

HEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

SATURDAY'S PROGRAMMES CBC, OTTAWA, 550 K.

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.

- 6.30—Alma Kitchell, Contralto
- 6.45—Recital
- 7.00—El Chico
- 7.30—Travel Talk
- 7.45—Luigi Romanelli
- 8.00—Meredith Wilson and Orch.
- 8.30—Don Messer and Orch.
- 9.00—Louisiana Hayride
- 9.30—Original Dumbells
- 10.30—To be Announced
- 10.45—Canadian Press News
- 11.00—Exchange Program
- 11.30—Buff Springs Orch.
- 12.00—La Hacienda

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 Francais
- 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
- 12.30—Dance Orchestra
- 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
- 6.35—Alma Ketchel, Contralto
- 6.45—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
- 12.15—Dance Orchestra
- 12.30—Dance Orchestra
- 12.30—Ray Pearl's Orch.

WABG, NEW YORK, 360 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—Dance Music
- 11.30—Dance Music
- 12.30—Dance Orchestra
- 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
- 6.35—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—Hildegard
- 11.00—Riley and Farley's Orch.
- 11.30—Eso News Reporter
- 12.00—Dance Music
- 12.30—Dance Orchestra

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
- 7.30—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—Dance Music
- 11.30—Dance Music
- 12.00—Weather Report
- 12.02—Dance Music
- 12.30—Dance Orchestra

SUNDAY'S PROGRAMMES

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

- 6.30—News Commentary
- 6.45—Chief Oshenoutan, Baritone
- 7.00—Codolban and His Violin
- 7.30—Melodic Strings
- 8.30—Dramatic Presentation
- 9.00—International Varieties
- 9.30—Music Time
- 10.00—Operatic Fantasia
- 10.45—Canadian Press News
- 11.00—British Broadcast
- 11.30—String Quartette
- 12.00—Romance of Song

CKAC, MONTREAL, 730 K.

- 5.00—Afternoon Party
- 5.30—La Choral de Notre Dame
- 6.00—Continental Varieties
- 6.30—Bleau and Rousseau
- 6.45—String Quartette
- 7.00—California Concert
- 7.30—Church Service
- 8.00—Dramatic Presentation
- 9.00—Ford Sunday Evening Hour
- 10.00—Community Sing
- 10.30—Newscast
- 10.45—Chas. Kramer and Orch.
- 11.00—Lotus Land
- 11.30—British Broadcast

WEAF, NEW YORK, 660 K.

- 5.00—Marion Talley, Soprano
- 5.30—Smiling Ed McConnell
- 6.00—Catholic Hour
- 6.30—A Tale of Today
- 7.00—Jello Program
- 7.30—Fireside Recitals
- 7.45—Fitch Program
- 8.00—Chase and Sanborn Hour
- 9.00—Manhattan Merry-go-round
- 9.30—Album of Familiar Music
- 10.00—Sunday Night Party
- 10.30—To be Announced
- 10.45—The Singing Strings
- 11.00—Press Radio News
- 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—News Commentator
- 11.30—Eddie Duchin and Orch.
- 12.00—Red Nichols and Orch.

WBZ, BOSTON, 990 K.

- 5.00—National Vespers
- 5.30—Roy Shields' Orch.
- 6.00—Antabal's Cubans
- 6.30—Band Concert
- 7.00—Helen Traubel
- 7.30—Bakers Broadcast
- 8.00—General Motors Program
- 9.00—Rhythm Revue
- 9.30—Walter Winchell
- 9.45—Choir Symphonette
- 10.00—South Seas Broadcast
- 10.15—California Concert
- 11.00—Judy and the Bunch
- 11.10—News
- 11.15—King's Jesters
- 11.30—Jimmy Jay and Orch.
- 12.00—Henry Busse Orch.
- 12.30—Louis Panico and 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—Edgar Bergin
- 9.00—Manhattan Merry-go-Round
- 9.30—Album of Familiar Music
- 10.00—Variety Show
- 10.30—Wallflower
- 11.00—News
- 11.15—Doc Schneider's Texans
- 11.35—El Chico Orch.
- 12.00—Weather Report
- 12.02—Del Courtney's Orch
- 12.30—Blue Barren's Orch.
- 1.00—Silent

Use **Baby's Own Soap**
It's delightful

The General Electric Company has received permission from the Federal Communications Commission to increase the power of its short-wave stations at Schenectady to 100 kilowatts. With the stepping up of the power, the General Electric Company expects to improve to a marked degree the signal strength of their Schenectady stations.

A FAMOUS SOLOIST GETS SOME HELP



Her hand cupped to her ear in a characteristic gesture, lovely Jane Froman is shown in this unusual candid camera study as she went on the air with the Tune Twisters from a recent Sunday Jell-O programme broadcast over the NBC-Red Network.

NEW YORK, Aug. 28—We're all heard of the so-called "spark plug" of a football team, but picture Jane Froman, lovely NBC songstress, as the "Pep leader" of her Sunday evening show over the NBC-Red Network at 7:00 p. m. EDT. That's just the role the brown-haired mezzo-soprano assumes during her broadcast with

master-of-ceremonies Don Ross. The just as the show starts, snatching a Tune Twisters, D'Artega's orchestra kiss from her husband Don Ross.

