

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—Frank Oldfield
7.00—Mary Small, Songs
7.15—Novellette
7.30—Canadian Press News
7.45—Bughouse Rhythm
8.00—Recreation
8.30—Edmund Trudel and Orch.
9.00—Shadows on the Grass
9.30—From a Viennese Garden
10.00—Band Festival
10.30—New Canadian Coins
10.45—Canadian Press News
11.00—Promenade Concert
12.00—Hawaiian Nights
12.30—Nature Has a Story
12.45—Good Evening
1.00—Continental Varieties
1.30—At the Red Gap Social
2.00—The News
2.15—Stringtime

CKAC, MONTREAL, 730 K.
5.30—Fireside Program
6.15—Instrumental Novelties
6.30—L'Heure Recreative
7.00—French Songs
7.15—Le Cœur 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—Charlie Dornberger's Orch.
12.30—Frank Dailey and Orch.
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
7.30—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—Louis Panico's Orch.

WABC, NEW YORK, 860 K.
6.00—Tito Gulzar, 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
6.15—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
11.05—Chicago Symphonic Hour
11.30—Esso News Reporter
12.00—Bob Crosby
12.30—To be Announced

WTIC, HARTFORD, 1040 K.
5.00—Marlowe and Lyon
5.15—Adventures of Dori-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
11.00—News
11.15—Connecticut Legislature
11.20—Jean Sablon
11.30—Cotton Land Musical Festival
12.00—Weather Report
12.02—Emery Deutsch's Orchestra
12.30—Harold Stern's Orch.
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—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—Radio 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-so-ma
9.30—La Chansonnette
10.00—M. Lesage, Organist
10.15—Newscast
10.30—Alex. Lajoie and Orch.
11.00—Sports Reporter
11.30—Anson Weeks and Orch.
12.00—Radio Minuit
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
6.35—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
11.30—Emil Coleman's Orch.
12.00—Jerry Blaine's Orch.
12.30—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—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
6.35—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—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

THE STORY OF JANE FROMAN

Because Jane Froman exercised the woman's prerogative to change her mind, she is a microphone star instead of a Lady of the Press. The beautiful vocalist, who is co-starred with her baritone husband, handsome Don Ross, over the NBC-Red network on the summer series, replacing comedian Jack Benny, first started out to be an operatic singer. Then she decided to follow a journalistic career. Then she changed her mind again, and became a radio star.

Not that Jane Froman is an inconsistent young woman. She is anything but that. She just knows her own mind.

Enters Convent

She was christened Ellen Jane when born in St. Louis. Her father died when she was only five and her mother put her into a convent at Clinton, Mo. The child remained there until her twelfth birthday. Mrs. Froman was an organist who had studied both in America and Germany. After the father's death, the mother became director of the music department of Christian College. In due course, Jane attended that college, and there the groundwork for her musical career was laid.

Then Jane entered the University of Missouri to complete her education. Until then she had planned an operatic career. But she became interested in newspaper work and majored in journalism. However, her rich soprano voice did not go unnoticed, so Miss Froman found herself singing the leads in college musical productions. Her timidity when interviewing strangers and her success on the stage caused Jane to change her mind and turn to music once more. Old timers warned her not to accept offers of small operatic roles until she established a name. So Jane entered the Conservatory of Music at Cincinnati.

Career An Accident

By accident, almost, the young singer stepped into a radio career. At a party one night, she was invited to sing. Among those present was Powell Crosley, owner of Station WLW, NBC affiliate. Crosley offered her a program on WLW. She accepted and within a year was singing 22 broadcasts a week.

Paul Whiteman, then playing at the Edgewater Beach Hotel in Chicago, frequently caught the young vocalist's late broadcasts, invited her to Chicago for an audition. When the invitation arrived, Jane was in the hospital convalescing from a tonsillectomy. Physicians had told her not to sing for a long time, maybe a year. Off she went to Chicago, ready to sing anyway.

Arrived in the Windy City, she proceeded to slip and break an ankle. She sang for Whiteman in spite of intense pain, landed the job and then went to the hospital.

For six months Jane Froman sang with the Whiteman band, then NBC gave her a band and a program of her own. For a year and a half, the pretty artist was featured following Amos 'n' Andy, then at the height of their popularity. Jane Froman developed into a network star.

In Cincinnati, she met a young baritone, Donald Ross, a former vaudeville headliner then singing on the same station. Don spent a lot of time coaching the young singer, advising her how to build a career. Finally, she discovered she could not get along without his constant advice, so they were married. But that was after they moved to New York, where they both broadcast, but separately and on competing networks. In fact, Mr. and Mrs. Ross never worked together on the air, until signed for their new summer show. They had been co-featured in the Ziegfeld Follies of 1934, but even there not in the same scenes.

Radio To Movies

Jane kept climbing and was starred in a succession of increasingly important commercial series. Two years ago, both Jane and Don deserted the networks for Hollywood. Jane made one picture then, "Stars Over Broadway." Don made several. These and other activities have prevented them from accepting any regular microphone assignments in the interim, but each has made guest appearances.

And here's an interesting sidelight about this slight girl whose voice is heard by millions. She designs and makes her own clothes, and is a contender for the title of the best-dressed woman in the NBC Radio City studios.

But here her domesticity ends. She loves to play golf and gets a

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.

