

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—Martinez, Tenor
6.45—Recital
7.00—River Shadows
7.30—Canadian Press News
7.45—Cabin in the Cotton
8.00—International Salon
8.30—Robin Hood Dill Concert
9.00—Boston Symphony
10.00—Mid-Summer Night Serenade
10.30—Canada before the White Man
10.45—News
11.00—Music for Music's Sake
11.30—Soliloquy
12.00—Sign Off

CKAC, MONTREAL, 730 K.

5.00—Social Announcements
5.30—Fireside Program
6.15—Organ Interlude
6.30—L'Heure Recreative
7.00—Musical Varieties
7.30—Adventures of Laviguer
8.00—French Talk
9.00—Amateur Hour
10.00—To be Announced
10.30—Lloyd Huntley and Orch.
11.00—Sports Reporter
11.30—Isam Jones and Orch.
12.00—Radio Minuit
12.15—Harry Owen and Orch.
12.30—Vincent Lopez and Orch.
1.00—Sign Off

WEAF, NEW YORK, 660 K.

4.30—Follow the Moon
4.45—The Guiding Light
5.00—Organ Music
5.30—Don Winslow of the Navy
6.00—Kandollers
6.30—Press-radio News
7.00—Amos 'n' Andy
7.30—B.B.C. Broadcast
8.00—International Broadcast
9.00—Show Boat
10.00—Music Hall
11.00—News
11.30—Northern Lights
12.00—Park Central Hotel Orch.
12.30—Dance Orchestra

WABC, NEW YORK, 860 K.

5.45—Children's Corner
6.00—Patti Chapin
6.15—All Hands on Deck
6.30—Sports Resume
7.00—Poetic Melodies
7.15—Clyde Barrie, Baritone
7.30—The Town Crier
7.45—Boake Carter
8.00—A. & P. Bandwagon
9.00—Major Bowes Amateur Hour
10.00—True Adventures
10.30—March of Time
11.00—Dance Orchestra
11.30—Dance Orchestra
12.00—Dance Orchestra
1.00—Dance Orchestra

WBZ, BOSTON, 990 K.

4.30—Medical Society
5.00—Story of Mary Marlin
5.30—The Singing Lady
5.45—Pie Plant Pete
6.00—Esso News Reporter
6.05—Evening Little Show
6.15—Musical
6.25—Concert Pianist
6.30—News
6.45—Lowell Thomas
7.00—Easy Aces
7.15—Cycle Trades of America
7.30—Lum and Abner
7.45—Jerry Cooper, Songs
8.00—Roy Shields Review
8.30—To be Announced
9.00—Russian Choir
9.30—To be Announced
10.00—Esso News Reporter
10.05—Time, Weather
10.15—Don Bestor
10.30—NBC Jamboree
11.35—Dance Orchestra
12.00—Dance Orchestra
12.30—Dance Orchestra

WTIC, HARTFORD, 1040 K.

5.00—Haverback Sisters
5.15—Program from New York
5.30—Don Winslow of the Navy
5.45—Little Orphan Annie
6.00—News
6.15—Baseball Scores
6.30—Wrightville Clarion
6.45—Baxter and Son
7.00—Amos 'n' Andy
7.15—Vocal Varieties
7.30—Guess the Name
7.45—Red Roberts Orch.
8.00—Rudy Vallee's Variety Show
9.00—Show Boat
10.00—Jimmy Dorsey's Orch.
11.00—News
11.15—Connecticut Legislature
11.20—Martinez Brothers
11.30—Northern Lights
12.00—Weather
12.02—Dance Orchestra
12.30—Dance Orchestra
1.00—Silent

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—Clark Dennis, Tenor
6.45—Allan Burt, Baritone
7.00—Mary Small, Songs
7.15—Celli-Harpe
7.30—Canadian Press News
7.45—Bughouse Rhythm
8.00—Reconciliation
8.30—Salute to Valour
9.00—Shadows on the Grass
9.30—From a Viennese Garden
10.00—Calgary Stampede
10.30—Canadian Tennis
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'Neils
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
11.15—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
6.05—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

Walter O'Keefe--- A Thumbnail Sketch

Walter O'Keefe, NBC comedian, is a true son of his father, who is still remembered around Hartford, Conn., as a first-rate comedian. His mother was Irish and named Mary Mulcahy. Much of the Broadway hillbilly's Killarney wit is inherited from her.

