

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

Below may be found a listing of the most prominent radio programs on the air, broadcast over four continental chains of stations, namely the Canadian Broadcasting Corporation, the Columbia Broadcasting System and the Red and Blue networks of the National Broadcasting Company. After the hour may be found the program title then the chain over which it can be picked up, namely the CBC, the CBS or the NBC. A list of the more powerful stations of each chain is also given.

CBC indicates Canadian Broadcasting Corporation programs and may be picked up from key stations such as: CKCK, 1050; CKCM, 910; CKCO, 880; CKCT, 840; CKOC, 1120; CKTB, 1200; CKPC, 930; CFPL, 730; CKCO, 630; CKCW, 600; CFCH, 930; CKJL, 530; CKGB, 1320; CKSO, 780; and CKPR, 930.

The NBC Service to Blue network may be heard over the following stations: WJZ, WBZ, WBZA, WFIL, WBAL, WMAL, WSYR, KDKA, WGAR, WXYZ, WENR, WMT, KWK, WKRN, KOIL, WTMJ, WFBC, WJBA, KSTP, WBBC, WDAY, KFYY, WRVA, WPTF, WSOC, WWNC, WIS, WJAX, WIOD, WFLA, WSUN, WLW, WMC, WSB, WAPI, WJDX, WSMB, WKY, KGBX, KVOO, KTHS, WFAA, KTBK, KJRC, WOAI, KOA, KLO, KGR, KGU, KECA, KTAZ, KGH, WHAM, KFSD, KGO, KJR, KGA, WAVE, WBBR, WSM, WTAR, KEX, WOOD, WSCS, WABY, CKCT, CFCH, WCOL, KDYL, WFBK, KGNC, KARK, KFKB, KJL, KERN, WICC, WEAN, WGL, KVOO.

The NBC Service to Red network may be heard over the following stations: WEAF, WNAC, WJAR, WSOH, KYW, WPER, WRC, CFCH, WGY, WBN, WCAE, WTAM, WJW, KSD, WCKY, WHO, WOW, WIOD, WSM, WIS, WFLA, WSUN, WMC, WSB, WOAI, KFI, KGW, KOMO, KHQ, WSMB, KDYL, WKY, KOA, KPRC, KPO, WDAF, WRVA, WJAX, WTMJ, KSTP, WSOC, KVOO, WPTF, WMAQ, WWNC, WFAA, WJBA, WIRE, WBC, WDAY, KFYY, WAVE, WTAG, WTAR, KTBK, WIDK, WAPL, WHIO, KGU.

TUESDAY, MARCH 9
6.30—Adventure Bound CFCF
6.30—Dinner Music CBC
7.30—Overseas Program CBC
8.00—Baritone Soloist CBC
8.15—Voice of Experience NBC Red
8.15—Orchestra CBC
8.30—The Children's Album CBC
9.00—Junior Choral Concert CBC
9.00—Ben Bernie NBC Blue
9.00—Meunier de Sylva CHLP
9.30—Wayne King NBC Red
9.30—Exchange program CBC
9.30—Musical Tapestry CFCF
10.00—Ben Bernie NBC-Blue
10.30—Fred Astaire NBC Red
10.30—Pictures in Black and White CBC
11.00—Community Sing Song, CBC
11.45—News Bulletin CBC
12.00—Ray Noble and Orchestra CFCF
12.15—Mystery Play CFCF

Canada's Only Woman Conductor Is On Holiday

HALIFAX, March 9—Marjorie Payne, conductor of the Halifax programmes "Music to Remember," and "Acadian Serenade," is vacationing in Montreal, Toronto and Ottawa, where she will visit CBC production points, making her trip more or less a busman's holiday, to which broadcasters seem so addicted.

BUILDING UP A TOWN

(Trenton Courier-Advocate)
An exchange offers the following advice on how to build up a town:
Talk about it; Write about it; Speak well of it; Help to improve it; Beautify the streets; Patronize its merchants; Advertise in its newspaper; Elect good men to all offices.
Speak well of its enterprising, public spirited citizens; If you are rich, invest in something, employ somebody, be a "hustler." Remember, every dollar you invest in a permanent improvement is that much on interest. Be courteous to strangers that come amongst you so that they go away with good impressions.
Always cheer up the men who go in for improvements. Your portion of the cost will only be what is just. Don't kick about any necessary public improvement because it is at your own door for fear that your taxes may be raised 15 cents.
Above all, never spend a dollar out of town that you can use for the same purpose in town.

