

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

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—Charles Sears, tenor
6.45—Old Mill Trio
7.00—Mary Small, Songs
7.15—Barcolli
7.30—Canadian Press News
7.45—Bughouse, Rhythm
8.00—Swing Unlimited
8.30—Memories of Long Ago
9.00—Shadows on the Grass
9.30—From a Viennese Garden
10.00—Backstage
11.30—To be Announced
10.45—Canadian Press News
11.00—Promenade Concert
12.00—Hawaiian Nights

CKAC, MONTREAL, 730 K.
5.30—Fireside Program
6.15—Instrumental Novelties
6.30—L'Heure Recreative
7.00—French Songs
7.15—Le Cure de Village
7.30—Radio Bingo
7.45—La Quintonine Program
8.00—The Provincial Hour
9.00—Hollywood Hotel
10.00—Elmer Ferguson
10.30—Montreal Pharmacy
10.45—Berceuse
11.00—Sports Reporter
11.30—Eddie Duchin and Orch.
12.00—Radio Minuit
12.15—Dance Orchestra
12.30—Dance Orchestra
1.00—Sign Off

WEAF, NEW YORK, 660 K.
3.45—The O'Neills
4.00—Tea Time at Morrell's
4.30—Claudine MacDonald
4.45—Grandpa Burton
5.00—Lee Gordon Orch.
5.15—Tom Mix
5.30—Jack Armstrong
5.45—Little Orphan Annie
6.00—Moorish Tales
6.30—Jackie Heller
6.45—Billy and Betty
7.00—Amos 'n' Andy
7.15—Edwin C. Hill
7.45—Robert Gately
8.00—Cities Service Concert
9.00—Waltz Time
9.30—Court of Human Relations
10.00—First Nighter
10.30—Red Grange, football star
10.45—Four Showman Quartet
11.00—Esso News
11.45—Phil Levant's Orch.
11.30—Glen Gray
12.00—Fletcher Henderson's Orch.
12.30—To be Announced
12.45—Dance Orchestra

WABC, NEW YORK, 860 K.
6.00—Tito Guizar, songs
6.15—Buddy Clark
6.30—Sports Resume
7.00—Poetic Melodies
7.15—Ma and Pa
7.30—Hollace Shaw, songs
7.45—Boake Carter
8.00—Broadway Varieties
8.30—Hal Kemp's Dance Band
9.00—Hollywood Hotel
10.00—San Francisco Symphony Orch.
10.30—Sinclair-Ruth Program
11.00—Tomorrow's News Tonight
11.15—Dance Orchestra
11.30—Dance Orchestra
12.00—Dance Orchestra
12.30—Dance Orchestra
1.00—To be Announced

WBZ, BOSTON, 990 K.
5.00—Story of Mary Marlin
5.15—The Singing Lady
5.45—Musical
6.00—Esso News Reporter
6.30—Evening Little Show
6.30—News
6.45—Lowell Thomas
7.00—Uncle Sam at Work
7.15—The Stainless Show
7.30—Lum and Abner
7.45—Musical Moments
8.00—Irene Rich
8.15—Singin' Sam
8.30—Death Valley Days
9.00—Chicago Symphonic Hour
9.30—Twin Stars
10.00—Jack Pearl
10.30—Girl Scout Dinner
10.45—Elza Schallert Reviews
11.00—Esso News Reporter
11.08—Chicago Symphonic Hour
11.30—Esso News Reporter
12.00—Bob Crosby
12.30—Dance Orchestra

WTIC, HARTFORD, 1040 K.
5.00—Marlowe and Lyon
5.15—Adventures of Dari-Dan
5.30—Dow Winslow of the Navy
5.45—Little Orphan Annie
6.00—News
6.15—Baseball and Highlights
6.30—Wrightville Clarion
6.45—Musical Moments
7.00—Amos 'n' Andy
7.15—Uncle Ezra
7.30—Concert Program
7.45—Count of Monte Cristo
9.00—Waltz Time
9.30—Court of Human Relations
10.00—The First Nighter
10.30—Varsity Show
11.15—Connecticut Legislature

11.20—Jean Sablon
11.30—Cotton Land Musical Festival
12.00—Weather Report
12.02—Dance Orchestra
12.30—Dance Orchestra
1.00—Silent

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—Original Dumbells
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 Francais
7.45—LaSalle Cavaliers
8.00—Radio Divinetti
8.30—Radio Clubs
9.00—Di-so-ma
9.30—La Chansonnette
10.00—M. Lesage, Organist
10.15—Newscast
10.30—Alex. Lajole 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 Seides
7.45—The ABC of NBC
8.00—Saturday Evening Party
9.00—Show Village Sketches
9.30—Shell Show
10.30—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, 860 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
9.00—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—Wrightville 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

FROM STENO TO STAR



Betty Caine, who less than two years ago was taking shorthand in a law office, is now leading lady of the NBC serial, *A Tale of Today*, broadcast over the NBC-Red Network on Sundays at 6:30 p.m., E.D.S.T.

