

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

SATURDAY'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—Variety Show
6.30—Doris Foote, Contralto
6.45—Closing Stock Quotations
7.00—Len Salvo, Organist
7.15—Four Californians
7.30—Lucio Agostini
8.00—Luigi Romanelli and Orch.
8.30—Book Review
8.45—Novelty Program
9.00—Ten Thousand Miles in the Air
9.15—Irene Lander
9.30—Reflections
10.00—Louisiana Hayride
10.30—BBC Music Hall
11.00—NBC Jamboree
11.30—Horace Lapp's Orch.
11.45—The News
12.00—Orchestra
12.30—Orchestra
1.00—Orchestra

CKAC, MONTREAL, 730 K.
6.30—Social Announcements
6.45—Classical Interlude
7.00—Sports Parade
7.30—Gems of Melody
8.00—Le Bon Parler Français
8.15—To be Announced
8.30—Saturday Swing Session
9.00—Old Fashioned Spelling Bee
9.30—To be Announced
10.00—To be Announced
11.00—Les Chevaliers du Folklore
11.15—Westinghouse Newscast
11.30—Berceuse
11.45—Patti Chapin, Songs
12.00—Molson Sports Reporter
12.30—Orchestra
1.00—Orchestra

WEAF, NEW YORK, 660 K.
6.30—Kaltenmeyer's Kindergarten
7.00—El Chico
7.30—Press Radio News
7.45—Today's Sports
8.00—Top Hatters
8.30—Football Scores
8.45—Jimmy Kemper
9.00—Meredith Wilson
9.30—Linton Wells
9.45—Concert Orchestra
10.30—Special Delivery
11.00—NBC Jamboree
11.30—Orchestra
12.00—Orchestra
12.30—Orchestra
1.00—Orchestra

WABC, NEW YORK, 860 K.
5.15—The Dancapators
5.45—George Olsen and Orch.
6.15—Frank Dalley's Orch.
6.45—Dorothy Gordon's Corner
7.00—Columbia Concert Hall
7.25—Press Radio News
7.30—Eddie Dooley's News
7.45—Fighting Crime
8.00—Count Basie and Orch.
8.15—Ben Feld's Orch.
8.30—Saturday Night Swing Club
9.00—Your Unseen Friend
9.30—Johnny Presents
10.00—Professor Quiz
10.30—Among Our Souvenirs
10.30—To be Announced
11.00—Your Hit Parade
11.45—Patti Chapin, Songs
12.00—Orchestra
12.30—Orchestra
1.00—Orchestra

WBZ, BOSTON, 990 K.
6.45—Orchestra
7.00—Piano Recital
7.30—Press Radio News
7.45—To be Announced
8.00—Message of Israel
8.30—Uncle Jim's Question Bee
9.00—Home Towners
9.30—Nola Day, Songs
10.00—National Barn Dance
11.00—Gun Smoke Law
11.30—Gems of Light Opera
12.00—Orchestra
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Vagabond Adventures
6.30—Kaltenmeyer's Kindergarten
7.00—News
7.15—Casey at the Mike
7.30—Wrightville Clarion
7.45—Behind the Scenes
8.00—Top Hatters
8.30—Shero Trio
8.45—Sports of the Week
9.00—Meredith Wilson's Orch.
9.30—Linton Wells, Commentator
9.45—NBC Concert Hour
10.30—Special Delivery
11.00—Jamboree
11.30—Orchestra
12.00—News
12.15—Orchestra
12.30—Orchestra
1.00—Weather

SPECIAL EVENTS VALUABLE

Is there any harm in regular commercial announcers doing special events jobs?

Carlton KaDell, announcer on the W. C. Fields and Hal Kemp program, says that describing special events, such as sports contests, is of inestimable value in building up the dramatic technique of an announcer.

