

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.
2.55 to 6.30—Metropolitan Opera
6.30—Ozzie Williams Orch.
6.45—Closing Stock Quotations, from Toronto Stock Exchange
7.00—Nickelodeon
7.30—Rebroadcast of B. B. C. Empire transmission
8.00—Harry Maude, baritone
8.15—Luigio Romanelli Orch.
8.30—Berl Pearl songs and patter
8.45—Prof. J. F. MacDonald, Book Review
9.00—Cotter's Saturday Night, the Aiken family at home
9.30—Little Symphony
10.00—Sunshine and Castanets
10.30—Joe DeCourcy and Orch.
11.00—To be Announced
11.30—George Sims and Dance Orch.
11.45—C. P. News and Weather
12.00—Northern Messenger
1.00—Claude Turner Orch.
1.15—Mart Kenny Orchestra
1.30—The Sport Week
1.45—Leo Smunton Orch.
2.00—Jascha Galperin's Orch.

CKAC, MONTREAL, 730 K.
6.00—Social Announcements
6.15—Art Show and Orch.
6.30—Black Horse Time
6.45—Capitaine Jacques
7.00—Coolidge Prize Quintet
7.15—Narrazza Music School
7.30—Gems of Melody
8.00—Hockey School
8.15—Fantasy in Black
8.30—Saturday Swing Session
9.00—Radio Devinettes
9.30—Les Reines de la Chansonette
10.00—Radio Clubs
10.30—A'lex, Lajoie and Orch.
11.00—Organ
11.45—Designs in Harmony
12.00—Ted Florito and Orch.
12.15—Benny Goodman and Orch.
12.30—Alex, Lajoie and Orch.

WEAF, NEW YORK, 660 K.
6.30—Kaltenmeyer's Kindergarten
7.00—Top Hatters
7.15—Eso News Reporter
7.30—Press News
7.45—Alma Ketchel Contralto
7.55—Region in the News
8.00—Martinez Brothers
8.15—Hampton Institute Singers
8.30—Hart Seldes
8.45—The ABC of NBC
9.00—Saturday Evening Party
9.30—Snow Village Sketches
10.30—Shell Show
11.30—Irvin S. Cobb
12.00—Eso News Reporter
12.15—Ink Spots
12.30—Emil Coleman's Orch.
1.00—Jerry Blaine's Orch.
1.30—Ray Pearl's Orch.

WABC, NEW YORK, 860 K.
7.00—Fen Feld and His Orch.
7.25—News
7.30—The Eton Boys, Male Quartet
7.45—Dinner Music
8.00—Saturday Night Swing Club
8.20—The Caberndish Band
9.00—Professor Quiz
9.30—Johnnie Presents
10.00—Nash-Lafayette Speed Show
10.30—Columbia Symphony Orch.
11.00—Hit Parade
11.30—Song Stylists
12.00—Benny Goodman
12.30—George Olsen and Orch.
1.00—Ted Florito and Orch.
1.30—Ted Florito and Orch.

WBZ, BOSTON, 990 K.
5.00—Herman Middleman and Orch.
5.30—Joan and the Escorts
5.45—Concert Ensemble
6.00—Musical Adventures
6.15—Timothy Makepeace, comedy
6.30—Buzzy Kountz Orch.
6.45—Ruth and Ross
7.00—Eso News Reporter
7.20—News
7.35—Home Symphony
8.00—Message of Israel
8.30—Uncle Jim's Question Bee
9.00—Ed Wynn
9.30—Meredith Willson and Orch.
10.00—National Barn Dance
11.00—Nickelodeon
11.30—Hildegarde
12.00—Riley and Farley's Orch.
12.30—Eso News Reporter
1.00—Jon Garber and Orch.
1.30—Griff Williams and Orch.

WTIC, HARTFORD, 1040 K.
6.30—Kaltenmeyer's Orch.
7.00—News
7.15—Sports of the Week
7.30—Wrightville Clarion
7.45—Dr. H. C. Standish
8.00—Unusual Rhythm
8.30—Hours of Cheer
9.00—Variety Show
10.00—Snow Village
11.30—New York Program
11.30—Irvin S. Cobb
12.00—News
12.15—Ink Spots
12.30—Coleman's Orch.
1.15—Weather Report
1.17—Jerry Blaine's Orch.