At the age of 12, Walter was sent to England to be educated at the Wimbledon School under the care of his uncle, who was chaplain at Hampton Court. He returned to Hartford in 1914 in time to win a scholarship to Notre Dame.

Walter couldn't afford to live in the campus dormitories, so he was forced to select a rooming house. The one he chose happened to be Knute Rockne's home, and the young freshman lived with the celebrated football coach for a year. Walter worked during his spare time to make ends meet. He answered the telephone and ran errands from six to eight in the morning for a South Bend newspaper. At noon, between classes, he rehearsed with the glee club, and after his last class, repaired to the botanical laboratory to mount specimens under the supervision of Knute Rockne.

Active At College

O'Keefe's sophomore year opened up a wider scope of activity. With a job at the Elks Club as a mainstay, he earned enough money to live at one of the regular college halls. He found time to participate in a few college musicals and become a leading member of the glee club. O'Keefe stood near the top in campus activities supported by an undergraduate body which included the now-famous Charles Butterworth and also Ralph Dumke of radio's "Sisters of the Skillet."

At this time the World War continued to rage abroad. It had interrupted the youth's education on one occasion, and was destined to do so again when America entered in 1917. Walter joined the marines after experiencing trouble being drafted at his youthful age and soon found himself at Parris Island. Here he was stricken with influenza. After his recovery, he was mustered out without getting to France.

O'Keefe decided to return to Notre Dame, and during the final two years of his course worked in the library and as a reporter and advertising solicitor of a South Bend newspaper. In his last two years, O'Keefe repeated his successes in campus theatricals and on the glee club. His reputation grew so rapidly that he received many offers to go on the stage. Foregoing a promising theatrical debut, he turned to business and, after graduation, became advertising manager of a Fort Wayne, Ind., newspaper.

His next stop was to join an advertising agency. After two years he formed his own advertising firm and was well on his way to a successful career as an agency man when he was overtaken by infantile paralysis. For months Walter O'Keefe lay on his back wondering if he would ever get well. To pass the time and ease the torture, he wrote lyrics and planned a stage career. He even brought himself to writing his first play. Later, Walter entered it in a contest conducted in New York by the producer, John Golden, and it was rated as one of the best ten.

When he had saved enough money, Walter migrated to New York. He wrote a humorous telegram to Texas Guinan, mistaking the famous night club hostess for a man. The wire, which was dispatched with his last pennies, so amused Texas that she gave him a job in her floor show. A year later, when the act moved to Florida, O'Keefe went along as one of the featured stars. Finally the show closed down, and he entered the publicity business.

As a public relations man, Walter joined forces with Ben Hecht and J. P. McEvoy in the task of promoting the largest of the Florida Keys—Key Largo—for a millionaire. Later, when he wasn't bound by business ethics, he described the spot as a place where the mosquitoes were black and blue from bumping into one another.

Mad Songs Famous

Soon afterwards, O'Keefe returned to work with Texas Guinan, and eventually left her club to go to Barney Gallant's in Greenwich Village. At this smart supper club he entertained the social, financial and theatrical leaders, as well as the notable newspaper columnists. His reputation as a humorist and singer increased by leaps and bounds. Hollywood producers began to hear of him, and finally O'Keefe and Bobby Dolan, Barney's young orchestra leader, were lured to the film colony to write songs for the movies. It was while visiting Hollywood in 1930 that O'Keefe appeared on the radio for

11.00—News
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

HOW THEY RANK

Tabulation of the 1,500,000 votes cast in Radio Guide's annual "Star of Stars" election, just completed, shows that the American radio audience still prefers comedy to everything else on the air. Jack Benny, winner of the "Star of Stars" title, also came out on top in the comedians' division, just ahead of Eddie Cantor and Milton Berle, and he carried Don Wilson to the top of the announcers' bracket. Tiny Ruffner and Jimmy Wallington placed second and third.

