

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—Jackie Heller, Songs
6.30—The Story Teller's House
6.45—Closing Stock Quotations
7.00—Fanfare
7.30—Melody Weavers
8.00—London Calling
8.30—Major Bill
8.45—Kathleen Stokes, organist
9.00—Canada's Business
9.15—Harvey Marshall, Tenor
9.30—Continental Revue
10.00—Melodic Strings
10.30—Concert Orchestra
11.00—Sam Slick
11.15—Lloyd Huntley and Orch.
11.30—Sports in Canada
11.45—The News
12.00—Just S'posin'

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 Rompus
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
11.00—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—While the City Sleeps
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—John Gurney, Bass
7.30—Press Radio News
7.45—Today's Sports
8.00—Billy and Betty
8.15—Amos 'n' Andy
8.30—Uncle Ezra
8.45—Edison Program
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, 860 K.
5.00—Bob Byron, Whistler
5.15—The Dictators
5.30—Music from the Gold Coast
6.00—Clyde Barrie, Baritone
6.15—Eton Boys, Male Quartet
6.30—Doris Kerr, Songs
6.45—Funny Things
7.00—Federation of Jewish Charities
7.05—Four Stars
7.15—Howard Phillips, Baritone
7.30—Press Radio News
7.35—Sports Revue
7.45—George Hall's Orch.
8.00—Poetic Melodies
8.15—Song Time
8.30—Jay Freeman and Orch.
9.00—Alemite Half Hour
9.30—Pick and Pat
10.00—Lux Radio Theatre
11.00—Wayne King's Orch.
11.30—Your Neck of the Woods
12.00—Tomorrow's News Tonight

WBZ, BOSTON, 990 K.
6.00—Neighbor Nell
6.15—Jackie Heller
6.30—The Singing Lady
6.45—Tom Mix
7.00—U. S. Army Band
7.30—Press Radio News
7.35—Charles Sears, Tenor
7.45—Lowell Thomas
8.00—Time to Shine
8.30—Lum and Abner
8.45—John Herrick
9.00—Gen. Hugh Johnson
9.15—Kidnappers
9.30—Campana's Vanity Fair
10.00—Melodic Contrast
10.30—To be announced
11.00—All-Negro Revue
11.30—National Radio Forum
12.00—Vagabonds
12.15—King's Jesters
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Bonnie Stewart
6.15—While the City Sleeps
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Baseball Scores
7.30—Wrightville Clarion
7.45—Singing Strings
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Shero Trio
8.45—White Eagles
9.00—Burns and Allen
9.30—Margaret Spears, 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

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—Edward Davis, Songs
6.30—Doris Scott, Songstress
6.45—Closing Stock Quotations
7.00—String Time
7.30—The Witching Hour
8.00—Luigi Romanelli and Orch.
8.30—The Children's Album
8.45—Norman Wilkes, pianist
9.00—This English
9.15—Capital Chorus
9.30—Symphony in Rhythm
10.00—Bonjour Paris, Monsoir
10.30—R.C.M.P. Dramas
11.00—Symphonic Strings
11.30—I Remember
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
10.45—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—Piano Duo
6.15—Nellie Revell Interviews
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Science in the News
7.15—Three X Sisters
7.30—Press Radio News
7.45—Today's Sports
8.00—Billy and Betty
8.15—Amos 'n' Andy
8.30—Local Varieties
8.45—Steine Bottle Boys
9.00—Command Performance
9.30—Johnny Presents
9.45—Lady Esther's Serenade
10.00—Vox Pop
10.30—Hollywood Mardi Gras
11.30—Jimmy Fidler
11.45—Miss Fisher Directs
12.00—Violin in the Night
12.15—Orchestra
12.30—Orchestra

WABC, NEW YORK, 860 K.
5.00—Bob Byron, Whistler
5.15—The Novelists
5.30—Sing and Swing
6.00—Ray Heatherton, Songs
6.15—Science Service Series
6.30—St. Louis Syncopators
6.45—Dorothy Gordon's Corner
7.00—All Hands on Deck
7.30—Press Radio News
7.35—Sports Resume
7.45—George Hall's Orch.
8.00—Poetic Melodies
8.15—Song Time
8.30—Famous Actors' Guild
9.00—Blue Velvet Music
9.30—Al Jolson Show
10.00—Watch the Fun Go By
10.30—Jack Oakie College
11.30—Russell Dorr, Baritone
11.45—Four Stars
12.00—Tomorrow's News Tonight
12.30—Orchestra

WBZ, BOSTON, 990 K.
6.00—Peggy Wood Calling
6.15—Southernaires
6.30—Singing Lady
6.45—Tom Mix
7.00—String Time
7.30—Press Radio News
7.35—Tony Russell, Tenor
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Benno Rabinoff
8.30—Lum and Abner
8.30—Edgar A. Guest
9.00—Husband and Wives
10.00—Ben Bernie and the Lads
10.30—Grand Central Station
11.00—Gen. Hugh Johnson
11.15—Joan Edwards, Contralto
11.30—Past Masters' Program
12.00—Vagabonds
12.15—King's Jesters
12.30—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Benno Rabinoff
6.15—Nellie Revell
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Baseball Scores
7.30—Wrightville Clarion
7.45—Whispering Jack Smith
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Chateau News Reporter
9.00—Johnny with Russ Morgan
9.30—Wayne King's Orchestra
10.00—Vox Pop
10.30—Hollywood Mardi Gras
11.30—Jimmy Fidler
11.45—Program from New York
12.00—News

WANTED: BAD ACTORS!



