

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

Below may be found a listing of the most prominent radio programs on the air, broadcast over four continental chains of stations, namely the Canadian Broadcasting Corporation, the Columbia Broadcasting System and the Red and Blue networks of the National Broadcasting Company. After the hour may be found the program title then the chain over which it can be picked up, namely the CBC, the CBS or the NBC. A list of the more powerful stations of each chain is also given.

CBC indicates Canadian Broadcasting Corporation programs and may be picked up from key stations such as: CKCK, 1050; CFCM, 910; CKCO, 880; CKAT, 840; CKOC, 1120; CKTB, 1200; CFCF, 930; CFPL, 730; CKOO, 630; CKJW, 600; CFCB, 930; CKKL, 520; CKUB, 1320; CKSO, 780; and CKPR, 930.

The NBC Service to Blue network may be heard over the following stations: WJZ, WHZ, WBZA, WFIL, WBAL, WMAL, WSYR, KDKA, WGAR, WXYZ, WENR, WMT, WKW, WRNN, KOIL, VTMJ, WFBC, WIBA, KSTP, WBBB, WDAY, KFJR, WJVA, WPTF, WSOC, WJNC, WIS, WJAX, WIOD, WFLA, WJUN, WLW, WMC, WSB, WAPI, WJDX, WSMB, WKY, KGBX, KVOO, KTHS, WFAA, KTBS, KJRO, WOAI, KOA, KLO, KGH, KGU, KGOA, KJAR, KGH, WHAM, KESD, KGO, KJR, KGA, WAVE, WBBR, WSM, WTAR, KEX, WOOD, WQSC, WABY, CRCT, CFCF, WOOL, KDYL, WFER, KGNC, KARK, KFKB, KG, KMJ, KEEN, WICC, WEAN, WGL, KVOD.

The NBC Service to Red network may be heard over the following stations: WBAF, WNAC, WJAR, WSCH, KYW, WFER, WRC, CFCF, WGY, WBBN, WCAE, WTAM, WJW, KSD, WKY, WJIO, WOV, WIOD, WSM, WIS, WFLA, WSUN, WMC, WSB, WOAI, WJY, KGW, KOMO, KHQ, WSMB, KDYL, WKY, KOA, KPRC, KPO, WDAF, WRVA, WJAX, WTMJ, KSTP, WSOB, KVOO, WPTF, WMAQ, WNNC, WFAA, WJVA, WIRE, WBBB, WDAY, KFJR, WAVE, WTAC, WTAR, KTBS, WIDX, WAPL, WHTO, KGU.

TUESDAY, MARCH 16
6.30—Adventure Sound CFCF
6.30—Dinner Music CBC
7.30—Overseas Program CBC

8.00—Baritone Soloist CBC
8.15—Voice of Experience NBC Red
8.15—Orchestra CBC
8.30—The Children's Album CBC
9.00—Junior Choral Concert CBC
9.00—Ben Bernie NBC Blue
9.00—Meunier de Sylva CHLP
9.30—Wayne King NBC Red
9.30—Exchange program CBC
9.30—Musical Tapestry CFCF
10.00—Ben Bernie NBC Blue
10.30—Fred Astaire NBC Red
10.30—Pictures in Black and White CBC
11.00—Community Sing Song CBC
11.45—News Bulletin CBC
12.00—Ray Noble and Orchestra CFCF
12.15—Mystery Play CFCF

WEDNESDAY, MARCH 10

6.30—Orchestra, Dinner Music CBC
6.30—Singing Lady, NBC Blue
6.30—Adventure Sound, CFCF
6.45—Little Orphan Annie NBC Red
7.00—The Friendly Corner CBC
7.30—Overseas Program CBC
7.45—Renfrew of the Mounted CBS
7.45—Real Life Dramas CFCF
8.00—Poetic Melodies CBS
8.00—Amos 'n' Andy NBC Red
8.30—Organ Program CBC
8.15—Ensemble CBC
8.15—Cook and Lord CBC
8.30—The Broken Arc CBC
8.45—Exchange program CBC
9.00—Twilight Echoes CBC
9.00—One Man's Family NBC Red CFCF
9.00—Leo Le Sieur CHLP
9.30—Band Box Revue CBC
9.30—Burns and Allen CBS
10.00—Fred Allan NBC Red
10.00—Nino Martini CBS
10.00—Concert Hall of the Air CBC
10.30—Beauty Box Theatre CBS
11.00—Chamber Musicale CBC
11.00—Hit Parade NBC Red
11.00—Gang Busters CBS
11.30—Lloyd Huntley's Orchestra CBC
11.45—News Bulletin CBC
12.00—Western Gentlemen CBC

At one stage of his career Morton Downey sat in Paul Whiteman's orchestra pretending to play a French horn. The stunt was to amaze the audience by having so remarkable a singer step right out of the band.

