

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.

6.30—Johnny Johnston, Baritone
6.45—Old Mill Trio
7.00—Mary Small, Songs
7.15—Saxophone Quartette
7.30—Canadian Press News
7.45—Bughouse Rhythm
8.00—Lotus Land
8.30—Remembrance of Things Past
9.00—Shadows on the Grass
9.30—From a Viennese Garden
10.00—Backstage
11.30—To be Announced
10.45—Canadian Press News
11.00—Promenade Concert
12.00—Hawaiian Nights

CKAC, MONTREAL, 730 K.

5.30—Fireside Program
6.15—Instrumental Novelities
6.30—L'Heure Recreative
7.00—French Songs
7.15—Le Cure de Vil'age
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.

4.30—Story of Mary Marlin
4.45—Road of Life
5.00—Arthur Long, Baritone
5.15—While the City Sleeps
5.30—Don Winslow of the Navy
5.45—Jackie Heller, Tenor
6.00—Education in the News
6.30—News
6.45—Today's Sports
6.55—Billy and Betty
7.00—Amos 'n' Andy
7.15—Uncle Ezra
7.30—El Caballero
7.45—Bughouse Rhythm
8.00—Cities Service Concert
9.00—Waltz Time
9.30—Court of Human Relations
10.00—First Nighter
10.30—Jimmy Fidler
10.45—Dorothy Thompson
11.00—George Holmes
11.45—Orchestra
11.30—Orchestra
12.00—Orchestra
12.30—Orchestra
12.45—Dance Orchestra

WABC, NEW YORK, 860 K.

6.00—Margaret Troun, Soprano
6.30—Press-Radio News
6.45—Sports Resume
6.55—Orchestra
7.00—Poetic Melodies
7.15—Jay Freeman and Orch.
7.30—Hollace Shaw, songs
7.45—Boake Carter
8.00—Hammerstein Music Hall
8.30—Hal Kemp's Dance Band
9.00—Hollywood Hotel
10.00—The Song Shop
10.30—Del Casino, Songs
11.00—Tomorrow's News Tonight
11.15—Dance Orchestra
11.30—Dance Orchestra
12.00—Dance Orchestra
12.30—Dance Orchestra
1.00—To be Announced

WBZ, BOSTON, 990 K.

5.00—Lucille and Lanny
5.15—Escorts and Betty
5.30—Choir Symphonette
5.45—Orchestra
6.00—Orchestra
6.30—News
6.45—Lowell Thomas
7.00—Mary Small, Songs
7.15—Piano Team
7.30—Lum and Abner
7.45—Luisa Fiore, Soprano
8.00—Roy Campbell Royallists
8.15—Harmonica Ensemble
8.30—Death Valley Days
9.00—Believe It or Not
9.30—To be Announced
10.00—Tommy Dorsey
10.30—Address by Pres. Roosevelt
11.00—Promenade Concert
12.00—Dance Orchestra
12.30—Dance Orchestra

WTIC, HARTFORD, 1040 K.

5.00—Arthur Lang
5.15—While the City Sleeps
5.30—Dow Winslow of the Navy
5.45—Jackie Heller
6.00—News
6.15—Baseball and Highlights
6.30—Wrightville Clarion
6.45—Gus Hoenschim and Guests
7.00—Amos 'n' Andy
7.15—Uncle Ezra
7.30—Concert Program
7.45—The White Eagle
8.00—Lucille Manners
9.00—Waltz Time
9.30—Court of Human Relations
10.00—The First Nighter
10.30—Orchestra
11.15—News
11.20—Orchestra
11.30—Orchestra
12.00—Weather Report

12.02—Dance Orchestra
12.30—Dance Orchestra
1.00—Sign Off

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.

