be incorrect, write the word down. Make a list, and mail it to CKY.*

The battle of words continues. Bombshells in the form of startling mispronunciations are bursting from every loud-speaker on the home front, and wounded purists are pleading that the offenders be put out of action. Why, they ask, do broadcasting authorities pay incompetent people to speak at the microphone, undoing the work of costly education? Why bother to teach grammar and spelling by the old-fashioned and slow methods, while the most powerful and most subtle educational force in the world—the radio—speaks faulty English, stumbles over simple words, and blunders hopelessly in its attempts to pronounce others? Maybe the critics are inclined to view the situation too seriously; perhaps radio should be thanked for exposing the poor results achieved so far in teaching the use of our mother tongue.

A listener suggests that certain hockey broadcasters should be PEE-nalized for persistently mispronouncing the word as PEN-alized. Our dictionaries confirm the correctness of PEE-nalized.

Igno-MIN-iously means disgracefully. One correspondent reports having heard an announcer disclose his unfamiliarity with the word by pronouncing it Ig-NON-ymously.

In a news broadcast from Toronto recently, according to one of our readers, came a new one in HEW-stings, intended to mean HUS-tings.

Then there is MED-iatory, with MED rhyming with HEED. An erring announcer read it as MED-IT-tory, which may have been due to a little Italian influence.

A direct hit was scored one bright March morning recently when the word In-TER-polation arrived with the unique pronunciation IN-ter-pol-A-tion, having the first and fourth syllables emphasized. The concussion was terrific.

Where, wonders a listener, did some announcers learn to pronounce ASIA

## C.B.C. PRODUCER

Conducts "Share the Wealth" Program



Rupert Lucas

"Money, money, money, money, money!" introduces at 7 o'clock on Saturday evenings a commercial program which is making a hit with C.B.C. network listeners from coast to coast. Much of the success of the feature has been attributable to the personality of the Master of Ceremonies, Rupert Lucas, well-known C.B.C. producer and actor whose excellent work in the Shakespearean Drama series last year will long be remembered. Mr. Lucas brings to the quiz program a combination of humour and dignity, making the most of what educational value such productions possess, without loss of the prime purpose—entertainment for the listeners.

AY-zee-a. Our dictionary gives it as AYSH-ia.

We still hear ADD-ult for Ad-ULT. Modern mis-usage may authorize ADD-ult, but ADD-ult education sounds unhappily suggestive of eggs.

## ADVENTURES IN RADIO - 9

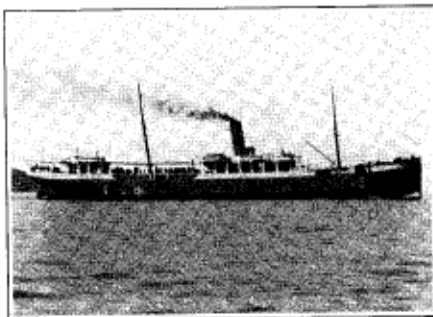
By D. R. P. C.

### WRECKED ON SAMBRO LEDGES

(Continued from last issue)

So the SOS went out over the rocky teeth of the Nova Scotian coast that St. Patrick's morning, and was heard and answered immediately by the land station VCS at Camperdown, only a few miles away. I told him we were ashore somewhere on Sambro Ledges and he, no doubt, went through the required routine of telephoning Halifax. There, they would arouse the agent representing the owners of the ship and, also, stir up the local officials of the Department of Marine and Fisheries. The Department would doubtless dispatch a government steamer to try and locate us. In the meantime, we on the *City of Sydney* had our troubles. Soon after I got my message through to VCS the electric lights in my cabin dimmed and went slowly out. The crash of my spark died also, and I knew that the dynamo in the engine room was under water. An oil lamp swinging in gimbals above the bench was soon lighted and in a few seconds the switches were thrown to bring the emergency transmitter into operation. From then on the batteries beneath the table were in steady service. Messages came from Halifax. The owners wanted continuous reports. They sent us encouraging announcements that help was on the way. Ships in the neighborhood, shrouded in fog like ourselves, promised to stand by and try to reach us as soon as dawn arrived.

