

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

WEDNESDAY'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—Piano Recital
6.30—The Tiny Travellers' Club
6.45—Closing Stock Quotations
7.00—Harry Kogan and Orch.
7.30—Dancing Strings
8.00—Markowsky and his Orch.
8.15—La Salle Cavaliers
8.30—Major Bill
8.45—Ernest Dainty, Organist
9.00—Laughing with Canada
9.15—Snyder and Ross
9.30—National Sing Song
11.00—Tudor String Quartet
11.30—The Last Buffalo Hunter
11.45—The News
12.00—Restless Bows

CKAC, MONTREAL, 730 K.
5.30—The Fireside Program
6.15—Waltz Time
6.30—The Recreative Hour
7.00—French Songs
7.15—Le Cœur de Village
7.30—Nationale de Benefices Mutuel
7.45—Dans les Griffes du Diable
8.00—Emission
8.30—Laugh with Ken Murray
9.00—Chantons en Chœur
10.00—Cavaliers de la Salle
10.15—Westinghouse Newscast
10.30—Montreal Pharmacy
10.45—Berceuse
11.00—Molson Sports Reporter
11.10—Bunny Berigan and Orch.
11.30—Joe Reichman and Orch.
12.00—Radio Minuit
12.15—Dance Orchestra
12.30—Dance Orchestra
1.00—Time and Sign Off

WEAF, NEW YORK, 660 K.
6.00—Not for Ladies
6.15—While the City Sleeps
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Ps and Qs
7.15—Carol Deis, Soprano
7.30—Press Radio News
7.35—Today's Sports
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Swing Harmonicas
8.45—Jean Sablon
9.00—One Man's Family
9.30—Lady Esther's Serenade
10.00—Town Hall Tonight
11.00—Hit Parade
11.45—Alstair Cooke
12.00—Orchestra
12.15—Ink Spots

WABC, NEW YORK, 860 K.
5.00—Dance Time
5.30—Russell Dorr, Baritone
5.45—Academy of Medicine
6.00—Ann Leaf at the Organ
6.15—Song Stylists
6.30—Doris Kerr, Songs
6.45—Funny Things
7.00—Jack Shannon, Songs
7.15—Four Stars
7.30—Press Radio News
7.35—Sports Resume
7.45—The Singing Waiters
8.00—Poetic Melodies
8.15—Song Time
8.30—Jay Freeman and Orch.
8.45—Boake Carter
9.00—The Cavalcade of Music
9.30—Texaco Town
10.00—Chesterfield Presents
10.30—Beauty Box Theatre
10.45—Gang Busters
11.30—Del Casino, Songs
11.45—To be Announced
12.00—Tomorrow's News Tonight

WBZ, BOSTON, 990 K.
6.00—Neighbor Nell
6.15—Piano Recital
6.30—Singing Lady
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.35—Jack Baker, Tenor
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Nola Day
8.30—Lum and Abner
8.45—Charlotte Landings, Soprano
9.00—Mary Small
9.30—To be Announced
10.00—Frank Black, String Symphony
11.00—Gen. Hugh Johnson
11.15—Joan Edwards, Contralto
11.30—NBC Minstrel Show
12.00—Vagabonds
12.15—Kings' Jesters
12.30—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Not for Ladies
6.15—While the City Sleeps
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Baseball Scores
7.30—Wrightville Clarion
7.45—Vic Arden's Orch.
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Shero Trio
8.45—White Eagles
9.00—One Man's Family
9.30—Wayne King's Orch.
10.00—Walter O'Keefe and Orch.
11.00—Your Hit Parade
11.45—Talks by Alstair Cooke
12.00—News

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.
6.00—Program Resume
6.15—Stuart Grace, Songs
6.30—John Duncan, Harpist
6.45—Closing Stock Quotations
7.00—Harry Kogan and Orch.
7.30—L'On Chante
8.00—G. R. Markowsky and Orch.
8.15—La Salle Cavaliers
8.30—The Lamplighter
8.30—Radio Journal
8.45—Kathleen Stokes, Organist
9.00—Democracy at Work
9.15—Mary Frances James, Soprano
9.30—Back to Methuselah
10.00—To be Announced
11.00—Witch's Tale
11.30—Canadians That Count
11.45—The News
12.00—The Farmer Fiddlers

