

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

SATURDAY'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—Alma Kitchell, Contralto
6.45—Recital
7.00—El Chico
7.30—Travel Talk
7.45—Luigi Romanelli
8.00—Meredith Wilson and Orch.
8.30—Don Messer and Orch.
9.00—Louisiana Hayride
9.30—Legends of a People
10.00—Symphonic Sketches
10.30—To be Announced
10.45—Canadian Press News
11.00—Exchange Program
11.30—Banff Springs Orch.
12.00—La Hacienda

CKAC, MONTREAL, 730 K.
6.00—Columbia Concert Hall
6.15—Music School
6.30—Gems of Melody
7.00—Sports of the Air
7.30—Le Bon Parler Français
7.45—LaSalle Cavaliers
8.00—Radio Divinettes
8.30—Radio Clubs
9.00—Di-so-ma
9.30—La Chansonnette
10.00—M. Lesage, Organist
10.15—Newscast
10.30—Alex. Lajoie and Orch.
11.00—Sports Reporter
11.30—Anson Weeks and Orch.
12.00—Radio Minuit
12.30—Dance Orchestra
1.00—Sign Off

WEAF, NEW YORK, 660 K.
5.30—Kaltenmeyer's Kindergarten
6.00—Top Hatters
6.15—Esso News Reporter
6.30—Press News
6.35—Alma Ketchel, Contralto
6.45—Religion in the News
7.00—Martinez Brothers
7.15—Hampton Institute Singers
7.30—Gilbert Seldes
7.45—The ABC of NBC
8.00—Saturday Evening Party
9.00—Snow Village Sketches
9.30—Shell Show
10.00—Irvin S. Cobb
11.00—Esso News Reporter
11.15—Ink Spots
12.15—Dance Orchestra
12.30—Dance Orchestra
12.30—Ray Pearl's Orch.

WABC, NEW YORK, 360 K.
5.00—Eddie Duchin and Orch.
5.30—Singing Waiters
6.00—Columbia Concert Hall
6.30—Sports Resume
6.45—Ben Field and Orch.
7.00—Saturday Night Club
7.30—Universal Rhythm
8.00—Professor Quiz
8.30—Morgan's Orch.
9.00—Grace Moore, soprano
9.30—Keyboard Serenade
10.00—Your Hit Parade
10.45—Design in Harmony
11.00—Dance Music
11.30—Dance Music
12.30—Dance Orchestra
1.00—To be announced

WBZ, BOSTON, 990 K.
4.00—Herman Middleman and Orch.
4.30—Joan and the Escorts
4.45—Concert Ensemble
5.00—Musical Adventures
5.15—Timothy Makepeace, comedy
5.30—Buzzy Kountz Orch.
5.45—Ruth and Ross
6.00—Esso News Reporter
6.30—News
6.35—Home Symphony
7.00—Message of Israel
7.30—Uncle Jim's Question Bee
8.00—Ed Wynn
8.30—Meredith Willson and Orch.
9.00—National Barn Dance
10.00—Nickelodeon
10.30—Hildegard
11.00—Riley and Farley's Orch.
11.30—Esso News Reporter
12.00—Dance Music
12.30—Dance Orchestra

WTIC, HARTFORD, 1040 K.
4.30—Program from New York
5.30—Kaltenmeyer's Kindergarten
6.00—News
6.15—Baseball Scores
6.30—Nightville Clarion
6.45—Medical Talk
6.55—Salon Orchestra
7.00—Martinez Brothers
7.30—Hour of Cheer
8.00—Variety Show
9.00—Snow Village
9.30—The Chateau
10.30—Program from New York
11.00—News
11.15—Dance Music
11.30—Dance Music
12.00—Weather Report
12.02—Dance Music
12.30—Dance Orchestra

SUNDAY'S PROGRAMMES

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CBC, OTTAWA, 550 K.
6.30—News Commentary
6.45—String Quartette
7.00—Codolban and His Violin
7.30—Melodic Strings
8.00—Dramatic Presentation
9.00—International Varieties
8.30—Rex Battle and Orch.
9.30—Music Time
10.00—Symphony Orch.
10.45—Canadian Press News
11.00—Hyde Park
11.30—String Quartette
12.00—Romance of Song

CKAC, MONTREAL, 730 K.
5.00—Afternoon Party
5.30—La Choral de Notre Dame
6.00—Continental Varieties
6.30—Bleau and Rousseau
6.45—String Quartette
7.00—California Concert
7.30—Church Service
8.00—Dramatic Presentation
9.00—Ford Sunday Evening Hour
10.00—Community Sing
10.30—Newscast
10.45—Chas. Kramer and Orch.
11.00—Lotus Land
11.30—British Broadcast