Our Captain advised that he figured we were probably on Shag Rock. Engineers who had climbed the shining steel ladders from the engine room told me that they had seen the rock come through the floor plates. As they raced upwards the intruding sea had threatened to overtake them. One man said he had seen the dynamo splashing water in its last few turns as the current failed and the lights died. On deck there was plenty of activity. Passengers, frightened but creditably calm, were marshalled by the Chief Steward and his staff. The after part of the vessel filled rapidly. Officers passing my door from time to time looked in and kept me informed between messages of what was



"City of Sydney"

happening. A passenger awakened my assistant who in his cabin on the main deck was sleeping in peaceful unawareness of danger. "Get up!" shouted the passenger, "Get up, the ship's sinking!" Percy had heard that yarn before. Its effectiveness as an eye-opener had been dulled by frequent repetition during his sea career. "Don't care!" mumbled the drowsy operator, "Let her sink!", and he rolled over to finish his six hours. The passenger conveyed the truth to him by the summary process of hauling him out and standing him on his feet. As a temporary second operator his travelling effects were few. He brought them to the wireless room in a suit case. A Newfoundlander, of hardy nautical stock from away back, he was quite unperturbed by the state of affairs and I was glad he was no landlubber on his first trip.

#### Pounding to Pieces

The *City of Sydney* was undoubtedly in a bad spot. The officers took soundings over her bow and stern and found we had deep water all round us. We had run up on a pinnacle of submerged rock and were balanced like a teeter-toy in a dangerous predicament. The tide was rising and as it rose the heavy seas lifted us off the rock and brought us crashing down upon it with terrific force. It was as much as we could do to operate the radio key or read signals in the headphones. The ship was re-

peatedly thrown on her beam ends, first in one direction, to be stopped with all the jerk that two thousand tons of moving mass could produce, and then would go reeling over to the opposite side, to be arrested with a staggering blow there likewise. . . and so it went on, growing worse as the rising waves lifted us higher from the rock. How long this could continue was a question. Either the rock would rip our plates clear and we would slide off into seventeen fathoms of water at our stern, or the *City of Sydney* must break in two. We wondered which half would sink in that event. Our lifebelts seemed frail protectors with the prospect of that cold fog-laden sea and the breakers which must be crossed before the safety of land could be reached. . . .

Amid the noise from the darkness came a new one—the sound of smashing timbers. Sailors were trying to swing out a boat. They had lowered it to main-deck level on the port side. . . Over we pounded to starboard, and the boat was bashed and splintered against its mother ship. Relieved by Percey at the key, I struggled along to the bridge. The funnel was straining at its guys with every shock as we struck. Nothing seemed secure. The journey to the bridge and back was an adventure in itself, with the deck rolling through ninety degrees and with no protecting rail where the lifeboat had rested in its chocks. Captain MacDonald said he thought we might be all right if we were not swept off the rock before the tide went down. In time—I don't know how long it was—the crisis passed and the pounding became less violent. Luck was with us, for we remained fast on the spur. Like a broken broncho the ship ceased her efforts to dislodge us. Came the calm, with only the sounds of orders shouted to sailors, the plop of the sea very close to us, the distant hiss of surf somewhere out in the fog, and all lost intermittently in the whipcrack flashes of our wireless spark. Passengers came like the children in Longfellow's poem to "look in at the open door". They sought information as to what chances we had of being rescued.

#### Trouble at Camperdown

For a while we lost communication with Camperdown. Numerous signals

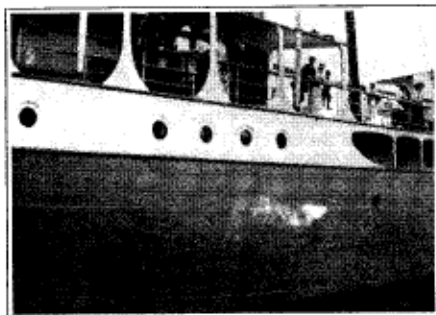
from ships could be heard, but VCS was silent. Mr. Johnson, the officer-in-charge, had his worries that morning. In the midst of the excitement of attending to us, his antenna wires broke under the weight of ice upon them. Until repairs were completed we could exchange no traffic with VCS. Nor was that the only cause for anxiety in the wireless station ashore. We learned afterwards that the Stork chose that awkward occasion to present Mr. and Mrs. Johnson with a son. He is a man now, named Sydney after the vessel which was being battered to scrap-iron when he was born. . . It was a relief when dawn broke, though we were still in thick white fog. The government steamer *Montmagny* was not far from us but dared come no closer. The after deck of the *City of Sydney* was awash, which meant that the dining saloon, pantry and most of the passengers' quarters were submerged. Also, it meant no breakfast. Sailors took turns at pumping a hand fog-horn. We had a little muzzle-loading brass cannon which was sometimes used to announce us when entering port with the mails. Our men fired this in the hope of attracting the attention of some nearby boat, but the powder was damp and the report sounded dismally inadequate. So, we "listened, looked, and waited". Knots of passengers, woe-begone and bedraggled, gossiped in whispers, peering into the ghostly vapour which enveloped us.

