

# THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

## TUESDAY'S PROGRAMMES

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

6.30—G. R. Markowsky  
6.45—Stock Quotations  
7.00—Dinner Music  
7.30—Overseas Program  
8.00—Lionel Daunals, Baritone  
8.15—Rex Battle and Orchestra  
8.30—Charles Jennings  
8.45—Madeline Newcombe  
9.00—Maggie  
9.30—Musical Tapestry  
10.00—Friendly Enemies  
10.30—Music to Remember  
11.00—National Sing-Song  
11.30—Joe DeCourcy and Orch.  
11.45—News  
12.00—Paysages de Renes  
12.30—Au Clair de la Lune  
1.00—Just S'posin'  
1.30—Organ Rhapsody  
2.15—Eric Gee Orch.

## WJZ, NEW YORK, 760 K.

5.00—Bavarian Orch.  
5.30—Dog Heroes  
5.45—Young Hickory  
6.00—Your Health  
6.30—Singing Lady  
6.45—Little Orphan Annie  
7.00—Minute Men  
7.15—Animal Close-Ups  
7.25—Concert Pianist  
7.30—News  
7.35—Walter Cassel, baritone  
7.45—Lowell Thomas  
8.00—Easy Aces  
8.15—Tony Russell, songs  
8.30—Lum and Abner  
8.45—Vivian Della Chiesa, soprano  
9.00—Log Cabin Dude Ranch  
9.30—Edgar A. Guest  
10.00—Ben Bernie and the Lads  
10.30—Husbands and Wives  
11.00—Red Cross Program  
11.30—Portraits of Harmony  
12.00—Harry Reser's Orch.  
12.30—Johnny Hamp Orch.  
1.00—Shandor, Violinist  
1.08—to Be Announced  
1.30—Jimmy Dorsey's Orchestra

## WEAF, NEW YORK, 660 K.

5.00—Cheerio  
5.15—Three Marshalls  
5.30—to Be Announced  
5.45—Consumer's Program  
6.00—While the City Sleeps  
6.15—Tom Mix and his Shooters  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—Science in the News  
7.15—Mid-Week Hymn Sing  
7.30—News  
7.35—Jackie Heller, tenor  
7.45—Dorothy Dreslen  
8.00—Amos 'n' Andy  
8.15—Voice of Experience  
8.30—Fred Hufsmith, tenor  
9.00—Leo Reisman's Orchestra  
9.30—Lady Esther Serenade  
10.00—Sidewalk Interview  
10.30—Fred Astaire  
11.30—to Be Announced  
11.45—Roy Campbell's Royalists  
12.00—Clem McCarthy  
12.15—Will Osborne and Orch.  
12.35—Xavier Cugat's Orchestra  
1.00—Stanley Norris' Orchestra  
1.30—Jesse Crawford, organist  
1.45—Phil Levant's Orchestra

## WTIC, HARTFORD, 1040 K.

5.00—Cheerio  
5.15—Three Marshalls  
5.30—New York Program  
5.45—Dick Tracy  
6.00—While the City Sleeps  
6.15—Tom Mix  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.15—Horse Sense Philosopher  
7.20—Wrightville Clarion  
7.45—Rubinoff and Virginia Rae  
8.00—Amos 'n' Andy  
8.15—Voice of Experience  
8.30—Studio Program  
8.45—Count of Monte Cristo  
9.00—Leo Reisman's Orch.  
9.30—Wayne King's Orch.  
10.00—Sidewalk Interviews  
10.30—Fred Astaire  
11.30—Hollywood Gossip  
11.45—Roy Campbell's Royalists  
12.00—News  
12.15—Polish Dance Orch.  
12.45—Xavier Cugat's Orch.  
1.00—Silent

## CKAC, MONTREAL, 730 K.

5.00—Billy Mills  
5.30—Pop Concert  
6.00—Social Announcements  
6.20—Pianist  
6.50—Fire-side Program  
7.15—Waltz Time  
7.30—L'Heure Recreative  
8.15—Le Cure de Village  
8.45—La Maison de Satan  
9.00—The Provincial Hour  
10.00—Waring's Pennsylvanians  
10.30—to Be Announced  
11.00—The Life of the Party  
11.15—Le Merle Rouge  
11.30—French News  
11.45—Cavaliers de la Salle  
12.00—Molson Sports Reporter

12.05—Pianist  
12.15—Le Psychologue Consultant  
12.30—Geo. Olsen Orch.  
1.00—Tommy Dorsey and Orch.  
1.30—Dick Stabile Orch.