D'Artega, Spanish-born maestro, keeps the musical pace of the 30-minute program in rapid tempo, but Jane is the sparkling stimulator, capering around, winking at the various musicians, doing a little jig for the amusement of the Tune Twisters, and

Jane's the star of the show, and she acknowledges the responsibility. As an officer might attempt to raise the esprit de corps of his men, so does the attractive vocalist make it a point to instill enthusiasm into her colleagues.

Short Wave Flashes

The planning of the Empire Exhibition to be held next year in Bella-Houston Park, Glasgow, from May to October, will be described by its architect, Thomas S. Tait, in a short-wave broadcast from England. Mr. Tait has many famous works to his credit, including the Sydney Harbour Bridge, the Kasr el nil Bridge, Cairo, and the Limpopo River Bridge, South Africa. He will be heard August 24, 6:55 p. m. EST, over GSP, 19.6 m., 15.31 meg.; GSO, 19.7 m., 15.18 meg.; GSF, 19.8 m., 15.14 meg.; GSD, 25.5 m., 11.75 meg.

A memorial stone of the Empire Exhibition, which will be the biggest held anywhere in the world since the famous Empire Exhibition at Wembley from 1924 to 1925, as unveiled by His Majesty the King on his visit to Scotland last July. At the same time, the Earl of Elgin, President of the Exhibition, announced that, in addition to the United Kingdom and Canada, which has already arranged to participate, Australia, New Zealand, and South Africa had expressed their intention to be represented. Invitations to take part have been extended to the Governments of India to Burma, and to the Colonies.

An insight will be given into the great watch manufacturing industry of Germany, at 5 p. m., EST, August 28th, from Berlin. Whole regions in Germany manufacture watches and the subject will be explained in detail to American listeners.

Short-wave listeners in the United States, especially those on the Pacific Coast, have been making a particular effort to pick up war news in connection with the struggle between Japan and China from the Japanese short-wave broadcasting stations in Tokyo. This is being done by tuning in on the Japanese news bulletins in English.

They are broadcast from Station JZK, 18.7 meters, 15.1 megacycles, and JZJ, 25.42 meters and 11.80 megacycles, at 4:45 p. m., E.S.T. every Sunday, Monday, Wednesday and Friday. Likewise news in English, which contain frequent reference to the war situation are sent from JZK at 12:45 a. m., every night in the week including Sunday.

By using the Alexanderson panel directional antenna and a new type of transmitting tube with much higher powers than are now being used, the General Electric Company expects to broadcast American programs through its new short-wave station at Belmont, California, which will be clearly heard in China and the Far East. Boyd W. Bullock, Assistant Manager of Broadcasting said in an address delivered over Station W2XAD, Schenectady.

"Because of the time difference, most of our programs from the Pacific Coast will be broadcast from midnight to 6 o'clock in the morning, Pacific Coast time, and will reach the Far East during their evening hours," Mr. Bullock said. "Many people, in China particularly, have complained because they could not receive American programs regularly, and we hope if the FCC allows us to build this station, to send some of our best American music and drama to these countries across the sea, and also to broadcast special programs with announcements in the language of these countries. Another series of interesting experiments which we have planned are those to reach the various countries of South America with an extremely strong signal."

ON THE C.B.C.

Maestro Giuseppe Moschetti, who has been a prominent organist over the Rome station, Italy, will be the third distinguished artist heard in the CBC organ series, presented to listeners of the eastern network. Maestro Moschetti will broadcast from Toronto on Thursday, August 26, at 6:00 p. m. EST. His program was as follows:

- Concerto No. 2 in A Minor—Bach.
 - Aria with Variations—Martini.
 - Priere a la Vierge—Bossi.
 - Finale of the Concerto—Moschetti.
- Moschetti is well known in the British Isles, where he has been heard in concert performances. He has been a radio artist in Rome for the past two years and is paying his first visit to this continent, planning concert recitals in several Canadian cities and in New York. The young maestro states that Italian air audiences are permitted no popular or "jazz" music until after eleven o'clock at night and that only fine music is permitted to be played on the organ for broadcast programs.

Norman Birkett, K. C., of London, England, well known English barrister and former member of parliament in the British House of Commons, who has been visiting Canada this summer as the official delegate from Great Britain to the annual conference of the Canadian Bar Association, will be heard in a talk over the national network of the CBC on Saturday, September 4, at 9:30 p. m. EST.

Mr. Birkett, who has a great reputation for wit and originality in public speaking, will not limit himself to any one topic in his broadcast talk. There will be something about the law and golf, about impressions of Canada, and a word about the English Lake Country. Mr. Birkett will speak from Banff.

This year marks the centenary of the death of one of the few contributors to European literature who has ever been compared to Shakespeare, Alexander Pushkin, the Russian poet, who lived from 1799 to 1837, was one of the most prolific writers the world has ever known. As the author of Boris Godunov and Eugen Onegin, his centenary is being celebrated by lovers of Russian literature everywhere.

