

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.
5.00—Closing Stock Quotations
5.15—Overseas Program
5.30—Alma Kitchell, Contralto
6.00—Martinez, Tenor
6.30—Safety First
6.45—Luigi Romanelli
7.00—Don Messer and Orch.
7.15—Luigi Romanelli and Orch.
7.30—Meredith Willson and Orch.
8.00—Piano Magic
8.30—Old Time Melodramas
9.00—Concert Party
9.30—Our Heritage
9.45—Can. Press News
10.00—La Hacienda
10.30—Royal York Orch.
11.00—League of Norsemen
11.30—Sports Week
12.00—Morty Kenny's Orch.
12.30—Studio Trio
12.45—In Recital
1.00—The News
1.15—Organ Recital

CKAC, MONTREAL, 730 K.
6.00—Columbia Concert Hall
6.15—Music School
6.30—Gems of Melody
7.00—Sports of the Air
7.30—Le Bon Parler Français
7.45—LaSalle Cavaliers
8.00—Radio Divinettes
8.30—Radio Clubs
9.00—Di-so-ma
9.30—La Chansonnette
10.00—M. Lesage, Organist
10.15—Newscast
10.30—Alex. Lajoie and Orch.
11.00—Sports Reporter
11.30—Anson Weeks and Orch.
12.00—Radio Minuit
12.15—Ted Florio and Orch.
12.30—Harry Owen and Orch.
1.00—Sign Off

WEAF, NEW YORK, 660 K.
5.30—Kaltenmeyer's Kindergarten
6.00—Top Hatters
6.15—Eso News Reporter
6.30—Press News
6.45—Alma Ketchel, Contralto
6.55—Religion in the News
7.00—Martinez Brothers

7.15—Hampton Institute Singers
7.30—Gilbert Seldes
7.45—The ABC of NBC
8.00—Saturday Evening Party
9.00—Snow Village Sketches
9.30—Shell Show
10.30—Irvin S. Cobb
11.00—Eso News Reporter
11.15—Ink Spots
11.30—Emil Coleman's Orch.
12.00—Jerry Blaine's Orch.
12.30—Ray Pearl's Orch.

WABC, NEW YORK, 860 K.
5.00—Eddie Duchin and Orch.
5.30—Singing Waiters
6.00—Columbia Concert Hall
6.30—Sports Resume
6.45—Ben Field and Orch.
7.00—Saturday Night Club
7.30—Universal Rhythm
8.00—Professor Quiz
8.30—Morgan's Orch.
9.00—Grace Moore, soprano
9.30—Keyboard Serenade
10.00—Your Hit Parade
10.45—Design in Harmony
11.00—Benny Goodman and Orch.
11.30—Anson Weeks and Orch.
12.30—Ted Florio and Orch.
12.30—Harry Owens and Orch.
1.00—To be announced

WBZ, BOSTON, 990 K.
4.00—Herman Middleman and Orch.
4.30—Joan and the Escorts
4.45—Concert Ensemble
5.00—Musical Adventures
5.15—Timothy Makepeace, comedy
5.30—Buzzy Kountz Orch.
5.45—Ruth and Ross
6.00—Eso News Reporter
6.30—News
6.45—Home Symphony
7.00—Message of Israel
7.30—Uncle Jim's Question Bee
8.00—Ed Wynn
8.30—Meredith Willson and Orch.
9.00—National Barn Dance
10.00—Nickelodeon
10.30—Hildegarde
11.00—Riley and Farley's Orch.
11.30—Eso News Reporter
12.00—Jon Garber and Orch.
12.30—Griff Williams and Orch.

WTIC, HARTFORD, 1040 K.
4.30—Program from New York
5.30—Kaltenmeyer's Kindergarten
6.00—News
6.15—Baseball Scores
6.30—Wrightville Clarion

6.45—Medical Talk
6.55—Salon Orchestra
7.00—Martinez Brothers
7.15—Sports of the Week
7.30—Hour of Cheer
8.00—Variety Show
9.00—Snow Village
9.30—The Chateau
10.30—Program from New York
11.00—News
11.15—Jimmy Joy's Orch.
11.30—Emil Coleman's Orch.
12.00—Weather Report
12.02—Jerry Blaine's Orch.
12.30—Arthur Ravel's Orch.
1.00—Silent

