

THEATRE of the AIR

FRIDAY'S PROGRAMMES

CFNB, FREDERICTON, 550 K.

8.00—News Service
8.05—Musical Clock
8.30—M. M. A. Talk
8.35—Listening Post
9.00—Birthday Party
9.30—Alatint Program
9.45—Novelty Program
10.00—Ma Perkins
10.15—Thor Program
10.45—Enterprise Program
11.00—Happy Warrior
12.00—Purina Program
12.15—Nestle's Program
12.30—Canada Star, Melodies
12.45—News Service
1.00—Frigidaire Program
1.30—Royal York Concert Orchestra
2.00—Marconi Band Concert
2.30—Sherwin Williams Musicals
3.00—Souvenirs
3.15—Presenting:
3.45—Home Frolic
4.00—Tea Dance
4.30—Radio Parade
4.45—Concert Hall of the Air
5.00—Can. Press
5.15—Strings
5.30—Musical Comedy Memories
6.00—Monitor News
6.15—Canada Cement Program
6.30—Building Products
6.45—MacDonald Programme
7.00—Valley Motors Programme
7.10—Real Life Drama
7.15—Evensong
7.30—Canadian Press
7.45—Little Bits of Everything
8.00—Northern Lights
8.30—Canadian Concert Hall of Air
9.00—From a Rose Garden
9.30—Orchestra
10.00—Musical Romances
10.30—I Cover the Waterfront
10.45—News
11.00—Across the Border
11.30—Lullaby Lagoon

WABC, NEW YORK, 860 K.

6.00—Buddy Clark, Songs
6.15—Bobby Benson and Sunny Jim
6.30—News
6.45—Renfrew of the Mounted
7.00—Vocals
7.45—Boake Carter
8.00—Flying Red Horse Tavern
8.30—Broadway Varieties
9.00—Hollywood Hotel
10.00—Kostelanetz
10.30—The March of Time
10.45—Songs
11.00—Joe Reichman Orchestra

WEAF, NEW YORK, 660 K.

6.00—Flying Time
6.15—Esso News Reporter
6.30—News
6.35—Baseball Resume
6.45—Billy and Betty
7.00—Amos 'n' Andy
7.15—Uncle Ezra
7.30—Mel-O-Rol Jamboree
8.00—Cities Service Concert
9.00—Waltz Time
9.30—Court of Human Relations
10.00—Studebaker Champions
10.30—Marion Talley
11.00—George Holmes, News
11.15—King's Jesters
11.35—Esso News Reporter
12.00—Earl Hines' Orchestra
12.30—Ted Lewis Orch.

WJZ, NEW YORK, 760 K.

6.00—Esso News Reporter
6.05—Animal News Club
6.15—Mary Small
6.30—News
6.35—Have You Heard
6.45—Lowell Thomas
7.00—Niela Goodelle
7.15—Mario Cozzi
7.30—Lum and Abner
7.45—Songs of the Harp
8.00—Irene Rich
8.15—Drowsy Rhythm
9.00—NBC Music Guild
9.30—Fred Waring Orchestra
10.00—Encyclical Anniversary
11.00—Esso News Reporter
11.05—Phil Levant's Orch.
11.15—Negro Male Quartet
12.00—Shandor, violinist
12.08—Ranny Weeks' Orchestra
12.30—To be Announced

WTIC, HARTFORD, 1040 K.

5.30—Dick Tracy
6.00—Wrightville Clarion
6.30—News
6.45—Rubinoff and Jan Pearce
7.00—Amos 'n' Andy
7.15—Edwin C. Hill
7.30—Variety Show
8.00—Jessica Dragonette
9.00—Musical Revue
9.30—Court of Human Relations
10.00—Richard Himb's Orch.
10.30—Marion Talley
11.01—Baseball Scores
11.15—The Jesters
11.30—Earl Hines' 'Orch.
11.45—Jesse Crawford, organist
12.00—Silent

WGY, SCHENECTADY, 790 K.

