

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

FRIDAY'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—Jackie Heller, Songs
6.30—Leo Barkin, Pianist
6.45—Closing Stock Quotations
7.00—Harry Kogan and Orch.
7.30—Golden Journeys
8.00—Rex Battle's Orch.
8.30—Major Bill
8.45—Kathleen Stokes, Organist
9.00—The United States
9.15—Two-piano Recital
9.30—Pictures in Music
10.00—Backstage
10.30—Night Shift
11.00—To be Announced
11.30—A Westerner Looks About
11.45—The News
12.00—By the Sea

CKAC, MONTREAL, 730 K.
5.30—Fireside Program
6.15—Instrumental Novelties
6.30—L'Heure Recreative
7.00—French Songs
7.15—Le Cure de Village
7.30—Radio Bingo
7.45—La Quintonine Program
8.00—The Provincial Hour
9.00—Hollywood Hotel
10.00—Elmer Ferguson
10.30—Montreal Pharmacy
10.45—Berceuse
11.00—Sports Reporter
11.30—Eddie Duchin and Orch.
12.00—Radio Minuit
12.15—Dance Orchestra
12.30—Dance Orchestra
1.00—Sign Off

WEAF, NEW YORK, 660 K.
6.00—Arthur Lang, Baritone
6.15—While the City Sleeps
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Education in the News
7.15—Barry McKinley
7.30—Press Radio News
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Eddie Duchin and Orch.
9.00—Cities Service Concert
10.00—Waltz Time
10.30—Court of Human Relations
11.00—Campana's First Nighter
11.30—Jimmy Fidler
11.45—Dorothy Thompson
12.00—George R. Holmes
12.15—Orchestra
12.30—Orchestra
1.00—Orchestra

WABC, NEW YORK, 860 K.
5.00—Bob Byron, Whistler
5.15—Among Our Souvenirs
5.30—Bon Voyage
6.00—Salvation Army Staff Band
6.15—Three Treys
6.30—Ray Heatherton, Songs
6.45—Funny Things
7.00—Margaret Daum, Soprano
7.30—Press Radio News
7.45—Sports Resume
7.55—Federation of Jewish Charities
8.00—Poetic Melodies
8.15—Song Time
8.30—Jay Freeman and His Orch.
8.45—Boake Carter
9.00—Hammerstein Music Hall
9.30—Hal Kemp's Dance Band
10.00—Hollywood Hotel
11.00—The Songshop
11.45—To be Announced
12.00—Tomorrow's News Tonight

WBZ, BOSTON, 990 K.
6.00—Neighbor Nell
6.15—Jackie Heller, Tenor
6.30—Choir Symphonette
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.45—Charles Sears, Tenor
7.55—Lowell Thomas
8.00—Mary Small, Songs
8.15—Piano Duo
8.30—Lum and Abner
8.45—Louise Florea, Soprano
9.00—Pontiac Varsity Show
9.30—Death Valley Days
10.00—Believe It Or Not
10.30—To be Announced
11.00—Tommy Dorsey and Orch.
11.30—Fortune Series
12.00—Vagabonds
12.15—King's Jesters
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Arthur Lang
6.15—While the City Sleeps
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Casey at the Mike
7.30—Wrightville Clarion
7.45—Vic Arden's Orchestra
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Concert Program
8.45—White Eagles
9.00—Lucille Manners
10.00—Waltz Time
10.30—Court of Human Relations
11.00—The First Nighter

11.30—Jimmie Fiddler
11.45—Dorothy Thompson
12.00—News
12.15—Orchestra
12.30—Orchestra
1.00—Weather

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 Landor
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

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. Lajole and Orch.
11.00—Sports Reporter
11.30—Anson Weeks and Orch.
12.00—Radio Minuit
12.30—Dance Orchestra
1.00—Sign Off

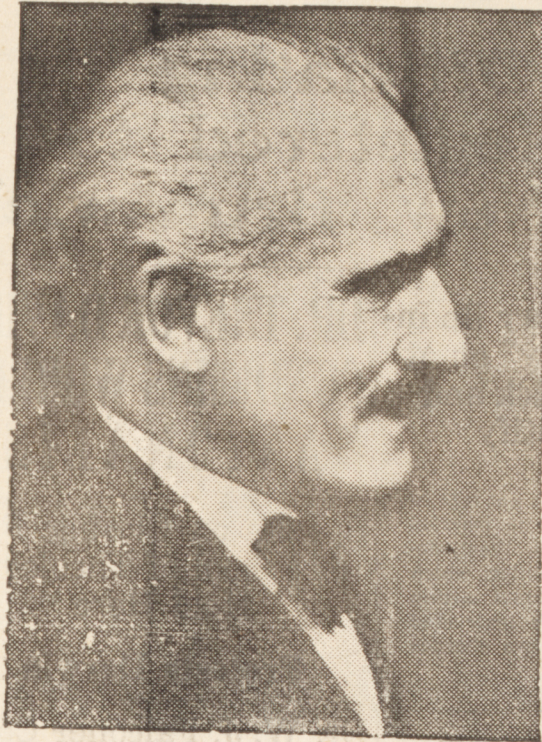
WEAF, NEW YORK, 660 K.
6.30—Kaltenmeyer's Kindergarten
7.00—El Chico
7.30—Press Radio News
7.45—Today's Sports
7.55—The Art of Living
8.00—Top Hatters
8.20—Football Scores
8.30—Steinie Bottle Boys
8.45—Jimmy Kemper
9.00—Meredith Wilson
9.30—Linton Wells
9.45—Concert Orchestra
10.30—Special Delivery
11.00—NBC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

