

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

WEDNESDAY'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—Chateau Laurier Concert Trio
6.45—Closing Stock Quotations on the Montreal Exchange
7.00—The Friendly Corner, program for shut-ins
7.30—Overseas Program
8.00—Popular Organ Recital
8.15—Cook and Lord, piano duo
8.30—The Broken Arc, lecture series
8.45—Ruth Lyon, soprano
9.30—Band Box Review
10.00—Concert Canadian
11.00—Chamber Musicale
11.30—Our National Park
11.45—Canadian Press Bulletin and the Weather Forecast
12.00—Mart Kenna and Orch.
12.30—Woodwind Duo
12.45—Nitwit Court
1.00—Ye Olde Medicine Showe
1.30—Maids and Middles
2.00—Salon Serenade

WJZ, NEW YORK, 760 K.
5.00—Nat. Parents and Teachers Assn.
5.30—Robt. Gately, baritone
5.45—Young Hickory
6.00—String Ensemble
6.15—The Freshmen
6.30—The Singing Lady
6.45—To be announced
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—James J. Braddock
8.30—Lum and Abner
8.45—James Wilkinson
9.00—Revue de Parée
9.30—Ethel Barrymore
10.00—Professional Parade
11.00—To be announced
11.30—Meredith Willson's Orch.
12.15—Ink Spots
12.30—Esso News
1.00—Gen Gray's Orch.
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—Gladys Burton
6.00—Meet the Orchestra
6.15—Tom Mix
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—To be announced
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—Del Casino, songs
6.00—Social Announcements
6.20—Jean Forget, pianist
6.30—Black Horse Time
6.45—Fireside Program
7.15—Pastilles Valda
7.30—The Recreative Hour
8.00—Consultations
8.15—Le Cure de Village
8.30—Philip Morris Time
8.45—Mimi La Petite Ouvreire
9.30—Burns and Allen
10.00—Chantons En Choeur
10.30—Girls Orch.
11.00—The Life of the Party
11.15—Westinghouse Newscast
11.30—Montreal Pharmacy
11.45—The Piano Rambler
12.00—Molson Sports Reporter
12.10—Jean Forget, pianist
12.15—Benny Goodman and Orch.
12.30—Roger Pryor and Orch.
1.00—Ozzie Nelson and Orch.
1.30—Larry Lee and Orch.

WTIC, HARTFORD, 1040 K.
5.00—Harry Busse' Orch.
5.30—Follow the Moon
5.45—The Guiding Light
6.00—Dick Tracy
6.15—Tom Mix
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Jackie Duggan, Songs
7.30—Wrightville Clarion
7.45—Jackie Cooper
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Doc Schneider's Texans
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
11.30—Gladys Swarthout
12.00—News
12.15—The Connecticut Legislature
12.30—Ink Spots
12.30—Casa Loma Orchestra
1.02—Shandor's Violinist

WABC, NEW YORK, 860 K.

5.00—Curtis Institute of Music
5.45—Del Casino, Songs
6.00—Sunbrite Junior Nurse Corps
6.15—Dorothy Gordon's Corner
6.30—Blue Flames
6.45—Wilderness Road
7.00—Buddy Clarke, songs
7.15—News of Youth
7.30—News
7.35—George Hall's Orch.
7.45—Renfrew of the Mounted
8.00—Poetic Melodies
8.15—Popeye the Sailor
8.30—Gogo De Lys, songs
8.45—Boake Carter
9.00—Cavalcade of America
9.30—Burns and Allen
10.00—Chesterfield Presents:
10.30—Beauty Box Theatre
11.00—Gang Busters
11.30—Dr. Cyrus Adler
11.45—Patti Chapin, songs
12.00—Tomorrow's News Tonight
12.15—Benny Goodman and Orch.
12.30—Roger Pryor and Orch.
1.00—Ozzie Nelson's Orch.
1.30—Ted Florito Orch.