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CBC, OTTAWA, 550 K.
6.00—Choir Invisible
7.00—It Came to Pass
7.30—Weekly News Review
7.45—Leo Pol Morin
8.00—Music of the Masters
8.30—The Constitution
9.00—Benny Davis' Revue
9.30—Music Time
10.00—Within These Walls
10.30—Friendly Music
11.00—Along the Danube
11.30—To be Announced
11.45—The News
12.00—Director's Choice

CKAC, MONTREAL, 730 K.
6.00—1847 Silver Theatre
6.30—Continental Varieties
6.45—Catholic Hour
7.30—Bleau and Rousseau
7.45—Jacques and Jacqueline
8.00—Association des Marchands
8.15—Alouette Program
8.30—Child Amateurs
9.00—Columbia Workshop
9.30—David Ross' Birthday Party
10.00—Ford Sunday Evening Hour
11.00—Jose de Laquerriere, Tenor
11.15—Westinghouse Newscast
11.30—To be Announced
12.00—Molson Sports Reporter

WEAF, NEW YORK, 660 K.
6.00—Marion Talley
6.30—The Time of Your Life
7.00—Catholic Hour
7.30—A Tale of Today
8.00—Jack Benny
8.30—Fireside Recitals
8.45—Interesting Neighbors
9.00—Nelson Eddy, Baritone
10.00—Manhattan Merry-go-Round
10.30—Album of Familiar Music
11.00—Sunday Night Party
12.00—Russ Morgan and Orch.

WABC, NEW YORK, 860 K.
5.00—Our American Neighbors
5.30—Guy Lombardo and Orch.
6.00—Phil Harris and Orch.
6.30—Chicagoans
7.00—Columbia Workshop
7.30—Gulf Summer Stars
8.00—Singing Alliance
8.30—Texaco Town
9.00—Ford Sunday Evening Hour
10.00—Pete Cavallo and Band
11.00—Press Radio News
11.05—Orchestra
11.30—Orchestra
12.00—Orchestra

WBZ, BOSTON, 990 K.
6.00—Opera Auditions of the Air
6.30—Smiling Ed McConnell
7.30—Codolban and his Violin
7.30—Helen Traubel, Soprano
8.00—Ted Wallace and Sing Band
8.30—Ozzie Nelson's Orch.
9.00—Symphony Orchestra
10.00—Tyrone Power
10.30—Walter Winchell
10.45—Irene Rich
11.00—The Zenith Foundation
11.30—Ernest Gill and Concert
12.00—Judy and the Bunch

WTIC, HARTFORD, 1040 K.
5.00—Orchestra
5.30—Roy Shields Music
6.00—Catholic Hour
6.20—News
6.45—Baseball Results
7.00—Jane Frohman
7.30—Fireside Recital
7.45—Sunset Dreams
8.00—Edgar Bergin
9.00—Manhattan Merry-go-Round
9.30—Album of Familiar Music
10.00—Sunday Night Party
11.00—News
11.15—Orchestra
11.35—Musical Interlude
12.00—Weather Report
12.02—Orchestra
12.30—Orchestra
1.00—Silent

It gives him pointers on how to sustain interest and generally improves his speech appeal.

"There is always something new that an announcer can learn about his business," says KaDell, "and special air jobs apart from his regular spieling are more often than not the ones that teach him. I'm going to do some football broadcasting this fall apart from my usual routines and I think I'll learn one or two things that will help in my regular commercial capacity. Then, again, special 'spot' assignments provide pleasing variation and keep one from growing stale."

ALSO SHRDLU

Here's a new word for you—"Etaoin." Morton Bowe (who was a linotype operator before he became a leading tenor on the NBC airwaves) suggests it as a perfect word to describe chaos or a jumbled state of affairs. That particular combination of letters, incidentally, is the one linotype operators use to indicate that a line should be struck out because an error has been made. Suggested pronunciation for "etaoin": ee-tay-on.

BUCK BENNY RIDES AGAIN, THIS TIME ON THE BIG OVALS

Famous Western Sheriff Retires in Favour of Racing Thoroughbred

Buck Benny may never ride the air-planes again, but he certainly will pound the oval tracks at Belmont, Saratoga and Santa Anita for the next few years.

The western sheriff, made famous by Jack Benny on his Sunday programs over the NBC-Red network last season, has been perpetuated by the comedian in the form of a thoroughbred race horse, which will carry the six delicious colors of the Jack Benny stables as soon as he is old enough to prance to a startling barrier.

Jack bought Buck while vacationing in Europe this past summer. The horse is American bred, but Jack paid for him in French francs, since he was in Paris when he heard the yearling was on sale. Buck Benny is not scheduled to race until next season, and is spending the winter in the Alfred Vanderbilt stables in the blue grass country of Virginia.