WABC, NEW YORK, 860 K.
5.15—The Dancopators
5.45—George Olsen and Orch.
6.15—Frank Dailey'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
10.45—To be Announced
11.00—Your Hit Parade
11.45—Patti Chapin, Songs
12.00—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 Willson's Orch.
9.30—Linton Wells, Commentator
9.45—NBC Concert Hour
10.30—Special Delivery
11.00—Jamboree
12.00—News
12.15—Orchestra
12.30—Orchestra
1.00—Weather

"Follow the Moon," one of radio's outstanding script shows returns to the air daily from Monday to Friday, starring Eisie Hitz and Nick Dawson, 6 p.m.



Arturo Toscanini, shown in these recent Salzburg pictures at leisure and in action, returns to the United States to conduct NBC's newly created Symphony Orchestra in ten radio concerts on Saturday nights, beginning on Christmas night, December 25.

NEW YORK, Oct. 1.—The National Broadcasting Company's Christmas gift to the radio audience will be presented at 9:00 p. m., on December 25, when Arturo Toscanini lifts his baton to direct the newly created NBC Symphony Orchestra in the first of a series of ten Saturday night radio concerts. The programs, to be broadcast from NBC's largest Radio City studio, will be heard over the coast-to-coast NBC-Red Network each Saturday from 9:00 to 10:30 p. m., EST. The orchestra of picked musicians will also be heard in six preliminary concerts on Saturday nights at the same time.

Get Long Contracts

Artur Rodzinski, conductor of the Cleveland Orchestra and recent guest conductor of the Vienna Philharmonic, will take over the baton on December 4, 11 and 18. He has also served as guest conductor of the New York Symphony, Detroit Symphony, Rochester and Los Angeles Philharmonic Orchestras. At the conclusion of the Toscanini series there will be another series under the direction of Rodzinski.

The first three broadcasts, on November 13, 20 and 27, will be under the baton of Pierre Monteux, noted French conductor, who has served as director of the Boston Symphony Orchestra, the Los Angeles Philharmonic, the San Francisco Symphony and the Vienna Philharmonic Orchestras. The new NBC orchestra will be the first full-size full-time major orchestra to be maintained by an American broadcasting organization. All members are being engaged on contracts of from 40 to 52 weeks. Composed of the finest available instrumentalists and soloists, many of its members are "first chair men"—the designation in musical circles of principal players of the various sections of the orchestra.

Mischakoff Soloist

They have come to the new NBC Symphony Orchestra from such famous musical organizations as the symphony orchestras of Philadelphia, Chicago, Cleveland, Detroit, Cincinnati, Minneapolis, Paris, Madrid, Brussels, Budapest and such famous chamber music groups as the Kreiner, the London and the Musical Art String Quartets.

Mischa Mischakoff, celebrated violinist and concertmaster of the Chicago Symphony Orchestra, will be violin soloist and concertmaster of the NBC Symphony Orchestra.

He will have as assistants Jacques Gasselin, formerly of the French Symphony Orchestra of Paris; Henri Noco, who has been soloist with such outstanding European orchestras as the Pasdeloup of Paris and under Rene-Baton and Chevillard; and Remo Bolognini, formerly with the Philharmonic-Symphony Orchestra under Toscanini.

Among other notable musicians in the new orchestra are: Carlton Cooley, William Primrose, Osvaldo Maz-zucchi, Jascha Schwarzmann, George Torke, John Vandergraaf, Philip Sklar, John Wummer, Robert Bloom, George Grisez, William Pollis, Albert Stagliano, Bernard Baker, Gerhard Warme, William J. Bell, Karl Glassman, Edward Vito and Laura Newell. The NBC Symphony Orchestra concerts will not only be broadcast for American listeners. They also will be sent by short-wave to music lovers of Europe, South America and the rest of the world.

Medicated
with ingredients of
Vicks VapoRub
VICKS COUGH DROP

SPITALNY TRACES CHANGING MUSICAL TASTES TO MOODS

STYLES SYMBOLIC

Music Types Change In Cycles, Says Leader of All-Girl Dance Band

"Music types change in two year cycles, after the fashion of the country's changing attitudes," says Phil Spitalny, whose all-girl orchestra is heard every Monday night in the

"Hour of Charm" over WEA-FNBC at 9:00 P. M., EST.

