

THEATRE of the AIR

THURSDAY'S PROGRAMMES

CANADIAN RADIO COMMISSION
This is the official programme which you are entitled to receive over Stations CFNB, CHSJ, CKCW, and CHNC.

7.00—Dinner Music, Montreal
7.30—Canadian Press News
7.30—Rebroadcast of B. B. C. Empire Transmission
8.00—Marthe Lapointe, soprano
8.15—Luigi Romanelli with His King Edward Hotel Orchestra
8.30—Do You Know? (oddities, written by Muirson Dunn)
8.45—Betty and Her Beaus, vocal trio from Windsor
9.00—Melody Treasure Hunt
9.30—Mort Dennis and His Orchestra with dance music
10.00—Reve de Valse, orchestra
10.30—Fun at Christie Street, variety show with orchestra
11.00—"The Scales Don't Balance," drama from Ottawa
11.30—Joe DeCourcy and His Royal Connaught Orchestra
11.45—Canadian Press Bulletin and the Weather Forecast
12.00—CRBC Time Signal

WEAF, NEW YORK, 660 K.

5.00—Tea Time at Morrell's
5.30—Landon Radio Club
5.45—Answer Me This
6.00—While the City Sleeps
6.15—Tom Mix
6.30—Jack Armstrong
6.45—Tune Twisters
7.00—Flying Time
7.15—Clark Dennis, tenor
7.30—News
7.35—Ruth Lyon, soprano
7.45—Southernaires
8.00—Amos 'n' Andy
8.15—Voice of Experience
8.30—Edwin C. Hill
8.45—Terri Francini, tenor
9.00—Rudy Vallee
10.00—Show Boat
11.00—Jimmy Dorsey's Orch.
12.00—Sport Shots
12.15—Phil Levant's Orch.
12.30—Keith Beecher's Orch.
12.45—Jesse Crawford, organist
1.00—Stanley Norris' Orch.
1.30—Bobby Hayes and Orch.

WJZ, NEW YORK, 760 K.

5.30—To be Announced
6.00—To be Announced
6.30—Singing Lady
6.45—Little Orphan Annie
7.00—James Wilkinson, baritone
7.15—Animal Close-Ups
7.25—Concert Pianist
7.30—News
7.35—Lucille Manners
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Music is My Hobby
8.30—Lum and Abner
8.45—Barry McKinley, baritone
9.00—Jamboree
9.30—To be Announced
10.00—Union Station
10.30—Meredith Willson and Orch.
11.00—Symphony Orch.
12.00—Dance Orchestra
12.30—To be Announced
1.00—Shandor, violinist
1.08—Paul Martel's Orch.
1.30—Jan Garber and Orch.

WTIC, HARTFORD, 1040 K.

5.00—Thursday Matinee
5.30—Landon Radio Club
5.45—Answer Me This
6.00—While the City Sleeps
6.15—Tom Mix
6.30—Jack Armstrong
6.45—Dick Tracy
7.00—News
7.15—Eddie Casey
7.30—Wrightville Clarion
7.45—Rubinoff and Jan Pearce
8.00—Amos 'n' Andy
8.15—Voice of Experience
8.30—Republican Program
8.45—The Tavern
9.00—Rudy Vallee's Variety Show
10.00—Show Boat
11.00—Jimmy Dorsey's Orch.
12.00—News
12.15—Phil Levant's Orch.
12.30—Xavier Cugat's Orch.

CKAC, MONTREAL, 730 K.

5.00—All Hands on Deck
5.30—Greetings from Old Kentucky
6.00—Social Announcements
6.20—To be Announced
6.30—The Fireside Program
7.15—Eugene Corbell, Operette
7.25—Organ Interlude
7.30—L'Heure Recreative
8.00—Roger Gallet
8.15—Le Cure de Village
8.30—Radio Theatre
8.45—C. W. Lindsay Program
9.00—Dr. J. O. Lambert
9.30—Silver Strings
10.00—Major Bowes Amateur Hour
11.00—The Life of the Party
11.15—Romance, featuring Gene Paul
11.30—News
11.45—Le Merle Rouge
12.00—Molson Sports Reporter
12.05—Jay Freeman and Orch.
12.30—Eddie Duchin and Orch.
1.00—Phil Harris and Orch.
1.30—Vincent Lopez and Orch.

FRIDAY'S PROGRAMMES

CANADIAN RADIO COMMISSION
This is the official programme which you are entitled to receive over Stations CFNB, CHSJ, CKCW, and CHNC.

