

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

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—Overseas Program
8.00—Gilbert Darisse
8.15—Luigi Romanelli's Orch.
8.30—Guess What!
8.45—Roy Campbell's Royalists
9.00—Echoes of the Masters
9.30—Guy Lombardo
9.45—Lord Selkirk School Chorus
10.00—This is Paris
10.30—Night Shift
11.00—By the Sea
11.30—Ozzie Williams and Orch.
11.45—News
12.00—Gilbert Darisse and Orch.
12.30—Thirty Minutes to Go
1.00—Hacienda
1.30—Hawaiian Nights

CKAC, MONTREAL, 730 K.
5.00—Westminster Choir
5.30—U. S. Army Band
6.00—Social Announcements
6.20—Jim Forget, pianist
6.30—Adventures Extraordinaire
6.45—Fireside Program
7.15—Organ Interlude
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—Notre Dame de l'Amour
9.00—Dr. J. O. Lambert
9.30—Radio Encyclopedia
10.00—Major Bowes Amateur Hour
11.00—The Life of the Party
11.30—Lord Huntley and Orch.
11.45—Isam Jones and Orch.
12.00—Henry King Orch.
12.30—Leon Belasco and Orch.
1.00—Time and Sign Off

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
12.00—Esso News Reporter
12.15—Sherlock Holmes
12.00—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
1.05—Frank La Mar's Orch.
1.30—Bobby Hayes and Orch.

WABC, NEW YORK, 860 K.
5.00—Univ. of Penn. Choral Assn.
5.30—U. S. Army Band
6.00—Questions before Congress
6.15—All Hands on Deck
6.45—Wilderness Road
7.00—Patti Chapin, songs
7.15—Clyde Barrie, Baritone
7.30—News
7.35—George Hall and Orch.
7.45—Pretty Kitty Kelly
8.00—Poetic Melodies
8.15—Ma and Pa
8.30—Alexander Woolcott
8.45—Boake Carter
9.00—Kate Smith
10.00—Major Bowes Amateur Hour
11.00—Your True Adventures
11.30—The March of Time
12.00—Tommy Dorsey and Orch.
12.30—Isam Jones and Orch.
1.00—Ted Fiorito and Orch.
1.30—Vincent Lopez and Orch.

WTIC, HARTFORD, 1040 K.
5.00—Fashion Show
5.30—Follow the Moon
5.45—The Guiding Light
6.00—Studio Program
6.15—New York Program
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Earl Lawrence Serenade
7.30—Wrightville Clarion

7.45—Russ Gardner at the Organ
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Guess the Name
8.45—Red Roberts Orchestra
9.00—Rudy Vallee
10.00—Showboat
11.00—Jimmy Dorsey's Orch.
12.00—News
12.15—The Connecticut Legislature
12.20—Martinez Brothers
12.30—Northern Lights
1.02—Jerry Blaine's Orch.
1.30—Demarcos Orch.

FRIDAY'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 Concert
7.00—Good Evening
7.30—Overseas Program
8.00—At the Organ Console
8.15—The Lyric Trio
8.30—This Week in History
8.45—The Caballeros
9.00—Acadian Serenade
9.30—Cesare Sodero
10.00—Music for Music's Sake
10.30—Pirouettes
11.00—To be Announced
11.30—I Cover the Waterfront
11.45—News and Weather Forecast
12.00—Horace Lapp Orch.
12.30—Live, Laugh and Love
1.00—The Ghost Walker
1.30—Freshmen and Freshettes

CKAC, MONTREAL, 730 K.
6.30—La Peptonine
6.00—Social Announcements
6.15—Summary and Weather
6.30—Black Horse Time
6.45—Fireside Program
7.15—Instrumental Novelties
7.30—L'Heure Recreative
8.00—L'Arc en Ciel Musicale
8.15—Le Cure de Village
8.30—Radio Bingo
8.45—L'erreur fatale
9.00—The Provincial Hour
10.00—Hollywood Hotel
11.00—The Life of the Party
11.15—Westinghouse Newscast
11.45—The Piano Rambler
12.10—Club 413
12.45—Jay Freeman and Orch.
1.00—Guy Lombardo and Orch.

