

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

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—Piano Magic
9.30—Louisiana Hayride
10.00—Concert Party
10.30—Our Heritage
10.45—Canadian Press News
11.00—La Hacienda
11.30—Royal York Orch.
12.00—Rhythm and Song
12.30—Sorts Week
12.45—Good Evening
1.00—Sandy Desont's Orch.
1.30—In Recital
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-sona
9.30—La Chansonnette
10.00—M. Lesage, Organist
10.15—Newscast
10.30—Alex. Lajole and Orch.
11.00—Sports Reporter
11.30—Anson Weeks and Orch.
12.00—Radio Minut
12.15—Ted Florito and Orch.
12.30—Harry Owen and Orch.
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
6.45—Alma Ketchel, Contralto
6.55—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
11.30—Emil Coleman's Orch.
12.00—Jerry Blaine's Orch.
12.30—Ray Pearl's Orch.

WABC, NEW YORK, 360 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—Benny Goodman and Orch.
11.30—Anson Weeks and Orch.
12.30—Ted Florito and Orch.
12.30—Harry Owens and Orch.
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
6.45—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—Hildegarde
11.00—Riley and Farley's Orch.
11.30—Esso News Reporter
12.00—Jon Garber and Orch.
12.30—Griff Williams and Orch.

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
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—Jimmy Joy's Orch.
11.30—Emil Coleman's Orch.
12.00—Weather Report
12.02—Jerry Blaine's Orch.
12.30—Arthur Ravel's Orch.

SUNDAY'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—News Commentary
6.45—String Quartette
7.00—Helen Traubel, Soprano
7.30—Laurentian Echoes
8.00—Drama Series
8.30—Rex Battle and Orch.
9.30—Music Time
10.00—Fugitive Melodies
10.45—Canadian Press News
11.00—Atlantic Nocturne
11.30—String Quartette
12.00—Romance of Song
12.30—Woodwind Duo
12.45—Good Evening
1.00—Interlude
1.30—The Glee Singers

CKAC, MONTREAL, 730 K.

5.00—Afternoon Party
5.30—La Choral de Notre Dame
6.00—Continental Varieties
6.30—Bleau and Rousseau
6.45—Jacques and Jacqueline
7.00—Association des Marchands
7.30—Church Service
9.00—Ford Sunday Evening Hour
10.00—Community Sing
10.30—Newscast
10.45—Chas. Kramer and Orch.
11.00—Sports Reporter
11.30—Jay Freeman and Orch.
12.00—Red Nichols
12.30—Joe Reichman and Orch.
1.00—Sign Off

WEAF, NEW YORK, 660 K.

5.00—Marion Talley, Soprano
5.30—Smiling Ed McConnell
6.00—Catholic Hour
6.20—A Tale of Today
7.00—Jello Program
7.30—Fireside Recitals
7.45—Fitch Program
8.00—Chase and Sanborn Hour
9.00—Manhattan Merry-go-round
9.30—Album of Familiar Music
10.00—Sunday Night Party
10.30—To be Announced
10.45—The Singing Strings
11.00—Press Radio News
11.30—Press Radio News
12.00—Will Osborne's Orch.
12.30—One Man's Family

WABC, NEW YORK, 360 K.

5.00—Sunday Afternoon Party
5.30—Guy Lombardo and Orch.
5.45—Eddie House, Organist
6.00—Joe Penner
6.30—Rubinoff
7.00—Columbia Workshop
7.30—Phil Baker
8.00—1937 Edition of Twin Stars
8.30—Eddie Cantor
9.00—Ford Sunday Evening Hour
10.00—Gillette Community Sing
10.30—News Commentary
11.30—Eddie Duchin and Orch.
12.00—Red Nichols and Orch.

WBZ, BOSTON, 990 K.

5.00—National Vespers
5.30—Roy Shields' Orch.
6.00—Antabal's Cubans
6.30—Band Concert
7.00—Helen Traubel
7.30—Bakers Broadcast
8.00—General Motors Program
9.00—Rhythm Revue
9.30—Walter Winchell
9.45—Choir Symphonette
10.00—South Seas Broadcast
10.15—California Concert
11.00—Judy and the Bunch
11.10—News
11.15—King's Jesters
11.30—Jimmy Jay and Orch.
12.00—Henry Busse Orch.
12.30—Louis Panico and Orch.

WTIC, HARTFORD, 1040 K.

