

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

WEDNESDAY'S PROGRAMMES

CANADIAN BROADCASTING CORP.
This is the official programme which you are entitled to receive over Stations CFNB, CHSJ, CKCW, and CHNC.

CBC, OTTAWA, 550 K.
6.00—Program Resume
6.15—The Four of Us
6.30—Adventures of Jamie and Josie
6.45—Closing Stock Quotations
7.00—Harry Kogan and Orch.
7.30—Canadian Capers
8.00—Markowsky and his Orch.
8.15—La Salle Cavaliers
8.30—Major Bill
8.45—Kathleen Stokes, Organist
9.00—Laughing with Canada
9.15—The Campbell Sisters
9.30—National Sing Song
10.00—Dramatic Mystery Series
10.30—Spotlight Parade
11.00—Labour Organization
11.30—Orchestra
11.45—The News
12.00—Restless Bows
12.30—Waltz Intermezzo

CKAC, MONTREAL, 730 K.
6.00—Social Announcements
6.15—Summary
6.30—Sleepex Program
6.45—The Fireside Program
7.15—L'Heure Recreative
7.30—Le Reporter Salada
7.45—L'Amour Contre la Haine
8.00—Melody Time
8.15—Le Cure de Village
8.30—Malenfant and Daunais
8.45—Don Juan of Song
9.00—Les Montagnards de Quebec
9.15—Chantons en Choeur
11.00—La Ligue des Proprietaires
11.15—Westinghouse Newscast
11.30—Patti Chapin, Songs
12.00—Molson Sports Reporter
12.30—Orchestra

WEAF, NEW YORK, 660 K.
6.00—Not for Ladies
6.15—Terry and the Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—America's Schools
7.15—Don Winslow of the Navy
7.30—Press Radio News
7.45—Songs
7.55—Billy and Betty
8.30—Orchestra
8.15—Uncle Ezra
8.30—Swing Harmonicas
8.45—Jean Sablon
9.00—One Man's Family
9.30—Lady Esther's Serenade
10.00—Town Hall Tonight
11.00—Hit Parade
11.45—Alistair Cooke
12.00—Orchestra
12.15—Ink Spots
12.30—Orchestra

WABC, NEW YORK, 860 K.
5.00—Curtis Institute
5.45—Dr. Dafee
6.00—Follow the Moon
6.15—Life of Mary Sothern
6.30—Children's Corner
6.45—To be Announced
7.00—Jack Shannon, Songs
7.15—Four Stars
7.30—Press Radio News
7.45—Orchestra
7.55—The Singing Waiters
8.00—Poetic Melodies
8.15—Hobby Robby
8.30—Arolan Trio
8.45—Boake Carter
9.00—The Cavalcade of America
9.30—Texaco Town
10.00—Chesterfield Presents
10.30—Colonel Jack
10.45—Gang Busters
11.30—Del Casino, Songs
12.00—Tomorrow's News Tonight
12.30—Orchestra

WBZ, BOSTON, 990 K.
6.00—Neighbor Nell
6.15—The Four of Us
6.30—Singing Lady
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.45—Jack Baker, Tenor
7.55—Lowell Thomas
8.00—Easy Aces
8.15—Dramatic Program
8.30—Lum and Abner
8.45—Charlotte Landing, Soprano
9.00—Eddy Duchin
9.30—To be Announced
10.00—Musical Comedy Hits
11.00—Gen. Hugh Johnson
11.15—Songs
11.30—Waltz Interlude
12.00—Vagabonds
12.15—Kings' Jesters
12.30—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Not for Ladies
6.15—Terry and the Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—The Revellers
7.30—Wrightville Clarion
7.45—Vic Arden's Orch.
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Highway Safety Address
8.45—White Eagles
9.00—One Man's Family
9.30—Wayne King's Orch.
10.00—Walter O'Keefe and Orch.
11.00—Your Hit Parade
11.45—Talks by Alistair Cooke
12.00—Orchestra

THURSDAY'S PROGRAMMES

CANADIAN BROADCASTING CORP.
This is the official programme which you are entitled to receive over Stations CFNB, CHSJ, CKCW, and CHNC.