6.00—News Reports
6.30—News
6.35—Evening Brevities
6.45—Jimmie Mattern
7.00—Amos 'n' Andy
7.15—Uncle Ezra
7.30—Col. Jim Healey
7.45—Jack Randolph
8.00—City Services Concert
8.30—Farm Forum
9.00—Waltz Time

9.30—Court of Human Relations

10.00—First Nighter
10.30—Marion Talley
11.00—Esso News Reporter
11.30—Dance Music

SATURDAY'S PROGRAMMES

CFNB, FREDERICTON, 550 K.

8.00—News Service
8.05—Musical Clock
8.30—M. M. A. Talk
8.35—Listening Post
9.00—Birthday Program
9.30—Alatint Programme.
9.45—Concert Songs
10.00—Piano.
10.15—Thor Program
10.45—Enterprise Kountry Program
11.00—Happy Warrior Hour
12.00—Purina Program
12.15—Bldg. Products Program
12.45—News Service
1.00—Frigidaire Program
1.30—Royal York Concert Orchestra
2.00—Marconi Band Concert
2.30—Sherwin Williams' Musical.
3.00—Souvenirs
3.15—Presenting:
3.45—Home Folks Frolic
4.00—Tea Dance
4.30—Radio Parade
4.45—Concert Hall
5.00—News Service
5.15—Burgess Battery Program
5.30—All Request Program
6.00—Monitor News
6.15—Canada Cement
6.30—Popular Songs.
6.45—MacDonald Program
7.00—Valley Motors Program
7.10—News Bulletins
7.15—Evensong
7.30—Captain Jack
7.45—Cooke and Lord
8.00—Bert Anstice & Mountain Boys
8.30—Wilson's Orchestra
9.30—Let's go to the Musical Hall
10.00—Musical Merry-go-Round
10.30—Lloyd Huntley's Orch.
10.45—Canadian Press
11.00—Across the Border
11.30—Jaspar Park Orch.
11.45—Louis Guenette's Orchestra

WEAF, NEW YORK, 660 K.

5.30—Children's Program
6.00—Summary of NBC Programs
6.20—Alpine Village Orchestra
6.30—Press News
6.35—Baseball Resume
6.45—Religion in the News
7.00—Connie Gates, Contralto
7.15—Edwin C. Hill
7.30—Negro Male Chorus
8.00—Carl Ravazza's Orch.
9.00—Frank Fay Calling
9.30—Shell Chateau
10.30—Celebrity Night
11.30—Esso News Reporter
11.35—Chas. Dornberger's Orchestra
12.00—Eddie Duchin's Orchestra
12.30—Rudy Vallee's Orch.

WJZ, NEW YORK, 760 K.

5.15—Musical Adventures
5.30—Treasure Trails
5.45—Ruth and Ross
6.00—Esso News Reporter
6.05—Jesse Crawford, organist
6.30—News
6.35—Jamboree
7.00—King's Jesters
7.15—Home Town
7.30—Message of Israel
8.00—Henri Deering, pianist
8.15—To be Announced
9.15—Arm Chair
9.30—Barn Dance
10.30—To be Announced
12.00—Springtime
12.30—Henry King's Orch.

WGY, SCHENECTADY, 790 K.

5.00—Blue Room Echoes
5.30—Children's Hour
6.00—News Reports
6.30—News
6.35—Evening Brevities
6.45—Religion in the News
7.15—Human Side of the News
7.30—Gen. Electric Program
8.00—Hit Parade
9.00—Rubinoff and his Violin
9.30—Shell Chateau; Wallace Beery
10.30—George Olsen's Orchestra
11.00—News Reports
11.30—Dance Music
12.00—Dance Music
12.30—Dance Music

WABC, NEW YORK, 860 K.

