

## 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—Adventures of Jamie and Josie  
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—Lloyd Bullen, Baritone  
9.30—National Sing Song  
10.00—Dramatic Mystery Series  
10.30—Spotlight Parade  
11.00—Tudor String Quartet  
11.30—The Last Buffalo Hunter  
11.45—The News  
12.00—Restless Bows  
12.30—Orchestra

CKAC, MONTREAL, 730 K.  
6.00—Social Announcements  
6.15—Summary  
6.30—Sleepex Program  
6.45—The Fireside Program  
7.15—L'Heure Recreative  
7.30—A Baton Rompus  
7.45—L'Amour Contre la Haine  
8.00—Melody Time  
8.15—Le Cure de Village  
8.30—Familex Program  
8.45—Don Juan of Song  
9.00—Les Montagnards de Quebec  
10.00—Chantons en Choeur  
11.00—La Ligue des Proprietaires  
11.15—Westinghouse Newscast  
11.30—Lloyd Huntley and Orch.  
12.00—Molson Sports Reporter  
12.30—Orchestra

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  
7.45—Today's Sports  
7.55—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—Alistair Cooke  
12.00—Orchestra  
12.15—Ink Spots  
12.30—Orchestra

WABC, NEW YORK, 880 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  
7.45—Sports Resume  
7.55—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  
12.00—Tomorrow's News Tonight  
12.30—Orchestra

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  
7.45—Jack Baker, Tenor  
7.55—Lowell Thomas  
8.00—Easy Aces  
8.15—Nola Day  
8.30—Lum and Abner  
8.45—Charlotte Landing, 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

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 Alistair 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—Glenn Darwin, Baritone  
6.30—Piano Recital  
6.45—Closing Stock Quotations  
7.00—Harry Kogan and Orch.  
7.30—Ici l'On Chante  
8.00—Rex Battle and Orch.  
8.30—The Lamplighter  
8.30—Radio Journal  
8.45—Kathleen Stokes, Organist  
9.00—Democracy at Work  
9.15—Bill Morton, Tenor  
9.30—String Quartette  
10.00—Streamline  
11.00—Witch's Tale  
11.30—Concert Hall of Air  
11.45—The News  
12.00—The Farmer Fiddlers  
12.30—Orchestra

CKAC, MONTREAL, 730 K.  
6.00—Social Announcements  
6.15—Elsie Thompson at the Organ  
6.30—Sleepex Program  
6.45—The Fireside Program  
7.15—L'Heure Recreative  
7.30—A Baton Rompus  
7.45—Among Our ouvenirs  
8.00—Hockey School of the Air  
8.15—Howard Phillips, Songs  
8.30—French Sketch  
8.45—Don Juan of Song  
9.00—Gratien Gelinat  
9.30—Radio Encyclopedie  
10.00—Major Bowes Amateur Hour  
11.00—To be Announced  
11.15—Westinghouse Newscast  
11.30—Alex. Lajoie and Orch.  
11.45—Berceuse  
12.00—Molson Sports Reporter  
12.30—Orchestra

WEAF, NEW YORK, 660 K.  
6.00—Carlile 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  
7.45—Today's Sports  
7.55—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—Alistair Cooke  
12.00—Orchestra  
12.15—Ink Spots  
12.30—Orchestra

WABC, NEW YORK, 880 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 Casino, 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  
12.30—Orchestra  
1.00—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  
7.45—Tony Russell, Tenor  
7.55—Lowell Thomas  
8.00—Easy Aces  
8.15—Healani of the South Seas  
8.30—Lum and Abner  
8.45—Kidoodlers  
9.00—Gen. Hugu Johnson  
9.15—He'len Traubel, Soprano  
9.30—George Bernard Shaw's Plays  
10.45—To be Announced  
11.00—NRC Nightclub  
12.00—Vagabonds  
12.15—Kings' Jesters  
12.30—Orchestra  
1.00—Orchestra

