

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

Below may be found a listing of the most prominent radio programs on the air, broadcast over four continental chains of stations, namely the Canadian Broadcasting Corporation, the Columbia Broadcasting System and the Red and Blue networks of the National Broadcasting Company. After the hour may be found the program title then the chain over which it can be picked up, namely the CBC, the CBS or the NBC. A list of the more powerful stations of each chain is also given.

CBC indicates Canadian Broadcasting Corporation programs and may be picked up from key stations such as: CKCF, 1050; CRGM, 910; CKCO, 880; CRJ, 840; CKOC, 1120; CKTB, 1200; GIPC, 930; CPEL, 730; CKCO, 630; CRJW, 600; CFCB, 930; CKJL, 530; CKUB, 1320; CKSO, 780; and CKPR, 930.

The NBC Service to Blue network may be heard over the following stations: WJZ, WBZ, WBZA, WFLL, WBAI, WMAL, WSYR, KDKA, WGAR, WXYZ, WENR, WMT, KWK, WRON, KOIL, VTMJ, WFBC, WIBA KSTP, WEBC, WDAY, KFYY, WRVA WPTF, WSOB, WUNC, WIS, WJAX, WIOD, WFLA, WWSN, WLW, WMC, WSB, WAPI, WJDX, WSMB, WKY, KGBX, KVOO, KTHS, WFAP, KTBS KJRC, WOAI, KOA, KLO, KGR, KOB, KECA, KTAR, KGH, WHAM, KFSD, KGO, KJR, KGA, WAVE, WBBR, WSM, WTAR, KEX, WOOD, WCSC, WABY, CRCT, CFCF, WCOL KDYL, WFB, KNC, KARK, KFKB KG, KMJ, KEIN, WICC, WEAN, WGL, KVOD.

The NBC Service to Red network may be heard over the following stations: WEAF, WNAC, WJAR, WSOH, KYW, WFR, WRC, CFCF, WGY, WBBN, WCAE, WTAM, WJW KSD, WKY, WIO, WOW, WIOD, WSM, WIS, WFLA, WWSN, WMC, WSB, WOAI, KJL, KGW, KMO, KHQ, WSMB, KOYL, WKY, KOA, KPRC, KPO, WDAF, WRVA, WJAX WTMJ, KSTP, WSOB, KVOO, WPTF WMAQ, WUNC, WFAP, WBA, WIRE, WEBC, WDAY, KFYY, WAVE, WTAG, WTAR, KTBS, WIDX, WAPL, WHIO, KGU.

MONDAY, MARCH 15

6.30—Dinner Music, CBC
6.30—Adventure Bound CFCF
7.00—Tune Time, CBC
7.30—Overseas Program CBC
7.45—Real Life Drama CFCF
8.00—At the Organ CBC
8.00—Children's Knowledge Hour CFCF
9.30—Adventure, CBC
9.00—Syrup Symphonies CFCF CKAC
9.00—Fibber McGee and Molly NBC-Red
9.00—Fanfare, CBC
9.00—Radio Theatre CBS
9.00—Greater Minstrels, NBC-Blue
9.30—Pick and Pat CBS
9.30—The Hitmakers CBC CRGM
9.30—Symphony Orchestra NBC Red CFCF
10.00—Theatre of the Air CKAC
10.00—Melodic Strings CBC
10.00—20,000 Years in Sing Sing NBC Red
10.00—Minstrels NBC Blue
10.30—Baron Munchausen NBC Blue
10.30—Champions NBC Red
10.30—Rendezvous CBC
11.00—Singin' Sam NBC Blue
11.00—Contented Program NBC Red
11.30—Dance Orchestra CBC
11.45—News Bulletin CBC
12.00—Dance Orchestra CBC

Modern External Treatment Helps End Colds Sooner

Just Rubbed on at Bedtime Its Double-Action Continues Through Hours of Restful Sleep.

OFTEN RELIEVES BY MORNING

Before a miserable cold gets you down, go to bed and apply Vicks VapoRub. Two generations have proved VapoRub the proved help to a milder, shorter cold. Just rubbed on throat and chest at bedtime, VapoRub acts two ways at once:

1. By stimulation through the skin, like a poultice or plaster.
 2. By inhalation of its penetrating medicated vapors, released by body heat and breathed in direct to inflamed air-passages.
- Continuing through the night, this combined vapor-poultice action loosens phlegm—soothes irritated membranes—helps break congestion. Often, by morning the worst of the cold is over.

For Fewer and Shorter Colds
Note for your family: Vicks has developed, especially for home use, a practical Plan for Better Control of Colds. This commonsense guide to fewer and shorter colds has been clinically tested by practicing physicians and further proved in everyday home use by millions. Full details of Vicks Plan come in each VapoRub package.

