

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—Pizicatti
7.30—Canadian Press News
7.45—Bughouse Rhythm
8.00—Swing Unlimited
8.30—Arthur Collingwood
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 Novelties
6.30—L'Heure Recreative
7.00—French Songs
7.15—Le Cure de Vill'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—Joan Edwards, Songs
4.45—The Guiding Light
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
6.35—Today's Sports
6.45—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 Trown, Soprano
6.30—Press-Radio News
6.35—Sports Resume
6.45—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—Al Bernard
5.15—Escorts and Betty
5.30—Choir Symphonette
5.45—Orchestra
6.00—Eso News Reporter
6.30—News
6.45—Lowell Thomas
7.00—Mary Small, Songs
7.15—Piano Team
7.30—Lum and Abner
7.45—Louise Florea, Soprano
8.00—Roy Campbell Royalists
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—The Leidersingers
10.45—Stringing Along
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 Hoenschin and Guests
7.00—Amos 'n' Andy
7.15—Uncle Ezra
7.30—Concert Program
7.45—Family Doctor
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—Silent

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—To be Announced
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 People
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—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
6.30—Press News
6.35—Today's Sports
6.45—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
6.35—Sport Resume
6.45—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
4.30—To be Announced
5.00—Variety Show
5.30—Orchestra
6.00—Piano Solos
6.30—News
6.35—Whither Music?
7.00—Message of Israel
7.30—Uncle Jim's Question Bee
8.00—Home Towners
8.30—To be Announced
9.00—National Barn Dance
10.00—To be Announced
11.00—Cordoban 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

DR. G. R. LISTER

: Dentist :

Burchill-Wilkinson Building

QUEEN STREET : Below Regent

N.B.C. Personalities . . ERIC SAGERQUIST

Eric Sagerquist, conductor-violinist, who has led the orchestra for Campana's First Nighter during the greater part of its history of more than six years on the air, was born in Karlstad, Sweden, on December 6, 1898.

The Sagerquists came to America at the turn of the century, settling in Trenton, N. J. It was here that Eric began his violin lessons. He made rapid progress and showed such unusual precocity with the violin that he was invited to play at numerous local concerts and socials.

When, in 1910, the Sagerquists moved to Beaumont, Tex., and the elder Sagerquist sought to persuade Eric to follow his profession of electrical engineering, the boy ran away to Houston. Here he obtained a job playing the violin in a five-cent movie house for \$12 a week. Getting a chance to buy a violin better than the one he had, for \$12, Eric bought it on time, and has had it since.

Takes To Road

After some months in Houston, Sagerquist answered the call of the road, packed up his new fiddle and hoboed his way about the country, playing wherever and whenever he could, until he landed in Chicago in 1915. Still in short pants because he hadn't enough money to buy long ones, Sagerquist couldn't get a job with the fiddle because he had no union card. So he took a job as office boy for a woolen company.

Music was in his soul, however, and the little matter of a union membership couldn't daunt him. He merely spent as many of his office hours as possible hanging around union headquarters until they agreed to give him a membership on the installment plan. With the coveted card in his possession he was soon playing 'single' engagements. Realizing his limitations, also, Sagerquist began to study again under the tutelage of Alexander Sebald.

One night Sagerquist's employer saw him playing in an orchestra at a fancy ball and told the next day that 'music and wool won't mix.' The young Swedish violinist, who had already tasted the wine of Chicago night life as a musician at many fancy balls and night clubs, decided to stick to his fiddle. Work with the Boston Victor recording bands and other groups followed until he joined Ralph Foote at the Pompeian Room at the Congress Hotel in 1921.

Early in 1922, Sagerquist married Leonore Koroppf, to whom he is still happily wedded. Later in the same year, he joined Frank Westphal at the Rainbow Gardens and went with him to the College Inn in 1924.

Radio entered Sagerquist's life for the first time while he was playing with Westphal at the College Inn and broadcasting over WLS. On August 29, 1925, he was one of those who took part in the opening of WENR in a small office-size studio in the All American Radio Corporation offices. He recalls how hot it was and how nervous E. N. Rauland, whose initials are incorporated in the Voice of Service station now owned and operated by the National Broadcasting Company, was regarding the broadcast. Rejoining Foote, who was then playing at French Lick, Ind., Sagerquist began a series of appearances as violinist with such orchestra leaders as Ferdinand Steindel, Roy Barzy, now pianist with Paul Whiteman; Gregory Stone, Don Bestor and the Victor Recording Orchestra under Roy Shield, present musical director of the NBC Central Division.

Radio Calls Again

Radio once more entered Sagerquist's life when James Petrillo, president of the Chicago Federation of Musicians, called him for the job of musical director at Station WIBO. Sagerquist accepted and remained from July 7, 1930 to November, 1931, when he came to NBC with the First Nighter.

Since 1930, Sagerquist has done nothing but radio work. His only hobby, for which he says he has spent at least half his entire earnings, is fishing. He has visited many of the most renowned fishing spots in the country, yet he has never caught a sail fish or a shark and that, at present, is his ambition.

Sagerquist is five feet, ten and a half inches tall, weighs 150 pounds, has light hair, blue eyes and a ready smile. As a director-violinist, he prefers to use his hands to conduct when not playing the violin and members of his orchestra have long since learned to rely upon his facial expressions for directions when he is fiddling.

Jell-O Everybody Jack's Home Again!

NEW YORK, Sept. 10—Jack Benny and Mary Livingstone are back from Europe after having visited London, Paris, Cannes and Budapest among other points.

"After you pack and unpack every place you go," Jack said, "you begin thinking you could have just as much fun right around here. But after you get back you are glad you went. It's something you should do. With your wife along, though, there's no end to that packing."

SWEET SIXTEEN OR LESS



Sixteen year old Lora Tringali is the discovery of Johnny O'Brien, NBC harmonic virtuoso. After hearing her low, modulated voice on an amateur hour, Johnny signed her at once. A former Brooklynite who moved to San Francisco nine years ago, Lora is now featured soloist with Johnny and his Harmonica High Hats in their coast to coast broadcast over NBC.



Paul Whiteman's latest find is 10 year old Jeanne Ellis of Williamsburg, Ky., featured soloist on his NBC broadcasts from Dallas on Wednesday and Saturday nights. No novice, Jeanne has been singing over Southern stations for the past five years. She sang over a nationwide hookup for the first time as a guest of Rudy Vallee when he broadcast recently from Dallas.

BUSSE MUSIC RENEWED FOR NEW SERIES

CHICAGO, Sept. 10—Henry Busse, the general maestro who brings his music to NBC-Red Network listeners each Sunday at 11:45 a. m., EDT, under the sponsorship of the J. W. Marrow Company, will begin a new series of broadcasts for Mar-O-Oil, beginning at 11:45 a. m., EST, Sunday, September 26, over the same network.

The renewal of his contract once again assures fans that the famous trumpeter, one-time soloist with Paul Whiteman, will continue to broadcast his own captivating inter-

pretations of 'Hot Lips' and 'When Day Is Done.'

There's a reason Busse is able to bring forth unusually rich and melodious tones from his trumpet. He had the instrument made according to his own specifications. The tubing was changed at his orders, to eliminate entirely the coarseness from the instrument. This feature, together with his ingenious manipulation of the mutes, gives his trumpet the 'personality' for which it is famous.

NEW YORK—Jock Whitney paid \$25,000 for Royal Ransom and sold the nag at auction for \$1,050.

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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

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