

:- Theatre of the Air :-

ALL TIMES ATLANTIC STANDARD TIME

THURSDAY'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—Don Winslow
6.30—Peter and Mathews
6.45—Closing Stock Quotations
7.00—Orchestra
7.30—The Witching Hour
8.00—From the Pacific
8.15—Major Bill
8.30—Organ Recital
8.45—Life and Learning
9.00—Royal Yeast Program
10.00—CBC Dramatic Hour
11.00—Kraft Music Hall
11.30—NBC Jamboree
12.00—Sign Off

CKAC, MONTREAL, 730 K.

6.00—Social Announcements
6.15—Elsie Thompson at the Organ
6.30—Sleepex Program
6.45—The Fireside Program
7.15—L'Heure Recreative
7.30—A Baton Rompus
7.45—Among Our Juveniles
8.00—Hockey School of the Air
8.15—Howard Phillips, Songs
8.30—French Sketch
8.45—Don Juan of Song
9.00—Gratien Gélinas
9.30—Radio Encyclopedia
10.00—Major Bowes Amateur Hour
11.00—To be Announced
11.15—Westinghouse Newscast
11.30—Alex, Lajoie & Orch.
11.45—Berceuse
12.00—Molson Sports Reporter
12.30—Orchestra

WJAF, NEW YORK, 660 K.

6.00—Golden Melodies
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Norseman's Quartet
7.15—Don Winslow
7.30—Press Radio News
7.45—Today's Sports
7.55—Billy and Betty
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Schaefer Revue
9.00—Rudy Valee and Guest Artists
10.00—Maxwell House Program
11.00—Kraft Music Hall
12.00—Footnotes on Headlines
12.30—Northern Lights
1.00—Orchestra

WABC, NEW YORK, 860 K.

5.00—Myrt and Marge
5.15—Bob Byron, Whistler
5.30—U. S. Army Band
6.00—Follow the Moon
6.15—Life of Mary Sothern
6.45—To be Announced
7.00—Del Casino, Songs
7.15—Eton Boys
7.25—Press Radio News
7.30—Eddie Dooley's News
7.45—George Hall and Orch.
8.00—Poetic Melodies
8.15—Song Time
8.30—We the People
9.00—Kate Smith Hour
9.30—Eddie Dooley's News
10.00—Major Bowes' Hour
11.00—Dramatic Program
11.30—Essays on Music
12.00—Orchestra
12.30—Orchestra
1.00—Orchestra

WBZ, BOSTON, 940 K.

6.00—Junior Nurse Corps
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.45—Tony Russell, Tenor
8.00—Lowell Thomas
8.15—Easy Aces
8.30—Mr. Keene
8.45—Lum and Abner
9.00—Kidodlers
9.15—Gen. Hugo Johnson
9.30—Vocal Selections
9.45—March of Time
10.00—Meeting of the Air
11.00—NBC Nightclub
12.00—Vagabonds
12.15—King's Jesters
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.

6.00—Dick Tracy
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Sports Roundup
7.30—Wrightville Clarion
7.45—Orchestra
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—String Ensemble
8.45—The Spotlight
9.00—Rudy Valee's Variety Show
10.00—Good News for 1938
11.00—Bing Crosby
12.00—News
12.15—Orchestra
12.30—Orchestra
1.00—Orchestra

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.

6.00—Program Resume
6.15—Don Winslow
6.30—Piano Recital
6.45—Closing Stock Quotations
7.00—Orchestra
7.30—Golden Journeys
8.00—Orchestra
8.15—Major Bill
8.30—Kathleen Stokes, Organist
8.45—Canadian Portraits
9.00—Song Sheet
9.30—Topics of the Day
9.45—Sam Slick
10.00—Backstage
10.30—Bonjour Paris, Bantoir
11.00—Canada 1938
11.45—Shall Never Forget
12.00—Sign Off

CKAC, MONTREAL, 730 K.

6.00—Social Announcements
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—The Chic Program
8.00—Derny's Three Secrets
8.15—Le Cure de Village
8.30—Radio Bingo Leduc
8.45—Queens Hotel Trio
9.00—The Provincial Hour
10.00—Hollywood Hotel
11.00—Elmer W. Ferguson
11.15—Westinghouse Newscast
11.30—Win St. George Orch.
12.00—Molson Sports Reporter
12.30—Orchestra

WEAF, NEW YORK, 660 K.