6.45—Closing Stock Quotations on the Montreal Exchange
7.00—The Happy Gang, a variety programme from Ottawa
7.30—Canadian Press News
7.45—Rebroadcast of B. B. C. Empire Transmission
8.00—At the Organ Console
8.15—Les Cavaliers de LaSalle, a novelty orchestra
8.30—This Week in History, commentary by Kannawin
8.45—Old Black Joe
9.00—From a Rose Garden, from Halifax
9.30—Sammy Diebert and His Orchestra, from Detroit
10.00—Within the Empire, review of persons, places, events
10.30—Canadian Concert Hall of the Air, orchestra
11.00—Ye Olde Medicine Showe with Hillbillyettes, etc.
11.30—I Cover the Waterfront, presenting Pat Terry
11.45—Canadian Press Bulletin and the Weather Forecast
12.00—CRBC Time Signal

WJZ, NEW YORK, 760 K.

5.00—Strolling Songsters
5.15—Jackie Heller, tenor
5.30—Ken Sparon's String Ensemble
5.45—To be Announced
6.00—Airbreaks, variety program
6.30—The Singing Lady
6.45—Little Orphan Annie
7.00—Animal News Club
7.15—Midge Williams
7.30—News
7.45—Lowell Thomas
8.00—Mary Small, songs
8.15—Literary Digest Poll Results
8.30—Lum and Abner
9.00—Irene Rich
9.15—Singing Sam
9.30—Death Valley Days
10.00—Fred Waring's Pennsylvanians
10.30—Twin Stars
11.00—Radio Guide Weekly
11.30—Roy Campbell's Royalists
11.45—Elza Schallert Reviews
12.00—Henry Busse and his Orch.
12.15—Ink Spots
12.30—Leon Navara's Orchestra
1.00—Shandor, violinist
1.30—Bobby Grayson's Orchestra

WEAF, NEW YORK, 660 K.

4.45—The O'Neills, dramatic sketch
5.00—Woman's Radio Review
5.30—Landon Radio Club
5.45—Grandpa Burton
6.00—Bughouse Rhythm
6.15—Tom Mix
6.30—Jack Armstrong
6.45—Terri Francini, tenor
7.00—Flying Time
7.15—Norsemen Quartet
7.35—Dorothy Page, songs
7.45—Moorish Tales
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—The Human Side of the News
8.45—Charles Sears, tenor
9.00—Cities Service Concert
10.00—Waltz Time
10.30—Court of Human Relations
11.00—First Nighter
11.30—"Red" Grange, football star
11.45—Singing Symphony
12.00—George R. Holmes
12.15—Phil Levant's Orchestra
12.30—Xavier Cugat's Orchestra
1.00—Fletcher Henderson's Orch.
1.30—Jesse Crawford, organ
1.45—Alfred Barr's Orch.

CKAC, MONTREAL, 730 K.

4.00—Cincinnati Symphony Orch.
5.30—U. S. Army Band
6.30—The Fireside Program
7.15—Instrumental Novelties
7.30—L'Heure Recreative
8.00—Montreal Pharmacy
8.15—Le Cure de Village
8.30—Curiosities
8.45—La Maison de Satan
9.00—The Provincial Hour
10.00—Hollywood Hotel
11.00—The Life of the Party
11.15—Le Merle Rouge
11.30—News
11.45—The Piano Rambler
12.00—Molson Sports Reporter
12.05—Berceuse
12.15—Le Psychologue Consultant
12.30—Benny Goodman and Orch.
1.00—Guy Lombardo and Orch.
1.30—Dick Stabile and Orch.

SHORT WAVE

THURSDAY, October 15
ROME, 6 p. m.—News in English.
2.00, 31.1 m., 9.63 meg.
LONDON, 7 p. m.—A Beethoven Overture. GSP, 19.6 m., 15.31 meg.; GSD, 25.5 m., 11.75 meg.; GSC, 31.3 m., 9.58 meg.
PARIS, 7.30 p. m.—Theatrical Concert. TPA-3, 25.2 m., 11.88 meg.
CARACAS, 8.30 p. m.—The Continentals. YV2RC, 51.7 m., 5.8 meg.
BERLIN, 9.15 p. m.—Cascades. Variety Evening. DJD, 25.4 m., 11.77 meg.

APPLIED PSYCHOLOGY TO CHILD'S PROGRAMME

CHICAGO, Oct. 15.—The recent expansion of the Little Orphan Annie network to include nine new NBC stations is regarded as a significant commentary on the effectiveness of the work being done on the programme by Dr. John J. B. Morgan of Northwestern University, noted author and eminent child psychologist.

One of the first to realize the possibilities of juvenile radio programmes in building ideals and standards for the child listener, the sponsors of little Orphan Annie in 1935 engaged Dr. Morgan to preview their scripts. It is Dr. Morgan's conviction that clean, wholesome entertainment and adventure have the greatest appeal for children. He believes that a programme, to hold interest, must provide a main role in which the child can see himself with realism and admiration. This is the viewpoint that Dr. Morgan has applied to the Little Orphan Annie programmes with striking success, as demonstrated by the fact that it is one of the most popular of its kind on the air.