SINGING BEAUTY



Young Trudy Wood, winner of an amateur contest three years ago, turned down movie offers to wait for her big chance in radio. It came when Fred Astaire started the Packard Hour on the NBC-Red Network, and now they are heard together every Tuesday at 10.30 p.m., AST.

AULD LANG SYNE

There's an interesting little story behind the appearance of Guy Lombardo and brother Carmen on Lanny Ross' "Show Boat" last Thursday night.

Guy and his brother, who are seldom heard over NBC, boarded "Show Boat" as a surprise, unannounced visit to please Herschell Williams, the programme's new director.

Thursday evening, Guy received a phone call at the Roosevelt Grill. It was Williams who asked if Guy and Carmen would come up for the programme since it was his second show as the new director.

At 9:35 p.m., Guy and Carmen were on hand. Those Lombardo brothers are sentimental gentlemen—seven years ago Herschell Williams directed the Royal Canadians' first commercial programme!

When Parkyakarkus rehearsed for his appearance on the Al Jolson show he recites his lines in a Bostonian accent. The Greek dialect is added when he goes on the air. It's merely a dial act.

FIRST NIGHTER STARS HAVE FILM APPEAL, TOO

CHICAGO, March 16—The Little Theater Off Times Square to which Campana takes NBC First Nighter. Friday nights is as much a success with Hollywood as it is with the radio audience. The movies just leave First Nighter favorites alone.

It was the First Nighter that brought Don Ameche to the attention of cinemogul, and the position of Loretta Young's leading man in "Ramona." His first picture was "Sins of Man," then "Ramona," "Ladies in Love," "One in a Million" and now "Love Is News."

Don Briggs, current "First Nighter," has been seen in many movie supporting roles, including one in

on, dropped their radio names to become Judith Blake and Henry Hunter.

Tyrone Power, another First Nighter, appeared with Don Ameche in "Ladies in Love," played the lead in "Lloyds of London" and has had other roles, so well enacted in each instance that Jimmy Fidler, NBC's Hollywood gossip, named him recently as one of the coming stars of the film capital.

Cliff Soubier, whose "villainy" has been identified with Campana's First Nighter since its early days, has a part in "The Black Legion," recently released, and seems to have convinced flicker-makers he has the stuff



DON AMECHE



SHAINDEL KALISH

"Show Boat." He recently completed the "Dick Merriwell" series.

It was Campana's First Nighter which convinced the theatrical world in general and movieland in particular that the late Mme. Schumann-Heink, after 56 years as a singer had infinite possibilities as a dramatic actress. Mme. Schumann-Heink's debut in "The Cradle Song" on March 29, 1935, revealed the great singer's hidden talent and paved the way for her first picture contract.

Then there was Shaindel Kalish and Arthur Jacobson, First Nighter players who cracked the cinema same picture—Universal's "What Price Parole?"—and who, from the

of which good screen characters actors are made.

Soubier's case, like that of Mme. Schumann-Heink, is all the more interesting in view of the fact that he was well known in the theatrical world long before he came to radio. Among many other parts for which he is remembered is that of Papa Boule in the New York stage version of "Seventh Heaven."

Vincent Haworth, who succeeded Ameche in some of his Grand Hotel shows for Campana, is another radio actor who is regarded as a coming star in the shadow world. Latest proof of this is the fact that he was given an important role opposite Mar-

SHE GETS HER HIGH C'S IN VOLLEYS

HOLLYWOOD, March 16—A grand opera prima donna in shorts driving smashing volleys across the net to a symphony conductor who composes delicate chamber music!

It happens every week in Hollywood when Marion Talley, NBC singing star, goes into training for her arias on her Ry-Krisp broadcasts with Dr. Alois Reiser, conductor of the Los Angeles Federal Music Project Symphony Orchestra.

"Nothing like tennis to bring on a high C when I need one," laughed Miss Talley when she posed for a startled photographer on a Beverly Hills tennis court.

"It makes the baton seem as light as a feather," seconded Dr. Reiser who recently won second prize in the NBC Music Guild competition for original chamber music, and who holds a doctor's degree in music from the University of Prague.

It was exercise like tennis and a sensible diet that gave Miss Talley a trim figure of 107 pounds. She used to weigh over 130 pounds when she sang for the Metropolitan Opera in New York.

"I used to feel like an opera star," said Miss Talley. "Now that I've discovered how much fun there really is running around in shorts and batting a ball, I feel like a human being."

The programmes are sponsored by the Ralston Purina Co., on the NBC Red network Sundays at 5 p.m., EST.