CHICAGO, Aug. 22—The restless little girl who less than two years ago deserted her typewriter in a Grand Rapids, Mich., law office, is doing all right today in Chicago NBC studios. Not as a stenographer, but as a featured actress.

She is Betty Caine, petite new leading lady of *A Tale of Today*, the serial broadcast on Sundays over the NBC-Red Network under the sponsorship of Princess Pat, Ltd.

When Betty chucked the routine of her office work, she hopped a train for Chicago, hoping that in that center of radio dramatics she would be able to resume her acting, which she had hoped to make a career. She didn't know anyone connected with the profession, had little idea where to go or what to do when she got to Chicago but was sure she could act.

She went the rounds of the studios and within a week was called for an audition. The rich, vibrant quality of her voice won her the role of Joan Houston in *A Tale of Today*.

Betty was born and reared at Hastings, Mich., and educated at the Wil-

MICROPHONICS

Add to former stenographers who have achieved radio renown, Betty Caine, who stars in *Tale of Today* on NBC. She was typist with a law firm when she launched her career as a radio actress. Among other radio notables who deserted key-boards for studios are Lucille Manners, Carol Deis and Dorothy Lamour. Arthur Allen, the character actor, is another.

Peter Van Steeden, conductor of the Town Hall Tonight program on NBC, no longer believes in the potency of lucky pieces. For year before finding his niche in the musical world Van Steeden constantly carried a silver as a good-luck token. Then he deliberately threw it away and the very next day landed a contract which started him up the ladder of fame.

Local boys and girls who have been going places and NBCing things: Nelson Eddy, Providence, R. I. . . . Clare Hazel (Bob Hope's Honeychile), Bennettsville, S. C. . . . Alistair Cooke, commentator, Manchester, England . . . Barbara Luddy, actress, Helena, Mont. . . . Rachel Carlay, Brussels, Belgium. . . . Don Ross, Osakio, Minn. . . . Wynn Murray, Scranton, Pa.

Violet Dunn, Peggy of The O'Neills, one of NBC's most popular families, has been playing parts ever since she was a lass of eight and appeared as Little Eva in Uncle Tom's Cabin. She was born in Toronto, Canada. Both her parents were lawyers. Miss Dunn has appeared on the London stage and in English as well as Hollywood movies.

Jack Baker, the Breakfast Club tenor on NBC, appears in the family Bible as Ernest Mahlon Jones. Fellow Breakfast Clubbers refer to him as "The Louisiana Lark," Shreveport, La., being his birthplace. Baker was a teacher and baseball coach before becoming a broadcaster.

Amos 'n' Andy, a combination as well known to the American people as ham and eggs, began their black-face comedy career on the air as Sam and Henry. That title was dropped when Messrs. Gosden and Correll switched stations in Chicago a decade ago. Jim and Charley was their choice of a new title but was discarded at the last minute for Amos 'n' Andy, picked by chance from a dictionary of names.

NBC PERSONALITIES - TEX O'ROURKE

The story of Tex O'Rourke, the kindly master-of-ceremonies of the Magic Key of RCA program on NBC, reads like a fiction tale of high adventure. It begins on the vast plains of Texas where men were men and the length of a man's life depended on how fast he could draw a gun.

His mother was for years a daring circus performer and his father a two-fisted United States Marshal in tough Texas. From his parents Tex O'Rourke inherited an adventurous, fatalistic spirit that carried him virtually to every country on the globe.

Tex's boyhood was spent as the more or less adopted son of a troop of the famed Texas Rangers. They taught him to ride and shoot. Even today a carefully tailored business suit cannot conceal the loose-jointed frame of a man who has spent many days in the saddle, a born horseback rider. He still has the cool, narrow eye that surveyed long vistas of cow country and sighted many a target. His movements are slow movements of the man who can move like a flash when he wants to. His drawl reflects the kindly hospitality of the Southwest.

Lured by Revolution

A big man, weighing more than 200 pounds, Tex always sought new thrills and adventures. After serving with the Texas and Arizona Rangers, he became intrigued by tales of adventure in Central America. There are times when you can get Tex to tell tall tales of some of his Central American revolution activities. It never made any difference on which side he fought, as long as he could fight.

