

THEATRE of the AIR

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 Mundry 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 Orchest.
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—Cookie and Lord
8.00—Best Antiseptic & 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—Jasper 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 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—Gage De Lys
7.00—The Atlantic Family on Tour
7.15—Eleana Monesek and Ensemble
7.30—The Carverundum 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

SUNDAY'S PROGRAMMES

CFNB, FREDERICTON, 550 K.
6.00—Vesper Hour
7.00—Biblical Program

7.30—La Vieille Maison
7.45—Harpiet
8.00—American Dances
8.30—La Petite Symphonie de Radio
9.30—Rocky Mountain Time
10.00—Forgotten Footsteps
11.00—Atlantic Nocturne
11.30—Blue Pacific Moonlight
11.45—News

WABC, NEW YORK, 860 K.

3.00—N. Y. Philharmonic Orchestra
5.00—Elsie Thompson, organ
5.30—Frank Crumit, Julia Sanderson
6.00—Amateur Night
6.30—"Smiling Ed" McConnell
6.45—Voice of Experience
7.00—Eddie Cantor
7.30—Phil Baker, the Great American Tourist
8.00—Free For All
8.30—Leslie Howard
9.00—Ford Sunday Hour
10.00—Wayne King's Orchestra
10.30—Jack Hylan's Orchestra
11.00—Jack Denny's Orchestra
11.30—Isaham Jones' Orchestra
12.00—Frank Dailey's Orchestra

WEAF, NEW YORK, 660 K.

4.00—The Widow's Sons
4.30—Noble Cain and Chicago A Capella Choir
5.00—To be Announced
5.30—Words and Music
6.00—Catholic Hour
6.30—Echoes of New York Town
7.30—Fireside Recitals
7.45—Sunset Dreams
8.00—Major Bowes' Amateur Hour
9.00—Manhattan Merry-go-Round
9.30—Album of Familiar Music
10.00—General Motors Concert
11.00—Ted Lewis' Orchestra
11.30—News and Music
12.00—Freddie Bergin's Orchestra
12.30—Emerson Gill's Orchestra

WJZ, NEW YORK, 760 K.

4.00—National Vespers
4.30—Senator Fishface and Professor Figs bottle
5.00—Tom Terriss, Oriental Romance
5.45—Moody Institute Singers
6.00—Grenadier Guards Band
6.30—A. B. McGinley on Sports
6.45—Jack the Inquisitor
7.00—Travelers Choral Club
7.30—Sigurd Nissen
8.00—Amateur Hour
9.00—Manhattan Merry-go-round
9.30—City Desk
10.00—Symphony Concert
9.30—Album of Familiar Music
7.00—Jack Benny
7.30—The Bakers Broadcast
8.00—Echoes from the Orchestra Pit
9.00—Jack Hyton's Continental Review

9.30—Walter Winchell
9.45—Paul Whiteman's Varieties
10.30—Dreams of Long Ago
11.00—Twin City Foursome
11.15—Shandor, violinist
11.30—El Chico
12.00—Benny Goodman's Orch.
12.30—Carl Ravazza's Orchestra

WGY, SCHENECTADY, N. Y., 790 K

4.00—The Widow's Sons
4.30—Temple of Song
4.45—Piano Recital
5.00—Pop Concert
5.30—Words and Music
6.00—Catholic Hour
6.30—Annette McCullough
6.45—Musical Program
7.00—Drama K-7
7.30—Fireside Recitals
7.45—Morin Sisters and Ranch Boys
8.00—Amateur Hour
9.00—Manhattan Merry-go-round
9.30—Musical Review
10.00—General Motors Program
11.00—The Melody Master

RADIO NEWS

A trivial incident in his youth helped to shape Rudy Vallee's career. While clerking in his father's drug store in Westbrook, Maine, he had an argument with the pharmacist in charge and walked out of the job. Next day young Vallee was ushering in a movie theater where was nurtured his ambition to become a professional entertainer.

Al Goodman, conductor of the Show Boat band on the NBC air-waves, and John Charles Thomas, the concert star, were fellow students at Peabody Institute. Goodman yearned to be a baritone soloist and Thomas a musical director. But fate decreed otherwise, Goodman and Thomas graduating to win fame in each other's chosen field!