CBC, OTTAWA, 550 K.
6.00—Program Resume
6.15—Little Variety Show
6.30—Vocal Selections
6.45—Closing Stock Quotations
7.00—Harry Kogan and Orch.
7.30—L'On Chante
8.00—Rex Battle and Orch.
8.30—Gloom Chasers
8.30—Radio Journal
8.45—Ernest Dainty, Organist
9.00—Democracy at Work
9.15—Piano Sophisticates
9.30—String Quartette
10.00—Streamline
10.30—Exchange Program
11.00—Concert Hall of the Air
11.30—Canadian Portraits
11.45—The News
12.30—Luigi Romanelli
12.30—Orchestra

CKAC, MONTREAL, 730 K.
6.00—Social Announcements
6.15—Elsie Thompson at the Organ
6.30—Sleepex Program
6.45—The Fireside Program
7.15—L'Heure Recreative
7.30—A Baton Rompus
7.45—Among Our ouvenirs
8.00—Hockey School of the Air
8.15—Howard Phillips, Songs
8.30—French Sketch
8.45—Don Juan of Song
9.00—Gerald Gelinat
9.30—Radio Encyclopedie
10.00—Major Bowes Amateur Hour
11.00—To be Announced
11.15—Westinghouse Newscast
11.30—Alex. Lajoie & Orch.
11.45—Berceuse
12.00—Molson Sports Reporter
12.30—Orchestra

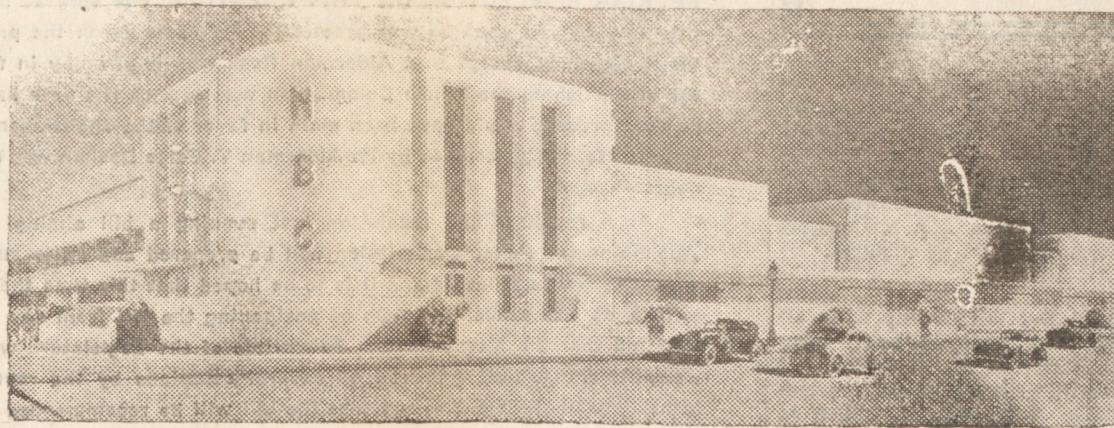
WEAF, NEW YORK, 660 K.
6.00—Golden Melodies
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Norseman's Quartet
7.15—Don Winslow
7.30—Press Radio News
7.45—Today's Sports
7.55—Billy and Betty
8.30—Orchestra
8.15—Uncle Ezra
8.30—Swing Harmonicas
8.45—Jean Sablon
9.00—One Man's Family
9.30—Lady Esther's Serenade
10.00—Town Hall Tonight
11.00—Hit Parade
11.45—Alistair Cooke
12.00—Orchestra
12.15—Ink Spots
12.30—Orchestra

WABC, NEW YORK, 860 K.
5.00—Myrt and Marge
5.15—Bob Byron, Whistler
5.30—U. S. Army Band
6.00—Follow the Moon
6.15—Life of Mary Sothern
6.30—Children's Corner
6.45—To be Announced
7.00—Del Casino, Songs
7.15—Eton Boys
7.25—Press Radio News
7.30—Eddie Dooley's News
7.45—George Hall and Orch.
8.00—Poetic Melodies
8.15—Song Time
8.30—We the People
9.00—Kate Smith Hour
9.30—Eddie Dooley's News
10.00—Major Bowes' Hour
11.00—Dramatic Program
11.30—Essays on Music
12.00—Orchestra
12.30—Orchestra
1.00—Orchestra

