

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—Martinez, Tenor
6.45—Recital
7.00—Dancing Strings
7.30—Canadian Press News
7.45—Cabin in the Cotton
8.00—International Salon
8.30—Robin Hood Dell Concert
9.30—Midnight in Mayfair
10.00—The Ghost Room
10.30—Nature Has a Story
10.45—News
11.00—Summer Milady
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—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—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 Resumé
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

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—Old Mill Trio
7.00—Mary Small, Songs
7.15—From a Gypsy Camp
7.30—Canadian Press News
7.45—Bughouse Rhythm
8.00—Recollection
8.30—To be Announced
9.00—Shadows on the Grass
9.30—From a Viennese Garden
10.00—Backstage
10.30—Discussion
10.45—Canadian Press News
11.00—Promenade Concert
12.00—Hawaiian Nights

CKAC, MONTREAL, 730 K.
5.30—Fireside 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 Gular, songs
6.15—Buddy Clark
6.30—Sports Resumé
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—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—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

BARBOUR SAGA SELECTED BEST SERIAL ON AIR

SAN FRANCISCO, July 15—For the fourth consecutive year radio listeners of the nation have named One Man's Family their favorite dramatic program.

The famous NBC serial again has won first place in Radio Guide's Star of Stars contest, just concluded which means that Playwright Carlton E. Morse will add another gold medal to the already impressive collection his Barbour brain children have earned.

Well in advance of the nearest runner-up, the serial of a typical American family has once more manifested its hold upon the imagination of listeners everywhere in America, after more than five years on the air.

In Radio Stars' first Star of Stars contest in 1934, listeners were scheduled to vote for their favorite star, but so many voted for One Man's Family instead, that the following year the contest was divided into several fields. As it had done in the first poll, One Man's Family was an easy winner over all other dramatic programs. Last year it repeated the achievement.

Other surveys and contests have shown the same sentiment on the part of listeners for Morse's tender human story of a real family. In balloting conducted by the Cleveland Plain Dealer in 34 cities and towns of America last December, the NBC serial was selected a member of the All-American Radio Eleven, taking and holding a large lead from the start of the poll, over not only dramatic offerings but all other types of radio programs. The Western Canada Radio News, a magazine covering a large section of Canada, recently held a poll in which One Man's Family won first place by a wide margin.

The Barbour saga also won the Los Angeles Times' recent survey to determine the best dramatic program on the air, receiving 58 per cent of all the votes cast, including those polled in other divisions of the contest. It has been awarded Radio Stars' medal for Distinguished Service to Radio and was a leader in Motion Picture Daily's recent national poll.

CANADIANS MAKE

(Continued from Page Six)

Lieut. G. A. Molecey of Vancouver had 98 and three more Canadians 97. The rest of the 13 Canadian entrants trailed down to 88, the score posted by Lieut. N. Colville of Vancouver and Pte. M. Lemieux of Westmount, Que., who found the longer ranges troublesome.

To permit of the large entry in the

BERNIE, BEWARE!



MILTON BERLE

NEW YORK, July 15—Sprightly young Milton Berle, comedy star of Broadway musical shows and motion pictures, will join Ben Bernie's parade of guests in the Ole Mastro's N.B.C.-Blue Network program of Tuesday, July 20, at 9.00 p.m., EDT. Host and guest are said to be thinking up mean things to say to each other when they meet before Ben's Radio City microphone.

Berle, a native New Yorker just turned 29, has had a sparkling career that has carried him through Broadway hits, vaudeville, motion pictures and radio. Last year, following his first appearance as a guest on Rudy Vallee's program, he was invited back again and again for a run of several weeks.

Bernie will leave Radio City following his broadcast of August 27 to make another picture, "Love and Hises", with Walter Winchell.

King's no other matches were fired today, but a couple of tie shoots were decided, and Canada lost out in one of these. The veteran Emslie, who had posted a perfect shot in The Daily Telegraph silver cup match Monday, shot off a tie with others who had possibilities and the winner of the shoot-off was Armorer-Sgt. F. S. French of the Hertfordshires, King's prize winner in 1935. French scored 14 to Emslie's 12 in the shot-for-shot duel.

C.M.S. W. Blackman of the Royal Sussex Regiment won the shoot-off for the bronze cross in the St. George's first stage.

ON SHORT WAVE

The Broadcasting Corporation of Japan announces that on July 1 it changed the schedule of broadcasts to the United States by moving them up a half hour.

Transmissions to the eastern section of this country now begin at 4:30 p. m., EST, instead of 4 p. m. (Editor's note: Please make time conform in programs as change was received too late to correct.) The broadcast for the Pacific coast begins at 12:30 a. m., EST, instead of midnight.

Frequencies also have been changed. The transmission for the eastern part of the United States is now on JZK over 15.16 megacycles (19.79 m.) and JZJ over 11.8 megacycles (25.42 m.)

For the Pacific coast the transmission is JZK over 15.16 megacycles (19.79 m.) instead of JZJ, as heretofore.