Bob Burns, is continuing to justify his nickname of the "Arkansas traveler." His latest picture, "The Big Broadcast of 1937," is scheduled to be previewed next week and he wants to see the preview. But he is due in Kansas City on Sept. 26 to 27, to play an engagement there.

Consequently, he will fly to Kansas City Friday, play his engagement and then fly back to Hollywood for further conferences the following week on his next picture, "Walkie Wedding," mirth-provoking roles.

FOOTBALL AS COMMERCIALS WOULD HAVE IT

Tenor Morion Downey, whose wit enlivens many gatherings, was sitting around with some friends, the other day, and discussing the idea of commercially sponsored football broadcasts. It occurred to Downey that several changes may have to be made in football under this system and so he compiled a list of them.

Here they are:

The coach's pep talks will pound on the angle that if the team loses one more game, the sponsor will cancel the contract before the ten weeks are up.

Players will have sponsor's ads painted on the seat of their trousers. In view of this, there will have to be a guaranteed number of hurdles during the game!

A beer sponsor will insist upon replacing the waterboy with a bartender, and the cheer leaders with a couple of yodelers for the Pilsen effect.

Profs in marking examination papers will have to confer with the sponsor—before flunking a team member.

Yale's blue and Harvard's crimson will become baby blue and pink respectively because the sponsors' wives think the latter colors are just too, too divine.

A big canned food company will sponsor a college team of 57 players, who will use non-die sponsors in the lineup, as follows: Joe Pickle, Spike Mustard, Bob Soup, Kit Ketchup, etc.

The half-back will have to make all runs around right end, because the sponsors family is sitting in a box on that side of the field—and Mother is a wee bit near-sighted.

Football rules will be changed to permit the appearance of an entire team on the field smoking cigars. This will satisfy the tobacco sponsor, and also will form an effective smoke screen behind which the boys can execute difficult plays.

The sponsor, dissatisfied with the schools musical aggregation, will engage Andre Kostelanetz or Guy Lombardo to conduct the marching bands.

The name of the product will be substituted for the Alma Mater in all college songs—and on graduation, the seniors will receive in place of a diploma, an advertising broadside.

Final scores will NOT be announced over the air. Listeners will be asked to tear off the top of the sponsors product, or draw a reasonably exact facsimile of it, sending either in before sunset of the day after the game. If the entry is satisfactory the listeners will receive copies of the final score after a board of judges has decided upon it.

For every three cheers the team gets, the product must get four.

In calling signals, the quarterback must include the price of the product as follows: "Thirty-seven, forty-five, twenty-eight, eighty-nine cents at all leading drug stores—special cut rate price today only, see your nearest dealer! — sixty-four, thirty-six —" (The ball is passed).

MICROPHONICS

Abe Lyman, NBC conductor and sports enthusiast, collects boxing gloves worn by fighters in championship bouts. His prize possession are the mitts Jack Dempsey wore when he defeated Jess Willard in the famous Toledo battle July 4, 1919.

Bits about some NBC maestros: Ted Fio Rito cherishes a small night-club piano painted white bearing the autographs of 2,000 celebrities. . . Hal Kemp organized his first orchestra while in high school and has been directing one ever since. . . Although only 33 years old, Don Voorhees has been pursuing a musical career 16 years. He began at 17 as violinist in a theatre orchestra.

Famous for her mastery of the giant console, Ann Leaf, young organist heard with Frank Parker on NBC, yearns to be everything she isn't. For instance, Ann, who stands four feet 11 inches in her slippers, weighs 105 pounds and has brown hair and eyes, regrets she isn't a tall, languorous blonde. And despite her success, little Ann isn't content with her career as a musician—she'd much rather be a comedienne or a writer.

Included in the personnel of the Cities Service Concert Orchestra, conducted on NBC by Rosario Bourdon is Frederick Fradkin, formerly violinist of the Boston Symphony. Fradkin's violin was awarded him by the French Government while he was a student at a French conservatory.