We sons of an earlier age have seen the world change from smug comfort into shabby heroism.—Hart Thomas Mann.

WEDNESDAY, MARCH 10
6.30—Orchestra, Dinner Music CBC
6.30—Singing Lady, NBC Blue
6.30—Adventure Bound, CFCF
6.45—Little Orphan Annie NBC Red
7.00—The Friendly Corner CBC
7.30—Overseas Program CBC
7.45—Renfrew of the Mounted CBS
7.45—Real Life Dramas CFCF
8.00—Poetic Melodies CBS
8.00—Amos 'n' Andy NBC Red
8.00—Organ Program CBC
8.15—Ensemble CBC
8.15—Cook and Lord CBC
8.15—Uncle Ezra NBC Red
8.30—The Broken Arc CBC
8.45—Exchange program CBC
9.00—Twilight Echoes CBC
9.00—One Man's Family NBC Red CFCF
9.00—Léon Le Sieur CHLP
9.30—Band Box Revue CBC
9.30—Burns and Allen CBS
10.00—Fred Allan NBC Red
10.00—Nino Martini CBS
10.00—Concert Hall of the Air CBC
10.30—Beauty Box Theatre CBS
11.00—Chamber Musicale CBC
11.00—Hit Parade NBC Red
11.00—Gang Busters CBS
11.30—Lloyd Huntley's Orchestra CBC
11.45—News Bulletin CBC
12.00—Western Gentlemen CBC

Grand National Bet Is Bad Gamble

NEW YORK, March 9—Any Grand National bet is a bad gamble, Clem McCarthy declared today.
Writing in the current Liberty magazine, the famous racing commentator points out that the best of mounts have come to grief on the hazardous Aintree course. And, he adds, the chances of winning in the sweepstakes lottery are even more remote.
"What is so sweet," asks McCarthy, "about odds of 30,000-to-1 if one player in a quarter of a million can cash in . . . ? And!—don't overlook this angle: how many counterfeit sweepstakes tickets would you estimate are peddled in the United States every year?"

HUNT FOR OIL JOINED BY B. C.

VICTORIA, March 9—British Columbia has joined the Western Canada hunt for oil, which the optimists of the old fields hope and prophesy ultimately is to mean "from \$75,000,000 to \$100,000,000 per year" to Canada.
British Columbia's quest for oil is being pursued in a 50 square mile area bordering on Alberta and Montana. Flathead, where today they have drilled 4,000 feet through hard rock, in contrast to the spasmodic hard rock strata underlying Turner Valley, Alberta, is the scene of present B. C. efforts. Wells may have to be sunk 8,000 feet here to the limestone, as against 6,000 feet in Alberta. The cost of each exploratory venture is likely to be a quarter million dollars or nearly twice as much as the average Alberta well.
But, and it is a big but, pressures and seepages are causing the B. C. promoters to talk 25,000-barrel crude oil wells. British Columbia drilling is proceeding at the bottom west corner of a triangle drawn from Turner Valley to the large Montana field and westerly to Flathead. If oil were to come in at Flathead it would prove the possibility, not the certainty, of oil in a large stretch of territory bordering the Rockies and in the direct oil line extending down through the United States.

Likely millions of dollars will be lost in wildcat speculating and testing before the presence or absence of oil in paying quantities is established. But British Columbians, who up to six months ago were said to be supplying 75 per cent. of Alberta's oil finances, seem determinedly courageous as they drill and drill at great costs to open up nature's treasure buried and sealed at least a hundred million years ago, some geologists say two hundred million years ago.

Capital From Toronto
Eastern Canada, according to the big operators in Alberta and British Columbia, is just beginning to become really interested in oil possibilities of Western Canada. Toronto money is now beginning to come through, some very well-known Torontoians being named to us as subscribers to recent Turner Valley flotations.