TUESDAY, MARCH 16

6.30—Adventure Bound CFCF
6.30—Dinner Music CBC
7.30—Overseas Program CBC
8.00—Baritone Soloist CBC
8.15—Voice of Experience NBC Red
8.15—Orchestra CBC
8.30—The Children's Album CBC
9.00—Junior Choral Concert CBC
9.00—Ben Bernie NBC Blue
9.00—Meunier de Sylva CHLP
9.30—Wayne King NBC Red
9.30—Exchange program CBC
9.30—Musical Tapestry CFCF
10.00—Ben Bernie NBC Blue
10.30—Fred Astaire NBC Red
10.30—Pictures in Black and White CBC
11.00—Community Sing Song CBC
11.45—News Bulletin CBC
12.00—Ray Noble and Orchestra CRGM
12.15—Mystery Play CFCF

The Children's Album

The thrilling story of Adam Daulac des Ormeux, or Adam Dollard, as he was more popularly known, will be heard by listeners of the Canadian Broadcasting Corporation's eastern and midwest network on Tuesday, March 16 at 7:30 p.m., EST, when "The Story Book Lady" presents her weekly broadcast of "The Children's Album" from the CBC Windsor studios.

The story of Adam Dollard took place early in the history of Canada when Montreal was a mere village known as Ville Marie, and its Governor was Maisonneuve, the founder. Adam Dollard became famous as a French-Canadian hero for his part in saving the settlers of Ville Marie from a dreadful massacre. A report had reached him that the Iroquois Indians were planning to attack the settlement and he immediately gathered together 17 other men, who ventured to Long Sault, 40 miles distant. Heroically this small band, stationed in an old fort, met the Iroquois several days later and soon forced over 700 Indians to withdraw their attack.

"The Story Book Lady" has prepared from this interesting bit of Canada's early history a most thrilling story which should provide very good listening for Canada's juvenile radio audience.

Kate Smith Presents Helen Menken And Margalo Gillmore

Kate Smith will present Margalo Gillmore in the title role and Helen Menken as Queen Elizabeth in Maxwell Anderson's play, "Mary of Scotland" on her Bandwagon programme Thursday, March 18, at 8 p.m., EST, over the WABC-CBS network.

Both Miss Gillmore and Miss Menken appeared in the Theatre Guild production when it had its successful Broadway runs.

Kate Smith will make music in the air with a group of her song interpretations, and Henny Youngman, glib comic of the series, will rattle out laughs with one of his rapid-fire, nutty monologues.

AT THE ORGAN

"Saskatchewan," Ed Marks' song with Canadian setting which is fast becoming a current hit on both sides of the border, will be featured on the CBC presentation, "At the Organ," when Ernest Dainty plays his next 15-minute recital of popular arrangements on Monday, March 15 at 7 p.m., EST. Listeners of the eastern network will hear the programme from the Toronto studios. On the same presentation will be heard the new Lyndhurst success, "Please Keep Me In Your Dreams" and the smartly paced "Cafe Continental." The programme will close with the tuneless little hit "Sunny," from the musical of the same name which scored several seasons ago.

OAKIE COLLEGE

Roy Atwell, stuttering comedian, will fly from New York for his appearance in Hollywood on the Jack Oakie College programme Tuesday, March 16 at 9:30 p.m., EST, over the WABC-CBS network.

Professor Atwell will lecture on "The Art of Public Speaking and Diction."

Benny Goodman will swing from the New York studio and George Stoll and his orchestra contribute instrumental highlights from the West Coast, while Shaw and Lee do their rapid-fire double-talk act.

BURNS, ALLEN START APRIL 12 ON NBC FOR GENERAL FOODS

HOLLYWOOD, March 15—The nitwits of the networks, George Burns and Gracie Allen, will launch a new series of weekly broadcasts over the NBC-Red network, Monday, April 12, at 8 p.m., EST.

George and his slightly addled partner will continue the type of comedy that lifted them almost overnight from the vaudeville stage to the front ranks of microphone entertainers. This features Burns' fruitless attempts to direct Gracie's mental processes along a rational course while she enjoys one continuous cerebral merry-go-round.

The two funsters came from opposite ends of the United States. George was born in New York. Gracie in San Francisco. They met backstage in a small theatre in Union Hill, N. J. By chance, each was looking for a vaudeville partner at

the time, so they formed a team.

At first Gracie played "straight" and George retaliated with gag answers. But the audience laughed at Gracie's questions and received George's answers solemnly, so they switched the routine. It clicked in smash fashion.