The natural fighting instinct asserted itself again when he returned to the states and became a professional boxer. He was a "pretty fair" one, he will tell you, but was forced to get out of the game when he came near losing an eye. It took him eight years to regain full sight in the injured optic. In this period he joined a circus as a rider and trick shot artist. Then came his second trip to Central America for more war "fun", as he calls it, and a return to the states to resume interest in the boxing game in a new role.

This time he became a trainer a promoter, associating himself for time with Tex Rickard, a boss friend. He handled Jess Williams, the Westerner won the title from Jack Johnson in Havana in 1915 and later handled such fighters as Luther McCarthy and Frank Moran. His intimacy with the fight game led naturally to writing about it and for several years he wrote for a syndicate, at the same time doing newspaper cartoons.

Later he went to Europe as a promoter and then to the Orient in the same capacity. On his return to the United States he took under his wing Harry Wills and King Levinsky and then went abroad again to bring back Georges Carpentier.

His rambles through the highways and byways of sports soon brought him a new interest, wrestling. A try at it soon brought him to the realization that he didn't like it and his active mind turned to other things. Publicity was his next choice and he became quite successful in this line. He perfected and patented a scheme of merchandising and promotion for department stores and was soon on the road selling his own property.

Introduction to Radio

It was during this period that he began to acquire a reputation as a raconteur and public speaker. With his background of adventurous life and his natural dry humor he was soon in demand as an after-dinner speaker. In a short time he had more engagements than he could handle.

It was while filing one of these engagements that he came into contact with radio. Acting as master-of-ceremonies at New York's famous Saints and Sinners banquet early in the summer of 1927, he spoke for the first time before many of New York's radio executives. The man being honored that evening was David Sarnoff, president of the Radio Corporation of America. Employing a drollery and simplicity of style that entirely captured his audience, so impressed was Sam Sarnoff and many of the newspapermen present that the next day he was virtually the talk of the town. It was only a step to an appearance on the Magic Key of RCA

Jazz and Classics Mingled By Leader

When Andre Kostelanetz appeared recently as conductor with the Chicago Symphony Orchestra and later with the Los Angeles Philharmonic Symphony, it was remarked that he is a paradox. His microphone presentations have lifted popular and swing medleys to a new orchestra importance, yet he is equally at home in concert.

If there is any paradox in the scope of the conductor's versatility, it is one which radio's listeners by now take for granted—for he has pioneered in this correlation of swing and symphony since his bow to the airwaves in 1932.

On his debut broadcast, known as "Andre Kostelanetz Presents", he was given a free hand. Then he met the fate of all trail-blazers, when he introduced his own special arrangement of a medley of Tchaikovsky's third movement of his Fourth Symphony and—of all things—"Alabama Bound". This was the first time that classical and jazz music were featured on the same program. Some students of serious music were porturbed at such unprecedented originality and even some of Tin Pan Alley's zealots feared that Jazz might be going high-hat.