CKAC, MONTREAL, 730 K.
5.00—Social Announcements
5.30—Fireside Program
6.15—Organ Interlude
6.30—L'Heure Recreative
7.00—Musical Varieties
7.30—Adventures of Laviguer
8.00—French Talk
9.00—Amateur Hour
10.00—To be Announced
10.30—Lloyd Huntley and Orch.
11.00—Sports Reporter
11.30—Isham Jones and Orch.
12.00—Radio Minuit
12.15—Harry Owen and Orch.
12.30—Vincent Lopez and Orch.
1.00—Sign Off

WEAF, NEW YORK, 660 K.
6.00—Carlie and Bon Bon
6.15—Organ Recital
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Norseman's Quartet
7.15—Turn Back the Clock
7.30—Press Radio News
7.35—Today's Sports
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Schaeffer Revue
9.00—Rudy Valet and Guest Artists
10.00—Show Boat
11.00—Kraft Music Hall
12.00—Footnotes on Headlines
12.30—Northern Lights
1.00—Orchestra

WABC, NEW YORK, 860 K.
5.00—Myrt and Marge
5.15—The Novelists
5.30—U. S. Army Band
6.00—Clyde Barrie, Baritone
6.15—Elsie Thompson at the Organ
6.45—Dorothy Gordon's Corner
7.00—Del Casing, Songs
7.15—Hobart Bosworth
7.25—Press Radio News
7.30—Eddie Dooley's News
7.45—George Hall and Orch.
8.00—Poetic Melodies
8.15—Song Time
8.30—Lewis Browne Comments
8.45—Patti Chapin, Songs
9.00—Kate Smith Hour
9.30—Eddie Dooley's News
10.00—Major Bowes' Hour
11.00—Your True Adventures
11.30—March of Time
12.00—Orchestra

WBZ, BOSTON, 990 K.
6.00—Peggy Wood Calling
6.15—Stuart Gracie, Baritone
6.30—Singing Lady
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.35—Tony Russell, Tenor
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Healani of the South Seas
8.30—Lum and Abner
8.45—Kidoodlers
9.00—Gen. Hugh Johnson
9.15—Helen Traubel, Soprano
9.30—George Bernard Shaw's Plays
10.45—To be Announced
11.00—NBC Nightclub
12.00—Vagabonds
12.15—Kings' Jesters
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Carlie London and Bon Bon
6.15—Archer Hibson, Organist
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Casey at the Mike
7.30—Wrightville Clarion
7.45—Whispering Jack Smith
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Continental
8.45—The Spotlight
9.00—Rudy Valet's Variety Show
10.00—Show Boat
11.00—Johnny Trotter's Orch.
12.00—News
12.15—Orchestra
12.30—Orchestra
1.00—Weather

WILL BROADCAST INSTALLATION OF GOVER.-GENERAL

To be First Grand Master N. S. Order Good Times In Over 300 Years

OTTAWA, Sept. 29—His Excellency, Lord Tweedsmuir, Governor-General of Canada, will become the first Grand Master of Nova Scotia's ancient and colorful "Order of the Good Times" since Champlain. Poirinecourt and Lescarbot held that honor in 1607 when, during a ceremony typical of the pomp and pageantry identified with the original functions of this Order, he dons the great cloak, the jewelled chain and is duly elected to office on September 30.

This historic ceremony, which for 300 years has rested unused, will be brought to Canadians over the national network of the CBC in a broadcast to be heard from 11.00 a. m. to 12.00 noon, EST, direct from Annapolis, N. S., where the first Grand Master was installed.

Listeners, through the CBC, will be able to follow the routine of the ceremony as it was originally set forth. Descriptions will be given by J. Frank Willis and appropriate music from the band of the Royal Canadian Regiment will lend additional color to the proceedings.

The "Order of the Good Times" has been revived by the government of Nova Scotia in the belief that there is much in the aims and objects of the Order as well as in the spirit and purpose which motivated its formation, to warrant its perpetuation.