SUNDAY'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—Vesper Hour, choral music under Arthur McFadden
7.30—Le Quatuor Alouette
7.45—Dr. H. L. Stewart
8.00—Soiree
8.30—And it Came to Pass
9.00—Rex Battle
9.30—Jewels of the Madonna, orchestra and soloists
10.00—Bayon Black
11.00—Canadian Defence
11.30—William Morton
11.45—News and Weather Forecast
12.00—Sweet and Low
12.30—String Quartet
1.00—The Glee Singers

CKAC, MONTREAL, 730 K.
6.00—Catholic Hour
6.45—Canada 1937
7.30—Bleau and Rousseau Program
7.45—Jacques et Jacqueline Program
8.00—Association des Mauchands
8.15—Alouette Program
8.30—Church Service
10.00—Ford Sunday Evening Hour
11.00—Community Sing
11.45—Newscast
12.00—Moison Sports
12.10—Red Nichols Orch.
12.30—Leon Belasco Orch.
1.00—Vincent Lopez and Orch.
1.30—Isham Jones and Orch.

WEAF, NEW YORK, 660 K.
5.00—The Widow's Sons
5.30—Musical Camera
6.00—Marion Talley, soprano
6.30—Smiling Ed McConnell
7.00—Catholic Hour
7.30—Tale of Today
8.00—Jack Benny
8.30—Fireside Recitals
8.45—Sunset Dreams
9.00—Good Will Court
10.00—Manhattan Merry-Go-Round
10.30—Album of Familiar Music
11.00—Symphony Orchestra
12.00—Poetry Reading
12.15—Vincent Travers Orch.
12.30—News
1.00—Snador
1.30—Southern Tavern

WABC, NEW YORK, 860 K.
4.00—N. Y. Philharmonic Orch.
6.00—Your Unseen Friend
6.30—Guy Lombardo and Orch.
7.00—Joe Penner
7.30—Rubinoff
8.00—Columbia Workshop
8.30—Phil Baker
9.00—Vick's Open House
9.30—Eddie Cantor
10.00—Ford Sunday Evening Hour
11.00—Community Sing
11.45—Kaltenborn Edits the News
12.00—News
12.05—Red Nichols and Orch.
12.30—Leon Belasco and Orch.
1.00—To be Announced
1.30—Isham Jones and Orch.

WBZ, BOSTON, 990 K.
5.00—National Vespers
5.30—Senator Fishface
6.00—We, the People
6.30—Col. Stoopnagle and Budd
7.00—Evening Radio Journal
7.05—Harvey Whipple
7.15—Musical
7.30—Moments you Never Forget
8.00—Helen Traubel Soprano
8.30—Bakers Broadcast
9.00—General Motors Program
9.30—Rhythm Revue
10.30—Walter Winchell
10.45—Chaf' Symphonette
11.00—California Concert
12.00—Time, Weather Forecast
12.10—News
12.15—King's Jesters
12.30—Frankie Master's Orch.
1.00—Henry Busse Orch.
1.30—Paul Pendarvis Orch.

WTIC, HARTFORD, 1040 K.
5.00—Hartford on the Air
5.30—Musical Camera
6.00—Marion Talley
6.30—Smiling Ed McConnell
7.00—Catholic Hour
7.30—News
7.45—Flufferettes
8.00—Jack Benny
8.30—Fireside Recitals
8.45—Sunset Dreams
9.00—Do you want to be an Actor?
10.00—Manhattan Merry-Go-Round
10.30—Album of Familiar Music
11.00—Erno Rapee's Symphony
12.00—News
12.15—Doc Schneider's Texans
12.30—Musical Interlude
12.35—El Chico Orchestra

Memo on a Radio City reporter's pad: Those alliterative and insulting introductions with which Harry Von Zell presents Fred Allen Wednesday nights are written by Von Zell. It is the only part of the programme the comic doesn't concoct.