WEAF, NEW YORK, 660 K.
4.45—The O'Neils, dramatic sketch
5.00—Tea Time at Morrell's
5.30—Claudine MacDonald
5.45—Grandpa Burton
6.00—Lee Gordon Orch.
6.15—Tom Mix
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Moorish Tales
7.15—Moorish Tales
7.15—Esso News Reporter
7.35—Jackie Heller
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Edwin C. Hill
8.45—Robert Gately
9.00—Cities Service Concert
10.00—Waltz Time
10.30—Court of Human Relations
11.00—First Nighter
11.30—Red Grange, football star
11.45—Four Showman Quartet
12.00—Esso News
12.15—Phil Levant's Orch.
12.30—Glen Gray
1.00—Fletcher Henderson's Orch.
1.30—To be Announced
1.45—Louis Panico's Orch.

WJZ, NEW YORK, 760 K.
5.30—Radio Guild
6.00—Airbreaks, variety program
6.30—The Singing Lady
6.45—Flying Time
7.00—Esso News Reporter
7.15—Midge Williams
7.30—News
7.45—Lowell Thomas
8.00—Mary Small, Songs
8.15—Tony Russell
8.30—Lum and Abner
8.45—Dream Singer
9.00—Irene Rich
9.15—Singin' Sam
9.30—Death Valley Days
10.00—Fred Waring's Pennsylvanians
10.30—Twin Stars
11.00—Radio Court of Honor
11.30—Vivian Della Chiesa
11.45—Elza Schallert Reviews
12.00—Henry Busse and Orch.
12.15—Ink Spots
12.30—Esso News Reporter
1.00—Shandor, violinist
1.30—Riley and Farley Orch.

WABC, NEW YORK, 860 K.
5.30—Among our Souvenirs
6.00—Junior Nurse Corps
6.15—Dorothy Gordon's Corner
6.30—Doris Kerr, songs
6.45—Wilderness Road
7.00—Ray Heatherton
7.15—News of Youth
7.30—News
7.35—The Three Aces
7.45—Pretty Kitty Kelly
8.00—Mortimer Gooch
8.15—Popeye the Sailor
8.30—Ray Heatherton
8.45—Boake Carter
9.00—Broadway Varieties

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Carrots, bunch . . 10c

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Sweet Potatoes

3 pounds 25c

Asparagus, lb. . . 25c

Rhubarb, lb. . . . 15c

Tomatoes lb. . . . 17c

Iceberg, head . . . 15c

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MEATS and we handle only
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YORK MEAT MARKET

The Story of a Song

On the premiere programme of her new CBS series with Andre Kostelanetz on Wednesday night, April 14, Lily Pons will sing "Seal It With A Kiss," from "That Girl From Paris," her most recent picture.

"Seal It With A Kiss" is the song which established a record of sorts in the history of sound-movie making. While Miss Pons was out on the Coast, Arthur Schwartz, the composer, and Andre Kostelanetz, in New York, were in the throes of completing the song. Schwartz finished it on a Friday morning when he played it for Kostelanetz.

It met with the maestro's approval and a call was put through to the coast. There a Kostelanetz staff arranger was called to the telephone. Kostelanetz played the melody for him and explained his ideas about the arrangement.

The same night, Kostelanetz planned to the West Coast. He arrived there Saturday afternoon at which time he found the arrangement completed. He rehearsed Miss Pons with his orchestra and, two hours after his arrival, the song was recorded on the sound track.

The entire task, from completion of the composition to arranging, rehearsing, and the finished product, required little more than 24 hours.

BASES CLOGGED

The Gillette Original Community Sing opens the forthcoming baseball season by lifting their voices in "Take Me Out to the Ball Game," on Sunday, April 4, at 10 p.m. EST, over the WABC-CBS network.