Jack decided to buy Buck after he figured out that he had already contributed enough to the sports of kings to buy and keep a whole stable full of nags. Buck Benny was sired by Upset, the only horse to beat Man O'War. The dame was Helen T, a famous horse that foaled four winners.

The comedian hopes Buck's parentage will instill in him the desire to win races. His only fear is that someone might enter a horse named Cactus-face Elmer in Jack Benny's first meeting. After all, Jack himself was unable to catch Cactus-face on his programs last season.

To Describe Development of Taste in Speech On C. B. C. Program

In his fifth talk in the CBC broadcast series, "The English", to be presented to national network listeners on Tuesday, October 26, at 9.00 p. m. AST, J. Campbell McInnes will explain how taste in speech can be developed and how experience can be gained. Mr. McInnes believes that education can be a guide only in self expression and that the well read man may speak his native language poorly. The lecturer will outline in his address means by which the man of limited education may become master of good English.

"Language is good or bad in quality," he contends, "according to the taste and experience of the speaker."

SADE STARTS JUNIOR IN YOUNG



Anthony, new son of Sade, of NBC's Vic and Sade serial, gets his first audition. Twelve days after he was born, a son was born to the wife of Paul Rhymer, author of the serial.

The new babies for one radio program within two weeks should be some kind of a record in radio.

Anyhow, the author and the stars of Vic and Sade admit it caused quite a flurry in the affairs of "the small house half way up in the next block." Bernadine (Sade) Flynn, (the wife of Dr. C. C. Doherty in private life) started it all by having an heir, one Anthony Doherty, on September 8, after having made two appearances on the show earlier that same day. Author Paul Rhymer's wife added to the general excitement by giving birth to young Paul Parke Rhymer on September 20.

Young Anthony, as a matter of record, scarcely had time to get his bearings in his new surroundings before the NPC Artists Service and the Compton Advertising Agency rushed contracts to him. A foot print was his signature.

During all this baby business Vic and Sade carried on alone while Sade was away "visiting her sister" in the script.

Some things you may not know about some NBC personalities: Jane Froman once conducted a band on the networks . . . Jack Roseleigh, of the Pepper Young Family cast, began his career in show business as a theater usher . . . Announcer Ben Grauer created the role of "Georgie Bassett", the sissy, in the motion picture version of Booth Tarkington's "Penrod."

New World Chamber Orch. to Feature 'Concerto For Strings' Sun.

Four movements from "Concerto for Strings", by Giovanni Battista Lully, will introduce the "New World Chamber Orchestra" to the national network listeners of the CBC on Sunday, October 24, at 2.00 p. m. AST. Samuel Hersenhoren, conductor of the string ensemble, will present the following four of the ten movements from Lully's concerto: (1) Aria; (2) Marche et Passepied; (3) Rondeau, and (4) Bourree.

Mr. Hersenhoren also will direct the orchestra in "Minuet in D Major", by Beethoven; "Gossips", by Arcady Dubinsky; "Roumanian Dances", by Bortok, and the "Ait on G String", by Bach, arranged by Wilhelm.

The "New World Chamber Orchestra" is comprised of seven young Toronto violinists who have received the acclaim of concert and radio audience during the past six years of their splendid interpretations of the very finest music for string instruments.

Smiling Ed McConnell, NBC's Singing Philosopher, 6 feet one inch tall and tipping the scales at 250 pounds, likes to describe himself as lazy. Yet he has been known to make as many as 13 fifteen-minute transcriptions for RCA in a single day, which is a pretty good day's work for a "lazy" man.

