

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—Novelty Program
9.45—Morning Concert
10.00—Ma Perkins
10.15—Thor Program
10.30—President Roosevelt
11.05—Happy Warrior
12.00—Purina Program
12.15—Building Products 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—Symphony
4.30—Tea Dance
4.45—Monitor News
5.00—Can. Press
5.15—Strings
5.30—Musical Comedy Memories
6.00—Garden Party
6.15—Canada Cement Program
6.30—C. C. M. Program
6.45—MacDonald Programme
7.00—Valley Motors Programme
7.05—News Bulletin
7.10—Real Life Drama
7.15—Souvenirs in Rhythm
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
10.30—I Cover the Waterfront
10.00—Musical Romances
10.45—News
11.00—President's Address recording
11.30—Lullaby Lagoon

CKAC, MONTREAL, 730 K.

5.15—Priere du Soir
5.30—Fireside Program
6.15—Real Life Dramas
6.25—L'Heure Recreative
6.45—Kaltenborn Edit News
7.00—Nouvelles
7.15—Jeanne et Arthur
7.30—CKAC Commentator
9.00—Hollywood Hotel
10.00—Vin St. George Gypsy Orch.
11.00—Molson Sport Talk
11.05—Joe Reichman's Orch.

WABC, NEW YORK, 860 K.

4.00—Vivian Della Chiesa
4.30—U. S. Army Band
5.00—"Terry and Ted."
5.30—Jack Armstrong
5.45—Og, Son of Fire
6.00—Buddy Clark, Songs
6.15—Bobby Benson and Sunny Jim
6.00—Social Announcements
6.30—News
7.00—Myrt and Marge
7.45—Boake Carter
8.00—Flying Red Horse Tavern
8.30—Broadway Varieties
9.00—Hollywood Hotel
10.00—Richard Himber
10.30—The March of Time
10.45—Mary Eastman, Soprano
11.00—Frank Dailey and his Orchestra

WEAF, NEW YORK, 660 K.

5.30—Terri La Franconi
5.45—Top Hatters
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.

4.00—Betty and Bob
4.15—Backstage Wife
4.30—How To Be Charming
4.45—Magic Voice
5.00—Airbreaks
5.30—The Singing Lady
5.45—Little Orphan Annie
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—Niel Goudelle
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.

3.00—Forever Young
3.30—Vic and Sadie

3.45—The O'Neils
4.00—Women's Radio Review
4.30—Happy Jack
4.45—The Motion Picture
5.00—Blue Room Echoes
5.30—Dick Tracy
6.00—Wrightville Clarion
6.30—News
6.45—Rubinoff and Jan Peerce
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 Himbu'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.

4.00—Betty and Bob
4.15—Bridge Forum
4.30—Stock Reports
5.00—Congress Speaks
5.30—Terri La Franconi
5.45—Grace and Scotty
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—Night Night
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 Party
9.30—Concert Songs
9.45—Sherwin Williams Musicale
10.15—Thor Program
10.45—Enterprise Laundry 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—Ferde Grofe
4.30—Tea Dance
4.45—Monitor News
5.00—News Service
5.15—Burgess Battery Program
5.30—All Request Program
6.00—Band Parade
6.15—Canada Cement
6.30—C. C. M. Program
6.45—MacDonald Program
7.00—Valley Motors Program
7.10—News Bulletins
7.15—Souvenirs in Rhythm
7.30—Captain Jack
7.45—Cooke and Lord
8.00—Bert Anstice & Mountain Boys
8.30—Goldman Band from N. Y.
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.

CKAC, MONTREAL, 730 K.

5.00—Social Announcements
5.15—Quebec Safety League
5.30—Fireside Program
6.15—Le Bon Parler Français

6.30—Press Radio News
7.15—Song Stylists
8.00—Ziegfeld Follies
9.00—Bruna Castagne, Contralto
10.30—Alex. Lajoie's Orchestra
11.05—Bob Crosby's Orch.
11.30—Henry Halstead's Orch.
11.45—Henry King's Orch.

WTIC, HARTFORD, 1040 K.

4.30—Ruby Newman's Orchestra
5.00—Blue Room Echoes
5.30—Children's Program
6.00—Wrightville Clarion
6.30—News
6.45—Rubinoff and his Violin
7.00—Medical Talk
7.15—Edwin C. Hill
7.30—Townsend Plan Program
7.45—Hold the Press
8.00—Carl Ravazza's Orch.
9.00—Frank Fay
10.30—George Olsen's Orchestra
11.00—News
11.15—Mitchell Schuster's Orch.
11.30—Charles Dornberger's Orch.
12.02—Silent

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 Dailey 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
7.30—The Camerundum Band
8.00—Harry Reser and Eskimos
7.15—Eleana Moneck and Ensemble
8.30—Kreuger's Musical Toast
8.45—Seymour Simons 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