The national radio weekly's poll showed increased appreciation of semi-classical music, at least as far as songs are concerned. This is indicated by Nelson Eddy's amazingly high vote in several classifications. Second to Benny for the "Star of Stars" honor, Eddy was tops in the classical division, second to Don Ameche among the actors, fourth in the popular singers' rating. And Vick's Open House, which featured Nelson Eddy, ranked second among all musical programs, finishing just behind Showboat.

Wayne Kings waltzes floated to the top of the orchestra pool, as usual, with Guy Lombardo second and Shep Fields third. Bing Crosby topped the male popular singers, followed by Lanny Ross and Kenny Baker. Frances Langford took top honors on the feminine side, with Kate

RADIO GOSSIP

Gracie Allen, encouraged and aided by George Burns, is plotting a surprise for Fred Astaire. Scheduled to support the dancing star—and dance with him—in his forthcoming RKO picture, "Damsel in Distress", Gracie has been holding secret practice sessions.

With George, La Allen has been working in a playroom at their home ever since the first announcement was made. George has an idea for a dance, and every morning a dance instructor arrives at the stroke of ten to call strikes on the new danseuse.

"I might not be able to follow Fred Astaire's routines," says Gracie, "but when it comes to Torpischore, let's see him catch on to anything I and Gracie think up."

Eddie Ettinger—writer, gag man and fictioneer—has been re-signed as editor and scribe for the Jolson fall series of broadcasts, beginning Tuesday, September 7.

Ettinger first wrote for Jolson on Broadway and moved to the West Coast to work with him on the "Shell Chateau" air shows. He has been at the helm of the "Mammy Singer's" scripts on the series just completed on June 29.

Ettinger leaves immediately for New York, and will return to Hollywood with his family in August.

Benny Goodman, Dean of the Tuesday night "Swing School", has had his own orchestra for only three years. He used to swing out as a soloist with top bands, beginning at 16 as featured clarinetist with Benny Pollack, then later with such well-knowns as Isham Jones, Red Nichols, Johnny Green and Paul Whiteman.

Andre Kostelanetz, who also studied at Rimsky-Korsakoff's music school, was still a student in St. Petersburg Conservatory of Music when, at the age of 19, he was offered a position as chorusmaster of the Petrograd Grand Opera Company.

Arthur Godfrey, announcer and commentator, made his initial public appearance as a piano soloist at the age of 7, playing—as he modestly says, "right before everybody"—Chaminade's "Scarf Dance".

Morton Downey's bow to the public was in a fireman's minstrel show. He was to sing, at the non-professional age of 4 years and 1 month. "My Pretty Red Wing"—and he fell sound asleep on stage. They woke him, however, just in time and he sang all the better for a peaceful nap.

The first time when he was heard with the Rhythm Boys, one of whom was Bing Crosby.

Before long Walter returned to New York and to Barney Gallant's, where he introduced "The Man or the Flying Trapeze." Then he joined Beatrice Lillie and Ernest Truex in "The Third Little Show." Here, during its eight months on Broadway, he sang "When Yuba Plays the Tuba Down in Cuba." With this success under his belt, Walter was asked to appear as guest star on Rudy Vallee's hour. His first radio appearance in New York was such a triumph that he was asked to appear five more times. Thus O'Keefe's climb to the top in radio was underway.

Walter O'Keefe is married to Roberta Robinson, actress. They have a two-year-old son, Michael, and live at Greenwich, Conn.

Smith second and Jessica Dragonette third.

Boake Carter was first in favor among the commentators, and Deanna Durbin was voted the "most promising star."

