

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

MONDAY'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 Frontenac Ensemble
6.45—Closing Stock Quotations on the Montreal Exchange
7.00—Tune Time
7.30—Rebroadcast of B. B. C. Empire Transmission
8.00—Ernest Dainty, Organ
8.15—Les Cavaliers de LeSalle, a novelty orchestra program
8.30—Tales of Adventure in Far-off Lands
8.45—Roy Campbell's Loyalists
9.00—Fantasy
9.30—Dr. C. M. Courboin, organist
10.00—Melodic Strings
10.30—Strike up the Band
11.30—Gilbert Darisse Orch.
14.45—Canadian Press Bulletin and Weather Forecast
12.00—Luigi Romanelli Orch.
12.30—Adventures in Poetry
12.45—Book Review
1.00—Rhythm Rebels
1.30—To an Evening Star
2.00—Calgary Symphony Orch.

CKAC, MONTREAL, 730 K.
5.00—Violin Interlude
5.15—Dictators
5.30—Chicago Variety Hour
5.45—L'Ecole du Doux Parler
6.00—Social Announcements
6.20—Jean Forget, pianist
6.30—Black Horse Time
6.45—The Fireside Program
7.15—Pastilles Valda
7.30—The Recreative Hour
8.00—Musical
8.15—Le Cure de Village
9.30—Living Room Furniture
9.00—Heidt's Brigadiers
9.30—Radio Encyclopedia
10.00—Lux Theatre of the Air
11.00—La Salle Cavaliers
11.15—Westinghouse Newsreel
11.30—Montreal Pharmacy
11.45—Lajoie's Orch.
12.00—Time and Weather Forecast
12.10—Felton's Orch.
12.45—Jay Freeman and Orch.
1.30—Ozzie Nelson and Orch.

WEAF, NEW YORK, 660 K.
5.30—Hour of Charm
5.30—To be Announced
5.45—Grandpa Burton
6.00—Joey Nash, tenor
6.15—Tom Mix
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Education in the News
7.15—John Gurney, basso
7.30—News
7.35—Gale Page, songs
7.45—Flying Time
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Human Side of the News
9.00—Fibber McGee and Molly
9.30—Voice of Firestone
10.00—20,000 Years in Sing Sing
10.30—Studebaker Champions
11.00—Contented Program
11.30—Krueger Musical Toast
12.00—Stenross' Orch.
12.15—Henry Busse's Orch.
12.30—Magnolia Blossoms
1.00—Francis Craig's Orch.
1.30—Phil Levant's Orch.

WABC, NEW YORK, 860 K.
5.00—Treasures Next Door
5.15—Harry G. Vavra
5.45—Chicago Variety Hour
6.00—Sunbrite Junior Nurse Corps
6.15—Dorothy Gordon's Corner
6.30—Doris Kerr, songs
7.00—Tito Guizar, tenor
7.15—Gogo de Lys
7.40—Press Radio News
7.45—Pretty Kitty Kelly
8.00—Poetic Melodies
8.15—Popeye the Sailor
8.30—Ray Heatherton
8.45—Boake Carter
9.00—Alemita Half Hour
9.30—Pick and Pat
10.00—Lux Radio Theatre
11.00—Wayne King's Orchestra
11.30—Let Freedom Ring
12.15—Isham Jones and Orch.
12.30—Jay Freeman and Orch.
1.00—Ozzie Nelson and Orch.
1.30—Ted Fiorito and Orch.

WBZ, BOSTON, 990 K.
5.00—Beatrice Mock
5.15—Jackie Heller, tenor
5.30—Tune Twisters
5.45—Young Hickory
6.00—Let's Talk it Over
6.30—The Singing Lady
6.45—Little Orphan Annie
7.00—U. S. Army Band
7.30—News
7.35—Three X Sisters
7.45—Lowell Thomas
8.00—Mary Small, songs
8.15—To be Announced
8.30—Lum and Abner
8.45—John Herrick, baritone
9.00—Helen Hayes
9.30—Melodiana
10.00—Greater Sinclair Minstrels

