

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.
6.30—Jack Baker, tenor
6.45—Irene Lauder, songs
7.00—Rene Mathieu
7.15—Les Cavaliers de La Salle
7.30—Canadian Press News
7.45—Gordon Cameron, tenor
8.00—Summer Serenade
8.30—U. S. Marine Band
9.00—Royal Visit to Ireland
9.30—Silent
10.00—Automobile Vagabond
10.30—Lloyd Huntley and Orch.
10.45—Canadian Press News
11.00—Joe DeCoursey and Orch.
11.30—The Jolly Timers
12.00—The Pleasure Bowl

CKAC, MONTREAL, 730 K.
5.30—The Fireside Program
6.15—Waltz Time
6.30—The Recreative Hour
7.00—French Songs
7.15—Le Cœur de Village
7.30—Nationale de Benefices Mutuel
7.45—Dans les Griffes du Diable
8.00—Emission
8.30—Laugh with Ken Murray
9.00—Chantons en Choeur
10.00—Cavaliers de la Salle
10.15—Westinghouse Newscast
10.30—Montreal Pharmacy
10.45—Berceuse
11.00—Molson Sports Reporter
11.10—Bunny Berigan and Orch.
11.30—Joe Reichman and Orch.
12.00—Radio Minuit
12.15—Dance Orchestra
12.30—Dance Orchestra
1.00—Time and Sign Off

WEAF, NEW YORK, 660 K.
6.00—Our American Schools
6.30—Press Radio News
7.00—Amos 'n' Andy
7.15—Uncle Ezra
7.45—Vic and Sade
8.00—One Man's Family
8.30—Wayne King
9.00—Town Hall Tonight
10.00—Your Hit Parade
10.45—Jimmy Kemper's Song Stories
11.00—Esso News Reporter
11.05—Eddie Le Baron's Orch.
11.15—Dance Music
11.30—Dance Orchestra
12.00—Dance Orchestra
12.30—Dance Orchestra

WABC, NEW YORK, 860 K.
4.15—Curtis Institute of Music
4.30—Jack Shannon
4.45—Academy of Medicine
5.00—To be Announced
5.15—Mixed Quartet
5.30—Doris Kerr, songs
5.45—Funny Things
6.00—Del Casino, songs
6.15—George Hall and His Orch.
6.30—Sports Resume
6.40—Radio News
7.00—Poetic Melodies
7.15—Ma and Pa
7.30—Time for Buddy Clarke
7.45—Boake Carter
8.00—The Cavalcade of America
8.30—Laugh with Ken Murray
9.00—Lily Pons
9.30—Beauty Box Theatre
10.00—Gang Busters
10.30—Babe Ruth Program
11.00—News
11.15—Dance Music
11.30—Dance Orchestra
12.00—Dance Orchestra
1.00—To be Announced

WBZ, BOSTON, 990 K.
4.00—Parents and Teachers Assn.
4.30—Safety Crusaders
4.45—Monitor News
5.00—Story of Mary Marlin
5.15—Dan and Sylvia
5.30—The Singing Lady
5.45—To be Announced
6.00—Esso News Reporter
6.15—Evening Little Show
6.30—News
6.35—Musical
6.45—Lowell Thomas
7.00—Easy Aces
7.15—Doris Hare
7.30—Lum and Abner
7.45—Musical Moments
8.00—Merry Go Round
9.00—Ring Symphony
10.00—Vic and Sade
10.15—Manuel and Williamson
10.30—Lawden on Judiciary
12.00—Bob Crosby's Orch.
11.00—Esso News Reporter
11.15—Dance Music
12.30—Dance Orchestra
1.00—Dance Orchestra

WTIC, HARTFORD, 1040 K.
4.15—Collegeians
4.45—The Guiding Light
5.00—Adventures of Dari Dan
5.15—Don Winslow of the Navy
5.30—Jack Armstrong
5.45—Little Orphan Annie
6.00—News
6.30—Wrightville Clarion
6.45—Musical Moments
7.00—Amos 'n' Andy
7.15—Uncle Ezra
7.30—Through the Looking Glass
7.45—Count of Monte Cristo
8.00—One Man's Family
8.30—Wayne King's Orch.
9.00—Fred Allen

THURSDAY'S PROGRAMMES

CANADIAN BROADCASTING CORP.
This is the official programme Stations CFNB, CHSJ, CKCW, and CHNC.

