

# 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—Tony Russel, tenor  
6.45—To be Announced  
7.00—Organ Rhapsody  
7.30—News  
7.45—Kidoodlers  
8.00—Music By—  
8.30—Helen Traubel, Soprano  
9.00—To be Announced  
9.30—Midnight in Mayfair  
10.00—The Ghost Room  
10.45—News  
11.00—Music for Music's Sake  
11.30—Mount Royal Hotel Orch.  
12.00—Sign Off

CKAC, MONTREAL, 730 K.  
5.00—Social Announcements  
5.30—Fire-side 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—Isam 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.  
4.30—Story of Mary Marlin  
4.45—The Road of Life  
5.00—Top Hatters  
5.15—Organ Recital  
5.30—Don Winslow of the Navy  
5.45—Johnny Johnston, Baritone  
6.00—Norsemen's Quartette  
6.15—Turn Back the Clock  
6.30—Press-radio News  
6.45—Today's Sports  
7.00—Billy and Betty  
7.15—Amos 'n' Andy  
7.30—Vocal Varieties  
7.45—Orchestra  
8.00—Rudy Vallee's Variety Show  
9.00—Show Boat  
10.00—Bob Burns and Guests  
11.00—News  
11.30—Orchestra  
12.00—Park Central Hotel Orch.  
12.30—Dance Orchestra

WABC, NEW YORK, 860 K.  
5.30—Organ Recital  
6.00—Ray Heatherton, songs  
6.15—Dean of Hollywood  
6.30—Press-radio News  
6.45—Sports Resume  
7.00—Poetic Melodies  
7.15—Song Time  
7.30—News Commentary  
7.45—Patti Chapin, Songs  
8.00—Columbia Concert Orch.  
9.00—Major Bowes Amateur Hour  
10.00—True Adventures  
10.30—March of Time  
11.00—Dance Orchestra  
11.30—Dance Orchestra  
12.00—Dance Orchestra  
1.00—Dance Orchestra

WBZ, BOSTON, 990 K.  
5.00—Lucille and Loney  
5.30—The Singing Lady  
5.45—King's Men  
6.00—Orchestra  
6.30—News  
6.45—Tony Russel, Tenor  
7.00—Easy Aces  
7.15—Hawaiian Music  
7.30—Lum and Abner  
7.45—Kidoodlers  
8.00—Gun Smoke Law  
8.30—Helen Traubel  
9.00—To be Announced  
9.30—To be Announced  
10.00—Senator Borah  
11.00—Vagabonds  
11.35—Dance Orchestra  
12.00—Dance Orchestra  
12.30—Dance Orchestra

WTIC, HARTFORD, 1040 K.  
5.00—Top Hatters  
5.15—Organ Recital  
5.30—Don Winslow of the Navy  
5.45—Johnny Johnston  
6.00—News  
6.15—Baseball Scores  
6.30—Wrightville Clarion  
6.45—The Constitution  
7.00—Amos 'n' Andy  
7.15—Vocal Varieties  
7.30—Continental  
7.45—The Spotlight  
8.00—Rudy Vallee's Variety Show  
9.00—Show Boat  
10.00—Orchestra  
11.00—News  
11.15—Orchestra  
11.30—Northern Lights  
12.00—Weather Report  
12.02—Orchestra  
12.30—Orchestra  
1.00—Silent

## 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—Fire-side Program  
6.15—Instrumental Novelties  
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  
11.50—Orchestra  
12.00—Orchestra  
12.30—Orchestra  
12.45—Dance Orchestra