#### Rescued

At long last, we heard a high-pitched whistle blowing somewhere. Our officers fired off revolvers and pumped furiously at the fog-horn. . . and then . . . out of the fog on our port quarter came the sweetest picture we could wish to see. . . a tiny white steamboat. She proved to be the *Rosemary*. Her skipper was off to inspect his lobster traps, but he was well satisfied to gather up our passengers and most of our crew. . . I still see the little *Rosemary* as she disappeared into the fog, leaving four of us aboard the *City of Sydney* to await further orders. Later in the day the tugboat *Togo* of Halifax found us. She came and lay alongside for several hours until our Captain decided to abandon the ship as a total loss, which he



did at 4.30 p.m. I pitched some clothes and a light-weight fibre trunk into the *Togo* and followed my property down the ladder. The fog had thinned somewhat and we could see the surf on a rocky shore. Calmer weather had brought out a number of fishermen in their dories. They rowed around the wreck awaiting



City of Sydney leaving port

our departure so that any removable fittings might be salvaged. We didn't mind. Nothing mattered now but food. Except for coffee we had tasted nothing since dinner the night before. . . No banquet was more acceptable than that simple meal on the *Togo* as we rolled round Chebucto Head to Halifax, where our adventure ended. . . .

The *City of Sydney* was left to be broken, bent and twisted by the majestic forces of the Atlantic. There she lies, a muddy slimy mess of rusty dismembered machinery that once was the joy of her builders and the pride of the crew who manned her. In her latter days she was alive with rats but, whether in tribute to tradition or otherwise, not one was seen from the time she struck. We shook one superstition, anyway. Scheduled to leave Brooklyn on Friday the thirteenth, our Captain had postponed sailing until the following day — and had lost his ship.

★

### MUTINY ON THE HIGH SEAS

Those who read the book or saw the picture "Mutiny on the Bounty", and many others also, will enjoy the thrills of a new series on CKY entitled "Mutiny on the High Seas". This is to be heard at 7 p.m. on Wednesdays. The makers of Red Rose Tea are the sponsors.

## The Question Box

*We shall be pleased to answer questions relating to radio. Selected questions and replies will be published in this column. Others will be answered by mail.*

**S.D.:** Do the sponsors choose the announcers they want for their programs? Program sponsors often ask for the services of certain announcers. In such cases we meet their wishes if routine duties permit.

**J.F.:** Is it true that names and addresses of people who write to stations are turned in to the Dominion Government to be checked to see if the listeners have radio licenses? It is not true. Letters from our listeners are regarded as confidential. Names of the writers are never published, broadcast or otherwise disclosed, unless with the specific permission of the correspondents. We have nothing to do with the collection of radio licenses, though we do advise our listeners to comply with the law.

**R.W.:** May visitors come to see other C.B.C. programs besides "Woodhouse and Hawkins" in CKY's studios? Admission to the studio in which any C.B.C. program is being performed is subject to arrangement with the C.B.C. from whose offices permission must be obtained. The observation rooms are always available for the use of visitors desiring to see the broadcasts without actually being in the studios. Regarding accommodation in these, apply to CKY.

**W.B.:** Will you please publish a full description of CKY's studios, showing all the different rooms, etc. Our booklet "A Tour of CKY's Studios" is now out of print. Since its publication a number of changes have been made, including the addition of a fifth studio. Next month we shall commence a revised description of the studios which will bring the work up-to-date and show new photographs of the staff. Many thanks for the suggestion.

**A.T.:** When shall we get television? Because of its present short range and high cost of production, television may be long delayed in this country. We are far behind Great Britain and the U.S.



## 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

- 11.00—Church Service.
- 12.25—British United Press News.
- 12.30—British Bands—Burns & Co. Ltd.
- 1.00—NBC String Orchestra—CBC.
- 1.30—Devotional Period—CBC.
- 2.00—Philharmonic Symphony Society of New York—CBC.
- 4.00—The Church of the Air—CBC.
- 4.30—Empire Parade—CBC.
- 5.00—Silver Theatre—CBC — International Silver Co.
- 5.30—The World Today—CBC.
- 5.45—Canadian Press News—CBC.
- 6.00—Jack Benny—CBC—Jello.
- 7.00—Church Service.
- 8.00—Carry On—CBC.
- 8.30—Appointment with Agostini—CBC.
- 10.00—Canadian Press News—CBC.
- 10.15—Star Dust—CBC.
- 10.30—Sweet and Low—CBC.
- 11.00—Chamber Music—CBC.
- 11.30—Sanctuary—CBC.