"Who wants to make ten dollars? Okay, I'll try that man in the rear, if you don't mind." It's Walter O'Keefe inviting a member of his studio audience to become a dramatist on his Town Hall Tonight broadcast.

"Wanted—Bad Actors!"

This is the sign Walter O'Keefe should hang out each Wednesday when the Town Hall Tonight program, of which he is host during Fred Allen's vacation, goes on the air at 9:00 p. m., EST, over the NBC-Red Network.

Each week Walter selects a group from among his studio audience of 1400 to become impromptu actors in a Gay Nineties melodrama. He calls these amateur performers "dramateurs." Besides the thrill of going on the air over a nationwide network, the visitors receive ten dollars each. The problem, Walter confides, is finding persons whose natural acting is so bad as to make the dramatist sketches sound funny. Good acting spoils the fun.

The Connecticut humorist starts ten minutes before going on the air. He steps out on the stage of NBC's great Studio S-H, waves a handful of bills overhead and yells—

"Who wants to make ten dollars?" There's a rush to the stage and O'Keefe almost goes down in the miniature riot. He marshals about 100 persons into choice seats down front and along the center aisle. Then the funster explains the purpose and operations of his dramatist feature.

The second step comes in the middle of the program. An extension microphone in hand, O'Keefe walks down among the audience, conducting auditions by handing guests cards to read at sight. The big laughs always come when a man accidentally gets a card intended for a feminine guest, or vice versa. After auditioning about ten persons, Walter selects four or

MICROPHONICS

Gene Arnold, who is impersonating James Whitcomb Riley in the serial Way Down Home, has been devoting his talents to radio since 1928 when he left the stage to become an announcer at a Chicago station. Since that time he has served in many capacities around the studios, from singing hymns to producing minstrel shows. He once wrote 20 sacred songs in 30 days. The best known of his numbers is "The Little Church in the Valley."

Sidelights on Eddy Duchin, NBC maestro: Learns a tune by hearing it once, but can't memorize a lyric. . . . Has his hands insured for \$100,000. . . . Organized his first orchestra while working as a waiter in a boys' camp, the group being composed entirely of waiters. . . . Made his microphone debut as pianist with Leo Reisman at the Central Park Casino. . . . Dances for his own recreation and spends most of his leisure at the radio, listening to other bands.

five, including a sound effect man. O'Keefe leads his new stock company to the center of the stage hands them scripts, carefully marked, groups them around a microphone and says, "Go to it." The dramas are of the old melodrama variety and it matters little if the actor is miscast for his role. In fact, it adds to the fun.

More than 200 persons have thus been auditioned on the air by Walter O'Keefe during his term with Town Hall. About half of these have been selected to act, approximately \$1,000 in crisp new ten dollar bills.

"HELLO CANADA," FAMILIAR GREETING OF FOSTER HEWITT, TO BE HEARD AGAIN

Famous Sports Announcer Will Again Broadcast N. H. L. Games to Canadian Hockey Fans

"Hello Canada—and hockey fans in Newfoundland and the United States . . ." Once more, on Saturday, November 6th, Foster Hewitt's familiar greeting will sweep over a chain of stations from Coast to Coast. Fans in Canada—the United States—and even in more distant countries—will rally round their radios to hear the opening Imperial Oil Hockey Broadcast of the game between Toronto Maple Leafs and New York Americans, at Maple Leaf Gardens.

That this program is the world's biggest and most popular weekly sports broadcast, is born out by a letter received from an enthusiastic woman hockey fan, formerly of Nova Scotia, but who writes to say she is going to "listen in" from her far-away new home in Cristobal, Canal Zone, where, she claims, reception is crystal clear.

The Imperial Oil Hockey Broadcasts will expand this coming Winter, practically "blanketing" every province in Canada with the broadcasts of games played either in Toronto or in Montreal.

Last Winter, broadcasting of Montreal games was not permitted during the regular season schedule, leaving province of Quebec listeners without hockey until the play-offs. This Winter, however, Imperial Oil Limited has secured a franchise for all Saturday night games in Montreal.

With the province of Quebec thus provided for, the hockey network will cover the entire Dominion with games played either in Toronto or in Montreal, and Saturday night will very definitely become HOCKEY NIGHT IN CANADA.