5.00—Frank Dalley and His Orch.
5.30—Vincent Lopez and His Orch.
6.00—Frederic William Wile
6.15—Parade of Youth
6.30—News
6.35—Three Little Words
6.45—Gogo De Lys
7.00—The Atlantic Family on Tour
7.15—Eleana Monek and Ensemble
7.30—The Caravandun Band
8.00—Harry Reser and Eskimos
8.30—Kreuger's Musical Toast
8.45—Seymour Simon's Orchestra
9.00—Chesterfield Presents
9.30—Along Rialto Row
10.00—California Melodies
10.30—U. S. Debate
11.00—Abe Lyman Orchestra
11.45—Ozzie Nelson and Orchestra
12.15—Claude Hopkins and Orchestra
12.45—Herbie Kay and Orchestra

RED ROSE

TEA "is good tea"

— always selected for Quality

PROGRAMME "TRY-OUTS" ARE NEWEST APPROACH IN RADIO

Taking a leaf from the book of theatrical showmanship, several leading artists and sponsors have inaugurated the practice of trying out their radio shows before submitting them to the final, acid test of the microphone.

It's the newest twist in radio. Eddie Cantor started it all, a few years ago, when he established his "Laugh Laboratory", testing out his lines with a pre-broadcast show each Sunday afternoon, as a preliminary to the actual programme that evening.

Cantor and his merry-makers customarily precede each radio programme with a complete show, before a studio audience. Laugh reactions are carefully observed. After the test is finished, the entire script is studied from start to finish. Lines are often eliminated or added. The result is a sure-fire performance.

The custom will be followed, as usual, in the new "Fire Chief" series, which makes its bow Sunday, September 20 at the CBS Hollywood Playhouse.

Andre Kostelanetz has another, equally unusual "try-out" method. The numbers played by his 45-piece dance orchestra at the dress rehearsal are all recorded—before the broadcast. A "playback" shows the director and

the musicians what improvements can be made before the music goes on the air.

The Gillette "Community Sing", probably for the first time in the history of radio, had a programme test on out-of-town stations—paralleling the road-show try-outs of Broadway shows. Before this Sunday evening feature appeared on the Columbia network, its worth was definitely proven by its reception over a group of New England stations. The featured entertainers—Wendell Hall, Milton Berle, Billy Jones and Ernie Hare—all took the test.

It took the three mad Marx Brothers—Chico, Harpo and Groucho—to add yet another angle to the try-out business. They've been experimenting with their comedy situations by subjecting them to the scrutiny of vaudeville audiences on the West Coast. This practice was followed preceding their first radio appearance in more than a year, on the Camel Caravan broadcast, last Tuesday evening, September 8.

ELEMENTARY, DEAR WATSON

It was back in Bridgeport, Connecticut, right after the turn of the century. A mild-mannered lad attended school in the town, but only because he had to. His mind was set on adventure, the romance of the theatre and newspaper work. But as fate would have it, school had to come first. During one session, this lad was suddenly called upon to answer a question in history. His name was called three times, but he was in another world. Finally, the teacher walked up to his desk, and noticed him reading a book, not included in the history course. "Young man," scolded the teacher, "you seem to be very inattentive. This is a class on history, not on what's that book—got on, er—Conan Doyle and 'Sherlock Holmes'?" Put it away, immediately—and you'll stay after school for the rest of the week. Take my word, that those detective stories won't get you any place in this world. You will benefit more with history and English."

That young man was Richard Gordon, who, for the past five years has portrayed the character of "Sherlock Holmes" on the air. He has been acclaimed as the greatest portrayal of the role—many observers not barring Gillette.

Two Berles Together

Audiences who heard Mrs. Beryl Markham, the British aviation heroine, being interviewed by Milton Berle on the Gillette "Community Sing" programme Sunday evening, couldn't know, of course, that the behind-the-scenes was just as exciting as the actual broadcast.

Right after the afternoon rehearsal, the three men in charge of the programme—Charles Fritzsche, Ben Larson, and Myron Kirk—decided it would be an important "scoop" to present her at the microphone. A representative was dispatched to the flying field. But so great was the crowd he couldn't get near the blonde flier.