### MONDAY

- 7.30—Reveille.
- 7.45—British United Press News.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Stars of the Week—United Radio Advtz.
- 9.30—Allan Caron—Organist.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.30—P. T. Barnum—Western Canada Flour Mills.
- 11.45—Refreshment Time with Singin' Sam — Coca Cola Co.
- 12.00—The Happy Gang—CBC—Colgate-Palmolive.
- 12.30—Road of Life—CBC—Chipso.
- 12.45—B.U.P. News.
- 1.00—The Gospel Singer—Oxydol.
- 2.00—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—Club Matinee—CBC.
- 3.30—Vic and Sade—CBC—Crisco.
- 3.45—B.B.C. News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—University Lecture.
- 5.00—The Lone Ranger—Modern Dairies.
- 5.45—British United Press News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Tarzan—St. Lawrence Starch Co.
- 6.45—Easy Aces—Anacin.
- 7.30—With the Troops in England—CBC.
- 8.00—Lux Radio Theatre—CBC—Lux.
- 9.00—Contented Hour—CBC—Carnation Milk Co.
- 10.00—C.P. News—CBC.
- 10.15—Star Dust—CBC.
- 10.30—Songs of Empire—CBC.

- 11.00—Immortal Music—CBC.
- 11.30—Generally Speaking—CBC.
- 12.00—B.U.P. News.

### TUESDAY

- 7.30—Reveille.
- 7.45—British United Press News.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Stars of the Week—United Radio Advtz.
- 9.30—Allan Caron—Organist.
- 10.00—Peggy's Point of View.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.30—Pelham Richardson's Orch.—CBC.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola Co.
- 12.00—The Happy Gang—CBC.
- 12.30—Road of Life—CBC—Chipso.
- 12.45—British United Press News.
- 1.00—The Gospel Singer—Oxydol.
- 1.30—Donald Novis Sings—Libby's.
- 2.00—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—Club Matinee—CBC.
- 3.45—B.B.C. News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—Dr. W. T. Allison—Book Review.
- 5.00—Voice of Inspiration — Young United Church.
- 5.45—British United Press News.
- 6.15—Light Up and Listen Club — Imperial Tobacco.
- 6.30—Guess What?—Pub. Finance Corp.
- 6.45—The Story Behind the Song—City Hydro.
- 7.00—Big Town—CBC—Rinso.
- 7.30—The Family Man—CBC—Lever Bros.
- 8.00—Top Flight Tunes—CBC—Wings Cigarettes.
- 8.30—Fibber McGee and Molly—CBC—S. G. Johnson & Son.
- 9.00—Treasure Trail—Wrigley Co.
- 10.00—C.P. News—CBC.
- 10.15—Star Dust—CBC.
- 11.00—Everyman Theatre—CBC.
- 11.30—Classics for Today—CBC.
- 12.00—British United Press News.

### WEDNESDAY

- 7.30—Reveille.
- 7.45—British United Press News.
- 9.00—The Man I Married—CBC—Oxydol.
- 9.15—Stars of the Week—United Radio Advtz.
- 9.30—Allan Caron—Organist.
- 9.45—House of Peter MacGregor—Tr.—Greyhound Travel Bureau.
- 10.30—Big Sister—CBC—Rinso.
- 10.45—Life and Love of Dr. Susan—CBC—Lux.
- 11.30—P. T. Barnum—Western Canada Flour Mills.

11.45—Refreshment Time with Singin' Sam—Coca Cola Co.  
 12.00—The Happy Gang—CBC—Colgate-Palmolive.  
 12.30—Road of Life—CBC—Chipso.  
 12.45—British United Press News.  
 1.00—The Gospel Singer—Oxydol.  
 1.30—Donald Novis Sings—Libby's.  
 2.00—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—Club Matinee—CBC.  
 3.30—Vic and Sade—CBC—Crisco.  
 3.45—B.B.C. News—CBC.  
 4.15—Backstage Wife—Sterling Products.  
 4.45—University Lecture.  
 5.00—The Lone Ranger—Modern Dairies.  
 5.45—British United Press News.  
 6.00—On the Trapline—Sydney I. Robinson.  
 6.15—Light Up and Listen Club — Imperial Tobacco.  
 6.30—Tarzan—St. Lawrence Starch Co.  
 6.45—Easy Aces—Anacin.  
 7.00—Mutiny on the High Seas—Tr. — Red Rose Tea.  
 7.30—Serenade for Strings—CBC.  
 8.30—Music by Faith—CBC.  
 9.00—Dr. Query—CBC—Stephens Paint Co..  
 9.30—Midweek Commentary—CBC.  
 10.00—C.P. News—CBC.  
 10.30—Cathedral Singers—CBC.  
 11.00—Adventures in Rhythm—CBC.  
 11.30—Vancouver Theatre Time—CBC.  
 12.00—British United Press News.