In the spirit of the occasion Jones and Hare will bat out an appropriate sketch, and song-leader Wendell Hall will wind up with a zippy battery of melodies.

Milton Berle, comedian and master of ceremonies for the series, will pitch a succession of swiftness. Assistant comedians Mischa Moody and Judge Hugo Straight will attempt whatever catching possible.

9.30—Hal Kemp's Dance Band
10.00—Hollywood Hotel
11.00—Philadelphia Orch.
11.45—Vocals by Verrill
12.15—Ozzie Nelson and Orch.

WTIC, HARTFORD, 1040 K.
5.00—French Lessons
5.30—Follow the Moon
5.45—The Guiding Light
6.00—Adventures of Dari Dan
6.15—Program from New York
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Earl Lawrence Serenade
7.30—Wrightville Clarion
7.45—Musical Moments
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Concert Program
9.00—Lucille Manners
10.00—Waltz Time
10.30—Court of Human Relations
11.00—First Nighter
11.30—Variety Show
12.00—News
12.15—Connecticut Legislature
12.30—Jack Denny's Orch.
1.00—Front Page Ball

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TARIFFS TERRIFIC

Because of the restrictions which exist in most European countries against commercial broadcasting, Radio Luxembourg, Europe's most powerful station situated in the tiny duchy of Luxembourg which does not exercise such bans, commands more money per hour of radio time than any other single station in the world.

This fact is reported by Morton Downey, who, through the medium of transcriptions, has become one of the most popular figures on Radio Luxembourg's roster of stars. Downey, as a matter of fact, is leaving for Europe April 14 where, during his visit, he will make a new series of platters for the Continental station.

More than 50 per cent. of the time is occupied by American sponsors. Easily the most powerful station in Europe, Radio Luxembourg is heard clearly in all parts of the continent. As in America, Sunday is the most popular day for broadcasting commercially and, as a result, the time cost has risen to unprecedented heights.

An American manufacturer who decided recently that he would like to engage Morton Downey to sell his product via the Luxembourg station, was informed that the price was \$2,000 an hour after 1 p.m. Before one, the cost was \$400 less.

This rate is at least twice the cost of either WABC, WJZ or WEAF, the key stations of the American networks.

Gone With the Wind

Eddie Cantor is going to put a stop once and for all to the new national indoor sport—guessing who'll play in "Gone With the Wind." He's going to cast all dilly-dallying to the wind, and cast the show himself on his programme Sunday, April 4, at 8:30 p.m. EST, over the WABC-CBS network.

Helen of Troy, the original, may have launched a thousand ships, but Helen Troy, Cantor's telephone operator, is launching a thousand tips, as to what name will win the contest being held to find her a new name. No one, though, will actually know her new tag till April 11, when it is to be officially announced.

Eddie, Bobby Breen, and Jacques Renard, will all get in their bit about "Gone With the Wind" next Sunday, and are set to say it with music.

W. Eggleston, Aurora, Me., is staying at the Queen Hotel today.

Hoot Man! smoke—
WHITE OWL Cigars
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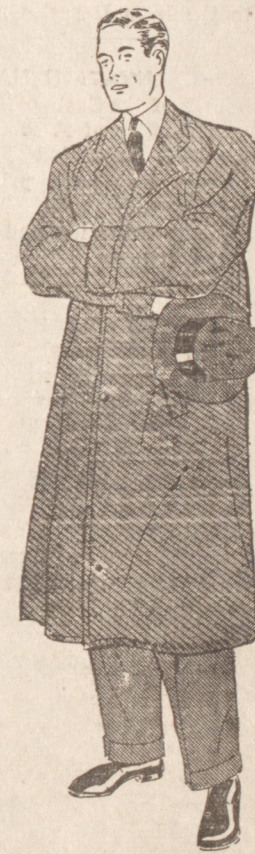
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