CBC, OTTAWA, 550 K.
6.30—Martinez, Tenor
6.45—Recital
7.00—Tune Teasers
7.30—Canadian Press News
7.45—London Merry-Go-Round
8.00—International Salon
8.30—Robin Hood Dell Concert
9.30—Midnight in Mayfair
10.00—The Ghost Story
10.30—Nature Has a Story
10.45—News
11.00—Summer Melody
11.30—Soliloquy
12.00—Sign Off

CKAC, MONTREAL, 730 K.
5.00—Social Announcements
5.30—Fireside 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—Isaham 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—Follow the Moon
4.45—The Guiding Light
5.00—Organ Music
5.30—Don Winslow of the Navy
6.00—Kandollers
6.30—Press-radio News
7.00—Amos 'n' Andy
7.30—B.B.C. Broadcast
8.00—International Broadcast
9.00—Show Boat
10.00—Music Hall
11.00—News
11.30—Northern Lights
12.00—Park Central Hotel Orch.
12.30—Dance Orchestra

WABC, NEW YORK, 860 K.
5.45—Children's Corner
6.00—Patti Chapin
6.15—All Hands on Deck
6.30—Sports Resume
7.00—Poetic Melodies
7.15—Clyde Barrie, Baritone
7.30—The Town Crier
7.45—Boake Carter
8.00—A. & P. Bandwagon
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.
4.30—Medical Society
5.00—Story of Mary Marlin
5.30—The Singing Lady
5.45—Pie Plant Pete
6.00—Esso News Reporter
6.05—Evening Little Show
6.15—Musical
6.25—Concert Pianist
6.30—News
6.45—Lowell Thomas
7.00—Easy Aces
7.15—Cycle Trades of America
7.30—Lum and Abner
7.45—Jerry Cooper, Songs
8.00—Roy Shields Review
8.30—To be Announced
9.00—Russian Choir
9.30—To be Announced
10.00—Esso News Reporter
10.05—Time, Weather
10.15—Don Bestor
10.30—NBC Jamboree
11.35—Dance Orchestra
12.00—Dance Orchestra
12.30—Dance Orchestra

WTIC, HARTFORD, 1040 K.
5.00—Haverback Sisters
5.15—Program from New York
5.30—Don Winslow of the Navy
5.45—Little Orphan Annie
6.00—News
6.15—Baseball Scores
6.30—Wrightville Clarion
6.45—Baxter and Son
7.00—Amos 'n' Andy
7.15—Vocal Varieties
7.30—Guess the Name
7.45—Red Roberts Orch.
8.00—Rudy Vallee's Variety Show
9.00—Show Boat
10.00—Jimmy Dorsey's Orch.
11.00—News
11.15—Connecticut Legislature
11.20—Martinez Brothers
11.30—Northern Lights
12.00—Weather
12.02—Dance Orchestra
12.30—Dance Orchestra
1.00—Silent

RADIO HAS SOME HOLDOUTS

To those persistent talent scouts simply couldn't be reached with offers who search the world constantly for new personages with an interesting story to tell or some extraordinary ability to display, the word "fail" is never mentioned. But the history of radio reveals the fact that these seekers after the unusual have not always got their man. Despite the efforts of the cleverest talent hunters a handful of celebrities have yet to be lured to the microphone. Their cases, however, are not considered closed; as long as the individuals, broadcasters retain their belief that someday in some way the recalcitrants will be attracted to the studio there to tell their story to the millions who are always supposed to wait with bated breath for the gems of wisdom and the notes of gold that fall from the lips of glittering personalities.