6.00—Arthur Lang, Baritone
6.15—Vocal Selections
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Education in the News
7.15—Don Winslow
7.30—Press Radio News
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Eddie Duchin and Orch.
9.00—Cities Service Concert
10.00—Waltz Time
10.30—Court of Human Relations
11.00—Campana's First Nighter
11.30—Jimmy Fidler
11.45—Dorothy Thompson
12.00—George R. Holmes
12.15—Orchestra
12.30—Orchestra
1.00—Orchestra

WABC, NEW YORK, 860 K.

5.00—Bob Byron, Whistler
5.15—Sing and Swing
5.30—Bon Voyage
6.00—Salvation Army Staff Band
6.15—Three Treys
6.30—Ray Heatherton, Songs
6.45—Children's Corner
7.00—Margaret Daum, Soprano
7.30—Press Radio News
7.45—Sports Resume
7.55—Federation of Jewish Charities
8.00—Poetic Melodies
8.15—Song Time
8.30—Jay Freeman and His Orch.
8.45—Boake Carter
9.00—Hammerstein Music Hall
9.30—Hal Kemp's Dance Band
10.00—Hollywood Hotel
11.00—The Songshop
11.45—To be Announced
12.00—Tomorrow's News Tonight

WBZ, BOSTON, 940 K.

6.00—Neighbor Nell
6.15—Vocal Selections
6.30—Orchestra
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.45—Charles Sears, Tenor
7.55—Lowell Thomas
8.00—Mary Small, Songs
8.15—Commentator
8.30—Lum and Abner
8.45—Louise Florea, Soprano
9.00—Grand Central Station
9.30—Death Valley Days
10.00—Pontiac Variety Show
10.30—Tommy Dorsey
11.00—Russian Rhapsody
11.30—Detective Series
12.00—Vagabonds
12.15—King's Jesters
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.

6.00—Arthur Lang
6.15—Program from New York
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Casey at the Mike
7.30—Wrightville Clarion
7.45—Vie Arden's Orchestra
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Concert Program
8.45—White Eagles
9.00—Lucille Manners
10.00—Waltz Time
11.00—The First Nighter
11.30—Jimmy Fidler
11.45—Dorothy Thompson
12.00—News
12.15—Orchestra
12.30—Orchestra
1.00—Weather

A LISTENER DID NOT FORGET HER



BETTY WINKLER

Betty Winkler, star of the NBC serial, *Girl Alone*, has come into possession of a beautiful cameo pendant sent to her by a woman she had never seen. Behind it all is an interesting story.

A few years ago Betty received a letter in her fan mail from a woman in Bethlehem, Pa., not far from Betty's native Berwick, Pa., complimenting her on her acting. A correspondence between the two ensued and continued through the years. Then, recently, a small package with a note enclosed, came to Betty. The note was from the niece of the elderly lady with whom Betty had been corresponding. She explained that her aunt had died and her last request was that two treasured mementoes be sent to Betty—a cameo pendant and bar pin.

Public Meeting

COL. R. L. CALDER, K. C.

'BRITISH JUSTICE and the PADLOCK ACT'
Friday, Feb. 11th

NORMAL SCHOOL 8 P. M.
SILVER COLLECTION

Auspices Canadian League for Peace and Democracy.

BY THEIR TRADEMARKS SHOULD YOU KNOW YOUR FAVORITE RADIO STARS

Performers Gradually Build Up Trademarks That Identify Them to Their Listeners

Like the trademarks on the goods they advertise, radio performers gradually build up trademarks of their own that identify them to listeners as soon as they hit the airwaves.

Al Jolson has become known for his: "Good evening, f-r-i-e-n-d-s!"—though he has been using it only occasionally of late. The only reason

Absent-Minded

Bob Burns confesses to having been absent-minded only once in his life.

It was during a recent Music Hall broadcast that all members of the cast looked aghast when Burns strolled into the studio, wearing a worried look, but empty-handed.

"I've forgotten something," the comedian said, "and I can't for the life of me remember what it is."

"Forgotten!" exclaimed the conferees. "Where's your bazooka?"