## WABC, NEW YORK, 860 K.

5.00—Billy Mills and Company  
5.30—Pop Concert  
6.00—Jimmy Farrell, Baritone  
6.15—to Be Announced  
6.45—Wilderness Road  
7.00—Patti Chaplin, Songs  
7.15—News of Youth  
7.30—News  
7.35—Three Aces  
7.45—Renfrew of the Mounted  
8.00—Willard Hard  
8.15—Sportcast, Ted Husing  
8.30—Benny Fields  
8.45—Boake Carter  
9.00—Hammerstein Music Hall  
9.30—Laugh With Ken Murray  
10.00—Waring's Pennsylvanians  
10.30—Camel Caravan  
11.30—Clyde Barrie, Baritone  
11.45—Happy Days  
12.00—Willard Robison's Orch.  
12.15—Renfrew of the Mounted  
12.30—George Olsen's Orch.  
1.00—Tommy Dorsey's Orch.  
1.30—Dick Stabile and Orch.

## WEDNESDAY'S PROGRAMMES

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

5.30—G. R. Markowsky Concert Trio  
6.45—Closing Stock Quotations on the Montreal Exchange  
7.00—The Friendly Corner, program for shut-ins  
7.30—Rebroadcast of B. B. C. Empire Transmission  
8.00—Popular Organ Recital  
8.15—Chateau Frontenac Concert Ensemble  
8.30—The Broken Arc, lecture series by alternate speakers from Toronto  
8.45—The Vagabonds  
9.00—Twilight Echoes  
9.30—Band Box Today, international exchange, from MBS  
10.00—Concert Canadian  
10.30—Let's All Go to the Music Hall  
11.00—Chamber Musicale  
11.30—Lloyd Huntley and His Mount Royal Hotel Orchestra  
11.45—Canadian Press Bulletin and the Weather Forecast  
12.00—Mart Kenny Orch.  
12.30—Woodwind Duo  
12.45—Nitwit Court  
1.00—Maids and Middies  
1.30—Salon Serenade

## WJZ, NEW YORK, 760 K.

5.00—Nat. Parents and Teachers Assn.  
5.30—Harry Kogan Orch.  
5.45—Young Hickory  
6.00—String Ensemble  
6.15—The Freshmen  
6.30—The Singing Lady  
6.45—Bailey Oxtan, tenor  
7.00—Esso News Reporter  
7.15—Midge Williams  
7.30—News  
7.35—The Revelers  
7.45—Lowell Thomas  
8.00—Easy Aces  
8.15—Jimmy Kemper Company  
8.30—Lum and Abner  
8.45—Mario Cozzi, baritone  
9.00—Revue de Paree  
9.30—Ethel Barrymore  
10.00—Professional Parade  
10.30—The Bishop and the Gargoyle  
11.00—to Be Announced  
11.30—Meredith Willson's Orch.  
12.00—Bob McCrew's Orch.  
12.15—Pan-American Conference  
12.30—Esso News  
1.00—Shandor, violinist  
1.08—Bobby Hayes' Orchestra  
1.30—Red Narvo and Orch.

## WEAF, NEW YORK, 660 K.

5.00—Henry Busse and Orchestra  
5.30—Men of the West  
5.45—G. Andra Burton  
6.00—Lee Gordon's Orch.  
6.15—Tom Mix  
6.30—Meet the Orchestra  
6.45—Little Orphan Annie  
7.00—Our American Schools  
7.15—Esso News Reporter  
7.30—News  
7.35—Castles of Romance  
8.00—Amos 'n' Andy  
8.15—Uncle Ezra  
8.30—Frank Parker, tenor  
9.00—One Man's Family  
9.30—Lady Esther Serenade  
10.00—Town Hall Tonight  
11.00—Hit Parade  
12.00—Esso News Reporter  
12.15—King's Jesters  
12.30—Glen Grey's Orch.  
1.00—Fletcher Henderson's Orch.

