

# 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.  
6.00—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 Rumpus  
7.45—To be Announced  
8.00—Melody Time  
8.15—Le Cure de Village  
8.30—Living Room Furniture  
9.00—Radio Vaudeville  
9.30—Radio Encyclopedie Frontenac  
10.00—Lux Radio Theatre  
10.15—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  
9.00—Burns and Allen  
9.30—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, 880 K.  
5.00—Between the Book Ends  
5.15—Orchestra  
5.30—Music from the Gold Coast  
6.00—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—Alemita 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

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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—Luigi 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  
6.25—Planologue  
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  
10.15—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—Today's Sports  
7.55—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  
11.30—Jimmy Fidler  
11.45—Serenade  
12.00—Violin in the Night  
12.15—Orchestra  
12.30—Orchestra

WABC, NEW YORK, 880 K.  
5.00—Myrt and Marge  
5.15—Bob Byron, whistler  
5.30—Story of Industry  
6.00—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—Sports Resume  
7.55—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  
11.40—Russell Dorr, Baritone  
11.55—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—Vagabonds  
12.15—King's Jesters

WTIC, HARTFORD, 1040 K.  
6.00—Songs by Carlotta  
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11.30—Guy Hedlund and Company  
12.00—News  
12.30—Orchestra  
1.00—Weather

## MICKEY MOUSE BECOMES "BIG CHEESE" WITH ADVENT OF PROGRAM ON RADIO



Walt Disney (centre), creator of Mickey Mouse, receives the congratulations and blessings of Amos 'n' Andy as he prepares to bring his Mickey Mouse Theatre of the Air to the coast-to-coast NBC-Red Network, January 2. That's Mickey and Donald Duck in foreground.

HOLLYWOOD, Dec. 27 — Mickey Mouse, with Minnie and others of his famous gang, will open a series of visits to the homes of radio fans on Sunday, January 2, when the Mickey Mouse Theatre of the Air makes its debut over the coast-to-coast NBC-Red Network from 6.30 to 7 p.m. AST, under the sponsorship of the Pepsi-Cola Company.

For six years Mickey has been bringing smiles and hearty laughs to millions of movie patrons and devotees of the comic strips, but now he comes in voice directly into the homes of radio listeners to enliven their Sunday afternoons.

Behind the voices of Mickey and his gang will be the music of Felix Mills, who has arranged background music for some of the top-ranking radio programs and who composed "Sequoia" and "Carnival Orientale," which had its debut in the Hollywood Bowl in 1934.

Bringing Mickey Mouse to the radio is another leaf in Walt Disney's crown of laurel. Already the antics of the lovable comics have brought fame and fortune to their creator.

A native of Chicago, Disney found the study of art a troublesome problem in his youth. He possessed a technique that was not readily understandable to art teachers and it was not until he had left his native city and settled in Kansas City that Mickey was born. It was there that the first Mickey Mouse movie was created. The original of Mickey was a little fellow who visited Disney in his studio, a friendly sort of a creature which almost became a pet before he vanished from the cartoonist's life. Incidentally, the working staff of the Disney studios for that first cinema was Walt and his brother Roy. Today the Disney studios employ 600 persons.

Through the years since 1927, when Mickey was first put into an animated cartoon, the adventures of Mickey and Minnie and the Mickey Mouse gang have been bringing happiness to a tired public.

While Mickey started life with a

## RADIO DOPE

The four top ranking cigarette shows (Philip Morris, Camel, Chesterfield and Lucky Strike) have all renewed their shows. Jack Oakie continues for his sponsor with Benny Goodman in a full hour period effective Jan. 4 for 13 weeks. Andre Kostelanetz and his orchestra with Lawrence Tibbett as soloist has been renewed for 13 weeks effective Dec. 29 over 94 CBS stations. "Your Hit Parade" also gets a 13-week renewal effective Feb. 5. "Johnny Presents" with Johnny the Call Boy, Charles Martin's dramatizations and Russ Morgan's music has been re-signed for an additional year over both CBS and NBC effective Feb. 1.

Andre Kostelanetz in changing from straight classical music to typical American melodies in his new series which debuts over CBS on Wednesday, Dec. 29, is making a decisive step. For 13 weeks the maestro has presented opera singers as guest stars and has offered tabloid versions of the classics. Now his major concern will be to feature typical American music on the "Kostelanetz Concerts of American Music."

## ANN TENNA TELLS ALL

It may be significant that three musicians in Seymour Simons' orchestra have become betrothed since they started playing Romantic Rhythms on CBS.

Ken Carpenter, Hollywood Mardi Gras emcee, will visit the New Orleans Mardi Gras in February for atmosphere.

Charles Martin invariably overwrites his Front Page News and has Thrill dramas for Johnny Presents, and then has to cut during rehearsals. Betty Winkler has in Chicago just received a letter which was mailed to her from Cleveland five years ago.

Isabel Manning Hewson quit commuting from Philadelphia to New York because she could not write satisfactorily on the train.

Carson Robison has bought new 10 gallon hats for his Buckaroos.