WBZ, BOSTON, 990 K.
6.00—Junior Nurse Corps
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.45—Tony Russell, Tenor
7.55—Lowell Thomas
8.00—Easy Aces
8.15—Mr. Keene
8.30—Lum and Abner
8.45—Kidoodlers
9.00—Gen. Hugu Johnson
9.15—Vocal Selections
9.30—March of Time
10.30—Meeting of the Air
11.00—NBC Nightclub
12.00—Vagabonds
12.15—King's Jesters
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Golden Melodies
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Casey at the Mike
7.30—Wrightville Clarion
7.45—Shero Trio
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Continental
8.45—The Spotlight
9.00—Rudy Vallee's Variety Show
10.00—Variety Show
11.00—Bing Crosby
12.00—News
12.15—Orchestra
12.30—Orchestra
1.00—Orchestra

NBC Patterns New Studios by Film Unit Plan



The latest in radio engineering and studio construction progress is embodied in these new National Broadcasting Company studios being constructed in Hollywood. Departing radically from the conventional radio center design, the new studios are patterned after the motion picture plan. There are four large individual studios under separate roofs, each seating several hundred persons, and four other studios without audience accommodations.

Immediate construction of new broadcasting studios for the National Broadcasting Company in Hollywood was announced October 26 by Lenox R. Lohr, president of NBC. Replacing modernistic studios erected on Melrose Avenue here only two years ago and already outdated by the phenomenal growth of broadcasting from the film colony, the new home of NBC will rise at Sunset Boulevard and Vine Street. The intersection is one of the most important in filmland's capital and the site of the original Famous Players-Lasky film lot, where motion pictures were cradled.

Covers 5 Acres
The site comprises approximately five acres, two city blocks square, and is bounded by Sunset Boulevard and Vine Street and by Selma Street and Argyle Avenue—a section familiar to all Hollywood visitors.

Construction of the new broadcasting center will typify the latest in the world's radio engineering and studio construction progress.

"This development," Mr. Lohr said, "marks a definite step in the importance of Hollywood as a center for the radio industry."

"That Hollywood is important in radio is borne out by the fact that less than two years ago we opened the most modern broadcasting center we could construct. Already we have outgrown it."

As now planned, the new studios will provide only for the immediate needs of NBC in Hollywood. Provision will be made, however, for ample increase in studio and office facilities and for television studios, when such increase becomes necessary.

Radical Departure
Pioneering in studio construction as it did in bringing the nation the first radio program from Hollywood in 1932, NBC will depart radically from the conventional radio center design by patterning the studios after the motion picture unit plan.

Programs will go on the air from four large individual studios under separate roofs, each seating several hundred persons, and from four other studios without audience accommodations.

PREMIER KING TO SPEAK DURING CBC PEACE BROADCAST

With Three Other Famous Speakers Will Co-operate With Canadian Legion on Remembrance Day.

VANCOUVER, Nov. 3.—Prime Minister W. L. Mackenzie King will join four distinguished promoters of world peace in speeches of fellowship and goodwill when the Canadian Broadcasting Corporation, in co-operation with the Canadian Legion of the British Empire Service League, presents over its national network November 11, 9.00 to 10.00 p. m. EST, a special broadcast in commemoration of Remembrance Day.

The programme, which will be directed from Vancouver, will be of international interest. Besides the message of the Prime Minister who will speak from Ottawa, there will be brief addresses by Brigadier-General Alex Ross, Dominion President of the Canadian Legion, who also will speak from Ottawa, and Daniel J. Doherty, National Commander of the American Legion, who will speak from Washington. Important messages especially transcribed for the broadcast, by Major-General Sir Frederick Maurice, K.C.M.G., C.B., head of the British Legion, and M. Jean Desbons, head of the French Ex-Soldiers Organization, will be presented. The messages from these two overseas speakers have been recorded and are being rushed to Canada.

As well as a large choir of mixed voices, the programme will feature an orchestra and narrator. One of the highlights of the broadcast will be a visit to Shaughnessy Heights Military Hospital, Vancouver, where listeners will hear brief interviews with soldier patients.

