

THEATRE of the AIR

THURSDAY'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 Program
9.45—Masons 49 Program
10.00—Ma Perkins
10.15—Thor Program
10.45—Enterprise Foundry Program
11.00—Happy Warrior Hour
12.00—Purina Program
12.15—Building Products Program
12.30—Canada Star Melodies
12.45—News Service
1.00—Frigidaire Program
1.30—Sherwin Williams Musicales
2.00—Presenting:
2.30—Royal York Concert
3.00—Marconi Concert
3.30—Souvenirs in Rhythm
3.45—Home Folks Frolic
4.00—Tea Dance
4.30—Radio Parade
4.45—Monitor News
5.00—News Service
5.10—Burgess Battery
5.30—With the Old Masters
6.00—Roadways of Romance
6.15—Canada Cement Program
6.30—C.C.M. Program
6.45—McDonald Program
7.00—Valley Motors Program
7.10—News Bulletins
7.15—Sports Review
7.30—Canadian Press News
7.45—“Old Black Joe”
8.00—Marthe Lapointe
8.15—Romanelli Orch.
8.30—Do You Know?
8.45—Betty and Her Bows
9.00—Crucifixion
9.30—Mont Dennis Orch.
10.00—Revede Vake
10.30—Variety Show
11.00—By the Sea
11.30—Joe DeCourcy Orch.
11.45—News

WEAF, NEW YORK, 660 K.

6.00—Flying Time
6.15—Talk
6.30—Press Radio News
6.45—Billy and Betty
7.00—Amos 'n' Andy
7.15—Voice of Experience
7.30—Edwin C. Hill
7.45—Life Studies
8.00—Rudy Vallee
9.00—Show Boat
10.00—Bing Crosby
11.00—Clem McCarthy
11.15—Dance Orchestra
11.30—Talk
12.30—Organ

WJZ, NEW YORK, 790 K.

6.00—Esso News Reporter
6.05—Jas. Wilkinson, Baritone
6.15—Captain Tim
6.30—News
6.35—Frank and Flo
6.45—Lowell Thomas
7.00—Easy Aces
7.15—Songs
7.30—Lum and Abner
7.45—Music is My Hobby
8.00—Dance Orchestra
8.30—Dance Orchestra
9.00—Death Valley Days
9.30—Bar Association
10.30—Jose Iturbi
11.00—Esso News Reporter
11.05—Rues Morgan's Orchestra
11.30—Meredith Willson's Orchestra

WABC, NEW YORK, 860 K.

3.30—Do You Remember?
4.00—Salvation Army Staff Band
4.15—Chansonette
4.30—Greetings from Old Kentucky
5.00—Dramatic Sketch
5.30—Keyboard and Console
5.45—The Goldbergs
6.00—Patti Chapin
6.15—News of Youth
6.30—News
6.35—Concert Pianist
7.00—Myr and Marge
7.30—Kate Smith's Coffee Time
7.45—Boake Carter
8.00—Harv and Esther
8.15—Three Brown Bears
8.30—Atwater Kent Hour
9.00—Camel Caravan
9.30—To Arms for Peace
10.00—Alemite Halt Hour
10.30—Phil Cook
11.00—Isam Jones' Orchestra
11.15—Irving Aaronson
11.30—Vincent Lope Orchestra
12.00—George Olsen
12.30—Phil Scott's' Orchestra

WGY, SCHENECTADY, N. Y., 790 K

4.00—Betty and Bob
4.15—The Bridge Forum
4.30—Stock Reports
4.45—Grace and Scotty
5.00—While the City Sleeps
5.30—Personality Singer
5.45—Musical Program
6.00—News Reports
6.05—Musical Program
6.15—Bart Dunn and Orchestra
6.30—News
6.35—Evening Brevities
6.45—Jimmie Mattern
7.00—Amos 'n' Andy
7.15—Human Side of the News
7.30—Italian Intermezzo
8.00—Rudy Vallee and Orchestra
9.00—Show Boat
10.00—Bing Crosby
11.00—Esso News Reporter
11.05—Dance Music