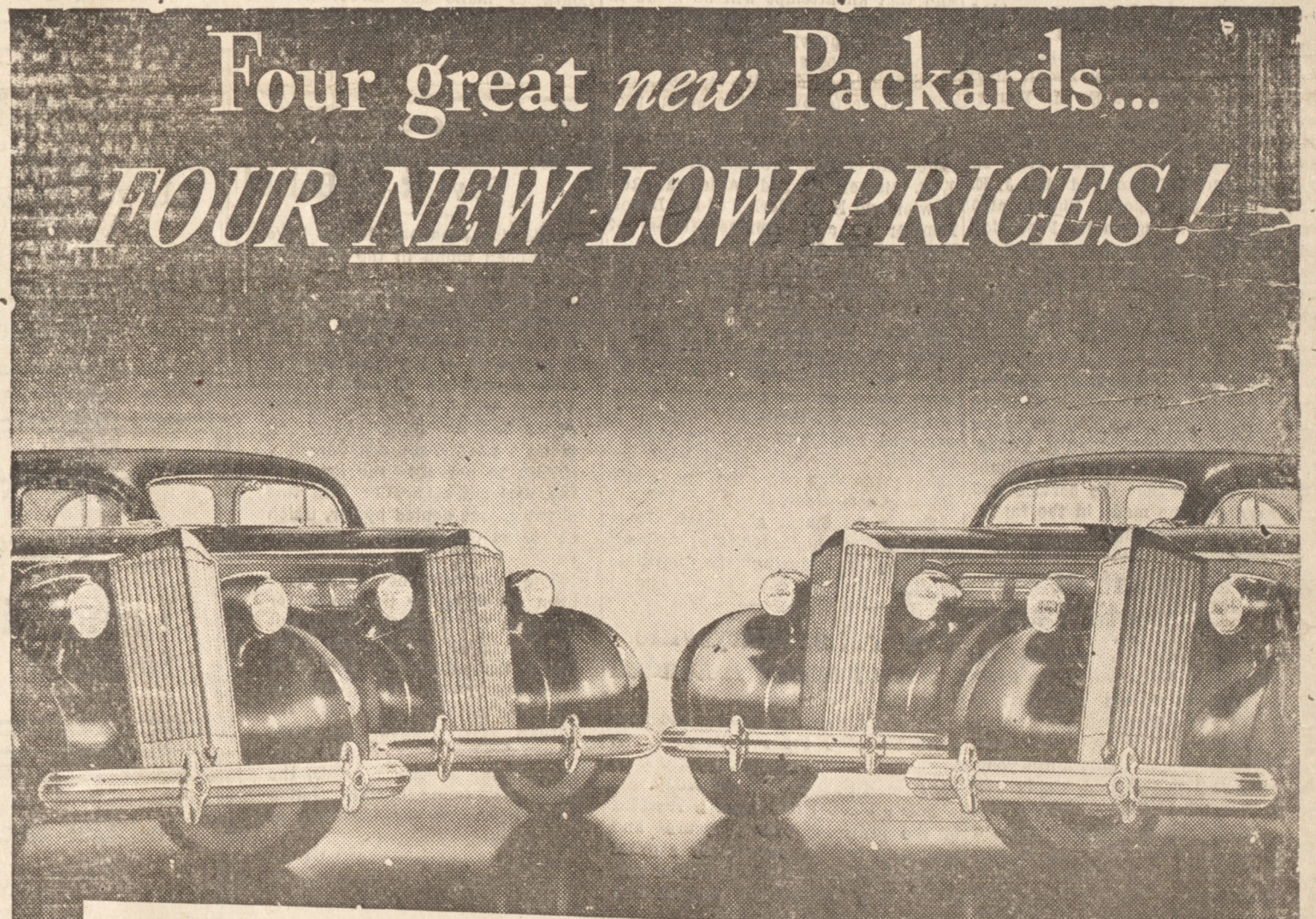
The fears of both factions were soon put at rest, however, and shortly thereafter Rudy Vallee introduced Felix Salmon, the cellist, as a guest on his program. The practice grew until the mingling of jazz and the classics has become commonplace.

Today Kostelanetz successfully welds such diversified selections as "Johnny One Note", "Sailors' Swing" and "Le Coq d'Or" into a well-unified musical presentation.

program. He was the radio "find" of the season.

Radio is something new for Tex and Tex is something new for radio. To him radio is a new venture, an immensely intriguing one. His infectious smile when you ask him what he thinks of radio is his only answer. From his smile you know he is enjoying his new world.

"Tomorrow is tomorrow", he'll say, "and we'll see what happens then."



For 1937, Packard presents the top-quality car in each of four price classes

FOR 1937 Packard offers you the four greatest Packards ever built. Each is the leader of its price class. And each sells for a new low price!

The 1937 Packard Twelve is the finest car money can buy. It steps so far ahead mechanically for 1937 that there simply is no other make of car with which to compare it.

The 1937 Packard Super-Eight succeeds both last year's Eight and Super-Eight, and brings to motorists a combination of mechanical advancements which promise to revolutionize fine-car motoring.

The 1937 Packard 120 is proof that a car can be a sensation three times in a row. This car, whose outstanding performance has been the talk of the motoring world,

is an even better car this year.

And—out of Packard's 36 years of experience in building fine cars, now comes a brand-new Packard—the Packard Six.

The greatest low-priced car America has ever seen

Priced at \$1113 f.o.b. Windsor, the new Packard Six is a car that is destined to completely re-shape the low-priced car picture! It brings to its field a combination of qualities that no car of this price has ever possessed before—long mechanical life combined with long style life.

The Packard Six, and its brother Packards, are now ready for you to see and drive. Come in at your earliest convenience and let us demonstrate the tremendous values these Packards offer this year.

THE BRAND-NEW PACKARD SIX
\$1013. and up including taxes f.o.b. Windsor

And up, list at factory, standard accessory group extra

THE GREATER PACKARD 120
\$1332. and up including taxes f.o.b. Windsor

And up, list at factory, standard accessory group extra

THE NEW PACKARD SUPER-EIGHT
\$3219. and up including taxes f.o.b. Windsor

And up, list at factory

THE ADVANCED PACKARD TWELVE
\$4713. including taxes f.o.b. Windsor

And up, list at factory

Every Tuesday night—THE PACKARD HOUR, starring Fred Astaire—NBC Red Net, New York, Coast to Coast, 9:30 E. D. S. T.