Ten millions of Toronto money is expected, for better or for worse, according to whether it is completely lost or reaps rich harvest, to "go West" for the 1937 oil operations.

Cheating at cards becomes almost justifiable when it is called "correcting fortune."—E. E. Kellett.

NEWS AND NOTES

Morton Downey sails early in April with his wife, the former Barbara Bennett, for a London engagement. He will make a series of personal appearances throughout England, which will give the Downeys the occasion for indulging the European vacation jaunt which has become an annual event.

Al Jolson will feature one of his early Broadway hits, "Rockabye Baby," on his programme, Tuesday March 9, at 8:30 p.m., EST, over the WABC-CBS network. Martha Raye, swingin' gal, will sing her unique interpretation of "Half of Me." Parkyakarkus, new member of the company, suggests that she was going to sing "All of Me," but maybe she'll sing the other "Half of Me" next week.

George Jessel will share guest-professorial honors with Judy Garland, in her return engagement on the Jack Oakie College broadcast, Tuesday, March 9, at 9:30 p.m., EST, over the WABC-CBS network. Assisting "Prexy" Oakie as usual will be the transcontinental strains of Benny Goodman's swingers from the New York studio, George Stoll and his orchestra, and Shaw and Lee, double-talk comedians, from Hollywood.

THIS WEEK IN HISTORY

"The Long Beach Earthquake," second most disastrous convulsion in the history of the North American continent, will be recalled on the CBC programme, "This Week in History," when Jack Kannawin offers his timely programme over the eastern and midwest network on Friday, March 12 at 7:30 p.m., EST.

The first trembles at Long Beach, California, were felt at 9 a.m., on March 11, 1933, and continued for almost three days with 22 major convulsions and 130 minor shocks recorded. One hundred and fifty people were killed, 5,000 injured.

While the death toll was only half that suffered in the San Francisco earthquake in 1906, the cost and extent of the catastrophe was as great, laying siege to such beautiful spots on the Pacific Coast at Los Angeles, San Pedro, Santa Monica and San Diego.

Six Canadians lost their lives in the disaster which will be recalled by radio's reminiscent columnist.

STORY BOOK LADY

The pages of Canadian history are covered with the brave and thrilling accounts of its earliest citizens. These, however, have become a series of bothersome dates to most children. Feeling that her juvenile listeners would be more pleased with a story of French-Canadian home life, "The Story Book Lady" has chosen from "The Children's Album" a story which should be of interest to all ages.

During the broadcast of "The Children's Album," with "The Story Book Lady" on Tuesday evening, March 9 at 7:30 p.m., EST, listeners of the CBC eastern and midwest network will hear a most exciting tale of life at the home of Canada's first farmer in the early days of the settlement of New France.

"The Story Book Lady" will tell, in story and song, of life on the farm of Louis Herbert and the fascinating experiences of his little children, Marie and William. The story of Louis Herbert, Canada's first farmer, is indeed an interesting yet factual tale and should prove enjoyable to all juvenile listeners of "The Story Book Lady."

AT THE ORGAN

Two currently popular numbers by the fluent Jimmy McHugh will be heard on Roland Todd's brief organ programme on Friday, March 12 at 7 p.m., EST. Mr. Todd, whose arrangements on this feature have proved highly effective, will play "Top of the Town" and "That Foolish Feeling," both from the current musical hit, "Top of the Town." He will also include on this date "That Old Girl of Mine," by Van Alstyne, and Lew Pollack's charming "Moonlit Waltz."

MASTERS' ECHO

Albert Pratz, the eminent Canadian violinist whose artistry is well known to Canadian radio audiences through his work with the Roland Todd ensemble on "Twilight Echoes," will be guest soloist on Geoffrey Waddington's programme, "Echoes of the Masters," which will be heard over the CBC eastern and midwest network on Thursday, March 11 at 8 p.m., EST. On this date the chamber music programme will present as the major work Handel's "Sonata No. 6 in E Major."

GENERAL MOTORS RADIO PROGRAM

Josef Hofmann—who is practically unanimously agreed to be the greatest of living pianists now before the public—will be the guest soloist of the General Motors Concerts programme to be broadcast on Sunday night, March 14. He will appear with the 70-piece General Motors Symphony Orchestra conducted by Erno Rapee, and the nation-wide hook-up of the NBC-WEAF (Red) network will transmit the music between 10 and 11 p.m., EST.

