

# THEATRE of the AIR McCarthy Wins Honours in Radio Poll

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.**  
6.00—Program Resume  
6.15—Don Winslow  
6.30—Virginia Fair Entertains  
6.45—Closing Stock Quotations  
7.00—Dancing Strings  
7.30—Fanfare  
8.00—London Calling  
8.30—Major Bill  
8.45—Kathleen Stokes, organist  
9.00—Canada Week by Week  
9.15—Vocal Selections  
9.30—Pictures in Music  
10.00—Melodic Strings  
10.30—Half Hour with Herbert  
11.00—Sam Slick  
11.15—Winnipeg Male Choir  
11.30—Sports in Canada  
11.45—The News  
12.00—On the Mark

**CKAC, MONTREAL, 730 K.**  
6.15—Eton Boys  
6.30—Sleepex Program  
6.45—The Fireside Program  
7.15—L'Heure Recreative  
7.30—A Baton Rompus  
7.45—To be Announced  
8.00—Melody Time  
8.15—Le Cœur de Village  
8.30—Living Room Furniture  
9.00—Radio Vaudeville  
9.30—Radio Encyclopedia Frontenac  
10.00—Lux Radio Theatre  
11.00—Lasalle Cavaliers  
11.15—Westinghouse Newscast  
11.30—Alex. Lajoie and Orch.  
11.45—To be Announced  
12.00—Molson Sports Reporter

**WEAF, NEW YORK, 660 K.**  
6.00—Songs by Bonnie Stewart  
6.15—Terry and Pirates  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—Vocal Program  
7.30—Press Radio News  
7.45—Billy and Betty  
8.00—Amos 'n' Andy  
8.15—Uncle Ezra  
8.30—New York on Parade  
8.45—Burns and Allen  
9.00—Voice of Firestone  
10.00—Fibber McGee and Molly  
10.30—Hour of Charm  
11.00—Contented Program  
11.30—Music for Moderns  
12.00—Orchestra  
1.00—Larry Burke, tenor

**WABC, NEW YORK, 860 K.**  
6.00—Between the Book Ends  
6.15—Orchestra  
6.30—Music from the Gold Coast  
6.45—Follow the Moon  
6.15—Life of Mary Sothorn  
6.30—Children's Corner  
6.45—Hilltop House  
7.00—Vocal Selections  
7.15—New Horizons  
7.30—Press Radio News  
7.45—George Hall's Orch.  
8.00—Poetic Melodies  
8.15—Song Time  
8.30—Jay Freeman and Orch.  
8.45—Boake Carter  
9.00—Alenite Half Hour  
9.30—Pick and Pat  
10.00—Lux Radio Theatre  
11.00—Wayne King's Orch.  
11.30—Brave New World

**WBZ, BOSTON, 990 K.**  
6.00—Neighbor Nell  
6.15—The Four of Us  
6.30—The Singing Lady  
6.45—Tom Mix  
7.00—U. S. Army Band  
7.30—Press Radio News  
7.45—Charles Sears, Tenor  
7.55—Lowell Thomas  
8.00—Time to Shine  
8.30—Lum and Abner  
8.45—Vocal Program  
9.00—Gen. Hugh Johnson  
9.15—Campbell's Royalists  
9.30—Campana's Vanity Fair  
10.00—Philadelphia Orchestra  
11.00—Behind Prison Bars  
11.30—National Radio Forum  
12.00—Orchestra  
12.15—King's Jesters  
12.30—Orchestra  
1.00—Orchestra

**WTIC, HARTFORD, 1040 K.**  
6.00—Hank Keene  
6.15—Terry and Pirates  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—News  
7.15—The Revellers  
7.30—Wrightville Clarion  
7.45—Jack the Inquisitor  
8.00—Amos 'n' Andy  
8.15—Uncle Ezra  
8.30—George Jessel  
8.45—White Eagles  
9.00—Burns and Allen  
9.30—Margaret Speaks, Soprano  
10.00—Fibber McGee and Molly  
10.30—Hour of Charm  
11.00—Contented Program  
11.30—Guy Hedlund and Company  
12.00—News  
12.30—Orchestra  
1.00—Weather