6.30—Alma Kitchell, Contralto
6.45—Recital
7.00—El Chico
7.30—Interviewing the Great
7.45—Luigi Romanelli
8.00—Meredith Wilson and Orch.
8.30—Don Messer and Orch.
9.00—Louisiana Hayride
9.30—Legend d'un Peuple
10.00—Dixieland Minstrels
10.30—To be Announced
10.45—Canadian Press News
11.00—Exchange Program
11.30—Banff 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—Newsweek
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
6.30—Press News
6.45—Today's Sports
6.55—The Art of Living
7.00—El Chico
7.30—Musical Program
7.45—Piano Duo
8.00—Meredith Wilson Orch.
8.30—Linton Wells
9.30—Special Delivery
10.00—NBC Jamboree
11.00—Dance Orchestra
11.30—Dance Orchestra
12.15—Dance Orchestra
12.30—Dance Orchestra

WABC, NEW YORK, 860 K.

5.15—Orchestra
5.45—Great Lake's Review
6.15—Orchestra
6.30—Press Radio News
6.45—Sports Resume
6.55—Melodies of Yesterday
7.00—Count Basie & Orch.
7.15—Song Time
7.30—Columbia Concert Hall
8.00—Swing Club
8.30—Johnny Presents
9.00—Prof. Quiz
9.30—Hollywood Showcase
10.00—Your Hit Parade
10.45—Patti Chapin
11.00—Dance Music
11.30—Dance Music
12.30—Dance Orchestra
1.00—To be announced

WBZ, BOSTON, 990 K.

4.00—Club Matinee
5.00—Variety Show
5.30—Orchestra
6.00—Piano Solos
6.30—News
6.45—Whither Music?
7.00—Message of Israel
7.30—Uncle Jim's Question Bee
8.00—Home Towners
8.30—Noia Day, songs
9.00—National Barn Dance
10.00—To be Announced
11.00—Cordobian and Violin
11.30—Dance Orchestra
12.00—Dance Music
12.30—Dance Orchestra

WTIC, HARTFORD, 1040 K.

4.30—Orchestra
5.15—Vagabond Adventures
5.30—Kaltenmeyer's Kindergarten
6.00—News
6.15—Baseball Scores
6.30—Wrightville Clarion
6.45—Behind the Scenes
7.00—El Chico
7.30—Jimmy Kemper
7.45—Sports of the Week
8.00—Orchestra
8.30—Linton Wells
9.30—Special Delivery
10.00—Jamboree
11.00—News
11.15—Dance Music
11.30—Dance Music
12.00—Weather Report
12.02—Dance Music
12.30—Dance Orchestra

OR G. R. LISTEN
: Dentist :
Burchill-Wilkinson Building
QUEEN STREET : Below Regent

VARSITY SHOW OPENS NEW SERIES ON ALABAMA CAMPUS

NEW YORK, Sept. 24—Varsity Show, a half hour of variety entertainment featuring undergraduate talent from the campuses of the country's leading universities, will return to NBC October 1 for a new series of broadcasts. Paul Dumont, production director of the initial series, will be master-of-ceremonies.

The series will open on the campus of the University of Alabama Friday, October 1, at 8:00 p. m., EST, and will be broadcast every Friday thereafter over the Blue Network of the National Broadcasting Company under the sponsorship of the Pontiac Motor Division of General Motors.



Paul Dumont

The next five broadcasts will originate from Purdue University, October 8; Southern Methodist University, October 15; University of Virginia, October 22; Fordham University, October 29; and Indiana University, November 5. Forty-eight colleges and universities have applied to Pontiac for a place on the Varsity Show series.

Dumont, as master-of-ceremonies of the program, will arrive at each college several days ahead of the broadcast to select and rehearse the cast. As last year, the programs will be made up of dramatic sketches, comedy acts and musical performances by glee clubs and bands.

Dumont for several years has been a leading member of both announcing and production staffs at NBC. He joined the announcing staff in 1927 and won a wide reputation as commentator on important sports and other public events. For a time he served as supervisor of NBC announcers. As a member of the NBC production staff Dumont has had diversified experience, including extensive writing of radio plays, most of which he has directed himself.

He was the first announcer to report a rowing regatta for NBC—the Harvard-Yale regatta at New London in 1928. He also gave a play by play description of the first Army-Southern Methodist University game played in the North in 1928.

In addition to serving as master-of-ceremonies of the show, Dumont will continue as NBC production director.