### THURSDAY

7.30—Reveille.  
 7.45—British United Press News.  
 9.00—The Man I Married—CBC—Oxydol.  
 9.15—Stars of the Week—United Radio Advtg.  
 9.30—Smilin' Jack—United Radio Advtg.  
 9.45—Allan Caron—Organist.  
 10.00—Peggy's Point of View.  
 10.30—Big Sister—CBC—Rinso.  
 10.45—Life and Love of Dr. Susan—CBC—Lux.  
 11.30—Pelham Richardson's Orch.—CBC.  
 11.45—Refreshment Time with Singin' Sam — Coca Cola Co.  
 12.00—The Happy Gang—CBC.  
 12.30—Road of Life—CBC—Chipso.  
 12.45—British United Press News.  
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 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—Club Matinee—CBC.  
 3.45—B.B.C. News—CBC.  
 4.15—Backstage Wife—Sterling Products.  
 4.45—Public Health—Dept. of Health.  
 5.00—Voice of Inspiration — Young United Church.  
 5.45—British United Press News.  
 6.15—Light Up and Listen Club — Imperial Tobacco.  
 6.30—Stepping Along—Berryhills.  
 6.45—The Story Behind the Song—City Hydro.  
 7.00—True or False—J. B. Williams Co.  
 7.30—On Parade—CBC — Robin Hood Flour Mills.  
 9.00—Kraft Music Hall—CBC—Kraft Cheese.  
 10.00—C. P. News—CBC.

11.00—Memory Hour—CBC.  
 12.00—British United Press News.

### FRIDAY

7.30—Reveille.  
 7.45—British United Press News.  
 9.00—The Man I Married—CBC—Oxydol.  
 9.15—Stars of the Week—United Radio Advtg.  
 9.30—Smilin' Jack—United Radio Advtg.  
 9.45—Allan Caron—Organist.  
 10.30—Big Sister—CBC—Rinso.  
 10.45—Life and Love of Dr. Susan—CBC—Lux.  
 11.30—P. T. Barnum—Western Canada Flour Mills.  
 11.45—Refreshment Time with Singin' Sam — Coca Cola Co.  
 12.00—The Happy Gang—CBC—Colgate-Palmolive.  
 12.30—Road of Life—CBC—Chipso.  
 12.45—British United Press News.  
 1.00—The Gospel Singer—Oxydol.  
 1.30—Donald Novis Sings—Libby's.  
 2.00—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—Club Matinee—CBC.  
 3.30—Vic and Sade—CBC—Crisco.  
 3.45—B.B.C. News—CBC.  
 4.15—Backstage Wife—Sterling Products.  
 4.45—University Lecture.  
 5.00—The Lone Ranger—Modern Dairies.  
 5.45—British United Press News.  
 6.15—Light Up and Listen Club — Imperial Tobacco.  
 6.30—Tarzan—St. Lawrence Starch Co.  
 6.45—Easy Aces—Anacin.  
 7.00—Charlie Chan—Listerine.  
 8.00—Waltz Time—CBC—Sterling Products.  
 8.30—Along the Boulevard—CBC — Sterling Products.  
 9.00—Woodhouse and Hawkins—CBC.  
 9.30—"Our Canadian Heritage"—CBC.  
 10.00—C.P. News—CBC.  
 10.30—Northern Messenger—CBC.  
 11.00—Drama—"Number 17"—CBC.  
 11.30—Musical Program—CBC.  
 12.00—British United Press News.

### SATURDAY

7.30—Reveille.  
 7.45—British United Press News.  
 9.00—Allan Caron—Organist.  
 10.00—Peggy's Point of View.  
 10.30—Good Deed Club—T. Eaton Co.  
 11.00—Prof. V. W. Jackson—Nature Talk.  
 12.30—Pinto Pete—Dominion Fur Auction.  
 12.45—British United Press News.  
 12.55—Metropolitan Opera—CBC.  
 4.30—CKY Studio Strings—Man. Tel. System.  
 5.15—In the Sports Editor's Office.  
 5.45—British United Press News.  
 6.00—Wes. McKnight Sports Broadcast—CBC St. Lawrence Starch Co.  
 6.45—The Story Behind the Song—City Hydro.  
 7.00—Share the Wealth—Colgate-Palmolive.  
 7.30—Wayne King's Orch.—CBC—Colgate's.  
 8.00—Hockey Broadcast—CBC—Imperial Oil.  
 9.30—Canadian Press News—CBC.  
 9.35—NBC Symphony Orch.—CBC.  
 10.45—C. P. News—CBC.  
 11.30—Drama Series—CBC.  
 12.00—British United Press News.