HE'LL GO TO THE ORIENT

HOLLYWOOD, April 17—Carlton M. Morse, author of NBC's One Man's Family, will be the first person to make a round-trip commercial trans-Pacific flight when he boards the China Clipper April 28.

Already holder of the first ticket issued for the Pan American Airways flight, Morse also will receive the distinction of being the first person ever to travel to China and back in 12 days.

He will board the plane at Alameda hop to Honolulu, make stops at the tiny Pacific Islands of Midway, Wake and Guam before reaching Manila, in the Philippine Islands.

The last stop before the Clipper arrives at Hong Kong will be the Portuguese island of Macao, off the China coast.

In the 12 days Morse will use in spanning the Pacific twice, he will miss only two of his coast-to-coast broadcasts of One Man's Family, now in its sixth year. His scripts are written well in advance, and the job of producing the show probably will be handled by Michael Raffetto from suggestions Morse will leave behind.

RELATIVES GET A RIBBING IN RADIO COMEDY

NEW YORK, April 17—Comedians frequently go no further afield than the ranks of their own families to find subjects for their most hilarious sketches and jokes. And the jesters pull few, if any, punches as they discuss their close relatives before the microphones.

Gracie Allen, new Monday night star over NBC networks, has a whole gang of blood relations, the most famous being her "missing brother." In real life he is a serious San Francisco businessman.

Proud Father
Jack Benny's father is portrayed as a caustic old man who has little use for his son. Actually Jack's dad is proud as can be of his son's accomplishments and never misses an opportunity to boost him. Mary Livingston's mother is a conservative lady living quietly in Los Angeles. When her daughter reads letters from her at the microphone Sunday nights, the audience gets the impression that she is a little unbalanced.

Fred Allen, in true son-in-law fashion, seems to take particular delight in making insulting remarks about Portland's father, Dr. Hoffa in private life is a retired eye specialist.

Colonel Stoopnagle is constantly making unflattering references to a man named Horace. He is really Horace Taylor, the Colonel's brother, who was a local wit in Buffalo while the future Stoopnagle was carving out a career as a stockbroker. The Colonel used to be considered the serious one.

Ed Wynn always starts his NBC show by recounting the activities of a bilious uncle and his shrewish mate, but these are purely imaginary.

Family Idol
Charley Butterworth, Fred Astaire's court-jester, likes to present himself as the cynosure of heckling relatives. Off the microphones the befuddled comic is the idol of an adoring and sympathetic family.

Bob Burns, NBC's bawooka-tootin' hillbilly from down Arkansas way, has to date invented more than 400 names for relatives, both real and fictitious, which he has used in his story-telling episodes during his Thursday night appearances on Kraft Music Hall programmes from Hollywood.

Jack Pearl as Baron Munchausen has often involved his cousin Hugo in many of his wild adventures.

Uses Recordings To Cast Her Show

HOLLYWOOD, April 17—Gertrude Berg, author of the famous NBC serials, The Goldbergs and the House of Glass, is casting a new radio show from recordings sent her by radio actors whom she has asked to audition for the various roles.

Casting by "remote control" is no Gertrude Berg's first innovation. In The Goldbergs she once had a microphone placed at a busy intersection to catch real crowd noises as a background for an outdoor scene. That same desire for realism caused Mrs. Berg to cast a real cab driver and a real Swedish maid, who came in answer to an ad. Mrs. Berg was one of the first to introduce legitimate actors to radio drama and use a studio audience in her air presentation.

LISTEN...
on Sunday to
"CANADA-1937"
IMPERIAL TOBACCO'S INSPIRING PROGRAM
SUNDAY
STATION CFNB
6.45 p.m. A.S.T.

HIS BEST POEMS COME EASIEST, SAYS ED GUEST

CHICAGO, April 17—If you would like to know how a very busy man keeps his calm and poise under the pressure of an exacting routine, take a peek into an average day in the life of Edgar Guest.