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—Mason's Trans
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—Sherwin Williams Musicales
2.00—Presenting:
2.30—Royal York Orch.
3.00—Marconi Band Concert
3.30—Souvenirs in Rhythm
3.45—Home Frolic
4.00—Tea Dance
4.30—Radio Parade
4.45—Monitor News
5.00—Can. Press
5.15—Strings
5.30—Musical Comedy Memories
6.00—Building Products Program
6.15—Canada Cement Program
6.30—C.C.M. Program
6.45—MacDonald Programme
7.00—Valley Motors Programme
7.05—News Bulletins
7.10—Real Life Drama
7.15—Your Movie Reporter
7.30—Canadian Press
8.00—At the Organ
8.15—Novelty Orch.
8.30—This Week in History
9.00—Anything Goes
9.30—Orchestra
10.00—Within the Empire
10.30—Concert Hall of the Air
11.00—Ye Olde Medicine Show
11.30—I Cover the Waterfront
11.45—News

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, 790 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—Mia 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 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.

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

"The Babylonian Tablets" Subject "Forgotten Footsteps"

As early as 3,000 B. C., there existed two separate and highly developed systems of mathematics, the Babylonian and Egyptian. On Sunday, October 4, at 9.00 p.m. "Forgotten Footsteps," the dramatic series which tells the stories of past civilizations, peoples and customs, will devote its hour to a delightful fantasy based on the Babylonian method.

In the Royal Ontario Museum of Archaeology are two Babylonian multiplication tablets which are of peculiar interest. Boys and girls today, who have trouble with their sums, should thank their stars things are not more difficult than they are. What about the little boys and girls of ancient Babylon, who had to do sums far more intricate? The Babylonians didn't stop at twelve in their multiplication tables, but went on unit by unit, to twenty and then followed with thirty, forty and fifty. It was as much their practice as two by twelve is ours today.

"The Babylonian Tablets" will furnish National network listeners with an intimate glimpse into the class rooms of the children of an ancient land, who lived many centuries before the dawn of Christianity.

Broadcasts On Fire Prevention

The Radio Commission is granting the use of its network facilities for a series of talks on fire prevention during Fire Prevention Week. These talks, of five minutes' duration, will be heard from 8.55 to 9.00 p.m., EST, on October 6, 7, 8, and 9, on the national network.

NINO MARTINI JOINS PROGRAM OF KOSTELANETZ

Nino Martini, noted Metropolitan Opera tenor, will be presented by Andre Kostelanetz on his Wednesday broadcasts, starting Wednesday, September 30, at 9.00 p.m., EST, over the WABC-CBS network. The occasion also will mark the debut of a new mixed chorus, trained by Kostelanetz and unique in that the melody will be carried by the contraltos and baritone, rather than the sopranos and tenors.

Martini will sing "O Paradiso," from Jakob Meyerbeer's opera "L'Africana," and "The World is Mine," from his new picture, "Gay Desperado," soon to be released. The chorus, accompanied by the Kostelanetz 45-piece orchestra, will offer selections from the musical success, "Show Boat," including "Why Do I Love You?", "Can't Help Loving That Man," and "Old Man River."

The Friday programmes, heard over the Columbia network at 10.00 p.m., EST, will be devoted exclusively to dance music, as usual, with Ray Heatherton and Kay Thompson as the featured vocalists.

STUDIO RAMBLES

A gun exploded during a "Gang Busters" rehearsal the other day and a sound effects man was slightly injured. Considering that 150 round of shot is fired during the rehearsals and broadcasts each week, and the casualty was the first, Phillip Lord's average is still very high. . . Smartest bit of strategy in many radio moons was the change of "Sherlock Holmes" from an 8.30 Saturday to an 11.15 Thursday night spot on WEAF and chain. Sponsors feel that later hour will leave a more lasting impression. . . Morton Bowe's giving deep consideration to an offer to headline a Chicago programme for a large meat-packing concern.

Life Lines

Four acrobats who became radio stars—The Four Eton Boys. They started their careers tumbling on the Keith circuit under the name "Yip Yip Yaphankers" . . . Tired of tossing each other about and upsetting their respective stomachs, they turned to singing and now broadcast each Tuesday on Leo Reisman's NBC-Red weekly cigger show and three times weekly via CBS. . . Charles and Jack Day were the originators of the quartet some 15 years ago, when they were in knee-breeches, and Earl Smith and Art Gentry are the other members. . . They are from Missouri. . . and they've aired more than 5,000 times.

Maestro Meeting

Every Wednesday noon that little restaurant across from the Radio City studios is the scene of an important confab. Peter Van Steeden, Harry Salter, Vincent Lopez, Frank Black and Harry Horlick meet to discuss new musical innovations. Usually, the result is a draw.