## NONE BUT THE BRAVEST

O hard is the lot of the lads who announce  
 The news of the day, and perforce must pronounce  
 Those tongue-twisting names which some of the races  
 Have used in profusion to designate places.  
 Take China (it's simple the Japs will agree)  
 And try out your tongue on Kwei-Chow and Hung-tze,  
 Or if that's too easy, then give these a fling,  
 Ning-hsia, Tai-yuan, Ping-yang and Shiu-king.

We journey to Poland where just to confuse  
 They threw out the a e's, i o's and the u's.  
 But the lads of the air, with the greatest of ease  
 Tripped lightly through Przemysl, and also Bydgoszcz!  
 And then for good measure you have your choice of  
 Czestochowa or Chova, Limberg or Lvov!

And so Northward Ho! to the land where the sun  
 May rise at eleven and set about one.  
 When the Finns in the forest are silent and dinkey  
 From old Helsingfors or from modern Helsinki,  
 Where they stymied the Russians at Abo (Turku)  
 And also at Viborg—Viipuri to you!

So off with your hats to the lads who announce  
 The news of those names which are hard to pronounce.  
 Then girdle your snickers—don't write a letter  
 Unless you're sure you could do a lot better,  
 But offer them orchids and give them the chair  
 For none but the bravest deserveth the air!

Helen Hawthorne,  
 in Maclean's Magazine.

## MANITOBA SCHOOLS' ORCHESTRA

Concerts Broadcast by CKY and CKX



Ronald W. Gibson

Marking the thirteenth year of CKY's co-operation in the useful public service rendered by the Manitoba Schools' Orchestra, CKY and CKX broadcast programs by the orchestra, with many visiting rural players participating, at 3 p.m. on Thursday, March 28th and Friday, March 29th. CKX carried the big annual concert performed in the Winnipeg Civic Auditorium on the night of March 29th.

The Manitoba School's Orchestra was formed in 1923-24 under the leadership of the late Mr. P. G. Padwick. Broadcasting of its programs commenced in November 1927, and in 1931 the regular Saturday morning broadcasts from CKY's studios were established. In 1932 the orchestra presented its first National Network broadcast, from the Walker Theatre, Winnipeg. In 1938, some four hundred players staged and broadcast a successful concert from the Amphitheatre Rink.

The success of the orchestra during these years was due to the inspiration  
 (Continued on Page 12.)

## "Maori" Dancers Invade CKY



Robert H. Smith Students in "School of the Air" Broadcast.

A startling sight would have confronted the visitor who happened to look into CKY's studio No. 2 from the observation room on the afternoon of February 23rd. Performing body twists, protruding their tongues, and going through some remarkable contortions as an accompaniment to a Maori war song, were a group of boys from Robert H. Smith school. Such doings are among the re-

and the untiring efforts of Mr. Padwick, who died on July 5th, 1938. His work will long be remembered and his memory cherished by all who were associated with him.

In the fall of 1938, a committee was formed to carry on the work, and this committee appointed Mr. Ronald Gibson conductor. Under his capable direction, the orchestra last Easter (1939) presented a splendid program in the Winnipeg Auditorium. In May, the orchestra made a second public appearance, this time with the High Schools' choir in Manitoba's official welcome to the King and Queen.

sults of sending Canadian teachers to New Zealand on an exchange arrangement. Mr. J. W. Chafe spent a year in the southern Dominion and returned with a wealth of information which he has since been imparting to students of Robert H. Smith and to numerous audiences to whom he lectures. While "down under", Mr. Chafe learned much Maori lore, including the words and movements of a war dance. Attired in grass skirts, in reasonably close imitation of the Maori warriors, the boys provided realistic sound effects for Mr. Chafe's talk to schools, though only television could have done full justice to the scene. The Broadcast was one of the Provincial Department of Education's "School of the Air" series.

★ ★ ★

### TARZAN RETURNS

Soon the boys will be heard giving the Tarzan yell again. A Tarzan serial is now running on CKY at 6.30 p.m. on Mondays, Wednesdays and Fridays, sponsored by the St. Lawrence Starch Company.