With more than 50 years of concert piano playing behind him, plus a regular appearance on the air once or twice each season, there is practically nothing new that may be said of Hofmann.

One of the best known of American music critics once stated the case very well. "In a sense there is no news to report about a Hofmann recital," he wrote.

His programmes vary, but never the authority of his interpretations and his superb skill," the review continued. "He has his own mental and musical approach, which he voices with unique command of tone, touch and execution. He departs widely from the ideas of other famous pianists, but all of them admit his compelling greatness, irresistible unconventionality and power of personality. Ask the leaders of the keyboard fraternity whom they look upon as their greatest colleague now, before the public and the opinion would be practically unanimous in naming Hofmann."

For his part in the "Sunday Nights at Carnegie Hall" programme Hofmann has selected two famous compositions for the piano. For his appearance in the first half of the hour, he has selected the First Movement of the Rubinstein Concerto in D minor. And in his second appearance he will be heard in a rendition of the Mendelssohn "Rondo Capriccioso."

To open the concert, Conductor Rapee has programmed for the orchestra the "Russian Sailors' Dance" from Gliere's "The Red Poppy." Following the first Hofmann number, the orchestra will be heard in "La Fete du Houlbon" from "Henry VIII," by Saint-Saens.

After a brief intermission, the orchestra will resume with two numbers—Dvorak's "In the Spinning Room" from "The Bohemian Woods," and Piere's "Marche des petits faunes" from "Cydalise et le Chevre-Pied." Then Hofmann will play again, and the orchestra will conclude the hour with Tschalkowsky's "Capriccio Italien."

SCENE BUT NOT HEARD

MANHATTAN: Robert L. Ripley joins the robin as a harbinger of spring by umpiring a pre-season baseball game in Central Park and without any arguments from either team, believe it or not. . . . The crowd at West 47th Street, the musicians' curb market where on an instant's notice you can pick up a tuba or an oboe player, gathered outside a little music shop listening to Guy Lombardo recordings. . . . Kate Smith halts rehearsal to spend 15 minutes talking with Pete Barry about the destinies of her basketball playing Celtics, whom he manages. . . . Lanny Ross emerging from Stillman's Gym where he works out three times a week with young ring hopefuls.

HOLLYWOOD: Jack Oakie introduces a new sartorial wrinkle when he shows up for rehearsal wearing a truckish towel as a cravat. . . . Al Jolson racing on the bridge path on their estate with wife Ruby and losing—which is his first loss on horse races for the week. . . . Gracie Allen buying favors for a St. Patrick's party in a Vine Street stationers. . . . Crowds outside of the new Columbia Playhouse waiting for certain time of the Sunday Community Sing. Milton Berle dashes to the stage door, closely followed by Wendell Hall and Jones and Hare.

"St. Louis Blues," greatest of all American blues classics, will be presented by Andre Kostelanetz' orchestra and vocal chorus, in a dramatic and novel arrangement, Wednesday, March 10 at 9 p.m., EST, over the WABC-CBS network.

A group of waltz selections, also sung by the chorus, includes "Tales from the Vienna Woods," by Strauss and Stolz' "Two Hearts in Three-Quarter Time."

A rustic novelty of the programme will be an orchestral presentation of the humorous "Reuben, Reuben, I Been Thinkin'."

Nino Martini, tenor soloist, will include among his contributions the operatic favorite, "Ecco Ridete In Cielo," from "The Barber of Seville," by Rossini.

OAKIE COLLEGE

Jack Oakie is proud of his part in featuring campus talent on his weekly "Oakie College" broadcasts Tuesday at 9:30 p.m., EST, over the WABC-CBS network.

Thus far Jack has brought to the microphone collegiate musicians and vocalists from Wesleyan College, Williams, Columbia University, Yale and other representative schools.

Jack points out the number of first-rank personalities in the world of radio entertainment as an encouraging precedent for the quality of campus talent. Among the most prominent of the Yale alumni on radio is Lanny Ross. He has been on the air for the same sponsor almost since he left school—a decade ago.

