

# 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—Clark Dennis, Tenor  
6.45—Allan Burt, Baritone  
7.00—Mary Small, Songs  
7.15—Celli-Harpe  
7.30—Canadian Press News  
7.45—Bughouse, Rhythm  
8.00—Recollection  
8.30—Salute to Valour  
9.00—Shadows on the Grass  
9.30—From a Viennese Garden  
10.00—Calgary Stampede  
10.30—Canadian Tennis  
10.45—Canadian Press News  
11.00—Promenade Concert  
12.00—Hawaiian Nights

**CKAC, MONTREAL, 730 K.**  
5.30—Firebird Program  
6.15—Instrumental Novelties  
6.30—L'Heure Recreative  
7.00—French Songs  
7.15—Le Cure de Village  
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.**  
3.45—The O'Neils  
4.00—Tea Time at Morrell's  
4.30—Claudine MacDonald  
4.45—Grandpa Burton  
5.00—Lee Gordon Orch.  
5.15—Tom Mix  
5.30—Jack Armstrong  
5.45—Little Orphan Annie  
6.00—Moorish Tales  
6.30—Jackie Heller  
6.45—Billy and Betty  
7.00—Amos 'n' Andy  
7.15—Edwin C. Hill  
7.45—Robert Gately  
8.00—Cities Service Concert  
9.00—Waltz Time  
9.30—Court of Human Relations  
10.00—First Nighter  
10.30—Red Grange, football star  
10.45—Four Showman Quartet  
11.00—Esso News  
11.15—Phil Levant's Orch.  
11.30—Glen Gray  
12.00—Fletcher Henderson's Orch.  
12.30—To be Announced  
12.45—Dance Orchestra

**WABC, NEW YORK, 860 K.**  
6.00—Tito Guizar, songs  
6.15—Buddy Clark  
6.30—Sports Resume  
7.00—Poetic Melodies  
7.15—Ma and Pa  
7.30—Hollace Shaw, songs  
7.45—Boake Carter  
8.00—Broadway Varieties  
8.30—Hal Kemp's Dance Band  
9.00—Hollywood Hotel  
10.00—San Francisco Symphony Orch  
10.30—Sinclair-Ruth Program  
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—Story of Mary Marlin  
5.15—The Singing Lady  
5.45—Musical  
6.00—Esso News Reporter  
6.05—Evening Little Show  
6.30—News  
6.45—Lowell Thomas  
7.00—Uncle Sam at Work  
7.15—The Stainless Show  
7.30—Lum and Abner  
7.45—Musical Moments  
8.00—Irene Rich  
8.15—Singing Sam  
8.30—Death Valley Days  
9.00—Chicago Symphonic Hour  
9.30—Twin Stars  
10.00—Jack Pearl  
10.30—Girl Scout Dinner  
10.45—Elza Schallert Reviews  
11.00—Esso News Reporter  
11.08—Chicago Symphonic Hour  
11.30—Esso News Reporter  
12.00—Bob Crosby  
12.30—Dance Orchestra

**WTIC, HARTFORD, 1040 K.**  
5.00—Marlowe and Lyon  
5.15—Adventures of Dari-Dan  
5.30—Dow Winslow of the Navy  
5.45—Little Orphan Annie  
6.00—News  
6.15—Baseball and Highlights  
6.30—Wrightville Clarion  
6.45—Musical Moments  
7.00—Amos 'n' Andy  
7.15—Uncle Ezra  
7.30—Concert Program  
7.45—Count of Monte Cristo  
9.00—Waltz Time  
9.30—Court of Human Relations  
10.00—The First Nighter  
10.30—Varsity Show