Fred Allen's Chinese character, One Long Pan has come to life only his name is On Long Pan, a San Francisco storekeeper.

Alice (Big Sister) Frost took her husband to a dinner of the Woman Pays Club. The evening cost him \$15. Kate Smith's purse always contains several lumps of restaurant sugar which she feeds to milkmen's horses.

Dr. Frank Black has a "baton thumb," one small calloused spot caused by constant baton wielding. Aunt Jenny saves her cast money by feeding them so much cake and cookies on the morning show that they don't care to eat lunch.

A studio wag glued the pages of Spencer Bentley's "Betty and Bob" script together, but the gag failed to amuse Bentley as it almost ruined his broadcast.

Of all the guests on "We, the People," 45 per cent prefer to fly to New York for their broadcasts.

Since Jack Benny bought his "radio Maxwell," he has received varied sympathy and congratulations from numerous people who still own cars of that ancient make.

Louise Fitch and Truman Bradley have nicknamed each other "Willie."

## DON'T BELIEVE THAT RADIO STARS HAVEN'T CASE OF NERVES WHEN THE TIME COMES TO STEP UP TO MIKE

Many of Seemingly Nonchalant Stars are "Bundle of Raw Nerves" as Time to Take Air Draws Near.

Don't let that "outward calm" fool you!

There isn't a radio performer of any moment who doesn't have a case of nerves at miketime.

Fred Allen, who sounds as though he had just stepped into the broadcasting room for a little chat with his listeners, paces about the stage, nervously wrings his hands and often divests himself of his coat without realizing he has done it.

One of the jittery of the stellar personalities is Al Jolson. The only thing that seems to keep him from going berserk before a broadcast is the pre-show talk he makes to the guests in the Columbia Playhouse. That minute interval of ad-lib jesting apparently primes him for his appearance before the microphone.

The same goes for Joe Penner, who to all appearances, is easy-going; almost phlegmatic. Just before curtain-time he races onto the stage and back to his dressing room as though he had lost something, but the brief act he stages before the curtain steadies his nerves.

Phil Baker holds himself in check by main force until air-time and during the broadcast gives the onlooker the impression he never had a worry in his life. But the nervous tension takes its toll, and when the curtain falls, he's like a rag-doll that has been out in the rain.

Edward G. Robinson cannot efface himself of mumbling his lines as show-time approaches—a habit most "stagers" develop on opening nights in the theatre. He does his soliloquizing in his dressing room to avoid the distractions that come from the

**KELLOGG'S ASTHMA RELIEF**

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Your nearest drug store has it.  
\$1.00 per tin, trial size 25c.  
Obtainable also in cigarette form.  
Northrop and Lyman Co. Limited  
Established 1874  
Toronto, Canada

**RELIEF**

## POLL OF NATION'S RADIO EDS. SHOWS KATE SMITH GAINING POPULARITY AND STAYING "TOPS"

Only Member of Sex to be Rated in First Ten "Champion of Champions" Chosen by Over 400 Radio Editors.

Kate Smith last week drew the nomination of 400 radio editors throughout the country as the only woman on the air who could maintain herself as a major attraction in competition with Jack Benny, Rudy Vallee, Fred Allen and Bing Crosby.

The singing star of the Thursday night variety hours heard via WABC-CBS, is the only member of her sex to gain a place among the first ten "champions of champions" of the air, in a poll conducted nationally by the radio department of Motion Picture Daily, a trade journal. Votes were cast by 400 radio editors.

Capture of the singular honor is added confirmation of the fact that Kate Smith's appeal at the helm of a variety show does not dim the at-

tention she received in her radio debut as a solo singer more than seven years ago. It conclusively dispels the idea that a variety show is a performer's way of leaving the limelight gracefully or continuing in it at the expense of other talented performers.

Kate's rating in the poll is of additional interest, with the realization that her work is of an executive nature as well as entertaining. Kate, Inc., the organization in which she and manager Ted Collins share authority, provides the livelihood for more than 65 persons of varied commercial and theatrical talent incidental to the production of the Kate Smith Variety Hour, management of the Original Celtics basketball team and similar enterprises.

## "IMAGE PATTERN OF HERO MUST BE PRESENT IN A CHILD'S RADIO PROGRAM" STATES AUTHORITY

J. S. List, Director of Child's Guidance Clinic Voices Opinion Concerning Radio Programs.

"The image pattern of the hero must be present in a child's radio program so that children can pattern themselves after the hero—otherwise the children's program has had effects on the child."

That's a statement made by J. S. List, director of the child guidance clinic of the Heckscher Foundation for Children in New York after a nationwide survey of teachers, parents and key leaders in movements concerning the child mind.

"Whatever is broadcast on the radio reaches the child's ear and not his eye," says List. "Then it is dealing with the imagination. He sees nothing as he listens at the loudspeaker and therefore must imagine his picture. It has been found that when this picture thus imagined is one of the gangster or horrible character, the reaction is harmful. Steps must be taken by those who guide radio's programs to see that the children imagine themselves as heroes, protectors and benefactors. The character in whose shoes they imagine themselves must show law and order triumphant, and that the good shall prevail. When this is effected, the

child is calm after hearing a radio program. When this is not achieved, temper tantrums and terrifying dreams haunt the child at night.