## CKAC, MONTREAL, 730 K.

5.00—Curtis Institute of Music  
5.45—Gogo de Lys, Songs  
6.00—Social Announcements  
6.20—Jean Forget, pianist  
6.30—The Fireside Program  
7.15—Pastilles Valda  
7.30—The Recreative Hour  
8.00—Uncle Ezra  
8.15—Le Cure de Village

## N. B. C. PROGRAMS TO BE HEARD IN SOUTH AMERICA

NEW YORK, Dec. 8.—The National Broadcasting Company will soon inaugurate over Station W3XAL, its short wave transmitter at Bound Brook, N. J., a daily schedule of programmes arranged especially for South American reception.

The new schedule, which amplifies the thrice weekly programmes begun last summer, is NBC's plan to broadcast radio programmes from the United States into South and Central America to compete with the European programmes now dominating the air there.

John F. Royal, NBC Vice-President in charge of programmes, left recently for a 17,000 mile trip through Mexico, Central and South America, to arrange for extensive exchanges of broadcasts between the two continents.

"We definitely are entering the competition for listeners in Latin America," Royal declared. "Germany, England and other European countries have been building programmes for South America for several years. The United States, to which our neighbors to the South should naturally look for a mutual exchange of entertainment and ideas, has stood by and let Europe capture the attention of South American listeners. Now the National Broadcasting Company is going out to take its rightful place on American radio dials below the Rio Grande."

As the first step in the new policy, NBC arranged an extensive series of broadcasts from the Pan-American Peace Conference in Buenos Aires.

To facilitate the reception of NBC's programmes in South America, a new directional-beam antenna is being constructed at Bound Brook. It is expected to be completed about Jan. 1. The beam will have a spread sufficient to cover all of the South and Central American regions. Its construction is a practical application of NBC's announced policy to overcome certain transmission problems, which have limited programmes in the past.

Not so long ago, sponsors jealously opposed their stars' appearances on other programmes. Now they welcome it. Kate Smith, for example, will sing on two radio shows next week, in addition to her own Bandwagon programme. On Tuesday (Dec. 8), she'll join Ben Bernie in his NBC entertainment. Thursday is her own programme. The following Sunday, (Dec. 13), she'll lend her vocal talents to the "Community Sing" broadcast for Community Chests.

8.30—Anna Malenfant and L. Daunai  
8.45—True Love Stories  
9.00—Black Horse Time  
9.30—Burns and Allen  
10.00—Chantons En Choeur  
10.30—Vin St. George Orch.  
11.00—The Life of the Party  
11.15—Montreal Pharmacy  
11.30—News  
11.45—The Piano Rambler  
12.00—Molson Sports Reporter  
12.05—Berceuse  
12.15—Benny Goodman Orch.  
12.30—Roger Pryor's Orch.  
1.00—Vincent Lopez and Orch.  
1.30—Bobby Meekin and Orch.

## WTIC, HARTFORD, 1040 K.

5.00—Harry Busse' Orch.  
5.30—New York Program  
5.45—Dick Tracy  
6.00—Lurline Fleming  
6.15—Tom Mix  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—News  
7.15—Carol Dels  
7.30—Wrightville Clarion  
7.45—Jackie Cooper  
8.00—Amos 'n' Andy  
8.15—Uncle Ezra  
8.30—Four Star Hits  
8.45—Count of Monte Cristo  
9.00—One Man's Family  
9.30—Wayne King's Orch.  
10.00—Fred Allen  
11.00—Hit Parade  
12.00—News  
12.15—Phil Levant's Orch.  
12.30—Casa Loma Orchestra