Pointing to the present decade's song styles as an indication of the nation's temper, Spitalny nominates popular music as the most substantial symbol.

"In 1926," he says, "the country responded to the golden financial era in 6/8 tempo. Such march-like tunes as 'Valencia' were fashionable. This lasted until late in 1928, when the people were going mad with the joy that success brought. Until early 1930, however, the same madness was stimulated by that name known as the stock market 'crash'. This period was accented by such weirdly balanced songs as 'Crazy Rhythm'.

"About the end of that year, we imported the Cuban Rumba which dominated song styles until the close of

RAYMOND AND MACDONALD ON PROGRAMME TOGETHER SUNDAY

WILL DO "STUDENT PRINCE"

First Professional Appearance Together of Mr. and Mrs. Raymond on "Open House" Series

Gene Raymond and Jeanette MacDonald (Mrs. Gene Raymond) will make their first professional appearance together during Miss MacDonald's weekly "Open House" program, Sunday, October 3, from 7:00 to 7:30 p. m., EST. (4:00 to 4:30 p. m., PST) over the nationwide CBS network.

Sigmund Romberg's romantic operetta, "The Student Prince," will be the vehicle for Miss MacDonald and Raymond on their first air appearance together. Miss MacDonald will play the part of Kathie, the daughter of a Heidelberg inn-keeper. Raymond, as Prince Karl Franz, a student at Heidelberg, meets and falls in love with Kathie. Their romance continues smoothly until the Prince's grandfather dies, when Prince Karl is forced to become king and to marry a princess chosen by his ministers.

Miss MacDonald will choose her songs for the program from Romberg's popular score, which includes "Old Heidelberg," "Deep in My Heart," "Serenade" and "Golden Days."

Josef Pasternack and his "Open House" concert orchestra and a choir of specially trained voices will accompany Miss MacDonald and Raymond during the broadcast. Miss MacDonald was born in Philadelphia, Pa., on June 18—started her theatrical career while at high school in a Ned Wayburn musical—left school to join the show but continued schooling in New York—after Wayburn show danced in chorus—gradually won larger roles and was featured as dancer and singer on Broadway in many productions—picked by Ernst Lubitsch for lead in Maurice Chevalier's picture "The Love Parade" after Lubitsch saw a screen test of Jeanette made for another picture—after "The Love Parade" played opposite Dennis King in "The Vagabond King"—scored heavily in other Lubitsch directed pictures—made very successful concert tour of Europe—signed by M-G-M to return to America to star with Chevalier in "The Merry Widow"—rose to motion picture stardom in "Naughty Marietta," "Rose Marie," "San Francisco," "Maytime" and her current success "The Firefly"—radio appearances on "Hollywood Hotel," "Radio Theatre" the present program, her first continuous radio series.

One of the first of the musical directors to hop aboard the radio band wagon was B. A. Rolfe, currently providing the musical background for the Robert L. Ripley broadcasts.



For 1937, Packard presents the top-quality car in each of four price classes

FOR 1937 Packard offers you the four greatest Packards ever built. Each is the leader of its price class. And each sells for a new low price!

The 1937 Packard Twelve is the finest car money can buy. It steps so far ahead mechanically for 1937 that there simply is no other make of car with which to compare it.

The 1937 Packard Super-Eight succeeds both last year's Eight and Super-Eight, and brings to motorists a combination of mechanical advancements which promise to revolutionize fine-car motoring.

The 1937 Packard 120 is proof that a car can be a sensation three times in a row. This car, whose outstanding performance has been the talk of the motoring world,

is an even better car this year.

And—out of Packard's 36 years of experience in building fine cars, now comes a brand-new Packard—The Packard Six.

The greatest low-priced car America has ever seen

Priced at \$1113 f.o.b. Windsor, the new Packard Six is a car that is destined to completely re-shape the low-priced car picture! It brings to its field a combination of qualities that no car of this price has ever possessed before—long mechanical life combined with long style life.

The Packard Six, and its brother Packards, are now ready for you to see and drive. Come in at your earliest convenience and let us demonstrate the tremendous values these Packards offer this year.

THE BRAND-NEW PACKARD SIX
\$1013. and up including taxes f.o.b. Windsor

And up, list at factory, standard accessory group extra

THE GREATER PACKARD 120
\$1332. and up including taxes f.o.b. Windsor

And up, list at factory, standard accessory group extra

THE NEW PACKARD SUPER-EIGHT
\$3219. and up including taxes f.o.b. Windsor

And up, list at factory

THE ADVANCED PACKARD TWELVE
\$4713. including taxes f.o.b. Windsor

And up, list at factory

Every Tuesday night—THE PACKARD HOUR, starring Fred Astaire—NBC Red Net, New York, Coast to Coast, 9:30 E. D. S. T.