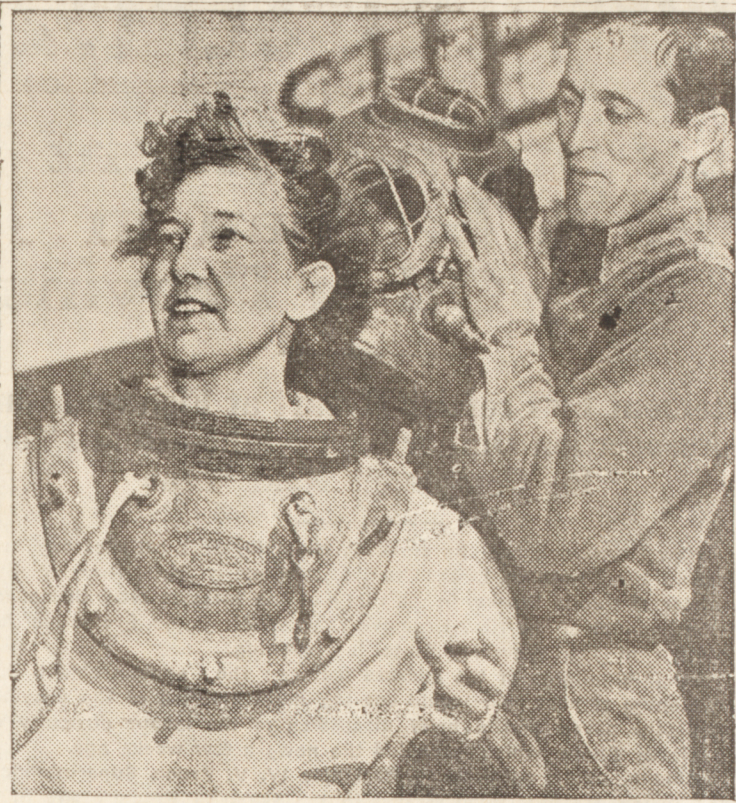
WABC, NEW YORK, 860 K.  
6.00—Margaret Trown, Soprano  
6.30—Press-radio News  
6.45—Sports Resume  
6.55—Orchestra  
7.00—Poetic Melodies  
7.15—Jay Freeman and Orch.  
7.30—Hollace Shaw, songs  
7.45—Boake Carter  
8.00—Hammerstein Music Hall  
8.30—Hal Kemp's Dance Band  
9.00—Hollywood Hotel  
10.00—The 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—Louise Floren, Soprano  
8.00—Roy Campbell Royalties  
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—Don 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—Silent

DR. G. R. LISTEP  
: Dentist :  
Burchill-Wilkinson Bldg.  
QUEEN STREET : Below Regent

## —SHE FROM THE OCEAN FLOOR



JANET BAIRD, who believes a woman can go anywhere a man can go, proved her point recently by talking to the nation-wide radio audience of NBC's Red Network from the depths of the Pacific Ocean outside San Francisco's Golden Gate. Miss Baird, shown here being helped into her diving costume, "was not frightened a bit; even a big rock-cod that swam past seemed benevolent." Miss Baird is well known as an NBC radio interviewer and commentator.

## McCARTHY EXPOSED Scene But Not Heard

Charlie McCarthy, the great lover and scourge of W. C. Fields, has at last been exposed. Myra Kingsley, whose daily astrological talks on the Mutual Network Daily Information Service, are a new daytime radio sensation, has cast diminutive one's horoscope and it reveals all.

Why do women influence Charlie? What is his real ambition? Will he ever marry? The answers are found in the following horoscope.

Charlie was born on "delivered" to Edgway Bergen on July 3, 1922. Miss Kingsley reports. He is, primarily, a person who functions best as an employee, not as the head of a corporation. He will never have to worry much about an income because his employer has become so dependent upon him that he can hardly get along without him.

Due to Mercury in Gemini, Charlie is a person who is very adept at repeating other people's statements and he tends to get in trouble by so doing.

With the moon in Scorpio, he is very opinionated and likes to make fun of everyone he comes in contact with, whether it hurts their feelings or not. But as he has Saturn and Jupiter in Libra, he is at heart a diplomat and very discriminating about the people who make up his own social group, because he knows on which side his bread is buttered.

He has two planets in Leo, the sign ruling the theatre, and has therefore made a career on the stage. So far he has never been able to express himself in the way he wants to most, which on personal authority, is to play Hamlet.

The things for Charlie to be careful of are: Accidents to the head, lawsuits, and trouble with his joints. (Miss Kingsley did not specify what kind of joints.)

