

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

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.
6.30—Chateau Laurier Concert Trio
6.45—Closing Stock Quotations
7.00—Dinner Music, Montreal
7.30—Overseas Program
8.00—Presenting Anna Messerie
8.15—Luigi Romanelli's Orch.
8.30—Guess What!
8.45—Roy Campbell's Royalists
9.00—Music and You
9.45—Boy Scouts Association
10.00—This is Paris
10.30—Night Shift
11.00—By the Sea
11.30—Chateau Laurier Orchestra
11.45—News
12.00—Gilbert Darisse and Orch.
12.30—Thirty Minutes to Go
1.00—Hacienda
1.30—Hawaiian Nights

CKAC, MONTREAL, 730 K.
5.00—Westminster Choir
5.30—U. S. Army Band
6.00—Social Announcements
6.20—Jim Forget, pianist
6.30—To be Announced
6.45—Fireside Program
7.15—Organ Interlude
7.30—L'Heure Recreative
8.00—Chansonnets
8.15—Le Cure de Village
8.30—Hockey School of the Air
8.45—Dans les Griffes du Diable
9.00—All Girl Orchestra
10.00—Major Bowes Amateur Hour
11.00—Federated Charities
11.30—Lord Huntley and Orch.
12.00—Molson Sports Review
12.30—Isham Jones and Orch.
1.00—Radio Minut

WEAF, NEW YORK, 660 K.
5.00—La Salle Style Show
5.30—Three Marshalls
5.45—Answer Me This
6.00—While the City Sleeps
6.15—Tom Mix
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Southernaires
7.15—Esso News Reporter
7.30—News
7.45—Three X Sisters
7.55—Billy and Betty
8.00—Amos 'n' Andy
8.15—Voice of Experience
8.30—Gilbert Seldes
8.45—Fox Fur Trappers
9.00—Rudy Vallee
10.00—Show Boat
11.00—Bing Crosby
12.00—Esso News Reporter
12.15—Sherlock Holmes
12.00—Keith Beecher's Orch.
1.00—Shandor
1.30—Frank Le Marr Orch.

WABC, NEW YORK, 860 K.
5.00—Princeton Univ. Choral Assn.
5.30—U. S. Army Band
6.00—Questions before Congress
6.15—All Hands on Deck
6.45—Wilderness Road
7.00—Patti Chapin, songs
7.15—Clyde Barrie, Baritone
7.30—George Hall and Orch.
7.45—Pretty Kitty Kelly
8.00—Poetic Melodies
8.15—Ma and Pa
8.30—Alexander Woolcott
8.45—Boake Carter
9.00—Kate Smith
10.00—Major Bowes Amateur Hour
11.00—Your True Adventures
11.30—The March of Time
12.00—Jay Freeman and Orch.
12.30—Isham Jones and Orch.
1.00—Henry King and Orch.
1.30—Leon Belasco and Orch.

WBZ, BOSTON, 990 K.
5.30—Medical Society
6.00—Story of Mary Martin
6.30—Singing Lady
6.45—Pie Plant Pete
7.00—Esso News Reporter
7.05—Evening Little Show
7.25—Concert Pianist
7.30—News
7.35—Musical
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Cycle Trades of America
8.30—Lum and Abner
8.45—Jerry Cooper, songs
9.00—Roy Shields Review
9.30—To be Announced
10.00—Russian choir
10.30—To be Announced
11.00—Esso News Reporter
11.05—Time, Weather
11.15—Don Bestor
11.30—NBC Jamboree
12.35—Ray Nobles Orch.
1.00—Henry Busse's Orch.
1.30—Don Ferdi's Orch.

WTIC, HARTFORD, 1040 K.
5.00—Fashion Show
5.30—Follow the Moon
5.45—The Guiding Light
6.00—Hauerback Sisters
6.15—Dan Winslow of the Navy
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Bad Ball News
7.30—Wrightville Clarion
7.45—Baxter and Son

8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Guess the Name
8.45—Red Roberts Orchestra
9.00—Rudy Vallee
10.00—Showboat
11.00—Jimmy Dorsey's Orch.
12.00—News
12.15—The Connecticut Legislature
12.20—Martinez Brothers
12.30—Northern Lights
1.02—Jerry Blaine's Orch.
1.30—Demarcos Orch.

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.
6.30—Chateau Frontenac Concert
7.00—Good Evening
7.30—Overseas Program
8.00—At the Organ Console
8.15—The Lyrio Trio
8.30—This Week in History
8.45—The Caballeros
9.00—Acadian Serenade
9.30—Cesare Sodero
10.00—Music for Music's Sake
10.30—Pirouettes
11.00—Mood Reminiscent
11.30—I Cover the Waterfront
11.45—News and Weather Forecast
12.00—Horace Lapp Orch.
12.30—Live, Laugh and Love
1.00—Continental Varieties
1.30—Freshmen and Freshettes