It was then Burns remembered. During the rush of finishing a picture at RKO on the same day he had hastened to the broadcast without it. A mad search was launched until a studio property boy bearing the precious package, rushed to NBC's headquarters.

Interesting Collection

One of the most interesting collections is in the possession of James Van Dyke, who is heard on "Aunt Jenny's Real-Life Stories" over CBS. Mr. Van Dyke's family tree, as far as America is concerned, goes back to 1643, when his family settled in New York, or New Amsterdam as it was known then. He has in his possession today many documents remarkably well preserved which the members of his family wrote, describing New York, the customs of the time and kindred interesting data. With such an abundant fund of material to start with, Mr. Van Dyke has gone on making a collection of other interesting papers of early Colonial days.

Blue is the favorite color of radio's glamorous girls for day time wear, according to a recent fashion - hobby questionnaire submitted to NBC artists. White is the unanimous choice for evening.

"The best part of bringing Alas Jimmy Valentine to the air is the scope that the dramatization gives Jimmy in which to develop as a character."—Bert Lytell, famous actor and threefold star of the stage, screen and radio, who is heard in the title role of Alas Jimmy Valentine on NBC airwaves.

rivals don't repeat Jack Benny's familiar greeting is that it contains the name of his product. A comical laugh hits the air each Sunday and listeners chuckle, "There's Joe Penner."

More recently Bob Burns has been identified with that long drawn-out hillbilly tune that "brings him in," as he expresses it. Phil Baker twists his toes and says shyly, "H'llo," and there's no doubt in listeners' ears as to who's at the loudspeaker.

Charlie Butterworth doesn't open the same way on "Mardi Gras" each week, but there's no mistaking his drawing voice. Though Walter O'Keefe has been on the show only a short time, dialers have already begun to refer to him as the "dramatic producer."

Clarence Muse is one radio headliner, however, who can't escape his own songs wherever he goes. When the radio baritone first became a mike performer, his famous tune—"When It's Sleepy Time Down South," was always called for. After the new Muse song, "No More Sleepy Time," was introduced and went into sheet music sales, demands grew for the singer to include it in every-thing.

Recently, in a comedy sketch with George Jessel on the latter's Mutual program, Muse tried to work in a new combination, but the show's writers demurred. They argued that no other tunes would have the appeal of those two for Muse fans. So Clarence—for the thousandth time, he estimates—walked on singing "Sleepy Time Down South," and finished with his new swing number, "No More Sleepy Time."

"It's a habit," he chuckles.

Bonds of Friendship

The bonds of friendship between Canada and the United States are destined to grow stronger through the spreading of good cheer in the Dominion via American radio networks. In past years the networks of the neighbors seemed content to offer each other occasional sustaining exchange programs and limited some of the headline commercial shows to three or four Canadian stations.

Canadian listeners have developed a desire to hear leading U. S. network offerings and the first of this year saw several released on the 27 stations of the Canadian Broadcasting System, including Al Jolson, "Big Town," Jack Benny and the Bing Crosby - Bob Burns show.

Alice Frost, star of "Big Sister," has rejected an offer to play the lead in a London dramatic play.

Wilbur Hatch is writing a radio symphony in which the sound effects man plays the biggest role.

THE VOICE OF EXPERIENCE



The Voice of Experience, shown here, recently received in one day 7,800 requests for the pamphlets he sends to those he cannot answer by letter. The booklets, ten in number, deal with domestic problems on which his listeners ask advice: love, marriage, divorce, juvenile delinquency and adolescence.

MICROPHONICS

"This is Station WJZ of the National Broadcasting Company...now signing off...Charles Trammont saying goodnight and bidding you all goodbye." Thus Charlie Trammont, for nine years an NBC announcer, spoke his valedictory to radio. He has begun a new life, as country doctor, in Mount Vernon, Ohio.

Jack Benny broadcasts over what is believed to be the largest week-to-week commercial network in the history of radio. Each Sunday at 8 p.m., AST, his droolers are now aired over 110 stations affiliated with the NBC-Red Network. Three stations in the United States and 23 in Canada were added to the Benny network with the first broadcast of 1938.

Ken Carpenter stumbled against Bob Burns' bazooka case at the Kraft Music Hall rehearsal. "Don't kick that case around," said Bing Crosby. "Burns' Grandpa Snazzy is sittin' in there frying eggs."