THURSDAY'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—Chateau Laurier Concert Trio
6.45—Closing Stock Quotations
7.00—Dinner Music, Montreal
7.30—Rebroadcast of B. B. C. Empire Transmission
8.00—Rita Blodeau Fleury
8.15—Luigi Romanelli
8.30—Guess What?
8.45—Roy Campbell's Royalists
9.00—Echoes of the Masters
9.30—Guy Lombardo
10.00—This is Paris
10.30—Light Shift
10.45—Christie Street Capers
11.00—Nancy Rea
11.30—Ozzie Williams and Orch.
11.45—Canadian Press Bulletin and the Weather Forecast
12.00—Paysages de Reves
12.30—30 Minutes to Go
1.00—Hacienda
1.30—Hawaiian Nights

WEAF, NEW YORK, 660 K.
5.00—La Salle Style Show
5.30—Three Marshalls
5.45—Answer Me This
6.00—While the City Sleeps
6.15—Tom Mix
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Southernaires
7.15—Esso News Reporter
7.30—News
7.35—Three X Sisters
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Voice of Experience
8.30—Gilbert Seldes
8.45—Fox Fur Trappers
9.00—Rudy Vallee
10.00—Show Boat
11.00—Bing Crosby; Kraft Music Hall
12.00—Esso News Reporter
12.15—Sherlock Holmes
12.30—Keith Beecher's Orch.
1.00—Shandor
1.30—Frank Le Marr Orch.

WJZ, NEW YORK, 760 K.
5.30—Strolling Songsters
6.00—Choral Arts Society
6.30—Singing Lady
6.45—Sweethearts of the Air
7.00—Esso News Reporter
7.15—Animal Close-Ups
7.25—Concert Pianist
7.30—News
7.35—Ruth Lyon
7.45—Lowell Thomas
8.00—Easy Aces
8.15—James J. Braddock
8.30—Lum and Abner
8.45—P. G. Company
9.00—Boston Symphony
10.00—Russian Choir
10.30—Town Meeting
11.30—NBC Jamboree
12.35—Ray Noble's Orch.
1.00—Shandor, violinist
1.08—Frank La Mar's Orch.
1.30—Bobby Hayes and Orch.

WTIC, HARTFORD, 1040 K.
5.00—George Hesserberger's Orch.
5.30—Follow the Moon
5.45—The Guiding Light
6.00—While the City Sleeps
6.15—Tom Mix
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Listen to Alice
7.30—Wrightville Clarion
7.45—Doc Schneider's Texans
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Guess the Name
8.45—Red Roberts Orch.
9.00—Rudy Vallee's Variety Show
10.00—Show Boat
11.00—Jimmy Dorsey's Orch.
12.00—News
12.15—Connecticut Legislature
12.30—King's Jester's Orch.
12.30—Frankie Master's Orch.

Lanny Ross From Radio to Concert

Lanny Ross, one of the very few radio artists to appear on the same sponsored programme for six consecutive years, turns the table, artistically speaking, on the influx of opera and concert stars who have in recent years invaded the airwaves. Ross, firmly established among the singing stars of the radio firmament, follows his successful concert debut of last Nov. 15, by a Carnegie Hall appearance Feb. 17.

He draws upon his experience in programming the vocal selections of the popular Showboat programme, in arranging his group of songs for the forthcoming recital. The problem of giving to a concert both musical integrity and entertainment value is one of the most formidable bugbears of all solo recitalists. It is a hazard before which even seasoned opera stars grow pale. Yet Lanny's six or more years of preparing 52 weekly programmes gave him excellent balance, a point stressed in the favorable critical press notices which he received.

He has made good use of the vast number of fan letters which come to the studio each week after his Thursday evening broadcasts at 9 p.m. EST, over the WEAF-NBC network. "From time to time," says Lanny, "I have presented more and more songs of the classical type, and found the radio audience interested and constructive critics. They've aided greatly in facilitating my entrance into the concert field."

Many of the songs included in the Feb. 17 programme are classical favorites approved by a majority of air fans.

MAN ON STREET AIRS VIEWS ON SUPREME COURT

NEW YORK, Feb. 17—What does the public think about President Roosevelt's plans to enlarge the Supreme Court and make other changes in the judiciary? The National Broadcasting Company, in a special coast-to-coast broadcast, asked that question of persons selected at random in streets and hotel lobbies in New York, Chicago and San Francisco. Here are some of the answers they gave to a nation-wide NBC audience:

Marcia Kent, New York—Anything Mr. Roosevelt says is all right with me.

John Patterson, Lancaster, Pa.—I think that the Supreme Court as it was is good enough. It has been successful for quite a number of years, and I don't think we need a change like that.

Hazel Romberger, Allentown, Pa.—I think the court is all right just as it is.

John P. McCarthy, New York—I am for anything the President does. He is a grand man.