CKAC, MONTREAL, 730 K.
5.30—La Peptonine
6.00—Social Announcements
6.15—Summary and Weather
6.30—Black Horse Time
6.45—Fireside Program
7.15—Instrumental Novelties
7.30—L'Heure Recreative
8.00—L'Arc en Ciel Musicale
8.15—Le Cure de Village
8.30—Radio Bingo
8.45—Queen's Hotel Trio
9.00—The Provincial Hour
10.00—Hollywood Hotel
11.00—The Life of the Party
11.15—Westinghouse Newscast
11.45—The Piano Rambler
12.10—Ozzie Nelson and Orch.
12.30—Anson Weeks and Orch.
1.00—Radio Minut

WEAF, NEW YORK, 660 K.
4.45—The O'Neils, dramatic sketch
5.00—Tea Time at Morrell's
5.30—Claudine MacDonald
5.45—Grandpa Burton
6.00—Lee Gordon Orch.
6.15—Tom Mix
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Moorish Tales
7.15—Moorish Tales
7.35—Jackie Heller
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Edwin C. Hill
8.45—Robert Gately
9.00—Cities Service Concert
10.00—Waltz Time
10.30—Court of Human Relations
11.00—First Nighter
11.30—Red Grange, football star
11.45—Four Showman Quartet
12.00—Esso News
12.15—Phil Levant's Orch.
12.30—Glen Gray
1.00—Fletcher Henderson's Orch.
1.30—To be Announced
1.45—Louis Panico's Orch.

WABC, NEW YORK, 860 K.
5.30—Among our Souvenirs
5.45—Salvation Army Staff Band
6.00—Junior Nurse Corps
6.15—Dorothy Gordon's Corner
6.30—Doris Kerr, songs
6.45—Wilderness Road
7.00—Buddy Clark
7.15—George Hall and his Orch.
7.30—News
7.35—The Three Aces
7.45—Pretty Kitty Kelly
8.00—Mortimer Gooch
8.15—Ma and Pa
8.30—Hollis Shaw, songstress
8.45—Boake Carter
9.00—Broadway Varieties
9.30—Hal Kemp's Dance Band
10.00—Hollywood Hotel
11.00—Philadelphia Orch.
11.30—To be Announced
11.45—Vocals by Verrill
12.00—Tomorrow's News Tonight

WBZ, BOSTON, 990 K.
6.00—Story of Mary Martin
6.15—The Singing Lady
6.45—Musical
7.00—Esso News Reporter
7.05—Evening Little Show
7.20—News
7.45—Lowell Thomas
8.00—Uncle Sam at Work
8.15—The Stainless Show
8.30—Lum and Abner
8.45—Musical Moments
9.00—Irene Rich
9.15—Singing Sam
9.30—Death Valley Days
10.00—Chicago Symphonic Hour
10.30—Twin Stars
11.00—Jack Pearl
11.30—Girl Scout Dinner
11.45—Elza Schallert Reviews
12.00—Esso News Reporter

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OFFER WIDE VARIETY OF BARGAINS TO FREDERICTON SHOPPERS
WHATEVER IT IS YOU CAN PROBABLY BUY IT ON YORK ST.



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Scrutinize our display of Choice
Edibles and Save Money.

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Also our Special

GRAPEFRUIT

Large size 5c
THICK SKIN, JUICY

Spanish Oranges 17c
Dozen

CELERY 7c
FLORIDA Head

SPINACH 25c
2 pounds

Iceberg Lettuce 10c
Each

RADIOODDITIES

Kate Smith, who has never had a piano or vocal lesson in her life, never has sung a note off-pitch in her entire radio career, even when afflicted with an occasional cold.

Arthur Godfrey, assistant to the Prof. on those Prof. Quiz programs, has 12 commercials on his own, but is not superstitious, for he has just added the 13th.

Phil Spitalny, who is of Russian extraction, has, among his all-girl orchestra, a real League of Nations, for the girls are of Russian, French, Hungarian, English, German, Canadian, Polish, Irish and Rumanian descent.

Gracie Allen, who talks a blue streak on the air, sits through script rehearsals without saying a word. "On account of I'm thinking," says she, "though you couldn't tell." "No," agrees George, "you couldn't."

Guy Lombardo is radio's ace tune-sleuth. He recognizes the smallest likeness, whether the "theft" be from the classics, an earlier popular melody, or from some old folk-song.

Joe Penner, long identified with nonsense songs, made his first hit, as a boy soprano, singing sacred music.

WASHINGTON, April 22—Pan American Airways received permits from Great Britain, Canada and the Irish Free State today for trans-Atlantic flying rights into those countries.

12.05—Time and Weather
12.08—Chicago Symphonic Hour
12.30—Esso News Reporter
1.00—Bob Crosby
1.30—To be Announced

WTIC, HARTFORD, 1040 K.
5.00—French Lessons
5.30—Follow the Moon
5.45—The Guiding Light
6.00—Adventures of Dari Dan
6.15—Don Winslow of the Navy
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Stewart Sisters
7.30—Wrightville Clarion
7.45—Musical Moments
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Concert Program
8.45—Count of Monte Cristo
9.00—Lucille Manners
10.00—Waltz Time
10.30—Court of Human Relations
11.00—First Nighter
11.30—Variety Show
12.00—News
12.15—Connecticut Legislature
12.30—Jack Denny's Orch.
1.00—Weather Report

KATE SMITH A REAL EXPERT

"Just as it takes all kinds of people to make a world," says Kate Smith, "so it takes all kinds of highly-trained specialists to make a successful radio rehearsal."