SUNDAY'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.
5.30—News Commentary
5.45—Colis and Yanova
6.00—Helen Traubel, Soprano
6.30—Laurentian Echoes
7.00—House in the Glen
7.30—Melody from Skies
8.00—International Varieties
8.30—Music Time
9.00—Cities Salute Canada
9.45—Radio Journal
10.00—Atlantic Nocturne
10.30—Sweet and Low
11.00—Interlude
11.30—Woodwind Duo
11.45—Good Evening
12.00—Tudor String Quartet
12.30—The Glee Singers

CKAC, MONTREAL, 730 K.
5.00—Afternoon Party
5.15—Opera Excerpts
5.30—Opera Excerpts
6.00—Continental Varieties
6.30—Bleau and Ouseau
6.45—Jacques and Jacqueline
7.00—Association des Marchands
7.30—Church Service
9.00—Ford Sunday Evening Hour
10.00—Community Sing
10.30—Newscast
10.45—Chas. Kramer and Orch.
11.00—Sports Reporter
11.30—Jay Freeman and Orch.
12.00—Red Nichols
12.30—Joe Reichman and Orch.
1.00—Sign Off

WEAF, NEW YORK, 660 K.
5.00—Marion Talley, Soprano
5.30—Smiling Ed McConnell
6.00—Catholic Hour
6.20—A Tale of Today
7.00—Jello Program
7.30—Fireside Recitals
8.00—Do you want to be an Actor?
9.00—Manhattan Merry-go-round
9.30—Album of Familiar Music

1.00—Gladys Swarthout
10.30—To be Announced
11.00—Fitch Jingle Program
11.30—Press Radio News
12.00—Will Osborne's Orch.
12.30—One Man's Family

WABC, NEW YORK, 860 K.
5.00—Sunday Afternoon Party
5.30—Guy Lombardo and Orch.
5.45—Eddie House, Organist
6.00—Joe Penner
6.30—Rubinoff
7.00—Columbia Workshop
7.30—Phil Baker
8.00—1937 Edition of Twin Stars
8.30—Eddie Cantor
9.00—Ford Sunday Evening Hour
10.00—Gillette Community Sing
10.30—The Singing Strings
10.45—News Commentator
11.00—Press Radio News
11.30—Jay Freeman and Orch.
12.00—Red Nichols and Orch.

WBZ, BOSTON, 990 K.
5.00—National Vespers
5.30—Senator Fishface
6.00—We, the People
6.30—Col. Stoopnagle and Budd
7.00—Evening Radio Journal
7.05—Harvey Whipple
7.15—Musical
7.30—Moments you Never Forget
8.00—Helen Traubel Soprano
8.30—Bakers Broadcast
9.00—General Motors Program
9.30—Rhythm Revue
10.30—Walter Winchell
10.45—Chair Symphonette
11.00—California Concert
12.00—Time, Weather Forecast
12.10—News
12.15—King's Jesters
12.30—Frankie Master's Orch.
1.00—Henry Busse Orch.
1.30—Paul Pendarvis Orch.

WTIC, HARTFORD, 1040 K.
5.00—Joseph Koestner's Orch.
5.30—Smiling Ed McConnell
6.00—Catholic Hour
6.20—News
6.45—Baseball Results
7.00—Jack Benny
7.30—Fireside Recital
7.45—Sunset Dreams
8.00—Do you want to be an Actor?
9.00—Manhattan Merry-go-round
9.30—Album of Familiar Music
10.00—Gladys Swarthout
10.30—Wallflower
11.00—News
11.15—Doc Schneider's Texans
11.35—El Chico Orch.
12.00—Weather Report
12.02—Will Osborne's Orch.
12.30—Blue Barren's Orch.
1.00—Silent

Cantor Renewed For Six Years by Sponsor

Eddie Cantor received today a tribute from his sponsor, the Texaco Company, which is without precedent in the annals of radio. It is a renewal of his contract for regular Sunday night broadcasts for the next six years, until June, 1943.

The selection of Cantor for his present show was the result of a unique survey which enlisted the services of 45,000 gasoline dealers throughout the country. Seeking a star to head its radio program, the sponsor instructed its dealers to query five of their respective customers about who was their favorite entertainer. Cantor led his nearest competitor by two to one. Immediately upon completion of a broadcast series for a toothpaste sponsor, he accepted his present contract.

He made his debut as the star of his own radio show in 1931, following a guest appearance with Rudy Vallee which established him as a microphone favorite. He introduced a new informality which endeared him to the listening audience.