## RADIO PICK-UPS

### A Page of Items Heard and Seen

#### Indians in Manitoba:

"Where ten thousand Indians in Manitoba hunted for a precarious existence amid hardships now unknown, 770,000 white folks are living. . . . on 58,000 farms, with 325,000 horses; 850,000 cattle; 231,000 sheep; 220,000 pigs; five million chickens; half a million turkeys; 150,000 ducks and geese; 18 million dozen eggs; nine million pounds of honey; 25 million pounds of butter; 15 million dollars' worth of milk, butter and cheese. . . . not to mention 51 million bushels of wheat; 41 million bushels of oats; 31 million bushels of barley; 55 million dollars' worth of grain; 43 million dollars' worth of livestock. . . . We produce more fur than the Indian ever dreamed of. . . . 735 fur farms with 28,000 fur animals producing 19,000 pelts a year, selling for \$664,000. . . . No, we haven't taken Manitoba from the Indian. There are more Indians here than there ever were. 16,000 get Treaty Money, and there are seven large brick Indian schools. . . . We have simply shown how 75 times as many people can live in half the area, and export 40 million bushels of wheat. . . . 276,000 cattle . . . 420 carloads of butter. . . in the Indian's unhappy hunting ground, without displacing him or his source of living. . . ."

Prof. V. W. Jackson.

#### Does the Public Control Broadcasting?

"It is foolish to charge the broadcaster with attempting to foist on the public programs he thinks they should have. The public is the censor. If people do not listen, the broadcaster (and his client) soon realize it. There is an inevitable change. . . ."

"Broadcasting", Washington, D.C.

#### Radio's Contribution to Telephony:

"1940 is an anniversary year in which all Wireless men may take legitimate pride. For 25 years ago, for the first time, speaking over a chain of audions, which indisputably was a product of earlier Wireless development, the human voice was first transmitted across our continent. . . ."

Dr. Lee de Forest,

#### The March of Television:

"A new milestone of radio progress was passed March 6 when the New York television audience witnessed a moving aerial view of the metropolis in the first public demonstration of telecasting from an airplane. . . . The audience, estimated at 10,000, watched the relief map of Manhattan flow beneath the cameras as the plane passed over the skyscrapers of the city, followed the course of the island's bordering Hudson and East rivers, and flew out over the harbor, with the Statue of Liberty below . . ."

Bruce Robertson,  
in "Broadcasting."

#### Sunspots and Radio Reception:

"In studying the effects of sunspots upon broadcasting waves, we are somewhat handicapped by the fact that not many sunspot cycles have run their course since broadcasting commenced. The year 1923 was a sunspot minimum. Some of us remember how well we heard the comparatively low power stations of that year with receivers much less efficient than those employed today. We remember, too, how comparatively poor was our reception of broadcast programs in the year 1929, which was a sunspot maximum. Our recollection of conditions at the time of the next sunspot minimum—in 1933—may not be so clear, because by that time the power of many stations had been multiplied many times, and our receiving sets had tremendously improved. Also, we had acquired the habit of listening to network programs, which allowed us to hear the programs we wanted from whichever stations on those networks happened to be most easily received. . . ."

"The Sun and Radio Reception",  
D.R.P.C.

#### Wife of a Song Writer:

"You hear women speak of the nice cosy evenings they spend with their husbands. They're not married to a piano tuner with ten thumbs! . . ."

"June Moon",

With Orson Welles and Jack Benny.

## "Queen's Own" Make a Record



Upper Picture:—Pipe band of Cameron Highlanders.  
 Lower Left:—"Prince Cameron".  
 Lower Right:—Lt.-Col. Hugh Mackenzie.

With a skirl of the pipes and a roll of the drums, the Queen's Own Cameron Highlanders of Canada made a record in CKY's Number 1 studio for—well, for purposes of record. Far be it from us to disclose when, or how or why, but the laddies came one morning and had us all going about our business with our chins up and a martial step. Eric Davies forgot his Welsh in efforts to say "Hoot mon!", while Chief Control Operator George Henderson said it was a "braw transmeesion" (or words to that effect) as he supervised the cutting of the record. Lieut.Colonel Hugh Mackenzie delivered an appropriate introduction at the microphone. Meanwhile, affecting an air of complete indifference, the regi-

mental mascot, "Prince Cameron", lay sprawled across the studio threshold. There may have been just a hint in the doggie's position that those who didn't like bagpipes need not try to get out!



### DR. QUERY BACK

A welcome sign of spring is the return of "Dr. Query" with his brain-twisting questions on Wednesday nights at nine o'clock. As usual, George Waight is playing the part of Dr. Query and, as usual, he is making a success of it, with credit to the Stephens Paint Company and all concerned.