5.00—Joseph Koestner's Orch.
5.30—Smiling Ed McConnell
6.00—Catholic Hour
6.20—News
6.45—Baseball Results
7.00—Jack Benny
7.30—Fireside Recital
7.45—Sunset Dreams
8.00—Edgar Bergen
9.00—Manhattan Merry-go-Round
9.30—Album of Familiar Music
10.00—Variety Show
10.30—Willflower
11.00—News
11.15—Doc Schneider's Texans
11.35—El Chico Orch.
12.00—Weather Report
12.02—Del Courtney's Orch.
12.30—Blue Barren's Orch.
1.00—Silent

MATHIEU'S SYRUP
COLD
BRONCHITIS
GRIPPE
STOPS COUGHS

TELEVISION TO BE SHOWN ON A LARGE SCALE AT NEW YORK'S WORLD FAIR BY NBC AND RCA

RADIO HIGH SPOTS

(Monday, June 28, at 11:00 a.m. EDST, over CBS) Mary Roberts Rinehart Rolfe's guest.

Mary Roberts Rinehart, famous author, will be guest of B. A. Rolfe on the latter's "Magazine of the Air" program. Rolfe's orchestra will be heard in the latest popular tunes, assisted by Reed Kennedy, baritone.

(Monday, June 28, at 8 p.m. EDST, over CBS) Horace Heidt features musicians' favorites.

Horace Heidt will lead his Brigadiers through a medley of popular songs, the favorites of fellow-bandsmen. Included in the numbers will be "Sweet Sue," "School Days," "Merry Widow Waltz" and "Alice Blue Gown." The King Sisters and Jerry Bowne will be featured.

(Tuesday, June 29, at 8 p.m. EDST, over NBC-Red) "Johnny Presents" unusual thrill.

Johnny the Call Boy will introduce Charles Martin's dramatization of work done by Dr. Max A. Goldstein, of the Central Institute for the Deaf in St. Louis, as the highlight of his program. He will also present Russ Morgan's orchestra and soloists.

(Tuesday, June 29, at 8:30 p.m. EDST, over NBC-Blue) Edgar Guest presents Bob Zuppke.

Bob Zuppke, famous football coach at the University of Illinois, who was too small to play the game when a boy, will tell of his amazing climb to ranking as one of the most able coaches in the country, on Edgar A. Guest's "It Can Be Done" program.

(Tuesday, June 29, at 9:30 p.m. EDST, over NBC-Red) Green features songs by unknown composers.

Johnny Green will feature new songs by three obscure composers, a bank clerk, a real estate man and the sister of Ann Southern, movie star, during his full hour musical show with Jimmy Blair, Trudy Wood and Jane Rhodes.

(Tuesday, June 29, at 10:30 p.m. EDST, over CBS) Eternal triangle theme of broadcast.

The eternal family triangle will furnish "Your Unseen Friend" with a timely theme as the feature of his weekly dramatization. Howard Darwell, young actor, will make his microphone debut during the broadcast.

(Wednesday, June 30, at 9:00 p.m. EDST, over NBC-Red) Walter O'Keefe meets Fred Allen.

Fred Allen bids adieu to the airwaves for the summer with his regular weekly broadcast, and will turn his program over to his successor, Walter O'Keefe, who will be introduced to Peter Van Steeden and the Mighty Allen Art Players.

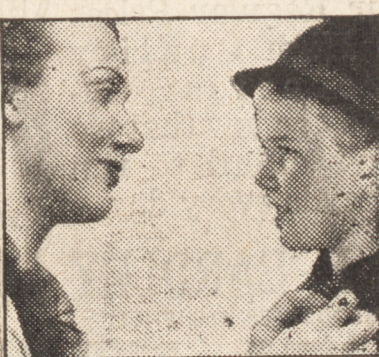
If a Cold Threatens..

Timely use of this especially designed aid for nose and upper throat, helps prevent many colds.

VICKS V-A-T-R-O-NOL

If You Have a Child

ASK YOUR DOCTOR THIS



Ask Him Before Giving Your Child an Unknown Remedy

Practically any doctor you ask will warn: "Don't give your child unknown remedies without asking your doctor first."

When it comes to the widely used children's remedy—"milk of magnesia," the standard of the world is established. For over half a century many doctors have said "PHILLIPS' Milk of Magnesia." Safe for children. No other is "quite like it."

Keep this in mind, and say "PHILLIPS' MILK OF MAGNESIA" when you buy. Now also in tablet form. Get the form you prefer. But see that what you get is labeled "Genuine Phillips' Milk of Magnesia."