Wrote Popular Books

Dr. Morgan has long been known to mothers and teachers as an authority on child training through his work at Northwestern University and his books on "Child Psychology" and "Psychology of the Unadjusted School Child." The latter presents an analysis in the light of modern findings of 2,500 case records accumulated by Dr. Morgan during his many years of research.

Before joining the Northwestern University faculty, Dr. Morgan taught psychology at Princeton and Minnesota, and for three years was director of the Psychological Clinic at the University of Iowa. During the war he was chief psychological examiner at Camp Hancock. In recent years he has devoted most of his time to the study of child behaviorism.

According to Dr. Morgan, the average child unconsciously projects himself into every character that interests him. Often a character becomes a "hero" after whom the child models his own nature and personality. It is essential, therefore, that a juvenile programme offer a hero or heroine worthy of emulation.

"Mothers have been quick to recognize how such a role can assist in the proper training of their children, in inculcating the traits they wish them to acquire," says Dr. Morgan.

"If you wish your child to acquire good traits, it makes little impression to say, 'you should be obedient, truthful, generous, loyal.' On the other hand, if you provide for little Johnny or little Mary an ideal who embodies these traits—but not too obviously or obnoxiously so—an ideal that is real, interesting, enjoyable, you have accomplished more than you can ever hope to by continued scolding or preaching."

Makes Annie Real

It is this phase of Dr. Morgan's work on the Orphan Annie programme which is creating the most interest among mothers and teachers. He has made Orphan Annie as real and acceptable to millions of boys and girls as the playmate next door; she is a happy, wholesome American girl, by no means a model of perfection, but so sound fundamentally in her deeds and reaction—she is never allowed to sermonize—that she epitomizes the ambition of every hopeful mother.

Because in his opinion programmes that are too exciting and sensational are injurious to the child, Dr. Morgan long ago eliminated from the Orphan Annie scripts all situations which held elements of such danger.

Little Orphan Annie is sponsored by the Wander Company over the NBC-Blue Networks Mondays through Fridays at 5.45 and 6.45 p.m., EST.

Metropolitan Opera Auditions On Air Again

NEW YORK, Oct. 15.—The Metropolitan Opera Auditions of the Air, the programme which last season brought to radio listeners for the first time actual "tryouts for the Met," will return to National Broadcasting Company networks for the second year on Sunday, October 18, at 3.30 p.m., EST. The series, again sponsored by the Sherwin Williams Company, has been extended from 15 to 24 broadcasts plus such additional programmes as semi-finals and finals may require.

This year three singers, instead of four, will be heard on each half hour programme over the NBC-Red Network. Thus, each auditioner will be provided more extended opportunity in this unique contest for a contract to sing at New York's Metropolitan Opera.

Emma Belden, soprano; Dennis O'Neil, tenor, and Douglas Stanbury, baritone, will be heard in the opening programme. Miss Belden will sing "Elsa's Dream" from "Lohengrin" and "Home, Sweet Home." O'Neil has chosen one of the tenor arias from "Il Trovatore" and "Drink to Me Only With Thine Eyes." Stanbury will sing the popular "Toreador Song" from "Carmen" and "The Piper of Dundee."

Edward Johnson, General Manager of the Metropolitan Opera Company, and John Erskine, head of the Juilliard Graduate School of Music, and a member of the Metropolitan Opera Association's directorate, will be speakers on the inaugural broadcast. Wilfred Pelletier, Metropolitan Opera conductor, will again direct the orchestra both in accompaniments and in orchestral numbers.

The Metropolitan Opera Audition Committee will judge each singer as heard in these broadcast auditions, and in the semi-final and final programmes will select the singers to be awarded contracts to sing at the internationally famous opera house.

AH, FAME!

Robert Ripley, presiding at the dinner in his honor at The Waldorf-Astoria the other evening, met a portly, bejeweled dowager, who had been begging mutual friends for the introduction. His pleasure over her evident enthusiasm chilled a bit, however, when she flattered:

"Oh, I'm so delighted to meet you! You must tell me all about your exciting adventures—bringing 'em back alive!"

LONDON, 9.40—A Talk About Scotland. GSF, 19.8 m., 15.14 meg.; GSC, 31.3 m., 9.58 meg.
TOKYO, 12 midnight—Overseas Program. JVH, Nazaki, 20.5 m., 14.6 meg.
WINNIPEG, 12.30 a. m.—Hawaiian Nights, melodies from the Happy Isles, direction Jack Riddell. CJRO, Winnipeg, 48.7 m., 6.15 meg.; CJRX, Winnipeg, 25.6 m., 11.72 meg.