## 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.**  
6.00—Program Resume  
6.15—Don Winslow  
6.30—Vocal Selections  
6.45—Closing Stock Quotations  
7.00—Rakov's Orchestra  
7.30—Let Us Sing  
8.00—Chateau Laurier Orch.  
8.15—Lüigi Romanelli and Orch.  
8.30—The Children's Album  
8.45—Roland Todd, Organist  
9.00—This English  
9.15—The Gloom Chasers  
9.30—Acadia Serenade  
10.00—Bonjour Paris, Bonsoir  
10.30—Dramatic Presentation  
11.00—Symphonic Strings  
11.30—Talk  
11.45—The News  
12.00—Music for Music's Sake  
12.30—In a Modern Mood

**CKAC, MONTREAL, 730 K.**  
6.15—Summary and weather  
6.30—Sleepex Program  
6.45—The Fireside Program  
7.15—L'Heure Recreative  
7.30—Le Reporter Salada  
7.45—Programme Valda  
8.00—L'Ecole de Hockey de l'Air  
8.15—Song Time  
8.30—Queens Hotel Trio  
8.45—The Don Juan of Song  
9.00—The Provincial Hour  
10.00—Di-So-Ma  
10.45—Silver Strings  
11.15—Westinghouse Newscast  
11.30—Del Casino, Songs  
11.45—Four Stars  
12.00—Molson Sports Reporter  
12.30—Orchestra

**WEAF, NEW YORK, 660 K.**  
6.00—Songs by Carlotta  
6.15—Terry and his Pirates  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—Science in the News  
7.15—Don Winslow of the Navy  
7.30—Press Radio News  
7.45—Billy and Betty  
8.00—Amos 'n' Andy  
8.15—Local Varieties  
8.30—Steine Bottle Boys  
8.45—Benno Rabinoff  
9.00—Johnny Presents  
9.30—Lady Esther's Serenade  
10.00—Vox Pop  
10.30—Hollywood Mardi Gras  
11.00—Jimmy Fidler  
11.45—Serenade  
12.00—Violin in the Night  
12.15—Orchestra  
12.30—Orchestra

**WABC, NEW YORK, 860 K.**  
6.00—Myrt and Marge  
6.15—Bob Byron, whistler  
6.30—Story of Industry  
6.45—Follow the Moon  
6.15—Life of Mary Sothorn  
6.30—Dear Teacher  
6.45—Dorothy Gordon's Corner  
7.00—All Hands on Deck  
7.30—Press Radio News  
7.45—George Hall's Orch.  
8.00—Poetic Melodies  
8.15—Song Time  
8.30—Famous Actors' Guild  
9.00—Newspaper Drama  
9.30—Al Jolson Show  
10.00—Watch the Fun Go By  
10.30—Jack Oakie College  
11.00—Swing School  
11.30—Russell Dorr, Baritone  
11.45—Four Stars  
12.00—Tomorrow's News Tonight

**WBZ, BOSTON, 990 K.**  
6.00—Peggy Wood Calling  
6.15—Edward Dacies  
6.30—Singing Lady  
6.45—Tom Mix  
7.00—String Time  
7.30—Press Radio News  
7.45—Tony Russell, Tenor  
7.55—Lowell Thomas  
8.00—Easy Aces  
8.15—Dramatic Program  
8.30—Lum and Abner  
9.00—Edgar A. Guest  
9.30—Husband and Wives  
10.00—To be Announced  
10.30—Roy Shield Review  
11.00—Gen. Hugh Johnson  
11.30—Orchestra  
11.45—Past Masters' Program  
12.00—Vacabonds  
12.15—King's Jesters

**WTIC, HARTFORD, 1040 K.**  
6.00—Songs by Carlotta  
6.15—Terry and his Pirates  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—News  
7.15—Studio Program  
7.30—Wrightville Clarion  
7.45—Shero Trio  
8.00—Amos 'n' Andy  
8.15—Vocal Varieties  
8.30—Chateau News Reporter  
9.00—Johnny with Russ Morgan  
9.30—Wayne King's Orchestra  
10.00—Vox Pop  
10.30—Hollywood Mardi Gras  
11.00—Jimmy Fidler  
11.45—Miss Fisher Directs  
12.00—News