ALSO IN TABLET FORM:

Each tiny tablet is the equivalent of a teaspoonful of genuine Phillips' Milk of Magnesia.

MADE IN CANADA

PHILLIPS' MILK OF MAGNESIA



In the first ceremony of its kind ever to be televised in the United States, David Sarnoff, president of the Radio Corporation of America, and Grover A. Whalen, president of the 1939 New York World's Fair, signed a contract that will make possible the large-scale demonstration of television at the Fair. Participating in the ceremony at the television studio of the National Broadcasting Company in the RCA Building, were, left to right: Betty Goodwin, NBC television announcer; Lenox R. Lohr, president of NBC, who will be in charge of RCA exhibits at the Fair; Mr. Sarnoff and Mr. Whalen.

NEW YORK, June 26—Television will be demonstrated publicly to millions of visitors to New York's forthcoming World's Fair by the Radio Corporation of America and the National Broadcasting Company, under terms of an agreement signed by David Sarnoff, president of RCA, and Grover A. Whalen, president of the Fair.

The signing took place on June 17 in the television studio of the National Broadcasting Company in the RCA Building, Radio City, and was the first ceremony of its kind to be televised in the United States. Representatives of the press, seated before television receivers on a different floor of the building, both saw and heard the major participants of the ceremony—Mr. Sarnoff, Mr. Whalen, and Lenox R. Lohr, president of the National Broadcasting Company.

By terms of the agreement, RCA will construct on the Fair Ground in New York City an ultra-modern building which will house a complete exhibition of all branches of the radio art and its developments. Facilities will be provided for practical demonstration of all aspects of modern radio and television.

Program Outlined
This building, linked directly with the NBC television transmitter on the Empire State Building, will televise outstanding World's Fair events, and will bring to visitors, for the first time in radio history, joint demonstrations of the marvels of sound and sight broadcasting.

The complete story of radio will be told to Fair visitors, Mr. Sarnoff declared at the ceremony, which was broadcast over the National Broadcasting Company networks. Mr. Sarnoff said:

"We shall show how radio safeguards the passage of ships at sea, and the flight of ships in the air. We shall maintain a radio communications centre at the Fair, so that visitors may send Radiograms to any part of the world and to ships on the seven seas. We shall demonstrate how photographs are transmitted across the ocean by radio.

"Our exhibit will include the most modern equipment for recording sound in motion picture studios, and reproducing it in theatres; and we will demonstrate how the music of the world's greatest artists is faithfully recorded and reproduced on RCA Victor records.

"Visitors to the Fair will be given the opportunity to study the latest models of radio instruments of all kinds. And we will also show what goes on behind the scenes in the world of broadcasting—in putting programs on the air, and transmitting them to the far corners of the earth.

Place of Television

"The youngest child in the family of RCA services is of course—television. This infant is not yet out of the nursery, but is now learning to walk and to talk. The progress we are making daily in the development of transmitting sight through space gives promise that by the time the World's Fair opens in 1939 television will be greatly advanced over its present-day position. Whatever its status may be at that time, we propose to demonstrate to the public at the World's Fair the workings and the possibilities of television.

"While the problems of developing a nation-wide television system are enormous, we have faith in the future of this new radio art. Television is bound to have a profound influence on the lives of all of us. It will extend but not replace our present-day system of radio broad-

casting. Our experimental field tests, which have been in progress for over a year, have already demonstrated the practicability of our television system. The NBC is now engaged in developing the new program technique required by television.

"In addition to his duties as President of the NBC, I have delegated Mr. Lohr to take charge of the RCA Family's participation in this great Fair. His successful experience as head of the Chicago Century of Progress Exposition admirably qualifies him for this important assignment. As a member of the RCA Family, the NBC will not only conduct the television demonstrations at the Fair, but its networks will also carry the story of the exposition to our world-wide audience."

Whalen's Reply

Speaking on behalf of the Fair Corporation, Mr. Whalen said: "To say that we of the New York World's Fair of 1939 are delighted with the agreement we are completing with you this afternoon expresses inadequately our deep appreciation of the part which the Radio Corporation of America and the members of its radio family will play in providing for the millions of visitors who come to our exposition a radio exhibit of greatest significance to the welfare of the human race.

"Personally, I can imagine no greater scientific accomplishment than the broadcasting of sight, and in this ceremony you are giving visible evidence of your ability to achieve this miracle. This business of sitting in front of a television camera and having someone see and hear me far away, is both wonderful and fearful in its potentialities. I am not only impressed, I am overawed. I know our Fair visitors will be similarly affected.