11.15—Connecticut Legislature  
11.20—Jean Sablon  
11.30—Cotton Land Musical Festival  
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—Yodelling Youngster  
7.00—El Chico  
7.30—Safety First  
7.45—Luigi Romanelli  
8.00—Don Messer and Orch.  
8.30—Meredith Wilson and Orch.  
9.00—Legends d'un People  
9.30—Louisiana Hayride  
10.00—Toronto Little Symphony  
10.30—Our Heritage  
10.45—Canadian Press News  
11.00—La Hacienda  
11.30—Banff Springs Orch.  
12.00—Rhythm and Song  
12.30—Sorts Week  
12.45—Good Evening  
1.00—Sandy Desont's Orch.  
1.30—Orchestra  
2.00—The News  
2.15—Dance Music

**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 Français  
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. LaJolie and Orch.  
11.00—Sports Reporter  
11.30—Anson Weeks and Orch.  
12.00—Radio Minuit  
12.15—Dance Orchestra  
12.30—Dance Orchestra  
1.00—Sign Off

**WEAF, NEW YORK, 660 K.**

5.30—Kaltenmeyer's Kindergarten  
6.00—Top Hatters  
6.15—Esso News Reporter  
6.30—Press News  
6.35—Alma Kitchell, Contralto  
6.45—Religion in the News  
7.00—Martinez Brothers  
7.15—Hampton Institute Singers  
7.30—Gilbert Seldes  
7.45—The ABC of NBC  
8.00—Saturday Evening Party  
9.00—Snow Village Sketches  
9.30—Shell Show  
10.30—Irvin S. Cobb  
11.00—Esso News Reporter  
11.15—Ink Spots  
12.15—Dance Orchestra  
12.30—Dance Orchestra  
12.45—Ray Pearl's Orch.

**WABC, NEW YORK, 860 K.**

5.00—Eddie Duchin and Orch.  
5.30—Singing Waiters  
6.00—Columbia Concert Hall  
6.30—Sports Resume  
6.45—Ben Field and Orch.  
7.00—Saturday Night Club  
7.30—Universal Rhythm  
8.00—Professor Quiz  
8.30—Morgan's Orch.  
9.00—Grace Moore, soprano  
9.30—Keyboard Serenade  
10.00—Your Hit Parade  
10.45—Design in Harmony  
11.00—Dance Music  
11.30—Dance Music  
12.30—Dance Orchestra  
1.00—To be announced

**WBZ, BOSTON, 990 K.**

4.00—Herman Middleman and Orch.  
4.30—Joan and the Escorts  
4.45—Concert Ensemble  
5.00—Musical Adventures  
5.15—Timothy Makepeace, comedy  
5.30—Buzzy Kountz Orch.  
5.45—Ruth and Ross  
6.00—Esso News Reporter  
6.30—News  
6.35—Home Symphony  
7.00—Message of Israel  
7.30—Uncle Jim's Question Bee  
8.00—Ed Wynn  
8.30—Meredith Willson and Orch.  
9.00—National Barn Dance  
10.00—Nickelodeon  
10.30—Hildegard  
11.00—Riley and Farley's Orch.  
11.30—Esso News Reporter  
12.00—Dance Music  
12.30—Dance Orchestra

**WTIC, HARTFORD, 1040 K.**

4.30—Program from New York  
5.30—Kaltenmeyer's Kindergarten  
6.00—News  
6.15—Baseball Scores  
6.30—Wrightville Clarion  
6.45—Medical Talk  
6.55—Salon Orchestra  
7.00—Martinez Brothers  
7.15—Sports of the Week

## NBC WILL INAUGURATE TEN NEW STATIONS IN BLUE NETWORK

**NEW YORK, July 9**—The coast-to-coast Blue Network of the National Broadcasting Company takes another step forward in its plans to expand its service to the nation with the announcement by Lenox R. Lohr, president of NBC, that ten stations, located in some of the richest and most populous sections of the South, will become Blue affiliates on Sunday, August 1st.

The addition of these stations, Mr. Lohr said, will provide listeners in the South with a choice of two full-time NBC services over separate Blue and Red chains of stations. Previously in most Southern cities there has been only one NBC station, and thus listeners were deprived of either the Blue or Red network programmes.

