

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—Concert Songs
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—Royal York Concert Period
2.00—Marconi Band
2.30—Sherwin-Williams
3.00—Souvenirs in Rhythm
3.15—Presenting
3.45—Home Folks Frolic
4.00—Tea Dance
4.30—Radio Parade
4.45—Roadways of Romance
5.00—News Service
5.10—Burgess Battery
5.30—With the Old Masters
6.00—Monitor News
6.15—Canada Cement Program
6.30—Popular Song
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—“Flute and The Nightingale”
8.30—Mort Dennis' Orch.
9.00—Georgian Singers
9.30—Twilight Echoes
10.00—Rhythm Rebels
10.30—Dance Orchestra
10.45—Press News
11.00—Horace Lapp's Orchestra
11.30—Lullaby Lagoon

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—Russ 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 Golebogs
6.00—Patti Chapin
6.15—News of Youth
6.30—News
6.35—Concert Pianist
7.00—Myrt 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—Alemitte 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—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 Musicale
3.00—Souvenir
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, 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—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 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
9.00—Waltz Time

RED ROSE

TEA "is good tea"

— GOOD 40 years ago

GOOD today

WORLD TO PAY TRIBUTE TO NBC ANNIVERSARY IN SERIES OF INTERNATIONAL BROADCASTS

NEW YORK, Sept. 16—A world-wide salute to the National Broadcasting Company on the occasion of its tenth anniversary will be marked in a series of international broadcasts to be heard each week beginning on Sunday, September 20.

Broadcasting companies and radio stations in the four corners of the world will present the foremost orchestras, choirs, singers and radio entertainers of their countries during the special programmes over the NBC Red Network from 12:00 noon to 12:30 p.m. AST. The final programme, on Sunday, November 15, the day NBC was formed ten years ago, will include four minutes salutes from 15 countries in all parts of the globe.

Officials of the British Broadcasting Corporation in London; Radio Coloniale in Paris; Reichs Rundfunk Gesellschaft in Berlin; Elarton at Turin, Italy; Ravog, Austria; Soyuradio, Moscow; Joak, in Tokyo; Studio, in Oslo, Norway; Polskie Radio in Warsaw, Poland, and League of Nations station at Geneva are co-operating with NBC in arranging the special broadcasts.

At present Fred Bate, NBC London representative, and Dr. Max Jordan, NBC's Continental European representative, are hopping by plane, train and boat to all parts of Europe, setting up arrangements for the series.

From New York NBC officials are arranging programmes with Australia, Japan, India, the Philippines, Hawaii, Alaska and Canada. The special round-the-world broadcast on November 15 will take listeners to all parts of the globe for greetings to NBC in almost every language. In addition to the regular Sunday internationals, special foreign broadcasts will be presented several days each week as a feature of NBC's tenth Anniversary celebration.

Edgar Guest's Friends

One of the biggest joys brought to Edgar Guest through radio work is the incomparable opportunity to make friends.

In addition to the congenial and interesting friends he has made in the profession itself, he is also proud of those he has met outside of it, but as a result of entering the broadcasting field. Such people as the train conductor whom he sees regularly on his commuting trips to the Chicago NBC studios from his home in Detroit, the redcaps in the railroad station at Chicago, who greet him with cheery smiles; these, too, the household poet feels, are among the gifts for which he can thank radio.

Being a home-folky soul himself, Guest treasures these "incidental" acquaintances as much as he does any friendship with a noted public personage or a great star, and frequently incorporates something about them in his down-to-earth verses.

The Masters Watched Their Weight

Watch your weight if you want to be a successful composer, contends Harry Horlick.

"Screen stars and stage stars are not the only ones who have to watch their diets," continues the "Gypsy" maestro. "One fine example of how weight ruined the career of a composer is the case of Domenico Scarlatti, the pioneer in the early Italian school. He was the master who introduced cross hand work in piano playing but when he grew too fat and was unable to reach across easily, he changed his style. His new method, introduced by force of nature, led to a bitter battle between him and Handel. Scarlatti, like a drowning man reaching for a straw, contended that his simple playing was more sincere. A contest followed, with Handel being declared the winner. The two men never spoke to each other after that, and Scarlatti's fame was at an end."

9.30—Court of Human Relations
10.00—First Nighter
10.30—Marion Talley
11.00—Esso News Reporter
11.30—Dance Music

MICROPHONICS

Eugene Manners With Commission
Eugene Manners, handsome young dance band vocalist, heard over NBC, CBS and CRBC networks during the past two years with Charles Dornberger's orchestra, has made his debut as a Commission artist with the popular presentation, "Tribute to a Song," featuring Percy Faith's orchestra, vocalists and a dramatic cast under the direction of Rupert Lucas.