WTIC, HARTFORD, 1040 K.  
6.00—Carlile 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 Vallee's Variety Show  
10.00—Show Boat  
11.00—Johnny Trotter's Orch.  
12.00—News  
12.15—Orchestra  
12.30—Orchestra  
1.00—Orchestra

## FOOTBALL AT HIS FINGERTIPS

NBC ANNOUNCER USES UNIQUE SYSTEM IN GRID BROADCASTS



When Bill Stern broadcasts a football game for NBC, he has before him, on either side of the microphone, charts which tell at a glance the name, position, weight, height, and home of every man on each team. One "spotter" from each team assists Stern fingertip signals.

NEW YORK, Oct. 13—"Having knowledge at your fingertips" is not just a proverbial bromide when Bill Stern, NBC's ace football reporter, broadcasts play-by-play and player against player descriptions of the nation's outstanding football games. Such knowledge happens to be a literal, actual, physical reality in which fingertips play as important a factor in the radio's audience's enjoyment of the game as do the quarterback's signals in a team's success.

Football broadcasting differs from other sports reporting in that an announcer must know in split second time not only the names and positions of 22 players but also the names and positions of innumerable substitutes. Any one of these may turn out to be a hero by merest break of chance. So that he can relay this and other information to radio fans immediately, Bill Stern spends weeks at the training camps of all outstanding college eleveners.

But what, you may ask, do fingertips have to do with all this? "That's where 'spotters' and their fingertips come in. 'Spotters' are college men who are intimately acquainted with the players on their own teams. They know a player by his features, his eccentricities, his build and his habits as well as by his number. One 'spotter' from each team assists Announcer Stern in his NBC broadcasts. Stern sits in the broadcasting booth, his eyes on the play. So, too, do the spotters. In front of Stern is a chart of his own design, on which metal clips hold in place the names of each player. Should Doaks, full-back, make nine yards through the left side of the line, Stern sees it and begins announcing. But, to make

sure he is absolutely correct, Stern glances at his chart. There the fingers of the spotters point to the name of the player carrying the ball, the name of the man making the tackle. The spotters insert the name of each substitute and by previously arranged "fingertip signals" they indicate to Stern the cause of all penalties. Their fingertips tell him—where words could not without upsetting the broadcaster and the audience—exactly how many yards the penalty is and whether it is for offside, unnecessary roughness, holding, crawling, interference or what.

Someone—the name escapes—has said "the hand is quicker than the eye." But in football broadcasts, Bill Stern says when you synchronize their actions "everything's perfect."

## NO FUN NOW

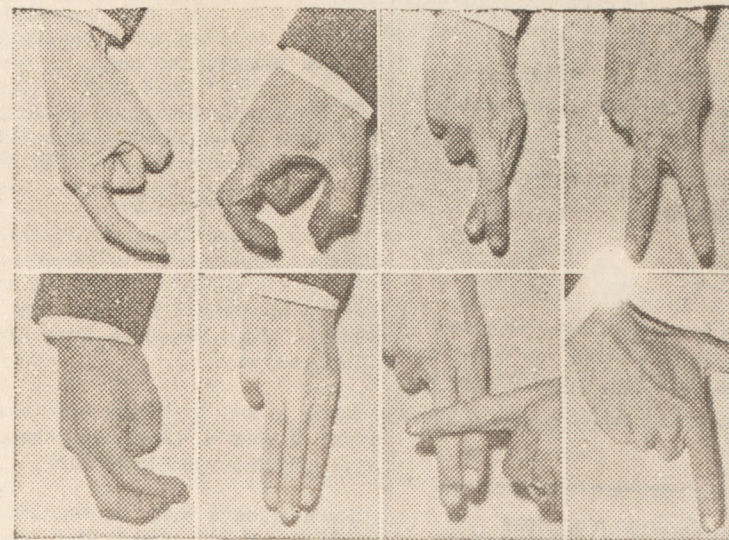
HOLLYWOOD, Oct. 13 — Charlie Butterworth, a celebrity now, would like to be a cub newspaper reporter all over again. "We used to have fun chasing police ambulances and fire wagons back in South Bend, Indiana," complains the dead-pan star of the NBC Packard Hour, "but, stunks, what fun is there in being a comedian?"