### 30 New Stations

The addition of ten stations increases the national audience of the NBC-Blue Network by millions of persons, Mr. Lohr pointed out.

This development of the Blue Network is NBC's response to the demands of business and public for complete coverage by two great NBC networks, each with adequate outlets to serve all of the United States. To provide this coverage, NBC, counting the new Southern affiliates, has made thirty new stations available to the Blue Network since January 1, 1937, in addition to the 77 stations which previously constituted the Blue Network.

Reaching from the rich industrial section of Atlanta, Ga., through the fertile Mississippi Valley, to the great oil fields of Texas, the ten new NBC stations are WAGA, Atlanta, Ga.; WSGN, Birmingham, Ala.; WNNB, Memphis, Tenn.; WJBO, Baton Rouge, La.; WDSU, New Orleans, La.; KFDL, Beaumont, Texas; KXYZ, Houston, Texas; KRIS, Corpus Christi, Texas, and KRGV, Weslaco, Texas. In every instance, these stations render outstanding broadcasting service in their respective localities.

### Plans for Expansion

The plan for expanding the Blue Network to nation-wide proportions in its own right was first put into operation in January, 1936, when six stations in the great population centers of the Pacific Coast were added to make the Blue a coast-to-coast network. The second big step was taken early this year when NBC again added stations to the Blue Network in 20 strategic sections of the country.

## Hard Surfacing

(Continued from Page Six)

Route No. 6—Florenceville, Bridge-water, Good.  
Route No. 7—Andover, Fort Fairfield, Good.

Route No. 8—Fredericton, Doaktown, Mile 0.0-57.0, Good. Doaktown east, Mile 57.5-60.5 Pavement under construction. Renous, Derby, Mile 86.6-90.8 Grading under way. Detour via south side of river from Quarryville to Newcastle.

Route No. 9—Fredericton, Sussex, via Narrows. Rough through Sheffield and Jemseg Flats. 0.5 mile under construction west of the Narrows.

Route No. 10—Sheffield, Starkeys, via Chipman, Good.

Route No. 11—Matapedia, Dalhousie, Mile 0.0-26.0 Pavement completed. Armstrong Brook, Belledune River, Mile 51.0-56.5 Grading under way. Several detours around bridges under construction. Chatham South, Mile 198.4-200.3 Grading under way. Richibucto, Chockpish, Mile 240.0-244.9 Grading under way. Shediac River, Gilberts Corner, Mile 268.0-269.0 Grading under way. Shediac River, Gilberts Corner, Mile 269.0-270.0 Pavement under construction. Gilberts Corner, Moncton, Mile 270.0-286.0 Pavement completed.

Route No. 11A—Newcastle, Bathurst (via short route) Good.  
Route No. 12—Newcastle, Chatham, Paved, good.

Route No. 13—Pokemouche, Shipigan, Good.

Route No. 14—Moncton, Albert, Mile 0.0-32.4 Grading under way on various sections. Albert, Penobscus, Mile 32.4-76.0 Good.

Route No. 15—Gilberts Corner, Barachois, Mile 0.0-7.8 Pavement completed. Shemogue, Port Elgin, Mile 21.7-34.0 Grading under way.

Route No. 16—Aulac, Jolicure, Mile 0.0-9.0 Pavement completed. Jolicure east, Mile 9.0-10.0 Pavement under construction. Cape Tormentine, Mile 28.0-32.0 Grading under way.

Route No. 17—St. Leonard, St. Quentin, Mile 0.0-39.0 Good. St. Quentin, Tidehead, Mile 39.0-97.0 Fair.