WEAF, NEW YORK, 660 K.
5.00—Marion Talley, Soprano
5.30—Smiling Ed McConnell
6.00—Catholic Hour
6.30—A Tale of Today
7.00—Jello Program
7.30—Fireside Recitals
7.45—Fitch Program
8.00—Chase and Sanborn Hour
9.00—Manhattan Merry-go-round
9.30—Album of Familiar Music
10.00—Sunday Night Party
10.30—To be Announced
10.45—The Singing Strings
11.00—Press Radio News
11.30—Press Radio News
12.00—Will Osborne's Orch.
12.30—One Man's Family

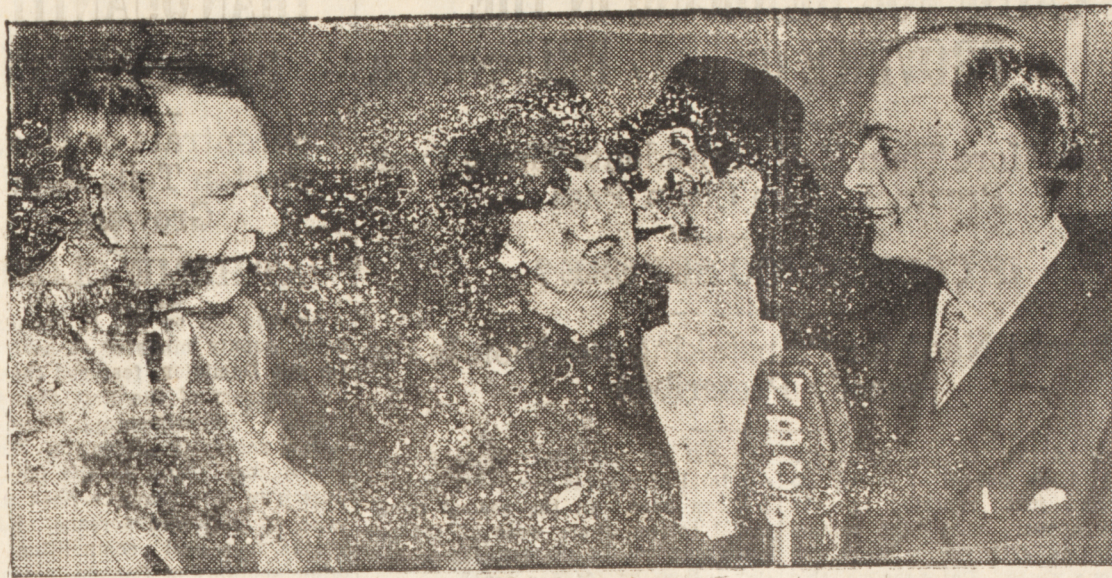
WABC, NEW YORK, 360 K.
5.00—Sunday Afternoon Party
5.30—Guy Lombardo and Orch.
5.45—Eddie House, Organist
6.00—Joe Penner
6.30—Rubinoff
7.00—Columbia Workshop
7.30—Phil Baker
8.00—1937 Edition of Twin Stars
8.30—Eddie Cantor
9.00—Ford Sunday Evening Hour
10.00—Gillette Community Sing
10.30—News Commentary
11.30—Eddie Duchin and Orch.
12.00—Red Nichols and Orch.

WBZ, BOSTON, 990 K.
5.00—National Vespers
5.30—Roy Shields' Orch.
6.00—Antab's Cubans
6.30—Band Concert
7.00—Helen Traubel
7.30—Bakers Broadcast
8.00—General Motors Program
9.00—Rhythm Revue
9.30—Walter Winchell
9.45—Choir Symphonette
10.00—South Seas Broadcast
10.15—California Concert
11.00—Judy and the Bunch
11.10—News
11.15—King's Jesters
11.30—Jimmy Jay and Orch.
12.00—Henry Busse Orch.
12.30—Louis Panico and Orch.

WTIC, HARTFORD, 1040 K.
5.00—Joseph Koestner's Orch.
5.30—Smiling Ed McConnell
6.00—Catholic Hour
6.20—News
6.45—Baseball Results
7.00—Jack Benny
7.30—Fireside Recital
7.45—Sunset Dreams
8.00—Edgar Bergen
9.00—Manhattan Merry-go-round
9.30—Album of Familiar Music
10.00—Variety Show
10.30—Wallflower
11.00—News
11.15—Doc Schneider's Texans
11.35—El Chico Orch.
12.00—Weather Report
12.02—Del Courtney's Orch.
12.30—Blue Barren's Orch.
1.00—Silent

WHITE OWL Cigars
A Wise Man's Smoke!
IN TWO SHAPES: THE WINCIBLE and STREAMLINE
5¢

"IN A WOOLING MOOD BEYOND HIS YEARS..."



