

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

TUESDAY'S PROGRAMMES

CANADIAN BROADCASTING CORP.
This is the official programme which you are entitled to receive over Stations CFMB, CHSJ, CKCW, and CHNC.

6.30—Glenn Darwin
6.45—Le Bonhomme
7.00—Rex Battle Orch.
7.30—Canadian Press News
7.45—The Top Hatters
8.00—En Roulant ma Boule
8.30—Concert Series
9.00—Pictures in Black and White
9.30—ICI Paris
10.00—Streamline
10.30—These Times
10.45—Canadian Press News
11.00—NBC Night Club
11.30—Royal York Orch.
12.00—Orchestra

8.00—Johnny with Russ Morgan
8.30—Wayne King's Orch.
9.00—Vox Pop
9.30—Johnny Green's Orch.
10.30—Jimmy Fiddler
10.45—Vic and Sade
11.00—News
11.15—Orchestra
11.45—Dance Orchestra
12.00—Dance Orchestra
12.30—Dance Orchestra
1.00—Silent

WEDNESDAY'S PROGRAMMES

CANADIAN BROADCASTING CORP.
This is the official programme which you are entitled to receive over Stations CFMB, CHSJ, CKCW, and CHNC.

CBC, OTTAWA, 550 K.
6.30—Jack Baker, tenor
6.45—Irene Lauder, songs
7.00—Rene Mathieu
7.15—Les Cavaliers de La Salle
7.30—Canadian Press News
7.45—Gordon Cameron, tenor
8.00—Summer Serenade
8.30—U. S. Marine Band
9.00—String Symphony
9.30—Silent
10.00—Automobile Vagabond
10.30—Lloyd Huntley and Orch.
10.45—Canadian Press News
11.00—Joe DeCourcy and Orch.
11.30—Romantic Mood
12.00—The Pleasure Bowl

CKAC, MONTREAL, 730 K.
5.30—The Fireside Program
6.15—Waltz Time
6.30—The Recreative Hour
7.00—French Songs
7.15—Le Cœur de Village
7.30—Nationale de Benefices Mutuel
7.45—Dans les Griffes du Diable
8.00—Emission
8.30—Laugh with Ken Murray
9.00—Chantons en Chœur
10.00—Cavaliers de la Salle
10.15—Westinghouse Newscast
10.30—Montreal Pharmacy
10.45—Berceuse
11.00—Molson Sports Reporter
11.10—Bunny Berigan and Orch.
11.30—Joe Reichman and Orch.
12.00—Radio Minuit
12.15—Dance Orchestra
12.30—Dance Orchestra
1.00—Time and Sign Off

WEAF, NEW YORK, 660 K.
5.00—Nellie Revell Interviews
5.15—Women's Clubs
5.30—Don Winslow of the Navy
5.45—Little Orphan Annie
6.00—Science in the News
6.20—Three X Sisters
6.30—News
6.45—Little Orphan Annie
7.00—Amos 'n' Andy
7.15—Vocal Varieties
7.45—The Passing Parade
8.00—Russ Morgan and Orch.
8.30—Wayne King and Orch.
9.00—Vox Pop
9.30—Fred Astaire
10.30—Hollywood Gossip
10.45—Vic and Sade
11.00—Esso News Reporter
11.05—Dance Orchestra
12.00—Dance Orchestra
12.30—Dance Orchestra

WABC, NEW YORK, 860 K.
4.30—Pop Concert
5.00—Tito Guizar
5.15—Science Service Series
5.30—St. Louis Syncopators
5.45—Children's Corner
6.00—Patti Chapin
6.15—Alexander Cores
6.30—Dinner Concert
6.40—News
6.45—To be Announced
7.00—Poetic Melodies
7.15—Ma and Pa
7.30—Alexander Woollcott
7.45—Boake Carter
8.00—Hammerstein Music Hall
8.30—Al Jolson Show
9.00—Watch the Fun Go By
9.30—Benny Goodman
10.00—Musical Americana
10.30—Your Unseen Friend
11.00—Tomorrow's News
11.30—Dance Orchestra
12.00—Dance Orchestra
12.30—Dance Orchestra

WBZ, BOSTON, 990 K.
4.00—Bavarian Orch.
4.30—Dog Heroes
4.45—Young Hickory
5.00—Your Health
5.30—Singing Lady
5.45—Little Orphan Annie
6.00—Minute Men
6.15—Animal Close-Ups
6.25—Concert Pianist
6.30—News
6.35—Lowell Thomas
7.00—Easy Aces
7.15—Tony Russell, Songs
7.30—Lum and Abner
7.45—Vivian Della Chiesa, Soprano
8.00—Husbands and Wives
8.30—Edgar A. Guest
9.00—Ben Bernie and the Lads
9.30—Sweetest Love Songs
10.00—To be Announced
10.30—Portraits of Harmony
11.00—NBC Night Club
11.30—Johnny Hamp Orch.
11.30—Dance Orchestra
12.00—Dance Orchestra
12.30—Dance Orchestra

WTIC, HARTFORD, 1040 K.
5.00—Nellie Revell
5.15—Women's Club Program
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—Frank Morgan
7.00—Amos 'n' Andy
7.15—Vocal Varieties
7.30—Chateau News Reporter

SHE CAME AS A GUEST AND REMAINED TO STAR



Loretta Lee Mr. Janssen heard her once and signed her.