Radio executives don't like to talk about failures. Hence, when a prominent network official was interviewed by the writer on the subject of radio holdouts, he agreed to talk but preferred to remain anonymous. He revealed that the several years' efforts of American and European broadcasters to bring the world's outstanding radio holdout to the microphone proved all in vain with the death of Thomas Edward Lawrence—better known as Lawrence of Arabia. The legends built up around his adventurous life and his wide acceptance as a world hero won him a ranking that perhaps will be remembered through the ages. Thus broadcasters consider it ironic that this age has now lost forever the opportunity of hearing Lawrence of Arabia over the air.

All Attempts Failed

American inducements to bring Lawrence to the mike were abetted by the British Broadcasting Corporation—but to no avail. The soldier-author never definitely refused; he

fers, a situation accepted as tantamount to a refusal.

Lawrence's death leaves two possible candidates for the number 1 classification in the ranks of radio holdouts. Unlike Lawrence, they were on the air in the past, but radio executives now rate the as definite holdouts. The men are Col. Charles A. Lindbergh and Edward, Duke of Windsor.

Both are in heavy demand constantly for their newswiness. Their adventurous and romantic backgrounds have brought about what the radio moguls term a public demand for microphone appearances. But public demand or no, the Colonel and the Duke won't go on the air. Lindbergh has been known to dislike publicity and he probably considers radio a more personal of ballyhoo than the printed page. Broadcasters rate him a definite holdout but they're still trying to sign him.

The Duke of Windsor became a world-famous personality when he was King Edward VIII and Prince of Wales. But his historic radio farewell to the Empire when he abdicated may also have been his adieu to the microphone. Over abdicated monarchs there usually exist an understood but undeclared suppression of public activity and broadcasting's possibilities for propaganda make the medium taboo, perhaps more out of the ex-monarch's tacit choice than by official pressure. The first taste of defeat broadcasters had with the Duke occurred when they attempted to broadcast his marriage to Mrs. Simpson. They now rate him as another definite microphone dodger. Broadcasters also list his wife as a permanent radio holdout; the former Mrs. Simpson thus has the distinction of being the only female headline personality on the stations' lists of unavailable names.

SHORT WAVE NOTES ONCE UPON A TIME...

Mr. Jardillier, Minister of Posts, Telegraphs and Telephones made some interesting statements with regard to new broadcastings of the French Colonial Radio Station in his speech at a meeting of "Radio-Liberte" recently. U. S. Vice Consul Davis B. Lewis, Paris, reports.

"In the near future experimental broadcastings will be carried on, and it is anticipated that shortly the new installations will be used for simultaneous broadcasting in various directions," he writes. "The power of the new broadcasting station is to be gradually increased to 50 kw., which will considerably improve the receptive power in the colonies as well as in other parts of the world."

"It is understood that extensive improvements are being carried out at the short wave broadcasting station which broadcasts for the British Empire at Davenport, England, where the power will be increased to 75 kw. and possibly more. The British systems will be composed of 23 antenna systems which will be able to broadcast in 12 different directions. The new French Colonial Station will only be a small achievement in comparison to this, but the reception of its broadcasts in distant French colonies, where the programs are popular, should greatly increase radio interest."

YOUR HEALTH

(Continued from Page Three)
must be kept in mind, and the boil should be treated with the same strict cleanliness that is used in all surgical treatments.

Considerable harm may follow the squeezing of boils. The individual's hands should be kept away from the boil, and it should be opened and treated at the proper time by a physician.

In some cases, vaccines are used to raise the resistance—fighting power—against the germ. In all cases, the general health must be considered. Proper diet, exercise, fresh air, body cleanliness, regular elimination all go to make up a hygienic life.

The occurrence of boils in most cases means that the sufferer has not been giving the reasonable care to his body that is required if a condition of health is to be maintained. To have a healthy skin, it is necessary to keep the whole body in a state of health by living a hygienic life.