Whispering sweet nothings in the ears of beautiful ladies is an accomplishment picked up by Charlie (Dummy) McCarthy since he began to "go Hollywood." It's just the sort of thing the New York Times was referring to in a recent editorial on Charlie when they observed: "His laugh is mocking and precocious. When he is in a wooling mood beyond his years his voice fairly coos with insincere rapture." Here is W. C. Fields (left), looking at Charlie in his usual tone of voice while Charlie gets confidential with Dorothy Lamour, vocalist on NBC's Chase and Sanborn Hour. Of course, the words come from the mouth of Edgar Bergen, radio's only ventriloquist, at the right.

MICROPHONICS HERE AND THERE

Chicago NBC studio pickups: Barbara Luddy, leading lady, began her radio career as announcer of a woman's program on a West Coast station . . . Edgar A. Guest's favorite poem is Browning's "The Grammarian's Funeral" . . . Billy Idelson, the Rush of Vic and Sade renown, will be 17 August 21 . . . And Les Tremayne on August 28 observes his fifth anniversary as a radio actor.

Evolution of a broadcasting note: Not so long ago a young Scout master was broadcasting the news of the day to a Boy Scout camp, using an old tomato can as a microphone. Today the ex-scout master appears before a real microphone retelling the news about Hollywood male stars in the NBC programs, Not For Ladies. He is Ben Alexander, 26-year-old commentator and film actor.

There is a new Joan Houston on NBC's Tale of Today. She is Betty Caine, for the past year and a half one of the busiest young actresses in the Chicago NBC studios appearing in a number of dramatic programs. Miss Caine got her early stage training with mid-eastern stock companies after graduating from the William Smith College For Girls, where she was active in college theatricals.

San Francisco studio pick-ups: Leo Cleary, Carefree Carnival comedian, never selects a tie for himself, his son, a haberdashery salesman, picks all dad's neckwear . . . Lora Tringali, lovely lark heard with Johnny O'Brien and his Harmonica High Hats, is a Brooklyn, N. Y., girl who migrated to California at an early age. She has seven brothers and sisters, all of whom sing and play musical instruments.

Memos on a Radio City reporter's pad: Cheerio is vacationing on his Vermont farm . . . Add to eligible bachelors, Maestro Emery Deutsch. And this despite the fact he has been billed for 15 years as "the romantic gypsy fiddler."

Don McNeill, who presides over the sessions of NBC's Breakfast Club, at one time in his career was radio editor of a Milwaukee newspaper. He studied journalism at Marquette University and first served as a radio announcer while a student there. McNeill is skilled as a cartoonist and amuses himself drawing caricatures of associates in the Chicago NBC studios. Music is also a hobby for Don can perform on the piano, flute or saxophone.

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One-way fare \$10 from Saint John. Round trip \$18.40. Warm, comfortable staterooms \$2.25 up, good for two people. Fine meals at fair prices.
Passengers holding through tickets to Boston or beyond may occupy staterooms Thursday night, while the ship is lying in Saint John, without extra charge.
* Apply any Canadian National Railway Company Ticket Office, or at Reed's Point Wharf, Saint John.

RADIO STARS.. NELSON EDDY

Nelson Eddy, who has just joined the cast of the Chase and Sanborn Hour, was born in Providence, Rhode Island, a descendant of President Martin Van Buren.

He made his vocal debut as a boy soprano for Grace and All Saints' Church in Providence.

His early ambition was to be either a doctor or a trap drummer. Diverting from these, he got his first job as a telephone operator in the Mott Iron Works, and later was promoted to the shipping department.

Moving to the City of Brotherly Love, he started in the art department of the old "Philadelphia Press." For five years he continued in newspaper work, shifting from reporter to copyreader, to rewrite man for the "Press," "Evening Public Ledger," and the "Bulletin."

He learned operatic arias by playing phonographic records over and over and then singing with the soloist. David Bispham was the young man's first teacher of voice. William V. Ylonat and Dr. Edouard Lippe also contributed their services before Nelson was ready for his first stage appearance, in a society show called "The Marriage Tax" in 1922. The accident of having his name left off the program called especial attention to the then unknown singer.