Walter Preston, baritone soloist with Neighbor Nell Revell on NBC three times weekly, is a real radio pioneer. He has been singing on the air since 1925 when he joined the staff of WJZ before it became a part of NBC. Preston was news editor of The Produce News, a national trades paper founded by his grandfather, when bitten by the broadcasting bee.

Ross Graham, baritone heard with Lanny Ross' Show Boat troupe on

Eddie Guest First Reporter, Now Poet

To be able to stimulate the emotions of an audience is an accomplishment sought by every artist. To be sincere is another sterling quality. But when a man incorporates both these traits into every performance, it's time to pay a few deserved compliments.

Such a man is Eddie Guest, the poet philosopher, whose "Welcome Valley" programmes still retain their freshness after a long run on the airwaves.

"Some of my critics say that I'm an opportunist," says Guest, "and that my philosophy is a lot of pretty words assembled for beauty alone. Some have contended that I make every attempt to play on emotions."

"Well, I've never denied that I play on emotions. That, I think, is the basis of all philosophy. But I have never posed as a story book poet. I have never claimed to be a genius, or an artist's conception of what a poet should look like. I do not feel that such peculiarities are indicative of poetical powers. But one thing I have always kept in mind is the training I received as a newspaperman and when I worked in a little village drug store. I had many opportunities to study human nature. I learned what real news meant. At least I hope I did with 40 years of newspaper training. I never forget as I rhyme words that I am first a reporter, then a poet. And, as for playing on emotions, I learned in the village drug store that common sense philosophy and sincerity often did more good than a million pills."

"There are plenty of angles, and I try to make each poem on those angles, a serum against pessimism, indignation and bad temper. I don't mix medicine anymore. My job is to mix words. If they need a dash of sentiment and emotion then I'll add them."

"MEET THE ARTIST"

Rupert Hughes—"The word is now mightier than the pen."

Rupert Hughes has been everywhere, known everyone—and done everything. Distinguished biographer, novelist, playwright, after-dinner speaker, raconteur, film-director, globe-trotter, he's now demonstrating the ultimate in versatility by serving as radio master-of-ceremonies.

Genial and urbane, he presides over the CBS Tuesday evening Camel Caravan shows, imparting a new and adult flavor to kilocycle entertainment. He also prepares the scripts, and radio adaptations of the dramas which serves as vehicles for the guest stars.

In appearance, Hughes bears out the impression made by his voice. Shaggy-browed, bespectacled, conservatively dressed, he personifies cosmopolitanism mixed with genuine friendliness. He's a fund of rich anecdotes about the great and near-great. Extemporaneous speaking is his forte—and he enjoys it.

He occupies a rambling house in Hollywood, built to his own specifications around a patio swimming pool—which he never uses, because, "It's too much bother to run up and down stairs all the time changing clothes." Punctuating his conversation with grand and sweeping gestures, he keeps his wife, Patterson Dial Hughes—a writer in her own right—constantly apprehensive over the fate of delicate vases in their living-room.

Hughes is one of the most prodigious workers in Hollywood. He seldom indulges in any sports, though once he played tennis doubles with Greta Garbo as his partner—and lost. He recommends a health routine, but never gets around to following it. Drinks black coffee, smokes cigarettes incessantly. Writes in long-hand, and gives his secretary the task of deciphering his scrawls. Has four desks in his library, each piled high with material and uncompleted manuscripts. Nearly 18,000 books look down on him from the walls.

The only drawback in radio, Hughes feels, is that when the hour is up, he has to stop. He can't go on adding volumes, as he is now doing with his biography of George Washington.

NBC, once was a bank teller in Hot Springs, Ark. He lost his job because he exhibited more interest in musical notes than bank notes. Whenever the impulse seized him young Graham would burst into song much to the delight of the customers. But the directors held such conduct unseemly in a bank and finally fired him.

Bits about NBC broadcasters: Frank Fay once was a Shakespearean actor playing in support of E. H. Sothern and Sir Henry Irving. . . Although a stage veteran, Carlton Brickert, announcer for Lum and Abner, confesses he is a chronic sufferer from "mike-fright." . . . Stella Friend, of Fred Waring's Pennsylvanians, was a clothes designer before coming to radio.