10.30—Jack Pearl
11.00—Ten Years in Retrospect

WTIC, HARTFORD, 1040 K.
5.00—Phil Spitalney's Orch.
5.30—Follow the Moon
5.45—The Guiding Light
6.00—Adventures of Dan Dan
6.15—Don Winslow of the Navy
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—The Stewart Sisters
7.30—Wrightville Clarion
7.45—Ask Me Another
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Midge Williams
8.45—Count of Monte Cristo
9.00—Burns and Allen
9.30—William Daly's Orch.
10.00—Fibber Magee and Molly
10.30—NBC Program from New York
11.00—Contented Program
11.30—Guy Hedlund and Co.
12.00—News
12.15—The Connecticut Legislature
12.30—Doc Schneider's Texans

TUESDAY'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—Stock Quotations
7.00—Dinner Music
7.30—Overseas Program
8.00—Lionel Daunais, Baritone
8.15—Rex Battle and Orchestra
8.30—Radio Journal
8.45—Piano Duo
9.00—Shadows of Evening
9.30—Reminiscing
10.00—Anecdotes of Past Coronations
10.30—Pictures in Black and White
11.00—National Sing-Song
11.30—Northern Adventures
11.45—News
12.00—Old Time Frolic
12.30—Airs Gais, Airs Tendres

CKAC, MONTREAL, 730 K.
5.30—Kelsley's Orch.
6.00—Time
6.20—Planologue
6.45—Fireside Program
7.15—Waltz Time
7.30—L'Heure Recreative
8.15—Le Cure de Village
8.45—Queen's Hotel Trio
9.00—The Provincial Hour
10.00—Di So Ma
10.30—Vin St. George Gypsy Orch.
11.00—Federated Charities
11.15—Westinghouse Newscast
11.30—Americana
11.45—Americana
12.00—Molson Sports Reporter
12.10—Tommy Dorsey and Orch.
12.45—George Olsen and Orch.
1.00—Mal Hallett and Orch.
1.30—Bob McGee and Orch.

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
10.20—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

WABC, NEW YORK, 860 K.
5.30—Pop Concert
6.00—Tito Guizar
6.15—Science Service Series
6.30—St. Louis Syncopators
6.45—Wilderness Road
7.00—Del Casino, songs
7.15—Alexander Cores
7.30—Dinner Concert
7.40—News
7.45—Pretty Kitty Kelly
8.00—Poetic Melodies
8.15—Ma and Pa
8.30—Alexander Woolcott
8.45—Boake Carter
9.00—Hammerstein Music Hall
9.30—Al Jolson Show
10.00—Watch the Fun Go By
10.30—Jack Oakie
11.15—Sperry Male Chorus Parade
11.30—Musical Americana
11.45—Tommy Dorsey and Orch.
12.00—Anson Weeks and Orch.
12.30—Leon Belasco & Orch.
1.00—George Olsen and Orch.
1.30—Happy Felton and Orch.

HELEN MENKEN TO BE STARRED IN NEW DRAMATIC SERIAL OVER NBC

NEW YORK, April 12—Helen Menken, one of America's foremost actresses, will be starred in a new dramatic serial, *Her Second Husband*, to be presented weekly over the NBC-Blue network beginning Wednesday, April 14. The programme will be broadcast from 8:30 to 9 p.m., EDT, under the sponsorship of the makers of Bayer Aspirin.

Miss Menken has long held an eminent position in the theatrical world and is famous for the variety of roles she has portrayed. She created the role of the wail Diane in "Seventh Heaven," and was starred in numerous other stage successes, including "The Captive," "The Infinite Shoeblack," and "Congal."

Her co-starring vehicles included the Theatre Guild's production of Maxwell Anderson's "Mary of Scot-

land," in which she had the role of Queen Elizabeth, and the Pulitzer prize play "The Old Maid," in which she was co-starred with Judith Anderson.

Miss Menken began her stage career as a child. At five years, she appeared as one of the fairies in a production of "Midsummer Night's Dream" at the Astor Theatre in New York. Later, she played in "Humpty Dumpty" at the New Amsterdam Theatre and then had a long run with De Wolf Hopper in "The Pied Piper of Hamelin."