"In behalf of the World's Fair management, Mr. Sarnoff, I wish to state our pleasure and pride in signing this agreement with you. Your building and exhibits will exemplify as no other agency can, the theme of the 1939 Exposition, which is 'The World of Tomorrow.'

"We consider it a fortunate privilege to have Mr. Lohr as the direct-general of RCA's Fair exhibit. Everyone knows his splendid record as head of the Chicago Century of Progress, and his assistance in our mutual undertaking will be invaluable."

NBC's Field Tests

The introductory speech at the ceremony was made by Mr. Lohr, who said:

"We welcome you this afternoon to our National Broadcasting Company television studio where, in a brief ceremony, history is to be made. Over a period of years, RCA has developed television. In the past year television has been turned over to the National Broadcasting Company for extensive field tests and to study the art of programming. As I talk to you now, the television camera is pointed at us and our voices and likenesses are being sent to you through our television transmitter W2XBS located on the Empire State Tower, in New York City. From that point, it goes through the air and is received on television sets installed in our offices in the RCA Building, and is received with a clarity comparable to home movies in the homes of RCA and NBC engineers and executives within a radius of 50 miles. To this extent, seeing through the air is now an accomplished fact.

"All that we have done and are

RADIO NOTES

You've often wondered what your favorite radio star does when his broadcast chores are over. Well, here's a sample of what to expect the next time you go autograph hunting when the broadcast is over.

Peter Van Steeden works during "Town Hall" broadcasts. He dictates letters to his secretary in the NBC offices.

Horace Heidt rushes out through the CBS Playhouse stage door and hops a cab for the Hotel Biltmore, New York. The maestro and his Brigadiers are on the dance floor ten minutes after leaving the broadcast centre.

Morton Bowe goes into the control room to hear a playback, on a record, of the program, and then calls it a day.

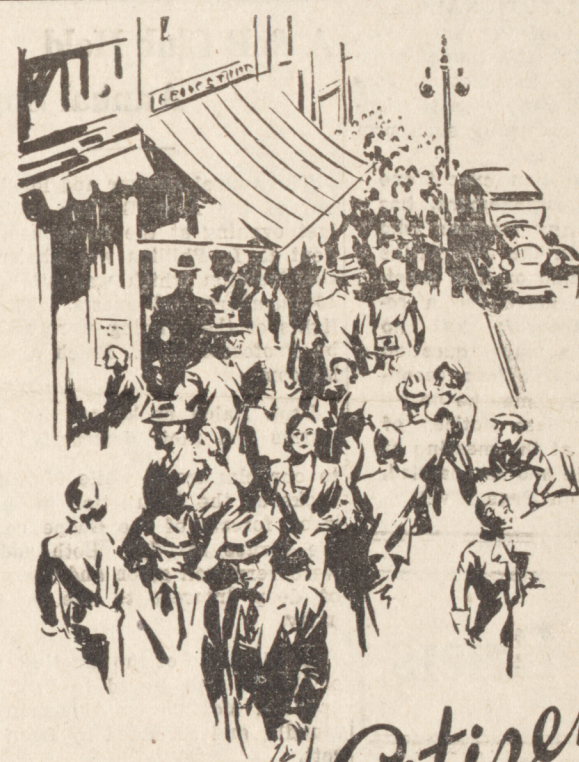
Phil Baker gathers his coat about him and hikes to his favorite restaurant for his favorite supper—Welsh rarebit.

Carl Ravell gives his band a five-minute intermission, and then continues his regular dance schedule.

If Baby is Fat—

watch well for chafing and irritations of the skin. Many skin troubles will be avoided by careful washing with

BABY'S OWN SOAP
Best for Baby Soap for You



Thrifty Citizens
IN ALL WALKS OF LIFE

USE THEIR BANK IN MANY WAYS

Employees, as well as employers, find many good uses for their bank. Men and women whose sole or principal income is from salary or wages constitute the large majority of the customers of the Bank of Montreal. They use a wide variety of the Bank's services as, for example:

Personal chequing accounts; savings accounts, personal loans; banking by mail; safekeeping of valuables such as bonds, stock certificates, deeds, insurance policies and jewellery; letters of credit to supply funds as needed when travelling; money orders and travellers cheques.

BANK OF MONTREAL

ESTABLISHED 1817 • HEAD OFFICE: MONTREAL
MODERN, EXPERIENCED BANKING SERVICE
... the outcome of 119 years' successful operation.

Fredericton Branch: M. A. JOHNS, Manager