FALL MEETING FOURTH DISTRICT UNITED BAPTIST

The autumn quarterly meeting of the United Baptist Fourth District was held in the New Maryland United Baptist church, at Nasonworth, on Tuesday and Wednesday, Sept. 22 and 23, the District Chairman, Rev. D. H. Maitland, of McAdam, presiding at all sessions but last, at which Rev. John Wood of Manguerville occupied the chair. In the absence of both secretary and assistant secretary, S. L. Alexander, of Fredericton Junction, and Donald Storr of McAdam, H. H. Stuart delegate from Fredericton Jct. church, was chosen secretary-treasurer pro tem.

At the opening session the following churches were represented. Mr. Adam, Tracy, Fredericton Jct., Central Blissville, Rusagons, Lincoln and New Maryland; at the second, Oromocto; and on the last day, Manguerville.

At the first session, 2:30 p.m., Tuesday, Rev. D. H. Maitland led the devotional services, speaking on the Reward of Faithfulness from the parable of The Talents. Mrs. Arden Moffat, McAdam, was organist.

Rev. H. G. Westrup of Fredericton Jct., 'key man' of the District, spoke on The Relation of our Local Church to our Denominational Enterprises. He dealt thoroughly with the needs of the Denominational Funds for Home Missions, Foreign Missions in Telegu Land and Bolivia, Western Missions, the Grande Ligne mission to French-speaking Canadians in Quebec, Ontario and New Brunswick, Social Service, Ministerial Aid to Theological Students, Ministers' Annuity, Christian Education, and the upkeep of Acadia. In the Maritimes 253 churches, with 388 preaching stations, receive Home Mission Assistance; 87 pastors working under the Board, and 20 or 25 more men were needed. More missionaries and native workers were needed overseas.

The chairman continued the discussion. Of the 19 churches of this district 13 were last year on the Honor Roll for having raised in full or exceeded their allotment for Denominational Funds: McAdam, Rusagons, Nasonworth, Waasis, Oromocto, 1st Sheffield (Front), 2nd Sheffield (Ripples and Lakeville), Fredericton Jct., Tracy, Blissville, Patterson Settlement, Clarendon, Mill Settlement and Upper Gagetown. In all the Maritimes 237 were on Honor Roll, the givings having increased by \$5,138 over previous year.

In the continuing discussion, all denominational schemes were described as essentially missionary; the duplex envelope was endorsed, and special monthly collections favored.

The chairman reported McAdam having a Junior Church of some 70 members, who used duplex envelopes and astonished the elders by their church attendance and financial efficiency. The necessity of prompt aid in clothing, etc., to Western people, where 200,000 Prairie residents were ruined with drought, was stressed. Packages for relief would be carried free on all railways.

The urgent need of evangelizing new settlers in the West before subversive anti-Christian influences gripped them was strongly emphasized by Rev. Mr. Westrup and others.

The following were appointed a Resolutions Committee: Rev. H. G. Westrup, Rev. Geo. E. Sharpe, Blissville; Mrs. C. L. Noble, Nasonworth.

Tuesday evening devotional services were conducted by Rev. G. E. Sharpe of Blissville; Mrs. Wm. H. Smith of Nasonworth, at the organ. Licentiate George Bell of George street church, Fredericton, offered prayer. Rev. Mr. Sharpe spoke on the Ever Present God.

Rev. T. A. Glendenning of Oromocto, born in India, spoke on Our Foreign Missionary Enterprise, especially in Telegu Land, where his parents Rev. and Mrs. John Glendenning have worked for 34 years. Among the 5,000, 600 Telegus entrusted to Baptist missions, there were now 126 Baptist churches and 25,000 members in charge of 74 white missionaries and some 200 native evangelists. There was a wonderful opportunity for Christianity in India, where now some 60,000,000 outcasts were seeking a new faith that would accord them equality of treatment. They were led by Dr. Ambedkar of Bombay who advocated leaving Hinduism but had not yet expressed his choice of a new religion, still undecided. Never before was there such a great opportunity for Christianity.

Wednesday morning the chairman conducted devotional service, assisted by Rev. John Wood, with Mrs. Moffat organist. The address was on The Church Blessed and Blessing.

