

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

THURSDAY'S PROGRAMMES

CANADIAN BROADCASTING CORP.
This is the official programme
Stations CFNB, CHSJ, CKCW, and
CHNC.

CBC, OTTAWA, 550 K.
6.30—Martinez, Tenor
6.45—Recital
7.00—Tune Teasers
7.30—Canadian Press News
7.45—London Merry-Go-Round
8.00—International Salon
8.30—Robin Hood Dell Concert
9.30—Midnight in Mayfair
10.00—The Ghost Room
10.30—Nature Has a Story
10.45—News
11.00—Summer Melody
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—Laxter 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—Charles Sears, tenor
6.45—Old Mill Trio
7.00—Mary Small, Songs
7.15—From a Gypsy Camp
7.30—Canadian Press News
7.45—Bughouse, Rhythm
8.00—Revival Night
8.30—Festival of French Music
9.00—Shadows on the Grass
9.30—From a Viennese Garden
10.00—Backstage
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
11.05—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
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

DOODLE SURVEY AT NBC REVEALS STRANGE TRAITS

NEW YORK, July 29—If the habit of doodling, or drawing strange hieroglyphics on paper while thinking, is any indication of genius, then radio is practically overrun with men and women of superior intellect.

The stars of the airways find it incredibly easy to satisfy any urge to draw strange things, since they are all equipped with script and pencil from the time they step into the studio until they leave. The urge expresses itself in ways that would challenge the most astute reader of doodles.

Jane Froman's doodling takes the form of costume designs. If she likes the result, she takes the sketches to her dressmaker for consultation about a new frock.

Doodles in Rhythm

Doodling takes a more practical turn when Johnny Green does it. The suave bandleader, who has his own program on NBC these Tuesday evenings, sketches out quick music bars while talking to Jimmy Blair or to Trudy Wood. On several occasions, Johnny has found, after completing his conversation, that he has filled in the sketch with musical notes that make interesting and modernistic melody when tried on the piano.

The most pitiful case of a frustrated doodler is possibly that of Gracie Allen. Gracie was forced by George Burns to stop her doodling some time ago. As it happens, she doodled by filling in the "o's, e's, s's and g's" in her script. It made the pages difficult to read.

Jack Benny, for instance, contents himself with drawing straight and even lines along the border of the page of his script, then interspersing the lines with small curly-cues that look like a stunt-flier's dream. His wife, Mary Livingstone, does her doodling differently. She will, at one time, write innumerable "ha-ha's" all over the face of her script. Other times she will put down the names of Jack Benny or Joan Benny, her daughter. That is supposed to indicate, according to the best authorities, a consuming love for her home and an excellent sense of humor.

House and Fish

Don Wilson and Kenny Baker also doodle, but not quite so persistently. Don has, of late, been sketching plans for his new house in San Fernando Valley on the margin of his script. Kenny is inclined to draw odd pictures of tremendous big fish.

Fred Allen is another practical doodler. One could assemble a pretty good radio script just picking up newspapers he has read because the Town Hall funster jots down amusing comments about the news. Humorist Walter O'Keefe, who succeeded Fred as Town Hall host for the Summer, does likewise, when he isn't punching pencil holes through the paper.

MICROPHONICS

Ned Wever, leading man for Irene Rich in the dramas heard every Friday night on the NBC-Blue Network, writes songs in his leisure. His latest opus, "Life Is Sweet Again," was sung by Miss Rich when interviewed recently by Nellie Revell on NBC. Wever started song-writing a student at Princeton, contributing to Triangle Club productions. Since his graduation he has written "Trouble in Paradise," "Sing a New Song," "Ain't You Kinda Sorry Now," "My Heart Is the Garden and You are the Rose" and other popular numbers.

Elinor Harriott, who supplies the feminine voices on the Amos 'n' Andy skits, has been a radio entertainer since 1932, mostly on programs originating in Chicago NBC studios. A native of Duluth, Minn., she began her career as a public entertainer at the tender age of four, giving impersonations. After training with Little Theater and stock companies she graduated to Broadway productions, appearing with Walter Hampden, Henry Hull and other stars.

Equally accomplished as author and actor, Joe Laurie, Jr., veteran vaudeville appearing on Rudy Vallee's Variety Hour on NBC, writes his own comedy. He has produced two books on vaudeville, two movie scripts and more than a hundred vaudeville acts. Laurie also has had considerable experience fashioning radio programs for other comedians. Currently he is writing a column of humor for Variety.

In September—the 22nd to be exact—Betty Wragge, the Peggy of NBC's dramatic serial, Pepper Young's Family, will be 20 years old. But already she is a veteran trouper, having begun her histrionic career at the age of three when she appeared in a silent movie with Marion Davies. Betty graduated from the Professional Children's School, New York, to make her air debut at ten. Since then she has appeared in numerous radio programs, motion pictures and Broadway productions.

N.B.C. NOTABLES

BARBARA LUDDY

The story of Barbara Luddy's rise to prominence as an NBC actress is as inspirational as it is sensational. It is the story of an underprivileged girl who rose above incredibly cruel defeats and disappointments to become one of the foremost stars in radio drama today.

Barbara Luddy was born in Helena, Montana, on May 25, 1910. Just eight years later she made her first public appearance as a vocalist. This was done not so much to exercise her precocious talents as a singer as it was to help out her hard-pressed parents. For singing "Just a Baby's Prayer at Twilight," at a Red Cross pageant, Barbara got \$15.00.

Her performance caused widespread comment. Enthusied by her success, and anxious to help further the straits of her parents, the young entertainer, now called "Baby Barbara," began appearing in vaudeville.

