

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—Swing Harmonicas
6.45—Recital
7.00—Rene Mathieu
7.15—Les Cavaliers de La Salle
7.30—Canadian Press News
7.45—Mary Smith, Contralto
8.00—Del Greco Entertainers
8.30—British Broadcast
9.00—String Symphony
9.30—Silent
10.00—Automobile Vagabond
10.30—Lloyd Huntley and Orch.
10.45—Canadian Press News
11.00—Joe DeCourcy and Orch.
11.30—Romantic Mood
12.00—The Pleasure Bowl
12.30—Safety First
12.45—Good Evening
1.00—Listening Time

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 Cure 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—Eddie Elkins and Orch.
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
6.45—Musical
6.55—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—String 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—Collegians
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
10.00—Hit Parade
10.45—Kemper and Company
11.00—News
11.15—The Connecticut Legislature
11.30—Meeting House
12.00—Weather Report
12.30—Lights Out
1.00—Silent

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
6.55—Les Damoselles Guay
7.00—River Shadows
7.30—Canadian Press News
7.45—Cabin in the Cotton
8.00—Music and You
8.30—Good Will Program
9.30—Boston Symphony
10.00—British Broadcast
10.30—Canada before the White Man
10.45—News
11.00—Music for Music's Sake
11.30—Soliloquy
12.00—Canadian Legion Band
12.30—Swing High
12.45—Good Evening
1.00—Restless Bows
1.30—From the Coastline
2.00—The News
2.15—Tropic Goodnight

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—Kanodiers
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—Danche 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.

CANADA'S
FINEST
CIGAR

10¢

Punch
CIGAR
PANETELAS
OR
PERFECTOS

BE
SMOKE WISE
SMOKE
WHITE
OWL
Cigars
IN TWO SHAPES
INVINCIBLE
STREAMLINE 5¢

City of Fredericton

Notice of Assessment

The Assessment Roll for the City of Fredericton for the year 1937, is now in the hands of the City Treasurer, for Collection, and all persons therein assessed are hereby required to pay the amount of their respective taxes forthwith to the City Treasurer at his office in the City Hall, Fredericton. A discount of five per centum will be allowed on all taxes paid on or before the twenty-second day of July next, after which date interest at the rate of one-half per centum per month will be added and execution may be issued and proceedings had thereon, as by law provided.

Dated at the City Hall, Fredericton, this twenty-second day of June, A. D. 1937.

FRED I. HAVILAND,
City Treasurer.

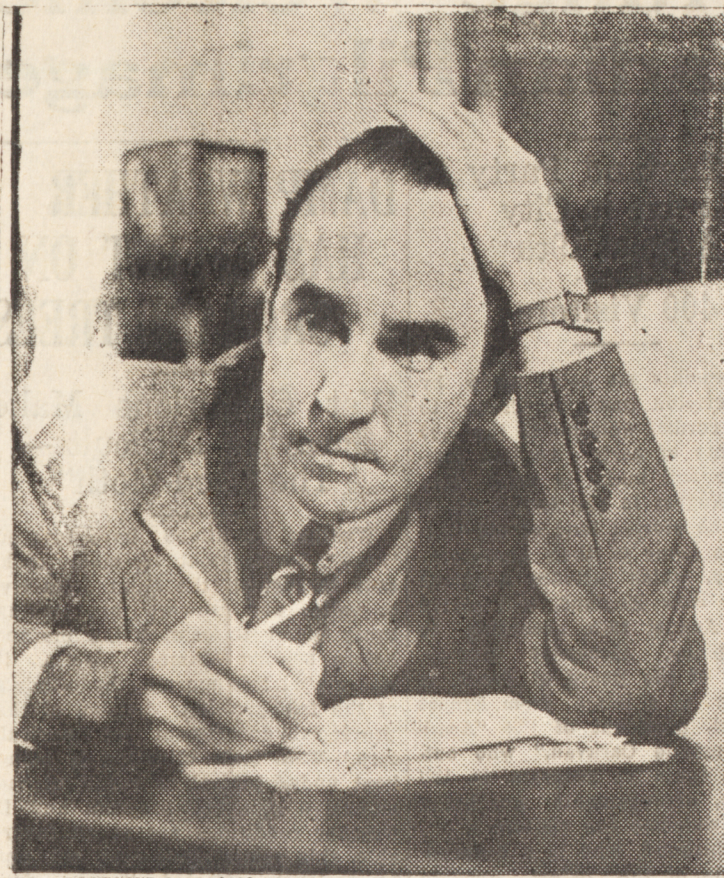
Dr. B. R. Ross
DENTIST

HOURS:—
9 - 6 or by APPOINTMENT.
404 Queen Street

DR. G. R. LISTER
: Dentist :
Burchill-Wilkinson Building
QUEEN STREET : Below Regent