In The Wake Of the Legion

The recently concluded attendant to the American Legion Convention in New York added interesting experiences to the memoirs of both Jessica Dragonette, the songstress, and Ted Collins, announcer-producer of the Kate Smith shows.

After a taxing day's work on the forthcoming Kate Smith CBS show, Collins sought relaxation from production, celebrities and microphones by trying to get lost in the crowds that were viewing the Legionnaires parading up Fifth Avenue. Before he could lose his identity in the onlookers, however, he was spied by weary announcers for MOR-MBS who had been broadcasting descriptions of the spectacle the whole day. Ted spent most of his evening of relaxation describing the Legion parade for the MBS audience.

At Madison Square Garden, following the Parade, Jessica Dragonette was viewing emergency demonstrations of the local police and fire departments as a guest in the box of

CHOSE HARD ROAD TO SUCCESS

NEW YORK, Sept. 29—Joan Edwards, NBC's 19-year-old rhythm singer, is determined to make good strictly on her own. She's the niece of Gus Edwards, famous for discovering and developing stars. Joan wants none of his influence.

Born into an atmosphere of show business, Joan began to manifest a talent for music at an early age. Her father, a song publisher, and her mother, a former vaudeville singer, encouraged the child in her ambition to become a singing pianist. She studied piano with the late George Gershwin's teacher, majored in music at Hunter College and followed that with a year of study at Juilliard School of Music.

From here on she might have chosen the easy path to the top, since her uncle Gus could easily have used his influence to secure choice spots for her. Instead, she chose the bumper road.

Joan Edwards has suffered her quota of heartbreaks and disappointments and is now ready to reap the rewards of her efforts. Joan made her professional debut in Miami where she was presented by Rudy Vallee. Later she appeared as guest star on Vallee's NBC program and



was also presented by Fred Allen. As an NBC artist she is heard over the NBC-Blue Network on Tuesdays and Wednesdays at 10:15 p. m., EST.

KATE REVISES CHAMPION LIST

Aces of baseball, golf, horse racing, fishing and polo will be featured in the revised list of prominent sports figures in "The Parade of Champions", a highlight of the premiere of Kate Smith's new series on WABC-CBS on Thursday, September 30, from 8:00 to 9:00 P. M., EST. The new athletic stars to be introduced by sports writer Joe Williams are Lou Gehrig, home run king; Ralph Guldahl, U. S. Open Golf Champion; Charlie Kurtsinger, America's premier jockey; Francis Lowe, outstanding fly fisherman, and Cecil Smith, star of America's championship polo team.

Oakie Adds Article

Jack Oakie has added dialectics to Artie Auerbach to the mythical faculty of "Oakie College", which has its premiere as the first half of radio's only double feature on Tuesday, September 28th, from 9:30 to 10:00 P. M., EST, over WABC-CBS. Auerbach

New York's Mayor LaGuardia. When the Mayor saw the charming singer fumbling through her coat pockets, he inquired and found she had lost a glove.

He assured her there was nothing to worry about. Pushing open the switch for the police public address system he put New York's blue coats through an unique drill.

They were requested to find the missing glove—and they did.

'Twas Not Like This In the Olden Days

ATLANTIC CITY, Sept. 28—Goodness, how things have changed! Gov. Olin D. Johnson, attending the annual Governor's conference here, remarked last night that he never had a drink in his life. And what did the Governor of North Carolina, Clyde R. Hoey, say to the Governor of South Carolina? "I," said he, "Never hit the bottle either."

Starting at the Top

Young men think they are lucky when, by birth or chance, they can start at the top of the ladder. They don't know that they are sure to slip down the ladder if they don't make the same effort to STAY up that the boy who starts at the bottom makes to GET up. They may be kept up for awhile artificially but they can't last. And if they are not holding themselves at the top by their own efforts they are not happy.

JESSICA DRAGONETTE TO MAKE CONCERT TOUR AFTER OCT. 6 PROGRAM

First Vacation In 11 Years for the Petite Star to Start in January After Tour

Jessica Dragonette, whose lyric soprano voice has been one of radio's most popular for eleven consecutive years, sings a temporary "good-bye" to the microphone when the Palmolive Beauty Box Show signs off as an evening show on October 6.