'9 OLD MEN' IN SPELLING BOUT WITH 'SLUGGERS'

Lowell Thomas' Nine Old Men and George Bye's Prehistoric Sluggers, famous for their rivalry in the softball league, will line up before an NBC microphone at Radio City studios on Sunday, November 14, to take some free swings at words during Paul Wing's Spelling Bee. The match will be broadcast over the NBC-Blue Network at 1:30 p. m., EST.

Lowell Thomas, NBC commentator, will pick his spellers from: Frank Parker, Frank Cox, Colonel William Bill Donovan, Bill Spence, F. Chase (Colonel Stoopnagle) Taylor, Eddie Egan, Paul Webb, Lou Lehr, Homer Croy, Dale Carnegie, Ted Shaine, James Melton, Gregory Mason and Prosper Buranelli.

George Bye, the well-known writer, will choose a team from: Frank Buck, Gene Tunney, Westbrook and Jack Pegler, Stanley High, H. T. Webster, Quentin Reynolds, Heywood Brown, Deems Taylor, Frederick S. Tisdale, Harold W. Ross, Hendrik Willem van Loon, and Michael A. Connor.

Paul Wing, the Spelling Master will, as usual, run the show.

The Spelling Bee, off the air during the summer holidays, returned to the NBC-Blue Network October 17 for a series of Sunday broadcasts from 1:30 to 2:00 p. m., EST. The program last fall carved itself an enviable niche in presenting school, college and non-professional teams in spirited matches originating in various parts of the country. Among other teams, one from Chicago Fire Department matches abilities with a team from New York Fire Department; a team of mothers met a team of fathers and innumerable boys' teams spelled it out with as many

Actors' Gestures Make Him Laugh

The funniest thing in the radio business, according to John McGovern, veteran NBC actor, is the grotesque pantomime that actors go through in front of the mike.

"On the stage," says McGovern, "the actor expresses what he's saying by movements of the body which are perfectly natural and in harmony with the mood of the lines, but in radio you can't do that because if you lean over intently your voice vibrates in the mike, and you feel dreamy and look up, the mike will lose your voice almost altogether." Hence, says McGovern, "you must confine your movements to parts of your body that can't express what you're making yourself feel. Naturally, you do the oddest things."

McGovern, who plays the part of infamous Wilkinson in the O'Neils (Mondays through Fridays, NBC-Blue Network, 11.15 a. m., EST, and again at 3.45 p. m., NBC-Red Network), has played more than 2,000 different roles in radio since his first broadcasting job back in 1929. McGovern studied at the American Academy of Dramatic Arts and was on the legitimate stage for more than 17 years before entering radio.



teams made up of girls.

The National Broadcasting Company awards prizes to the winners of the matches. A prize of \$25 goes for first place and one of \$15 for the runner-up.

MAGIC!

a few dollars a month transforms your home

6 months to 5 years to pay for Home Improvements under the HOME IMPROVEMENT PLAN

Here is magic that is open to any home owner: magic that brings comfort and convenience; magic that protects property and adds to its life and value; magic that creates jobs for men who need them. You, too, can put it to work as thousands of other home owners have done.

Re-facing and paint will work a miracle on the house exterior. A new roof is always a sound investment, while the comfort and economy of insulation and a modern heating system cannot be measured in mere words. Or you can have a planned kitchen, a fire-place, new plumbing or wiring, an extra room in basement or attic or a heated garage — any of which will fit into your budget with surprising ease.

LOANS EASILY ARRANGED
Any contractor, supply firm or architect can help you arrange a Home Improvement Plan loan if you need it to finance the work for you, or you can apply directly to your banker. No security or endorsement needed: you simply show that you can repay in monthly installments and the loan is made. The work proceeds, your home is made brighter and more livable and men get needed jobs.

NATIONAL EMPLOYMENT COMMISSION
UNDER THE AUTHORITY OF THE DOMINION GOVERNMENT

(The cost of this series of advertisements sponsored by the National Employment Commission, has been defrayed entirely by public-spirited concerns and individuals, as a contribution towards that "Nation-wide co-operative effort" envisaged by the Parliament of Canada in the National Employment Commission Act.)