Horace Heidt's NBC Brigadiers had a skating party on the Rockefeller Center pond in Radio City the other night, but few could stay on their feet. It wasn't the fault of the ice. Most of Horace's boys come from California and had never been on skates before!

MINISTER PACKS 'EM IN
SALAMANCA, N. Y., Feb. 10.—Rev. Sherman Epler, who illustrates sermons with sleight-of-hand, "packed them in" the First Methodist Episcopal Church again today.

"It gets them," he said. "The kiddies, I mean. Children pack the front rows of my church every Sunday. Best of all, they bring their parents."

FILM STARS ON AIR HAVE ODD MIKE REACTION

Do the movie stars show the same poise and composure before a microphone as they do before the camera? In an effort to determine this, a reporter with a candid pencil checked up on the microphone behavior of several stars appearing on the Good News of 1938 program broadcast over NBC on Thursdays under the sponsorship of Maxwell House Coffee. Here's what he found:

Robert Taylor keeps checking the order of his script pages to make sure they are correct. After he has been at the microphone for about five minutes of a program he opens the collar of his shirt and pulls his necktie loose to give him more freedom of movement during dramatic skits.

When Fanny Brice steps before the mike for her famous "Baby Snooks" she protrudes her lower lip to give the facial and vocal effect of baby talk. If she is supposed to cry as part of the baby act, she opens her mouth wide enough to give Joe E. Brown an inferiority complex.

Jimmy Stewart is a Will Rogers type of personality in his approach to the microphone. He is inclined to be bashful before the radio theatre audience but gains in confidence as the program progresses. He runs his hand through his hair while going through longer sections of the script and waves his hands in the air to emphasize points of comedy or drama.

Frank Morgan makes fun of his moments before a mike. He smiles and laughs constantly through comedy skits, and when another player scores a laugh in the lines, Morgan will pat him on the back and laugh louder than the radio theatre audience.

Freddie Bartholomew always dresses up in his best Sunday suit for his Good News appearances. At the start of a program he stands at attention before the microphone like a young cadet at a military academy but gets "warmed up" as the show goes along. As he finishes each page of script he puts it carefully on a chair placed near him for that special purpose.

Works Out Gags

Sometimes the Westerners get the best of it. It is not uncommon for Don Prindle, Joe Penner's head writer, to work out a complete new comedy routine between the afternoon broadcast for the East and the re-broadcast for the Pacific Coast. Don sits in the control room during the first show, making copious notes while listening to audience reaction to the lines he has prepared during the week. While the rest of the cast is having dinner, Prindle works over the comedy situations and often comes up with a laugh-maker which goes on the re-broadcast without rehearsal, if given an okay by Penner.

"LET THE OTHER MAN DO THE TALKING"
SAYS
DALE CARNEGIE

Author of the famous book
"HOW TO WIN FRIENDS AND INFLUENCE PEOPLE"

HAVE YOU SMOKED A TURRET LATELY?

WE try to be modest in what we say about Turret cigarettes. After all, the purpose of a cigarette is to give you smoking satisfaction—nothing else. Turrets will do that. For Turrets are made from an original and unique blend of fine Virginia tobaccos. And you can always be certain of finding Turrets well-filled, firmly rolled and the same unvarying high quality. But, instead of our talking about Turrets, let them speak for themselves. In other words, if you haven't smoked a Turret lately, try a package today!

Imperial Tobacco Company of Canada, Limited

① "Most people talk too much when trying to 'put their ideas over'. Do you?"
② "If you disagree with what he says, don't interrupt. Besides being rude, it is bad policy for he won't pay any attention to you until he has expressed his own ideas. 'So listen patiently until he has talked himself out. But don't abuse your turn even then.'"
③ "Your best friends would rather talk about their achievements than listen to yours. Why expect a stranger to be more tolerant?"
④ "By all means let the other man tell you about his accomplishments if he wants to. But don't start boasting about yours."

"A modest man never offends anyone, and really, we ought all to be modest, for none of us amounts to much. 'Do you know what keeps the smartest men in the world from becoming idiots? About five cents worth of iodine in their thyroid glands. Five cents worth of iodine isn't worth getting a swelled head over, is it?'"

Turret
CIGARETTES
PLAIN OR CORK TIP