QUEENA MARIO ON MAGIC KEY SEPT. 26

CLEVELAND, Sept. 24—The Magic Key of RCA programs, featuring Queena Mario, operatic soprano, as guest star, will be produced here Sunday, September 26, on the occasion of the affiliation of station WHK with the NBC-Blue Network.

As a gesture to the Ohio metropolis, guest stars of the Magic Key usually heard from New York will go to Cleveland for the performance in the Music Hall of the public Auditorium, to be broadcast at 2:00 p. m., EST, over the NBC-Blue Network. Dr. Frank Black, NBC's general music director and director of the Magic Key Orchestra, will go to Cleveland as will the humorist master of ceremonies, Tex O'Rourke; Jean Sablon, the French singing star, and Milton Cross, announcer.

Songs by the Cleveland Orpheus Choir will be heard and a special feature yet to be chosen.

CHORAL SINGERS FEATURE OF NEW C.B.C. SCHEDULE

Group Under Direction of W. H. Anderson, to be Heard Weekly

WINNIPEG, Sept. 24—A new choral group comprised of many of the more prominent choral singers in Winnipeg with Herbert Sadler, Organist, will be heard over the national network of the Canadian Broadcasting Corporation in a new series of programmes to be known as "The Choristers" starting September 26 at 11:30 p. m. EST. The new series which will be under the direction of W. H. Anderson will be presented to the midwest and western networks.

William Henry Anderson was tenor soloist with outstanding choirs in London, England, among them the famous choir of St. Paul's Knightsbridge. Coming to Canada in 1910, he has since been identified with choirs and choral groups, having conducted the noted C. N. R. Choral Society for seven years. He is at present choirmaster of St. Andrew's United Church, Winnipeg. Mr. Anderson is also a composer of note, a number of his composition being listed in the catalogues of prominent London and New York publishers.

Herbert J. Sadler is already well known to radio listeners as the organist for the 'Vesper Hour', a Sunday afternoon feature of the CBC's national network for three years.

Born in Gloucestershire, he received his organ training at Bristol, specializing in plain chant and hymnody under Dr. H. L. Boustead, prominent cleric. He has been in Canada since 1909, and served in the Great War.

Mr. Sadler is a charter member of the Winnipeg Chapter of the Canadian College of Organists, and the first Winnipeg organist to obtain the Associate Degree of the College. He is at present organist and choirmaster of Westminster United Church, and also conductor of the Winnipeg Philharmonic Society, a choral group of 180 voices. Some of his own compositions will be included in the forthcoming series.

BABY'S OWN SOAP
From Baby's birth test out its worth.
Albert Soap Limited, Mfrs., Montreal.

TOM MIX STARTS FIFTH SEASON ON WESTERN SERIES

New Program to Begin Sept. 27, Nightly Show Except Sat., Sun.

CHICAGO, Sept. 24—Tom Mix—Ralston Straight Shooters, thrilling radio adventure series based on the career of the famous cowboy actor, will return to the air for the fifth consecutive season and will be broadcast daily except Saturday and Sunday over the NBC-Blue Network at 5:45 p. m., EST, beginning on Monday, September 27.

As in the past, the program will be sponsored by the Ralston Purina Company.

A series of new episodes from the colorful cowboy's experiences, as U. S. marshal, Texas ranger, sheriff and movie star will be dramatized and presented with an all star cast.

The part of Tom Mix again will be played this season by Jack Hoiden, popular red haired actor and announcer, who was heard in the role last year. Percy Hemus, veteran Broadway character actor, will return in the part of the "Old Wrangler."

Harold Peary, versatile man of many voices, will be in the cast again this fall, playing several roles including that of "Hog Barrett," "Lee Lou" and "Chief Clumsy Bear." The Ranch Boys—Jack Ross, Shorty Carson and Curly Bradley—will sing their western songs and play roles of cowpunchers.

There will be a repeat broadcast at 6:45 p. m., EST.

Maestro On Music

"I hate the use of that much-abused phrase 'good music,'" says Alfred Wallenstein, conductor of the Voice of Firestone Concerts on NBC. "It seems to me that 'good music' and all the other high-sounding words like 'modern,' 'classic,' 'significant,' 'educational' ought to be put on a high shelf and left there for keeps.