V. R. Marvel, Red Oak, Ia.—I approve of it.

Mrs. John Martin, San Francisco—Well, I think it's a good idea because Mr. Roosevelt has formulated so many liberal policies that are advantageous to the government, that this is probably good, too.

Mr. John Martin, San Francisco—I am still the head of the house and I believe the court should stay exactly as is.

CKAC, MONTREAL, 730 K.
5.00—Columbia Concert Hall
5.30—U. S. Army Band
6.00—Social Announcements
6.20—Jim Forget, pianist
6.30—The Fireside Program
7.15—Eugene Corbeil, Operette
7.25—Organ Interlude
7.30—L'Heure Recreative
8.00—Roger Gallet
8.15—Le Cure de Village
8.30—Hockey School of the Air
8.45—Mimi La Petite
9.00—Dr. J. O. Lambert
9.30—Radio Encyclopaedia
10.00—Major Bowes Amateur Hour
11.00—The Life of the Party
11.30—La Salle Cavaliers
11.45—Vin St. George
12.00—Molson Sports Reporter
12.10—Jean Forget, pianist
12.15—Abe Lyman and Orch.
12.30—Isam Jones and Orch.
1.00—Ted Florito and Orch.

WABC, NEW YORK, 860 K.
5.00—Concert Hall
6.00—Current Questions of Congress
6.15—All Hands on Deck
6.30—Clyde Barrie
6.45—Wilderness Road
7.00—News
7.15—Listen to Alice
7.30—Wrightville Clarion
7.45—Doc Schneider's Texans
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Guess the Name
8.45—Red Roberts Orch.
9.00—Rudy Vallee's Variety Show
10.00—Show Boat
11.00—Jimmy Dorsey's Orch.
12.00—News
12.15—Connecticut Legislature
12.30—King's Jester's Orch.
12.30—Frankie Master's Orch.

WINS TOP RANK SKIT WRITTEN RELUCTANTLY

CHICAGO, Feb. 17—It's a good thing Paul Rhymer didn't duck out of the office soon enough on a certain Saturday in 1932, when he was working in NBC's continuity department here.

C. L. Mensen, production manager of NBC's Central Division, caught the young writer as he was about to leave and assigned him to dash off in a hurry a sketch of family life to audition for a prospective sponsor.

Rhymer cursed his luck. Grudgingly he came to the office on Sunday and wrote what he hoped would please Mr. Mensen—a dialogue between mythical characters who were composites of persons he had known back in Bloomington, Ill.

Mr. Mensen was indeed pleased. Paul didn't know then that his over-time brain-child was to develop into one of the most popular of all day-time dramatic skits—Vic and Sade.

Names to Fit Characters
The names of Vic and Sade were just figments of the young writer's imagination. They just seemed to fit the characters he had in mind. For no other reason, he says, he wrote those names into that first script.

Came the audition on Monday. The script was a hit, and Paul was prevailed upon to write it daily. He was rather averse to the whole idea because he envisioned weeks and months (perhaps he didn't figure on years) of daily pressure—a new script every 24 hours, five days a week.

But he braced himself, closed his eyes and said "Yes."

Vic and Sade continued their daily doing for several months all by themselves and then Rush was brought in to the script. These three are the only characters who have ever appeared in the show directly. But audiences have become acquainted with many others in that unnamed small western town where the Gooks live through "off stage" or "off microphone" conversations and through gossip and discussion within the Gook household.

The name "Rush," Paul says, was the name of a grade school "flame" of a nice little neighbor girl whom Paul knew when he was a boy. Paul didn't really know this Rush, but the neighbor girl's glowing descriptions of Rush so impressed Paul that it was that name that he thought of years later when he added this boy character to his script.

Vic and Sade, sponsored by Procter & Gamble in the interests of Crisco, is broadcast at 11:30 a.m., EST, over the NBC-Blue Network and at 3:30 p.m., EST, over the NBC-Red network, Mondays through Fridays.

Vic and Sade are played by Art Van Harvey and Bernadine Flynn. Rush is Billy Idelson.

Personal Glimpses Of Special Features

A few days ago, Meri Bell, singing star of Columbia's Five Star Review, braved the chilly breezes for a round of her favorite sport—golf, dragging her husband, Del Sharbit, ace announcer, with her for match play. The one losing a hole had to do his or her respective radio stuff. At the end of each hole, either Meri Bell would favor the countryside with a blue chorus, or Del would extol the merits of some product in a burst of eloquence. This went on for six or seven holes, the caddies listening first to a radio announcement then to the rendition of a "blue" number.