Imperial Oil's Montreal staff of English announcers is already familiar to listeners throughout Canada, due to its handling of the Montreal play-off games last Winter. But, in addition to the English broadcasts of games at the Forum, there will be a companion broadcast, entirely in French, and featuring Roland Beaudry as the play announcer. This will go out over a Quebec provincial network of five stations—believed to be the largest French-language network ever used on a weekly sports feature.

Thus, the Imperial Oil Hockey Broadcasts during the coming Winter will actually consist of three separate and distinct broadcasts every Saturday night. One of these will be the regular broadcast of the Maple Leaf home games from the Maple Leaf Gardens, in Toronto. A second will be the English broadcast of either the Maroons or Canadiens home games at The Forum in Montreal—which may occasionally be heard over the national network, particularly during play-offs. The third will be the all-French broadcast of Montreal games,

For Her Sake 80 Changed Plans

Alice Frost, to paraphrase the Mahomet legend, couldn't go to the mountain. So the mountain came to Alice. At least Walter O'Keefe, host of Town Hall Tonight, heard Wednesday at 10.00 p. m. AST, over the NBC-Red Network, had to do a bit



Alice Frost

of mountain moving recently in order to keep Alice in his stock company. In fact, a cast of 80 persons changed rehearsal schedule for the convenience of the versatile actress.

Another program featuring Miss Frost changed time, making it impossible for her to attend O'Keefe's rehearsal as scheduled. As her contract with the other program took precedence over the one for Town Hall Tonight, she submitted her resignation. Walter considered Alice such an indispensable member of his dramatic cast that he immediately revised a two-year-old rehearsal schedule, involving a change in broadcast routine for a cast of 80.

Included in the cast of 80, incidentally, is the new song and patter team of Lucille and Lanny. They were recently signed as a regular feature for the duration of the Town Hall Tonight series.

sent out over a Quebec provincial network.

It is believed that this dual broadcast from Montreal is the only weekly two-language feature of its sort in the entire world!

REINER DIRECTS SAN FRANCISCO OPERA ON NOV. 5

Will Travel East Later In Season to Conduct Philadelphia Symphony In Series of Concerts.

Fritz Reiner, brilliant conductor of opera and symphony, who travels East later in the season to direct the world-famed Philadelphia Orchestra in four of its regular Monday evening radio concerts on NBC, will conduct the orchestra of the San Francisco Opera Association in its performance of Lohengrin, Friday, November 5, at the War Memorial Opera House in San Francisco. The second act of the opera, in which Lauritz Melchior and Kirsten Flagstad will sing the leading roles, will be brought to radio listeners through the Red Network of the National Broadcasting Company from 1.00 midnight to 2.00 a.m., AST.

Fritz Reiner has been a conductor since the age of twelve, when he directed the Budapest Conservatory Orchestra. For a time he studied law at the University of Budapest, but the lure of music was too great and he was soon filing the post of assistant conductor of the Budapest Opera Comique, where he made his debut conducting Carmen. He subsequently conducted at all of Europe's great music centers and, following a distinguished success at the Teatro Liceo in Barcelona, he came to this country to become director of the Cincinnati Symphony Orchestra. Since then his name and fame have spread throughout the United States through his symphonic, opera, and radio performances. Now head of the orchestral department of the Curtis Institute of Music, he has shared the direction of the Philadelphia Orchestra in both opera and concert, and he has been guest conductor of many other of the world's greatest orchestras.

Snapshots from NBC's family album: Harriet Hilliard, of course, is Mrs. Ozzie Nelson, wife of the orchestra leader and mother of a year-old son. But H. H. is a professional name; she was christened Peggy Lou Snyder. Her father was a stage director, her mother an actress. . . . Conductor Ted Fio-Rito inherited his talent from his parents. His mother, Eugenia Contalupo, starred in light opera in Italy; his father, Louis Fio-Rito, played in symphony orchestras. Sheila Barrett, the mimic who is now projecting her own program on NBC with Joe Rines' Orchestra and Graham McNamee as emcee, has become cautious about the subjects she picks for impersonations. It seems two celebrities—one a movie queen and the other a stage star—protested she accentuated certain mannerisms too sharply and begged to be omitted from her repertoire. Miss Barrett, always willing to oblige, complied with their request.

Have you Smoked a Turret lately?

GEE, MARGE—I'VE GOT STAGE FRIGHT

I KNOW HOW YOU FEEL—HERE, HAVE A TURRET

THANKS. SO YOU'RE BACK TO GOOD OLD TURRETS, EH? THEY'RE ALWAYS BEEN MY FAVORITE

YES—I'M A TURRET SMOKER FROM NOW ON. THEY'RE SO MILD AND COOL—AND SUCH A SATISFYING SMOKE

TURRET smokers will tell you there are only two kinds of cigarettes—Turrets and all others! The reason is Turret's original and unique blend of choice tobaccos—a blend that makes Turret milder, cooler, non-irritating and completely satisfying.

Even the Turret package is better—it has a calendar on the back to keep you up to date!

10 for 10¢
25 for 25¢
Also pocket tins of 50

PLAIN OR CORK TIP

Quality and Mildness
Turret
CIGARETTES