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

SAYS SHEDIAC NAMED AFTER HIS FAMILY

Derived From Ancient Hebrew Title, is Claim --Indian, Says Dr. Webster.

Mayof Sormany of Shediad, has received a most interesting letter, dated Leipzig, Germany, August 28, 1936, from Dr. Philip C. Shediad, of Cairo, Egypt. The doctor explains that he practises his profession in the great Egyptian city and was born in the Lebanon Mountains in the City of Beirut which is the home of the Shediad family. Dr. Shediad explains that he was brought up in the United States. His family is preparing a history of themselves and, knowing that several members had emigrated to the new world, is anxious to know what Shediad's origin was.

Dr. J. C. Webster, on having the matter referred to him, said that there was no connection between the Shediad family and the name Shediad as applied to the town. Dr. Webster says this is of Indian (Micmac) origin and means in that language, "place furthest in." The reason for the name can be plainly seen when a map of New Brunswick is referred to and the location of Shediad Bay in relation to Northumberland Straits noted.

The letter is as follows:
Leipzig, Germany,
August 28, 1936.

To the Alderman or Mayor of Shediad, New Brunswick, Canada.

Dear Sir: I am a Doctor of Medicine, born in the Lebanon Mountains on the Mediterranean Sea in the City of Beirut, where the old Shediad family reside. I was brought up in the U.S.A. and am practising medicine in Cairo, Egypt. I am now for the summer months in Europe and I am writing you from Germany.

We are (members of our family) writing the history of our family in detail. We know that several of us who have emigrated to the New World have lived in Canada also. We are really anxious to know the origin of Shediad, your town and I would be highly thankful to you if you could answer the following questions, after looking up your records:

1. About what time did your town originate?
2. Do you know the name of the founder in full?
3. We do not believe that the name Shediad like Pontiac, Adirondac, etc., is of Indian origin, but we believe that a member of our old family has settled there and has given his name to the place. Do you agree?
4. How large is your town?
5. Is it only a fishing station?
6. Is there anybody in your town now who carries the name Shediad? and who are his or their ancestors?

Allow me to explain the word Shediad to you. It is derived from the Hebrew "Sheday" which means "Service of God," a title which our ancestors, who were warriors and priests at the same time, in the Christian Northern Lebanon, used to have. This title was coined into their now dead Syriac language and from Shediad was formed Shediad. This is the meaning of the word Shediad, which dates back to the 14th Century.

Hoping to receive a letter from you answering my questions and for which I shall be deeply grateful to you, I remain,

Yours very sincerely,
Dr. Philip C. Shediad.
Care of National Bank of Egypt, Ltd.
Cairo, Egypt.

Lr. Queensbury

LOWER QUEENSBURY, Sept. 30—With the grain harvest about completed, potato digging will soon be the order of the day. Potatoes will yield a good crop but there is a smaller acreage than formerly.

Mr. and Mrs. Clarence Jordan and children spent the past weekend with friends at Dumfries.

Mr. and Mrs. Alex. Hood visited Samuel Davidson, at The Barony on Sunday.

A number of people attended the shower at Bear Island Saturday evening for Mr. and Mrs. George Carlisle.

George Jordan, who was taken ill while visiting his brother Amos Jordan, is somewhat improved.

Olen Jordan is working at the Currie bridge, Macnaquac.

Clarence Hawkins spent Sunday at Mouth Keswick.

Some bears have been seen in this vicinity but no sheep have been taken yet.

Cattle dealers from Maine have been looking for good Holstein cows. The young people are planning a corn boil some evening.

Clarence Dykeman, Hugh Pond and John Moore are employed on road work at Prince William.

Mr. and Mrs. Wallace McNally are receiving congratulations on the arrival of a baby girl.

Grantland Rice Sports Service Friday Nights

NEW YORK, Sept. 30—Grantland Rice, nationally known sports writer and football authority, has returned to the Cities Service programme for his fourth successive season as grid-iron columnist of the air.

The celebrated sports reporter is heard as guest speaker on the programme featuring Jessica Dragonette, Rosario Bourdon's orchestra over an NBC-Red network each Friday from 8.00 to 9.00 p.m., EST.

Forecasts and analyses of leading football contests of the next day will feature Rice's Friday night discussions. He will point out the comparative strength of the opposing eleven, the condition of the players, the last minute situations facing the rival coaches and the significant things to look for in the next day's play. He will also offer his own opinion as to which team stands the best chance to win.