HOLLYWOOD, July 20—Lovely Loretta Lee, the little girl who once journeyed from her native New Orleans to New York for a visit, and ended by becoming a radio star, has just received the biggest assignment of her microphone career to date. She has been signed as the regular soloist with Werner Janssen's orchestra in the new Fleischmann programs broadcast each Sunday over the NBC-Blue Network at 7:30 p. m., EDT, from Hollywood.

MICROPHONICS

Sidelights on Jack Haley of the Show Boat crew on NBC: Was christened John Joseph Haley when born in Boston, Aug. 10, 1902. Early schooled to burlesque, graduating to musical comedy and motion pictures. Married the same girl twice, one ceremony being performed in Mexico by the President of Mexico, and the other at St. Malachy's Church, New York by a Catholic priest. The bride: Flo McFadden, his former vaudeville partner.

Bob Hope, m.c. of the Rippling Rhythm Revue, in an interview with Nellie Revell on NBC, recalled his experiences as a newsboy in Cleveland, O. One day one of his steady customers handed him a nickel for a paper. Bob couldn't make change and offered credit until next day. The man insisted on his change and the youngster hustled to a nearby store and got it. "Thanks, bub," said the customer, pocketing the pennies, "but don't ever trust anybody." Impressed with this advice Bob inquired of the post policeman if he knew the man. "Sure," said the cop, "that's John D. Rockefeller."

Heard in the Hollywood NBC studios: Don Wilson is building a home in the San Fernando Valley, where he will be a neighbor of Don Ameche and Lum and Abner. "Charlie McCarthy," it now develops has a cousin, "Elmer" by name. "Elmer" junks in Edgar Bergen's suitcase ready at an instant's notice to spring to action should "Charlie" suffer a sudden attack of laryngitis or become too obstreperous or something.

AUSTRALIA MAY HAVE DECIMAL COIN

(Special to The Daily Mail)
MELBOURNE, July 19—Australia may get a decimal coin system in the near future. The Australian pound may be divided into a thousand pieces with a strong central bank and the mortgage bank.

5.00—Adventures of Dari Dan
5.15—Don Winslow of the Navy
5.30—Jack Armstrong
5.45—Little Orphan Annie
6.00—News
6.30—Wrightville Clarion
6.45—Musical Moments
7.00—Amos 'n' Andy
7.15—Uncle Ezra
7.30—Through the Looking Glass
7.45—Count of Monte Cristo
8.00—One Man's Family
8.30—Wayne King's Orch.
9.00—Fred Allen
10.00—Hit Parade
10.45—Kemper and Company
11.00—News
11.15—The Connecticut Legislature
11.30—Meeting House
12.00—Weather Report
12.30—Lights Out
1.00—Silent

DID YOU KNOW THAT ...

Peter Van Steeden, "Town Hall Tonight" and "Hit Parade" maestro, who first won fame as a night club orchestra leader, rarely visits them? Morton Bowe has a greater collection of candid shots of radio performers than any other person in the country?

Phil Baker has a financial interest in a golf ball manufacturing plant? M. H. H. Joachim, producer of "Your Unseen Friend," has a score of medals awarded to him for expert marksmanship with a rifle?

Horace Heidt has an agent in Europe who is commissioned to purchase unusual miniature musical instruments for the orchestra leader?

Benny Goodman, the dean of red hot "swing," enjoys listening to sweet, dreamy waltzes played on an organ?

Lucille Manners, the NBC Friday concert star, has an uncanny memory for names even though she has met a person only once?

Don Voorhees, who rarely discusses his musical talent, enjoys boasting about his skill at horse-shoe pitching?

Johnny the Call Boy's autograph is one of the most sought after in radio. Clarence Muse is readying a radio operetta based on Negro folk lore and the songs chanted in Dixie cotton fields?

Harry Von Zell can dictate faster than the average stenographer is able to take it?

Jane Froman receives more offers for theatrical dates than any other feminine vocalist on the airwaves?

Carlton KaDell contributes material to a humorous magazine under a nom de plume?

George Fischer, producer of "Hollywood Whispers," never visited a movie lot until three years ago?

Carlton KaDell, announcer of the Sunday night NBC coffee show, has some interesting data about the smooth-voiced men who introduce radio entertainment.