Miss Dragonette takes her sabbatical leave from the kilocycles to devote her time and effort to concert work. Fulfilling an ambition of many years, she will tour, under the direction of Haensel and Jones of the Columbia Concerts Bureau, the principal cities of the United States. She makes her initial concert appearance on November 22, the Feast Day of St. Cecilia, the patron saint of music, at the Philadelphia Academy of Music. Her second concert at Bushnell Auditorium, Hartford, Connecticut, follows on November 30.

One of Radio's Pioneers

This prima donna of the air is one of the pioneers of radio, despite her youth. A short time out of a convent, still in her early teens, she was receiving star billing on the national networks. When the National Broadcasting Company was organized in November, 1926, she received a coveted starring role in the Musical Comedy Troupe formed under Harold Sarnoff, Victor Herbert's pupil and conductor of the Victor Herbert Orchestra for that production. She was chosen for the first American-European broadcast. On January 28, 1928, she was the National Broadcasting Company's choice for its experimental television broadcast.

In the New York World-Telegram's first radio popularity poll, conducted in 1932, Jessica won first honors, which had earlier been awarded her in a similar survey conducted by the Literary Digest.

Started in 1926

The petite star has not lacked a sponsor since her debut on the airwaves in 1926 in the Balkite Hour's "Cycle of Romances". On the Coca-Cola program, which followed, she presented the air's first combination singing and talking program. She herself wrote scripts and continuities for these programs, which included every type of singing and acting role from operettas to Shakespeare. She was the first star of the General Motors program. For two and a half years, as star of the Philco "Memories" hour, she presented the first radio versions of light operas.

Starting on the Cities' Service program for seven years, singing operatic arias and classical music, she had one of the longest entertainment "runs" in radio. For the past nine months she has starred on the current Palmolive Beauty Box Show.

Hard Worker

Conscientious and hard-working, there has been no let-up for her during the eleven years of her radio career. She studies constantly, and is still coached from one to five times a week

LOW-FARE EXCURSIONS

to BOSTON
ROUND TRIP \$13¹⁰
(18-day limit)

From FREDERICTON

Sail from Saint John any Wednesday or Saturday at 7:30 P.M., A.T., up to Saturday, October 9, inclusive. Excursion tickets, good returning from Boston on any regular sailing not later than 18 days, including date of departure from Saint John. Correspondingly low rates from points in the interior of New Brunswick, Prince Edward Island and Nova Scotia. Comfortable stateroom accommodations from \$1 up. Fine meals at fair prices.

*There will be no sailing from St. John Wednesday, October 6.

EASTERN STEAMSHIP LINES

Apply any Canadian, National Railways Company, or Canadian Pacific Railway ticket office, or Read's Point Wharf, St. John.

THE FLAVOR LASTS STANDARD OF QUALITY



HALIFAX, N.S.

Progressive business-men . . . to whom convenience, comfort and prestige are invaluable . . . find the "Nova Scotian" the ideal address when stopping over in Halifax. Delightful, too, is this strictly modern hotel as a headquarters for vacationists who would explore the splendid roads, inland beauty spots and picturesque coastline of sea-girt Nova Scotia.

The "Nova Scotian" offers 170 splendidly appointed guest rooms; exceptionally fine public rooms; service of metropolitan standard; and an unsurpassed cuisine, with the sea-foods of the province a specialty.

All rooms with bath. Rates from \$3.50 per day. Ask any C.N.R. Agent for booklet or write: Manager, The Nova Scotian, Halifax, N.S.

CANADIAN NATIONAL Hotels

ROSEBUD
is right up my alley

Rosebud is a prime favourite with pipe smokers . . . and it should be. For Rosebud fills the bill . . . measures up in every way to a man's idea of what good tobacco should be. Try Rosebud in your pipe and you'll say there IS keener pleasure in this popular Maritime smoke.

ROSEBUD
Cut smoking tobacco

THE MARITIME SMOKE