He was the first major comedian to kid his sponsors. He was the first to give the orchestra leader lines to speak. He was the first to give the announcer an active part in the show.

To insure the high entertainment standard which he set for himself he inaugurated the tryout rehearsals, becoming the first to invite audiences to these experimental productions. On the basis of this audience reaction, he reshaped his program before it went on the air. He continues this practice today.

His unceasing search for new talent to introduce on his program has earned him a reputation as an uncanny showman.

Many prominent entertainers owe their present radio eminence to his knack for spotting talent. Through his encouragement and guidance, Rubinoff became, instead of just another orchestra leader, a definite other personality. Jimmy Wallington traces his eminent radio position to his first meeting with Cantor in 1931.

In rapid succession, Gracie Allen, Parkyakarkus, Bobby Broon, Deanna Durbin, and, more recently, Saymore Saymore, made their bigtime radio debuts on his Sunday night broadcasts.

"I have always been in favor of giving new talent a chance," says. "I believe that radio un-

DID YOU KNOW ?

THAT as tubes deteriorate distorted reception results. THAT radio tubes deteriorate very gradually. You may not notice that the more distant stations are not coming in, although local stations are still heard.

THAT one good tube among nine weaker ones may give the same poor reception as ten weak ones.

THAT as tubes deteriorate, noise from your set increases and reception of broadcast programs is not heard at its best.

THESE ARE FOUR GOOD REASONS WHY YOU SHOULD HAVE YOUR TUBES CHECKED REGULARLY

LYMAN O. GREENE

RADIO & ELECTRICAL SHOP
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MICROPHONICS

Joe Cook, famed in the theatre for crazy contraptions, is the inventor of at least one practical device for use in the broadcasting studios. It is the cardboard back on which are pasted pages of the script to prevent the mike from picking up sounds of rattling paper. Introduced several years ago by the NBC headliner to conceal his nervousness, the cardboard back has come into general use.

Some things you may not know about Ray Noble, NBC composer-conductor: Gets most of his inspiration for arrangements while in the showerbath. Inventing parlor games and watching hockey games his chief relaxations. Collects first editions and has a large library in English society, is a painter of recognized ability.

Standing five feet three inches in her pumps and weighing 110 pounds, Lucille Manners, soprano star of the Cities Service Concerts on NBC, finds dieting unnecessary to

questionably needs new faces and new voices. Personally, I have always welcomed competition — even when it is of my own making. When the day comes that I fear competition—then I will step out of radio.

"I feel it is my duty to the radio audience to present anything that is new and different. My purpose is not entirely altruistic for I feel that a higher general average of entertaining talent on the air will materially help keep radio the popular institution that it is. And radio, after all, is my business."

retain her trim figure. No matter what she eats Miss Manners doesn't acquire weight. But she does drink a quart of milk a day and believes that the secret of her good health and perfect contour.

Tribute to Herbert

Wednesday, May 26, marks the anniversary of the death in 1924 of Victor Herbert, one of the great figures in American music history. John Kannawin has written a dramatic narrative in his honour which will be produced from the Toronto studios of the CBC for eastern network listeners on Wednesday, May 26, at 6.45 p. m. EST.

Victor Herbert was born in Dublin, Ireland, in 1859, but went to Germany for musical studies and was a member of the court orchestra at Stuttgart. In 1886 he became solo violin cellist with the Metropolitan Orchestra in New York and formed his own orchestra in 1904.

He wrote many lovely operettas which have survived other more recent successes. Among his most famous scores were "Babes in Toyland," "Mlle. Modiste" and "The Red Mill." He wrote the music for "The Birth of a Nation" and after he had attained modest affluence through the success of his compositions it was not unusual to see him strolling along Broadway and handing out substantial sums to acquaintances who were down on their luck. He was the prime mover in the first organization formed to protect the work of popular composers—the Association of Composers, Authors and Publishers.



Whoever You Are

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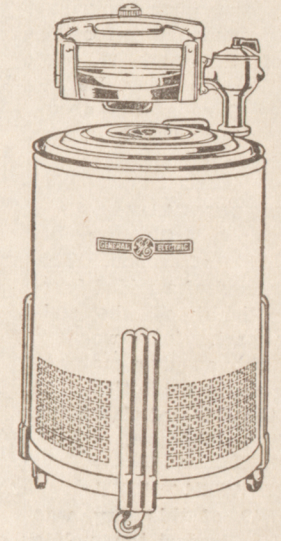
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