Those of Kate's admirers who fondly imagine her only duties are to sing an occasional song, then sit quietly by, don't know the half, or even a tenth, of the actual truth.

At the beginning of their long Thursday afternoon rehearsal, Kate, and Ted Collins, her announcer-manager, check on every unit of the broadcast—announcer, continuity-writers, actors, guest-artists, radio technicians, sound-effects men and musicians.

Kate and Ted work rapidly, crisply, unflustered by any complications. When actual rehearsal starts, Ted sits at one side, out in the audience, making constant notations. At a nod from him, Kate signals Jack Miller, her orchestra leader, who taps his baton for quiet. "Let's go fellows," Kate smiles, "we're ready for our new waltz-time arrangement."

A few bars and Kate calls a halt. "The brasses are too close to the mike, boys. Strings—better give us more volume on the last eight bars. Okay, Ted." It's okay with Ted, who knows her sense of perfect pitch and instinct for exact placement of the orchestra. Kate puts thumbs down on the old stage motto—"Bad rehearsal—good performance." "You have to make 'em both letter perfect," says Kate—which she usually does.

New Song to Have Premiere on 'Canada'

A new song with lyrics by Lionel Shapiro, Canadian newspaper columnist, will be heard on the air for the first time on "Canada 1937" broadcast on Sunday, April 25, 5:45 to 6:20 p.m., EDT. Entitled "Follow the Trails Through Canada," the music was written by Ken Sisson, noted orchestra leader and arranger. As Lionel is a modest young man, it is unlikely, however, that he will pick his new number as the hit tune of the week when he reviews the stage and screen from New York.

Other musical numbers which will be heard on the programme include "Jamboree" from the new movie "Talk of the Town" and "Chimes of Spring."

SPIELERS STEAL SPOTLIGHT

The radio announcer, once the butt of more jokes than a crooner, is today recognized as an essential factor in the success of a sponsored programme.

Listeners-in accept the inevitable commercial spiel, but they are quick to recognize quality in announcing. Programme managers first learned that they couldn't afford to let "just anybody" read sponsor's plugs. Now they're realizing that they've been neglecting the talents of men who are valuable as personalities.

Arthur Godfrey, Washingtonian, rated the highest-paid in the country, has 12 commercials and one daily programme with 75 sponsors. He was selected for the Prof. Quiz Saturday night show, after several weeks' search to find exactly the right voice quality.

Jimmy Wallington is another important announcer, whose exclusive activities have expanded to include entertaining and acting as straight-man to Eddie Cantor.

David Ross, in addition to his "merchandising talk" on the Andre Kostelanetz show, is well-known for his own sustaining programme, "Post's Gold." Andre Baruch, of Kate Smith Bandwagon, has been featured on commercial broadcasts and now has his own programme as commentator.

So adroit have these men become at making friends via the microphone, that each has a regular fan following as loyal as any type of performer on the airwaves.

Lily Pons Features Song of French Queen

Lily Pons' interpretation of "Chanson de Marie Antoinette," written by the tragic French queen about 1780, will be the highlight of the Andre Kostelanetz programme Wednesday, April 28, at 9 p.m., EST, over the WABC-CBS network.

Kostelanetz first heard the song in Russia 10 years ago, played by a friend, the late Myron Jacobson. Prince Yousouppoff, the nobleman generally supposed to have killed the "mad monk," Rasputin, gave the song to the pianist for modern arrangement. Originally composed for harpsichord, it was necessary to reconstruct the manuscript for piano scoring.

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A new assortment that strike a novel note in women's Spring Wear.

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LONG LASTING
AND A
PLEASURE
TO WEAR**

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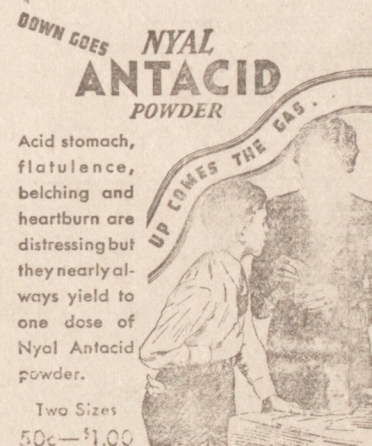
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**MOTHPROOF
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Large Size
Side Opening
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KENNETH STAPLES DRUG CO., LTD.

MICROPHONICS

John B. Kennedy, NBC commentator, qualifies as a radio pioneer. He began broadcasting way back in '24 when he served as master of ceremonies of a magazine hour. He left a remuneration post as associate editor and writer on the same periodical to devote his energies to radio. Kennedy's curt, incisive manner of speech has made his one of the best known

and most popular voices on the air. Rating high in the esteem of studio attaches is Vivian Della Chiesa, NBC's beautiful blonde lyric soprano. She comes pretty near being the pet of the broadcasting chambers because of her unaffected ways and ingratiating charm. "Be natural," is the first tenet of Miss Chiesa's creed and it has won for her many friends and admirers.