Intensive training with many of the leading stock companies throughout the country preceded her achievement of stardom. Success came after she scored a personal triumph on Broadway in "Major Pennington," which starred John Drew.

ON THE SCREEN AT HOLLYWOOD

A few facts and figures about film-dom's "Poverty Row":

There are approximately 65 "quickie" companies in Hollywood's poverty row, making pot-boilers for the double-bill film market and for small communities that prefer cheap action and western pictures to the million-dollar product demanded by big city sophisticates.

Many of the well-known directors and producers of today have been graduated from poverty row—among them W. S. Van Dyke, Harry Cohn, whose Columbia Pictures Corp. had a poverty row address before "It Happened One Night" boosted it to major strength; B. P. Schulberg and the Warner Brothers.

Stars of yesterday find a working haven in the street of cheap pictures when their popularity has waned. Herbert Rawlinson, Betty Compson, Eddie Quillan, Bryant Washburn, Tim McCoy, William Farnum, Charles Ray, Grace Bradley, Madge Bellamy, William Boyd, Monte Blue, Conrad Nagel and Ken Maynard are a few erstwhile favorites now finding solace from the missing plaudits of the public before the cameras of "quickie" productions.

Exceptions to this rule are poverty row graduates Preston Foster, Ginger Rogers, Bruce Cabot, Lew Ayres and H. B. Warner. Three years ago, Foster appeared in "Corruption," for William Berke productions. The film cost \$15,000 and was completed within a week. The leading man received less than \$1,000 for his role. Now he earns \$40,000 per film.

The chief problem confronting "quickie" producers is speed—an extra day of shooting may swallow the entire profits. There is no such major studio extravagance as shooting a sequence 20 or more times until perfection is attained. "Shoot the rehearsal" is poverty row's slogan, with one "take" as the limit. Players—including "stars"—are hired by the day receiving from \$100 to \$200—for

"important day players." And they work hard for their money.

Shooting schedules carry from 4 to 14 days, with an average of eight days from start to finish of the picture. Costs are between \$2,000 to \$50,000 for a really ambitious "quickie." Sometimes two westerns, with the same cast, same director and crew, are made simultaneously to save money.

A recent Harry Carey western had a seven-day shooting schedule. Everything went smoothly until the last day, when it started to rain. Several outdoor sequences remained to be shot, but, without wasting a minute, the director rewrote the ending for an indoor finish.

Tenants of poverty row—the title is a term, not a locality—are constantly shifting. Each year new optimistic "quickie" producers open shop. Each year, bankrupt companies disappear. A few, such as Republic, Grand National, Chesterfield and George Hirliman, not only weather the vicissitudes of the "quickie" market, but expand and encroach on major company territory.

Republic—which now combines several former "quickie" companies—tried recently, without success, to sign Frederic March for "Two Years Before the Mast," at a salary of \$75,000. This company started a year and a half ago. Today, capital is around \$5,000,000, yearly output 64 films, budget from \$40,000 to \$500,000 per picture. "Follow Your Heart," starring Michael Bartlett and Marion Talley, marked its firm ambitious feature, and is being followed by "The Hit Parade," featuring Duke Ellington and his band, Frances Langford and Phil Regan.

Almost anyone can be a "quickie" producer—if he has an idea and can inspire confidence in himself, his story and his cast. Money in the bank is not essential. This is how it is done: The man with an idea submits it to exchanges in the 33 key cities of the United States. If contracts are forthcoming, credit can be obtained without difficulty.

To give one example—before "quickie" producer William Berke joined Republic, he started a film with \$2,000 in his pocket, spent \$15,000 and owed \$13,000 when the picture was completed. But he made a nice profit—\$4,500.

IS 'GODMOTHER' TO 20,000,000 DOGS

CHICAGO, April 12—If you lose your dog and try to find it again, in the course of events, you'll be referred to Daisy Miller of New York City, who will appear as a living example of one of Edgar Guest's success stories of interesting people presented in It Can Be Done, Tuesday, April 13, at 8:30 p.m., EDT, over the NBC-Blue network.

Ten years ago, when Daisy Miller was a radio programme director, a blizzard forced her to carry on without any talent, so she spoke on dogs. Fan mail response was so tremendous, that she kept up her series of talks, and began broadcasting for lost dogs. She's been in the lost dog business since.