## 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.*

**MUSH**—"I find the serials very amusing, but I think some of them should be spelled CEREALS, and I do mean MUSH. In my opinion, the word LOVE is overworked. . . . I think 'Pepper Young's Family' probably the most sane, because in almost every family there are Peggys and Peppers who have their heads in the clouds and can't seem to get their feet on the ground. . . ."Bird's Hill, Man.

**DOLLARS AND RADIO**—"It seems to me that you hold the almighty dollar so close to your eye that you can't see the great harm that some radio advertising does. . . ."Genthon, Man.

**DARE**—"The 'Happy Gang' is a swell program. Don't you dare take it off the air. . . ."Winnipeg.

**FROM A GENTLE CRITIC**—"No salt or too much salt will spoil an excellent meal. So with an otherwise excellent radio service. I wonder if a few kicks will make CKY even better. . . ."Portage la Prairie.

**CRITICS AS ANNOUNCERS** — "I wonder how these critics would sound if they were asked to do the job of announcing, including reading all those European names. . . ."Bowsman River, Man.

**QUALIFIED PRAISE**—"CKY is our favorite station. We enjoy most all the programs, especially when the music is good. Some of it sounds like a bunch of tin pans rattling, but then we can switch off to something else. . . ."Goodlands, Man.

**ONTARIO LISTENERS** — "We sure have a great blessing in radio, especially these stormy days. We have always listened in to CKY. . . ."Dryden, Ont.

**BUSY WOMEN WANT MUSIC**—"I think music is the best for women moving about the house. . . ."Winnipeg.

**RECORDS ON NETWORKS** — "My idea of mechanized entertainment and labor-saving carried to the n'th degree is a network comprising thousands of

miles of wire and broadcasting with thousands of watts from coast to coast, engaged in—playing phonograph records . . ."—Winnipeg.

**ELECTION RETURNS**—"Congratulations to the Canadian Press, the C.B.C. and CKY for the efficient handling of the returns on election night. You all kept us well informed throughout the evening. . . ."—Winnipeg.

**DISLIKES TALKS** — "You used to have few talks and nearly all music. Now you've gone to the other extreme and between CKY and the C.B.C. you are talking our heads off. Tell the powers-that-be to cut out poetry, talks about dry subjects, and a lot of the advertising, too. . . ."—Norwood, Man.

**VOICE OF MANITOBA**—"We owe a lot to CKY for good service given since March, 1923. You say you are the 'Voice of Manitoba'. Well, you are just that to us because CKY and CKX belong to the people of this province and we are proud of them. . . ."—Minnedosa, Man.

**SUSPICIOUS**—"I have sent several letters each week to that program and my name has not been chosen. There must be something crooked somewhere, else why haven't I won anything? . . ."—St. James, Man.

**ADMIRE'S "SINGIN' SAM"**—"I love the voice of 'Singin' Sam'. That deep rich tone is very pleasing on the air. He should give lessons to some of the sopranos. . . ."—Winnipeg.

**TOMMY'S VOICE**—"We were very much surprised to hear that New Zealand could pick up CKY programs. The fact that it was Tommy Benson announcing speaks very well for him. . . ."—Holmfield, Man.

**WANTS STAFF PICTURES**—"Please resume publishing those pictures of CKY and CKX staff members. We like to see what the radio folks look like. . . ."—Brandon, Man.



## "WAKE UP AND LIVE" ANNOUNCER



**Tom Benson**

Pictured above is Tommy Benson, whose morning remarks about the time,

weather and the general state of the great outdoors are interspersed with recordings of the bright and breezy variety. Trying to provide an atmosphere of good humor without excessive frivolity at an hour when folks are mostly scrambling through their breakfasts in preparation for another day's grind in school or business is—well, it's trying. Tommy receives many letters of congratulation from listeners whose sympathies are broad enough to include appreciation of the difficulties involved in handling one of the most exacting programs in the day's broadcasting.

★

**J.D.C.:** What arrangements do you make for broadcasting birthday greetings over CKY? For a number of years we broadcast birthday greetings free of charge. The demand for this service grew to such proportions, however, that we were obliged to apply a fee as a measure of control. The rate is \$1.00 for ten words or less, plus six cents tax. Additional words are charged for at ten cents a word.

EVERY HOME SHOULD HAVE

# A TELEPHONE

Why?

**for PROTECTION  
PROFIT  
PLEASURE**

**PRESTIGE  
and  
CONVENIENCE**



It is a means of saving Time, Money, Property, and Life  
DO NOT BE WITHOUT A HOME TELEPHONE

## MANITOBA TELEPHONE SYSTEM