From a Rose Garden

The Commission's penthouse studios which top-off the Nova Scotian Hotel in Halifax, provide a real attraction to visitors. Situated, as they are, within a stone throw of the ocean commanding a magnificent view of old Halifax harbour, and surrounded on four sides by a roof garden which this month is a profusion of rose blossoms, they make an ideal spot to spend an evening.

It is this setting of unusual beauty that inspired the title of the Commission's popular Friday offering from Halifax, "From a Rose Garden."

Rare Tribute

Speaking of "fan mail" one of its chief attractions is its wide range of starting points—you never know where it's coming from. There is only one source that, heretofore, has been definitely out. Network control operators just don't go in for appreciative letter writing, as a rule. The very best you can hope for from these professional listen-inners is a curt, if kindly, "no complaints."

That, exactly, is why, last Friday night, Lorna Grayson was surprised and pleased to the verge of a swooning fit. The Commission's silver-voiced soprano had just concluded her usual charming performance "From a Rose Garden," when a telegraph messenger handed her a large and heavy package and a telegram.

The former, it transpired, was as handsome a box of chocolates as any young lady ever gained weight over and the latter read: "We think you are one hundred percent," and bore that rarest of all signatures: "The boys on the network."

That, Dear Reader, is a tribute indeed.

Singin' Sam Gets Theme Song Back

During the period when the Warner Brothers weren't permitting the broadcasting of their tunes, Singin' Sam was unable to use his famous theme song from the tune "Tammany." Even after the Warner war was over Gus Edwards, composer of the tune, withheld it from use. But now Sam's sponsors have arranged with Edwards for the song's use and it will be heard during his NBC broadcasts.

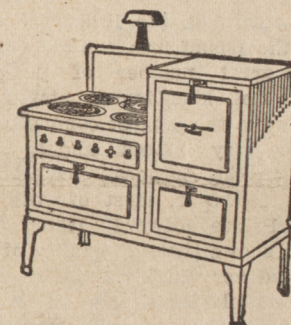
The Voice a Columnist

The Voice of Experience is to write a daily column for the London Daily Star in which he will be free to discuss any subject he considers interesting. He is widely known in England, both as a broadcaster and a writer on scientific subjects.



It's Fun Cooking With An Electric Range

I used to worry about burning things. Now I fill my oven with cookies and they bake without watching — crisp, tender, just the right golden brown. My pie crusts, too, are much improved—so nice and brown every time.



Do you know—that the average family of 5 persons can cook electrically 3 meals per day, plus baking, etc., for approximately \$4.50 per month. Completely installed in your home \$2.00 down — 48 months to pay balance.

TURN IN YOUR OLD COOK STOVE AS PART PAYMENT.

Visitors to the Exhibition are cordially invited to visit our Booth

MARITIME ELECTRIC COMPANY, LTD.

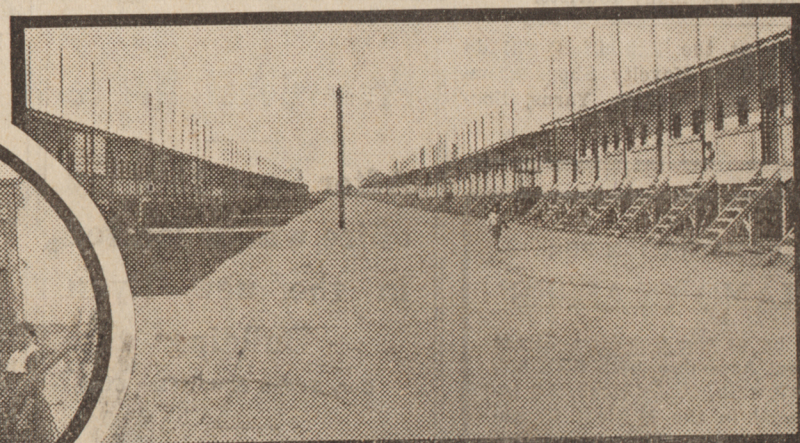
FREDERICTON, N. B.



THEN THE PHOTOGRAPHER RAN
This picture of a great wave coming aboard an Imperial Oil tankship on the Atlantic Ocean was snapped by one of the crew whose next act was to "snap out of it" into the shelter of a deckhouse.

HE CAN'T GO WRONG...

Clear, reliable road maps and courteous, helpful road and tourist information are only two of the extra services gladly given at Imperial Oil stations. ... With Imperial touring information and Imperial gasolines and motor oils, you just can't go wrong. Drop a line to Imperial Touring Service, 92 King St. East, Toronto, for free road maps marked with the best route for that motor trip you are planning.



A HOUSING PROBLEM SOLVED... Before Imperial Oil interests developed the oil fields of Peru there were homes there such as that on the left. Foremost in the development, which involved expenditures of great sums of money put up by thousands of investors, was a program to house the native workers. Its result was that rows of neat dwellings like those above sprang up on the desert near the oil fields.