Lanny Ross, the "Show Boat" singing star, paid his tuition while attending Columbia University Law School during the day, by singing over the radio in the evenings.

got Graham in "Night Waitress."

Bob Fisk and Stanley Andrews, who have taken parts in First Nighter from time to time, are also in Hollywood and quite successful as character actors.

Critics who regard The First Nighter as the oldest and best dramatic show on the air, attribute its success to good showmanship, its glamorous device of The Little Theater Off Times Square and the fact that all plays presented on its radio period are subject to a thorough scrutiny by an informal jury.

Campana's First Nighter is heard at 10 p.m., EST, each Friday night over the NBC-Red network.

Special Dues For St. Patrick's Day

There's a twinkle of Celtic laughter back of Lanny Ross' choice of "Did Your Mother Come From Ireland?" as featured song for his "Show Boat" programme Thursday, March 18 at 9 p.m., EST, over the WEAF-NBC network.

In Lanny's mail from listeners there is an amusing spirit of rivalry between three national groups—the Irish, the Scots and the Welsh. When he sings a song of any one of these three fiery little countries, the other two want to know why he neglecting them, and ask if he won't oblige with a really good melody from their homeland.

Lanny feels, however, the sons and daughters of Wales and Scotland will agree that as a St. Patrick's day tribute, it's all right to give the Irish folks their special due. So it is that for once Lanny will sing a song of Erin—and not include special songs of the rival cousins.

He will also present as one of his stellar guest artists Lillian Gish, who will be featured in a dramatization woven around a group of Stephen Foster melodies which Lanny will sing.

Mary Small, popular young songstress, will contribute a group of songs featuring "Didin' Hish" from the current Broadway hit, "Hed, Hed and Phoe."

Closing number of the programme will present Lanny, the Modern Choir, and the entire orchestra in an ensemble arrangement of "When My Dream Boat Comes Home."

HOME FLEET IN THAMES FOR THE CORONATION

LONDON, March 15—Added grandeur will be lent to the Coronation on May 12 by the presence of the Home Fleet in the Thames River—the first occasion on record on which so many warships will have visited London. The Admiralty announces that every available ship of the Fleet will be anchored between London Bridge and Southend from May 7 to May 12. During the six days they will be open to public inspection.

"I do not believe in a United States of Europe. That is a Utopia." —Benito Mussolini.

NEVER BEFORE HAVE CARS BEEN
OFFERED AT SO GREATLY
REDUCED PRICES!

SPECIALS

AND REMEMBER THAT NEW CARS
ARE ADVANCING IN PRICE
VERY RAPIDLY!
SALE

Ford 1935 Deluxe
Sedan, trunk ... \$560.00

Ford 1936 Deluxe
Sedan, trunk ... \$740.00

Ford 1936 Business
Coupe ... \$625.00

Ford 1934 Tudor \$385.00

Ford 1936 Tudor Sedan,
trunk ... \$635.00

Ford 1931 Coach \$175.00

Ford 1929 Coupe \$100.00

Ford 1930 Sedan \$215.00

Chev. 1934 Master
Coach ... \$405.00

Chev. 1929 Coach \$150.00

Chev. 1929 Sedan \$190.00

1935 FORD 2-TON
157" w.b. Duals, New

Motor, New Tires, New
Battery, etc. ... \$640.00

1934 Ford 2-Ton
Duals ... \$390.00

1935 Maple Leaf, low
mileage, only ... \$700.00

Pontiac 1930
Sedan ... \$225.00

Buick 1929 Sedan \$195.00

Nash 1930 Sedan
Brougham ... \$225.00

Plymouth Sedan 1929
Model ... \$130.00

1935 International
2-Ton long w.b., a good
truck ... \$575.00

1936 Ford 2-Ton
Hydraulic Hoist Body,
Steel box, good as
new ... \$990.00

1935 Dodge 2½-T.
long w.b. Duals, new
tires, etc. ... \$575.00

1936 Ford Light
Delivery ... \$550.00

1930 Buick
4-P Coupe ... \$225.00

1930 DeSoto ... \$90.00

Buick Roadster ... \$75.00

Star Sedan ... \$75.00

Pontiac Coach ... \$75.00

Hudson Sedan ... \$50.00

Reo Sedan ... \$50.00

Chev. Coupe ... \$30.00

Essex Sedan ... \$140.00

Ford ½ Ton ... \$125.00

Sale
KING AND REGENT STS.

THESE CARS ARE BACKED BY OUR DIAMOND VALUE GUARANTEE
KNOW YOUR DEALER AND YOU DON'T HAVE TO KNOW CARS!
UNIVERSAL SALES LIMITED
FORD SALES AND SERVICE
PHONE 466