Mr. Guest, you know, in addition to writing his two poems a day, commutes between Detroit and Chicago to rehearse and present It Can Be Done, a new series of weekly programmes heard over the NBC-Blue network on Tuesdays at 8:30 p.m., EST.

The poet's day begins at 9 a.m., after he has had breakfast and read the newspapers. He then secludes himself in his study. Here he sometimes just sits and daydreams, he admits, or looks out the window, which overlooks a golf course where birds are plentiful. Sometimes these occupy his attention for a time.

Finishes By Noon
In good weather, Eddie tries to finish his work by noon. Being a golf fan, and sitting there with a golf course just outside the window, he finds it hard to resist the temptation. He grabs a few bites of lunch, and like a small boy out of school, rushes out to play.

But this is after he has turned out his daily rhymings, about ordinary people and happenings of every day American life.

Sometimes he dashes off a poem in a few minutes. Then he has to do another, for usually he does two a day. The second one may come less easily. Sometimes he starts to write and can't make his words and ideas flow on paper. He has to put that particular idea aside. He'll get back to it later—and the next time it may go off with little effort. It is somewhat a matter of moods.

The best things he has ever done, he says, have been the easiest. One of his most famous writings, "A Heap O' Livin'" was among the easiest he ever turned out.

"I had the idea and the inspiration there," he says, "and I went straight to the point. The poem wrote itself. Of all my work, the poems I like best are the ones I have written with the least effort—and people usually agree with me."

Remembers Ideas
Guest never jots down ideas as they occur to him. "Ideas," he says, "strike me almost anywhere I may be, but if it is good enough and important enough, I'll remember it."

Guest writes two poems a day because his output is six or more a week and with his radio work in Chicago filling three days (what with long train rides to and from Chicago), he has only three days each week in which to write. Sometimes he writes a new poem in Chicago for use on his programme.

Eddie Guest has been starred on the air since 1931, always under the sponsorship of the same concern, Household Finance Corporation, first in Household Musical Memories and for the last two years in Welcome Valley. His new programme, It Can Be Done, features Guest as the central figure, presenting men and women who have achieved success in the face of great difficulties. Guest is supported by a dramatic cast, and music is provided by the orchestra and the Master's Voices, singing group.

IN OPERA NOW

NEW YORK, April 17—Donald Dickson, 25-year-old baritone star of NBC's Sealtest Saturday Night Party, has just been signed by the Metropolitan Opera Association for the spring opera season. He will make his debut on May 3 as Valentine in "Faust," just three months after coming to radio as an almost unknown artist.

Dickson studied in Cleveland with Warren Whitney. He sang in three seasons of opera with the Cleveland and Symphony, under the direction of Arthur Rodzinski. Last summer he had major roles in opera at Lake Chautauqua. Since last fall he has been studying at the Juilliard School of Music in New York and in January was signed for the Sealtest program, heard over the NBC-Red network at 8 p.m., EST.

His performance in the title role of the opera "Garriick" at the Juilliard School a few weeks ago was unanimously acclaimed by New York music critics.

The Saturday Night Party in addition to Dickson presents each week James Melton, the singing master of ceremonies; Tom Howard and George Shelton, comedians; the New Yorkers chorus; and Robert Emmet Dolan's orchestra.

Chester Stratton's uncle was Chamberlain Stratton, Shakesperian tragedian of another generation. His parents were actors. . . . Clem McCarthy, the racing expert, is the son of a Buffalo veterinarian, who owned a stable of thoroughbreds.

To Present Prize Children's Serial

NEW YORK, April 17—The \$100 first prize serial, "The Bravest of the Brave," written by Henry W. Lanier for the National Broadcasting Company's Tenth Anniversary children's programme contest last November, will be given its premiere on Sunday, May 2. The programme will be presented at 11:30 a.m., EDT, over the NBC-Red network, and weekly thereafter.

"The Bravest of the Brave," a series of dramatic stories recounting the valiant acts of some of the most heroic men and women of all times, is based on the author's previously published work, "The Book of Bravery." It was adjusted the best of more than 740 scripts submitted by writers—known and unknown—from all sections of the country.