THE WORLD'S MOST FAMOUS FLAVOR
WRIGLEY'S SPEARMINT
THE PERFECT GUM
SWEETENS THE BREATH
THE QUALITY CHEWING GUM

MICROPHONICS

If Alice Frost, who appears with Walter O'Keefe on the Town Hall Tonight program on NBC, used her full name it would be Alice Dorothy Margaret Frost Foulk, altogether too long for the electric lights. The first four names she acquired when born in Minnesota, the daughter of a Lutheran clergyman. She annexed the Foulk by marrying Robert C. Foulk, actor and scenic designer.

Irene Rich, NBC dramatic star, finds in life "sweet content passing all wisdom." So she told Nellie Revell in an NBC interview after proudly recounting the achievements of her two daughters in the arts. "With my children and my work, I don't know a woman in the world at my age so happy with the life and things," declared Miss Rich.

Take it from Irene Wicker, the Singing Lady on NBC, children constitute the most appreciative section of the radio audiences. "And they are adorable in their frankness in writing in about programs," adds Miss Wicker. "They express their dislikes as definitely as their likes and are a great help in planning programs."

One secret of Hollywood which Jimmie Fidler hasn't told NBC audiences is how he preserves his youthful appearance. Jimmy was 37 on August 24 but looks ten years younger. And this despite the fact that he is a bundle of nervous energy and leads a hectic life in the cinema capital corraling material for his radio programs, newspaper and magazine columns.

Sidelights on Rosario Bourdon, conductor of the Cities Service Concerts on NBC, radio's oldest nationwide full hour program: Speaks four languages and has an amazing memory. . . . Has two stop watches on the stand when he conducts, just in case

The CBC has asked Dr. A. F. B. Clark, Professor of French, University of British Columbia, one of the recognized authorities in North America on Pushkin, to give a broadcast talk describing his life and career. This will be heard over the national network of the CBC from Vancouver on Friday, September 3, at 9:30 p. m. EST.

SHERIFF'S SALE

The following Property will be sold by Public Auction in front of the County Court House, Fredericton, N. B., at twelve o'clock noon, on the Eighteenth day of September, 1937.

For Delinquent Parish and County, Road and School Taxes, with cost.

JOHN MALONEY ESTATE
NEW MARYLAND

All that certain lot, piece or parcel of land in the Parish of New Maryland, County of York, and Province of New Brunswick, grant dated the Twentieth day of October, A. D. 1871, recorded the twenty-first day of October, A. D. 1871, grant number 14,466, Book Number 84.

Beginning at a stake which is distant on a course south eighty-eight degrees and thirty minutes East nine chains and fifty links from another stake which is distant South ten degrees East twelve chains and fifty links from the south-east angle of the Grant to Daniel Donovan in the East range Cork Settlement, thence by the first above mentioned course fifteen chains to a Cedar tree thence South ten degrees East thirty-four chains to a Pine stub, thence North eighty-eight degrees and thirty minutes West fifteen chains to a stake and thence North ten degrees West thirty-four chains to the place of beginning. Containing fifty acres more or less and distinguished as Lot M. Parish and County

Taxes	Roads	Schools
Del. 1930 .. \$.65	\$.40	\$. . .
Del. 193140	. . .
Del. 193273	.40 3.64
Del. 193375	.40 3.64
Del. 193470	.40 2.20
Del. 193570	.40 2.42
Del. 193685	.40 2.10
Del. 193780	.40 2.15

Total \$5.85 \$3.20 \$16.15
Del. Parish and County Taxes \$ 5.85
Del. Road Taxes 3.20
Del. School Taxes 16.15
Total \$25.20
C. N. GOODSPEED,
High Sheriff for York County,
Fredericton, N. B., Aug. 19th, 1937.

one fails to function. Believes a second over or under the line on a broadcast would be a calamity—hence the precaution Pet aversion, love scenes in the movies . . . Favorite food: Hungarian goulash.

"and it's easy to pay for under
HOME IMPROVEMENT PLAN"

Do you need a modern home? Are you dissatisfied with the out-of-date interior, the shabby exterior of your house? Then why not make those improvements you have always wanted, and enjoy a brighter, happier place to live in? You can do it so easily — and comfortably — under the Home Improvement Plan. Decide on the work you want done and get an estimate of its cost.

SIMPLIFIED FINANCING
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 direct to your banker. No security or endorsement needed; you simply show that you can repay in instalments and the loan is made, the work proceeds, your home is made brighter and more livable and men get needed jobs.

Full information on the Home Improvement Plan and what it covers may be obtained from your local committee, your Provincial Chairman, your bank or the National Employment Commission, Ottawa.

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 concern and individuals as a contribution towards that "Nation-wide co-operative effort" envisaged by the Parliament of Canada in the National Employment Commission Act.)

NEW CUPBOARDS
A FIREPLACE
PORCH SCREENS
PAINTING
EAVETROUGH
A NEW FURNACE
REMODEL EXTERIOR
A NEW BATHROOM
A GARAGE