7.30—Hour of Cheer  
8.00—Variety Show  
9.00—Snow Village  
9.30—The Chateau  
10.30—Program from New York  
11.00—News  
11.15—Dance Music  
11.30—Dance Music  
12.00—Weather Report  
12.02—Dance Music  
12.30—Dance Orchestra

A brief description of the new stations and the territories each serves follows:

WAGA, at Atlanta, is owned by the Liberty Broadcasting Co., an affiliate of the Atlanta Journal which has a daily circulation of 95,000 and a Sunday circulation of 118,000. The station operates full time on a regional channel frequency of 1450 kilocycles with a day-time power of 1,000 watts and a night-time power of 500 watts. Atlanta, the No. 1 market of the South, ranks twenty-fourth in the national market rating. An important railroad center, the city is the capital of Georgia and the financial and manufacturing center of the Southeast.

WSGN, at Birmingham, is operated by the Birmingham News and Age Herald, which have a daily circulation of 121,000. Located in one of the richest mineral regions of the country, Birmingham is the largest city in Alabama. Its population totals 259,678. The station operates full time on a frequency of 1310 kilocycles with a day-time power of 250 watts and a night-time power of 100 watts.

WNNB, at Memphis, is operated by the Press-Scimitar. It broadcasts full time on a regional channel frequency of 1430 kilocycles with a day-time power of 1,000 watts and a night-time power of 500 watts. Memphis, with a population of 253,143, is the largest city in Tennessee and, also, is one of the nation's greatest inland ports. The cotton market there is the largest in the world, handles

## C. B. C. NOTES

Roland Todd will direct an orchestra and chorus in special arrangements of familiar selections on the CBC program, "Recollections of Yesteryear", to be heard over the eastern and central networks on Friday, July 9, at 7.00 p. m. EST.

Compositions chosen for this date which will be featured by the instrumentalists include: "Frasquita Serenade", by Lehár; selections from Tschaiakowsky's "Nutcracker Suite", and "Anitra Dance", from the Peer Gynt Suite, by Grieg.

The vocal chorus will offer interesting arrangements of "The Sweetest Story Ever Told", "Juanita", "The Dearest Spot", and a medley of old airs, including: "What's the Matter With Father", "In the Shade of the Old Apple Tree", and "Bedelia".

The Toronto Little Symphony, an organization of twenty-seven musicians under the baton of Cesar Borre, will make its national network radio premier from the Toronto studios of the Canadian Broadcasting Corporation on Saturday, July 10, at 9.00 p. m. EST when it performs two well known works—Raff's "In Walde" and Saint Saens' "March Heroique".

The Toronto Little Symphony, comprised of musicians who are members of the Toronto Symphony Orchestra, will specialize in music composed for the Little Symphonies at the time of Haydn and Beethoven. While the Symphony also will incorporate in its repertoire works of later composers, it will include only those designed for such instrumentation as the Orchestra is capable of presenting.

Cesar Borre, Belgian by birth, points out that a great deal of the finest symphony music was written by masters who were accustomed to orchestras not exceeding thirty pieces. Borre has been in Canada for some years and is recognized as a brilliant conductor. He is a member of the Hamburg Conservatory Faculty.

The first movement from the "Symphony in G Major", by Haydn, will introduce Alexander Chuhaldin's string orchestra to the national network listeners of the CBC on Sunday, July 11, at 6.30 p. m. EST, when "Melodic Strings" will be heard in its Sunday concert from the Toronto studios.

The major work for this broadcast will be the Hoffman "Serenade in Four Parts", as follows: (1) Allegro; (2) Gavotte; (3) Schlummerlied; and (4) Humoreske.

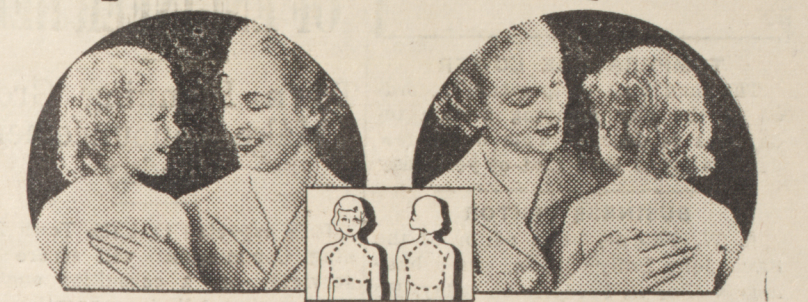
"Melodic Strings" is now regularly scheduled on Sundays at 6.30 p. m., bringing the works of the great masters and selected compositions by modern music writers to the radio audience, under the able baton of the internationally known Russian-Canadian conductor.