SHORT WAVE

FRIDAY, JULY 31

MOSCOW, 5 p.m.—The Fight for Peace, RNE, 25 m., 12 meg.
BERLIN, 6.30 p.m.—Fancy Flying Day at the Tempelhof Aerodrome. DJD, 25.4 m., 11.77 meg.
ROME, 7.00 p.m.—News bulletins in English; concert of music of the 17th and 19 Centuries; "Rome's Midnight Voice"; Neapolitan songs. 2RO, 31.1 m., 9.63 meg.
LONDON, 7.45 p.m.—"A Little More Drama." Extracts from East Lynne; "Under Two Flags," and "Sweeney Todd, the Demon Barber of Fleet Street." GSP, 19.6 m., 15.31 meg.; GSF, 19.8 m., 15.14 meg. GSD, 25.5 m., 11.75 meg.
MADRID, 8 p.m.—Music; time signal; Spanish lesson. EAQ, 30.5 m., 9.87 meg.
BERLIN, 9.30 p.m.—Folk Music. DJD, 25.4 m., 11.77 meg.
LONDON, 10.00 p.m.—"Fairground." Typical sounds and characters from a fairground in summer-time. GSD, 25.5 m., 11.77 meg.; GSC, 31.3 m., 9.58 meg.
PARIS, 11.30 p.m.—News in English. TPA4, 25.6 m., 11.72 meg.
REGINA, 1.30 a.m.—Moon Ripples.
CJRO, Winnipeg, 48.7 m., 6.15 meg.
CJRX, Winnipeg, 25.6 m., 11.72 meg.

GUY LOMBARDO AND HIS MUSIC

Music, it seems, is the keynote of Guy Lombardo's existence—even in his private life. The bandleader has just purchased a horse at the Chicago race-trak. The horse is named "Lullaby," but Guy insists he doesn't sleep on the race course. Lombardo's yacht is appropriately christened "Tempo" while his speed-boat is called "Melody." Recently, when Guy offered "Tempo" for sale, the New York Fire Commissioner applied for permission to buy the seventy-footer for use as the city's official flagship. But Guy changed his mind—he just couldn't picture his pride and joy as a fire-chaser.

CAN A MUSICIAN SERVE 2 MAESTROS?

Musicians haven't the same pride in their own organizations that they had in radio's early days. Leo Reisman, maestro on that Tuesday night ciggie programme says: "In the old days, musicians took a fierce sort of pride in their own outfits. There was good-natured rivalry between the bandsmen, and once satisfied, a leader made few changes in personnel."

"Today, radio has tempted many of the better known instrumentalists to accept other jobs while they are still members of one band. Thus, we have Mickey Blum, along with Vallee's 'Connecticut Yankees,' playing trumpet for six and more programmes a week; Lou Raderman and Murray Kelner, heard with Harry Horlick, guest often with other groups; Manny Klein, Chauncey Morehouse, Fulton (Fidgy) McGrath, and many more, play 15 and 20 programmes a week, under the aegis of various leaders.

"It's only fitting that the outstanding man in ANY field should attain a certain pre-eminence, but I can't help feeling a certain nostalgia for the days when the musical lads were proud to acknowledge but one 'boss' and he in turn considered his 'boys' the tops."

Variety Features Novel Presentation

Harry Nicholson's novelty presentation, displaying a variety of unorthodox instruments, will be heard from Toronto over the Commission's eastern network tonight, at 7.45 p.m. AST, featuring two old fashioned medleys and a list of well known popular tunes of earlier vintage. The orchestra will open the programme with a special arrangement of "When You're Smiling," by Fisher, and will also offer "That Red Head Gal," by Van and Schenck; "When You Wore A Tulip," and "I've Got a Heavy Date." A saxophone solo will feature "Twelfth Street Rag" and the medleys will feature the violin.

FROM "PORGY AND BESS"

George Gershwin's "Summer Time," from the modern opera, "Porgy and Bess," will highlight the broadcast of Andre Kostelanetz 45-piece orchestra Friday evening, July 31, at 10.00 p.m., EDT, over the WABC-CBS network. The orchestra will also play "Sugar Foot Stomp." Kay Thompson will sing "We've Got the Same Kind of Rhythm."

"BIRTHDAY LADY" A FEATURE FOR CFNB'S YOUNG LISTENERS

Miss Gertrude Davis Has Received 3,000 Letters In One Year—Other Roles in Radio Presentations

(The third in a series of intimate closeups of CFNB personalities).

(By Ernest B. VanDine)

The Birthday Lady is heard every Saturday morning from CFNB. The Daily Mail takes pleasure in presenting her to its readers, young and old—everywhere.

"Baby's Birthday Party Day" has introduced some sixty-eight weekly programmes over radio station CFNB. This theme song is now the Saturday morning school bell for thousands of children in the Maritime provinces and the State of Maine who know and love the Birthday Lady.