She knows all the canines in America so well that she has been called "godmother to 20,000,000 dogs." Though she spurns the soubriquet, "dog detective," part of her work consists of fighting the scientifically organized dog thief rings which abound in the suburban district of New York and other large cities.

It Can Be Done will also present Frankie Masters and his orchestra assisted by The Masters' Voice, a singing ensemble. Edgar A. Guest who acts as master of ceremonies will carry through the programme his well-loved philosophy and poetry that have endeared him to millions of newspaper readers and radio listeners.

Dari-Dan Changes Time on April 26

CHICAGO, April 12—The Adventures of Dari-Dan, NBC serial about a milkman and his early morning experiences, will be heard on a new schedule over the NBC-Red network, beginning Monday, April 26. The broadcasts will be heard then at 5:15 and 7 p.m., EDT, instead of at 5 and 5:45 p.m., EST, as at present.

Dan Baker, the central figure in the story who symbolizes all milkmen, is played by Finney Briggs. Others in the cast are Joan Kay who plays Ruth Hall, and Cecil Roy who has the role of Stanley Hall, cousins of Baker. Aunt Rose is played by Marie Nelson, Sandra Laird by Frances Carlson and Moss by Forrest Lewis.

The series is sponsored by Bowey's, Inc., in the interests of Dari-Rich.

BLAME GRACIE

HOLLYWOOD, April 12—If you notice a haunted look in the eyes of friends by the name of Allen these next few weeks, don't blame them—blame Gracie.

Because the nitwit of the networks is hunting crazy relatives for her new programmes with Georgie Porgie Burns on NBC, and there's no telling where she'll stop. If she finds a likely looking Allen, she won't let a technicality stop her. He'll become a relative whether he likes it or not.

Burns and Allen also have a new song to introduce to their radio audience when their new series starts on the NBC-Red network Monday, April 12, at 8 p.m., EDT. It's the "George and Gracie Swing" and was written for them specially by Ray Noble, conductor of the orchestra on the programme.

Noble is returning to the airwaves after a long absence, and will share Gracie's fickle affections with Dick Foran, former Princeton football player who has become a noted cowboy balladeer.

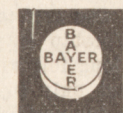
Gracie will also be a songstress on the forthcoming series. She'll sing "I'm Hating This Waiting Around for You" on the first programme. Foran will present "Little Buckaroo."

FOR MORE RADIO SEE PAGE SIX

Here's Simple Way to Curb a Cold



Two Quick-Acting, Quick-Dissolving "ASPIRIN" Tablets with a Glass of Water



The modern way to curb a cold is this: Two "Aspirin" tablets the moment you feel a cold coming on. Then repeat, if necessary, according to instructions in the box.

At the same time, if you have a sore throat, crush and dissolve three "Aspirin" tablets in one-third glass of water. And gargle with this mixture twice.

The "Aspirin" you take internally will act to combat fever, cold pains and the cold itself. The gargle will act as a medicinal gargle to provide almost instant relief from rawness and pain. It is really marvelous; for it acts like a local anesthetic on the irritated membrane of your throat.

Try this way. Your doctor, we know, will endorse it. For it is

quick, effective and ends the taking of strong medicines for a cold.

• "Aspirin" tablets are made in Canada. "Aspirin" is the registered trade-mark of the Bayer Company, Limited, of Windsor, Ontario. Look for the name Bayer in the form of a cross on every tablet.

Demand and Get—

ASPIRIN



DON'T TRY TO FOOL ME ABOUT TOBACCO!

Any tobacco is better than none, we'll admit, but until you try Rosebud you'll never know what it means to be really pipe-happy—to prefer a pipe to any other smoke. Load up your pipe with Rosebud, and see if it doesn't give you a new idea of the pleasure there is in smoking!

There is an easy-opening ribbon on every Rosebud package—to make it easy for you to remove the cellophane wrapper. Just a quick pull and the wrapper is off!



ROSEBUD

Cut smoking tobacco

THE MARITIME SMOKE