But—ahh—then came hole number eight! They squared it. Meri Bell looked at Del, he at her, and they were stymied for a solution.

Enter the caddy. Having listened to an impromptu radio programme for seven holes, he thought it was high time for him to join in. And he did—with a lute: "This is WABC, now signing off!"

Stuart Churchill loves to ruffle the hair of radio engineers. The other day, during rehearsal, it came time for Stu to apply his tenor to a neat number. The band swung into it and Stu stopped to fix his hair. He made his face go through the motions of singing, but he uttered no sound. The engineer picked up his ears, twisted the gadgets and signalled to the production man who stopped the number.

The mike was tested, the production man "woof-woofing" a couple of times through it, and on went the show again. But again Stu's tenor failed to go through. Then Stu sent a good-natured laugh through the mike to the engineer. Fun over, they went into the number again, but again the engineer waved wildly. The number was stopped and it was Stu's time to be nonplussed. "It's no use," bawled the engineer. "Worse 'n ever now. Better the other way."

Our Radio Years, By Gracie Allen

Millions, even dozens—of Americans celebrated Feb. 14, and, although most of them thought they were celebrating because it was Valentine's Day, the smart ones knew that the real significance of Feb. 14 is that it's just three days before Feb. 17—which is the anniversary of our fifty year on the radio. (At least, that's what George tells me and even George can't be wrong all the time.) Anyhow—the fifth anniversary of our first broadcast always brings scores of beautiful memories. (At least, George says to say it does.) So here are a few beautiful memories:

How can I ever forget my first experience before the microphone? (How can I forget anything with George snarling in my ear as I write?) It was Eddie Cantor's programme and although I was only a guest star it was the making of Eddie Cantor—just look where he is today! Co-starred with a flea! Next George and I were guests on Rudy Vallee's programme. I don't know whether George and I are responsible for Rudy's success but we certainly did wonders for his sponsor's product—at the time we were Rudy's guests the product was yeast and look at it now—it's gelatine!

Shortly after (I can't remember what it was shortly after) anyhow—shortly after something we went on the Robert Burns programme with Guy Lombardo and his Royal Canadians. They were supposed to play music and George and I were there to lend a touch of dignity to the programme. During the many months with the Lombardos there was one fellow hanging around who seemed so pathetic—I wish I could remember his name!

Finally our sponsor switched us from Robert Burns Panatellas to White Owl cigars. The principal difference between these cigars is that with Robert Burns cigars you get the Royal Canadians and with White Owls you get Bobby Dolan's music. When Bobby Dolan went back to New York to look for his hat, the sponsor changed to Ferde Grofe's music. I can never forget how dazzling Ferde Grofe's music was—especially when the lights would reflect from his bald head. And I can never forget the same pathetically wistful fellow who was still hanging around our broadcasts. I wish I could remember who he was as his face fills me with pity!

The same unhappy looking face was hanging around when we went on the Tomato Juice programme. We were still lending dignity and human interest to the show but the music was now furnished by Jacques Renard who also acted as ballast. When Jacques Renard was followed by Eddie Duchin's band and Eddie Duchin by Henry King, I began to think that maybe the gloomy faced guy would fade out, but he didn't—he's still hanging around. That sad sour puss haunts me night and day. After five years of radio that's the memory that is strongest in my mind—a poor, pathetic pan!

P. S. I just noticed that guy with the dismal map again and now I remember who he is! It's George Burns! It's a small world, after all!

To Broadcast From Education Parley

NBC's regular educational programmes and two special ones, will be heard from New Orleans during the annual convention of the Department of Superintendence, a division of the National Education Association, beginning Feb. 17.

The regular programmes, which will originate in the NBC convention studios, include Our American Schools, Education in the News, American Education Forum and the NBC Band Lessons, usually heard from Radio City in New York or elsewhere in the North.

NBC will also assemble a complete exhibit of its educational work in the civic auditorium of New Orleans where the convention will meet. Delegates will thus have an opportunity to learn at first hand of the methods used in education by radio. Franklin Dunham, NBC Educational Director, will supervise the exhibit.