The contest was conducted by the National Broadcasting Company in an effort to discover new entertainment for young listeners.

Jark Roseleigh, the father of Pepper Young's Family, recently appeared in the Broadway play "Arsenal." Irene Wicker is drawing plans for a home in Westport, Conn. . . . Ronald Liss, the six-year-old youngster heard on the True Story Court of Human Relations period, has been appearing before the microphone since he was three years old.

Snapshots from NBC's family album: Doris Hare, English comedian, is the daughter of theatrical parents and was born in a caravan touring South Wales.

SHE'LL GO TO THE CONTINENT

Adapts Voice to Variety of Roles

CHICAGO, April 17—Olan Soule, who began his theatrical career not so long ago declaiming Shakespeare with a travelling tent stock company, stands on the record of having played as many different parts over the air as any other Chicago radio actor. He is currently starred in the role of Dr. Frank Gardner in NBC's A Tale of Today.

During the theatrical doldrums of 1932 and 1933, Soule studied typing and shorthand and soon got a job in the office of a Chicago steel company. But the actor in him could not be suppressed for long. After attending a radio audition he was soon thinking up excuses to get away from the office for a bit part now and then in a radio play.

Soule's versatility—there are few actors who have a more flexible voice—began to come in handy to radio production men and he finally asked for time off once too often. He found himself relying on radio for his full quota of bread and butter. Feature parts on networks began to come his way in 1934. From that point on, the Soule record reads like a list of all the dramatic shows on radio.

A Tale of Today, sponsored by Princess Pat, Ltd., is heard over the NBC-Red network each Sunday at 6:30 a.m., EST.

HOLLYWOOD, April 17—Francie White, prima donna of Fred Astaire's Tuesday night broadcast over the NBC-Red network, has completed plans for her first concert tour of Europe this summer. She will take a temporary leave of absence from the air, but plans to return in the fall.

The California songbird, who has been featured by Astaire all winter, will first appear in operas in St. Louis, and make personal appearances in New York before sailing. While abroad, she will sing in London, Paris, Rome, Berlin and other leading cities that once knew the voice of the great Jenny Lind. Miss White's voice has been so likened to that of the great Swedish diva that she has been selected frequently to sing in Jenny Lind roles both in motion pictures and on the air.

The entire Astaire programme, including Charles Butterworth, Conrad Taitault, Cliff Arquette and Johnny Green's orchestra, has been renewed under terms of a contract that will continue the broadcasts into the summer.

Evolution of a name. In the family Bible Dick Foran, the movie cowboy singing on the Burns and Allen programme with Ray Noble's orchestra on NBC, appears as John Nicholas Foran. "Nick" was the way his fellow students addressed him at Princeton. And when he went to Hollywood the picture potentates changed the "Nick" to "Dick."



"Democracy - that's ME"

"I've been keeping an eye on Europe lately," said Mr. Picobac of Essex Centre, applying a match. "But I find that one eye is not enough. I'm getting cross-eyed."

Mr. Picobac chuckled between puffs, while the incense of prime, fresh-lit Canadian Burley spread like a benediction of peace, comfort and human kindness to all the brotherhood of man.

"They're getting too far away from democracy over there," said he, shaking his head. "I tell you us folks in Canada ought to be glad we're here."

"Look the world over," commanded he, passing his "SEAL-TIGHT" Picobac pouch. "Where do you find the happiest people? Tell me that. Isn't it in the democratic countries—countries patterned after old England? And of all the democratic countries of the British Empire where can you find the beat of Canada? . . . The land where every man is as good as his neighbour."

"And most of 'em a danged sight better," agreed Cy Parker, the postmaster, settling down for a mild . . . cool . . . sweet smoke.

HANDY
SEAL-TIGHT POUCH
15c
1 1/2 lb.
"LOX-TOP" TIN
60c
also packed in
Pocket Tins

IMPERIAL TOBACCO COMPANY
OF CANADA, LIMITED

"IT DOES TASTE GOOD IN A PIPE!"
Picobac
GROWN IN SUNNY, SOUTHERN ONTARIO