Parts came thick and fast after his initial offering and soon he sang leading parts for the Savoy Opera Company (Gilbert and Sullivan), in "Isolanthe," and "Pirates of Penzance." Then he sang for the Philadelphia Operatic Society, later the Philadelphia Civic Opera. He was soon chosen by competition to sing Amonasco in "Aida." His New York debut occurred in 1924 as "Pagliacci."

VISITOR LOADS UP WITH IMAGINARY PURCHASES

TORONTO, Aug. 14—"If I had \$100 to go hopping with, now that we can take back that much duty-free," began the niece from New York over the breakfast table.

"Yes, if you had \$100, what would you buy with it?" inquired her Toronto aunt.

"Well, I wouldn't buy the things that you Canadians laugh about our wanting to take back as souvenirs. I might buy one of those fuzzy blankets with the bright-colored stripes, and maybe a hooked rug or two, and enough of that lovely basket-weave homespun, that I saw in the hand-craft shop yesterday, to make me a dress."

"But I would prefer some of your gorgeous Irish table linen, and sparkling crystal, and English pottery, and lots of that exquisite china. Yes, and I wouldn't mind taking back some of this delicious tea and bacon as souvenirs," she added laughingly. "We never get tea like this in the United States. Perhaps it is because I am Canadian-born that I miss it!"

"Everything in wool from men's socks to Hudson's Bay blankets is of interest to the American visitor. They are particularly interested in Canadian wools for knitting, and in our knitted articles, such as the attractive hand-knit sweaters, suits and dresses which we have in large variety here in Canada and at very reasonable prices," a head shopper in a local store advises.

English leather goods, for which people pay much more in the United States; Sheffield reproductions and stainless steel cutlery of all kinds are in great demand; and, of course, diamonds and furs.

BALLYHOO OFTEN BAD BUSINESS

Ballyhoo, the music of the press agents to which the public dances, can ruin an artist if not handled adeptly. Especially is this true in radio.

Raymond Paige, maestro on "Hollywood Hotel," who soon takes over the next Lanny Ross series, recalls several instances when ballyhoo almost brought oblivion to stars of today's kilocycles.

Most prominent, to his mind, is the Bing Crosby case. It happened at the time "crooner" was a popular appellation after certain singers' names.

Crosby, a hit on the West Coast, was signed by NBC and Orders went out that the press boys "give him the work." The orders were obeyed implicitly and Crosby's first appearance on the network in the East was causing as much talk as a presidential election. Came the day for his debut and Bing did several numbers. The fellow who had been the recipient of paeans of praise, cleverly planted by zealous press agents, flopped. He sang with a throaty rasp that the microphone made even worse. Crosby blamed it on the sudden change of climate. But after the build-up he got, alibis didn't seem to help. However, in a few days his voice cleared, as he got used to atmospheric conditions, and he vindicated the words that had been written about him. Yet, the ballyhoo almost was responsible for his disappearance from the airlines.

Paige recalls the early days of Rudy Vallee when he was ballyhooed to the skies as the idol of womanhood. That type of publicity won an instinctive dislike from the males and it was a long time before Rudy's natural talent and showmanship won them back into the fold.

More lately, Benny Fields was the object of the ballyhoo days. The public believed what they read, expected too much from him and his radio appearances suffered as a result. Will Osborne was pitted against Vallee in a ballyhoo "feud" and the comparisons served no little to weaken Osborne's microphonic appeal. Ballyhoo sometimes can be spelled 'b o l o n e y.'

NEWS IN BRIEF

Raymond Paige has terminated his vacation in New York and is en route west to resume the conducting assignment on "Hollywood Hotel."

Harry von Zell has 15 guest stars set for appearances on his Sunday night program up to and including Aug. 29.

Ed Wolfe, director of "Peppe Young's Family," has turned over his

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chore to John Wiggin for two weeks, while he vacations.

Wilbur Hatch, CBS musical director, is rehearsing a juvenile glee club for radio presentation in September.

B. A. Rolfe will be heard six times weekly starting August 31. Five times on "Magazine of the Air" over CBS, and on Friday nights with Ripley over NBC.

Edgar Guest celebrates his 56th birthday anniversary on August 20.

Francis White will fly to San Diego, California for a concert date following the termination of her series of appearances on Don Voorhees' "Cavalcade of Music," August 25.

Johnny Green will present the third group of "Hits That Missed," on Tuesday, August 17. Rodgers and

Hart are the composers.

Frank Black's "Magic Key" hour will come from Hollywood, Sunday, August 15. Black, now vacationing, will not conduct.

Tim and Irene celebrate their eighth year in show business this month.

Walter O'Keefe's success on the Wednesday night Fred Allen summer show assures the comic of a major fall show of his own.

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