## WOODEN IMP CHOICE OF RADIO EDITORS ALL OVER NORTH AMERICA FOR RADIO'S GREATEST, OUTSTANDING ATTRACTION

### JACK BENNY FOLLOWS NEXT

Radio Editor Of The Daily Mail Agreed With the Editors Of Greatest Papers On Continent; Far Out On Some Others; Most Authoritative Poll Ever Taken

Suspected of being radio's outstanding attraction virtually since the beginning of his now historic tiffs with W. C. Fields on the Chase and Sanborn Hour, and now known to be the rightful radio champion of 1937 is Charlie McCarthy, the amazing hunk of pine to which Edgar Bergen has given such enjoyable voice.

The saucy little ventriloquist's dummy has been so declared by a majority of the more than 400 radio editors who were consulted in determining the results of Motion Picture Daily's second annual radio popularity poll. In unseating Jack Benny, winner of the championship in last year's Motion Picture Daily poll, the loquacious gummy scores memorably for he has been before the microphone only since December of 1936, when Rudy Vallee introduced him to the listening public.

In filling out the poll form, the radio editor of The Daily Mail agreed with the eventual decision of the majority, in picking the wise-cracking Irishman and 'splinter in the side of W. C. Fields.' Likewise we picked Crosby for the popular vocalist, but gave the award for the most effective film player to John Barrymore.

We agreed on the other three vocalists, Nelson Eddy, Frances Langford and Lily Pons, but gave comedy team honors to Fields and McCarthy ahead of Burns and Allen. We agreed in drama series and gave Jell-O the best rating for comedy program.

On popular orchestras we nearly hit it right. We gave Lombardo first place and Kostelanetz second, whereas the poll reverses the order.

On classical orchestras we didn't feel competent to judge, and on the musical programs gave the honors to Vallee instead of the "Hit Parade." On classical musical programs we gave it to the General Motors Concert ahead of the Ford Hour; for the announcers we left a blank and for the commentators we picked an also-ran (but we still maintain a top-notch) Alexander Woolcott.

On the radio of fame The balloting was conducted by Motion Picture Daily on behalf of Fame; The Box Office Check-Up, which will appear early next year and the outcome is only one of the many fea-

tures in this annual Quigley Publication.

Radio annals record only one other rise of similar phenomenal and majestic proportion—that of Major Bowes. Each has been able to answer the listeners' cry for something new, something novel in the way of radio fare, with the rewards for doing so following automatically.

Benny, second choice, trails by 11 votes. Bing Crosby, steward of the Kraft "Music Hall" is third, with Fred Allen, Rudy Vallee, Kate Smith and Don Ameche following in that order.

The year's most popular male vocalists, classical and popular variety respectively, are Nelson Eddy and Bing Crosby. Last year the poll made no distinction between classical and popular singers, and Eddy and Crosby finished in that one-two order. This season each has a crown of his own, and each has a marked lead in the poll.

**Baker Trails Crosby**  
Behind Eddy is John Charles Thomas and trailing that singer are Richard Crooks, Lauritz Melchior, Lawrence Tibbett, Richard Bonelli and Nino Martini.

Second to Crosby with slightly less than half the number of votes cast for him is Kenny Baker, with Lanny Ross pressing closely for third place and Frank Parker in fourth position. Nelson Eddy also has support in the popular song group, finishing behind Parker. Rudy Vallee is the No. 6 choice.

Petite Lily Pons wins top ranking of classical soloists among feminine singers, while dusky-toned Frances Langford is declared the leader of the popular song contingent.

Ranking close to Miss Pons is Jeanette MacDonald, Jessica Dragonette third, Grace Moore fourth, Gladys Swarthout fifth.

Below Miss Langford we find the

booming figure of Kate Smith, a scant handful of votes determining the difference between them. Third among the popular song leaders is Miss MacDonald. Had the votes given Miss MacDonald in the popular song group gone to the classical division, she would have outranked Miss Pons.

