

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

THURSDAY'S PROGRAMMES

CANADIAN BROADCASTING CORP.
This is the official programme
stations CFNB, CHSJ, CKCW, and
CHNC.

CBC, OTTAWA, 550 K.

6.30—Martinez, Tenor
6.45—Recital
7.00—Sweet and Hot
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—Music for Music's Sake
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.C.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—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—Eso News Reporter
6.05—Evening Little Show
6.30—News
6.45—Lowell Thomas
7.00—Easy Aces
7.15—Circle 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—Eso 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.

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—Charles Sears, tenor
6.45—Old Mill Trio
7.00—Mary Small, Songs
7.15—Dancing on a Village Green
7.30—Canadian Press News
7.45—Bughouse Rhythm

BARRING THE HEAT



When it's hot in Hollywood, you're likely to find Gracie Allen and George Burns at the bar of their sumptuous home. It was hot when this picture was taken. Georgie and Gracie are the stars of the Grape Nuts program broadcast on Mondays at 8:00 p.m., EDT, over the NBC-Blue Network.

RADIO NOTES

Radio has proved a lucrative boon to hundreds of our present-day stars. But there are likewise hundreds of favorites who would be doing all right for themselves even if the late Guglielmo Marconi hadn't tinkered with his strange-looking device in Nova Scotia at the turn of the century.

"For instance," says Lucille Manners, soprano star of the Friday night concert series, "radio performers like myself, who broke into the entertainment field via broadcasting, might find ourselves in an entirely different line of endeavor. I might still be taking dictation in a New Jersey law office, because radio was the only branch of show business I knew."

Rudy Vallee was studying law at Yale when he saw a future in radio, and gathered his Connecticut Yankee. Bing Crosby was just a touring troubador with Paul Whiteman's band until his crooning voice appealed to millions of listeners. Johnny Green seemed headed for a composer's career at the time his musical genius attracted CBS talent scouts.

"But on the other side of the fence, there are plenty whose success in show business was firmly established before they took to radio," says Lucille. "Frank Black, Ferde Grofe, and Don Voorhees conducted in theatres; at concerts and made recordings prior to entering the radio field. Phil Baker, Fred Allen and Jack Benny were established stage comedians. and Lily Pons, Rosa Ponselle and Gladys Swarthout could always do well at the Metropolitan Opera House."

The fact still remains, however, that radio has furthered the careers and replenished the pocketbooks of all entertainers identified with it. It is granted that Baker, Benny, Allen, Burns and Allen and Joe Penner might have missed Hollywood and its big pay envelopes. Granted, too, that although these people were established entertainers before radio, the latter branch of the field gave them the chance to reach many more people.

Were radio to suddenly collapse, it is unlikely that Jerry Cooper would return to professional baseball playing. Harry Von Zell to boxing or Don Wilson to selling washing machines. Yet, that's what these men were doing before radio came along to catapult them to microphone stardom.

Entertainers, it would seem, owe much to the late Guglielmo Marconi.

KELLOGG'S ASTHMA RELIEF

If you are suffering from Asthma, Hay Fever or Bronchial trouble, inhale the fumes of Kellogg's Asthma Relief. You will get easy relief. For over 60 years this famous herbal preparation has benefited thousands of sufferers.

Your nearest drug store has it.
\$1.00 per tin, trial size 25c.
Obtainable also in cigarette form.
Northrop and Lyman Co. Limited
Established 1854
Toronto, Canada

RELIEF

Medicated
with ingredients of
Vicks VapoRub
VICKS COUGH DROP

PURE TEA IS GOOD FOR YOU!

Remember King Cole

BECAUSE—It is the great harmless pick-me-up...

"Cotton Blossom" under Captain Adams, a river showman of renown in those days. Bad storms interfered with the "Cotton Blossom's" voyage and business and young Winninger rejoined "The Winninger Family Noverties," consisting of his parents,

four older brothers and a sister. Twenty-seven years later he became Captain Andy of the stage production of Show Boat and after a long engagement with the Ziegfeld musical created Captain Henry of the radio Show Boat.