Promoter and Penner In Park Avenue

Funnyman Penner goes Fistic! He will be both promoter and protagonist in a prize-fight to be held in the Park Avenue Garden of the Penner family mansion, Sunday, Feb. 14, at 6 p.m., EST, over the WABC-SBS network.

Phil Kramer, whose nasal "Hello, Joe" is already an established catchword trademark, will play Joe's trainer—though he says he's not going to be playful about it.

Gene Austin, in less belligerent mood, will sing "Easy to Love." Joy Hodges, who evidently is also a great lover of peace, will state vocally that she "Ain't Misbehavin'."

Jimmy Grier's orchestra will feature what is probably their musical opinion of Joe's battle royal—"One In A Million."

All-Out-of-Sorts! Nervous, Irritable, Peevish!



This may be due to lack of proper rest, the worry over business, the too free use of tea, coffee, or tobacco, the keeping of late hours, the never ending drudgery of housework, but whatever the cause you have been putting too heavy strain on the nervous system.

If you are tired, listless, irritable, distressed, you will find in Milburn's H. & N. Pills a remedy to make the weak nerves strong, the shaky nerves firm, a medicine that will help put you on your feet again.

FLIP OF DIME SAVES HEADS AS TAILS WIN

PITTSBURGH, Cal., Feb. 17—Two men put a 10-cent piece in a frame today and hung it in their store here.

Michael Gatto and Dave Irvin said it was the dime they flipped in Los Angeles Tuesday to decide whether to return to San Francisco by train or by the airliner that later crashed in San Francisco Bay, causing 11 deaths. The dime came up tails and the men took the train.

"Tails won, so did our heads," reads a sign on the frame.

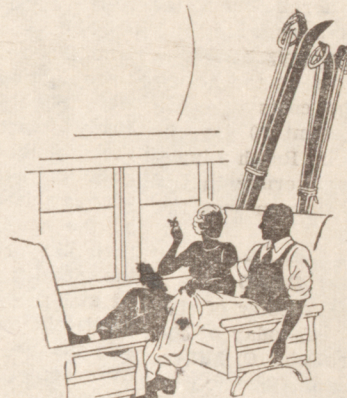
OLD CHINESE CUSTOM JAILS LAUNDRYMAN

MONTREAL, Feb. 17—An old Chinese custom sent Hig Yee Doo, laundryman, to jail for three months today. Hig was convicted of perjury for signing a bail bond of a fellow-countryman. In China it is a custom to send a friend to sign a legal document if you are yourself unable to go. Hig pleaded.

CORONATION AIDS SWORD POLISHER

LONDON, Feb. 17—London's oldest sword-polishers, James William Robins, 82, is finding business good.

"We are busy with coronation orders, and making swords of every type for all parts of the empire," he chuckles. "Three kings have worn swords that have passed through my hands."



"I'm looking forward to a wonderful week-end—"
"You'll have it—I've brought plenty of Sweet Caps!"

SWEET CAPORAL CIGARETTES

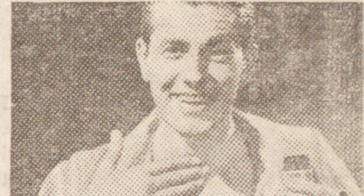
"The purest form in which tobacco can be smoked."—Lancet

Follow This Plan for Better CONTROL of COLDS



For Fewer Colds...
Vicks Va-tro-nol helps Prevent many Colds

At the first warning nasal irritation, sniffle or sneeze, use Vicks Va-tro-nol—just a few drops up each nostril. Va-tro-nol is especially designed for the nose and upper throat—where most colds start. It stimulates Nature's own functions—in the nose—to help prevent colds, and to throw off head colds in their early stages. Used in time, Va-tro-nol helps avoid many colds.



For Shorter Colds...
Vicks VapoRub helps End a Cold Sooner

If a cold has developed, rub Vicks VapoRub on throat and chest at bedtime. VapoRub acts direct—two ways at once: (1) By stimulation through the skin like a poultice or plaster; (2) By inhalation of its medicated vapors direct to inflamed air-passages. Through the night, this combined vapor-poultice action loosens phlegm, soothes irritation, helps break congestion.

Follow Vicks Plan for Better Control of Colds

A helpful guide to fewer colds and shorter colds. Developed by Vicks Chemists and Medical Staff; tested in extensive clinics by practicing physicians—further proved in everyday home use by millions. The Plan is fully explained in each Vicks package.

VICKS PLAN FOR BETTER CONTROL OF COLDS