more than 1,000,000 bales a year. The Press Scimitar, which is the only evening paper in Memphis, has a daily circulation of more than 89,000. WROL, at Knoxville, is owned by the Stuart Broadcasting Corporation. It operates full time on a frequency of 1310 kilocycles with a day-time power of 250 watts and night-time power of 100 watts. The city of Knoxville, with a population of 105,802 and a trading zone population of 434,234, is one of the top-ranking markets of Tennessee.

WJBO, at Baton Rouge, is owned by the Baton Rouge Broadcasting Company, Inc. It operates on a frequency of 1120 kilocycles with a power of 500 watts. The owner of the station also is president of the State Times and Advocate, the only newspaper in the city. The paper has a daily circulation of 13,405. Baton Rouge is the capital of Louisiana and has a population of 30,729. The University of Louisiana, with an enrollment of several thousand students, is located there. The city also is an important distribution and shipping point. WJBO is its only radio station.

WDSU, at New Orleans, is owned by WDSU, Inc. It operates full time on a regional channel frequency of 1250 kilocycles with a power of 1,000 watts. New Orleans, the largest city in Louisiana, is the sixteenth largest city in the United States. It has a city population of 458,762 and trading zone population of 850,000. The city is the greatest distributing point in the South.

## This Safe, External Treatment Helps END A COLD Quicker



### The 3-Minute VapoRub Massage

Massage VapoRub briskly on the throat, chest and back (between and below the shoulder blades). Then spread it thick over the chest and cover with warm cloth.

Almost before you finish rubbing, VapoRub starts to bring relief two ways at once—two direct ways:

1. **Through the Skin.** VapoRub acts direct through the skin like a poultice or plaster.

2. **Medicated Vapors.** At the same time, its medicated vapors, released by body heat, are breathed in for hours—about 18 times a minute—direct to the irritated air-passages. This combined poultice-and-vapor action loosens phlegm—relieves irritation—helps break congestion.

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**Avoids Risk of Stomach Upsets**  
This safe, external treatment cannot possibly upset the stomach, as constant internal "dosing" is so apt to do. It can be used freely, as often as needed, even on the youngest child.

**VICKS VAPORUB**

Mother! Look in your VapoRub package for full details of Vicks Plan—a practical home guide to greater freedom from colds. In clinic tests among 17,353 people, this Plan cut sickness from colds more than half! Follow Vicks Plan for Better Control of Colds



"It makes a man think," SAID MR. PICOBAC

"Well," remarked Les, proprietor of the leading two-chair barber shop of Essex Centre as Mr. Picobac walked in, "did you hear the Coronation Broadcast?"

"I certainly did," replied Mr. Picobac, exhaling a fragrant cloud of smoke as he took a luxurious seat in one of the two chairs. "And I wouldn't have missed it for worlds. I tell you it makes a man think."

"And what does it make you think?" asked Les, removing Mr. Picobac's pipe and laying it on the shelf under the mirror.

"Well, it makes me think how proud I am to be British . . . to be born a subject of the British Crown. And what's more, we are the most democratic people in the whole wide world and we've got the most democratic king. God Save The King!"

"Hear, hear," said Les, tucking in the towel. Mr. Picobac chuckled. Then realizing that shaving operations had interrupted a mild . . . cool . . . sweet Picobac smoke, he stiffened to attention.

"Give me a quick one, Les," commanded he. "I've got important business down street this morning."



HANDY SEAL-TIGHT POUCH 15c.  
"LOK-TOP" TIN 60c.  
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