The secretary-treasurer's report showed a balance of \$32.96 after all bills paid. It was adopted, and \$25 was voted to be sent Miss. Rae Currie, denominational treasurer, Saint John, to be credited to the Fourth District Denominational Allotment. It was resolved to hold next meeting on November 24-25 or December 1-2, at either Fredericton Jct. or Oromocto.

A Start to Happiness



Is it far easier to find happiness, whatever you earn, if you've a Savings Fund at this Company to back you up. And whatever you earn, no income can bring lasting content if all that comes in goes right out again! We can help you to Save. Start in today.

Central Trust Company of Canada

Head Office: Moncton, N.B.
Branches: Fredericton, N.B.; Woodstock, N. B.; Saint John, N. B.

CANADIAN CAVALRY IS STILL CAVALRY

Drastic Reorganization is Taking Form Rapidly

TORONTO, Sept. 25—Drastic reorganization of Canada's militia by amalgamation is taking form rapidly, but actual mechanization along European lines, unless war hastens the plans by loosening the public purse, will be a long, piece-meal process, it was revealed last night.

The case of the two Toronto cavalry units will illustrate the point. Organized originally as the Governor-General's Body Guard and the Mississauga Horse, they are being merged into one regiment to be known henceforth as the Governor-General's Dragoon Guards.

One strong regiment thus takes the place of two weaker ones, with little or no loss of prestige. But the new unit still will be cavalry.

It still would be cavalry even if the Dominion Government took away the composite unit's horses and supplied it with armored cars, which is most unlikely, experts agreed.

There is the enormous cost to consider first, the military men explained. It was estimated last night that it would cost well over \$300,000,000 to mechanize Canada's citizen army at its present strength, without allowing for supplementary tanks, aircraft, artillery and anti-aircraft guns necessary to raising its status to that of a first-class modern fighting force.

Aside from that, cavalry is cavalry whether mounted on horses or motor vehicles. The training remains essentially the same; so does the purpose, namely, to cover ground rapidly and keep the fighting on the move, if possible, as opposed to defensive entrenchment.

"Why worry about mechanization?" one cavalry officer asked. "Not long ago we didn't have any horses, but we drilled just the same, only on foot."

Instead of eight cavalry troopers being carried by eight horses, the same number of fighting men would ride in one armored car, it was explained.

"No definite order has come through from Ottawa as yet," Brigadier W. H. P. Elkins, G.O.C. of the district, observed last night.

Wherever militiamen were interviewed yesterday, in the two armories, at the Canadian Military Institute and in private offices, twenty rumors to each flock of fact were brought to light.

Colonel L. R. La Fleche, Deputy Minister of National Defense, in Ottawa yesterday said that experience showed that where there was some opposition at first to amalgamation, on sentimental grounds, the officers of the regiments affected soon recognized the need once the situation had been explained.

Traditions Safeguarded

Hon. Ian Mackenzie, the Defense Minister, has let it be known that tradition and the value of regiments in the field will be safeguarded. There will be no ruthless or unnecessary scrapping of historic organizations, he has said.

Whatever the outcome and the slowness of mechanization plans, Canada has a much greater reserve of trained man-power than many believe, it was pointed out by a Toronto veteran. He estimated that, in addition to a well-trained militia of approximately 100,000 officers and men, there were 100,000 Great War veterans fit for active service and another 150,000 available for home defense and as instructors.

I've got a job for you at last, Sam; be at the works at 9 sharp tomorrow morning.

Sorry I can't, sir; I have to carry the flag in the unemployed procession

Delinquent Taxes

EDITH H. BURDEN
Parish of Queensbury
York County, N. B.

Notice is hereby given that unless the Rates and taxes assessed in the Parish of Queensbury, in the County of York, N. B. together with expenses of advertising, etc., are paid to me within twenty days (20) from the first publication of this notice, the Real Estate of such property therein mentioned will be sold for recovery of the said taxes and expenses.

Delinquent Parish and County Taxes.

Delinquent Road Taxes.

Delinquent School Taxes.

The amount is on file at the office of the Secretary-Treasurer, County Court House, Fredericton, N. B.

J. S. SCOTT,
Secretary-Treasurer
Municipality of York.