The comedians made their microphone debut over facilities of the British Broadcast Corporation in London. Gracie was first heard on the American airwaves as guest of Eddie Cantor on the NBC-Red network late in 1931. A few months later the pair appeared with Rudy Vallee, on the same network, and attracted such attention that another sponsor, looking for a microphone show, signed them immediately.

Their new series will be sponsored by General Foods for Grape-nuts from NBC's Hollywood studios.

There's No Feud Like an Old One

"The Bee," the melody which started a feud that will live long in American memory, superseded perhaps only by the Hatfield-McCoy vendetta will finally be played by musicians on the networks. This, despite threats from Jack "Hatfield" Benny and Fred "McCoy" Allen, whose rifles have been trained on each other's back via the microphone these many weeks.

Schubert's melody will be performed not by one violinist but by 16 when Andre Kostelanetz presents his programme next Wednesday, March 17, at 9 p.m., EST, over the WABC-CBS network.

Maestro Kostelanetz hesitated first about presenting "The Bee." He doubted that all of his 16 violinists could crack jokes before and after the rendition. When it was explained to him, however, that playing "The Bee" did not immediately brand the performer a radio comedian, he assented.

Benny, now visiting in New York, has threatened to attend next Wednesday's broadcast with his violin in his hand. Despite this dire threat, Kostelanetz reported that he will restore "The Bee" to its proper place as an instrumental classic so that Francois Schubert may cease turning in his grave.

GUY AND CARMEN LOMBARDO EXPOSE SAX MYSTERIES

Guy Lombardo and brother Carmen at last Sunday's preview rehearsal had an "illuminating" discussion with a man who has been regular in attendance at their broadcasts for a long time.

"I play a little sax myself," he admitted, "just at home, you know, for the folks, or in my club orchestra. I've a number of friends who play professionally, and often I've talked with them about the smooth quality of your sax section. I'll be hanged if I can see how you do it. Among other things, I heard you warm your instruments over a spirit lamp."

Comments like that are a familiar refrain to the Lombardos, and many are the tall tales that come to them of the notions other musicians get in trying to get at "the secret of it all."

During a visit to London an English saxophone player confided to Carmen that he had discovered a revolutionary treatment for the instrument.

"His idea was to pour a quart of

warm milk through the saxophone once in a while," Carmen said, "that was supposed to make the tone mellow."

"The milk probably did the saxophone no great harm," Guy adds, "but the musician certainly could

have gotten better value from his milk by drinking it."

A prankish member of the Lombardo orchestra once persuaded a sax-playing friend that a damp, soapy sponge placed in the bell of the instrument would give softness and

polish to its tone. About the only polish that he achieved was on his nails while he was lathering the sponge. "Plenty of work—rehearsing—and careful playing in performance—that's the secret of sax as far as I know," says Guy.

ROSEBUD
that's
what
I like —

Rosebud has what you'll like, too—rich fragrance, and a mild, cool smoothness that grows on you with every pipeful. The more particular you are about pipe tobacco the more you'll go for this favourite of Maritime men. Try Rosebud and see for yourself how it does deliver!

ROSEBUD
Cut smoking tobacco

THE MARITIME SMOKE

SUMMING UP the evidence
for CITY CASH AND
CARRY CLEANERS



7. Please remember that you are NOT buying a Cheap or Cut Rate Cleaning Job. Actually you can get EQUAL QUALITY ANYWHERE AT ANY PRICE. YOU CARRY, PAY and SAVE credit. delivery and other charges directly. Reasonable, isn't it?

What Does It Mean To YOU!

THAT:

1. Overwhelming demand has caused Canadian Industries Ltd. (the nationally known C.I.L.) to erect a large factory at Shawinigan Falls for the manufacture of CANADIAN PERCHLORETHYLENE to be called PERLUXE.
2. The most discriminating and best known cleaners on the continent use PERLUXE, EX. VAILS', UNGARS, EATONS, etc.
3. For sheer vividness of colours and actual cleaning qualities, it is NO IDLE BOAST that PERLUXE cannot be equalled. We prove this statement EVERY DAY.
4. Our modern plant is well lighted, spacious, clean and ENTIRELY OPEN to view. No bluff or mystery. Just what you see.
5. Equipment includes the famed CLOREX dry cleaning unit, a hat blocker, a steam board for velvets and TWO HOFFMAN STEAM PRESSES. (One last year, two this year.)
6. The staff has now had a year together as a finishing unit and have successfully handled THOUSANDS OF GARMENTS. (Again, no idle boast.)

SUITS, DRESSES, TOPCOATS

CLEANED AND PRESSED - - - 60¢

LADIES' SWAGGERS - - - - 75¢

CITY CASH & CARRY CLEANERS

644 QUEEN ST.

OPPOSITE COURTHOUSE

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