Perhaps the best bet to join the Yank hurling corps next season is Spud Chandler. Chandler won a regular starting berth with the Yanks last season but came up with an ailing clipper and was shipped back to Newark.

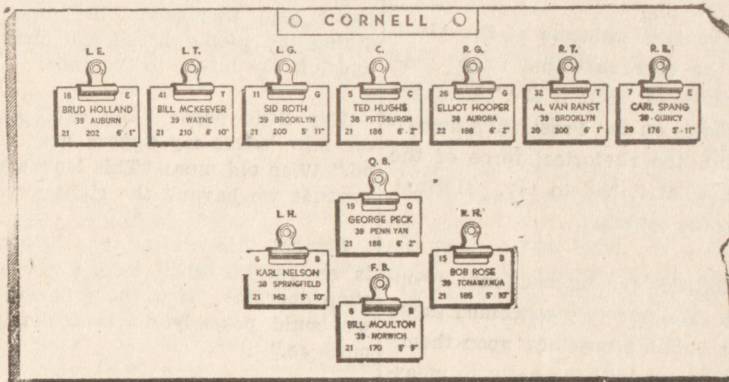
## WOMEN'S ALTITUDE RECORD?



A 23-year-old Hungarian girl, Isela Sambo, is just over seven feet tall. Since she is still growing, she hopes to reach a height record for women. She is now on a visit to Vienna, Austria. The photograph shows: Isela debating with a Viennese taxi driver whether his car is big enough to take her.



These are the signals a "spotter" uses to tell the football announcer what the umpire is up to on the field. On top, left to right: backfield in motion, too many time outs; unnecessary roughness; interference on pass. Bottom, left to right: crawling; piling on; holding; roughing kicker.



At every football game he broadcasts Bill Stern uses two charts like this, one for each team. Metal clips hold in place a card with the name, position, weight, height and home of each player.

## AMERICA WAS NOT ONLY DISCOVERY WORTHY OF NOTE

On October 12, 1492, Christopher Columbus discovered America.

On January 10, 1927, Ted Collins 'discovered' Kate Smith singing a supporting role in "Flying High" the George White musical which starred Bert Lahr.

On April 14, 1931, Eddie Cantor 'discovered' Gracie Allen and engaged her to guest star on his program as a dumb sobolister. After this appearance, she and hubby George Burns became one of the ether's top-notch attractions.

On August 13, 1925, Harry Salter was "discovered" directing a three-piece orchestra in a small boomtown, Gusher, Texas. With him were an Oklahoma Indian who played the trombone and a "lady" who might have been known as Lou, at the piano.

On November 4, 1928, Andre Kostelanetz debuted on his first outstanding radio broadcast. He was immediately 'discovered' by his sponsor who appreciated his subtle musical touch.

On October 11, 1934, Phil Spitalny 'discovered' that an all-girl orchestra could be sold on an equal basis with men's orchestras and be as successful.

On September 23, 1923, young Jessica Dragonette, just out of a convent, was 'discovered' singing the role of the Angel in Reinhardt's 'Miracle' and persuaded to make her radio debut.

## Marco Polo Hero Of New NBC Series

NEW YORK, Oct. 13—The adventures of Marco Polo will be the theme of a new series to be introduced by Malcolm Claire, Wednesday, October 13, at 8:00 a. m., EST, over the NBC-Red Network.

In the initial broadcast of the series, Claire will tell of Marco Polo, the boy who haunted the docks of Venice, waiting for his father and uncle who had travelled to the Far East in search of riches.

The series will follow the authentic text of Marco Polo's Travels, as set down after his triumph return from a journey that changed the world's conception of geography.