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

TO FILL FRED ALLEN'S SHOES



STARTED AUDIENCE IDEA



Joe Laurie, Jr. ... believes he's radio's first master-of-ceremonies.

NEW YORK, June 30—Joe Laurie, Jr., comedian on Rudy Vallee's Variety Hour on NBC, is not entirely a new discovery in radio. He is also a pioneer.

Joe believes he was radio's first master-of-ceremonies and first performer to have a studio audience at regular broadcasts.

Back in 1922, he starred in a stage show, "The Gingham Girl." While the show was playing Chicago, Joe conducted a weekly radio program over a local network to advertise "The Gingham Girl," using other members of the cast as joint entertainers. On this program, he served as master-of-ceremonies, becoming, he says, radio's first.

At that time, Joe had been a vaudeville headliner and established a

Caveman Tactics Prevail in Play

CHICAGO, June 30—How a mama's boy became a cave man is the theme of Campana's First Nighter play for Friday, July 2. The new comedy, by Anthony Wayne, will be presented from the Little Theatre Off Times Square over the NBC-Red network at 10 p.m., EDT.

Les Tremayne will be heard in the role of Cadwalader, the timid youth who became a rip-snorting he-man, and Barbara Luddy, co-star of the show, will play Helen, the lovely lady responsible for his muscular metamorphosis. The setting for the comedy is an ocean liner.

name for himself on the stage. He was not accustomed to performing without an audience. He explained this to the manager of the Chicago station, who replied: "We can't have outsiders in the studio—they'd disturb the program by coughing and laughing."

Joe finally won his argument, however, and persuaded the station to admit 30 people each week. They were crowded into a studio. The microphone was not adjustable, and Joe, who is only five feet, one inch, tall, had to stand on a soap box. At the time, he was not campaigning for audiences at all programs. He just wanted people "out front" to make him feel at home.

In the past 10 years, he has made a guest appearance now and then, written dozens of scripts for other comedians but never considered radio comedy as a career until he went on the Royal Gelatin Variety Hour broadcasts over the NBC-Red network on Thursday at 8 p.m., EDT.

Well—I bought the Car, Mother—

... and thousands of Canadian Workers will profit by his purchase

JIM MACDONALD comes beaming into the kitchen where Sally, his wife, has biscuits all ready for the oven. "Well, I did it Mother, I bought the car we looked at last night. Let's hurry through supper and take the kids out before dark."

Jim is bursting with pride in his new possession, and Sally is bursting with pride in Jim. It's a big moment in their lives — it's taken a good deal of planning and saving but they've done it at last, and they're happy. Jim may not know it, but his purchase, like the purchases of countless other Jims, brings happiness to thousands of Canadian homes. It means continued employment, to Canadian automotive workers, steel workers, rubber, paint and textile workers and the men and women in scores of other industries.

So Jim Macdonald is really a big employer of Canadian labour. And a large part of the money he paid for his car will come back to him in his weekly pay because his firm sells goods to many makers of automotive parts. Thus it is that each thriving Canadian industry helps to create prosperity in all other Canadian industries. The Automotive Industries of Canada put millions of dollars into Canadian Workers' pockets each year in wages and through the purchase of Canadian produced supplies and materials.

For Your Information

Automobile Manufacturers and Parts Manufacturers in Canada paid \$7,881,614 in 1934 in Federal, Provincial, and Municipal taxes. They paid Canadian transportation systems \$5,306,328 in the same year for freight. Substantial increases in these amounts would apply to succeeding years.

For statistical and further information about this industry, write to Automotive Industries, 1006 Lumsden Building, Toronto, Ontario.

AUTOMOTIVE INDUSTRIES OF CANADA