## WABC, NEW YORK, 860 K.

5.00—Curtis Institute of Music  
5.45—Gogo de Lys, Songs  
6.00—Sunbrite Junior Nurse Corps  
6.15—Dorothy Gordon's Corner  
6.30—Adventures of Jack Masters  
6.45—Wilderness Road  
7.00—Buddy Clark, Songs  
7.15—Bobby Benson and Sunny Jim.  
7.30—News  
7.35—George Hall's Orch.  
7.45—Renfrew of the Mounted  
8.00—William Hard  
8.15—Popeye the Sailor  
8.30—The Goose Creek Parson  
8.45—Boake Carter  
9.00—Cavalcade of America  
9.30—Burns and Allen  
10.00—Chesterfield Presents:  
10.30—Come On, Let's Sing  
11.00—Gang Busters  
11.45—Vocals by Verrill  
12.00—Shep Fields and Orch.  
12.30—Roger Pryor and Orch.  
1.00—Guy Lombardo's Orch.  
1.30—Benny Goodman and Orch.

## SCREEN NEWS AND REVIEWS

HOLLYWOOD, Dec. 8.—"Go West Young Man." This Mae West flicker, as most everyone knows, is from the stage hit, "Personal Appearance," by Lawrence Riley, but the Hayes office banned the stage title.

Miss West left Paramount to make pictures for Emanuel Cohen, who gave her the start in pictures. Cohen, who had organized his own company, Major Pictures, then obtained a Paramount release; and so Mae's first flicker away from Paramount is released by Paramount.

Mae West has a unique contract with Cohen. She gets \$300,000 per picture. This includes acting in the picture, purchase of story material, and Miss West's salary for writing on the screen play, which she always does. Therefore, Mae West gets about \$200,000 for acting in a picture. The stage play, "Personal Appearance," was purchased for \$35,000. Other stars like Clark Gable and Gary Cooper, who get over \$5,000 every week, actually get more in salary.

The picture was directed by Henry Hathaway, Hollywood's most promising director. He shot the picture in 41 days. It was the first Mae West flicker to be made without retakes. "Go West Young Man" cost about \$700,000. It is the first West picture since "She Done Him Wrong," which cost less than \$1,000,000. "Klondike Annie," for example, cost \$1,400,000.

Hathaway is a director who always works with a scenario writer, and his favorite is Grover Jones. Although Jones' name isn't listed as one of the screen authors, he contributed much to the screen play.

Many of the double-meaning gags were contributed by Miss West on the set, for this is how she works best. The prize line about the "Sitting Bull" was suggested by the second assistant director, Nate Slott. Miss West said: "That line's worth a good watch," and that's exactly what Slott was given by Miss West. When the flicker was completed, Mae, in her usual generous mood, gave star sapphires to practically everyone in the company.

Only Mae West and Alice Brady fought during the making of the flicker. This was the famous "Battle of the Eyelashes." Miss West declared that she was to be the only actress in the picture to wear false eyelashes. Alice Brady ignored this decree, walked on the set and batted a nice long pair of false eyelashes at Miss West.

When a typical movie actress' automobile was needed for the movie actress Mae West portrays, it was decided to hire Constance Bennett's car. Miss Bennett received \$1,000 a week for the use of her car, and it was used for two weeks. The license plates on the car 3W5 are Miss West's personal license plates. In the opening scene showing the picture in which Mae West is supposed to be playing, the role of the rejected lover is played by Miss West's brother-in-law, Robert Baijoff and the role of Miss West's chauffeur in the picture is taken by Johnny Indrisano, who takes Miss West places when she goes stepping. When Mae West is seen in the dressing room sequence, she is wearing a lace gown—and that is all she is wearing. Miss still does her writing in bed.

## Gracie Honors New Orleans on Wednesday

Gracie Allen, having been corrected in her somewhat confused belief that New Orleans is in New York and Louisiana in an Italian dress maker, will honor the city of New Orleans at the Wednesday, broadcast, Dec. 9, at 8:30 p.m., EST, over the WABC-CBS network.

Gracie wants to see the Saratoga Street jail because of its famous drapes. When George told her that a jail doesn't have drapes, she countered with:

"Why, George Burns, you know very well what the tourist guide book said. The Saratoga Street jail is famous for its hangings."

## Kostelanetz Programme

Variety, which some say is the spice of life, will be the spice of the Andre Kostelanetz programme, to be heard Wednesday, Dec. 9, at 9:00 p.m., EST, over the WABC-CBS network. The 45-piece orchestra will play a swing tune, operatic arias, and the early American folk song, "Yankee Doodle."