## LEADER ONCE SHY

Seymour Simons owes his present success as a radio conductor to his being shy as a youngster.

When he first started out in show business, Simons was given a contract as a pianist in a theatre. But he was too bashful to play alone, so he asked for a band to "back him up."

## MORE GLAMOUR IN MUSIC SHEET THAN MONKEY WRENCH

Such Has Been Finding Of Three Distinguished Radio Professionals

## ONCE ENGINEERS

Gave Up Profession To Enter Radio; Say Not Sorry Made Change

There's much more glamor in a music sheet than in a monkey wrench!

You can take the word of at least three distinguished gentlemen in the radio profession who know what they are talking about when they say nix to that sordid tool and reach instead for a music sheet.

What we're driving at is simply this: Seymour Simons, Reed Kennedy and Wilbur Hatch are all graduates of engineering schools in this country. Each gentleman possesses a degree in engineering and yet each prefers to spend his time in Radio Row facing that little black ribbon mike. They don't want any part of the industrial world.

Simons is a graduate of the University of Michigan where he obtained two degrees, Bachelor of Science and Mechanical Engineer; Kennedy was the recipient of a Mining Engineer's degree from Carnegie Tech, and Hatch graduated from the University of Chicago, with a degree in engineering, and a Phi Beta Kappa Key, to boot, which is awarded only to the really brilliant scholars in institutions of higher learning.

Simons is now conducting the "Romantic Rhythm" orchestra on CBS Sundays at 6:30 p. m., EST. Kennedy is the featured male singer on the "Song Shop," a Friday best bet on CBS at 10:00 p. m., EST, and Hatch is musical director for the west coast CBS station KNX and conductor of "Song Time" over CBS from coast-to-coast.

Says Simon: "Give me a baton any day in preference to a pair of Sweet-Orrs and a slide rule."

Says Kennedy: "Digging for real gold is all right but it comes a lot digger. He gave a concert shortly thereafter in Bridgeton Town Hall. Says Hatch: "I never saw any romance in calculus."

## MANY TALENTS

Charles Martin, the young creator of the "Thrill of the Week" on NBC-WEAF Tuesdays at 9:00 p. b., AST, is not only an accomplished writer but an excellent pianist and violinist.

It was at the tender age of four that Martin took up the study of the fiddle and at seven was regarded by the neighborhood as a child of prodigy. He gave a concert shortly thereafter in Bridgeton Town Hall. Says Hatch: "I never saw any romance in calculus."

## ROUND TRIP BARGAIN FARES

TO  
BOSTON AND NEW YORK  
\$10.00 \$15.00

From FREDERICTON, N. B.

Via Saint John and Eastern Steamship Lines. Proportionately Low Fares from other stations.

Going: SATURDAY, OCTOBER 16th

Return Limit: From New York, THURSDAY, October 21st, 1937. From Boston, FRIDAY, October 22nd, 1937.

## IMMIGRATION PERMITS — (Important)

Passengers should be in possession of a letter IN DUPLICATE from their bank manager, clergyman or government official, certifying as to their name and complete address; citizenship; intended length of stay in the United States; and the name and complete address of person to whom destined. The letter should be signed by applicant in the presence of the issuing official.

Persons who are NOT citizens of Canada, or British subjects domiciled in Canada, require passports issued by an American Consul.

This letter may also be used when re-entering Canada. Passengers residing in the vicinity of Halifax, Yarmouth and Saint John should apply to local United States immigration authorities for permit before leaving these points.

Children of Five and under Twelve Years of Age HALF FARE Tickets good in DAY COACHES ONLY. Meals and berth on steamer, extra.

## MAKE YOUR RESERVATION EARLY

Consult Nearest Ticket Agent For Full Information.

CANADIAN NATIONAL RAILWAY

Use Canadian National Money Orders for Safety, Convenience.

THE FLAVOR LASTS