"One of the most difficult problems to solve in connection with the overseas broadcasts is the question of the best time to put them on the air for the benefit of the greatest number of listeners," the Japan Broadcasting Corporation explains. "Many suggestions in this regard have been received from our listeners abroad who have heard our broadcasts in the past."

"Owing to the time differences in various countries to which our daily overseas broadcasts are addressed, it would be impossible to choose the hour best suited to each. However, in order to give satisfaction to most of our overseas listeners, we have changed, beginning July 1st, the time schedule of our broadcasts. These changes, we hope, will be more convenient for the majority of our overseas listeners than our former schedules."

Thanks Overseas Listeners

Sir Noel Ashbridge, Chief Engineers of the BBC, in a recent address to the Institution of Civil Engineers in London, paid a tribute to the co-operation extended to the BBC by overseas listeners. Explaining some of the difficulties underlying the operation of the BBC Empire Broadcasting Service, Sir Noel said that the selection of the most suitable wavelength for transmission to any particular part of the world depended upon the following factors:

- (1) Conditions of light and darkness over the path of transmission.
- (2) The geographical position of the region to be reached.
- (3) The season of the year.
- (4) The position in a solar cycle of eleven years, affecting conditions of reflection from the ionosphere.

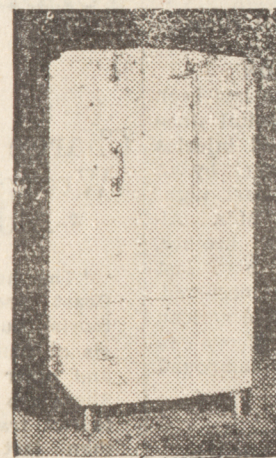
Canada's Favourite Tea "SALADA" TEA

The only method by means of which it was possible to determine precisely the most suitable wavelength for any particular transmission was by organizing a system of reporting by professional and non-professional observers in all parts of the world. For this purpose the BBC had prepared special log sheets on which reception results could be plotted. A large number of blank log sheets had been distributed by the BBC to suitable and willing observers. During the past three and a half years 20,000 completed log sheets had been returned to the BBC by listeners, from which it had been possible to prepare a schedule of wavelengths covering practically all conditions.

NBC RESUMES PROGRAMS FOR BRITISH FANS

NEW YORK, July 15—Five Hours Back, a typical NBC program of American light and popular music arranged specially for relay to the British Broadcasting Corporation, began its third Summer series of broadcasts on Friday, July 9. The program heard in this country from 2.30 to 3.00 p.m., EDT, over the NBC-Blue Network, features Dr. Frank Black and the NBC Symphonic Dance Orchestra, assisted by prominent guest artists.

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Let us show you how you can own a G-E Refrigerator for as little as \$8.39 per month and how it will pay its own way with the money it saves. No more spoiled foods—money saved! No more "leftovers" thrown away—money saved! And you can save by buying in larger quantities at week-end bargain prices. For dependable, low cost, long-life performance the G-E Refrigerator is unrivalled! Let us help you choose a G-E in keeping with your needs and pocketbook. See the new models now on display at our store.

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LOANS for HOME IMPROVEMENT

Under the new provisions in respect
to the Dominion Housing Act

The Bank of Montreal is co-operating in the plan announced by the Dominion Government for assisting home owners who wish to renovate, modernize or otherwise improve their homes, and it is now prepared to make loans to property owners under the new provisions of the Dominion Housing Act. Briefly, the provisions regarding home improvement loans are:

- Maximum loan on one property — \$2,000.
- Discount—Charge equal to \$3.25 per \$100. of the face value of the note, for one year, payable in advance. Repayment by monthly instalments.
- Loans to be used solely for improving and repairing existing property, and not for building on vacant land. Improvements include all such work as new plumbing, remodelling of rooms, installation of furnace, painting, roofing, etc. Fixtures, which are not removable attachments or appliances, are considered improvements.
- No endorsers are required.
- Loans made to owners only. Properties on which loans may be made include: private homes, duplexes, small apartment houses, farm-houses and combination store and dwelling houses.
- Standing of taxes, mortgage payments, etc., to be acceptable to the lending institution.

If you wish to obtain funds to repair, improve or modernize your property, we would be very glad to have you call and discuss your requirements with us.

BANK OF MONTREAL

ESTABLISHED 1817 . . . HEAD OFFICE, MONTREAL

Fredericton Branch: M. A. JOHNS, Manager

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... NOW comes a new delight in using Barbour's ACADIA Baking Powder—the new, easy opening tin. No more struggles with a stubborn cover... no more temper (and Baking Powder) lost in a shower of wasted powder. Your favorite, double-acting Baking Powder is now doubly easy to get at.

THE SAME LOW PRICE 25c PER POUND TIN

It's a real treat to get this wonderful new tin, along with the double-acting efficiency of ACADIA, at the same low price. ACADIA'S double action makes it worth double what you pay for it. The first action takes place in your mixing bowl when liquid is added... the second when heat is applied. It is this well-timed, continuous action that ensures your baking success.

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