The standing of the first three in each division is as follows:
Star of Stars: Jack Benny; Nelson Eddy; Lanny Ross.

Children's programmes: Singing Lady; Kaltemeyer's Kindergarten; Orphan Annie.

Comedians and comedy acts: Jack Benny; Eddie Cantor; Milton Berle. Musical programmes: Showboat; Vick's Open House; Kraft Music Hall.

Dance orchestras: Wayne King; Guy Lombardo; Shep Fields.

Announcers: Don Wilson; Tiny Ruffner; Jimmy Wallington.

Dramatic programmes: One Man's Family; Lux Radio Theatre; First Nighter.

Male popular singers: Bing Crosby; Lanny Ross; Kenny Baker.

Sports announcers: Ted Husing; Graham McNamee; Bob Elsen.

Actors: Don Ameche; Nelson Eddy; Lanny Ross.

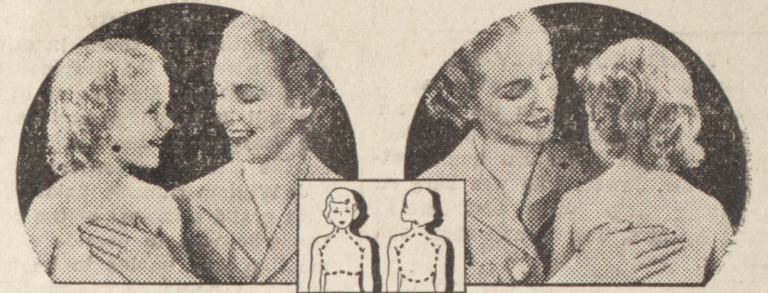
Female popular singers: Frances Langford; Kate Smith; Jessica Dragonette.

Commentators: Boake Carter; Lowell Thomas; Walter Winchell. Actresses: Helen Hayes; Jeanette MacDonald; Joan Blaine.

Operatic and classical singers: Nelson Eddy; Lanny Ross; Grace Moore.

Promising stars: Deanna Durbin; Bobby Breen; Edgar Bergen.

This Safe, External Treatment Helps END A COLD Quicker



The 3-Minute VapoRub Massage

Massage VapoRub briskly on the throat, chest and back (between and below the shoulder blades). Then spread it thick over the chest and cover with warmed cloth.

Almost before you finish rubbing, VapoRub starts to bring relief two ways at once—two direct ways:

1. **Through the Skin.** VapoRub acts direct through the skin like a poultice or plaster.

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Avoids Risk of Stomach Upsets. This safe, external treatment cannot possibly upset the stomach, as constant internal "dosing" is so apt to do. It can be used freely, as often as needed, even on the youngest child.

VICK'S VAPORUB

Mother! Look in your VapoRub package for full details of Vicks Plan—a practical home guide to greater freedom from colds. In clinic tests among 17,353 people, this Plan cut sickness from colds more than half! Follow Vicks Plan for Better Control of Colds



"It makes a man think," SAID MR. PICOBAC

"Well," remarked Les, proprietor of the leading two-chair barber shop of Essex Centre as Mr. Picobac walked in, "did you hear the Coronation Broadcast?"

"I certainly did," replied Mr. Picobac, exhaling a fragrant cloud of smoke as he took a luxurious seat in one of the two chairs. "And I wouldn't have missed it for worlds. I tell you it makes a man think."

"And what does it make you think?" asked Les, removing Mr. Picobac's pipe and laying it on the shelf under the mirror.

"Well, it makes me think how proud I am to be British . . . to be born a subject of the British Crown. And what's more, we are the most democratic people in the whole wide world and we've got the most democratic king. God Save The King!"

"Hear, hear," said Les, tucking in the towel. Mr. Picobac chuckled. Then realizing that shaving operations had interrupted a mild . . . cool . . . sweet Picobac smoke, he stiffened to attention.

"Give me a quick one, Les," commanded he. "I've got important business down street this morning."



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