He was born one day before July 4, and is therefore a typical American with a grand sense of humor and a tendency toward revolution. He will travel a great deal and when he cannot travel in person, his voice will travel for him, (over the air) because of the effect of the restless planet Mars in Sagittarius.

He will have a long life and much popularity and may never marry, as his dependent nature does not want to be tied down to any domestic routine. In his soul he really despises sentimentality. He will probably die an accidental death.

In conclusion, Miss Kingsley points out that his ruler is the moon-changeable, unstable—denoting ups and downs. This accounts, also for the influence women have over his behavior.

Miss Kingsley, who is widely credited with being the nation's outstanding astrologer, may have had her tongue in her cheek as she prepared the McCarthy horoscope. In fact, she was heard to say to a friend that it was difficult to draw any inferences from his chart. It was really, she said, the chart of a dummy!

MANHATTAN—Jessica Dragonette, in tam o' shanter and rain-cap, looking like a school-girl, browsing in the outdoor market of rare old books, on East 57th Street . . . Phil Spitalny and several of his "Hour of Charm" girl musicians entering one of those Broadway movie theatres where only short subjects are shown—the recent Spitalny short is playing inside . . . Robert L. Ripley with his brother and a throng of admiring boys whom he believe-it-or-not man is guiding through a sight-seeing tour of the Central Park Zoo . . . Harry Salter, bound for a week-end of work and pleasure, evidently, for he totes both a violin case and a golf-bag as he hails a cab near his home on West 57th Street . . . Arthur Godfrey, himself a former gob, strolling along the square near Seaman's Institute with three white-uniformed sailors.

HOLLYWOOD—Gracie Allen and George Burns, examining the costumes of a department store "Gay 90's" display on Beverly Boulevard . . . Andre Kostelanetz, sporting a deep beach sunburn, one of a crowd of laughing onlookers, as a fleet of tricycles wheels down Sunset Boulevard . . . Gertrude Niesen, hatless and all in white, glancing at her watch as she hurries into Perino's on Wilshire Boulevard, at the height of the continental luncheon-spot's mid-day rush . . . Raymond Scott listening intently to the strange grinding tune of a hurdy-gurdy on Lodi Place—probably getting inspiration for one of his unique swing tone-poems . . .

## NEWS NOTES

Raymond Scott and his Quintet return to the Saturday Night Swing Club on which they rose to fame September 18, at 8:00 P. M., EDT, over the WABC-CBS network.

Scott will be heard from Hollywood, where he and his swingsters are completing their assignment in the Eddie Cantor film, "Ali Baba Goes to Town," for 20th Century-Fox.

Gertrude Niesen, glamorous deep-voiced songstress, will make a guest-starring appearance on the Ben Bernie broadcast from Hollywood on Tuesday, September 21, at 9:00 P. M., EDT, over the WJZ-NBC network. La Niesen, who is at present making a whirlwind personal appearance tour on the West Coast, flies back and forth to the studio where she is completing her film, "College Holiday," in which she is starred with Jimmie Durante.

Kate Smith's secretary, Jane Tompkins, who is the wife of Burt M. McConnell, Arctic explorer, has just completed a new book for children. Titled "The Polar Bear Twins", it will be released on September 9th.

George Burns and Gracie Allen have been scheduled to appear as guest stars on the Packard Hour, Tuesday evening, September 28, at 9:30 P. M., EST, over the WEAF-NBC network.

CAR MAKERS  
NEED STEEL

Canadian Shortage Of Sheet Metal To Be Aired Before Tariff Board.

OTTAWA, Sept. 16—A week from next Monday the automobile manufacturers will once more appear before the Tariff Board, but this time it will be to renew their complaints about difficulty in obtaining certain raw materials and not to press their claims for increased protection.

The Conservative Leader, Rt. Hon. R. B. Bennett, last session brought to the attention of the House the problem confronting both the motor industry and those who galvanize for garage and barn construction of getting their needed supplies of black steel sheets. These concerns declared the Canadian steel industry was unable to supply them.