Best for You and Baby Too

Baby's Own Soap
It's fragrant lather softens & cleanses
Individual cartons

TONY WONS SIGNED

Tony Wons, popular radio personality who has been absent from the national networks for several years, will return to the air on a tri-weekly broadcast schedule, Monday-Wednesday-Friday at 10:30 A. M., EST, over the WABC-CBS chain, beginning Monday, October 4. Wons' new series is sponsored by Vicks.

His home-spun philosophy and sympathetic drawing voice will again be heard reading from his well-known "Scrapbook". His new program will be doubly welcome to the many listeners who have found no program during his absence to provide the same unique and individual expression of friendly comment and human thoughtfulness with which Wons is identified.

Today his "Scrapbook", after years of compilation, is a remarkable collection of famous sayings, proverbs, sage observations and picturesque capsule comments from Wons' own colorful "book of life".

His first introduction to the airwaves, however, was not through the "Scrapbook", but through his novel broadcast versions of Shakespeare, by which he anticipated, several seasons ago, the present radio popularity of the Bard.

Once during an airing of "The Merchant of Venice" he played eight parts—and a fan wrote in, commenting, "Every member of the cast was fine".

IN RADIO CIRCLES

Gracie Allen and George Burns sat by the other day, with the rest of the fond mamas and papas, while Ronnie and Sandra Burns played beaming host and hostesses to the youngest generation at a two-some birthday celebration which was as Hawaiian as Honolulu.

Among the celebrated parents who watched their juniors go Hula were Mr. and Mrs. Dick Powell, Mr. and Mrs. Stuart Irwin, Benny Rubin, Louise Fazenda, Mrs. Jack Haley, Mrs. Walter Winchell, Mr. and Mrs. Robert Young and Mr. and Mrs. Rufus LeMaire.

Phil Spitalny and his all-girl orchestra will have an extra-busy week after their "Hour of Charm" broadcast Monday, August 2, at 9:30 P.M., EDT, over the WEAF-NBC network, for they will be deep in final rehearsals for their personal appearance at New York's Paramount Theatre, premiering Wednesday, August 4.

Arthur Godfrey, on his recent 7:30 A. M. Sundial broadcast over WJSV in Washington, D. C., told the folks of just having purchased his second plane. He announced that anyone who came to Beacon Field at 4 A. M. the next morning would be welcome to a ride.

He expected a few—and about 275 turned out, some having waited all night. He had to call into action every available pilot at the field, all of them zooming up two passengers at a time for a brief sky-ride. He got away from the flying field barely



S.S. SAINT JOHN SAILS

TO BOSTON

S. S. Saint John sails from Reed's Point Wharf, Saint John, at 7:30 p.m. (A.T.) Mondays, Thursdays, Saturdays. Due Boston following morning. Fare from Saint John, \$10 one way; from Fredericton to Boston, \$12.40. Rail connection to Saint John from all interior points. Staterooms, \$1.50 up, good for two people. Excellent meals at reasonable prices.

Apply any Canadian National Railway Company or Canadian Pacific Railway ticket office, or Reed's Point Wharf, Saint John.

EASTERN STEAMSHIP LINES

able to make his air program at 7:30 and barely able to walk when he did get there. It looks as though it was Pilot Godfrey who got taken for the well-known ride!

Here's another winner, Boys—
PICOBAC SLICED PLUG

15¢



● Picobac tobacco was first offered to pipe smokers in the pocket tin—and what a hit it made! Then came the famous "SEAL-TIGHT" pouch, and Picobac broke all records for popularity.

Now we introduce Picobac Sliced Plug—the same mild, cool, sweet smoke, the pick of Canada's Burley crop. Picobac sliced plug is good—and sells at about half the price of imported varieties. It's going to give your old favourites, the pocket tin and pouch, a lot of friendly competition! If you like a sliced plug, try Picobac in the 15c vest-pocket tin.



Try the New Sliced Plug IN THE VEST POCKET TIN

15¢

"IT DOES TASTE GOOD IN A PIPE!"

Picobac

HANDY SEAL-TIGHT POUCH 15c
POCKET TIN 10c

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED

GROWN IN SUNNY, SOUTHERN ONTARIO