"We have got to get rid of the words and let the music speak for itself; for we play music because we enjoy it and we hear it for the same reason. Too many listeners are frightened by high-minded words.

"To my mind, an audience, whether it is listening to the best 'classic' music of the past, or to the 'significant' music of the present, would be best equipped for judgment by relying entirely on their ears.

"What I really believe is that listening to music is much more important than explaining it before-hand."

HALIBURTON'S FAMOUS "SAM SLICK" COMES TO CORPORATION NETWORKS IN NEW DRAMA SERIES

Programs Based on Famous Nova Scotian Humorist Will Begin On Centennial of First Publication, September 27

HALIFAX, Sept. 24—The philosophizing and adventures of Sam Slick of Slickville, immortal character of Thomas Chandler Haliburton's "The Clockmaker," and his inseparable companion, the Squire, will be presented in a series of broadcasts over the national network of the CBC as a feature of the new fall and winter program schedule. The broadcasts, which will originate in the Corporation's Halifax studios and which will be heard every Monday at 10:00 p. m. EST starting September 27, will mark the centennial celebration of the first publication of the book.

Although one of Nova Scotia's most famous fictitious figures and one who for years kept thousands chuckling at his humor, soothsayings and keen observations as he peddled his wares up and down the mainland of the province, Sam Slick gradually has become forgotten with the increase in publication of other literature. It is in recognition of the anniversary of his introduction to the public and in the hope of generating renewed interest in a book once universally enjoyed, that the CBC has arranged the series of dramatizations embracing the more outstanding of the clockmaker's adventures.

Haliburton's "The Clockmaker" first appeared in serial form in the Halifax Novascotian, of which Joseph Howe was editor and publisher and which at that time was the leading newspaper in North America in both political and literary influence. In 1837 it was published in book form in England and Philadelphia and soon won widespread popularity.

Haliburton undoubtedly intended that Sam Slick should amuse but it is believed that the author's primary motive was to use him as a mouthpiece for his own opinions on the customs and calibre of the Nova Scotians whom, he felt, were neither qualified nor capable of dealing with the direction of their government. A rigid Tory and an ardent champion of the established order, Haliburton found in Sam Slick the means of satirizing his countrymen for their dependence upon government and their lack of faith in their native land.

Haliburton was not very successful in his use of Sam to further his political ambitions for, as he was attempting to discredit the public in

their ability to manage the form of responsible government, Howe, his erstwhile friend who had turned enemy when Haliburton had the temerity to lampoon him in his own newspaper, continued to defeat him at elections. Haliburton, although he may have been considered a failure in public life, through Sam Slick nevertheless became an outstanding figure in Canadian history and in American literature.

The radio adaptation of Sam Slick of Slickville has been written by Bert E. Robinson, staff writer of the Canadian Broadcasting Corporation at the Halifax studios, who spent several months in study and research and who has injected into the scripts all the humor and adventure that made the book so popular years ago. Mr. Robinson was assigned the work because of his wide knowledge of Nova Scotia and because he is considered an authority not only on "The Clockmaker" but on other published works by Haliburton.

FILM EXECUTIVE TO INTRODUCE TYRONE

HOLLYWOOD, Sept. 24—Darryl F. Zanuck, vice-president in charge of production of Twentieth Century-Fox Pictures, will be the guest of Tyrone Power Sunday, October 3, when the young screen star inaugurates his weekly dramatic presentations over the NBC-Blue Network at 9:00 p. m., EST.

Famed as the youngest studio chief in Hollywood, Zanuck will make one of his rare air appearances to introduce Power.

Zanuck is credited with discovering Power. After seeing a screen test of the young actor Zanuck signed him at once to a seven year contract. Power's quick success in films bore out the confidence the producer had in him. With every picture Power grew more popular until he reached film stardom.

Power will be heard every Sunday night in half hour dramatizations of popular short stories and hit Broadway plays. The program is to be sponsored by John H. Woodbury, Inc.

"and it's easy to pay for
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 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 contractors 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