Among the songs will be "Bojangles of Harlem," Liszt's tender "Liebestraum," and Je Crois Entendre Encore, from Bizet's opera, "The Pearl Fishers." The latter will be a solo by Nino Martini, accompanied by the musicians.

The Friday programme (Dec. 11), at 8:30 p.m., EST, over the WABC-CBS network, will feature "Alexander's Rag Time Band," honoring the twenty-fifth anniversary of the composing of the song by Irving Berlin.

## Governor Landon Heads Group On Community Sing

Governor Alfred M. Landon will head the list of 101 mayors and foremost public officials who will broadcast Christmas Community charity appeals on the Sunday "Community Sing" programme, Dec. 13, at 10:00 p.m., EST, over the nationwide WABC-CBS network.

When Governor Landon heard of the project, which unites the Community Sing with the local Community Chest drives, he volunteered to speak. He will represent Topeka, Kansas, speaking over station WIBW in his home town.

Another Governor who will co-operate in the programme, will be Joy True, of Nevada, addressing the local audience from station KOH in Reno. A Senator-Elect, Edwin C. Johnson, will represent the city of Denver. In some municipalities, where there are no Mayors, City-Managers will speak.

Kate Smith has volunteered her services, and will join the programme at the CBS Manhattan studios, requesting the co-operation of radio listeners in the Christmas drives and Community Chest appeals. She also will lead the studio group in community singing and will be heard in several solo numbers.

In response to the letters sent out by G. Bennett Larson, who is in charge of the programme, already 94 city officials have accepted the invitation. The few remaining executives are expected to reply within a short time.

Larson is now busily engaged in completing the complicated arrangements by which the speeches will be woven into the network show. The local talks will occupy three minutes of the programme time, following the station break, at approximately 10:30 p.m., EST.

The signal will be cued from the New York studios of the Columbia Broadcasting System, and 101 officials in cities throughout the country will step simultaneously to the microphone. This venture is unique in the annals of radio history.

The project has the support of "Mobilization for Human Needs" and the Community Chest Council. The idea is based upon the close connection between the group spirit of community singing and that of the community charities at Christmas time.

## Joel McCrea, Bette Davis on "Caravan"

Bette Davis and Joel McCrea will bring John Van Druten's stage hit, "There's Always Juliet," to the microphone on the Caravan programme, with Rupert Hughes as narrator, on Tuesday, Dec. 15, at 9:30 p.m., EST, over the WABC-CBS network.

The screen stars will be heard in the roles which Herbert Marshall and Edna Best portrayed in the theatrical production, four years ago. McCrea is one of Hollywood's most popular young leading men. Miss Davis is the winner of the Academy award for acting, based on her performance in the film version of Somerset Maugham's masterpiece, "Of Human Bondage."

## NEWS AND NOTES

Morton Downey, guest-stars on Richard Himber's programme, Monday, Dec. 14, at 9:30 p.m., EST, over the WEAF-NBC network. The radio tenor, who starred on the "Magic Key" programme on Dec. 6, has just returned to Manhattan and the broadcasting studios after a personal appearance tour.

Gertrude Niesen, glamour girl of airwaves, will be a guest star on Ben Bernie's broadcast, Tuesday, Dec. 29, prior to starting work on her second picture, a musical film with songs composed by Jerome Kern.

The Caravan programme also will include solos by Frank Forrest, tenor, and music by the Benny Goodman and Georgie Stoll orchestras.

WATCH THIS SPACE

FOR IMPORTANT

ANNOUNCEMENT

TOMORROW

?

J. Clark &amp; Son, Ltd.

FREDERICTON, N. B., AND BRANCHES

# THE DAILY MAIL

Is Your

# Christmas Gift Guide

With the rush of December buying at hand, every retail merchant will want to push his advertising appropriation to the limit to make the most of this great volume of Christmas buying. Many merchants make as much as twenty percent of the entire year's sales during the one month of December, and that kind of business can only come as a result of constant and heavy advertising right up to the night before Christmas

IN

# The Daily Mail