Now Miss MacDonald, as fourth choice popular singer, is Alice Faye, followed by Virginia Verrill and Dorothy Lamour. Last year the poll made no classifications among the feminine singers. Then the leaders were Jessica Dragonette, Lily Pons, Frances Langford, Kate Smith in that order.

**Benny Best Comedian**  
Jack Benny is the year's best comedian according to the radio editors. They repeat it with the same emphasis as last year. Charlie McCarthy ranks second, Fred Allen third, Allen was long absent from the air last summer, probably accounting for his drop in popularity.

Bob Burns is in fourth place, Eddie Cantor is next, Walter O'Keefe who substituted for Allen during the summer, is in seventh place, behind W. C. Fields, who was on the air briefly this summer, trading barbs with Charles McCarthy on the Chase and Sanborn show.

Among the comedienne, Gracie Allen is a hands-down winner over Beatrice Lillie, with Sheila Barrett, Mary Livingston, Jane Ace and Molly McGee finishing in that order.

As in 1936, Burns and Allen literally run away with the comedy team division. Fibber McGee and Molly amazingly popular this year, are in second place, climbing from their 1936 fourth position. The irrepressible McCarthy and his manipulator Bergen are the third choice team. Benny and Livingston fourth; Amos 'n' Andy fifth; Stoopnagle and Budd sixth; Fred Allen—Portland Hoffa seventh.

**Lux Dramatic Winner**  
The year's most popular dramatic series is "Lux Radio Theatre," followed by "One Man's Show," both produced by the same agency, J. Walter Thompson. The "One Man's Show" series is third. Now comes a sustaining program in the first division among the year's most popular dramatic series. Its first major showing in a national popularity poll, it is believed. It is "The Cat in the Hat" produced by Irving Reis and heard over CBS. In last year's poll it was twelfth. This year it was ahead of the "March of Time" and the Shakespearean productions which both NBC and CBS presented last summer.

The Jell-O program, Jack Benny's is ranked the best comedy series. "Paradise" Amos 'n' Andy is the runner-up. The Johnson floor Wax team Fibber McGee and Molly is next while "Town Hall Tonight" for Bristol-Myers, complete the first division.

vision for the best comedy series. Last year the first four were: Jell-O, Town Hall Tonight, with Fred Allen; Burns and Allen for Campbell's Soup; and Stoopnagle and Budd for Minute Tapioca.

The year's best classical musical unit is the New York Philharmonic with Stokowski's Philadelphia Orchestra pressing closely. The Ford Symphony is third, Frank Black's NBC Symphony fourth, General Motors fifth.

The Lucky Strike "Hit Parades" score as the most popular musical program; the Ford Sunday Evening Hour is ranked similarly as the best classical musical program. Following the "Hit Parades" is the Chesterfield show with Kostelanetz; Rudy Vallee's Standard Brands variety program; Bing Crosby's Kraft—Phoenix Music Hall. Horace Heidt's Alenite Corp. Brigadiers Show and General Electric's "Hour of Charm" are in a tie for fifth place. Following the Ford show for serious music honors are: General Motors concerts, the New York Philharmonic; Cities Service, and the bank-sponsored Philadelphia Orchestra series.

**Wilson Too Announcer**  
Don Wilson is the announcer of the year, repeating his 1936 victory. Milton Cross, who popularity is ranked second best, followed by Harry Von Zell and Gus King, Ken Carpenter and David Ross.

Boake Carter is the stand-out selection among commentators. Here too is a 1936 winner. Following in order are Lowell Thomas, Edwin C. Hill, H. V. Kaltenborn, Paul Sullivan and Gabriel Heatter.

Bing Crosby is far and away the editors' choice as the most effective film player in radio. Don Ameche is second choice; next come Edwin G. Robinson, Jeanette MacDonald, Bob Burns, Charles Butterworth and Tyrone Power.

The best film programs on the air this season have been on Lux "Radio Theatre." "Hollywood Hotel" MCM—Maxwell House "Good News of 1937." Jimmy Dillie's guests included: the Chase and Sanborn Hour, MacDonald's "Hollywood Hotel" and "Rover Dog" "Radio Theatre."