To Interview the Designer of Canadian Coins

Emmanuel Hahn, Toronto sculptor who designed several of the new coins which recently have been issued by the Royal Mint, Ottawa, will be interviewed at 9:30 p.m., EST, Friday, June 25, in a broadcast over the national network of the CBC.

Mr. Hahn is well known for many of the memorials in sculpture and stone which he was commissioned to create throughout the country. Of his coinage designs, the one of the schooner on the 25-cent piece has attracted, perhaps, the most interest.

great kick out of seeing how fast her motor car will go.

She was once paid a tribute by a hard-boiled city editor to whom pictures of beautiful women are just more pictures. After meeting Jane, he was heard to remark, "She's the only woman I've ever met who was more beautiful than her picture."

Jane doesn't remember things like that. She's just herself from day to day. She shuns black gowns which make her look grown up and dignified. Her clothes bespeak her personality.

She tips the scales at 120 pounds, is five feet five and one-half inches tall, and has blue eyes and brown hair.

Golf is her favorite recreation, but she doesn't pay any attention to the score. It would be disastrous if she did. She sets a whole day aside to play 18 holes, and although her score may be three figures on the final green, she doesn't complain.

\$100,000 SPENT TO MAKE ANNA STEN A FILM STAR

And Even Then She Didn't Catch on With Public

HOLLYWOOD, June 25 — The cheapest commodity in Hollywood to produce—and the hardest—is a star. By the same token the most expensive commodity to produce is a star who turns out to be just another player.

The production of a real star is cheap because the studio has to spend nothing on promoting him. It lets the public "discover" this rare article and pay for the thrill if any. But this happens so rarely that

you can't blame the producers for trying, consistently, to "develop" people into stars. That is where the cost can run into money. Exploitation costs money.

Build-up Flops

To try to make Anna Sten a star in her first film set Sam Goldwyn back more than \$100,000, not counting the cost of the picture "Nana." He javished special tests upon her, splurged on advertising space, and still the fans didn't become Sten-conscious. (Anna's making a comeback, and I hope she fools everybody by catching on.)

But M-G-M spent nary a farthing on Robert Taylor. He was working for chickenfeed when he made "So-

ciety Doctor" and the public did the rest. They've advertised him plenty since, but they know they're going to get it back.

The fans developed Clark Gable in the same way. They spotted him in a bit in a Constance Bennett picture, and from then on the studio knew it had something. Universal spent some on Deanna Durbin, but not until "Three Smart Girls" had taken preview raves.

Warners spent on Lil Dagover, and Fox on Lilian Harvey and Ketti Gallan. But all Warners did for Errol Flynn was take a chance on him in a big picture, and the public did the rest.

Shirley a 'Natural'

Shirley Temple never cost Fox a cent. She was making \$75 a week for some time after she became a gold mine. But Simone Simon, with a build-up like Sten's, is still in the uncertain class.

Marlene Dietrich came to Hollywood with the flags flying and the trumpets of exploitation blasting. She has stayed, but her box-office rating in America is no higher than it would have been without the balcony.

Yet the producers will keep trying, whenever they think they have a good bet. They can't just wait for the "cheap" ones—the real stars—to happen along.

JACK BENNY WINS TOSS

For the third successive year, final tabulation of the ballots cast in Radio Guide's "Star of Stars Election" places Jack Benny in the No. 1 spot, ranking every other performer in the business.

Benny's hated late rival, Fred Allen, showed up in 11th place.

Hard on Benny's heels came Nelson Eddy, and after Eddy, Lanny Ross, whose rise from fourth to third ranking during the year seems to give the lie to rumors that he's slipping.

Frances Langford topped feminine performers — although Mary Livingstone probably shares Benny's glory — with a fourth place listing. Lulu Belle, fifth last year, stayed put.

Outstanding drop: Eddie Cantor, from second in '36 to eighth in '37.

Don Ameche, not listed last year, got under the wire in 12th—and last place.

Following is the order of their rating: 1—Jack Benny; 2—Nelson Eddy; 3—Lanny Ross; 4—Frances Langford; 5—Lulu Belle; 6—Bing Crosby; 7—Rudy Vallee; 8—Eddie Cantor; 9—Joan Blaine; 10—Jessica Dragonette; 11—Fred Allen; 12—Don Ameche.

SPAIN, June 25—The Insurgents are claiming that they are advancing to the south and southeast of Bilbao, although the Government claim that they have set up a line on either side of the river and they are meeting a firm stand.

No Further Entries in the IMPERIAL OIL ROAD TEST after June 30th

BECAUSE entries in the Imperial Oil Road Test have already far exceeded our expectations, we are obliged to announce that June 30th is the last day on which further entries in the Road Test can be accepted. If you have not already entered the Test, and still wish to do so, your Imperial Oil dealer will be glad to accept your entry up to that time. If his supply of Record Books and emblems is exhausted, 'phone your nearest Imperial Oil branch office.

Important to Motorists Already Entered

The closing of entries in the Imperial Oil Road Test on June 30th does not mean that you must complete your 1,000 mile test and mail in your Record Book on that date in order to be eligible for a prize. All motorists who enter on or before June 30th will be allowed until October 21st to complete their test and send in their Record Book to the Judges' Committee.

\$4000
IN PRIZES

IMPERIAL OIL LIMITED

Everywhere in Canada