

BROADCAST FROM NEW RADIO STATION WAS HIGHLY SUCCESSFUL

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Congratulatory Telegrams Flood Manitoba Telephone System From All Parts of Continent.

Hon. W. R. Clubb, Minister of Telephones, Presses Button Opening Station

Premier Bracken, in Address, Says Manitoba Leads in Educa- tional Broadcasting

With the receipt of congratulatory telegrams, testifying to excellent reception in points as far distant as Vancouver, Montreal, New York and Los Angeles, Commissioner J. E. Lowry, of the Manitoba Telephone system, said early this morning that the success of the first radio broadcast over the Manitoba government's new station, CKY, had exceeded all expectations.

Messages were received from many points throughout the continent, and from hundreds in the province. Two telephone operators were assigned to receive the calls for the station.

So pleased was Mr. Lowry that he said money could in no other way buy the valuable publicity this province would get if success continues as it did on the opening night. This is practically assured with the probability that it will be greater. Inasmuch as adjustments are to be made that will make transmission better. Last night's success was achieved on less than full power.

Last night's broadcast was actually a test. Some minor interruptions took place because of this fact, and the necessity of making adjustments in the new equipment.

Best Station in Canada

"It is the best radio station in the Dominion, and no station outside Canada has more modern equipment. It is the last word that we have brought up here," declared Mr. Lowry.

An especial effort was made to provide an excellent concert for the opening, and the one sent out was regarded by those in charge as the best that ever went out of Winnipeg. Included in the long list of musical and reading numbers was the presentation of the

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(Continued from Page 1.)

Gilbert and Sullivan light opera, "Mikado," by the CKY Light Opera company, assisted by the CKY concert ensemble. A band concert was given by the Winnipeg Citadel band, under the direction of Bandmaster H. G. Merritt.

Hon. W. R. Clubb, minister of telephones, at 8 o'clock pressed the button in the Sherbrook street studio, which set in operation the new station eight miles distant at the Agricultural college. Premier John Bracken then delivered the address of opening.

Growth Warrants Installation

While the old station replaced had given very satisfactory service, its effective range, even under good atmospheric conditions, was not, he said, sufficient to serve the whole field, even in Manitoba. The growth of Winnipeg and the province as a whole warranted the most up-to-date equipment in order that radio broadcasting, which was becoming the greatest and most effective means of publicity, might be used, not only for the work of education, instruction and entertainment of our own people, but for telling the whole continent about the progress and possibilities of Manitoba.

"The new CKY station," he continued, "is the latest development in broadcasting. While its rated power is 5,000 watts, or ten times that of the old station, refinements of equipment develop power as high as 20,000 watts, so that under ideal atmospheric conditions it may be heard from coast to coast."

Manitoba was the only province owning and operating a broadcasting station, and in consequence the station's activities have been followed with critical interest. "But undoubtedly at the present time," he said, "the Manitoba policy has the complete approval of all who have the radio interests of the public at heart."

Station Self-Supporting

The station, he said, had been self-supporting for the last four years. This fact, coupled with the provincial radio policy, was in large measure the reason why the public of Manitoba had a station that far outranks any other in Canada at the present time.

Premier Bracken declared that the Manitoba station had led, and would continue to lead in educational broadcasting.

"From the inception of CKY," he said, "the educational possibilities of radio have been emphasized; with the active support of the University of Manitoba, and the Agricultural college, we have been enabled to introduce many new and useful ideas into Canadian broadcasting. It may be said, without any danger of contradiction, that the Manitoba station has led, and continues to lead in educational features."

When the publicly-owned station was opened it was considered by many an experiment with doubtful chances of success. "Time, however, has shown that it has enabled us to avoid many broadcasting problems existent elsewhere, and today we are satisfied from the great mass of correspondence from all parts of the country that our policy has the general approval of those who regularly listen in," said the premier.

Last night's programme, he said, would be a start on a general policy to develop the usefulness of the station to the greatest possible extent, and to every section of the community, more especially the rural areas. Chain broadcasts from Eastern Canada and the United States would be put on when the occasion warranted.

Premier Bracken especially acknowledged the work of the department of marine and fisheries. "The officials of the radio branch of that department have always given us their most sympathetic support and consideration. So much is this the case, that Manitoba has now almost exclusive use of the

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