When Mr. Bennett urged that until this domestic supply problem was solved black sheets should be admitted free from the United States, the Minister of Finance, Hon. Charles Dunning, undertook to have this situation further explored by the Tariff Board, and the hearing to begin on Sept. 20 will deal particularly with the black sheet scarcity.

Steel makers will be there to contend that the situation is not so bad as painted by the automobile makers, and to assert that even if it were decided to admit sheets free from the United States the problem would not be solved because American steel makers at six and eight weeks behind in meeting their domestic demand.

## Tea for every Taste "SALADA" TEA

## For the Luvva Mike!

This season will probably see college trustees voice-testing their applicants for the football patch assignment.

Last season so many coaches made much more than their salary with frequent air guest appearances that it is rumored that college tycoons will make some arrangement whereby the coach gets paid by his radio appearances.

Therefore, it will be a primary requirement that he have mike personality and a good broadcasting voice. Arthur Godfrey, the ace announcer,

has been offered a proposition to coach an upstate college. He refused saying that he knew nothing about football, but the college fathers insisted that he accept. He could always learn about football they wrote, but his radio voice was a natural.

Jack Oakie reports from Hollywood that a California gridiron mentor is seeking an assistant coach who is also a good scriptwriter. He feels that his infrequent guest appearances last season were due largely to his poor material. If the assistant coach can also write gags, the job is his with a percentage.

Last season's boom in football coaches has resulted in one significant event, anyhow. Jim Crowley, redoubtable member of Notre Dame's famed Four Horsemen, and grid at Fordham these many years, will make his mike appearances this fall under the managerial aegis of Ted Collins, Kate Smith's radio guide.

Rudy York, Detroit's home run sensation, has powerful arms and shoulders, and a smooth swing. His timing and rhythm are perfect baseball experts say.

## M. M. A. VALUES SEPTEMBER 16-17-18

M.M.A. Values Mean Service To YOU and Assistance to YOUR COMMUNITY

SPECIAL—  
RANKINE'S  
Cream Sodas 17c  
15-oz. Waxtite Pkg. . .

ROYAL YEAST  
CAKES  
two pkgs  
15c

GANONG'S  
Pepp. Patties 29c  
Per Pound . . . . .

MAGIC SOAP 25c  
FIVE CAKES . . . . .  
A High-Grade Yellow Laundry Soap

MAGIC BAKING  
POWDER  
16-oz. Tin  
30c

KELLOGGS  
Rice Krispies 15c  
Package . . . . .

AUSTRALIAN  
PEACHES 16c  
16-ounce Tin . . . . .  
Sliced or Halves

SPECIAL—  
HEREFORD  
Corned BEEF 25c  
1's. TWO TINS . . . . .

SPECIAL  
FIVE  
ROSES  
Flour  
24-lb. bg.  
\$1.14

SCHWARTZ PURE  
Lemon, Vanilla 23c  
EXTRACT, 2-oz. bottle

HAWES'  
Lemon Oil 25  
12 oz. bottle

## WATCH . . . FOR THE

M.M.A. STORES  
HOME OWNED  
BLUE AND RED EMBLEM SIGN

SPECIAL—  
Marven's Orange and Lemon  
CREAMS 19c  
POUND . . . . .

OXYDOL 25c  
LARGE, per pkg. . . . .

SPECIAL—  
CLARK'S  
PORK & BEANS  
PREPARED BY W. CLARK LIMITED MONTREAL  
PLAIN — or — TOMATO  
2 1/2's Per Tin 14c

McCREADY'S  
Pickles  
18-oz. Bottle  
21c  
Sour, Sweet or Mustard

Rainbow Soup Mixture  
8-oz. pkg. 10c  
CATELLI'S COOKED  
MACARONI 10c  
16-ounce TIN . . . . .  
So different and so easy to Serve.

CLARK'S  
IRISH STEW 15c  
or GOULASH, 1's. Tin

SPECIAL—

RED ROSE  
COFFEE 39c  
LB.

Be Sure To Visit the M.M.A. Booth When At the F'ton Exhibition

Drink and enjoy Gurd's beverages—a good mixer in any company