Dejectedly, the three men sat in a Park Avenue Hotel, acknowledging defeat, as the hour of the broadcast approached. Suddenly, they heard a screeching of sirens under the window. A police escort was accompanying Mrs. Markham to her hotel—a few blocks away. They rushed out, followed along, and secured an audience with her.

And so, when the "Community Sing" went on the air, Mrs. Markham went with it. Beryl meets Berle!

LISBON, Sept. 17—Alejandro Lerroux, one of Spain's best known statesmen and many times premier, is backing the insurgent cause, according to a letter he addressed to Vicente Sierra, member of the Radical (Rightist) party.

STARTING FROM THE BOTTOM

"If singers of today think they're making sacrifices for their art," says Frank Black, "let them study the case of Jenny Lind."

"Some aspirants to fame raise a fuss over an extra rehearsal, but if some of those youngsters would study the case of the great Lind, they might learn what sacrifice really means.

"During her youth she overworked her voice and when she went to Garcia for lessons, she could hardly sing a note. She broke down in tears. He was blunt and told her that it would be useless for him to teach her, for 'she had no voice left.' She persuaded him to try to bring her voice back. He agreed, but famous as she was, she had to start at the beginning with scales, breathing exercises and the like. For more than a year this went on, and an example of her struggle is the hours she spent practicing the pronunciation of just one German word, 'Zerschmettert.' "That the lessons were effective no one can deny. But Lind proved that success was a little more than luck."

"Many a Slip"

"Corny" Jackson, Rupert Hughes' secretary, has just gleefully collected \$10 from the author's wife. It's the result of a bet they made 'way back last spring.

The novelist, who serves as narrator for the Camel Caravan shows, insisted on having his Hollywood home built around a patio swimming pool. Mrs. Hughes, knowing his aversion to swimming, put up \$10 on the premise that he wouldn't even enter the pool between Memorial Day and Labor

Over A Quarter of A Century of Progressive Service

For over a quarter of a century we have continued to extend our facilities from a modest forge in the year 1902, devoted to the manufacture of coal mining tools, to that of our present plant and facilities covering a large area.

Our products used in all parts of the Dominion have found wide favor among the most discriminating buyers.

Road Building Equipment, Paving Plants, Asphalt & Gravel Spreaders, Rock Crushers, Revolving & Shaking Screens, Drag Line Buckets, Conveyors.

Manganese and Alloy Castings, Crusher Jaws, Points and Bases, Tractor Shoes, etc.

If it is steel or iron we would be glad to have your inquiries.



J. W. Cumming
Manufacturing Company, Ltd
New Glasgow, N. S.

Day, and "Corny" had ten that said pool's edge during a swimming party he would. Jackson won—but ingloriously. For completely clothed. His decorum was Hughes stumbled over a chair at the not only shattered, but soaked.

FREE! Complete Shorthand Course

In these days of so-called depression and general business stagnation, the man who makes himself more valuable to his employer is the man who is most likely to remain on the job after the pay-roll has been pared down . . . Now, as never before, the man who can do a certain thing quicker—and better—is the one who can demand a premium upon his services.

In business, professional and social life, the ability to write rapidly is an asset; a result of the present-day urge for speed and efficiency. All of us, at times have had occasion to take down telephone messages, class-room lectures, political speeches and notes or fresh ideas for future transcription.

This system of Shorthand which we offer you ABSOLUTELY FREE is acknowledged to be easier to read, write and remember than any other system known.

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Feeling that there would always be a need in Fredericton for a home community newspaper—one that would fill a long-felt want in every home, The Daily Mail now occupies a position which is seldom enjoyed by a newspaper in the Maritimes. During the last two years The Daily Mail's circulation has increased by leaps and bounds, and in order to place this home community paper in still more homes we offer this COMPLETE SHORTHAND COURSE with every year's subscription.

You may have your subscription sent to a relative or friend for any period you desire, or you may have The Daily Mail sent to your own address for one year. This offer is for a limited time only.

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