This year the poll incorporated in its questionnaire a new feature. The editors were asked to indicate the answer to the following: "It is widely agreed that commercials are overdone. Recognizing that the sponsor insists upon them and the public has to stand for them, what program consistently does the best job in the light

of its twin allegiance?"

**Some Editors Facetious**  
Some editors did not even bother to run a dash through the question. Some were facetious, Alton Cook of the New York World-Telegram wrote "I never listen to commercials, and consequently, I regret that they are not a great deal longer." Some were honestly non-plussed like Guy M. Chase of the Elizabeth (N. Y.) Journal: "No off-hand choice. Lack of good taste as to text or lack of reasonable brevity characterizes practically all of them." And Bill Newell of the Vancouver (B.C.) Columbia Sun wrote: "Sorry, can't think of any." D. M. Legate of the Montreal Daily Star answered: "If you mean the best of a generally bad and regrettable lot, then Jack Benny's program."

But most were constructive like Mary O'Neill of the Albany (N. Y.) Knickerbocker News who replied: "I would suggest giving a trio of awards, to Jell-O for least painful advertising; to Bing Crosby's program for its unique method of getting in station breaks and commercials; to Fred Allen's Town Hall, which also manages to kid you into its advertising."

Here is the ranking for programs with the best commercial readings: 1. Jell-O; 2. Ford Sunday Evening Hour; 3. Kraft Music Hall; 4. Town Hall Tonight; 5. Metropolitan Auditions of the Air.


## FREE! BOOK ON HOCKEY.

"How to Become a Hockey Star" by that great authority T. P. "Tommy" Gorman, a Great Book profusely illustrated and containing many valuable tips on how to play the game.

also AUTOGRADED PICTURES OF GREAT PLAYERS (mounted for framing)  
Group Montreal "Maroons"  
Group "Les Canadiens"  
or individual pictures of:  
Dave Trotter, Johnny Gagnon, Herbie Cain, Billy Northcott, Wilf Cude, Paul Haynes, Russ Hines, "Babe" Siebert, Pete Kelly, Earl Robinson, Andy Joliet, Mary Barry, Bob Gracie, Walter Hume, Joffre Fortin, Carl Voss, George Mantula, "Ace" Bailey, Gus Macker, Steve Evans, Frank Roucher, Dave Kerr, Toe Blake, "King" Clancy or any of the most prominent players on the "Maroons" or "Les Canadiens" clubs

• Your choice of the above •  
For a label from a tin of "CROWN BRAND" or "LILY WHITE" Corn Syrup.—Write on the back your name and address and the words "Hockey Book" or the name of the picture you want (one book or picture for each label). Mail label to address below.

**EDWARDSBURG CROWN BRAND CORN SYRUP**  
THE FAMOUS ENERGY FOOD  
The Canada Starch Company Limited  
P.O. Box 488, MONTREAL