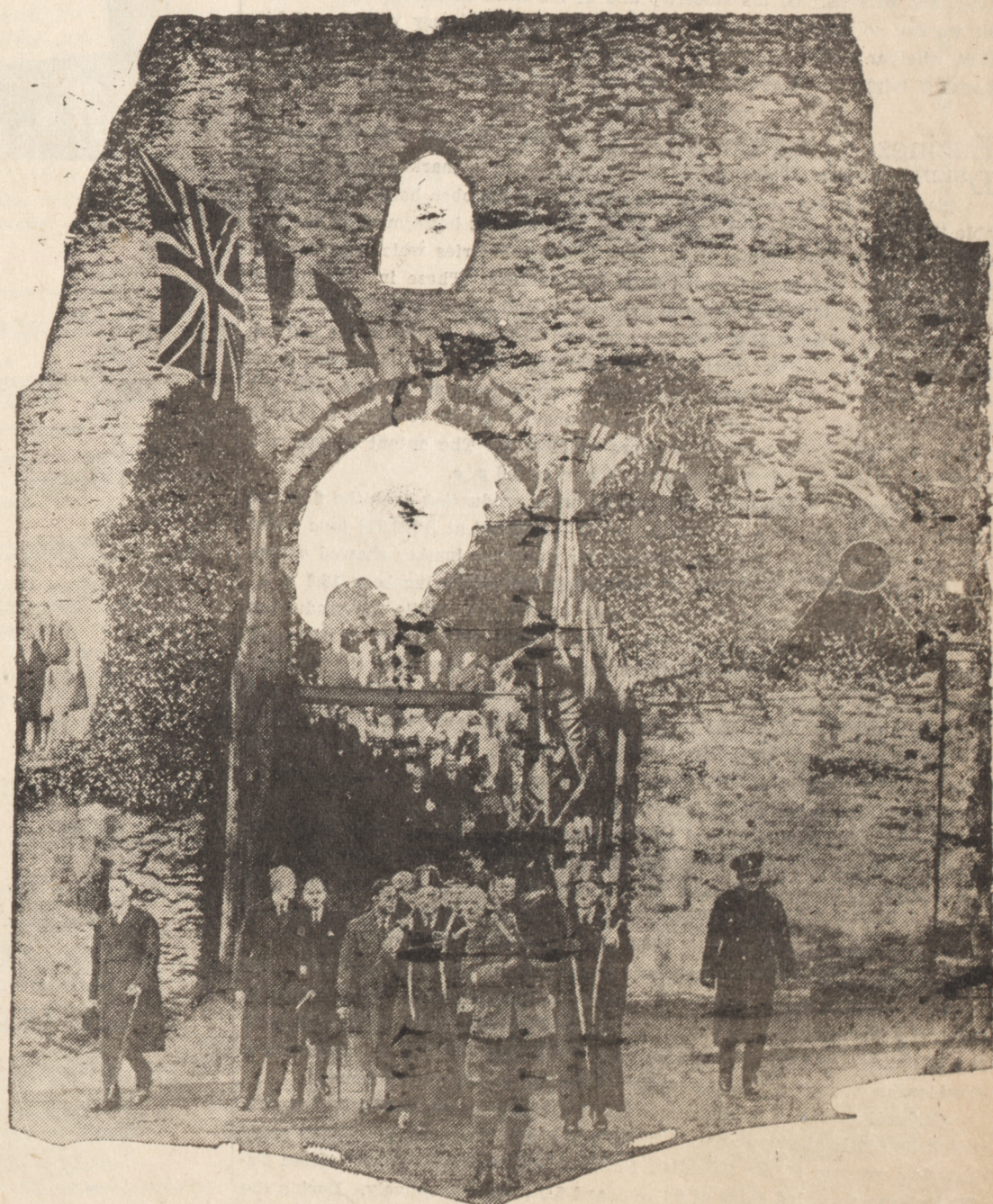
"So long as the right will triumph, the adventure serial for children is a force for good."

Director List has been talking on the radio locally in New York for several months, discussing with parents and teachers the right types of programs for children to hear. His purpose in questioning listeners and in mailing out questionnaires has been to get the reactions of radio programs on the emotions, attitudes and personalities of children so that "the right form" of program might be devised.

Gabriel Heatter, master of ceremonies on "We, the People" over CBS, notified his Mutual network news-caster that he would like to end his year's contract by Feb. 28, when he will have completed 26 weeks.

When Mary Margaret McBride's program is increased to five-a-week airings, the commentator will be heard over 44 CBS stations.

## KING GEORGE VISITS CORNWALL



Welcomed by hundreds of country people, many of whom travelled miles to greet him, King George is shown above in a procession at historic Launceston Castle on his visit to the Duchy of Cornwall to receive the feudal dues, a custom dating from medieval times. Among the dues are a pair of greyhounds, a pound of pepper, and a hundred shillings.