Personal glimpses of some NBC conductors: Robert Emmett Dolan is slight of figure (weight 119, height 5 feet 4), quiet in demeanor, has hazel eyes and dark brown hair. . . . Johnny Green goes in for informal sports clothes except for public appearances on the podium when he becomes a sartorial fashion plate. . . . Wayne King is 5 feet 9 1/2 inches tall and weighs 165 pounds. He has blue eyes and wavy brown hair. Prefers sports clothes or baggy tweeds.

Snapshots from NBC's family album: Dorothy Lamour is the wife of Conductor Herbie Kay. . . . Karl Swenson, who plays the title role in the serial, Lorenzo Jones, is married to Virginia Manscom, actress. . . . Harry Von Zell is married to the former Miner (Mickey) McGarvey. They have an eight-year old son.

Charles Winninger's return to the NBC airwaves as master of the Maxwell House Show Boat recalls that Captain Henry had real showboat training. He sailed the Mississippi way back in 1900 on the original

FOREIGN LANDS GET NBC SHOWS IN OWN TONGUE

NEW YORK, Aug. 5—A new short-wave service in six languages to Europe, South and Central America and other parts of the world was started over the National Broadcasting Company's short-wave station W3XAL at Bound Brook, N. J., on July 25, when two new directional beam antennae were put into regular operation. The antennae, one for Europe and one for Latin America, have been in use on an experimental basis since early this year.

The new short-wave schedule, which will be on the air from 9:00 a.m. to 1:00 a.m., EDT, daily, will carry the pick of NBC sustaining programs from both the Red and Blue Networks. Nemo R. Lohr, NBC president, announced. Hitherto the company's international short-wave service has consisted chiefly of programs and specially arranged programs for Latin America broadcast by W3XAL over a non-directional beam. Extension of short-wave service to other countries has been under way for several months, following visits by John F. Royal, NBC vice president in charge of programs, to Europe and South America.

Special Programs
In addition to the networks broadcasts, programs of particular interest to individual countries will be put on the air from time to time and the specially arranged programs for Latin America will be continued. Announcements in English, French,

German, and Italian will be made on all programs broadcast to Europe, and in English, Spanish and Portuguese on programs broadcast to South and Central America. Speakers of French, German and Italian have been added to the announcer's staff, which already had Spanish and Portuguese-speaking members.

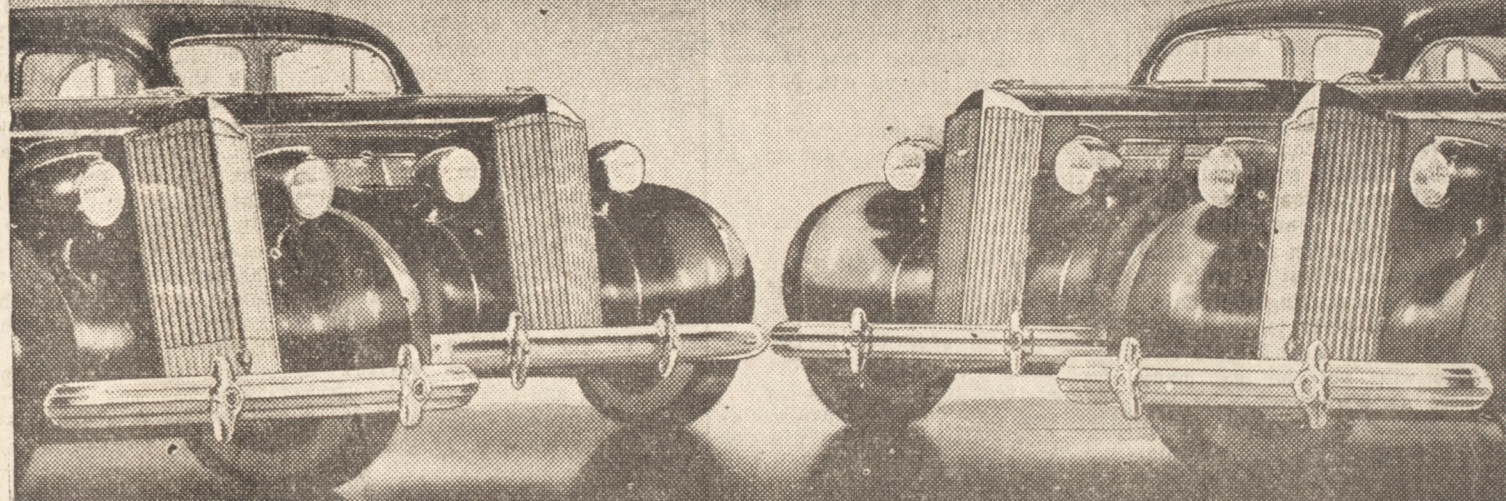
Service to Europe will be available on the directional beam, with a frequency of 17,780 kilocycles, 16.8 meters, from 9:00 a.m. to 3:00 p.m., EDT. The announcements will be made by Ernst Kotz and Lisa Sergio.