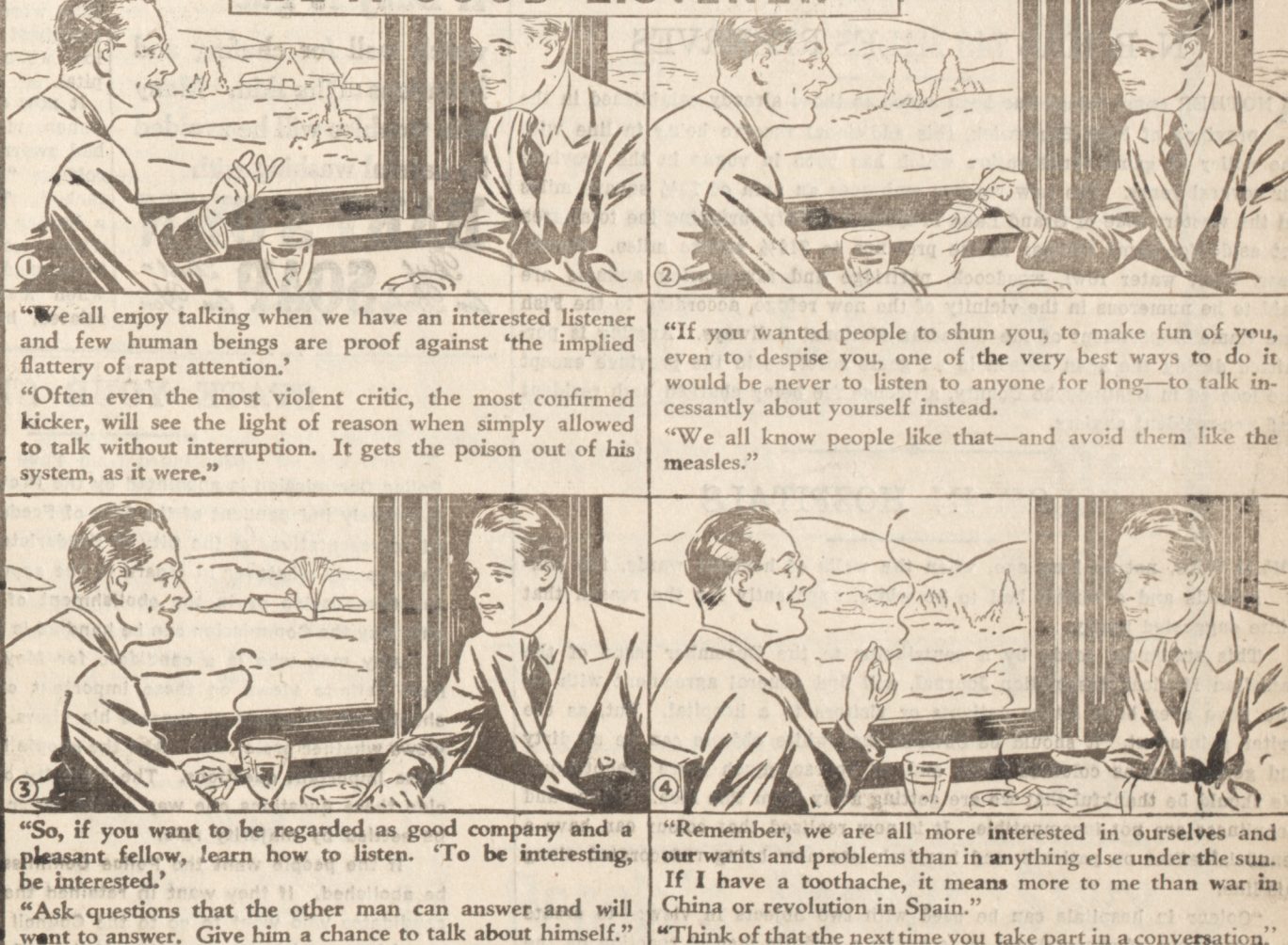
*How to Win Friends and Influence People*  
By DALE CARNEGIE  
Author of the famous book of this name

## HAVE YOU SMOKED A TURRET LATELY?

YOU will find that most smokers like to talk about their favourite cigarette. Turret smokers, for instance, enjoy discussing their preference for Turrets... the milder, cooler smoke they give, and the satisfying taste of the unique and original Turret blend. That is why you'll please your friends at Christmas if you give them Turrets in the handsome gift wrappers of 50 and 100 cigarettes.

Imperial Tobacco Company of Canada, Limited

## BE A GOOD LISTENER—



"We all enjoy talking when we have an interested listener and few human beings are proof against the implied flattery of rapt attention."  
"Often even the most violent critic, the most confirmed kicker, will see the light of reason when simply allowed to talk without interruption. It gets the poison out of his system, as it were."  
"If you wanted people to shun you, to make fun of you, even to despise you, one of the very best ways to do it would be never to listen to anyone for long—to talk incessantly about yourself instead."  
"We all know people like that—and avoid them like the measles."  
"So, if you want to be regarded as good company and a pleasant fellow, learn how to listen. To be interesting, be interested."  
"Ask questions that the other man can answer and will want to answer. Give him a chance to talk about himself."  
"Remember, we are all more interested in ourselves and our wants and problems than in anything else under the sun. If I have a toothache, it means more to me than war in China or revolution in Spain."  
"Think of that the next time you take part in a conversation."



Quality and Mildness  
**Turret**  
CIGARETTES

PLAIN OR CORK TIP