"FEGGO", FEG MURRAY'S DOG MASCOT, HAS HAD INTERESTING VARIED CAREER

Little Cartoon Animal Now Joins Ranks Of The Radio Personalities

INTERESTING FACTS IN RADIOGRAPHY OF G. HEATTER

From Copy Boy on Small Paper at \$5 Weekly To Foreign Correspondent, Radio Program

Gabriel Heatter, a native New Yorker . . . was copy boy on a Brooklyn paper when thirteen years old . . . Received five dollars weekly as his munificent reward . . . Landed with a New York daily and covered Albany for the paper . . . Graduated from that to foreign correspondent . . . Emerged as radio personality in broadcasts of the Hauptmann trial . . . Ad libbed for fifty minutes the night of Hauptmann's execution . . . Adheres strictly to facts . . . Does his own research and writes his own scripts . . . Spends week-ends at his country home in Freeport, L. I. . . Is married and has a 20-year-old daughter and an 18-year-old son . . . Maintains a penthouse on Park Avenue in New York . . . Moby is dogs and often judges canines at various dog shows . . . Drinks twelve cups of coffee a day but allows himself just one cigar . . . Favorite lunch is poached eggs on toast, which he has every day . . . Inured to roving assignments he prefers quiet studio jobs . . . Currently heading the CBS "We, the People" program which weekly presents an array of unusual people from every walk of life . . . Is a six-footer with black hair gradually graying . . . Has brown eyes, a winning smile and a hearty, congenial greeting . . . Favors tweed for dress . . . Likes best to relate human interest stories with an unusual "angle" . . . No believer in sensationalism . . . Campaigned for good children's courts while Albany correspondent . . . Wrote "children of the Crucifix" as a picture of the youngsters' lot on the Lower East Side in New York . . . This article won him prizes that were equal then to the Pulitzer prizes of today . . . Has been a "ghost writer" for numerous prominent people . . . Has contributed stories to a great variety of newspapers and magazines . . . It was a series of these articles that first brought him to the radio . . . He was debating with Norman Thomas in "The Nation" . . . A radio executive noticed the interest these articles were creating and asked him to present his views over the air . . . Thereby a new radio personality was born.

Feggo, mascot of Peg Murray's "Seein' Stars", has enlarged his forte: he's now going to broadcasts.

The little cartoon animal, which has wisecracked from Peg Murray's cartoons for the last fifteen years, has had a varied career. His forerunner was a ten-cent porcelain Chinese Lucky dog which Feggo bought in 1916 when he was an undergraduate student at Stanford to wear on his watch chain. When Murray sailed to France in September of 1917, the dog went along.

Sometimes he seemed to smile, and sometimes to frown. One night in October, in the Argonne forest, Sergeant Feg Murray and two infantrymen were about to make themselves comfortable in a barn recently vacated by the Heines. When a bombardment started, Feg took a look at his mascot who was positively scowling. The soldier trudged up the road where he spent a miserable night in the midst of gas alarms and whining whiz bangs. When Murray returned to the barn the next morning, his two companions, who had remained there, has been killed by a shell which had burst in the room.

On Feg's (and Feggie's) return from the 1920 Olympics in Antwerp, where Murray had won third place in the 110 meter hurdle race, he decided to put Feggo into print. The dog made his debut in ink in the Los Angeles Athletic club "Mercury."

New York saw the animal for the first time in 1924 when Murray began sketching sports cartoons for the Metropolitan Newspaper Service. Since Feggo's personality changed with the subject of each cartoon, he kept well exercised. One day he was racing along the gym floor in a pair of basketball trunks, and the next he might find himself up to his neck in woolens for ice skating. He's had a cupids' bow mouth and curls when the cartoon happened to be about a woman golfer or swimmer. He's at home in galoshes or formal evening clothes.

When "Seein' Stars" turned its attention to Hollywood personalities, Feggo had to affect everything from Basil Rathbone sneers to Anita Louise eyelashes.

Feggo likes going to broadcasts with Murray each Sunday (7:30 p. m. PST). He gets his face sketched on radio scripts of all of Murray's prominent program guests and says it's the ideal way to crash Hollywood's best homes.

LONDON, Oct. 22—Heavy fog which have been interfering with trade and traffic disappearance today. Heavy rains have ended a fifteen day drought.



HAVE YOU SMOKED A TURRET LATELY?

Thousands of smokers are turning to Turrets. After all, Turret's unique and inimitable blend does insure a cigarette that is milder, cooler, non-irritating and completely satisfying—so satisfying that Turret smokers want no other cigarette. The quality is inbred—nothing can replace good, honest Virginia tobacco grown and ripened right out in the field under Nature's own sunlight. Try Turrets—we are sure you'll like them. The calendar on the back of every Turret package is a great convenience, too.