Ozzie Nelson played in the band at Rutgers. Hal Kemp had his own orchestra, called "The North Carolinians," when he was still a student at the University of North Carolina.

Song-writer Johnny Green practically wrote his way out of college onto the airwaves with a school song composed during his undergraduate days at Harvard where he played piano for a campus musical club.

Rudy Vallee, another of Yale's favorite sons in the radio world, is one of the most widely-known collegiate successes. Fred Waring made his college world-famous, naming his Pennsylvanians after his Alma Mater.

Oakie, himself, busy with twin careers both in films and on the air, says "Look at me—I went to the University of Experience. Now I'm 'Prexy' of a coast-to-coast College!"

Bib Business recognizes in Socialism its twin brother.—Hilaire Belloc.

ESKIMOS' MEAT STORE NEARLY READY TO MOVE TO SUMMER GRAZING

OTTAWA, March 9—Herders of the Eskimos' walking meat store are preparing to move it to its island summer grazing ground off the Arctic coast, near the mouth of the Mackenzie River.

Hon. T. A. Crerar, Minister of Mines and Resources, tonight announced receipt of a wireless message from Akkavik, in the Mackenzie Delta country, informing him the great reindeer herd, perhaps destined some day to change the Eskimo mode of life, was wintering satisfactorily.

The herd, now numbering 3,750 animals, has been wintering in its great 6,000-square-mile preserve east of the delta. Soon its custodians will start driving it toward Richards Island, off the Arctic Coast, for the spring fawning.

Carcasses by Plane
Last mid-December the animals were moved from Richards Island, where they had spent the summer and fall, to the mainland winter range along the east bank of the Mackenzie. For a while they were held at the reindeer station, where almost 200 surplus animals were slaughtered to thin the herd and provide food for natives and the Anglican and Roman Catholic missions at Akkavik. A few more were killed to provide food for the station staff.

Mission authorities this year will move carcasses allotted to them by airplane, a faster and more economical mode of transport for this remote area.

of meat than the old dog-team method.

The Minister's informants said the slaughtered animals were in good condition and that carcasses averaged about 145 pounds in weight after being stored for six weeks.

Only Surplus Killed
In killing, they said, only animals surplus to needs of the herd were slaughtered. These included a number of old leaders who drew other animals away from the main herd and generally added to worries of the herders. The herd has been easier to handle since their demise.

The movement to the summer range will start about the last week of March, so that the herd will reach Richards Island before birth of the fawns.

Mr. Crerar expressed satisfaction in success of the reindeer experiment in which Eskimo boys are being taught to handle the herd.

In previous reports it was said the Eskimo, realizing that hunting and trapping may not provide security forever, appreciated the arrival of the herd, which some day may turn them from their ancient hunting to a nomadic pastoral life in which they will tend the reindeer and kill them as they need food.

In restaurants, trains, omnibuses, and every public place women may be seen hard at work on the preservation of places of charm.—Lt. Com. Fletcher.

A Happy Average!

"WE'VE entered upon a new era in this country", declared Mr. William Waddell (Real Estate; Farming Properties Our Specialty). — "Watch Canada grow—and Essex centre, too."

"Hear, hear", applauded "Butch" Nolan, cattle buyer and booster for Picobac, the pick of Canada's Burley crop.

"Hear, hear", echoed the company.

"Boys", warned Mr. Picobac, chuckling into his pipe, "don't let your enthusiasm run away with you. Let's go slow with new-fangled ideas. Sure, I know there's a few things in this country that can be improved. But we don't want to try to do it all at once. And by cracky, we don't want to be like that dog we used to read about in the first reader; we don't want to drop a darn good bone for a shadow. I've been through so many ups and downs now that I'm getting wise. So I tell you—a happy average is the best thing for this country in the long run!"

The philosopher of Sunny Southern Ontario's Burley tobacco belt dug out his Picobac seal-tight pouch preparatory to a mild . . . cool . . . sweet smoke.

"Give me a match, somebody", he ordered.



HANDY SEAL-TIGHT POUCH - 15c
½-LB. "LOK-TOP" TIN - 60c
also packed in Pocket Tins

"IT DOES TASTE GOOD IN A PIPE!"

Picobac

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