Carlton, himself, started out as an actor in stock when radio came along. He couldn't decide whether to become a motion picture actor or an announcer. Feeling that radio had more to offer, he let the motion pictures slide.

Every cup a delight

"SALADA" TEA

Devotes 41 Hours To 30-Minute Show

CHICAGO, July 20—Dr. Frank Black, NBC maestro, who commutes from his home in New York to the Chicago studios each week to conduct the Carnation Contented program, spends an average of 41 hours and 30 minutes on each half-hour program.

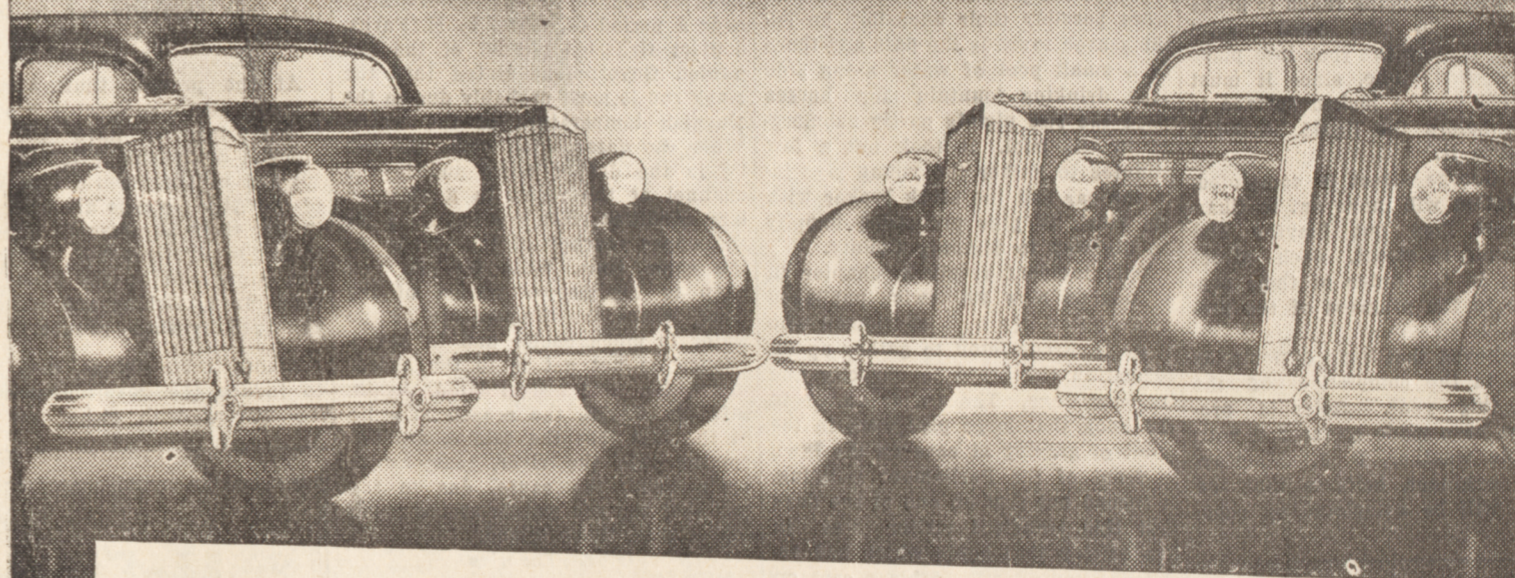
The 26 half-hour programs presented under his direction thus far this year required an expenditure of 1,079 hours, as follows: 13 hours actually on the air; 156 hours in rehearsal; 312 hours in making orchestra and choral arrangements; 130 hours in airlines and 468 hours on the train between the two cities.

Black works out his programs and arrangements during time he can spare from his duties as general music director of NBC in New York. Sunday afternoon he boards the train for Chicago and arrives at the Chicago studios to begin rehearsals shortly after 9:00 o'clock Monday morning.

After spending most of the day in rehearsing, the perfected program goes on the air Monday over the NBC-Red Network at 10:00 p. m., EDT.

Bits about NBC broadcasters: Intimates refer to Maestro Abe Lyman as The Great Shouter because of the vehemence with which he voices himself. . . . Jack Pearl lists to starboard when he walks because of the cargo of good-luck tokens carried in his clothing.

Four great new Packards... FOUR NEW LOW PRICES!



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 and up including taxes f.o.b. Windsor And up, list at factory, standard accessory group extra
THE GREATER PACKARD 120 and up including taxes f.o.b. Windsor And up, list at factory, standard accessory group extra
THE NEW PACKARD SUPER-EIGHT and up including taxes f.o.b. Windsor And up, list at factory
THE ADVANCED PACKARD TWELVE including taxes f.o.b. Windsor And up, list at factory

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