Voice Failed Her

At the age of 13, the future NBC star was singing at the Savoy Theater in San Diego. Suddenly, inexplicably, her voice failed her. She opened her mouth, but nothing came out. Frightened, she ran off the stage, convinced her career was over.

Her period of depression was short-lived, however. In a short time she had begun the second phase of her career—movie acting, as co-star in George Harris' "East Side, West Side" comedies. Things moved smoothly for a year and a half—so smoothly, in fact, that she began to pick up weight—that bugaboo of moviedom. Her four feet, ten and five-eighths inches simply wouldn't take it and Barbara found herself looking for work again.

By this time the young actress had acquired experience and had no difficulty in getting a job with the Henry Duffy Stock Company. She was soon on her way to tour Australia with Leo Carillo.

Began As Announcer

Returning to Los Angeles in 1930, Barbara stepped into depression-ridden America at a time when the stage was at the lowest ebb. Then and then only did she think of radio—the

medium which was to bring her her greatest fame and her greatest security. Obtaining a job as announcer on a woman's program, she was soon trying out for roles in various dramatic shows and winning parts easily.

Her microphone technique developed rapidly and in a short time she was playing leading female roles opposite such Hollywood stars as Leslie Howard, Francis Lederer, Edward Horton, Ricardo Cortez and William Powell.

Signs Unusual Contract

By the time Campana's First Nighter was ready to resume broadcasts over NBC in the fall of 1936, after a Summer "layoff," Barbara had won enough attention to be cast as leading woman. On June 4, 1937, she began work under a three-year contract with Les Tremayne as co-star of the show, heard each Friday night over the NBC-Red Network at 10.00 p.m., EDT. This was the first long-term contract of its kind in radio.

Miss Luddy lives on the Chicago North Side with her mother, spending much of her spare time knitting, sewing and reading. She yearns to do comedy parts, though one of her chief interests in life is philosophy. She spends many hours corresponding with her friends in Australia and on the West Coast.

She likes blue-green and black and royal blue in colors, personality and character in men. She has hazel eyes, brown hair, a happy disposition and a quick temper. Her favorite story is about herself. As a child, she was asked to sing at a gathering in the refectory of the Ursuline Convent at Great Falls, Mont., at which the nuns were to do honor to a visiting bishop.

Embarrassing Moment

"What will you sing for the Bishop?" the Mother Superior asked. "What do you want me to sing?" tiny Barbara said, turning to the Bishop.

His face beaming, the Bishop said, "You choose the song." Her childish voice rose: "At the Devil's ball."

In the Devil's hall, Cute Mrs. Devil, so rosy and fat, Dancing around in a fireman's hat—

Miss Luddy's most prized possession is a boomerang given her by a



Pure Tea!

"Is Good For You"

Remember

King Cole

BECAUSE—It leaves no dulling after effects when taken at breakfast—or any other meal.

Uncover Data On Covered Bridges

NEW YORK, July 29—Parks Johnson and Wally Butterworth, NBC's Vox Pop interviewers who asked puzzled New Yorkers about covered bridges at a recent broadcast, are in receipt of statistics from listeners from coast to coast. Vermont has 203 1-2 such bridges, the other half being in New Hampshire. Lane County, Oregon, has 1400 and is still building them. What Johnson and Butterworth want to know is why they are covered.

This is not the first oddity hunt started by the radio inquirers in their broadcasts over the NBC-Red Network on Tuesdays at 9:00 p.m., EDT. First it was one-armed paper hangers and, in succession, left-handed dentists, wooden cigar-store Indians and the oldest licensed automobiles in operation.

Their sponsors are makers of Molle Shaving Cream.

member of the Australian Parliament. And her favorite trinket is a bracelet with a bell on it. She has to a zical friend, a tiny thimble given her by her mother because she likes to sew, a small piece of wood to "knock" when the occasion arises, a miniature postcard from her friends back home and a microphone presented to her by a production director at NBC. move it before going on the air. It has attached to it a "Bachelor Girl's Club" pin, a Phi Beta Kappa key, a "bag of gold" given her by a woman's club, a question mark by a quiz-

PINZA, RETHBERG IN SALZBURG OPERA ON NBC AUG. 2

NEW YORK, July 29—Opera from the Salzburg Musical Festival in Austria again will be heard in the United States exclusively over NBC networks when Bruno Walter conducts the season's first performance of "Don Giovanni," on Monday, August 2. The broadcast will be heard over the NBC-RED Network from 2:04 to 2:45 p.m., EDT.

The title roles of the opera, considered to be Mozart's greatest, will be sung by Ezio Pinza, leading basso of the Metropolitan Opera Company, and Elizabeth Rethberg, premiere soprano of the Met.

Mme. Rethberg will take the part of Donna Anna, a new role. Hitherto she has sung the part of Donna Elvira in the opera. Believing the role of Donna Anna to be more grateful, however, she studied it during the Spring and early Summer. Mme. Rethberg is one of the best-known Salzburg figures, having participated in most of the Festivals, since the first one in 1922, when she sang the Countess in "The Marriage of Figaro."

Snapshots from NBC's family album: Bob Hope was born in London, the son of William Henry Hope and Avis Townes, the latter a concert singer. If his father hadn't renounced his British citizenship and become an American, Bob today would be eligible to the title Lord Hope, 17th Baronet of Craighall.



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!

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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
\$1013. and up including taxes f.o.b. Windsor
And up, list at factory, standard accessory group extra

THE GREATER PACKARD 120
\$1332. and up including taxes f.o.b. Windsor
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THE NEW PACKARD SUPER-EIGHT
\$3219. and up including taxes f.o.b. Windsor
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\$4713. including taxes f.o.b. Windsor
And up, list at factory

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