Miss H. Gertrude Davis began her radio career when she teamed up with another teacher to present an original dialogue during Education Week of 1935. A Camera Club of the Air was organized a short time later and Miss Davis was placed in charge of it. The Camera Club feature served its purpose so well that the station manager decided to present Miss Davis in a programme that would have special appeal to the younger members of the rapidly increasing CFNB audience.

Three Thousand Letters

Since the beginning of the series in April 1935, the Birthday Lady has never disappointed her tiny listeners; add to this record of continuous performances the fact that she received over three thousand letters in one year and you have the answer for why is the programme a success? But the Birthday Lady did not express it that way. She merely told your reporter the bare facts—others have vouched for her success as a programme builder and arranger.

Three thousand letters in one year; almost sixty letters every week coming from old and young, near and far. The youngest fan is a little girl who sent an invitation printed in a childish scrawl, asking the Birthday Lady to come to her party and tell some stories, "like you do on the radio." Miss Davis would like to have gone but so many have invited her to birthday parties that her time would be all taken up in play, and there would be no time for her work. Her work is school teaching, a primary department in the York Street school in this city, which explains her nat-

ural talent for being able to prepare and present such attractive material for people of such tender years.

February Busiest

Looking over some more of the letters, your reporter noticed one with a New York postmark. "The most distant one to date," said Miss Davis and then she went on to tell of grownups in Upper Canada sending greetings to their little friends in the Maritimes; of a mother in the River Glade Sanatorium wishing her little girl "many happy returns." Her little girl was in Woodstock; and of three or four small boys sending "good luck" to a chum of theirs getting better in the East Saint John Hospital. Nobody is forgotten, nobody is left out. There is no deadline for the letters and everyone's name is mentioned. The busiest month was February when it was necessary for CFNB to lengthen the programme fifteen minutes to accommodate all the birthdays.

The conversation then turned to the programme. "Since the age of the listeners varies from three to eleven years, it is necessary to vary the programme. Some weeks I tell stories for the very little ones and the next week the older ones get the story." This is but an example of the care taken in making the programme attractive to all. The stories are picked for educational as well as entertainment value.

"The Singing Lady"

As for the musical part of the period, Miss Davis is herself an accomplished musician; she plays the piano and sings, and has had groups of children doing choral work over the air. She directed the choruses herself. "Good music is essential but it must be understandable and must appeal to the tastes of the children," she explained when asked what type of song is featured. In both stories and songs she emphasizes things liked by children, their toys, their games and their hobbies. To summarize the audience reaction to the Birthday Lady's musical efforts I shall reprint an address that was on one of the letters received. It ran: "To the Singing Lady of C.F.N.B., Fredericton N. B., Canada."

But the Birthday Lady is not the only role that Miss Davis appears in at the studio. Her versatility is ably

All Tastes Satisfied By "Lullaby Lagoon"

A trumpet solo, "Moonlight on the Ganges," will be a feature of Samuel Hersenhoren's programme, "Lullaby Lagoon," to be heard over the Canadian Radio Commission national network from Toronto tonight at 11.30 p.m., AST.

This orchestra, characterized by unusual instrumentation and special arrangements of old familiar music, is one of the most highly favoured programmes on the national network. Well loved music is played in restful, romantic tempo under the direction of one of Canada's most distinguished violin artists.

Mr. Hersenhoren has chosen for this date the following selections: "The Rosary," by Nevin; "Dawn of Tomorrow," by Green; "Are You My Love," by Rogers; "When a Gypsy Makes His Violin Cry," by Deutsch; "Pal of My Cradle Days," "Danny Boy" and Tosti's "Good-bye."

demonstrated by the fact that she plays the piano as accompanist for the "Listening Post" choir and took the part of Mrs. Van Smythe in the comic sketch "Aggravating Agatha," that completed a successful season a short time ago.

As I was leaving the studio, one of the announcers called me aside and whispered, "Don't forget to tell the readers of The Daily Mail that once when one of our regular announcers was sick Gertrude jumped into the gap and took his place."

You Will Enjoy This Summer More

If you spend your Sundays beside beautiful Grand Lake at

The Grand Casino

where you will find good bathing facilities, splendid meals and a day of perfect pleasure in ideal surroundings.

FOUND!

Somewhere In This Shopping Centre ONE PURSEFUL OF OPPORTUNITIES

such as DAILY BARGAINS in this Shopping area.

Some people find them quite by chance—stumble over them blindly—and buy them with astonishment.

Others never seem to be in the right store at the right time, and lose out.

But others READ THE ADVERTISEMENTS in

THE DAILY MAIL

ADVERTISING IS NEWS — IT TELLS

WHAT — It Shows WHERE

Read it every week and save yourself

Time - Trouble - and Dollars!