Miss Sergio, who is serving for the present as a guest announcer with NBC, will handle announcements in Italian and French. Kotz will make the announcements in German. This European service also will be available from 3:00 to 7:00 p.m., EDT, but will be broadcast over W3XAL's non-directional antennae.

South American Schedule
Programs will be broadcast to South and Central America on the directional beam, with a frequency of 17,780 kilocycles, 16.8 meters, from 7:00 to 9:00 p.m., EDT, and with a frequency of 6,100 kilocycles, 49.1 meters, from 9:15 p.m. to 1:00 a.m., EDT. The station will be silent from 9:00 to 9:15 p.m., EDT, while the frequency is changed.

Announcements for South and Central America will be made in English, Spanish, and Portuguese by Martin Viale, of the Argentine; Pinto Tamara, of Brazil, and Armando Mendia, of Cuba.

Four great new Packards... FOUR NEW LOW PRICES!



For 1937, Packard presents the top-quality car in each of four price classes

FOR 1937 Packard offers you the four greatest Packards ever built. Each is the leader of its price class. And each sells for a low low price!

The 1937 Packard Twelve is the finest car money can buy. It steps so far ahead mechanically for 1937 that there simply is no other make of car with which to compare it.

The 1937 Packard Super-Eight succeeds both last year's Eight and Super-Eight, and brings to motorists a combination of mechanical advancements which promise to revolutionize fine-car motoring.

The 1937 Packard 120 is proof that a car can be a sensation three times in a row. This car, whose outstanding performance has been the talk of the motoring world,

is an even better car this year.

And—out of Packard's 36 years of experience in building fine cars, now comes a brand-new Packard—The Packard Six.

The greatest low-priced car America has ever seen

Priced at \$1113 f.o.b. Windsor, the new Packard Six is a car that is destined to completely re-shape the low-priced car picture! It brings to its field a combination of qualities that no car of this price has ever possessed before—long mechanical life combined with long style life. The Packard Six, and its brother Packards, are now ready for you to see and drive. Come in at your earliest convenience and let us demonstrate the tremendous values these Packards offer this year.

THE BRAND-NEW PACKARD SIX
\$1013. and up including taxes f.o.b. Windsor
And up, list at factory, standard accessory group extra
THE GREATER PACKARD 120
\$1332. and up including taxes f.o.b. Windsor
And up, list at factory, standard accessory group extra
THE NEW PACKARD SUPER-EIGHT
\$3219. and up including taxes f.o.b. Windsor
And up, list at factory
THE ADVANCED PACKARD TWELVE
\$4713. including taxes f.o.b. Windsor
And up, list at factory

Every Tuesday night—THE PACKARD HOUR, starring Fred Astaire—NBC Red Net, New York, Coast to Coast, 9:30 E. D. S. T.