Microphonics

Dr. Walter Damrosch, director of the NBC Music Appreciation Hour, leads his orchestra from a conductor's stand with a hip-high railing. It is to prevent the distinguished maestro from losing his balance and slipping off the podium in the intensity of musical direction, a mishap which befell him several years ago.

Personal glimpses of some NBC personalities: Conductor Harry Sarnick, tall, slender and dark of hair and eyes, is 30 years old and unmarried. Bess Johnson is a dead ringer for Ann Harding, the movie star, both in voice and appearance. Marion Talley, who has reduced to sylph-like proportions, takes daily horseback rides for exercise.

"Ninety per cent of the inmates of a prison never give thought to escape. It is the other ten per cent which causes all the trouble."—Warden L. E. Lawes, whose 20,000 Years in Sing Sing dramatizations are heard on NBC.

The son of an Arkansas evangelist, Ross Graham, baritone soloist of Lanny Ross' Show Boat troupe on NBC, has been singing ever since he was big enough to hold a hymn book to quote himself. Young Ross used to accompany his father on his tours of the state and was so small he had to sing perched on top of their portable organ.

Add to the list of wealthy songwriters Walter Blaufuss, conductor of the National Farm and Home Hour and other popular programmes originating in the Chicago NBC studios. One number alone, "Isle of Golden Dreams," has netted him a handsome sum, over 2,000,000 sheet music copies and as many phonograph discs having already been sold.

NBC studio pick-ups: Al Goodman began his professional career pounding a piano in a New York music publishing house. Johnny Green was graduated from Harvard at the age of 19.

RED ROSE

TEA "is good tea"

— GOOD 40 years ago

GOOD today

At Home With Stars

Guy Lombardo and his brothers busily occupied at the Roosevelt Grille, wait all week for the opportunity to play pinochle Sunday evening at their parents' Connecticut farm.

Eddie Cantor's favorite fireside pastime is trying out comic situations on Mrs. Ida Cantor and the five girls. If the jury of six laugh, the joke stays in the script—if they make a face, out it goes! Even when he's relaxing, Eddie still works!

Red Nichols "swings" at home too—but usually, it's the little backgammon cup that he swings with his good right arm when he and Mrs. Red get together for the customary evening game.

Kate Smith spends every spare minute over her stove cooking and inventing new recipes, or arranging her new book shelves.

George Burns and Gracie Allen lead a family life. Hollywood celebrities are frequent visitors—but little Sandra and Ronnie Burns usually hold the spotlight.

Nelson Eddy carries his work home. He records his own rehearsals and then plays them back to detect possible flaws. He entertains only very infrequently.

Rupert Hughes, narrator of the Caravan shows, spends his evenings working. His Hollywood study boasts four desks and 18,000 books. When he isn't writing at one desk, he's writing at another.

Morton Downey's wife, the beautiful Barbara Bennett, his four child-

Two Who Forgot

CHICAGO, Oct. 15.—"Two Who Forgot" is the title of Campana's Grand Hotel play for the broadcast Sunday, Oct. 18, over the NBC-Red Network at 3.30 p.m., EST. The story deals with a young married couple who stop at Grand Hotel on their honeymoon and become separated during a disastrous fire there. Both develop amnesia as a result of the shock. A rival lover takes advantage of this situation.

The play, written by Addison Simmons, will feature Anne Seymour in the starring role. Lester Tremayne and a cast of veteran radio actors.

The Grand Hotel series began its fourth consecutive season over NBC on Sunday, October 11.

ren and the pup, insist on Irish ballads. Everybody knows the Dublin repertoire by heart now but it makes no difference—each evening, up at the Downey Connecticut farm, Morton goes through the paces for his audience of six.

Frances Langford can usually be found at home in her dark room. She is a candid camera addict. Practice makes experts, she says, so her homework has made her a photographic authority.

Robert Ripley practically lives in only one room of his 23-room house at Mamaroneck, New York. It's his study—the one spot where Bob does his drawing and research.

M.M.A. STORES HOME OWNED

Savings for OCTOBER. 16 - 17 - 19

MINUTE TAPIOCA 8 oz. Per package	15c	SPECIAL Ready Cut MACARONI 16 oz. 2 packages	19c
CLUBHOUSE OLIVES 8 oz. Bottle	25c	SPECIAL 4 CAKES FAIRY SOAP & 1 cake Many Flowers Soap, all for	21c
CHALLENGE CORN STARCH 1's Package "Special Free Offer of King's Portrait"	12c	SPECIAL PRUNES 70-80's 3 pounds	25c
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LISTEN IN TO THE M. M. A. RADIO BROADCAST OVER STATION CFNB EVERY MORNING EXCEPT SUNDAY AT 8.30 a.m.