In the broadcast of October 2 Rice will not only survey the collegiate football situation throughout the country but report on the World Series, which he will cover.

Rice has been writing and commenting on sports for more than 20 years. He is nationally known for his syndicated articles and his movie sport subjects. Rice succeeded the late Walter Camp as selector of an annual All-American football team.

NEW MONTREAL SHOW ON ETHER

Among Montreal's contributions to the new fall and winter programme schedule of the Canadian Radio Commission is a programme to be known as "Arabesque," which will be heard over the national network each Tuesday at 9.30 p.m., EST.

The vocal star of the programme is Miss Lila Vallant, a soprano whose reputation is nation wide. Miss Vallant is a specialist in old English music but brings to the interpretation of well-known ballads all the artistry which she usually devotes to the study and interpretation of the English musical classicists.

Programme directors in Montreal are also counting on an unusual effect from the close collaboration of the two instrumental units of the presentation, namely, Russel and Olga Guilaroff, two ladies who have proven their ability as a piano team and Howard Fogg's string ensemble.

That nice tea!



Old English Blend

King Cole

More Romantic Songs From William Morton

"Rose Marie," the operetta which brought world fame to the romance to be found in Canada, provides a highlight on the song programme to be heard from Toronto on Sunday October 4, at 10.30 p.m., when William Morton will again be starred. Canada's brilliant young tenor will sing the title song, "Rose Marie," Friml's lovely creation which has become a classic of the musical comedy stage.

William Morton will also present "Thine Alone," by Victor Herbert and "Old Refrain," by Kreisler.

"Pienette" from "Air de Ballet," by Chaminade, will be offered as an instrumental selection by the accompanying artists, Samuel Hersenhoren, Gwen Williams and Marcus Adeney.

Gracie Goes Hysterical

Gracie Allen is now fully recovered from the attack of laryngitis that kept her from appearing on one week's broadcast, and made her a husky-voiced comedienne on last week's show. She resumed her amazing revelations of episodes never told in the history of books, Wednesday, September 30 at 8.30 p.m., EST, over the WABC-CBS network. Gracie will do a skit entitled "Wives of Henry VIII," in which Ken Niles, an nouncer, will play the role of a valet and the comedienne will be ALL the wives of the celebrated monarch.

Gracie loses her head five times in the course of the programme, but George says that will be all right—because "nobody will know the difference."

BIG BUSINESS IN AUSTRALIA RAISING SHEEP

The great business in Australia is breeding and raising sheep for wool and meat. Australia is noted for its merino sheep the export of which is prohibited. It took many years for the Australian breeders to develop the present high-grade stock and consequently, they are desirous of protecting the industry. Sometimes permission is granted to export some of these sheep but only after the fullest inquiry and where it is felt certain the sheep will not be re-exported to a foreign country. New Zealand is the principal country to which export is permitted and some have been sent to the New Hebrides and India, according to the Agricultural Department of the Canadian National Railways. Another breed of sheep, however, is extensively exported, the corriedale, and recently some two thousand of this breed were sold to Japanese buyers for use in Manchuria.

The great event of the year is the annual sheep show in Sydney, with the feature the selection of the grand champion merino. Exhaustive tests are made in selecting the grand champion, such as length of staple, width of body, length of leg, neck condition of teeth, and all the finer points that go to the making up of a super-quality sheep. The highest price paid this year for a merino ram was approximately \$3,940.

Mother—What do you say to a fine cake for your birthday, with ten candles on top, one for each year of your age?

Teddy—Oh, but look here, mum, I've got a better idea. Why not one candle, with ten cakes for my age?



Amazing new I. E. S. BETTER SIGHT LAMPS actually help prevent eyestrain

SEE THIS NEW LAMP AT OUR SHOWROOM

Eyes Need Protection Too!

Have your eyes examined regularly by a competent eyesight specialist, then call your electric service company and ask for a FREE survey of the lighting in your home. Adequate light and proper lighting can help greatly in reducing eyestrain.

Provide yourself with a Better Sight lamp for reading, sewing and doing a hundred other tasks. Use only lamps of the highest quality, for they stay brighter longer than inferior lamps and they don't cheat your eyes of the light they need.

MARITIME ELECTRIC COMPANY, Ltd.

FREDERICTON, New Brunswick